

## **Citizens' Charter**

### **Preamble**

Citizens are understood as any stakeholder with significant impact and influence on the company ranging from customers, vendors, investors, partners, Government and society at large. NMDC's Citizen's Charter contains three broad areas. First part outlines Scope of the Charter and General Information about the company. Second part contains the information on management commitment to the Citizens, details of company business and Citizens' obligations, thereby making Citizens better informed and empowering them to demand better products and services. In the last part, it describes Citizens' Service Delivery, by managing the key ingredients for good product and service delivery, and building its own capacity to continuously improve delivery through feedback mechanism.

### **PART-I: GENERAL**

#### **Scope**

The charter demonstrates our ability to consistently provide quality products and efficient and responsive services that meet requirements of our Citizens with applicable legal, statutory and regulatory requirements. It aims to enhance Citizens' satisfaction and to continually improve our products and service delivery process.

#### **General Information about company:**

##### **Organization:**

Established on 15th November 1958 as a Public Sector Undertaking to explore, develop and exploit mineral resources other than fuel oil and atomic minerals, NMDC is engaged in mining of Iron ore, Magnesite and Diamonds. NMDC is India's single largest iron ore producer, presently producing over 30 million tonnes of iron ore from 3 fully mechanized mines in Chhattisgarh and Karnataka State. In acknowledgement of its substantial contribution to the domestic mineral sector in the past six decades, it has been accorded the status of a Schedule-A public sector company. In recognition of its consistent performance, the Company was also categorized as a 'Navratna' Public Sector Enterprise in 2008. The Government of India owns about 80% of NMDC's equity and retains voting control of the company. The company is also diversifying into steel making and has undertaken several capital intensive projects to modernize and increase capacities to retain its domestic leadership and has also forayed overseas successfully.

## **Vision**

To emerge as a global Environment Friendly Mining Organization and also as a quality Steel producer with a positive thrust on Social Development.

## **Mission**

To maintain its leadership as the largest iron ore producer in India, while establishing itself as a quality steel producer and expanding business by acquiring and operating various iron ore, coal and other mineral assets in India and abroad, rendering optimum satisfaction to all its stakeholders.

## **Objectives:**

### **Macro Objectives:**

- To expand the operation in the areas of mining and mineral processing to meet the growing demands from domestic and international markets.
- Achieve international standards in per capita productivity, value addition and cost effectiveness.
- To increase the iron ore mining capacity from the present level of around 30 Million tonnes to 7 Million Tonnes by 2018-19.
- Setting up of Steel Plant at Nagarnar

### **Micro Objectives:**

- Achieve growth by:
  - Expansion of existing mines
  - Operating new mines fully owned by NMDC or in Joint Venture
- Give thrust to exploration and excavation of coal, gold and other minerals.
- To maintain environment protection.
- To conserve mineral resources through scientific mining.
- To maintain high level of customer satisfaction.
- To improve the quality of life of people in general and socio economic environment in and around the mines in particular.

## **PART II: COMMITMENT**

Commitment between two entities i.e. NMDC and Citizens requires mutual appreciation of objectives of Citizen's Charter, management commitment and obligation of citizens to facilitate the process of service delivery.

### **Objectives of Citizen's Charter:**

The main objectives of the Citizen's Charter of NMDC are given below:

- Ensuring citizen-centric focus across all its processes by adopting excellence enabler for improvement of products and services.
- Demonstrating transparency and openness of its business operations by hosting the Citizen's Charter on the NMDC's website i.e. [www.nmdc.co.in](http://www.nmdc.co.in).
- Ensuring effective citizen communications channels
- Working towards delight of citizens by full proof processes and in case of exigencies leveraging its service recovery processes like handling complaints, grievance redressal etc.

### **Management's Commitment:**

The Management of NMDC Ltd. is totally committed towards excellence in public service delivery through good governance by a laid down process of identifying Citizens, our commitment to them in meeting their expectations, and our communication to them of our key policies in order to make the service delivery process more effective. For achieving this, we shall endeavor towards the following commitment:

- Produce quality iron ore and related products/services to the specifications and standards stipulated by laid down norms
- Ensure delivery of our products/services as per agreed terms and delivery schedule.
- Build world class workforce by training & motivating personnel at all levels; to identify problems and to suggest solutions and take remedial measures
- Attain national and international benchmarks in all spheres of working and strive to attain international standard to become globally competitive through sustained R&D efforts
- Remain sensitive towards environment management and safety

- Maintain the highest ethical standards in all our endeavors, business and economic activities
- Commit to do duties to the best of our ability, intensity and efficiency with the prime motto of fulfilling the Citizens' requirements and to rise to their expectations and beyond
- To meet the statutory/regulatory requirements related to products, services, safety, security, finance and Human Resources
- Make sincere efforts in meeting all our social obligations towards our Citizens
- Prompt redressal of Citizens' grievance

### **Our Business:**

The details of our business, services delivered through our various arms, JV, Subsidiaries & Associates companies are given in Annexure-I.

### **Expectations from the Citizens:**

To provide efficient services to the Citizens and satisfying their expectations, NMDC Ltd. perceives the following expectations from various categories of Citizens:

#### **Customers**

- Full participation in development & manufacturing process, quality control, periodical reviews and financial commitments.
- Be acquainted with the policies, systems, technologies & maintenance procedures and product performance criteria.
- Indicate realistic & reasonable schedule and make prompt payment.
- Comply with product/service instructions & timely maintenance procedure.

#### **Government**

- Timely clearances/approvals from controlling agencies/ministries/ Departments
- Adherence to the statutory rules and regulations.
- Periodic review/interaction between NMDC Ltd. and Ministry of Steel.

### **Vendors/Project Contractors**

- Strict adherence to time and delivery schedules as per tenders or purchase orders.
- Adherence to the statutory safety guidelines
- Achievement of economy on products/services without compromising the quality standards.
- Maintenance of reasonable and competitive rates through continuous improvement, reengineering and restructuring.
- Elimination of wasteful practices, to reduce rejection and to ensure zero defects.
- Up-gradation & expansion of employee knowledge and skills and create an ambience for nurturing & growing talents.

### **Alliance/JV Partners**

- Compliance with terms of agreement/memorandum of understanding
- Strict adherence to time and delivery schedules as per tenders or purchase orders
- Strive to achieve best in class quality standards in terms of products, services and employee skills.

### **Investors, Shareholders, Bankers**

- To supply complete and correct information to enable correct decision making
- To adhere to fair, transparent and consistent practices/code in financial dealings

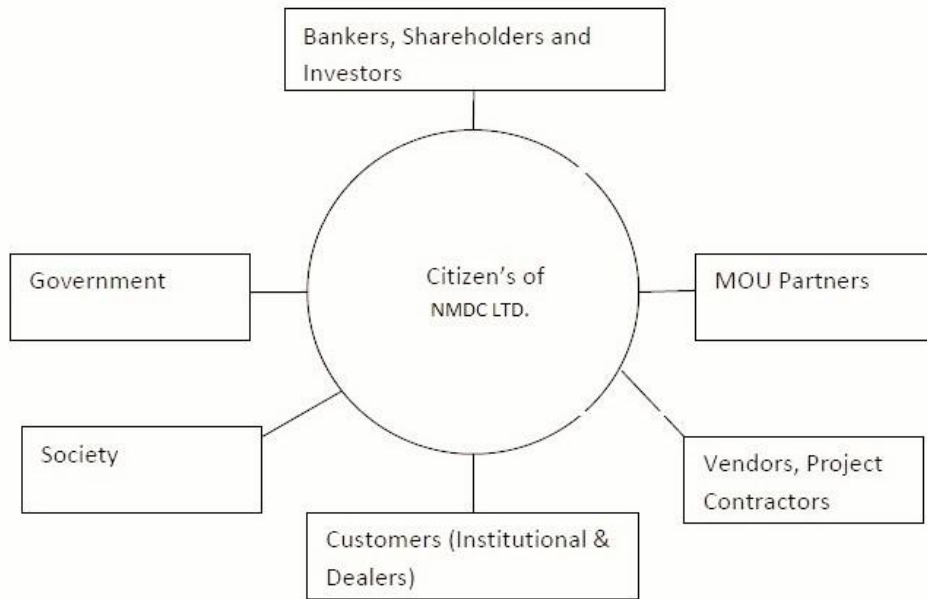
### **Society**

- Appreciation of services delivered under the corporate social responsibility and environment policies
- Increased use of the feedback mechanism under the Citizen's charter in order to assist the company to incorporate better service standards

**PART III: CITIZEN SERVICE DELIVERY**

Based upon their impact and influence on NMDC Ltd., the various categories of Citizens as defined by us are provided in the exhibit 1 below and the details of products/ services being provided to them are laid down in Annexure-II

**Exhibit 1: Citizen Categories**

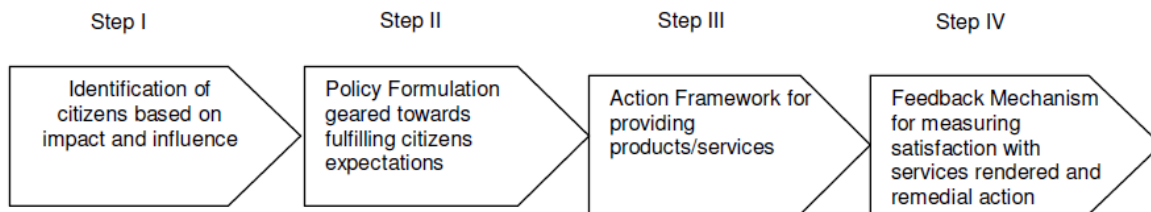


**3.1 Service Delivery Process:**

**Citizen Management:**

The existing Citizen Management process comprises a four step model drawing on the elements of the Sevottam model:

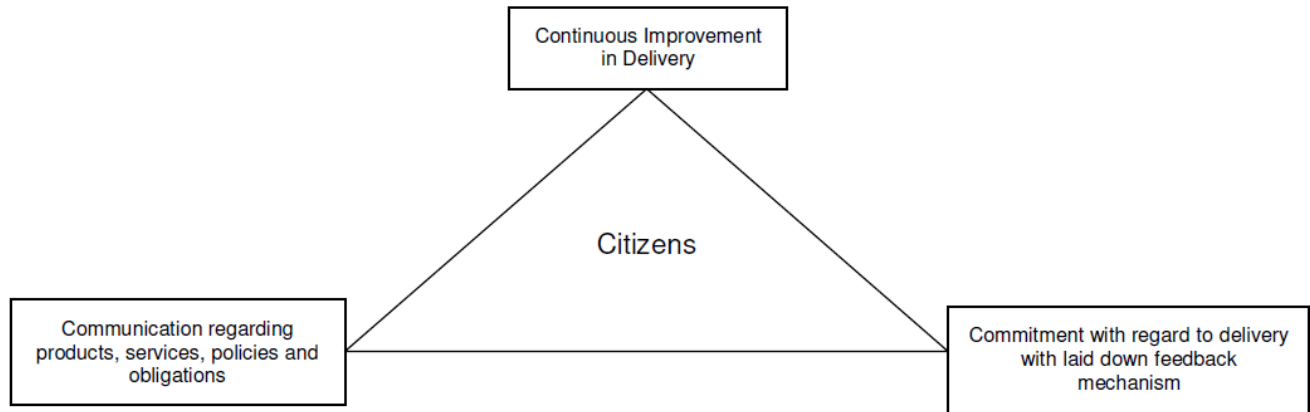
**Exhibit 2: Citizen Management Process**



### **Citizens' identification:**

Based on the Citizens' management process, NMDC Ltd. has established a mechanism to identify its stakeholders with a view to lay down policies in order to serve them, and also incorporate a feedback mechanism for its stakeholders in order to increase customer satisfaction and improvement in service delivery.

### **Exhibit 3: Feedback Mechanism**



### **3.2 Policies of the Company**

Based upon the identification and management of stakeholders, a comprehensive set of Policies has been adopted by NMDC Ltd. in order to meet their expectations. Details of policies given in Annexure III.

### **3.3 Feedback Mechanism**

NMDC Ltd. endeavor to issue a prompt acknowledgement and redresses complaints of its Citizens. A formal procedure and robust mechanism is in vogue for most of its Citizens. The Citizen may lodge its complaint either in the prescribed format or by an ordinary letter or even on telephone at nearest contact points, not necessarily the exact point of delivery. In the case of telephonic complaint, the concerned executive or the executive attending the phone call, shall request the Citizen to furnish the detailed information to facilitate immediate settlement of the complaint.

### **3.4 Monitoring & Improvement of Citizen's Charter**

NMDC Ltd. recognizes the importance of the Evaluation and Monitoring of the Citizen's Charter in improving standards of services. The evaluation and monitoring of the "Citizen's Charter" shall take place as and when the dynamics of the stakeholder requirements changes. A practice of self assessment shall be put in place enabling the staff to assess how well they think they are delivering the products/services. This will then be compared with the feedback. Regular evaluation and monitoring of the performance standards builds confidence among the users of the service and standards may be made more acceptable. Evaluation report shall be widely publicized within the organization.

### **3.5 Review of the Citizen's Charter and Service Delivery**

Dynamic reviews follow effective implementation and monitoring to verify the effectiveness and continued relevance of the Charter. The Charter shall be reviewed annually based on the experiences and feedback received from Citizens. The Citizen's Charter shall be reviewed with changing requirement to ensure its suitability, adequacy, efficiency and effectiveness. This review shall include assessing opportunities for improvement and the need for changes, including service quality policy and objectives. Records of management reviews shall be maintained.

The input for these reviews shall include information on:

- Follow-up actions from previous reviews,
- Inputs from Management Review (monitoring) meetings,
- Results of audit,
- Feedback from customer/stakeholders
- Changing Citizens' requirements,
- Extent to which objectives are achieved,
- Status of corrective actions,
- Recommendations for improvement.

This will help in ensuring that the review of the Citizen's Charter is participative and takes care of all Citizens. It will also ensure that the charter is serving its purpose.

Review output shall include any decisions and actions related to:

- Improvement in product/service quality standards;
- Improvement in Citizens' satisfaction;
- Improvement in the management systems for service quality, Citizen's Charter, and
- complaints handling



**Annexure-1**

***Table 1: Existing Mines/ Plant/ Units, Locations***

Mine/ Plant/ Units	Location	Products/ services
Bailadila Iron ore mine, Kirandul Complex	South Bastar, Chhattisgarh	Baila ROM Iron ore, Baila lump iron ore, Baila fines iron ore, DRCLO iron ore
Bailadila Iron ore mine, Bacheli Complex	South Bastar, Chhattisgarh	Baila ROM Iron ore, Baila lump iron ore, Baila fines iron ore, DRCLO iron ore
Donimalai Iron ore mine	Bellary, Karnataka	Doni Lump iron ore, Doni Fines iron ore
Diamond Mining Project	Majhgawan, Panna (MP)	Rough diamonds
Sponge Iron Unit	Paloncha, Telangana	Sponge iron
Global Exploration Centre	Raipur, Chhattisgarh	Exploration
Lalapur Silica sand project	Allahabad, Uttar Pradesh	Silica sand
Arki Limestone project	Solan, Himachal Pradesh	Limestone
R&D Centre	Hyderabad, Telangana	Undertakes R&D for minerals, products development, scientific investigation and development and technical services, consultancy services, specialized testing services, etc.

**Joint Ventures:**

***Table 2: Details of Joint Ventures, Subsidiary and associate companies***

Company	Type of Company
J&KMDC Ltd.	Subsidiary
NMDC-CMDC Ltd.	Subsidiary
NMDC Power Ltd.	Subsidiary
Legacy Iron Ore Ltd.	Subsidiary
JNMDC Ltd.	Subsidiary
Karnataka Vijaynagar Steel Ltd.	Subsidiary
NMDC Steel Ltd.	Subsidiary
NMDC SARL*	Subsidiary
Kopano-NMDC Minerals ( Pty) Ltd.	JV
Krishnapatnam Railway Co. Ltd.	Associate
International Coal Ventures Pvt. Ltd.	Associate
Neelachal Ispat	Associate
Romelt-SAIL(India Ltd.)*	Associate
Jharkhand Kolhan Steel Ltd.	Subsidiary
Chhattisgarh Mega Steel Ventures Ltd.	JV
Bastar Railway Private Ltd.	JV
NMDC-SAIL Ltd.	Subsidiary

**Annexure: II**

**Services provided to various Citizens**

Citizen	Services provided	Remarks
<b>Customers</b> <ul style="list-style-type: none"> <li>• Retail</li> <li>• Institutional</li> <li>• Dealers</li> </ul>	Sale of Iron ore, Sponge iron and Rough Diamonds	Auction, e-auction and long term agreements
<b>Government</b> <ul style="list-style-type: none"> <li>• Ministry of Steel</li> <li>• Department of Public Enterprises</li> <li>• Ministry of Environment &amp; Forests</li> <li>• Department of Personnel</li> </ul>	Submission of information/ proposals for clearance/ approvals: <ul style="list-style-type: none"> <li>• Investment approval</li> <li>• Forest Clearance</li> <li>• Environment clearance</li> </ul>	Monitoring of performance through <ul style="list-style-type: none"> <li>• Performance reviews</li> <li>• Signing of MoUs</li> <li>• Nomination of directors in the Board of Directors</li> </ul>
Vendors/ Project Contractors	Proper execution of contractual terms and conditions in implementation of projects and procurement	Follow procedure laid down in Contract Manual and Powers laid down in the Delegation of powers
Investor, shareholder, Banker	Compliance and performance indices	Timely disposal
Alliance Partner (JV Partner)	Proper execution of agreement terms and conditions in operations	Follow procedure laid down in business plan/ MoU
Society	Adherence to highest standards of social responsibility and environment protection	Pursue policies and programs for wider social development and minimum adverse impact on environment

**Annexure: III**

1. Global compact – Communication on progress
2. Environment policy
3. CSR Policy
4. Safety Policy
5. R&D Policy
6. Materials Management manual
7. Engineering Manual
8. Personnel Manual