



# TATA STEEL

## Corporate Social Responsibility: Interventions of Tata Steel

With the Founder J N Tata's principle of welfare of communities being the primary purpose of business, embedded in its genes, Tata Steel, since 1907, is serving communities in and around its areas of operations. The company's community-centric initiatives are directed towards the spread of education and healthcare, facilitation of empowerment and sustainable livelihood opportunities and preservation of ethnicity and culture of indigenous communities, among others.

According to JRD Tata, "the wealth gathered by JN Tata and his sons in half a century of industrial pioneering formed only a minute fraction of the amount by which they enriched the nation. This wealth is kept as a trust exclusively for the benefit of the people. The cycle is thus completed; what came from the people has gone back to the people many times over."

Tata Steel's community initiatives are imparted through the social arms of the company such as the Tata Steel Rural Development Society, Tata Steel Family Initiatives Foundation, Tribal Cultural Society, Tata Steel Skill Development Society, Urban Services, as well as through Tata Main Hospital (TMH), Sports Department, Tata Steel Adventure Foundation (TSAF) and Jamshedpur Utilities & Services Company (JUSCO). The company offers a range of amenities in association with various partners, funding agencies and Governments, by successfully implementing projects in the thematic areas of livelihood, health, education and environment.

The aforesaid entities address the needs of the communities in and around the areas of operations, spanning the Jamshedpur, mines, collieries or greenfield locations across the states of Jharkhand, Odisha and Chhattisgarh, all populated by indigenous tribes.

The annual business plan (ABP) for CSR activities is formulated on the basis of needs assessment surveys with both external as well as internal stakeholders. This helps us in understanding needs and aspirations of the diverse set of audiences, particularly the communities, residing in the areas of operation. The stakeholder assessment helps to identify the most critical needs and enables us to choose where to focus. We, accordingly, prioritise and implement community-centric interventions that give the company social licence to operate. The ABP has clear objectives that are pragmatic and designed to support the needs of the business, for instance set up training programmes to educate potential workers on safety, and operational aspects of the business.

By working collaboratively with local groups and social organisations, Tata Steel works to address issues that affect the well-being of the communities through a gamut of initiatives spanning education, sports and health to sustainable livelihoods, environment, physical infrastructure, water, tribal culture, etc. as detailed below:

**Education: One of the priority areas, it has a slew of interventions, as indicated below:**



In FY 2012-13, key achievements were:

- More than 2400 meritorious students from the SC / ST community were awarded with scholarships to enable them to pursue education.
- Around 13000 adults became functionally literate through Adult Literacy Programme.
- 200 underprivileged dropout girls underwent a 9-month bridge course at the camp schools in Noamundi and Pipla
- 49000 students of government schools in East Singhbhum and Seraikela-Kharsawan were catered through mid-day meal programme
- More than 5000 students of class 8, 9 and 10 benefitted from pre-matric coaching
- Mainstreamed 127 students from particularly vulnerable tribal groups like Birhores and Sabars

Health: Healthcare services for the communities in the operational areas include

### preventive healthcare

### promotive healthcare

### curative healthcare

In FY 2012-13, interventions to address health issues achieved following results:

- Primary health care services delivered to nearly 3,70,000 people in areas of operation
- Family planning services (Permanent Methods of Contraception – Laparoscopic Tubectomy and Non-Scalpel Vasectomy) to more than 7000 couples
- Nearly 15000 infants immunised
- Around 12000 pregnant women provided with Ante-Natal Check-ups (ANC)
- Awareness programme on HIV/AIDS reached out to nearly 3,00,000 people
- Cataract operation for nearly 3000 persons as part of Eye Care services
- Around 1400 leprosy patients benefited from Leprosy treatment programme

**Livelihoods:** This includes enterprise development through self-help groups, agriculture and skill development trainings.

At present, more than 800 self-help groups are functional with 9000-plus members. The Company encourages rural enterprise development by providing assistance to set up small business units in areas such as poultry, goatery, soap making, phenyl making, mushroom cultivation etc. SHG women keen to do business are given training with the help of Entrepreneurship Development Institute of India (EDII). They are linked to bank financing and supported to build market linkages.

To develop agriculture, we support farming communities by providing farmers with good quality seeds and fertilisers, as well as, necessary technical knowhow by engaging scientists from reputed agriculture institutes. Farmers have been trained on SRI, (System of Rice Intensification) method of paddy cultivation, and encouraged to adopt on a part of their land and see the benefits as compared to the existing method of cultivation. We also encourage farmers to increase areas under second and third crops by utilising existing and creating additional irrigation infrastructure. Our partnership with National Horticulture Mission has garnered good results by bringing wasteland under horticulture crops.

Our achievements in agriculture in FY 2012-13:

- More than 1000 farmers adopted SRI method to improve paddy cultivation. These farmers have benefited as the average yield per acre using SRI

- method is 2.50 tonnes.
- Farmers have been encouraged to increase the cropping intensity by increasing areas under second and third crops. More than 3000 acres of agriculture land has been brought under second and third crop coverage
- Nearly 1000 acres of wasteland has been brought under cashew plantation as part of wasteland development initiative.

Working as an employability enabler, Tata Steel has been imparting vocational skills linking youth to the entry level organised sector jobs. The objective is to convert the potential talent pool into a trained and readily employable force. Utilising pool of in-house resource persons as well in partnership with external agencies, we conduct in-house trainings on site safety supervision, motor driving, construction training, assorted training programmes, IT based trainings and technical trainings.

In FY 2012-13, nearly 2200 youth were trained in various vocational trades across locations. Out of this, 781 youth (i.e. 35%) are from SC/ST communities. A total of 597 youth have been gainfully employed. Out of the 597 employed, 133 (i.e. 17%) are from SC/ST communities.

In FY 2012-13, we set up Industrial Training Centre at Tamar in partnership with Govt. of Jharkhand and NTT (Nettur Technical Training Foundation). Currently 2-year vocational courses in Fitter and Electrician trades are running. We have also partnered with Indian Hotels, PRATHAM, PanIT Alumni Reach for India (PARFI), Aide-et-Action, TBSS (Tata Business Support Service) etc. to run a slew of training programmes for the youth to make them employable.

**Physical Infrastructure:** Tata Steel has initiated a drive to bring light and power to remote villages by using renewable sources of energy like solar energy. The solar street light initiative is borne out of public private partnership between Sir Dorabji Tata Trust, elected representatives (Member of Parliament and Members of Legislative Assembly) and Tata Steel through the Tata Steel Rural Development Society.

Under this ambitious initiative, in FY 2012-13, nearly 1800 solar street lights have been installed covering villages in operational areas of Jharkhand and Odisha.

To provide potable water to communities living in rural and peri-urban areas, Tata Steel has made provisions for water harvesting and augmentation mechanisms.

In FY 2012-13, we achieved following results:

- 372 hand tube wells and 89 deep bore wells installed for drinking water in Jharkhand and Odisha
- Rooftop rainwater harvesting structures initiated at four locations in Jharkhand

**Ethnicity:** A prominent feature of the Company's operational area is the large tribal community, who comprise some of the country's most marginalised sections of society. We work on various facets of tribal culture, including tribal music and dance and tribal scripts like Santhali and Ho to integrate the tribal population with the mainstream population.

We work closely with tribal community based organisations (e.g. Jaher Than Committee, Adivasi Ho Samaj Mahasabha, Oraon Samaj Samiti etc.).

Following activities were performed in FY 2012-13:

- More than 8000 youth learned tribal scripts at 101 tribal language centres in the Kolhan region
- Various cultural events organised to promote tribal music and dance forms
- More than 1500 players participated in five tournaments organised at grassroots level to promote tribal sports like Kati, Sekkor etc.

Assessing Impact: Human Development Index (HDI)

HDI is a composite index that measures progress in three basic dimensions of human development i.e.:

- ✓ A long and healthy life, measured by life expectancy at birth;
- ✓ Knowledge, as measured by adult literacy rate and the combined gross enrolment ratio for primary, secondary and tertiary schools; and
- ✓ A decent standard of living, as measured by GDP per capita in purchasing power parity

Measured at state and national level, so far, no attempt had been made to measure HDI at village level. Tata Steel has made an attempt to find out HDI of the operational villages in collaboration with XLRI, Jamshedpur.

We aim to serve targeted rural stakeholders in designated villages and improve upon their Human Development Index:

- by providing access to health care services
- by providing support for education initiatives
- by providing access to sustainable livelihoods through employability training, enterprise development and agriculture interventions

We measured base HDI of 110 villages of Jamshedpur operational area in 2011-2012. This was followed by measurement of base HDI of 220 operational villages of Noamundi, Jharia and West Bokaro areas in 2012-2013. Repeating similar exercise with same set of sample families at an interval of three to four years will help us to gauge the impact of our interventions in these villages and on the community. The results then will serve as a base data for us and we would again measure HDI after three years to see the impact of our interventions in overall economic and social scenario of the communities in our operational villages.

Some of the key projects:

#### Project MANSI (Maternal and Newborn Survival Initiative)

A public-private initiative to reduce maternal as well as infant mortality and morbidity in Seraikela block of Seraikela-Kharsawan district in Jharkhand. The project is being implemented since 2009. Objective: To reduce infant mortality to the level of Indian benchmark (Kerala: IMR - 12) in 167 villages of program area in Jharkhand by FY'17.

Key Strategy: Capacity building of Sahiya (village level volunteer under NRHM) to develop competence of the community in health services delivery, resulting in improved practices on maternal and infant health. The project is being implemented by Tata Steel Rural Development Society in partnership with American India Foundation and the Department of Health and Family Welfare, Government of Jharkhand. SEARCH, Gadchiroli, Maharashtra has provided technical guidance for the project.

- Nearly 90% of pregnant women have received ANC
- Institutional deliveries have increased from 58.5% to 79%
- % of infant and neonatal deaths have come down

#### Camp School

A residential school education programme under Jharkhand Education Project of Sarva Shiksha Abhiyan Since 2006, this intervention aims to mainstream girls who have dropped out from school with formal education system

Girls in the 9-14 years age group undergo a nine month bridge course at Camp Schools run by TSRDS in Pipla (East Singhbhum) and Noamundi (West Singhbhum) Almost 100% girls are inducted into formal schools – Kasturba Gandhi Balika Vidyalaya or other Government schools Since inception, more than 1300 girls have successfully completed the course and inducted into formal schools





## क्यों हम इनके खेत में खुशहाली बोना चाहते हैं ?

क्योंकि साधन बास्के उस टाटा स्टील रूरल डेवलपमेंट सोसाइटी से जुड़ा है जो किसानों को सिखाती है खेती के नये-नये तरीके और तकनीकें जैसे वाटर हारवेस्टिंग।

क्योंकि हम मानते हैं इनके भले में हमारा भला है।

क्योंकि बारिश हो या ना हो, इनका पेट भरता रहे।

क्योंकि जब किसानों का पेट भरा रहेगा तभी खलिहान भरेंगे।

क्योंकि हरित-क्रांति के बिना औद्योगिक-क्रांति संभव नहीं।

क्योंकि गाँवों के विकास में ही भारत का विकास है।

क्योंकि हर बार अच्छी फ़सल स्टील के लिए भी अच्छी साबित होती है।

क्योंकि यह हमारी नीति नहीं, हमारा अटूट विश्वास भी है।

क्योंकि हमारा स्टील चाहे जितना भी मज़बूत हो,  
हमारे उसूल उससे भी कहीं ज़्यादा मज़बूत हैं।

**TATA STEEL**  
इस्पात से भी मज़बूत हमारे उसूल



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लाभार्थी, टाटा स्टील रूरल डेवलपमेंट सोसाइटी