

# Triple Bottom Line: Sustainability Strategy of a Steel Plant

DEEPAK K. SRIVASTAVA\* AND RAJESH KUMAR JAIN†

## PROLOGUE

The case describes widespread reforms of Bhilai Steel Plant (BSP), which enable the plant to become one of the best integrated steel plants in the country. In line with sustainability objectives laid down by International Iron and Steel Institute (IISI) Brussels, Bhilai Steel Plant reformed its operations in accordance with the three pillars of sustainability viz. economic, environment and social areas of operations. Reform agenda of Bhilai Steel Plant was not only focused exclusively on improving the production, sales, but thrust was also given to improvements on social responsibility, safety, health, and environment. Bhilai Steel Plant had targeted itself to adopt environment friendly technology to ensure high level of health and safety standards for workers and communities while enhancing shareholder value and ensuring long term viability of the company. Significance of the case lies in the context of sustainability strategy and integration mechanism of stakeholders which enabled the plant to achieve impressive performance in spite of slowdown in the global economy.