

Community Support



Tata Chemicals' corporate philosophy is deeply rooted in principles of sustainability. It recognizes that sustainability encompasses environmental stewardship, adding economic value, promoting human rights and building social capital.

The community development is central to the core values we adhere to in the Tata group. Our entire community development program aims at building trust and improving the quality of life of the people. TCL honors its legacy through establishment of society and trust. In 1980, the Tata Chemicals Society for Rural Development (TCSRSD) was set up to protect and nurture rural populations and to help achieve self-sufficiency in natural resource management, livelihood development and enhancement of health and education and infrastructure development etc.

TCSRSD today has established itself as a leading corporate NGO working at its three plant site i.e. Mithapur, Babrala and Haldia regions. We started our sustainability journey with a focus on ensuring compliance and improving our social, safety & health and environmental performance, with emphasis on establishing robust management systems. The process deployed helps us in enhancing focus and gives direction to drive our sustainability agenda. Our community engagement has grown as the mainstay of our business. The guiding principles for community engagement are articulated in the community development policy. These principles are: sustainability, participatory approach, transparency, partnering, networking & being a resource

centre and volunteering. We work with partners who respect and agree to our organizations' core CSR values. TCSRSD has always worked in partnership with government agencies, voluntary bodies and local authorities in implementing CSR initiatives which brought an expanded dimension towards achieving the project goals. Thus competency sharing through partnership has led to successful capacity building of communities. TCL has partnered with various government and non government organization such as PFI, SRTT, SDTT, WASMO, NABARD and GRIMCO. We have a defined process for identifying key communities, their need and prioritizing interventions. Our key community consists of areas in and around our plant sites. Criteria for selection of key community are based on our Mission, Vision and Values (MVV), neighbourhood of the area where we operate, impact on society and benefit to underprivileged people. The needs are identified through various listening and learning methods and prioritized based on parameters that help balance both the needs of the community and our long term strategic growth.

Impact of the activities is measured on a regular basis by doing impact assessment, social audit by third party and by adhering to Tata protocol index. (Fig. Cs-01) All this

helps us to improve its interventions and processes. Our commitment to manage these impacts has been articulated in Tata Code of Conduct, Quality Policy, EHS Policy, HR Policy and Social Responsibility Policy.

Our company has not only been proactive on compliance to regulatory requirement but have had far sighted vision in ensuring sustainability in business, processes, restoration of biodiversity and conserving wildlife. Internal assessment process of TBEM further institutionalizes social responsibility. To keep employee and public at large informed about the company's work on social responsibility, the company publishes newsletters, in house magazines, provides regular updates on its website and annual report. Company encourages employees to actively participate in the various volunteering programs organized by the company in partnership with various NGOs

CS Protocol Index

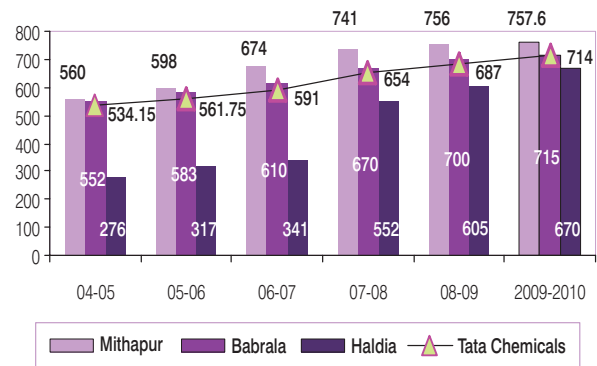


Fig. Cs-01

Program

We follow an integrated approach; however within this approach key thrust areas are defined based on:

- Business imperatives and competencies at the location
- The needs of the community
- To create even greater focus the program has been divided under the following sub groups

- Natural resource management programs
- Livelihood development programs
- Health, Education and infrastructure development projects
- Environment Conservation programs

The programs under these thrust areas vary across locations and are dependent on local contexts and needs. The implementation of these programs also varies across locations

and are supported and managed by community, society and with the active involvement of the CSR teams. Key areas/needs are identified by interacting with local community, civic authorities, community leaders/panchayat members and also in consultation with the operational heads of the company. Targets for various aspects are set at the beginning of the year and tracked on monthly basis.

Natural Resource Management programs

The projects include watershed development program to address the unavailability of water for irrigation and agriculture. Land reclamation project and salinity ingress project to address salinity ingress because of proximity of sea. Agriculture project, integrated animal husbandry program and pond management.

Livelihood development programs

TCL helps the local people to utilize the available resources to the maximum, develop them and also their skills towards sustainable livelihood development.

The projects include SHG formation, rural entrepreneurship program, Vocational training and handicraft promotion.

Rural entrepreneurship development program have been promoted as a way to create sustainable development. This approach provides alternative source of economic stability and opens new employment avenues for rural youth and women. TCL has also encouraged rural enterprise development through self help group formation. This not only improves economic status but also contributes towards capacity building and empowerment of the women group. Regular training is organized to develop necessary skills like develop marketing skills among the people.

At least 420 have received skill development

training and a large number are running their own business. Vocational training is regularly conducted for variety of trades which include mobile repairing, computer course, Sewing and stitching typing course etc.

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 & 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 "Swastha 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. TCSRSD desires to build on a long-term perspective for improving the quality of basic education TCSRSD has initiated several programs to give a boost to the education situation. The projects include Book Bank, Adult education, Bal Utsav, Support to schools and Scholarship program.

Key Projects

NRM	Livelihood Development	Environment conservation	Health education & Infrastructure Development
<ul style="list-style-type: none"> Water and Salinity Ingress Management Agriculture Growth Land reclamation Pond Management 	<ul style="list-style-type: none"> Rural Enterprise Development Skill Building Okhai – Handicrafts Uday – Rural BPO Self-Help groups 	<ul style="list-style-type: none"> Mangrove Plantation Bio-diversity Reserve Eco Clubs Whale Shark Campaign Coral Reef Regeneration 	<ul style="list-style-type: none"> Swasthangan Divya Drishti AIDs Awareness Medical Camps Bal Utsav Book Bank Vision 20-20 Brick Paved tracks

Some projects deserves special mention like:

Water management- Multifold approach to address water management through availability, water recharging, adopting methods to stop ingress of salinity, roof rain water harvesting, etc.

Uday foundation Rural BPO providing training and employment to the rural youth at Babrala & Haldia

Okhai: aimed at empowering women through production, marketing and branding of rural products. Total sale of handicraft of Rs. 33.13 Lacs from Mithapur & Rs.1.35 Lacs from Karzobi at Babrala & women involved numbered more than 450.

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

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 & develop action to face the future.

