

ETHICS MONTH OBSERVED AT JCAPCPL



As a tribute to **Bharat Ratna, JRD Tata** who is also a role model on business ethics, JCAPCPL observed July as Ethics Month. The program is inspired by Tata Code of Conduct, a unique initiative to make

all the employees of the Steel Company realize the relevance of corporate governance and to adopt ethical behavior at their workplace. JCAPCPL being a joint venture of Tata Steel and Nippon Steel, implements the same in their work culture. JCAPCPL's Ethics Month celebration was a resounding success, centered around the theme "Excellence through Integrity." The month-long event featured a series of engaging thought-provoking programs that aimed to promote ethical values among employees and foster a culture of integrity with the organization.



EXCELLENCE
Through Integrity

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Employee
Engagement

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Our CSR
Activities

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Sales
Highlights





➤ The highlight of the celebration was the **QUIZ COMPETITION**, where participants showcased their knowledge and understanding of ethical principles and practices.

It provided a fun yet educational platform for employees to test their ethical awareness. Around sixty employees participated in the online quiz competition.

➤ The **SLOGAN COMPETITION** proved to be an inspiring initiative, encouraging employees to create impactful and memorable phrases that embodied the essence of integrity and its importance in achieving excellence.

➤ Through the **POSTER COMPETITION**, employees showcased their creativity, by designing visually compelling artwork that depicted the significance of ethical conduct in the workplace and its positive impact on overall performance.

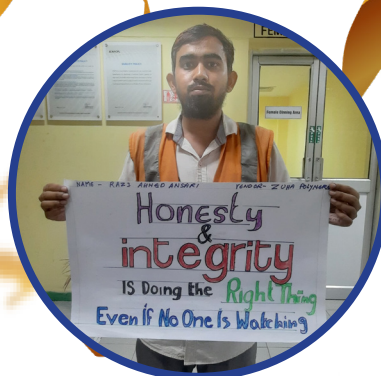
➤ The **PHOTO AND VIDEO COMPETITION** offered participants a chance to capture real-life instances of ethical behavior, reinforcing the message that integrity should be an integral part of daily interactions and decision making.

➤ Last but not least, the **ELOCUTION COMPETITION** brought out the oratorical skills of employees as they passionately spoke about the role of ethics in achieving excellence both professionally and personally.

ETHICS MONTH ended with recognizing the winners of every competition. Mr. Ajay Gupta our Ethics Counsellor addressed the employees during the ceremony. Other senior leadership team members, Mr. Pranav Jha, Mr. Kirit Daxini, Mr. Vikal Mahendra and Ms. Radhika Singh Banerjee also attended the event and awarded the winners. Mr. Alam shared his insight on ethics with employees and its importance in the workplace. Mr. Junichi Matsunaga also shared his views on ethics and its relevance to inculcate it in our professional and personal lives. Overall, JCACPL's Ethics Month celebration provided a well-rounded approach to instilling a strong ethical foundation within the organization. It fostered healthy competition, teamwork, and collective commitment to upholding integrity in all aspects of work and life.



WINNERS AND PARTICIPANTS OF ETHICS MONTH COMPETITION



DISTRIBUTION OF FOOD ON BIRTH ANNIVERSARY OF JRD TATA

On the auspicious occasion of JRD Tata's birth anniversary, JCAPCPL collaborated with Roti Bank for a heartwarming initiative to distribute food among the poor and needy. The event took place at the MGM Hospital, where a spirit of compassion and generosity filled the air. JCAPCPL also sponsored the distribution of food among the needy people in collaboration with Roti Bank on 15th July. JCAPCPL has been associated with Roti Bank for a long time under this joint effort aimed to address the pressing issue of hunger and alleviate the suffering of the underprivileged in the community. The distribution of food among the poor at the MGM Hospital touched the lives of many individuals and families, bringing smiles to their

faces and warmth to their hearts. It reinforced the belief that when businesses and organizations come together with a sense of purpose of humanity, they can make a significant difference in the lives of the marginalized and create a more inclusive society.

The birth anniversary of JRD Tata, a visionary philanthropist and trailblazer, served as a fitting occasion to carry out this act of kindness and honor his legacy of compassion and social responsibility.



MD DIALOGUE WITH MANAGERS AND OFFICERS



In a move that demonstrated the commitment to employee well-being and organizational growth, JCAPCPL recently organized an enlightening dialogue session between the Managing Director Mr. Ujjal Chakraborti and the managers and officers of the company. The event was an opportunity for open and candid discussions

where the needs and issues faced by the employees were brought to the forefront, and concrete actions were charted to address them effectively.

Our MD expressed his gratitude to all the employees for participating in the dialogue and emphasized the significance of empowering employees. He also spoke deeply on maintaining work life balance and the steps we can take as an organization to achieve them. Actions to be implemented to maintain the physical and mental health of the employees were also discussed in detail. The session was a genuine effort to build stronger connections between the leadership and the workforce. The MD Dialogue at JCAPCPL proved to be a pivotal event, showcasing the organization's commitment to creating a positive and supportive work environment.

MONTHLY BIRTHDAY CELEBRATION

JCAPCPL's Monthly Birthday celebration is a cherished tradition that brings together the entire team to commemorate the special day of its valued employees. Each month, the company celebrates the birthdays of its employees with enthusiasm, joy, and a sense of camaraderie.

With 28 employees celebrating their birthday in July, the event was a vibrant occasion that fostered a strong sense of community with the organization. The celebration takes place on the last day of every month, where all employees gather to honor their colleagues.

The highlight of the celebration is the cake cutting ceremony. The leadership team, along with other colleagues, surrounds the birthday celebrants to extend their warm wishes and share the joy of the moment. Following the cake cutting, refreshments are served, comprising a delightful assortment of snacks and beverages. The relaxed atmosphere allows employees to engage in casual conversations, fostering a deeper connection among team members and promoting a positive work culture.





A TRANSFORMATIVE INTERACTION OF JCAPCPL FEMALE EMPLOYEES WITH **SHIVANI KUMAR**, LEAD GENDER, AND ADVOCACY IWN

In a pivotal event focused on women empowerment and gender equality, the female employees of JCAPCPL had the privilege of engaging in an insightful interaction with Shivani Kumar, the esteemed Lead Gender, and Advocacy of the Indian Women Network (IWN). The session,

including building self-confidence nurturing leadership skills and overcoming societal barriers. Employees were encouraged to share their personal experiences and challenges they face, creating an open and supportive environment for meaningful discussions.

growth of the nation. She highlighted various entrepreneur opportunities and avenues for women to explore, in encouraging them to pursue their passions and convert their talents into viable businesses. By providing a platform to learn from a prominent advocate



held on 3rd July, proved to be an enriching experience, as it centered on empowering women to become self-reliant and independent in both their personal and professional lives. The interactive session revolved around several crucial themes

One of the key takeaways from the interaction was the significance of self-reliance and financial independence for women. Ms. Kumar stressed that empowering women economically not only benefits them individually but also contributes to the overall economic

of gender equality JCAPCPL demonstrated its commitment to empowering its female workforce and fostering an inclusive workplace culture.

SURAKSHA SERIES SESSION 2

SURAKSHA Series Session 2 saw 25 attendants in the session that was a customized one covering Ghar se Ghar Tak and Child Safety by CII. It is a combination of 2 trainings, namely Child Safety imparted by CII Young Indians and Ghar se Ghar Tak that focuses on indoor home safety. The aim of the program is to focus on the well-being and happiness of the employee's family, resulting to a safety culture in community.



GROUND-BREAKING PUJA CEREMONY AT JCAPCPL

Ground-breaking puja ceremony was conducted at JCAPCPL for infrastructure improvement projects. The project's will focus on construction of restrooms for our workforce.

Annual Business Plan for FY 24

The ABP for FY 24 was organised. The meeting focused on discussing the actuals of quarter one and planning the way forward for the remaining year. Our MD, Mr.Ujjal Chakraborti also stressed on the fact that after the H1 ends (Half-year of FY 24) the team should meet again to discuss the progress and further plan the action based on the development.



IN-PATIENT WARD INAUGURATION BY JCAPCPL AT TATA STEEL ZOOLOGICAL SOCIETY

JCAPCPL under its CSR initiative inaugurated the in-patient ward for primates and birds at the Tata Steel Zoological Society. The renovation and other support required for the maintenance of the ward at TSZS is looked after by JCAPCPL.



JCAPCPL ORGANIZED AN EYE OPERATION CAMP

JCAPCPL organized a 3-day (15th to 18th July) eye operation camp at Ram Manohar Lohiya Netralaya at Jamshedpur. This CSR initiative witnessed a team of experienced doctors and medical staff rendering eye checkups for 106 patients from local vicinity, followed by 33 cataract surgeries. The initiative was jointly supported by team Ummeed (volunteering members of JCAPCPL) and Indian Red Cross Society.



JCAPCPL SIGNED A MOU WITH TATA STEEL FOUNDATION FOR SUSTAINABLE COMMUNITY DEVELOPMENT

JCAPCPL and Tata Steel Foundation signed a memorandum of Understanding (MoU) to continue its journey of transformation and sustainable community development. This strategic partnership aims to address pressing social challenges and drive positive changes through various programmes.

Ujjal Chakraborti, Managing Director of JCAPCPL and Sourav Roy, Chief Executive Officer, Tata Steel Foundation signed the MoU to initiate the implementation process.



VISIT TO MASTI KI PATHSHALA, PIPLA



The JCAPCPL CSR team "Ummeed", had visited its newly adopted Masti Ki Pathshala (MKP), Pipla. MKP is one of the flagships CSR initiatives managed by Tata Steel Foundation. The company is already supporting the mainstreaming of approx. 120 girls at Bagunhatu, MKP. JCAPCPL further intends to extend its support for mainstreaming of underprivileged girls at MKP, Pipla for their holistic education and development. The objective of MKP is to make the society free from the worst form of child labour. During the visit, the team interacted with the children

to know their background and to understand their requirements as well as the facilities extended to them by Tata Steel Foundation. The children shared their dreams and aspirations to which the team Ummeed committed to extend its best possible support. It became evident that with the right resources and opportunities, these children had tremendous potential to succeed. The educators and caretakers were dedicated and passionate about their roles, ensuring that the children received not just academic education but also emotional & mental support and encouragement.

The experience of visiting MKP highlights the power of collective efforts in making a difference in the lives of those in need and reinforces the importance of education in shaping a brighter future for the next generation.



Customer PPSD

1. Highest FHCR received of 58,992 tons in July'23
2. Highest ever Skin FHCR received in July'23 of 13692 tons

West Zone M&S

1. July West Zone Sales - 114761 MT against ABP of 9753 MT.
2. Achieved 120% Sales Target against ABP.
3. SMG Highest Ever Sales of 6738 MT surpassing 6690 MT in June 23 (**Consecutive 4th month highest ever**).
4. Payment collected 67 crores against plan of 84 crores.
5. High Tensile and skin panel sales is 38% of total sales.

North Zone M&S

1. North Zone achieved a significant milestone of cumulative 1 million ton sales in Jul'23.(surpassed on 13th Jul'23).
2. Achieved 16kt + sales figure in a month after a gap of 9 months, last achieved in Sep'22.
3. SOP of HCIL's new model, Elevate in Jul'23. JCAPCPL has a SoB of 148 Kgs in this vehicle.

RCL

1. Best ever month production 18,940 T. (Previous best : 18,670 T in June-23)
2. Best ever day production 774 T. (Previous best : 758 T in June-23)

Central Marketing

The company has achieved highest ever monthly automotive sales of 40,712 T in July'23 surpassing previous best monthly automotive sales of 40,631 T achieved in Mar'21.

South Zone M&S

1. Best ever monthly sales from Bangalore region at 6,490MT surpassing previous best of 6,338MT in Apr'23.

CELEBRATING HIGHEST PRODUCTION OF 18,670 TON IN RCL



MSD Lunch



LEADERS VISIT



Mr. Ichiro Sato, Managing Executive Officer and Vice Head of Global Business Development of HQ of Nippon Steel
Mr. Hiroshi Edina, MD of Nippon Steel India visited JCPCPL



KBF PRESENTATION FOR TBEM



TSDPL

The GT/MT's badge of 2023 from TSDPL visited JACAPCPL as part of their induction program. The group undergoes classroom sessions and during the same day visit the plants of various TATA GROUP COMPANIES In Jamshedpur. The badge was given a brief introduction about the business of JACAPCPL before the plant visit



NEW JOINEES



Anand Radheshyam
Nikhar



Ajay Kumar Dokania



Abhishek Verma



Farewell of Mr. Shibata Shinya & Atsushi Suzuki