



CORPORATE SOCIAL RESPONSIBILITY

Tata Steel, for the last 100 years has been committed to the social upliftment and development of the state of Jharkhand. It has been working towards improving the quality of life of the communities it operates in. Social development and welfare of communities of Jharkhand has been internalized by the Company since its inception and has been followed since then, making Tata Steel a leader in the area social commitment.

TATA STEEL AND JHARKHAND

Social upliftment Programmes and Projects for the Tribals by Tata Steel

Education / Scholarships for tribal students

The Company is in the process of improving the primary education level through teachers training and better libraries. The company has provided support worth Rs 20 lakh for infrastructure, library, musical instruments, stationary, faculty charges and lab apparatus to eleven tribal schools in the last 5 years.

Project Sahyog runs in 5 schools and caters to over 4000 SC/ST students annually between Std. 7 and Std. 9. The Corporate Sustainability Services (CSS) department of Tata Steel has



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also initiated two matric coaching programmes for SC /ST students. The Company is working in the direction for the upliftment of SC/ST students, as elaborated below:

- ▶ Scholarships worth Rs 12 lakhs are being awarded to 59 pure science SC / ST students annually under Moodie Endowment, covering 6 districts from Jharkhand and West Bengal.
- ▶ Scholarship under Jyoti fellowship worth Rs 25 lakhs have been awarded to 515 SC/ST students from classes VII to professional courses in the last financial year. Over 3000 SC/ST students have been given scholarship in the last 14 years through the programme.
- ▶ 10% of the total recipients of Millennium Scholarship were people belonging to SC/ST and they received scholarships of amounts between Rs 12,000 to Rs 25,000 annually.
- ▶ 5% of the total recipients of V G Gopal Scholarship are SC/ST, the amounts for which are Rs 20,000 annually.

Tata Steel has also proposed a tie up with Ford Foundation and Institute of International Education for providing Scholarship to overseas colleges for Post Graduate studies.

As per the commitment from Tata Steel, all SC/ST students studying in IITs are being provided 100% free scholarship. Currently 2 ST students have been sponsored at IIT Chennai and IIT Roorkee. Through the centenary project, Tata Steel plans to initiate schools in backward tribal blocks where 75 % free seats would be reserved for SC / ST students.

Through TCS, Tata Steel has provided Rs 20 Lakhs to 9 tribal schools in the last 5 years for infrastructure development, library, musical instruments, stationary, faculty charges and lab apparatus.

For very young children, TSRDS supports Early Childhood Education (ECE) Centres. The objective of running these centres is to enroll young children at the primary level schools. Presently, many ECE Centres are operational through the Jamshedpur unit of TSRDS wherein about 1250 children are benefited annually.

Camp School

Camp Schools is a unique concept by Tata Steel's corporate sustainability team, which enables grown up school dropout students to merge into the mainstream education system. Girls within the age group of 9-14 years are provided basic education and



Camp school for girls



Graduation Ceremony

other personality development inputs in residential school environment. In 2007, 100 students passed out from these schools and about 80% of them got enrolled in formal school thereafter.

Affirmative action by Tata Steel

Tata Steel has done some exemplary work in the state of Jharkhand and has made a huge difference to the lives of the people. It has taken up the responsibility to save and protect the primitive tribes of Jharkhand and bring them at par with mainstream civilization.

Though Affirmative Action was declared as a Company Policy in 2006 by the Government, Tata Steel has been practicing it for the last 30 years. It has identified 4 Birhor and Sabar villages, Dongargarh, Dholkocha, Chotabanki, and Patipani tribes, and has been working directly with them to improve their livelihood through an integrated development plan, addressing issues like livelihood, health and education of the primitive people and make positive attempts to bring them into the mainstream development process.

Through its upliftment programmes, it has initiated and maintained various activities to attain 'education for all' with a specific focus on rural and urban slum children, the girl child and SC/ST youths. The work for the communities is not restricted only to the city of Jamshedpur but in its neighbouring vicinities as well.

True demonstration of women empowerment...

As a true and committed social worker, Pano Hembrom has also fought for the rights of the people living below poverty line (BPL). She has helped them in getting access to Red Ration card. She has also spoken to Government Gram Sevak to draw their attention to the injustice being done to the poor. She convinced the officials to conduct BPL survey again to identify deserving families in the village. Pano has taken up the leadership role where she has motivated women to fill the form for the tender of road construction in her village. The confidence and determination displayed by Pano who comes from an impoverished family, is commendable. These initiatives by Tata Steel have not only motivated other young tribal girls to come forward and join hands with each other but have also done wonders when it comes to creating awareness amongst the ignorant youth on reproductive health issues.

In Jamshedpur CHP trainees from the past batches are working successfully in nursing homes like Bardan Maternity Home and Research Centre, Life Line Nursing Home, Sinha Nursing Home, Mayank Mrinal Hospital, Dr Anju Bajoria's Clinic, to name a few. These trainees are also working in the Nursing Homes in other towns like Hazaribagh and Ranchi.

Perched on her forklift truck moving heavy materials, Sunaina Devi is a proud 'Tejaswini'. A mother of a 22-year-old son is a role model for others of her gender.

Asha Hansda is another jubilant 'Tejaswini'. She bicycles to work all the way from her village, then muscles up to operating a bulldozer and a 35-tonne dumper truck. "I have a prestigious job," she says. "When I operate the bulldozer at the waste recycling plant, sitting 8 feet high, I feel like I'm on top of the world. I also drive the heaviest dumper, which makes me a unique metal girl".

In the Dalma Area, Tata Steel has been working in more than 40 villages by providing them with medical help and assistance. Around 20 villages have been supported by the Company through its different livelihood development programmes like agriculture improvement by providing good quality seeds, infrastructure development (village roads, community halls). It has provided support to initiate small scale income generation activities; animal husbandry, Self Help Groups of women, forestry programme, land and water management and capacity building of villagers.

Through its agency, Tribal Cultural Society that was establishment in 1993, Tata Steel has been working for the preservation of the rich tribal heritage and culture of the indigenous people of the state of Jharkhand. A Heritage Hall maintained by Tata Steel in Jamshedpur, serves as a platform for highlighting tribal legacy, which showcases the lifestyle of the Oraon, Ho, Munda, Santhal tribes and endangered tribes like Sabar, Birhor, Kharia, Mal-Paharia, Suray-Pahariya. Other projects focus on improvement of livelihood opportunities amongst the economically weaker section and improvement of health and hygiene amongst marginalised families.

One of the recent accomplishments in the area of affirmative action is Tata Steel supporting the nursing training of 6 SC/ST girls. Tata Steel has started a bridge course at XITE for preparing students for admission

in the School of Nursing at Tata Main Hospital. Since these students are from poor economic backgrounds, Tata Steel has gone ahead and waived off 50% of the fees for each student.

To have a better understanding about the condition of primitive tribes, Tata Steel has also carried out a socio-economic study in four villages namely Dongargarh, Dholkocha, Chotabanki, Patipani in East Singhbhum district. Based on the findings of the study, the society has developed and proposed initiatives in the four villages to address issues of livelihood, health and education of the Birhor and Sabar families.

Promotion of Tribal Sports

Some of the sporting events that TCS organises for the tribals is the Kati Tournament, which is a traditional game played in tribal villages of Jharkhand, Orissa and Chhattisgarh. It organises special sessions and meets to encourage tribal youth to take up sports as a career. Some of the events and activities that Tata Steel's TCS has been undertaking on a regular basis includes the Sports Talent Search. This is organised with the purpose of identifying talented and aspiring sportspersons in various categories like athletics, long jump, high jump and short put. The best performers are awarded and a team is formed which is encouraged to participate at the district level and thereafter state and national level

meets. They are provided financial assistance and support by Tata Steel. An Annual Sports Meet is also a regular activity that provides a platform for identifying best performers. These people are then made to participate in games and sports events at local and national levels.

Employability Training / Employability through Sports

Tata Steel's Trade Apprentice is a 6 month residential coaching programme which prepares Graduate SC/ST students for competitive exams like Bank PO, railways. Tribal youths in large numbers have completed the coaching programme and some of them are currently placed in prestigious Government jobs.

Over a period of time, 1000 sportsperson from SC/ST have been trained by Tata Steel. Out of these, 400 have participated at the state level, 76 at the national level and 3 at the international level games. 72 people have been employed in different organisations under the sports quota, owing to training provided by Tata Steel.

Improvement of standards of living

Tata Steel has been working for the last 3 decades for the development of the tribal population of Jharkhand. The Tribal Cultural Society, registered in 1993, has worked towards the development of Scheduled Caste and Scheduled Tribes by integrating the marginalized into mainstream development.

To supplement the facts mentioned in the letter, appended below here are figures of Human Development Index (HDI) that talk about the performance of East Singhbhum where Tata Steel is present. The figures indicate that the standards of living of the people in this district are far superior in comparison with other districts of Jharkhand.

In proper sanitation, E Singhbhum ranks 3rd (after Hazaribagh and Bokaro) with 45.3% of the households having water closets. 36.19% of children (12-35 months) in East Singhbhum are fully immunized. The crude birth rate (per thousands of population) is as low as 22.10 due to the awareness amongst the people of this district on family planning. Through conscious efforts to provide employment to the youth of Jharkhand, figures indicate that average annual growth in urban employment (1991-2000) in this district is 3.05. The per capita rural and urban income in East Singhbhum is 15,068 and 88,932 respectively.

Health and Sanitation

With the purpose of improving the health status of the local communities in and around Jamshedpur, Tata Steel's health care initiatives include health care for mother and child, safe drinking water and sanitation, curative healthcare and HIV AIDS awareness campaigns.

As a part of the preventive measure, over 6000 children received immunisation services last year through various clinics in the rural and urban communities. Tata Steel has installed tuber wells to provide safe drinking water, which is an important need of any community. Countless surgical cases (cases of Cataract) have been treated in Jharkhand through TSRDS in the last few years.

Lifeline Express, India's first hospital on Rails offers on the spot diagnostic and advanced and medical and surgical interventions. Tata Steel has hosted the Lifeline Express 14 times wherein, using the Indian Railway Network, it reached out to the inaccessible rural areas in the states of Jharkhand, Orissa, Chhattisgarh and Tamil Nadu. In Jharkhand, this hospital on wheels has been set up in Ghatshila, Jasidih and Sini where over 17000 people have benefited this initiative by Tata Steel.

As an acknowledgement of the assistance and its commitment to work towards the development of the communities it operates in, Tata Steel has announced two social projects. The first project is the Land and Water Management Programme in association with Sir Ratan Tata Trust in the three states of Orissa, Jharkhand and Chhattisgarh targeting more than 400 villages. The second major initiative is in the field of education where Tata Steel will open schools for the children of tribal communities and scheduled caste families to provide education and train them to become self reliant.

Health and family planning

Through its YARS Project (Youth Access to Reproductive Health Services), Tata Steel Family Initiatives Foundation (TSFIF) has groomed tribal girls like Pano Hembrom and Munni Tiu to voluntarily work as peer educators in their villages and educate and inform the youth and adolescents on Reproductive Health issues.

With the support and assistance of Tata Steel, these young girls have today become role models for young people whom they have taught responsible behavior.

Community health providers

Tata Steel has undertaken numerous initiatives to empower the tribal girls and women. Tribal Cultural Society (TCS) conducts a year-long course for girls to train them as Community Health Providers (CHP). It is ongoing activity.

The course trains the girls in the areas like basic patient care, pre-operative preparations, care of post surgical patients, unconscious patients, fractures, giving injections, sterilization, normal child delivery, first aid and life saving skills. As a part of the training, in addition to theory and practical classes, the trainees are attached to all sections of the hospitals including emergencies so that they get the requisite exposure. After the training, they are adept in drug administration, handling injectables and assisting in deliveries. During the training they are also exposed to the use of computers, which is a part of the training module along with spoken English. After passing out, the CHP trainees get jobs in nursing homes, medical clinics and pathological laboratories.

Tejaswini

Tata Steel's Tejaswini project is a remarkable women empowerment initiative that has seen 50 ordinary women become operators and drivers of heavy-duty machinery and vehicles. Apart from being trained to operate the equipment, the Tejaswinis were also imparted basic knowledge of their technical aspects, so as to enable them to appreciate their jobs better. Sessions on motivation and confidence building were part of the three-month training programme. The women were imparted detailed training on the finer aspects of the various kinds of machinery: bulldozers, mechanical shovels, dumpers, tractors, forklifts of various capacities, light commercial vehicles. The women were also briefed on the steel manufacturing process, quality circles, dealing with customers,



Asha Hansda - Tejaswini

interpersonal skills, positive thinking, fire fighting, team building and road traffic rules.

Three months of training transformed the simple rejas into efficient Tejaswinis with support from the Tata Steel Management and Union. For all 50, it is not just the self-image of the woman that has undergone a transformation - their everyday lives and that of their families has changed forever. They are now financially sound as junior operators. If they maintain their commitment, precision and enthusiasm at work, they could well move up the ladder, become senior operators. It has been a kind of revolution in itself, not just for these women but for also for Tata Steel; in the 100 years of its history, women had never before done a man's job.

Self Help Groups (SHG)

Yet another initiative for the women, pioneered by Tata Steel is the concept of Self Help Groups. SHG is a group of women (10 at the smallest, 20 at the largest) who get together with minimum funds. They contribute a small sum every month towards the fund of their group. The 'capital' is used to disburse loans within the members of the group with repayment at an interest rate that is lower than what they would have to pay the local moneylender. Once the capital is secure and stabilized, the group is encouraged to approach micro-credit banks to help them with other entrepreneurial activities. The enterprise started by the members of SHGs varies from setting up a small catering unit to buying a thresher to loan to farmers at harvest time. The objective of forming Self-Help Groups (SHG) is more than just to alleviate poverty. It serves as a platform to foster social harmony and fight injustice, to form a strong base for community actions. Over 300 women SHGs are empowered by Tata.

Through the SHG 'movement', the women have risen in esteem in the eyes of the society,



Women engaged in making handicraft articles

their communities and their families. Tata Steel is supporting presently more than 800 self-help groups in and around Jamshedpur.

Through SHGs, the Company encourages the development of skills such as pickle, papad and jewellery-making, as well as promotes local handicrafts, including terracotta objects, bamboo and dokra.

For providing better markets to SHG women and other artisans, TCS has been organising the Gramshree Mela for the last 16 years in collaboration with Council for Advancement of People's action and Rural Technology (CAPART). In the year 2007-2008 around 135 artisans from more than 19 states participated in the Mela where more than Rs 70 lakhs worth sale was recorded.

Environment

Tata Steel's environment initiatives include a project for the promotion of renewable energy operational in five villages of Jharkhand namely Sokandih, Mosodih, Gopalpur, Sidmakudur, Kalyandih, Parganthdih of Seraikela-Kharsawan district. Through the initiatives

by Tata Steel, the outcome is that, today in these villages, there are solar home lights, solar street lights, biogas plants, bio mass gasifiers and energy plantations. Apart from this, as an eco-conscious corporate, Tata Steel has planted almost 34000 saplings in Noamundi, West Bokaro and Jamadoba units.

Besides community initiative, Tata Steel strongly and firmly believes in Affirmative Action at workplace, 20% of its workforce are from the SC/ST community. Also Tata Steel is also providing business offerings worth Rs 1 crore annually to Adivasi Association, Adivasi Welfare Trust and Rs 15 lakhs annual business to tribal groups through outsourcing housekeeping assignment, supply of stationary and canteen services.

Needless to say, the gamut of Tata Steel's social outreach programmes for the upliftment of the weaker sections of society spreads across all segments that include income generation, health and hygiene, education and adult literacy, agriculture and wasteland management. It covers almost 800 villages in the states of Jharkhand, Orissa and Chhattisgarh.