

Driven by Compassion

An orange brushstroke graphic that curves across the middle of the page. Within this stroke, there is a white line-art illustration of five stylized human figures holding hands in a row, symbolizing unity and support.

Disaster Response Initiatives



Preface

From devastating natural disasters to fast-spreading epidemics, people across the world are facing a new generation of humanitarian crises. Emergencies sparked by climate change, social unrest and disease are affecting communities in ways unheard of earlier. Today, the world must face the looming threat of disasters stemming not only from direct human action but also from the relationship between society and the environment.

The Tata group has historically played a significant role in responding to humanitarian crises. Tracing efforts right from the rescue and rehabilitation of refugees, in 1947, to providing relief in the wake of the Nepal earthquake, the Tata group has firmly upheld the belief of its Founder, Jamsetji Tata.

“In a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence.”

Responding to disasters is one way that the Tata group employs to give back to the community and environment. Historically, the Tata Relief Committee, a non-profit organization nested within Tata Steel, coordinated response to disasters. The Tata group has now taken steps to institutionalize its response to disasters. Under the recently formed Tata Sustainability Group (TSG), a Disaster Management Cell has been set up and Disaster Management Guidelines have been issued to group companies to ensure coordinated and focused relief assistance.

The Tata group has been a pioneer in creating long-term stakeholder value and has always come forward in the hour of need. If there is one attribute common to all Tata enterprises, it would be the time, effort and resources that each company devotes to a wide spectrum of community development initiatives. In recent years, the Tata group has worked towards relief and rehabilitation extensively in recent disasters like the Jammu & Kashmir floods, Uttarakhand floods, Nepal earthquakes and Chennai floods. This brochure seeks to give readers a brief glimpse of the initiatives undertaken by the group during humanitarian crises.

Dr. Mukund Govind Rajan

Member- Group Executive Council
Brand Custodian and
Chief Ethics Officer
Tata Sons

Tata group Mission

To improve the quality of life of the communities we serve globally through long-term stakeholder value creation based on Leadership with Trust.

Tata group Vision

By 2025, 25% of the world's population will experience the Tata commitment to improving the quality of life of customers and communities. As a result, Tata will be amongst the 25 most admired corporate and employer brands globally, with a market capitalisation comparable to the 25 most valuable companies in the world.

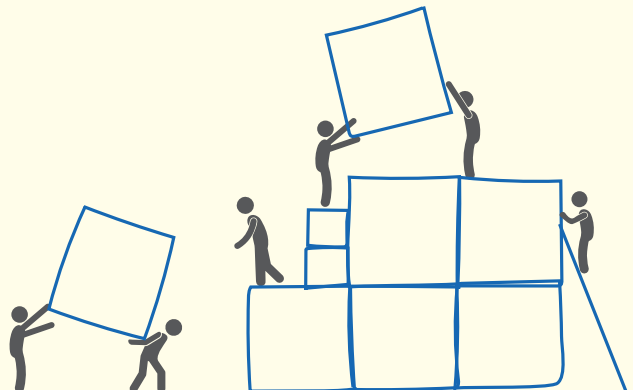


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Responding to Disasters

World Over

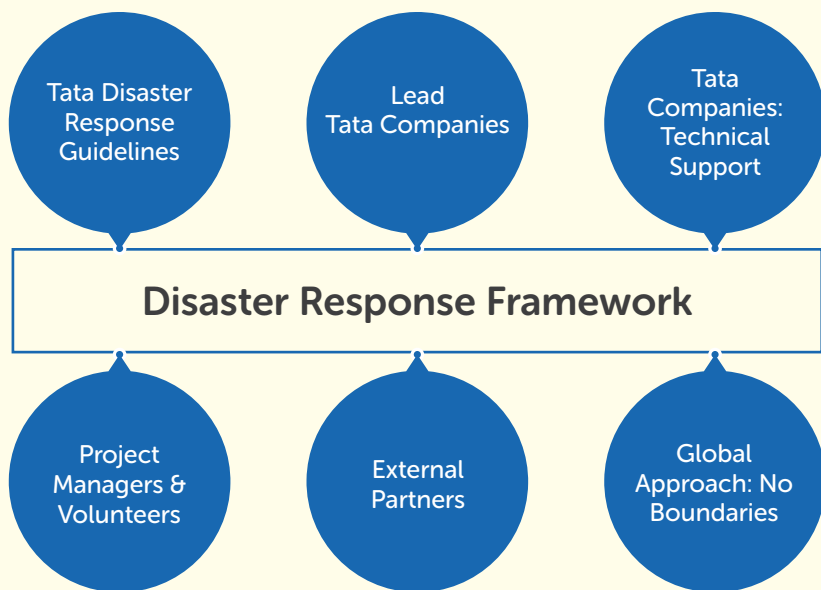
Why Respond?

What makes disaster response important for business?

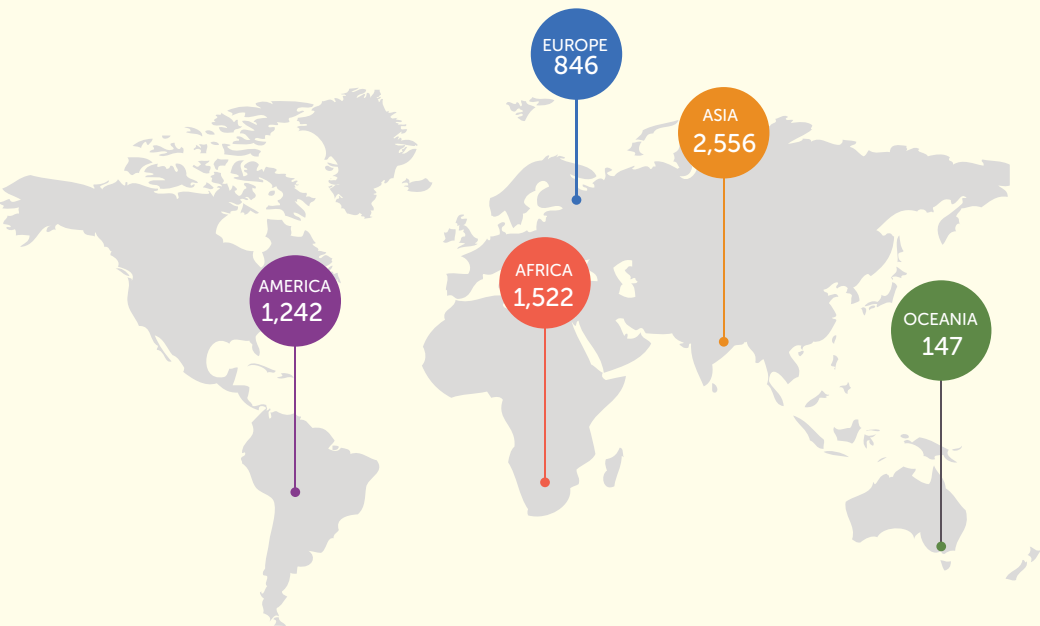
The number of humanitarian disasters has been on the rise and the footprint of these disasters has been shockingly staggering. The need to respond is more pertinent than ever today. We, at the Tata Sustainability Group (TSG), believe that now is the time to act. With the wider community at risk, we feel the responsibility to respond to disasters. With a history rich in community development, we believe that society

expects the Tata group to respond in times of disaster.

TSG aims to coordinate resources from across the Tata group companies and deploy them in the best possible way to manage responses to disaster.



48% of all disasters occurred in Asia in 2014. Over 85% of those killed and 86% of those affected globally were also in Asia.



Source: *Disasters by Continent (2005-2014), World Disaster Report | International Federation of Red Cross and Red Crescent Societies* | <http://ifrc-media.org/interactive/world-disasters-report-2015/>

Responding to Disasters

What makes One Tata what it is?

The Tata Sustainability Group is responsible for driving group-level responses to any disaster. The Tata group encompasses a wide range of businesses housing resources - from the important economic resources to essential human resources. The Tata group possesses a workforce with a great breadth of geographical expertise and functional competence that are of great significance in times of disaster. The coordination of skills and expertise across these businesses in order to respond effectively to disasters is one aim of TSG.

This unified response to major calamities across the globe captures the essence of One Tata Response.

Under TSG, the Disaster Management Cell and Guidelines outline a system that allows for the most effective and efficient response to disasters. TSG collaborates with NGOs and the Government besides Tata group companies and Tata Trusts to respond to calamities. A Tata group disaster response is envisaged as a force for change in distressed communities. Relief is immediate and rehabilitation is carried out with the aim to ensure long-term benefit to affected communities. The focus is on building resilience and creating support systems that alleviate people's suffering after the disasters. Various means are employed to facilitate relief and rehabilitation, ranging from distribution of food, emergency and household kits,

to counselling for children and adults. No stone is left unturned in attempting to restore normalcy to the lives of the affected.

Under the guidelines and framework set up by TSG, a situation analysis is conducted to evaluate the immediate requirements of the affected communities, identify the long-term goals and estimate the resource requirements. Thereafter, Lead Companies (Tata group companies that have significant size and reach in the region) are identified and Project Managers who have been handpicked and have undergone disaster management training are deployed to the disaster hit zones for 1-6 months. These Project Managers oversee all relief and rehabilitation efforts and coordinate with the Steering Committee, Tata Lead Companies and external partners.

Employee volunteering is at the core of TSG's initiatives. Employees come forward and pledge hours, days and often months to participate in every little way and contribute towards a greater cause. Volunteering during disaster response is a critical resource. TSG facilitates volunteering of employees during the advent of any disaster response.

Disaster Response Milestones

Responding to communities in need, after humanitarian disasters, has been an integral part of the Tata tradition, and continues to strengthen the group's legacy of leadership with trust, for today, tomorrow and beyond.



1965

Indo-Pak War, 1965, the Tata group contributed towards rehabilitating injured soldiers, and helped to start occupational therapy centres in Pune, for the armed forces. The Tata group also extended help to the families of the Deccan House men killed during the operations.



1968

Relief work was undertaken by TRC for victims of the Gujarat Floods, in Tavdi, Kambada, Kurel and Navsari. An account for the floods was also created as corpus for relief. Tata companies also contributed to TRC in areas affected by drought and cyclone.



1972

Drought relief work was undertaken by TRC in Ahmednagar. Apart from Cattle Feed provision, contributions and donations, crops were also sprayed by the institute for Micronutrient Technology. Relief work was also undertaken by the Tata/Wadia Earthquake Relief Committee in the Latur and Osmanabad Districts of Maharashtra.



1991

Construction of over 300 houses and two school-cum-community centers for flood victims in Orissa.

Construction of over 200 houses for riot victims in Bihar.



1967

Relief work undertaken by Tata Relief Committee for Bihar Flood and Drought Relief. On the Group Chairman's appeal, donations were made from Tata companies and their employees. Relief work was also undertaken by TRC for the Koyana Earthquake.



1971

Tata group reached out to provide relief to Bangladesh refugees.



1992

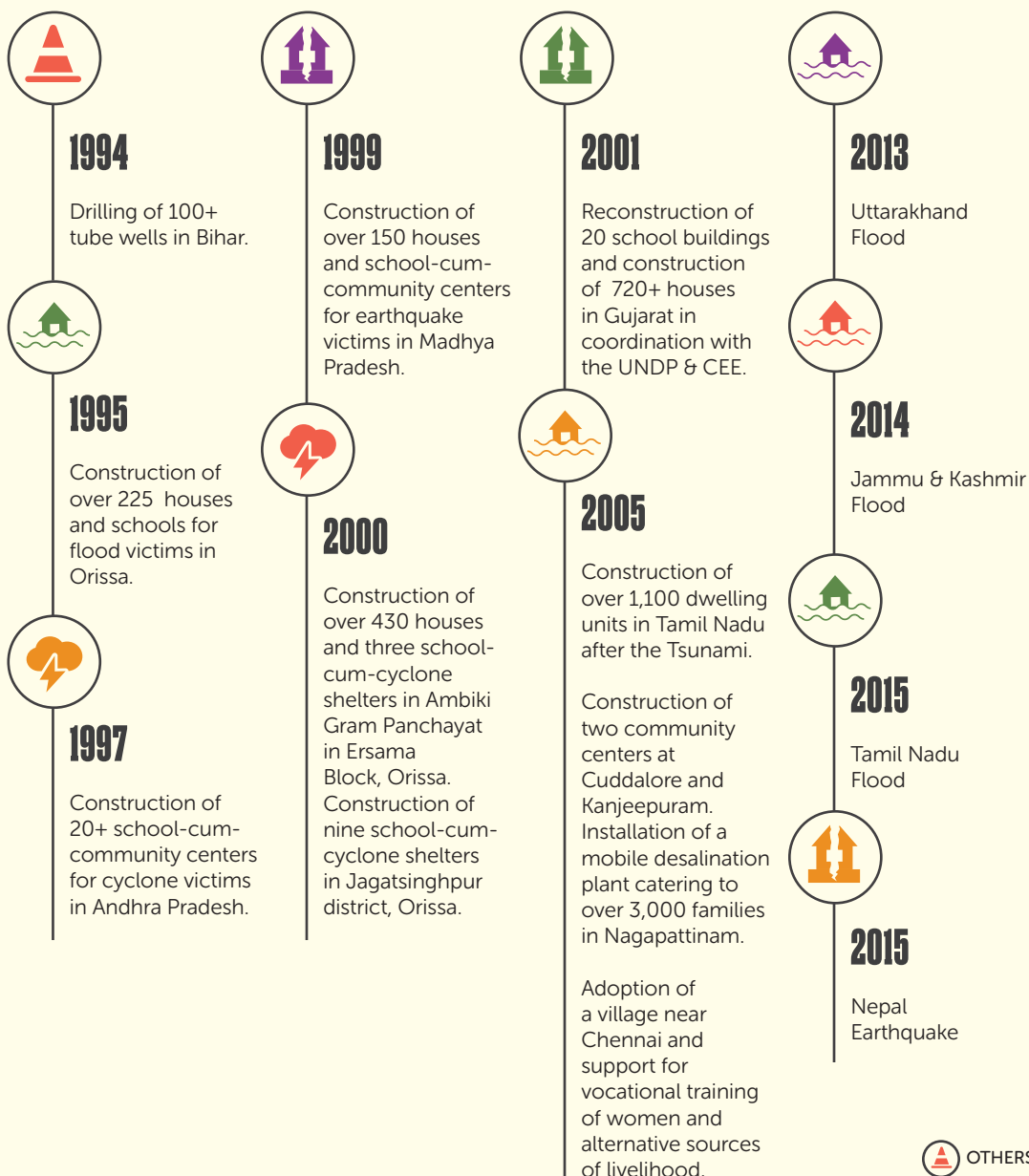
Construction of 200+ houses for earthquake victims in Uttar Pradesh.



1993

Construction of over 100 houses for riot victims in West Bengal.

Today, the One Tata Response team marshalls resources to extend help to those affected by natural disasters. Over the past three years, India and Nepal have witnessed devastating humanitarian disasters. The One Tata team has reached out to over 400,000 people across these areas, through relief measures and extensive rehabilitation programmes.



Uttarakhand

Floods and Landslide | 2013

In the devastated Uttarakhand hills, the Tata effort to provide immediate relief and support with long-term rehabilitation has helped build community resilience in the aftermath of the floods in 2013.

Group companies responded to the floods through a dedicated rehabilitation programme in the state. The first phase of the programme focused on relief and medical assistance where over 10,000 beneficiaries were covered across Rudraprayag, Uttarkashi, Pithoragarh, Bageshwar and Chamoli districts.

A comprehensive impact assessment survey was also completed through the Tata Institute of Social Sciences covering close to 90 villages across the state.

Calamity

A major catastrophic natural disaster in the form of huge and deadly cloudbursts, caused flash floods. Sudden, heavy rains caused dangerous landslides in Uttarakhand, which killed thousands of people and thousands were reported missing. Today, Uttarakhand Flash Floods are considered the most disastrous floods in the history of India

Areas affected

In Uttarakhand, Himachal Pradesh and parts of Western Nepal.

5,000 plus

Death toll

Source: Mapsofindia.com



6,590

Patients treated at health camps

68,434

Reached through relief material

27,000

Reached through farm-based livelihood

10,760

Received vocational training and various educational support



The Tata group supported the set-up of Self Help Groups (SHGs) for over 2,000 women from cluster villages



HOPE IN TIMES OF TURMOIL

Manohar Giri, a resident of Bayana village (Uttarkashi), is a primary beneficiary under the agriculture-based intervention of the Uttarakhand Programme, and has used inputs from the project to start earning a regular income. Prior to this, he had been working as a labourer and struggled to support himself and his family. The Tata team provided him training on vegetable cultivation along with the introduction of modern techniques and consequently he started vegetable cultivation in 2,400 square meters and earned Rs. 17,750.00 from his own enterprise. In addition, his success also led to increased awareness among the communities, making him a role model for others who aim to earn a livelihood from local resources. Manohar now has plans to expand his enterprise to 3,000 square meters of land.

bottled water, blankets and torches, among other necessities.

The subsequent phase of the programme focuses on channeling resources towards long term rehabilitation efforts in affected areas. The last few months of 2015 saw the completion of training of one more in a series of student batches at the Indian Hotels Company Limited (IHCL) Skills Centre in Jaipur while pre-construction work was initiated for the next round of Integrated Child Development Services (ICDS) centres, Government High Schools, and a weaving centre in Lamgaudi village (Rudraprayag). Tata group partners continued their intensive work on agriculture and livestock-based livelihoods in all cluster villages with the highlights being the establishment of enterprises and building of community institutions.

The Tata group helped set up 212 self-help groups linking into four federations under the disaster response programme with participation of over 2,000 women from cluster villages. The team also worked on developing projects in the domains of school safety programmes, disaster response training for frontline personnel at the district level, and early childhood education.

"The Tata programme has been instrumental in reaching out to communities affected in the floods and landslides of June 2013. Its emphasis on long term rehabilitation, and its inclusive approach, have the potential to emerge as a model for replication in post-disaster recovery situations — especially among corporate agencies engaged in disaster recovery programmes."

Puthumai Nazarene,
Lead coordinator –
Uttarakhand, United
Nations Disaster
Management Team

"I was amazed at the ease with which everything fell into place. The distribution of work was managed so well. Many companies called with offers to send volunteers. The support of the Tata group was like a huge tidal wave. Our many linkages came through for us, helping us reach several beneficiaries across villages."

Dr. Malavika Chauhan,
Himmothan Society,
Uttarakhand-based
associate organization
of Sir Ratan Tata Trusts
(SRTT)

Apart from storage and transportation of packages, which was coordinated in collaboration with the local establishments of Tata Motors and Titan Industries, relief efforts and medical assistance provided by the group has also reached over 9,000 beneficiaries in 174 villages. Companies also sent beverages,

Amidst intermittent rainfall that threatened to arrest all rescue and relief operations, the One Tata Response continued to plough through against the odds, after the devastating floods that struck Jammu & Kashmir. The Tata group set up a Relief Unit in the state to provide urgently needed humanitarian assistance to displaced families and to provide support in kind through Swachh water filters and solar power lamps, among other essentials. Over 48,000 people received relief material in the area. Close to 18,000 people received treatment at health camps and over 16,000 people benefited from the community kitchens set up by the Tata group. Around 90 families which had been displaced due to the floods were provided shelter.

Calamity

Caused by continuous torrential rainfall, the Kashmir region, in September 2014, suffered from massive floods that led to the death of many and trapped several families in their homes for days without food and water. Some villages were reportedly submerged in the water as well.

Areas affected

Srinagar, Bandipur, Baramulla, Anantnag, Budgam, Kulgam, Jammu, Rajouri etc.

500 plus

Death toll

Source: Mapsofindia.com

39,219

Patients received treatment at health camps and at hospitals

58,938

Reached through relief material

45

Students supported through the IIT Super 30 and other vocational training programmes

16,000

Fed at community kitchens

540

Residents provided shelters



Over 48,000 were reached through relief material in the areas affected by the floods

As relief interventions were also limited for non-state factors due to access issues beyond Srinagar, group companies aided the rescue operations led by the armed forces by providing Inmarsat terminals, and working towards restoration of power supply and communications.

Relevant group companies also worked towards low-cost housing solutions to provide shelters, and dedicated efforts for planned afforestation - to restore the flora and fauna destroyed by floods.

"The support from Tata Sustainability Group (TSG) to ActionAid India during the floods in J&K in 2014, has been very helpful, timely and generous in reaching out to the poor and vulnerable among the flood affected people in Baramulla district, an area that didn't receive as much attention as others. TSG not only provided financial support but was also very encouraging and supportive of our focus on vulnerable families, and helped us in designing the contents of the relief kit optimally".

**Tanveer Dar, Project Manager,
ActionAid, J&K**

In many of the localities the local community helped to organize the distribution. Mostly these were the young men in the area, however in Jawaharnagar it was a young woman called Masarrat who took the lead. Masarrat lives with her brother and old mother in a medium-sized house in Jawaharnagar, She is single and works in All India Radio.

Apart from helping out with the creation of the list and, distributing tokens for relief material collection, Masarrat also offered the use of her house courtyard to set up a distribution point. Her decision was met with a lot of unpleasantness, especially from her family members, but Masarrat stood firm. "The focus needs to be on getting work done," she said.

While there were many local members who aided the relief efforts, Masarrat's stand was truly remarkable and went a long way in ensuring that relief and rehabilitation efforts were not affected.

"The experience of working in Srinagar was indeed a challenge owing to closure of roads, unavailability of cellular network and lack of any means of transport initially. It was a huge responsibility as the countdown for winter had begun and you practically had to cover the entire population. It was all about spot decisions, partnerships, mutual work, mobilizing and deploying teams on ground, arranging backups, mobilization of financial resources in a coherent manner to make a lasting and tangible impact. We never advertised, nor highlighted what we did, what we were doing, or what plans we had for the response. At Tata group responding to disasters is not about writing a cheque, or donating to a relief fund. It's about working together to impact lives."

**Dawood Sheikh,
Tata Motors**

Tamil Nadu

Floods | 2015

Incessant rainfall and inadequate flood preparedness in Tamil Nadu led to heavy floods in the state, especially in Chennai city, Thiruvallur, Kanchipuram, and Cuddalore districts.

The Tata group launched the TN Floods Response Programme on 4 December, with the distribution of food, emergency response kits and solar lamps, initiation of health and wellness interventions, and setting up of a community kitchen.

Close to 90,000 people were reached through relief kits and over 17,000 received meals in the community kitchen.



Calamity

The 2015 South Indian floods resulted from heavy rainfall generated by the annual northeast monsoon in November–December. Continuing rains led to low-lying parts of Chennai becoming inundated, resulting in the evacuation of over 1,000 people from their homes. Local schools and colleges were closed, and fishermen were warned against sailing. The flooding in Chennai city was described as the worst in a century.

Areas affected

Tamil Nadu, Puducherry, Andhra Pradesh

500 plus

Death toll

Sources: Zee News, Times of India, Indian Express, Wikipedia

90,000

Reached through life kits

5,350

Treated by Tata medical teams

17,600

Fed through community kitchens & canteens

5,500

School kits distributed to students



Apart from the distribution of Family Relief Kits, children also received special kits designed specifically for their school needs

The relief kits distributed included, not just household items for families, but also special school relief kits to ensure there were no hindrances in the daily lives of children, and no compromises when it came to education and school work.

The family kits distribution was focused on the less-privileged sections of the communities; a thorough survey and listing of villages that needed aid the most was conducted in collaboration with partner organizations, to bring a coupon system in place to facilitate relief kit distribution.

In addition, One Tata also went beyond regular relief and material aid to provide emotional support to the victims – especially the elderly, the physically challenged and those who lost family members in the disaster - consistently reinforcing the Tata commitment to being a good corporate citizen.

Ambu Nilayam, one of the beneficiaries of the relief efforts by the Tata group had a lot to share about her experiences through the aftermath. "All the items provided by Tata, such as water purifier, solar lamps and all household articles, have been very useful to the people."

The water purifiers have been a real blessing to those affected by flood especially since access to good drinking water was already a problem in the area, because of heavy chlorination and improper purification of Metro Water. The people who were once subject to a number of diseases such as jaundice and diarrhea had to resort to buying water cans at a cost of Rs. 35/-, a hefty price for daily wage earners. The water purifiers helped not only as an immediate source of relief but continue to provide clean and safe drinking water even today.

"For Development Promotion Group (DPG), working with a large corporate house such as the Tata group was a new experience. Tata group worked professionally and chose beneficiaries objectively, ensuring throughout that all those who received the relief kits were truly deserving cases."

R. Bhakther Solomon,
Development Promotion
Group, Tamil Nadu

"What struck me most while working with the disaster response team in Chennai was the brand reputation; of how Tata is synonymous with doing good and helping people in the time of need. So it reaffirmed the Founder's view of the community being at the heart of everything we do at the Tata group."

Shanthanu N, TCS

Nepal

Earthquake | 2015

A massive underground fault line that ruptured in Nepal caused a severe earthquake in 2015, devastating thousands of villages across the country. Hundreds of thousands were left homeless and close to 90 per cent of schools and clinics across the country were rendered unusable. In addition, rampant thunderstorms were predicted to hit the region over days following the quake. Recognising the need for swift relief in the regions, One Tata response flew into action with an intensive

three-pronged approach, covering well being, relief material distribution and shelter provision, to ensure faster dissemination of help.

Over a period of three months, Nepal received aid from 33 trained disaster response volunteers from across group companies with over 450 person days of volunteering.

The ruptured fault line in Nepal is still under strain; a sign that another earthquake could be expected in

Well Being
Medical Camps and
Counselling

Relief Material
Hygiene kits, Tents/
Tarpaulins, Blankets,
Solar Lanterns

Shelter
Temporary shelter keeping
monsoons in mind



Calamity

The April 2015 Nepal earthquake, also known as the Gorkha Earthquake, had a magnitude of 7.8 Mw. Hundreds were left homeless and entire villages were flattened. The earthquake also triggered huge avalanches on Mt. Everest and in the Langtang Valley. The area continued to face aftershocks for a significant period of time after the major quake. Geophysicists and other experts had warned for decades that Nepal was vulnerable to a deadly earthquake, particularly because of its geology, urbanization, and architecture.

Areas affected

Nepal, India, China and Bangladesh

8,000 plus

Death toll

Source: Wikipedia, CNN, Washington Post

4,800

Patients treated at
health camps

57,500

Reached through
relief material

2,500

Tata Swachh water
filters distributed

9,000

Reached through
trauma counselling



Apart from distribution of relief material, and child care spaces, free health counselling camps were also set up for those affected



the area within years rather than centuries that typically elapse between quakes. One Tata Response not only aimed at providing relief but also prepared for the next relief effort by offering the right facilities and support to hedge against the devastation caused by another natural calamity.

SOS Children's Villages, was one of the Tata group's partner organisations through the rescue and relief operations after the Nepal quake. SOS Child Care Spaces are in 25 locations where children are engaged all day through interesting activities like singing, dancing, painting, as well as reading and writing. Once the schools reopened children were sent back to live with their families. However in some areas where the victims displaced by earthquake were staying, SOS Children's village had to continue the Child Care Spaces as the families could not go back to their villages. As the SOS team had to continue the service of Child Care Spaces (CCS) for a longer time, they sought the help of the Tata group.

Sirjan Danuwar, was one of the children who greatly benefited from

the Child Care Spaces. Sirjan was the youngest of 12 siblings, and his Mother, Shaily, is thrilled with the learning he has received through his time at CCS. "He learnt rhymes, the importance of washing hands before and after meals, and so much more from CCS. He greets new comers with 'Namaste!' too", said Shaily with a smile.

The Danuwar had a very difficult time when their house collapsed in the earthquake. They slept under the open sky and didn't have a safe place to keep their children, as there was debris of collapsed houses in the village. SOS and Tata group helped to provide safe spaces for children, like Sirjan, at the time of need. 'We could work on taking out our things from debris while the children were safe in CCS all the day', said Shaily. The Tata group helped take care of over 1,000 children in the different SOS Child Care Spaces.

"We are proud to say that we (SOS Children's Village) found a very reliable partner in Tata group, to work for the cause of children in need in Nepal. We felt that our focus on the children motivated the Tata group also to focus on the children affected by earthquake in Nepal although Tata group has been doing a lot in relief and rehabilitation works in Nepal."

Shankar Pradhananga,
SOS Children's Village,
Nepal

"I was thrilled to have been chosen, and it took me no more than 30 seconds to say yes. My family was an integral part of my decision to volunteer. They are completely supportive of my participation in the relief effort. We were working in a dangerous area, and we used to experience at least one quake a day. But we were there for a cause and fear was not an option."

Deepak Sethi,
Tata Teleservices

Responding to Disasters World Over

USA & Canada

TCS has partnered with a number of organisations in both countries to support large scale relief efforts. The company has partnered with the American, and the Canadian, Red Cross to enable employees in these regions to come together to support rescue, recovery and rehabilitation services. Over the years, TCS employees have made significant contributions to these two organizations – matched at 100% by TCS – providing critical help to devastated communities to aid recovery efforts.

Tata companies contributed significantly in the aftermath of Hurricane Katrina, in 2005, through direct donations to local charities providing assistance in Louisiana, Mississippi and Texas. TCS provided

gratis around-the-clock service to the Government of Mississippi to design and develop a special programme to get unemployment checks to needy recipients who had been affected by the storm. TCS employees and their families also volunteered with the Red Cross in disaster relief and assistance. TCS also played a significant role in delivering assistance to victims of the 2010 Chilean earthquake.

Tata Technologies and Tata Sons joined hands to support the disaster caused by exposure to Lead, in drinking water, to the community in Flint, Michigan. A food truck was funded in April 2016 through the local chapter of the United Way and the Foodbank of Eastern Michigan. Stocked with foods such as milk, iron-fortified cereals, tomatoes, citrus fruits and more, the effort aimed to combat





hunger and nutrition deficiencies. While focusing on the long-term effects of Lead exposure, employees of Tata Technologies distributed this food, and educational fliers on the importance of healthy foods, to reduce Lead exposure to the residents of the area.

In North America, Tata Chemicals has set up a disaster response team to respond to mining accidents. As a part of the Southwest Mutual Aid Association, an association created by Trona mines that aims to combine resources and respond effectively in case of a disaster, there are currently two Mine Rescue teams that have been trained by experts and continue to practice rigorously. Meetings with other members and local emergency response groups are held regularly to ensure that the teams are up to date with all rescue norms.

Europe

Tata Steel in Europe responded to Storm Desmond in 2015, which caused wide-scale devastation to the locals in Cumbria. Working in association with Sellafield Ltd. (a customer) and with assistance from their haulers, Tyson H Burrridge, Tata Steel gathered substantial donations including cleaning equipment and protective clothing (donated by Tata Steel Projects, TSP). Besides this, employees rallied around and collected clothing, food, toiletries and bikes for flood victims.

South East Asia

Typhoon Haiyan, known in the Philippines, as Typhoon Yolanda, was one of the strongest tropical cyclones ever recorded, devastating portions of Southeast Asia and killing over 6,000 people in Philippines alone. In November 2013, TCS Philippines launched the Employee Giving Programme in response to the super Typhoon Yolanda. Around 100 employees from the company came together and donated 200 person hours towards Operation Bless Philippines. Grants from TCS, funds generated from employee volunteer hours and employee donations summed up to a substantial amount.



To ensure a speedy and effective response to disasters, over 50 TCS employees received expert training on Disaster Preparedness and Disaster Response Management.

In Malaysia, heavy rains in December 2015 forced over 2,00,000 people to flee from their homes. In association with the Prime Minister's Department and the Secretariat for Empowerment of Indian Entrepreneurs, TCS deployed its RAPID (Relief and Aid for People) team, which was formed to assist flood victims. The aim was to reach inner corners and the most adversely affected people and provide them appropriate medical care and food. Over 8,000 flood victims were covered and have benefited from the interventions undertaken by TCS.

Photo courtesy UNICEF

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