

GROWTH FOR COMMON GOOD

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Growth for Common Good

Tata Steel has for over a century followed sound and ethical business practices, inspired by its Founder, Jamsetji Tata's legacy of returning to society a fair share of the benefits created through enterprise. The Company continues to retain this philosophy by making its communities beneficiaries of the economic activity generated by it through both direct and indirect opportunities for distribution of economic value. Tata Steel believes that striving for leadership and business competitiveness enhances its capability to improve the quality of life of its communities.

Tata Steel's commitment to society has been an integral part of its operations since its inception in 1907. The Company formally incorporated its

commitment to the community, including the Nation and the environment, in its Articles of Association in the 1970.

In the early years, Tata Steel's CSR interventions fulfilled the role of a 'provider' to communities where it operates by shouldering the responsibility to make available basic human needs, both for sustenance and development.

Gradually, the shift in approach has been towards playing the role of an 'enabler' where the focus is on building community capacity. It has formal agencies responsible for deploying focussed interventions aimed at benefitting all stakeholder groups as well as to address issues of national concern such as

population stabilisation and tribal welfare. To ensure that its social interventions are increasingly inclusive, the Company frequently revisits its social strategy to align it with the aspirations of its stakeholders.

In 2007, the Company gave itself a vision, which brought to the fore its philosophy of placing equal emphasis on value creation and corporate citizenship.

A Vision for Common Good

We aspire to be the global steel industry benchmark in Value Creation and Corporate Citizenship

Based on stakeholder inputs and its own commitment to improving the quality of life of the communities, Tata Steel has identified thrust areas for all stakeholder groups. Tata Steel's principle thrust areas for social change are Sustainable Livelihoods, Health, Education and Infrastructure, Ethnicity, Empowerment of Youth and Women. The Company also engages in a wide range of initiatives to aid and assist local communities and governments in key areas of impact such as the prevention and mitigation of HIV/AIDS, and relief and rehabilitation in the event of natural calamities.

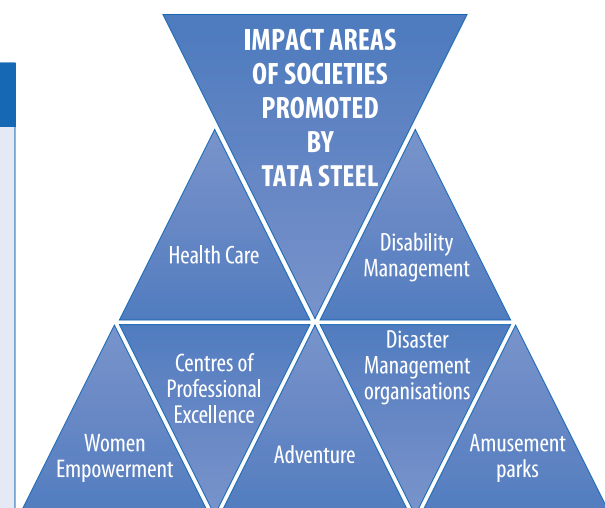
The Company's objective is to impact a million lives by improving the socio-economic status of the community.



Tata Steel received the "Rashtriya Khel Protsahan Puruskaar" in 2009-10 and 2010-11 for its commitment to sports.

Community Interventions

Objective of Community Interventions	Key Areas of Intervention	Delivery Arms
Impacting a million lives by improving the socio-economic status of the community	Sustainable Livelihoods	<ul style="list-style-type: none"> Corporate Sustainability Services <ul style="list-style-type: none"> Tata Steel Rural Development Society (TSRDS) Tribal Cultural Society (TCS) Tata Steel Family Initiatives Foundation (TSFIF) Urban Services Medical Services Sports Adventure Sports <ul style="list-style-type: none"> Tata Steel Adventure Foundation
	Health	
	Education	
	Civic Infrastructure	
	Ethnicity	
	Sports	



Rural Development

Sustainable Livelihoods

The principle focus of Tata Steel's sustainable livelihood interventions is on poverty alleviation and ensuring inclusive growth of the communities where it operates. It enables the people in the areas where it operates to harness available resources and develop skills which will allow them to benefit from existing and emerging opportunities. Tata Steel undertakes focused interventions in three principle areas: Agriculture Development, Employability Training and Enterprise Development.



Education

Of immense worry to Tata Steel is the gap between urban and rural literacy. Therefore the Company promotes rural education, with a special focus on the girl child. The Education related initiatives undertaken by Tata Steel include Camp Schools, Non Formal Education, Financial Support to meritorious students and an Adult Literacy Programme.



Urban Services

Urban Services deploys Tata Steel's initiatives in Jamshedpur. It covers the areas of education, employability, primary health care and infrastructure development to decongest the town. To improve attendance in government run schools as well as to fulfill the basic nutritional needs of the children, Tata Steel introduced a mid-day meal scheme in 2011-12.



Health Care

In all regions where it operates, Tata Steel bridges the deficit between the demand for health care services and availability through the government health care system. Tata Steel's hospitals, dispensaries, mobile medical units and health care providers touch the lives of over a million people across Jharkhand, Odisha and Chhattisgarh. The focus of the Company health care services is on universalising access to Primary Health Care, Maternal and Child Health, preventive, promotive, curative and rehabilitative health services, as well as an emphasis on improving access to Safe Drinking Water and Sanitation.



Empowerment of Women

Self help groups have proved to be the most efficacious conduits to making women economically self-reliant. The Company supports 737 SHGs, encouraging its members to effect change through their collective strength and group dynamics which enhances their bargaining power, brings about behavioural change, and helps make women economically self-reliant.



Youth Empowerment through Sports



Tata Football Academy, Tata Archery Academy, Tata Athletics Academy and 11 training centres in Jamshedpur, four feeder centres at the mines and collieries and Greenfield sites along with excellence centres across schools is the multi level structure used by Tata Steel to support the National cause of making India a sporting power.

Ethnicity

Observance of tribal festivals, promotion of tribal sports, tribal language classes and culture are the interventions chosen by Tata Steel to preserve the tribal culture and heritage of its indigenous communities. The Company supports work on various facets of tribal culture, including tribal music, dance and tribal scripts such as Santhali, which is predominantly spoken by the communities that surround it.



Civic Infrastructure

Tata Steel is responsible for municipal services in Jamshedpur ranging from power, water, roads, waste management, etc. These amenities impact the quality of life of a population of almost 10,00,000 people. The Company also assists local governments in developing physical infrastructure like roads, school buildings and community centres across all its mining and greenfield locations.



Environment Management

Tata Steel's environment initiative focusses on three key areas: optimising use of natural resources, ensuring a low carbon future and minimising its footprint. Tata Steel has always adopted a proactive approach to environment management. This is because agrarian communities, which are extremely climate sensitive, surround its operations and are key stakeholders. Therefore the Company actively promotes use of renewable energy, afforestation and plantation activities to enhance forest biomass and works to improve water management practices in the community.



For more information on Tata Steel please contact: communications@tatasteel.com