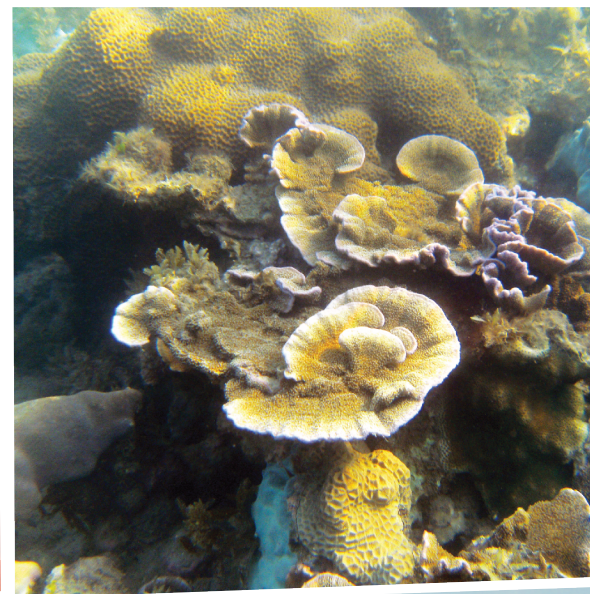


# Empowering communities to become self reliant



**A part of the US \$ 83.5 B Tata Group, Tata Chemicals Limited (TCL) is a global company with interests in businesses that focus on LIFE - Living, Industrial and Farm Essentials. The story of the company is about harnessing the fruits of science for goals that go beyond business.**

Tata Chemicals Limited (TCL) established Tata Chemicals Society for Rural Development (TCSR) in 1980 to promote its social objectives for the communities in and around Mithapur, Gujarat where its facility is located. The service were further extended to the communities in and around Babrala, UP and Haldia, West Bengal.

The Society works to protect and nurture the rural populations in and around TCL's facilities. It helps them achieve self-sufficiency in natural resource management, provide livelihood support and help in building of health and education infrastructure.

Taking into account the different geographical spread of the three regions and their individual subcultures, different environmental, economic and social development programs have been planned and implemented in these regions.

**Natural Resource Management (NRM)** program at TCSR aims at promoting proper utilization of the natural resources in a sustainable manner through both management of the program and by creating awareness and educating the community.

- NRM programs encompasses
- Water management program
  - Land and Agriculture Development program
  - Animal Husbandry
  - Pond management and fisheries

**Livelihood Development** TCSR has played a significant role in improving the lives of rural poor through its livelihood development interventions for over three decades. Skill building through vocational training; group based enterprise development through

- Rural Entrepreneurship Development

Program (REDP) at Mithapur

- Enterprise Development Program (EDP) at Babrala and Haldia
- Promotion of rural handicrafts under the Okhai brand
- Employment opportunity through Uday Foundation, a rural BPO are some of the interventions which have been implemented under Uday Foundation

## Empowerment

Empowering communities is a key mission of TCSR. TCSR ensures establishment and participation of Community Based Organization (CBO) in almost all programs that it implements.

- By forming the self help groups (SHGs) has been in the process of empowering the rural women by raising their economic and social status
- Saksham is another such intervention by which TCSR aims at strengthening the local governance structures/systems and also build the capacity of school children to live a worthy life.
- By facilitating the volunteering program, TCSR helps TCL employees, their families and students from India and abroad to volunteer for various developmental programs run by TCSR or by other NGOs.

## Environment Care and Conservation

TCSR has been involved in various environment conservation activities, some of them in partnership with institutions of excellence.

"Dharti Ko Aarpan" program under the umbrella of sustainability which aims at restoration and conservation of the coastal ecosystems as also for the protection of some of the endangered species.

Key programs under this initiative include:

- Save the Whale Shark project
- The coral reef conservation project
- Asiatic Lion Conservation
- ECO Club Program the aim of the ECO Club program is to create community based organizations that become champions of nature conservation activities.
- Mangrove plantation
- Biodiversity Reserve Plantation Project
- Nature Education Camp

## Health

Improving health of the rural community continues to be an important part of the overall strategy of TCSR for socio-economic development. Mithapur has an established hospital which also provides health care facilities to both the township residents and also to the surrounding communities through mobile clinic. TCSR lays special focus on the health and hygiene awareness through **Health Awareness Programs**. Various health awareness programs like Health camps, Eye Camp, Blood Grouping Camp are organised across location. Reproductive and Child Health Project - **Swasth Aagan Project**

## Education

TCSR initiated several programs to improve

the quality of education both through formal as well as informal means. TCSR's interventions can be subdivided into a) Provision of resources b) Motivating parents to increase enrollment c) Promotion of adult education or literacy d) Imparting knowledge through informal means.

Key initiatives undertaken :

- Book Bank
- Motivating Parents by Running Scholarship Program so drop out rate can be reduce
- Girl's education program through SNTD University distant learning course
- Promoting enrolment (Shala Praveshotsav)
- Formation of Balwadi
- Adult Education

## Infrastructure Support Development

TCSR has from the beginning given importance to the infrastructure development projects as they are essential for the overall development of the community. These projects not only helps in improving the standard of living of the rural population but also helps TCSR in establishing and maintaining relationships with the rural communities for undertaking other community development initiatives.

Key programs under this initiative include:

- Construction of brick paved tracks (Kharanja)
- Construction of schools, Panchayat Ghars Primary health centers
- Construction of approach roads
- Construction of bio-gas units
- Construction of sanitary units and individual toilets
- Repairs and maintenance of rural infrastructure
- Construction of low cost houses
- Construction of Aanganwadi School buildings
- Construction/repair of community cattlesheds

## Highlights of Community Development Initiatives 2010-11

- Installed 7000-10,000 litre water capacity in 8 villages through drinking water taps connections and 1702 Rain Roof Water Harvesting Structure (RRWS)
- TCSR's watershed management Program and agriculture intervention created 237 mcft of water to bring 6420 acre of land under irrigation and helped improve the production by 40% to add Rs. 240 -270 lakhs of direct economic gain per year.
- Land Reclamation Program helped reclaim 1904 acres of land in all at both Babrala and Mithapur.

- Under Rural Entrepreneurship Development Program (REDP), trained 521 people and under the vocational training program trained 2932 persons in all across Babrala, Haldia and Mithapur.
- "Uday" - a Rural BPO, set up in partnership with Tata Business Service Solutions (TBSS) at Mithapur and Babrala to help bridge the rural and urban digital divide, employing 216 educated rural youth in all.
- "Okhai" a well-known brand for handicrafts and garments made by communities around Mithapur and Babrala has employed 317 rural women.



Kakoli, 30 years old, living in Haldia with her 2 children and her husband, wanted to increase their family income as her husband income was not sufficient to support the household expenditure. When she came to know about the Samridhi project, the stitching and tailoring training program, she enrolled herself with the Panchayat leader of the Akubpur village.

After the completion of the six months training period, Kakoli bought a second hand sewing machine from her savings and started stitching clothes for other women staying in the neighboring area from her residence.

With her zeal to work and improve the living standard of her family, she started contacting the local garment shops. She got small orders of stitching women's garments from them. All this helped Kakoli to earn a monthly income of Rs. 1000 - Rs. 1500 per month.

She has not only been able to take care of her family but also supported the family financially by stitching clothes for others. She has gained lot of respect from her husband and the village. More orders from the local shops/whole-sellers have started coming to her which keeps her fully occupied.