

# COMMITTED *to serve* SOCIETY

CSR INITIATIVES OF THE TATA GROUP



We believe Corporate Social Responsibility (CSR) is a critical mission that is at the heart of everything we do, how we think and who we are. At the Tata group we are committed to integrating environmental, social and ethical principles into our core business, thereby enhancing long-term stakeholder value and touching the lives of over a quarter of the world’s population. That is our guiding philosophy that ensures we remain an employer of choice, a partner of choice and a neighbour of choice.

Our CSR programmes aim to be relevant to local, national and global contexts, keep disadvantaged communities as the focus, be based on globally-agreed sustainable development principles and be implemented in partnership with group companies, governments, NGOs and other relevant stakeholders. We specifically identify and execute a set of Group CSR Programmes (GCPs) aimed at creating national and global impact in improving the quality of life of the communities we serve.

The Tata culture of giving back flows from the tradition of nation and community building sowed more than a century back by Jamsetji Tata, the founder of the group. Tata companies are involved in a wide variety of community development and environment preservation projects. The Tata group’s activities relate to health, primary education, skills training and entrepreneurship, livelihoods, women empowerment and strengthening services for those that need it the most. Through various grants, the Tata Trusts and relief committees build institutions, support scholars, and rebuild disaster-affected communities. Stakeholder trust remains our prime business enabler. We will continue to strengthen the legacy of leadership with trust for today, tomorrow and beyond.

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# *A Philosophy* OF SHARING

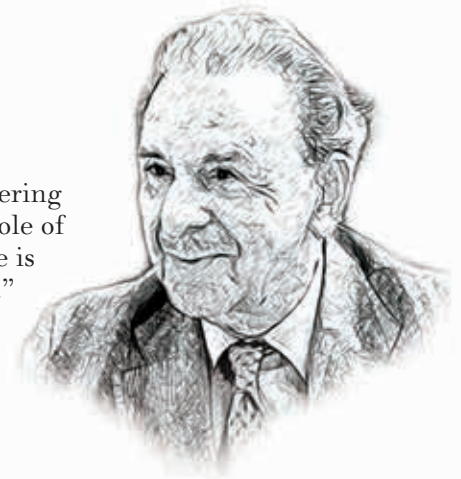


“In a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence.”

**Jamsetji Tata, Founder, Tata Sons**

“The wealth gathered by Jamsetji Tata and his sons in half a century of industrial pioneering formed but a minute fraction of the amount by which they enriched the nation. The whole of that wealth is held in trust for the people and used exclusively for their benefit. The cycle is thus complete. What came from the people has gone back to the people many times over.”

**JRD Tata, Chairman, Tata group**



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## **Tata Sustainability Group**

The Tata Sustainability Group (TSG) is a group-level resource that works with Tata companies driven by a mission to guide, support and provide thought leadership to all Tata group companies in embedding sustainability in their business strategies and demonstrating responsibility towards society and the environment.

As the Tata group's nodal resource on sustainability, TSG performs several roles across the knowledge, advisory and execution functions. In its knowledge function, TSG brokers, manages and makes available

a range of information, best practices and tools. TSG advises the group and group companies on various policies and strategies to review processes and engage with stakeholders. TSG's execution function covers three key agendas which include implementing group CSR programmes like Tata STRIVE, the group volunteering programme, Tata Engage, and responding to humanitarian emergencies.

# *Global ambition* **TO SERVE**

The Tata group is on a continual quest for global excellence with products and services in **150+ countries**, involving **600,000+ employees** and operations in **over 100 countries**. Our best-in-class technologies and breakthrough ideas help us remain future ready. Our pursuit of excellence and the spirit to serve have taken us to the global centrestage. Today, **68%** of our group revenue of **\$108 billion** is generated in geographies other than India. But that's not all. We have far stronger global ambitions. By 2025, we aim to touch the lives of a quarter of the world's population through various initiatives.

## Tata Sustainability Policy

### Our Philosophy

The Tata group is committed to integrate environmental, social and ethical principles into its business which is central to improving the quality of life of the communities we serve globally and enhancing long-term stakeholder value.

### Our Principles

Our companies shall:

- Integrate sustainability considerations into all business decisions and key work processes, with the aim of creating value, mitigating future risks and maximising opportunities.
- Follow the highest standards of governance and transparency.
- Embody principles of product stewardship by enhancing health, safety, environmental and social impacts of products and services across their lifecycles.
- Provide employees and business associates with working

conditions that are clean, safe, healthy and fair.

- Strive to be neighbours of choice in the communities in which we operate and contribute to their equitable and inclusive development.

### Our Commitments

Our companies will aspire for global sustainability leadership in the sectors in which we operate. To achieve this, we will:

- Constitute a governance structure to oversee our sustainability commitments.
- Identify relevant and material sustainability issues and develop comprehensive sustainability strategies with goals, targets, mitigation and adaptation action plans to address them under the aegis of our boards.
- Undertake natural and social capital valuation to assess business risks.
- Report in line with global reporting frameworks.



# Worldwide FOOTPRINT

## EUROPE, Incl. UK

Jaguar Land Rover  
Taj Group  
Tata Chemicals Europe  
Tata Communications  
Tata Consultancy Services  
Tata Elxsi  
Tata Global Beverages  
Tata Interactive Systems  
Tata Limited  
Tata Motors  
Tata Petrodyne  
Tata Steel Europe  
Tata Technologies  
TM International Logistics

## CHINA

Chery Jaguar Land Rover Automotive  
Jaguar Land Rover China  
Kalzip  
Nanjing Tata AutoComp  
NatSteel Xiamen  
Tata Communications  
Tata Consultancy Services  
Tata Global Beverages  
Tata Projects  
Tata Sons China  
Tata South East Asia  
Tata Steel Asia  
Tata Steel International  
Tata Technologies  
TKM Global China  
TRL Krosaki Refractories  
York Transport

## SOUTH EAST ASIA, EAST ASIA and SOUTH ASIA

Jaguar Land Rover  
Joil (5) Pte.  
Kalzip  
NatSteel Holdings  
Taj Group  
Tata AutoComp  
Tata Capital  
Tata Communications  
Tata Consultancy Services  
Tata Global Beverages  
Tata International  
Tata Motors  
Tata Petrodyne  
Tata Steel International  
Tata Steel Thailand  
Tata Technologies  
TM International Logistics  
Trust Energy Resources

## NORTH AMERICA

Tata Steel  
Jaguar Land Rover  
Taj Group  
Tata Chemicals North America  
Tata Communications  
Tata Consultancy Services  
Tata Elxsi  
Tata Global Beverages  
Tata Interactive Systems  
Tata Sons North America  
Tata Technologies  
Tata Business Support Services (TBSS)

## INDIA

Headquarters for majority of Tata companies, including promoter holding company Tata Sons

## MIDDLE EAST and NORTH AFRICA

CMC  
Jaguar Land Rover  
Taj Group  
Tata Communications  
Tata Consultancy Services  
Tata Consulting Engineers  
Tata Elxsi  
Tata Global Beverages  
Tata Interactive Systems  
Tata International  
Tata Motors  
Tata Sons  
Tata Steel Europe  
Tata West Asia FZE  
Titan  
TM International Logistics  
Voltas

## Rest of AFRICA

Jaguar Land Rover  
Taj Group  
Tata Africa Holdings  
Tata Automobile Corp SA  
Tata Chemicals Magadi  
Tata Consultancy Services  
Tata Communications  
Tata Global Beverages  
Tata Motors (SA)  
Tata Power  
Tata Steel KZN

## AUSTRALIA

Taj Group  
Tata Communications  
Tata Consultancy Services  
Tata Global Beverages  
Tata Interactive Systems  
Tata Petrodyne  
Tata Steel  
TM International Logistics

## SOUTH AMERICA

Rallis  
Tata Chemicals  
Tata Communications  
Tata Consultancy Services  
Tata International  
Tata Motors  
Tata Steel Europe

Indicates key operations.

# *Message from* THE CHAIRMAN

In the Annual Group Leadership Conference in 2015, I shared my view that to ensure long-term stakeholder value creation, we need to focus on sustainable profitable growth. Implicit in this is the fact that we must integrate environmental, social and ethical principles into our core businesses. The Tata Sustainability Policy that I released in June 2015, crafted under the guidance of the Tata Global Sustainability Council, outlines our sustainability principles and commitments.

The Tata group has a rich history of building and running businesses that create value responsibly and improve the quality of life of communities we serve globally. Indeed, community engagement, or CSR as it is now called, is built into our DNA. We have an unique ownership structure wherein two-thirds of the equity share capital of our group's principal investment holding company, Tata Sons, is held by philanthropic trusts, which support charitable causes in fields like education, health, improved water and sanitation, livelihood creation and art and culture. Under the inspiring leadership of Mr. Ratan N Tata, the Tata group has strengthened its commitment to supporting disadvantaged communities and creating impact through CSR. Our group mission asserts this and our refreshed Tata Code of Conduct too emphasises this. So, our CSR initiatives are an integral component of business sustainability simply because it is right and not just because the law requires us to do so. It is core to our being. It defines us.

Our CSR approach envisages we evolve and execute strategies to support communities in partnership with governments, civil society and relevant stakeholders. Key to this approach is our employees who generously give their time, experience and talent to serve communities. Many do this in their own time and our companies encourage and facilitate them to do so. At the group level, our Tata Engage programme builds on this tradition. We as a group are amongst the top 10 corporate volunteering

programmes in the world. I would like to set a target of achieving a million volunteering hours by our employees so that we can make a real and huge difference to the world around us.

Our companies work towards empowering people by helping them develop the skills they need to succeed in a global economy, which we have now consolidated into a Group CSR programme called Tata STRIVE. We equip communities with information, technology and capacity to achieve improved health, education and livelihood outcomes. We know that we share this one planet with so many other living things who have a right to its resources and we work towards enabling them to get their fair share.

This publication provides a glimpse of some of our contributions to communities and the environment. It is neither meant to be exhaustive nor detailed. But I hope it conveys the range of work our companies do and our passion to the communities we serve across the globe.

**Cyrus P. Mistry**  
Group Chairman

“We equip communities with information, technology and capacity to achieve improved health, education and livelihood outcomes.”

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“Our CSR approach envisages we evolve and execute strategies to support communities in partnership with governments, civil society and relevant stakeholders.”

# *Serving through* FUTURE READINESS

Over the coming decades, the world’s population is projected to rise from seven billion to nearly nine billion. Such a scenario will entail an unprecedented rise in consumption and the need to use resources optimally and in an environmentally sustainable manner. At the Tata group, we are committed to help create a sustainable future for the world, leveraging our technologies, talent and teamwork, while being responsible and sensitive to the countries, communities and environments in which we work.

## *Responsibility* AT THE TATA GROUP

Giving back to society is integral to the business philosophy of the group.

India’s largest business group with **66%** equity of the principal investment holding company vested with philanthropic trusts

Spends in excess of **\$200** million every year on CSR initiatives, including the Trusts

Engaged with more than **800** non-profit organisations

Enriching the planet beyond **30** areas of focus across the globe

**70,000** volunteers for Tata Engage dedicated **40,000** volunteering hours

Reached **300,000** distressed people in India (Uttarakhand, Jammu & Kashmir, Andhra Pradesh and Tamil Nadu) and Nepal for disaster relief

Number of beneficiaries

<b>3.36 million</b>	<b>5 million</b>	<b>3 million</b>	<b>2.25 million</b>	<b>12 million</b>
Tata Chemicals	Tata Power	TCS	Tata Motors	Tata Steel

Source: Figures are from individual companies for FY 2013-14



# *Key focus AREAS*

## 1. Community Initiatives

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- Skill Development
- Education
- Health
- Sustainable livelihoods promotion

## 2. Environment Initiatives

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- Biodiversity
- Energy efficiency
- Water conservation

## 3. Group CSR Projects

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- Tata Engage
- Tata STRIVE

## 4. Disaster Response

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- India
- Nepal

**BUILDING**  
*right*  
**CAPABILITIES**



**As the world around us changes at a rapid pace, it is important that we build the right capabilities to excel in a highly competitive scenario. We help empower people from disadvantaged sections of society to acquire skills-based training and entrepreneurship opportunities to promote livelihoods.**

### Shaping rewarding careers (India)

The Indian Hotels' hospitality training programme offers skills-based training to underprivileged youth, helping them find better jobs and ensuring promising careers for many. Set up in partnership with like minded government and non-government organisations skill training centres provide basic training in hotel industry processes to rural youth. Indian Hotels now partners with 36 such centres and has trained more than 10,000 youth over the last four years, 95 per cent of who have gained employment.

### Driving economic regeneration (Europe)

The initiative by UK Steel Enterprise is aimed at economic regeneration of communities affected by changes in the steel industry. Nearly £85 million has been disbursed and over 6,000 businesses supported with more than 75,000 new jobs created in the last 40 years.

### Enhancing employability and safety (India)

Tata Motors' Learn and Earn, is a year-long programme, which trains youth through theoretical learning and 'on-the job-exposure at the service centre. Students are also economically supported. This programme is currently running in 20 cities in partnership with dealers and skill development agencies.

### Nurturing critical skills (Africa)

Tata Steel KZN has launched several programmes, of which skills development and women empowerment related activities take high priority. The company has identified several schools that need funding and has worked with these schools to serve them in their needs. Tata Steel KZN also puts a great deal of effort into hiring and training local citizens to work at the plant.

### Unleashing aspirations to succeed (India)

Project 'Udaan' is an initiative by TCS to help youth from Jammu & Kashmir caught in challenging circumstances to prove their mettle and join the workforce. The project is a joint initiative by the NSDC (National Skill Development Corporation), Government of India, and SII (Special Industry Initiative). TCS has been associated with the programme since its inception and aims to create opportunities for at least 850 youth, over a five-year period. Till date, the programme has trained over 450 candidates, of which 250 are currently employed with TCS.

### Igniting young minds (Europe)

Launched in 2011 at Tata Steel, the industrial cadet programme provides young people (aged 14-16) insight into how a business operates. It aims at introducing them to careers in manufacturing and technology, and inspiring them to study STEM (science, technology, engineering and maths) subjects at school. Currently the programme reaches out to around 75 youngsters each year.

### Promoting rural economy (India)

Tata Chemicals established the Uday foundation to generate employment for local educated youth in rural areas. A rural BPO service provider, Uday is committed to delivering quality business value and transforming the rural ecosystem. Today, Uday delivers a wide range of low and high-end services to Tata Teleservices and Tata Chemicals.



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**ENABLING**

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*progress through*

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**EDUCATION**

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**As we continue to pursue growth and opportunities in many parts of the world, we believe we have an important role to play in supporting the education of underprivileged children. Educational initiatives of Tata companies help disadvantaged youth realise their potential and contribute to social progress.**

### **Empowering girls (India)**

The Titan Kanya initiative focuses on Girl Child education, in association with NGOs with the aim to support 10,000 girls. Today, Titan supports 60 learning centres consisting of over 2,000 Kanyas, and 4,000 Kanyas through Nanhi Kali. In addition, employees and associates support more than 3,000 Nanhi Kalis.

### **Promoting education business partnership (Europe)**

Jaguar Land Rover's Education Business Partnership Centres introduce young people to real-world operational challenges and encourage them to pursue engineering and manufacturing careers. JLR has five Education Business Partnership Centres (EBPCs) to enthuse school kids in the fields of engineering, manufacturing and automotive businesses. JLR makes an annual contribution worth £350,000.

### **Encouraging computer-based functional literacy (India)**

TCS uses its expertise in information technology to conceptualise and develop Computer Based Functional Literacy (CBFL), a cost-effective, innovative cutting-edge solution to an old problem. Over 200,000 individuals have been made literate through the programme. In addition, the employability training programme provides training in corporate etiquettes, basic computer skills, English and interviewing skills, among others, to rural youth across India. Till date, TCS has trained over 50,000 youth through this programme.

### **Providing on-the-job industrial training (Africa)**

Tata Motors South Africa forged an alliance with the engineering faculty at the University of Pretoria. The company has provided on-the-job industrial training on various functions like production, quality, purchase, logistics, among others, to students from the University of Pretoria to enable them to be future ready.







### Enriching the learning experience (India)

In association with CHIP, an NGO, Tata Communications is working towards improving the quality of education in government schools in Mumbai. The programme enables collaborations between administrators, teachers and parents. It also helps develop a child-centric pedagogy for the social and academic improvement of every student by leveraging IT. Since implementation, student attention, retention and engagement have improved significantly in each school.

### Instilling reading habits (North America)

Nearly 300,000 books, valued at more than \$1.5 million, have been donated throughout the US and Canada through the First Book reading programmes. The engagement has been across 11 companies and nine states and provinces in these countries.

### Improving learning opportunities (India)

Tata Power supports 262 villages in the Nirsu block of Jharkhand through an 'Education Project' aiming to improve the learning level of children in the 5 to 14 year age bracket. The project helps to bridge the gap between the community and village school system. The project deploys a unique and active approach towards learning and has, thus far, shown a substantial improvement in learning levels.

### Supporting outstanding executive education (North America)

The Tata group donated \$50 million to Harvard Business School (HBS) for setting up an academic and residential building on the HBS campus. Tata Hall was established to enhance the Executive Education experience on the HBS campus and to accommodate a growing number of programme participants.

### Aiding higher education (India)

Tata Chemicals' Maitreyi education initiative supports girls who are from backward communities and have dropped out of school due to financial constraints. The programme, in association with SNDT University, Mumbai, provides scholarships for further education and employment opportunities for girls. The Shiksha Maitreyi centre has, till date, aided more than 1,000 young girls in their quest for higher education.

### Helping enhance students' skills (India & Europe)

Engineering technical education and talent development is a core agenda taken up by Tata Technologies. The Ready Engineer (RE) initiative aims to bridge the industry talent gap by helping to educate and mentor aspiring young engineers. Tata Technologies' proprietary engineering training platform will also provide students with access to the largest library of online training and tutorials during the course of the programme.

### Moulding young minds (India)

Tata Global Beverages provides high standards of education at the High Range School in Munnar, Kerala. The school was set up for the benefit of the children of employees of Tata Global Beverages and Kannan Devan Hill Plantations in Munnar with the objective of moulding young minds through all-round education.

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ADVANCING

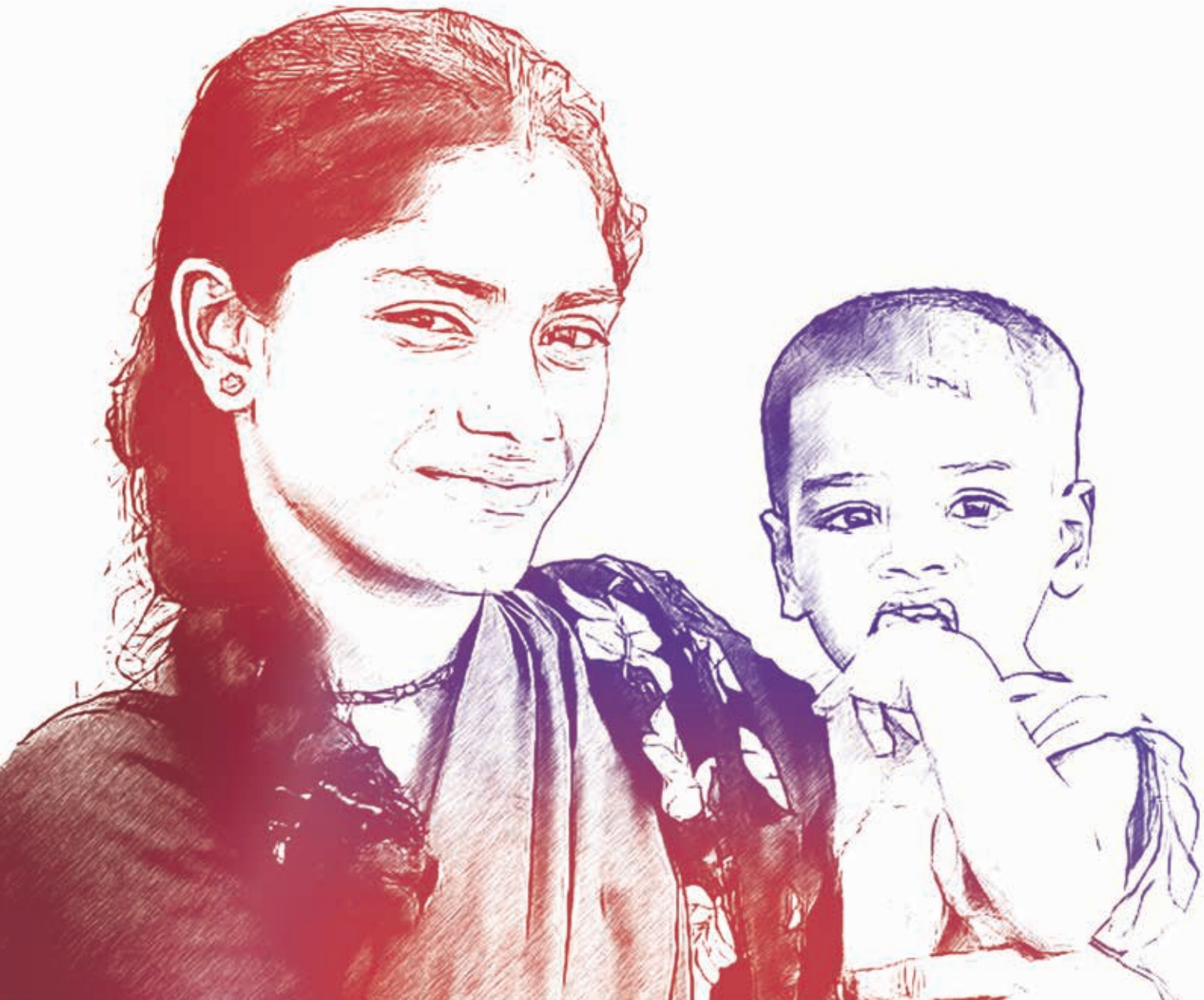
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*holistic*

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DEVELOPMENT

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## Holistic development for Tata companies encompasses a broad array of initiatives from providing critical healthcare facilities to concentrating our energy and resources for community engagement and development.

### Expediting maternal and newborn care (India)

The objective of Project MANSI (Maternal and Newborn Survival Initiative) at Tata Steel is to reduce infant mortality in 167 villages in Seraikela-Kharsawan district of Jharkhand, part of the Company's operational area, through Home Based Newborn Care (HBNC). It has brought down the infant mortality rate by over 39 per cent and neonatal mortality rate by over 46 per cent.

### Preparing for the Tata - Kids of Steel triathlon (Europe)

Tata - Kids of Steel is one of the world's largest and longest-running children's triathlon series. The initiative encourages children (8 to 13 years old) to adopt a healthier lifestyle through sport and exercise. Since 2007 more than 75,000 youngsters have taken part in 117 different Tata Kids of Steel triathlon events. In 2015 nearly 9,500 youngsters took part in 10 different Tata- Kids of Steel triathlon events throughout the UK, the last of which took place in the Queen Elizabeth Olympic Park in London.

### Providing critical medical facilities (India)

Tata Motors provides curative and preventive medical facilities in communities with special focus on maternal and child healthcare. Medical clinics provide necessary medicine and also spread relevant social messages. The company has also established a state-of-the-art 16-bed Malnutrition Treatment Centre and since inception this centre has saved lives of over 600 children.

### Widening primary healthcare (Africa)

Tata Chemicals Magadi (TCM) has built a strong relationship with the community in which it operates by providing support in the critical area of healthcare. TCM has dedicated resources to upgrade equipment and facilities at the Magadi Hospital, provide financial and material support to the HIV/AIDS clinic in Nkurumani as well as subsidised medical aid.

### Focusing on sustainable community development (India)

Tata Chemicals established Tata Chemicals Society for Rural Development (TCSRSD) in Mithapur India in 1980. It was born out of a need to engage, understand and address the requirements of its neighbouring communities. For the past three decades, TCSRSD's focused interventions and participatory approach ensures that the community members become the real managers and owners and work towards their own development and that of the society at large. TCSRSD believes that sustainable community development ensures a better quality of life now, as well as for future generations.

### Enabling hygiene (India)

As part of the Prime Minister's Swachh Bharat Abhiyan (Clean India Initiative), TCS built sanitation facilities for girl students in 1,000 schools across the states of Andhra Pradesh, Telangana and Bihar. The initiative aims to boost enrolment rates and reduce dropout rates and, in turn, improve learning outcomes.

### Providing safe drinking water (India)

With the objective of providing safe drinking water to communities, Tata Projects introduced Swasth Jal, a range of Reverse Osmosis (RO) and Ultrafiltration (UF) water purifiers. Swasth Jal purifier uses Ultra violet filters to eliminate biological contaminants and provide clean drinking water. UF & RO water purifiers are supported with one year warranty from Tata Projects. Tata Projects' initiatives is aimed at providing safe drinking water around its project sites. It supports setting up of RO plants, installation of water tanks and hand pumps.



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CREATING

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*livelihood*

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OPPORTUNITIES

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**To succeed as a global business, we must empower people by providing livelihood opportunities. This is a fundamental part of our business strategy and the backbone of our culture. We want communities to be more productive and drive critical change that matters.**

### Enabling women to do more (India)

Tata Motors set up the Tata Motors Grihini Social Welfare Society (TGU) in 1974 to give women of the families of its employees, opportunities for entrepreneurship development and income generation. Besides providing infrastructure and seed capital, it also provides necessary training inputs that are essential to enable members to successfully execute their jobs. It has now four registered affiliated cooperative societies, expanded to 17 centres and over 1,000 women are members of this cooperative society.

### Assisting farmers to improve yield (India)

Tata Power initiated the sustainable agriculture programme under the 'Samridhi' initiative in 28 villages in the Maval and Karjat talukas, benefiting nearly 1,200 farmers. This programme assists farmers by creating awareness on superior farming practices aimed at improving crop yield. It also guided farmers with the selection of the crop, seed treatment and the right techniques for sowing and cultivating seeds.

### Aiding fishermen through Fish Friend (India)

Fishermen venturing into the sea off the southern coast now have help in hand in the form of a mobile app, which provides information on weather and ocean conditions, availability of fish as well as warns them when they near the Sri Lankan waters. The app, designed and developed by Tata Consultancy Services, leverages a mobile device's GPS feature to provide utility features to fishermen who have historically been in the crosshairs of the Lankan authorities. The mobile app provides critical data up to 100 kilometers from the seashore, including real-time information on the international maritime boundary line with Sri Lanka.



### Facilitating rural employment (India)

Okhai was established as a separate trust in 2009 by Tata Chemicals to promote and assist directly or indirectly any activity, which creates semi-urban and rural employment. Such an initiative drives the rural economy and facilitates rural welfare across India. Thirty nine Self Help Groups (SHGs), with over 425 members, are currently registered with Okhai.

### Encouraging entrepreneurial spirit (India)

Tata Communications' commitment to building an inclusive society is built on a platform of entrepreneurship development among scheduled caste and scheduled tribe (SC/ST) communities. The company has been sponsoring such programmes for SC/ST candidates across India, in partnership with the Entrepreneurship Development Institute of India (EDI), Ahmedabad. So far, 100 youth and women from Pune, have been trained and the company aims at setting up 50 small scale enterprise units.



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**WORKING**  
*for a greener*  
**PLANET**

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## Our sustainability approach takes into account the risks the planet faces today and sets a viable roadmap to help protect the environment and conserve the Earth's biodiversity.

### Preserving biodiversity (India)

Tata Power has been involved in the conservation of the habitat for 30 years in and around its hydro power facilities. Since 1970, forestation has been taken up on a large scale and today, a total of 13,000,000+ saplings have been planted. This initiative has not only helped in increasing the water retention capability and rejuvenation of the springs, but has also helped in conserving the area's flora and fauna.

### Protecting the Mahseer (India)

The golden Mahseer has received a new lease of life through the consistent efforts of Tata Power since the last 40 years, in what can be described as the biggest Indian conservation effort after Project Tiger. On an average, Tata Power breeds over 1 to 1.5 Lakh Mahseer each year and gives them gratis to many states in India. The Mahseer project has promoted biodiversity and encouraged ecotourism, while giving a fresh lease of life to one of the most magnificent of the world's water wonders.

### Conserving the marine turtle (India)

TCS along with Sahyadri Nisarga Mitra has implemented the marine turtle conservation programme on a participatory basis since 2010-11 to address the cause of protecting breeding sites of globally endangered species of marine Olive Ridley Turtles. The conservation activities include preventing killing/hunting of turtles arriving for breeding, building protection nests, constructing hatchery, protecting hatchery and releasing hatchlings into their natural habitat.

### Executing a comprehensive ecology programme (India)

The *Dharti Ko Arpan* programme at Tata Chemicals runs several initiatives for ecology preservation, species conservation and protection of biodiversity, including the mangrove regeneration project near Mithapur. The 'Save the Whale Shark' initiative and creation of Eco Clubs to generate awareness of environmental issues were hugely successful. The programme's objective is to integrate all ongoing and planned efforts such as awareness, conservation and greening into one cohesive programme to provide benefits for the area as a whole, involving various stakeholders.

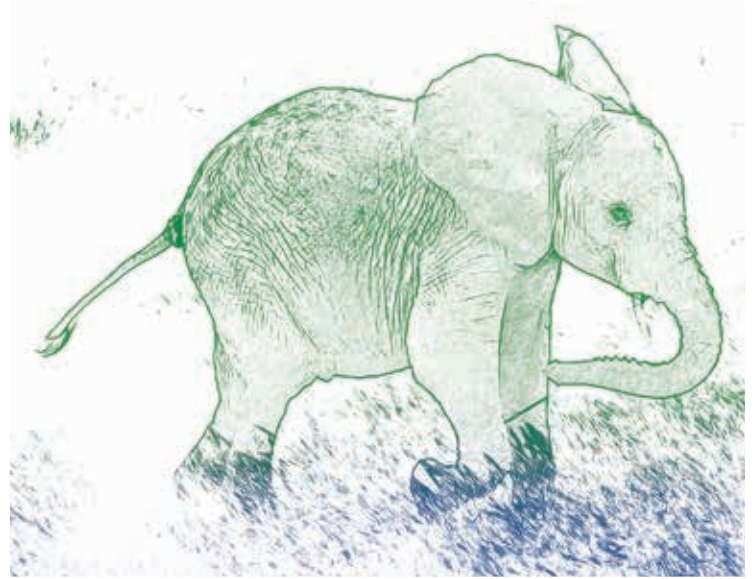
### Implementing rainwater harvesting (India)

Rallis initiated a water-shed project, Jal Dhan, aimed at increasing agricultural productivity of small and marginal farmers. The project harvests rainwater by constructing various temporary and permanent structures like loose boulder, diversion dam, check dam and so on. These structures are created with the help of employee volunteers and villagers. The project covers six villages and benefits over 1,500 people.



### Supporting wildlife preservation (India)

Kanan Devan Hills Plantation Company has been supporting the Kerala Forest Department and the High Range Wildlife and Environment Preservation Association to partner with the tribal people of the region in Kerala to protect wildlife and conserve many local flora and fauna, including the Niligiri Tahr. Today, more than half of the total world's population of these goats, numbering more than 100,000 is found in these parts. Wildlife across the company's estates is regularly monitored and sighting records are maintained. This record acts as a useful tool to map the faunal diversity of the area. In addition, any cases of poaching or injury to animals noticed are immediately informed to the Forest Department.



### Protecting animals from poaching (Africa)

Jaguar Land Rover works with the Born Free Foundation to supply vehicles and gives sponsorship money. Born Free attempts to protect the world's rarest wolf species in Ethiopia, and big cats in South Africa. In Malawi, the foundation helps to rehabilitate monkeys rescued from the illegal pet trade, and in Sri Lanka it helps to rescue orphaned baby elephants.



### Supporting the snow leopard conservation (India)

Tata Housing Development launched Project Save Our Snow Leopards (SOS) in partnership with WWF. The SOS is the first-ever crowd-funded campaign for species conservation in India, giving individuals a chance to support and directly fund conservation projects. Through the campaign, Tata Housing will build awareness about the conservation issues facing the snow leopard and aims to raise at least ₹ 15,00,000. The funds raised will be utilised to scale up WWF's snow leopard conservation projects in India.

### Helping preserve natural resources (India)

Tata Capital Housing Finance Ltd, a subsidiary of Tata Capital Ltd, is working with WWF India to conserve the Great Indian bustard (desert national park in Jaisalmer and Barmer, Rajasthan), red panda (in the community-owned forests of western Arunachal Pradesh) and one-horned rhinoceros (Laokhowa-Borachapori wildlife sanctuary, Assam). By bringing awareness and action towards the protection of these animal species, the company hopes to contribute to the ecological balance and preservation of India's natural resources.



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ACHIEVING  
*more*  
TOGETHER

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## Community service is intrinsic to our corporate mandate. To empower our community initiatives, the entire Tata fraternity comes together on a common volunteering platform.

### Engaging to enrich

Tata Engage, organised by the Tata Sustainability Group, supports the volunteering initiatives of Tata companies and brings together Tata employees in addition to their families and retired Tata employees on a common volunteering platform. The programme aims to encourage Tata volunteers around the world to help enrich the community by contributing their time and skills. Tata Engage has three key volunteering platforms – Tata Volunteering Week, ProEngage and Engage+. As on date, the programme engages over 70,000 volunteers who dedicated 400,000 volunteering hours last year.

Tata Volunteering Week (TVW), held twice a year, encourages and inspires employees to become more involved in communities by contributing their time and skills. Each TVW takes place across 150+ cities, and generally sees participation from about 25,000 volunteers.

The ProEngage platform brings together civil society organisations and motivated professionals, to leverage skills and experience of individuals to help non-profits build and sustain their capacity. Since the programme's launch in December 2014, over 300 volunteers have worked for 180 skill-based projects across ten cities. Over 35 NGOs have benefitted through these engagements.

Engage+ offers full-time deputation to interested employees to work on a 6-12 month structured project with a non-profit. The platform is positioned as a people development program within the group and provides non-profits access to skilled resources to create a meaningful impact.

Tata employees from around the world offer their time and skills, providing succour, solace and joy across the spectrum in urban and rural communities.

### Striving to empower

Tata STRIVE, the group-wide skilling initiative, aims to develop Employability, Entrepreneurship and community Enterprise capabilities.

To provide best-in-class training to the youth, Tata STRIVE is bringing leading partners and processes together. It is also working on a two pronged model to create skilling capacity which includes building Tata STRIVE Skill Development Centers (TSSDCs) across India by utilising infrastructure available with group companies, and working with partner centres (Government, NGOs, corporates) and helping them scale up their training capacity and capability. Tata STRIVE aims to develop capacity to train 1 million youth, annually, by 2022.

### Supporting Operation Smile (China)

Tata China companies partnered with 'Operation Smile' for providing free medical treatment to the underprivileged for cleft lip and cleft palate problems. Till date, 18 missions have been conducted, and nearly 1,200 patients with cleft lip and palate accepted free surgeries. 77 employees from Tata Sons Beijing, TSC, NatSteel Xiamen, Tata Auto Comp Systems, Tata Steel Kalzip (Guangzhou) and Natsteel WJMP participated.

### Setting up rural libraries (China)

In China, Tata has teamed up with The Library Project to establish libraries with children's books in local language for rural schools. Shelves or furniture are also donated. Existing space to create a reading room and a reading corner is generally utilised. Till date, Tata companies has set up 14 libraries and donated 11,679 books in Fujian, Hebei, Anhui, Shanghai. Altogether, 98 volunteers from Tata Sons Beijing, TSC, NatSteel Xiamen and Tata Auto Comp Systems participated in the activities.

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# REACHING OUT

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*in times of*

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# CRISIS

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**We marshal resources to extend help to those afflicted by natural disasters. Tata companies and Tata trusts with support from the Tata Relief Committee have always reached out to strengthen relief and rehabilitation measures.**

### **Bolstering disaster management**

The Tata Sustainability Group is mandated to coordinate Tata group efforts in disaster response. During natural calamities there are two phases of assistance: (a) relief measures and (b) the rehabilitation programme. Project managers, selected through nomination, spend around six months in disaster management. Nineteen project managers have been selected across various Tata companies, trained and deployed.

### **Uttarakhand (2013)**

In the devastated Uttarakhand hills, the Tata effort to provide immediate relief and support with long-term rehabilitation has eased the suffering of many. The storage and transportation of packages were coordinated in collaboration with local establishments of Tata Motors and Titan Industries. The relief efforts and medical assistance of the group reached over 9,000 beneficiaries in 174 villages. Companies also sent beverages, bottled water, blankets and torches, among other necessities.

### **Jammu & Kashmir (2014)**

In response to the devastating floods that affected Jammu & Kashmir, the Tata group set up a Relief Unit in the state to provide urgently needed humanitarian assistance to displaced families. Tata group companies provided support in kind, including 5,000 Tata Swatch water filters and 5,000 solar power lamps. The group planned the forestation process to restore flora and fauna destroyed by floods. Tata Consulting Engineers and Tata Housing Development Company developed low-cost housing solutions to provide shelters.

### **Cyclone Hudhud (2014)**

Tata Power Delhi Distribution Limited (TPDDL) and Tata Power together brought back normalcy in Vizag, the port city of Andhra Pradesh, which was ravaged by cyclone Hudhud, by restoring power in a record time of 72 hours. The cyclone with a speed of 195 km/hour brought along heavy rains and resulted in a major power crisis in Vizag. Working on a war footing, TPDDL's team restored power in the city and in the IT Park employing over 10,000 people.

### **Nepal Earthquake Relief (2015)**

The Tata group responded to the emergency in Nepal through medical camps and psycho-social counselling; and provision of hygiene kits, tents and tarpaulins and interim shelters. Nearly 5,000 patients have already been treated by Tata medical teams across 11 districts of Nepal; trauma counselling camps commenced with 40 trained local university/ Tata Institute of Social Science (TISS) students in seven villages across three districts and distribution of supplies and kits were undertaken in the three most remote districts.

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