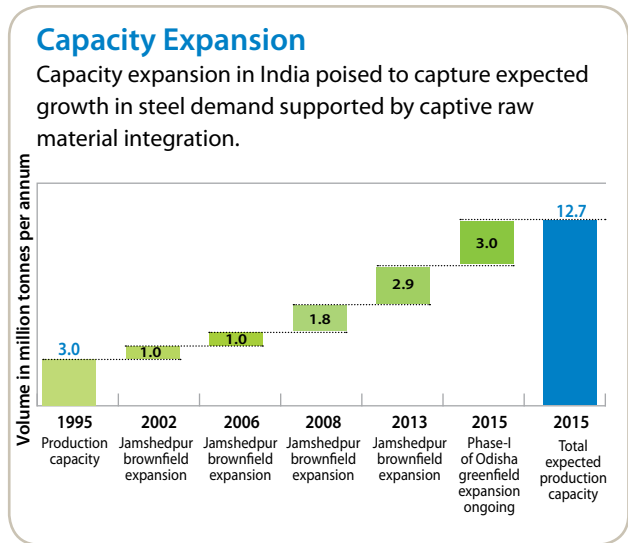
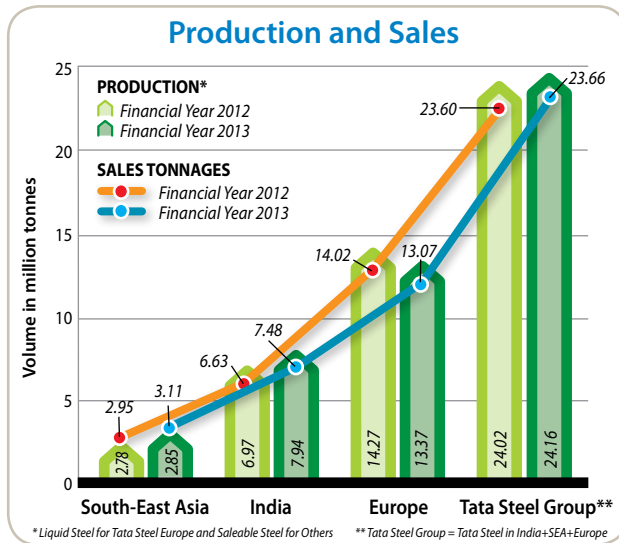




# Performance

In a year of volatile market fluctuations, Tata Steel focused on its stated objective of growing in a sustainable manner that would create long-term value for its stakeholders. In line with the concept of 'Integrated Reporting', here are a few of the non-financial performance indicators.



### Awards and Accolades

- The Deming Grand Prize by Japanese Union of Scientists and Engineers (JUSE), Japan.
- Prime Minister's Trophy for the year 2010-11.
- Fortune magazine's 'World's Most Admired Company' award.
- 'Best Managed Board in India' ~Aon Hewitt - Mint Study 2012.
- CII-ITC Sustainability Prize for 2012 for Sustainable Development.

### Initiatives in CSR

The focus on CSR continued and some noteworthy initiatives included:

- Skill development for employment.
- Health care initiatives.
- The HIV-Aids awareness coverage expanded.
- Adult literacy programme expanded.
- Focus on ethnic inclusion.

