



Empowering people. Building sustainability.

Sustainable Resource Base

TCL ensure sustainable resource base through natural resource management (water and land), environment conservation and promoting rural energy. The Natural Resource Management Program (NRM) helps the community to augment the natural resources through physical intervention. It encompasses program on integrated water management, land development and salinity ingress mitigation. The integrated water management program is implemented at the Dwarka taluka of Gujarat. We started this program as there was scarcity of water for both drinking and irrigation in the area. We are working on harvesting rain water by constructing check dams, farm ponds, farm bunds and well recharging. The salinity ingress mitigation program includes constructing of bhandara in the coastal area of Gujarat.

Till now we have created 236 structures in 36 villages and have made approx 246 million cubic feet of water storage capacity. The basic process of water harvesting and watershed management has completed in many areas. Our current focus is more on optimum utilization of water through water saving technologies like drip irrigation and sprinklers.

The land reclamation program strives to increase the income of marginal farmers by improving the soil fertility and thereby, improving the agricultural productivity. Soil salinity is one of the most serious agricultural problems in Badaun district, and due to the high population density in Uttar Pradesh, its reclamation is considered essential towards poverty alleviation. We started land reclamation project in 1993 to enhance and sustain productivity of USER land and of other land with productivity constraints. It has provided a model for integrated and holistic development at the village level with a focus on agriculture and soil fertility improvement interventions. Till date 2374.25 acres of land has been reclaimed with the support of partner organization.

Under the environment conservation program (*Dharti Ko Aarpan*) we are involved in various environmental conservation activities, some of them in partnership with institutions of excellence. Many of these activities have been very successful; projects such as the "Save the Whale Shark campaign" have not only helped create awareness for conservation of this endangered fish, but has also brought recognition to Tata Chemicals' (TCL) efforts. TCL seeks to continue with these initiatives under the umbrella of creating sustainability for the entire coastal ecosystem in the region. TCL recognizes the need to develop and implement an integrated coastal zone management approach for the area as a whole, involving various stakeholders, including Government departments with whom they are already cooperating at a more substantive level. For this reason, the "Dharti Ko Aarpan" (Giving back to Mother Earth) programme was launched in 2008, with the objective to integrate all ongoing and planned efforts into one programme so that awareness, conservation efforts and greening link up to provide multiple benefits. Several pilot projects have been undertaken under rural energy program. They include solar power generator at Babrala, bio gas at Haldia and promotion of energy efficient cooking stoves all the three locations. Till now, 666 cooking stoves have been constructed leading to fuel efficiency.

Sustainable livelihood development

The sustainable livelihood development program refers to the means of support/subsistence. Program provides the means of support/subsistence by securing and improving the lives of rural poor through various interventions which enables them to increase their income. Various interventions both farm based and non farm based have been taken up at all the three locations. Farm based encompasses animal husbandry interventions, pond management, fisheries and agriculture growth interventions the non farm based interventions includes program like UDAAN (The Rural Entrepreneurship Development Program-REDP), Badhte Kadam

(The Employable Skill Development Program), OKHAI (The Handicraft promotion program) and Uday Foundation (The Rural BPO).

Agriculture growth program intervention encompasses promotion of modern agriculture practices, technologies and equipment, crop diversification, seed production, promotion of drought resistant high yield crops etc.

The Animal Husbandry Development program aims to improve the house hold income. The program targets three essential elements: improved health care that is available at the doorstep, improvement of breed quality and availability of quality fodder.

The Pond Management program was started for providing additional source of earning and increasing household income. Ponds are integral part of every household in Haldia region of West Bengal. The usage of ponds is also rearing of fish for household consumption. We are working on imparting training on scientific methods of pond management to the community and also by supporting with backward and forward linkages. So far, 2425 women have been trained on scientific methods of pond management.

The UDAAN program strives to develop entrepreneurship qualities in rural youth and guide them adeptly to engage themselves in productive enterprises. The objective of UDAAN is to create self and local employment, especially for low/moderate income and build a sustainable local economy. Project provides business training, technical assistance, market linkage and loan linkage with financial institution.

The Badhte Kadam Program is a step forward for access to employable skills for securing decent employment and moving out of poverty. Badhte Kadam program works on removing barriers to access and by addressing the specific employable needs, which are the key elements in achieving employability.

The OKHAI Centre for empowerment has made a fundamental difference to the lives of rural women by empowering them through production, marketing and branding of rural products. It not only helps the women become wage earners, but also spreads awareness about the traditional crafts of the region. Women of Okhamandal are endowed with the talent and traditional skills to make exquisite handicrafts in the typical Okhamandal style. Handicrafts were identified as a promising means of creating livelihood for hundreds of women in the area. OKHAI plays a pioneer role in promoting this art. Total sale of handicraft of Rs. 51.17 Lacs.

The UDAY Foundation, a rural BPO has been set as a separate trust with the objective to create productive employment for the educated/trained/capable/qualified rural and semi urban/urban masses by improving the existing skills and introducing new skills by proper training. The local jobs encourages people to stay and work within their villages rather than move to the cities in search for jobs. UDAY Foundation's has led to the employment generation in the surrounding communities. Also, UDAY Foundation has been a big motivator for acquiring higher education especially among the young girls who otherwise would not have enrolled themselves for higher education.

Empowerment

Enabling and empowering communities is an important aspect of the community development. It is vital to the success of the programs, and forms the basis of all the project design. TCSR, through its focused interventions and participatory approach ensures that the community members become the real managers and owners and work towards their own development and that of the society at large. All interventions aimed at the community necessitate the involvement of local community from initiation to ultimate ownership of the initiative. It ensures this by establishment and participation of Community based Organization (CBOs) in almost all its programs. The process starts with mobilizing the community support through awareness building activities. Village level committees are formed and participation of women along with people from the marginalized sections is ensured in all the activities.

Institutionalization and strengthening of the community-based organizations like Pani Samithi, village level watershed committees, user groups, SHGs and gram sabha is given utmost importance. Continuous capacity building programs and exposure visits were organised to ensure that the village based committees are able to fulfill their role properly. Capacity building programs such as leadership building, management of finances, project implementation and exposure/awareness visits ensures that the community is able to realize its potential.

Technical support is provided to ensure long term sustainability of projects. Village action plans are made with community participation by following participatory appraisals approach. Technical and economic feasibility of the projects are assessed and shared with the community. The contribution structure is chalked out involving all the parties involved in the development process. On completion of the projects, information about the project is disclosed to all by providing the high level of dependency of the rural poor for credit on non-institutional/informal financing system, TCSR has facilitated formation of Self Help Groups (SHGs). At TCSR, SHGs have grown from strength to strength over the years. With the formation of women's SHGs, the women are achieving both social and physical mobility. It has empowered women to exercise their choice and has been able to mobilize a considerable quantum of credit with continuous and repeated support from formal financing institutions. Financing through SHGs has resulted in improvement in asset status and increase in family income. There has been a substantial decline in the debt burden of the poor families due to the services of SHGs. The intervention has made significant change in the behavior to save. It has also become the beacon for all the other programs implemented by TCSR.

Improving quality of life

Health

Healthcare is one of the thrust areas and improvement in health continues to be an important part in the overall strategy for socio-economic development. The special focus given is to the awareness on health and hygiene.

Company provides preventive and curative health care services to the local community. This initiative has been successful in reaching many

people. The projects include reproductive and child health program under the name of "Swasth Aagan", vision 2020, aids awareness program, eye camp. Other initiative has also been done to improve sanitation and hygiene for the local people.

Education

Education is an important indicator of social development. It is increasingly becoming the primary determinant of overall development in the emerging knowledge economy. Primary education is one of the millennium development goals. Our education programme is called as Shiksha Maitreyi and initiated several programs under Shiksha Maitreyi to give a boost to the education of area. The projects include providing scholarship under Desh Ko Aarpan programme, Mainstreaming of girl education (leftout), Adult education, Bal Utsav, Support to schools and coaching classes for entrance exams.

Under Shiksha Maitreyi programme we are supporting the education of girls through the SNTD University, Mumbai. Under said project we provide all support to girls to complete education from SNTD University. We have also partnered with LIC to promote government scholarship for students from Std. 9-12. We are also working on imparting training on innovative Methods of teachings. Use of methods like role-plays, storytelling, discussions, and games in teaching various subjects are demonstrated.

CSR is a continuous process of building long-term value. It ensures to comply with regulatory requirements. It has helped to generate good relation with local community and stronger customer loyalty.

All the programs have contributed to increased community satisfaction. The company has enjoyed success by acting collectively to address challenges and develop action to face the future.

For further information on projects and achievement please visit www.tcsr.org & www.okhai.org.

Karuna Mondal, trained for Nursing at Haldia



Karuna Mondal, has been staying with her husband and two sons in Kumarchak area, Haldia for the past ten years. Her husband, works as a contract labour at

TCL plant and both her sons aged 11 and 6 studies in government school. She never liked sitting at home and always wanted to be engaged in some activity which would help her family economically.

Seeing her level of interest and qualification, she got selected for nursing and hospitality course, facilitated by TCSR in collaboration with Jan Shiksha Sanstha. She underwent six months nursing training at Jan Shikshan Sansthan and practical training at Sab Nursing home. She helped the nursing home in their daily work and took good care of patients. At present, she is earning Rs. 1500 per month, as a trainee at the nursing home. Once her 6 months training is over, she would get Rs. 3000 per month.