

ESL Steel Limited organizes awareness and sensitization program to commemorate World No Tobacco Day

Bokaro | 1st June 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 in and around its Bokaro plant. For this commitment, it has been felicitated with numerous awards from various national and international governmental bodies and NGOs.

ESL Steel Limited continuing on its path of public welfare in communities, greatly focuses on Healthcare Awareness and Sensitization as one of the core areas of interventions through its CSR initiatives. Under the aegis of its **Flagship Healthcare initiative, Project AAROGYA** run in collaboration with the **Citizens Foundation** and convergence with the District Health Department, an **awareness cum sensitization program was organized on the occasion of World No Tobacco Day** at Bandhdih's Das Tola Nand Ghar Anganwadi Center. The program was well-attended by around 50 persons including Sahia, Sevika, and Sahayika of the Centre.

Through Project AAROGYA, ESL Steel Limited is relentlessly serving more than 100 villagers daily and to date around 3,00,000 patients in total, whether through the Centre or through its Mobile Health Unit (Healthcare on wheels) which serves all 27 villages under its purview catering to children, youth, women, expecting and lactating mothers, men, and the elderly.

As a part of the sensitization and awareness program on World No Smoking Day, **government stakeholders and Project Aarogya team members** shared the following with the attendees: (a) detailed information on the impact of tobacco, causes of diseases, necessary preventive measures as well as symptoms and treatment of disease incurred due to tobacco intake; (b) necessary preventive measures especially in case of youths to avoid tobacco usage; (c) inculcation of positive environment at home and necessary counseling and sensitization by the guardian at household level.

31st May has been declared as World No Tobacco Day by consensus of **all Member States of WHO (World Health Organisation)**. This yearly observance helps draw global attention to the dangers of using tobacco, the business practices of tobacco companies, what the WHO is doing to fight the tobacco epidemic, and what people around the world can do to claim their right to health and healthy living. This hence helps protect future generations from the tobacco epidemic and the preventable deaths and diseases it causes. Tobacco usage is known to be the cause of death of more than 8 million people each year, worldwide.

In India, Tobacco use is a major cause of death and disease, accounting for nearly 1.5 million deaths every year. (Out of this Smoking accounts for approx. 1 million deaths; second hand smoke for 240 thousand deaths; and chewing tobacco for 35 thousand deaths.) This is about 9.5% of all deaths in the country, and tobacco is responsible for 20% of ischemic heart disease (IHD) deaths, 47% of COPD deaths, and 14% of stroke deaths. Tobacco-related cancers also accounted for 27% of India's cancer burden in 2020. Tobacco is the 4th highest risk factor in 2019, driving the most death and disability combined in India.

If that was not all, Tobacco usage is a substantial economic burden, as per a WHO study, India lost 1% of its GDP to diseases and early deaths from tobacco use.

"Keeping in view such alarming statistics and high usage of tobacco (even amongst women) in the vicinity of the plant we at ESL Steel Limited took a conscious decision to sensitize and spread awareness in the communities around us. We believe in consistently working towards bringing transformative impact to our immediate neighbourhood and we feel the awareness session will help bring that change. Project AAROGYA is not just a healthcare or healthcare awareness initiative; it's a testament to our dedication to making a meaningful difference in the lives of those we touch, fostering healthier and happier communities." said **Shri Ashish Ranjan, Head, CSR, ER & PR of ESL Steel Limited**.

About Project AAROGYA

Project AAROGYA employs a hub-and-spoke model in collaboration with partner implementing agency Citizens Foundation and in convergence with the District Health Department. Key facilities include a Primary Healthcare Centre in Dhandabar village, a Mobile Health Unit visiting 27 villages, free medication and treatment, as well as sensitization and awareness camps on various health issues. Initiated in 2020, the project has positively impacted more than 300,000 villagers to date.

The Dhandabar Health Care Centre provides free of cost doctor consultation, gynecological consultation, lab testing & free medications. Mobile Health Unit delivers preventive and curative health care facilities at the doorstep of villagers of all 27 operational areas.

About Vedanta ESL Steel Limited

Located in Siyaljori 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.

About Citizens Foundation:

Citizen's Foundation is a Civil Society Organization working in the development sector since 1997, focusing on Health, Livelihood, Natural Resource Management, Techno-Managerial Services, and Advocacy. Originating from its humble beginnings in Jharkhand it has expanded its outreach to other states such as Bihar, Chhattisgarh, Andhra Pradesh, Arunachal Pradesh, Assam, Meghalaya, Sikkim, Nagaland, and Haryana touching the lives of more than 1 million Indians. Shri Ganesh Reddy is the CEO cum Founder of this organization.

