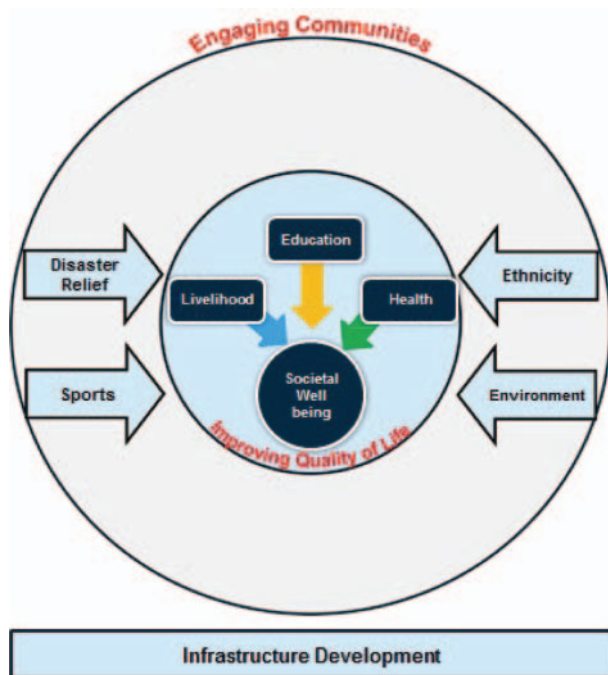


CSR at Tata Steel

CSR: a way of life

What may have today evolved as Corporate Social Responsibility (CSR), actually made inroads into Tata Steel long ago. What is now being adopted as a practice by business houses across the country, has been a tradition for Tata Steel. Doing business with social commitments has been a way of life in this company. Our Founder J. N. Tata firmly believed that: “In a free enterprise, the community is not just another stakeholder in business, but is, in fact, the purpose of its existence”. And this very belief has been driving and inspiring Tata Steel, making it a synthesis of business interests and social concerns since its inception in 1907.



The CSR shift

The idea of inclusive development lies at the core of Tata Steel’s CSR strategy and is ingrained in its value system which contributes equally towards social change and industrial progress. In its journey spanning more than a century, Tata Steel has moved on from being a mere ‘provider’ to an ‘enabler’. From its initial years of “giving to the society”

to “creating an enabling environment” to the current focus on “creating self-sustained communities”, Tata Steel’s CSR has come a long way indeed.

Interventions impacting a million lives

Tata Steel’s community-centric initiatives span sustainable livelihoods, quality education, health care, ethnicity, youth and women empowerment and rural infrastructure. The company’s multifarious interventions catering to all such domains are concentrated in the states of Jharkhand and Odisha.

With its entire gamut of community-centric interventions, Tata Steel touches more than a million lives every year. Here’s a lowdown on some of the company’s key CSR initiatives in varied domains.

EDUCATION

Tata Steel strongly believes that education is a basic human right, vital to personal and societal development and well-being. The company’s interventions in education cater to all levels of schooling and cover stages of higher education as well.

With its Thousand Schools Project, Tata Steel is changing the education scenario in Odisha’s three backward tribal districts – Jajpur, Keonjhar and Sundargarh. Rolled out in Sep 2014 to deploy the intent of Right To Education (RTE) Act, the project focuses on imparting quality education in government primary schools. Over a period of five years, the project seeks to cover 1,000 government primary schools across six blocks of the three underdeveloped districts. The project comprises a huge capacity building exercise, including staff orientation, training of teachers and youth, training and exposure visits of School Management Committees (SMCs) and members of Panchayati Raj Institutions. Till now, the initiative has covered 20,000 children in multifarious forms: over 5,800 linked back to school, more than 3,500 helped to transit from primary to middle school, and over 11,908 children of primary classes assisted to improve their learning levels.

In its attempt to bring quality education infrastructure to the students in far flung areas of Odisha, Tata Steel has undertaken the 30 Model Schools Project. It entails setting up of 30 model schools across Odisha. Of the 30 schools,

eight have already been set up under the project.

Tata Steel is also enabling academically bright, but financially disadvantaged SC/ST students across Jharkhand and Odisha pursue their educational goals. Under Jyoti Fellowship, over 3,000 fellowships are given away at school and college level. Going a step further, Tata Steel Scholars Programme offers mentoring support along with financial assistance to the poor SC/ST students who make it some of the country's top-notch institutes like IIT, NIT, TISS, XIMB, etc.

A dedicated intervention to cater to girls' education also comes from Tata Steel in the form of two residential camp schools in Jharkhand. These schools primarily enroll girls from core tribal areas who don't have access to education. After undergoing an eleven-month residential bridging course at these schools, the girls are mainstreamed to government schools like Kasturba Gandhi Balika. Every year, around 200 girls benefit this way.

In Jharkhand, Tata Steel is also bringing kids of primitive tribes into the fold of education, thanks to Project Aakanksha. Hundreds of children of Paharias, Sabars, and Bihores – identified as Particularly Vulnerable Tribal Groups (PVTG) – are being supported for studies in residential schools in Jharkhand under this initiative.

HEALTH

Tata Steel's interventions in the area of health have brought much-needed preventive and curative facilities to communities in Jharkhand and Odisha that would otherwise have no access to medical help.

The company's healthcare services range from primary care to specialised services like eye-care, mother and child health, leprosy care, etc. In FY 2016-17, over 6 lakh cases were responded to through static and mobile medical vans, multi-specialty health camps across Jharkhand and Odisha. Aply assisting the medical interventions are the 900-bedded Tata Main Hospital in Jamshedpur and 100-bedded eye hospital in Ganjam, Odisha, which has received over 20,000 patients since it took off in June 2016. Tata Steel is also constructing two state-of-the-art hospitals, 500-bedded hospital in Ganjam district and 200-bedded Tata Media Hospital in Jajpur district.

The concept of a healthy mother and a healthy baby is one of the cornerstones of Tata Steel's healthcare programmes. In partnership with the government health systems and NGOs working on health, Tata Steel has been working on Maternal and Newborn Survival Initiative (MANSI). Initially when the project took off in 2009 to reduce neonatal and infant mortality, it was confined only to Seraikela block in Jharkhand's Seraikela-Kharsawan district.

Seraikela-Kharsawan district has the dubious distinction of being among the most vulnerable districts of Jharkhand as far as health indicators are concerned. The project has focused on capacity building of frontline voluntary health workers, i.e.

Accredited Social Health Activist – known as Sahiyas. The project, being implemented since 2009, has made an impact by reducing neonatal mortality rate by 46% and infant mortality (up to the age of one year) rate by 39%. Buoyed by the impact of MANSI, Tata Steel has scaled up the project to the entire district of Seraikela-Kharsawan as well as in Noamundi and Manoharpur blocks of West Singhbhum district in Jharkhand, and Joda and Harichandanpur blocks in Keonjhar district of Odisha.

Tata Steel has a special focus on adolescent health also. Through its project RISHTA (Regional Initiative for Sexual Health for Today's Adolescents), the Company has reached out to over 70,000 adolescents across 700 villages in Jharkhand and Odisha, through home visits, individual and group counselling, health fairs, etc.

AGRICULTURE

The agriculture economy in both Jharkhand and Odisha, where Tata Steel operates, is plagued by dependency on nature, low investment, low productivity, inadequate irrigation facilities, etc. In accordance with the goal of adopting climate-resilient agricultural practices that can increase productivity, Tata Steel carries out a number of interventions.

As paddy is a principal crop in both Jharkhand and Odisha, Tata Steel trains small farmers in the twin states to adopt the System of Rice Intensification (SRI) method of paddy cultivation. SRI method promotes yields while using less water than conventional methods of paddy plantation. Over 13,000 adopted SRI following Tata Steel's interventions in FY 2016-17.

Tata Steel's efforts aimed at increasing cropping intensity have led to over 4,500 farmers across Jharkhand and Odisha adopting vegetable cultivation as second or third crop in FY 2016-17. Also, the Company attempts to increase the area under irrigation and reduce the dependence of farmers on monsoons by building water harvesting structures like ponds, check dams and lift irrigation systems. Tata Steel has also promoted viable land-use options for degraded cultivable wastelands by promoting cashew plantation. Over 10,000-acre of private wasteland in Jharkhand has been utilized this way.

Tata Steel also tries to counter agrarian woes of marginal farmers by bringing them face-to-face with scientists and agriculture experts. For this, it holds an agriculture meet Vaartaa at places in Jharkhand and Odisha. The latest editions of Vaartaa held in 2017 drew around 1,800 farmers and scientists from nationally-acclaimed agriculture institutes.

SKILL DEVELOPMENT

Upskilling youth in its areas of operation and making them acquire skills for gainful employment is also a priority area for Tata Steel. Every year Tata Steel facilitates skill development training to unemployed youth across Jharkhand and Odisha. Apart from laying emphasis on workplace or domain skills, these programmes also focus on building self-

HEALTH



Health Camp



Mansi



Mansi

EDUCATION



Jyoti Fellowship



Thousand Schools Project

AGRICULTURE



System of Rice Intensification

SKILL DEVELOPMENT



Vocational training

ETHNICITY



YOUTH EMPOWERMENT



esteem, self-confidence in youth and empowering them through communication skills and decision making skills.

Tata Steel-backed skill development programmes span across different fields like nursing, hospitality, textile, construction, automobiles, motor driving, BPO, etc. Tata Steel's focused interventions in skilling have helped hundreds of youth pursue their careers in different organisations across the country. Over 2,500 youth were trained in various trades across Jharkhand and Odisha in FY 2016-17.

Tata Steel has also charted out a roadmap to hone soft skills of students studying in government polytechnics across Jharkhand. Teaming up with TATA STRIVE, Tata Steel has initiated a project to set up a soft skills lab in each of the 13 state-run polytechnics in Jharkhand.

ETHNICITY

The Tata Steel spread in Jharkhand and Odisha has in its midst tribal communities. These communities have their own priorities and aspirations. Tata Steel aspires to nurture tribal

communities through its multiple interventions that cater to their social and cultural development.

Tata Steel has been organising 'Samvaad', a pan-India tribal conclave, since 2014. Samvaad coincides with Jharkhand's statehood day and the birth anniversary of revered tribal freedom fighter Birsa Munda, on Nov 15. Each edition of the conclave has witnessed a congregation of more than 1,500 tribal artists, academicians eminent personalities and activists representing different tribes from India. It showcases cultural heritage of tribal communities through unique forms of cultural performances, panel discussions, film screenings, paper presentations by research scholars, handicrafts exhibition and host of other activities.

Tribal culture and identity can flourish only when tribal languages and literature are preserved. As part of its effort to promote and preserve tribal languages, Tata Steel since 2011 has been running language centres to support Ho and Santali languages across Jharkhand and Odisha. Around 12,000 students are enrolled in 172 such centres in the twin states.

Tata Steel also has focused interventions to promote age-old tribal sports and music. It organises tournaments of ancient tribal sports and operates centres for teaching indigenous musical instruments of Jharkhand and Odisha.

YOUTH EMPOWERMENT AND SPORTS

Tata Steel has three sporting academies - Tata Football Academy (TFA), Tata Archery Academy (TAA) and the Tata Athletics Academy, apart from a multi-disciplinary and well-equipped JRD Tata Sports Complex and several sport feeder centres at several locations. Community sports is one of the key strategies to empower youth in hinterlands. It also helps to identify and nurture talent among rural communities. Tata Steel annually holds community football, archery, and athletics tournaments. Tata Group Community Football Tournament annually draws over 20,000 players from Jharkhand and Odisha.

Tata Steel also runs football training centres for under-10 kids in the two states. Many kids coached at these centres have made it to the prestigious Tata Football Academy (TFA) and Army Boys Sports Company, Bihar Regiment Centre-Danapur, an infantry of Indian Army.

In its endeavour to promote mountaineering, Tata Steel Adventure Foundation (TSAF) provides training, mentoring and financial support for expeditions to Mt. Everest. Backed by TSAF, many youth have scaled Mt Everest. The Foundation also conducts Outdoor Leadership Camps at various trekking sites.

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For details, contact:

Tel.: 0091 33 22126526 Fax: 0091 33 22126348 e-mail: bnjournals@gmail.com