



For Immediate Release

Essar Foundation Organises Bal Vibidha, a children's carnival

Durgapur, West Bengal, April 11th: Essar Foundation, the corporate social responsibility arm of the Essar Group, is bringing its highly popular and unique "Bal Vibidha", a two day children's carnival to Durgapur from April 11th- 12th, 2012. This would be a first of its kind event in the region.

Bal Vividha's objective is to encourage children, parents and teachers to embrace the idea that learning occurs in non-structured environments and its basis is the child's own desire to ask questions. Such an approach expands the scope of learning beyond the curriculum, infusing the process of learning with a sense of joy both for the child and the teacher and exploring alternatives that can make the classroom a friendlier place for children.

In this festival almost 4,000 secondary and higher secondary school children from villages surrounding Essar's CBM operations would be participating. Bal Vividha, Durgapur, will have the theme of "Lets Learn to make our surroundings a better Place". Prior to this, the event had a very successful run at Gujarat where over 3,000 students from 20 schools participated.

"Bal Vividha is a unique initiative to engage kids in interactive learning forums and open their minds towards newer learning platforms. This also resonates with the objectives of Essar Foundation. Essar believes in nurturing curiosity and bridge the gap of knowledge by supporting use of alternative methods of teaching such as theatre, story-telling and other creative tools," said Deepak Arora, Vice President - CSR, Essar Group.

"As a responsible corporate citizen, Essar is deeply engaged with the local community in the areas of Health, Education, Environment and Skill development. We are very happy to bring Bal Vividha to Durgapur and are confident that the event would give the children an exposure on the



joyful methods of learning, expanding the mental horizon and to broaden the scope of learning beyond curriculum by infusing the sense of learning with joy,” said Shashank Shekher, Project Director- CBM Operations, Essar Oil.

Bal Vividha will inspire children to learn from interactive forums about their environment, bio-diversity, gender sensitivity and will instill in them the belief that the world can be a better place, if “you” yourself work towards making it better. The festival will have interactive corners presenting the opportunities for children to learn new things. There will be a section presenting books and innovative toys made by traditional craftsmen. Also held would be workshop on origami and a film festival - Filmi Chasma, which would feature short films made by children for children.

The inaugural event was held with pomp and grandeur. The Chief Guest for the function was Mr. Ajay Kumar Nand, IPS, Commissioner of Police, Asansol-Durgapur Commissionerate and Guest of Honour was Mr. R.K.Banerjee, IFS, Conservator of Forest , Govt of West Bengal.

Sri Ajay Kumar Nand highlighted the importance of such science and crafts exhibition in these remote villages and emphasized on the importance of preserving the traditional crafts and culture. Sri RK Banerjee also appreciated the efforts of Essar in the various CSR activities and wished success in all future endeavours.

Other guests include Sri Subhankar Sinha Sarkar, Dy Commissioner of Police, Sri Kumar Vimal, DFO, Durgapur , Sabhapati , Laudoha-Faridpur block, Prof Guni Chatopadhyay and Prof Bidhan Chandra Roy of Viswa Bharati were present. Many senior village members from the surrounding villages witnessed the event .

Editors Note:

The Essar Foundation was set up by the Essar Group to give its corporate social responsibility (CSR) activities greater focus and reach. The Foundation works within the framework of the 3E model — Entrepreneurship, Education and Environment — to adopt a future-focused approach



to sustainability. The Foundation's activities, divided across six focus areas — livelihoods and entrepreneurship, women's empowerment, health, education, infrastructure and environment — are based on the principles of good governance and equity. To improve its reach, it engages with government institutions and local NGOs as part of its fundamental strategy.

Over the years, Essar Foundation has touched millions of lives. In the Ranigunj area alone, where Essar Oil operates CBM blocks, Essar Foundation has achieved the following:

- Mobile medical units has provided healthcare services over 50,000 people in the community
- Over 3,000 students in 18 schools are provided educational help and support to enhance their English and mathematics levels
- The highly popular Essar Foundation Independence Day Football Trophy sees enthusiastic participation from hundreds of youths from 10 villages in the region. This is part of Essar's support to sports, youth and cultural development of the community.

About Essar Group

The Essar Group is a multinational conglomerate and a leading player in the sectors of Steel, Oil & Gas, Power, BPO & Telecom Services, Shipping, Ports, and Projects. With operations in more than 25 countries across five continents, the Group employs 75,000 people, and has revenues of USD 17 billion.

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