



Even Inclement Weather couldn't deter enthusiasm of around 250 participants of Art Competition at Babugram Village organized by ESL Steel Limited

- Programme initiated under the aegis of ESL Steel Limited's Project Prerna with partner implementing agency Sarthak Sustainable Development Foundation
- 242 students from 10 Schools and 2 Prerna Centres participated in Sit and Draw Art Competition at Football Ground of Babugram Village organized by ESL Steel Limited
- Participating students belonged to Primary School, Babugram; Primary School, Bandhdih; Primary School, Salgatard; Middle School, Yogidih; Middle & Primary School, Siyaljori; SMJ High School, Bijulia; Upper Middle School, Budhibinor; Upper Middle School (Urdu), Chandaha; Upper Middle School, Siyaljori; Upper Middle School, Tetulia; Project Prerna Classes and Prerna Drawing Centre, Bhagabandh

Bokaro; 13th February, 2024: ESL Steel Limited, a Vedanta Group Company and a leading integrated steel producer in India, continues its unwavering commitment to societal and community development. ESL Steel Limited prioritizes the well-being of the communities where it is present.

Today, with an objective to help children in their all-round personality development and to hone their hidden artistic talents and to boost their self-confidence, especially those **enrolled in various** ESL Steel Limited's educational interventionist programmes like **Project Prerna Centres and Classes** as well as for those from Primary School, Babugram; Primary School, Bandhdih; Primary School, Salgatard; Middle School, Yogidih; Middle & Primary School, Siyaljori; SMJ High School, Bijulia; Upper Middle School, Budhibinor; Upper Middle School (Urdu), Chandaha; Upper Middle School, Siyaljori; Upper Middle School, Tetulia; **ESL Steel Limited organised a Sit and Draw Art Competition at Babugram Village Football Ground.**

Parents and Guardians of various participants, Teachers from various participating Schools and Local Dignitaries including Shri Prem Chand Mahto, Principal of Upper Middle School, Siyaljori; Shri Shailendra Shekhar, Sarpanch of Nayaban Panchayat; Shri Rafiq Alam Ansari, Sarpanch of Chandaha Panchyat; Shri Pankaj Shekhar, Social Worker; and Village Representatives of Babugram – Shri Mahendra Shekhar and Shri Rupesh Shekhar; were quite touched and even astonished to note the enthusiasm shown by the participating children even in today's inclement weather conditions.

"ESL Steel Limited always focuses on the holistic development and happiness of the communities around our plant. We strive to provide a platform for creativity and expression among our students. Initiatives like these further nurture talent, encourage artistic endeavours, and fosters a vibrant learning environment that goes beyond academics," said **Shri Ashish Ranjan, Head, CSR, ER & PR of ESL Steel Limited.** "Throughout our history, in the present, and looking ahead to the future, ESL Steel Limited remains dedicated to supporting the community's well-being through ongoing CSR initiatives, demonstrating our commitment to fostering a happier and thriving community."

The highly decorated and renowned Jury members, including Guinness & Limca World Record Holder in Drawing & Art and Jharkhand Ratna holder - **Shri Mohan Azad**; and Gold Medallist Senior Teacher of Trimurti Public School, Kandra, Chas, Bokaro - **Smt. Bidyanti Kumari**, who were keenly observing the children in their quest for achievement and even those who were not gunning for any laurels commented that such competitions helps children inculcate creativity. They also felt that such platform helps to uncover the hidden talent in the children and to showcase their finesse in creativity.

Mr Rakesh Mishra, Deputy Head of CSR at ESL Steel Limited who was overseeing the whole competition noticed that even when the children had to shift interiors their confidence didn't fitter and they continued with their colours undeterred of the circumstances. He also said that the spectators, who had come to bolster the confidence of their wards, saw their children didn't require any motivation and were also having fun at the extremely successful event. The various levels in which the children were competing were Group A (Class nursery to Class 2); Group B (Class 3 to Class 5); Group C (Class 6 to Class 8); Group D – (Class 9 and above). He said he will continue organising more such events if this is the effect on the children, which he was very happy with.

About Project Prerna

With a vision to strengthen the primary and secondary education, ESL Steel Ltd.alongwith **Sarthak Sustainable Development Foundation** is promoting education of the youth under project "Prerna". The project aims to strengthen education starting from the secondary level to intermediate and to provide quality and equitable education opportunities to the students of the socio-economically weaker sections of the society within ESL's CSR operational areas for wholesome development of the students so that they can achieve greater heights..

About Vedanta ESL Steel Limited

Located in Sivaljori village in the Bokaro district of Jharkhand, ESL is a leading manufacturer of steel products. It has a 2.5 million tonnes per annum (MTPA) greenfield integrated steel plant that produces pig iron, billets, TMT bars, wire rods, and ductile iron pipes. The plant works in sync with the prescribed environmental standards, bringing international expertise and solutions from reputed manufacturers to offer world-class services and products.