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Broadcast

Monthly Newsletter

January, 2021

HAPPENINGS

- Our "Legends" were presented with the Electrosteel Stamp Cover and Album.
- Republic Day was celebrated with great pride and reverence across all our locations.

MONTHLY HIGHLIGHTS

- Highest despatch of HW Fittings - 812.684 MT
  Highest Despatch from Bansberia Works - 9656 MT
  Highest Coating Production in DI Flanged Pipe - 316 MT
- We have received the prestigious Authorized Economic Operator (AEO) Certificate at Tier 1 level. This is a coveted certificate that is Internationally recognized.

CENTRAL BOARD OF INDIRECT TAXES AND CUSTOMS
MINISTRY OF FINANCE
GOVERNMENT OF INDIA

AUTHORIZED ECONOMIC OPERATOR (T1) CERTIFICATE

ELECTROSTEEL CASTINGS LIMITED

AEO

CSR AND US

- We donated the trophies for Adarshapally Jana Kalyan Samity's inter club knock out Cricket tournament.
- We, along with Milan Sathi Club, Khardah organised a Blood Donation camp, on the occasion of Swami Vivekananda's birthday.

WE, THE PEOPLE

- Chu Kar Mere Man Ko: This time we bring you 2 incidents that touched the hearts of:
  1) Shoeb Tyebbhoy ⇄ Radha K Agarwal.
  2) Atanu Chowdhury
- The New Year was celebrated with great joy and wishes across all our locations.

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♥ Chu kar mere man ko ♥

How one "Chu kar mere man ko" story touched someone.... and set up another

Dear Shoib,

I had tears in my eyes when I read your story for the "Chu kar mere mane ko" initiative. Criticism is quick to reach Management's ears but positive feedback takes it ears sweet time.

You did share your feedback on Management decision on salary cut mid backs before as well. But you sending a story on the same for "Chu kar mere mane ko" means so much more.

So, I thought it is only proper to share your story with the Management who took this decision to support its people no matter what !

Radha K Agarwal
H.O. - Kolkata

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♥ Chu kar mere man ko ♥

I was a Friday noon of April '20..... Lockdown is going on for the. past few weeks People are not able to come out of their houses because of fear, fear of corona, fear of Administration, fear of unknown coming days/ future.

Few of us, who are active members of a Durgapuja Committee near "Sukanna" area, in Howrah (also involved in social activities throughout the year), over con-call decided to help people who are really in distress (*[illegible]*) **who were alone** including, because of earning members stuck outside, **who are aged** and **who are daily wage earners** eg. who sell vegetables, rickshaw pullers, cleaners, who cooks for others' houses etc). We had identified about 50 houses (with the help of local club members) and decided to come out of our houses and organise Rice/Dal/ Potato/Onion etc. to pack and distribute to those homes.

Yes, it took some day to list down the names / house nos. /Areas and to organise those items and pack it for distribution to the identified people.

After a lot of persuasion, we could only organise a Toto Driver to come out at that time and to roam with us with his Toto throughout the day for distribution of the above items/packets (at that time none was agreeing to go out door to door with us, due to fear of Covid 19).

The day came when we, few of us, started about 11 A.M. to search and move around those houses, we were not sure which house to go and whether police will catch hold of us, for any violation.

In one of the house, when we knocked the door, we waited for quite some time and when preparing to move out after waiting, one aged person came out trembling..... once we shared our purpose, he burst into tears that for some days there were none at home and he could not cook and eat and these items will help him survive.

Yes, at that time, I was crying because we could not help him more and we had a long list pending and had to rush to other such homes to search and to find out such people and to knock the door again.

Atanu Chowdhury
HW - Kolkata

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