



# Sundaram - Clayton Limited

The TVS Group is a leading manufacturer of two wheelers, three wheelers and auto components in India. This pioneering transport company was founded by Mr. T. V Sundaramlyengar, a trailblazer, who established the first bus company in South India in 1911.

Mr. Sundaramlyengar was inspired by Gandhi's ideals of service to society. Almost a hundred years ago, the TVS Group integrated Corporate Social Responsibility into its business culture. They introduced canteens to provide meals for all staff in their establishments and introduced healthcare benefits for employees and free education for their children.

This legacy of social service was continued by his son, Mr T S Srinivasan. This mission of service is being carried forward by Mr Venu Srinivasan, the son of Mr T S Srinivasan. He established the Srinivasan Services Trust in 1996. The aim was to provide sustainable development which is managed by create self-reliant and empower rural communities.

### CEO's MESSAGE



The father of our nation, Mahatma Gandhi remarked, "A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history". With this belief, the mission of SST in serving rural people through a holistic model of integrated sustainable development has reached 1466 villages in 2013-14. SST has been working with state and national governments

to support India's Millennium Development Goals across five Indian states. In all the project areas, SST has been able to bring far reaching changes through various income generation schemes run by Self Help Groups (SHGs), agriculture, livestock management, etc. This has helped the standard of living. This has been a positive impact on family health and nutrition.

### Setting Trends in Corporate Social Responsibility

SST believes in holistic and sustainable development of rural communities. SST's holistic development programme rest on six pillars:

- Economic Development
- Health care
- Quality Education
- Conservation of Environment
- Infrastructure Development
- Develop social leaders from within the communities.

The emergence of self-sustained and rural communities is evidenced by the fact that over 62,500 women have additional income ranging from Rs.2,500 to Rs.4,500/- per month.

SST also helps SHGs to learn skills, which enable them to earn additional income. Artifacts are made with the help of village waste eg. Lantana weeds, banana fibre etc. Agarbathis made in the villages have found universal appreciation. Women members of SHGs have undertaken new activities like floriculture, apiculture. Average yield of milk of cow increased from 4.5 to 6.5 litres.

Over 10700 hectares have been covered under watershed development activities in various villages. This has resulted in conservation of water, topsoil and improved agricultural practices. Higher yields have resulted in higher incomes for the farmers.

Apart from Economic development, SHG members are vociferous in asserting that their awareness levels have improved. They are

empowered and are able to fight for their rights. They help spread the message of economic development and social harmony in the community.

Irulamparai, Senbagathoppu and Ellanthampattu are some of the tribal villages, 7 km away from Padavedu of Tiruvannamalai district in Tamil Nadu. SST has involved the community, which has resulted in improving the economic and hygiene status of the village. Making use of funds from the Government of India's Tribal Housing Scheme and with contribution from SST and the people, 102 houses have been built in tribal villages.

SST works in 676 government schools. In addition to improving the infrastructure in these schools, great attention is being paid to improve the quality of teaching. Active participation by the communities, teachers and students has shown significant improvement.

SST has actively participated in the afforestation program of the Government of Tamil Nadu. As of today, it has been able to cover 1,75,250 hectares. Similarly, UNDP and NABARD have also helped financing some SST projects. SST's contribution is recognized and acknowledged by all the villagers.

SST also helped raise loans. As on date, with the help of nationalized banks, SST enables women to take loan to the extent of Rs.51.22crores. Repayments are on schedule and there is no case of default. Self Help Groups have savings of Rs.18.40 crores.

SST also works with the government under Total Sanitation Program. Over 66,000 individual toilets and 74 community toilets have been constructed. Solid and liquid waste management practices have been introduced in the villages. Wealth from waste is another initiative of SST. At present, 63 tons of vermi compost is generated per month. Introduction of organic farming and modern agricultural practice has helped the farmers to increase average income from Rs.44,000 to 99,000 per annum per hectare.

### Sustainability

SST sees itself as a facilitator for development. The community is our partner in all our activities. They participate both financially and physically in all the efforts. They also take ownership of the activities. It is their active participation and understanding, which has brought about sustainable change in the villages.

A few case studies are described below.

### Community keeps the village clean to stay healthy.

Keeping village clean is not only the sole responsibility of panchayat. Community is bound to play an active role once they are made aware and motivated of their role in collection, segregation and disposal garbage to stay healthy. Kadakola is a major Panchayat in the Mysore district of Karnataka. This panchayat has 903 households and 80 commercial shops and every day the panchayat generates about 1.5 tons of solid waste. The accumulated garbage in the village, posed a serious health hazard earlier. SST facilitated the formation of a Village development committee (VDC), comprising of members of various self-help group, the ashwa worker, the anganawadi worker, school teachers and elected representatives of the panchayat. The VDC meets every month and discusses issues relating to their village development. One of the problems discussed was the accumulation of solid and liquid waste and the resultant health hazards. On the suggestion of SST, VDC agreed for collection of garbage from individual households.. Each household agreed to segregate the waste at the household level only. They agreed to contribute Rs 10 per month to pay for the service provided. SST contributed a cycle cart with dust bins. A group of four people collect the garbage from each house between 8 to 10 am every day. The segregated waste collected from each household is taken to compost yard. It is composted and used as organic manure. **This has made the whole village free from garbage with better**

hygiene and health. The waste management program is run by the community wherein the ownership and sustainability of clean environment in the village is ensured.



### Assured and enhanced income through integrated farming

Mr.S.Senthilkumar a farmer of Mangalapuram village in Padavedupanchayat of Thiruvannamalai district, Tamilnadustate used to cultivate bananas in his one acre land through flood irrigation using traditional method, as practiced by his parents. With the marginal income earned he struggled to meet even the basic essential needs of his family. He had to depend on local money lenders for loan and thereby started getting indebted. Devastating "Thane" cyclone of 2010 totally destroyed the banana crop which was the only source of income for Senthilkumar. The entire family was wrecked and was searching for viable but lasting alternate solutions to generate income.

Mean while SST team came forward and took up relief measures in the cyclone devastated areas along with government agencies as part of community development works. SST team approached Senthilkumar and consoled him for the losses occurred. He was motivated to join the self help group to get support emotionally and financially. He became confident and joined as a member of Selliamman Men SHG and started savings. After few months bank sanctioned a loan of Rs.45000 for Senthil Kumar with which he purchased a cow. It gave him a net income of Rs.4000 per month through sale of milk. As part of the group activities he attended a training program organized by SST on integrated farming practices that included poultry, fishery, goat rearing, dairy, vermi-composting etc. along with agriculture. In continuation of the training program, an exposure visit was organized to a private fisheries farm which gave him an opportunity to see and understand the scope of increasing his income through integrated farming.

In Jan. 2012, Mr. Senthil Kumar dug a fish pond in his farm and released 1000 fingerlings (kannadikendai variety). After 6 months he harvested fish weighing about 2kgs each and sold @ Rs.100/- per kg. He is now rearing Katla variety of fishes with the experiences gained. During the training he had learnt that chicken waste (intestine) is good feed for fish and therefore started a small poultry farm and reared 300 chicks at a time. The chicks attain 2.4 to 3.0 kgs within 45 days and are sold in retail at the prevailing market price. The fish pond is drained and the silt removed once in 6 months. They are utilized as manure for the banana field along with vermicompost..



By practicing integrated farming method Mr. Senthil Kumar now

earns Rs.10,000 per month through pisciculture, poultry, goat rearing and dairy and Rs 30000 per year through banana cultivation. By adopting integrated farming practice the annual income of Senthil Kumar has increased from Rs 30,000 to Rs 150000. Integrated farming practices resulted in better and sure monetary dividends than conventional monocultures. It also enhanced farm productivity reduced risk and ensured environmental stewardship.



### Enhanced income through capacity building and value addition in tribals

Climbing and collection of honey from wild honey combs on steep rocks and trees in forest using fire and smoke at night times is a dangerous practice followed by the tribals of Javaduhillis of Thiruvannamalai District of Tamilnadu. The crude method of collection and extraction resulted in inferior and impure honey which fetched less than Rs.120 per kg. It also resulted in destruction of honey combs along with honey bees. SST along with TRIFED organised training program for the local tribal youths of 500 numbers on scientific and non-destructive method of collection of honey. The youth were provided with protective gears and equipments to safely collect honey at day time. By this process pure better honey fetching Rs.300 per kg. could be collected twice a year from the same honey comb instead of once a year by the traditional method. A honey processing and testing Lab was established by SST with support from Women's development Corporation of Tamilnadu which resulted in grant of AG mark for quality honey. **Now more than 500 families earn Rs 5000 per year through collection, extraction and sale of premium honey.**



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