

**KEY HIGH-
LIGHTS**

- TCSR Celebrates Women's Day
- Cluster Development Projects
- Entrepreneurship development
- Celebrating founder's day with the community

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A tribute to women empowerment

International women's day is celebrated every year with great joy and enthusiasm by the women of Okhamandal. This year, the celebrations took place in four different locations i.e. Rajapara, Bhimrana, Dwarka & Arambhda. Each of these locations represent different clusters of self-help groups.

Tata Chemicals Society for Rural Development has piloted the establishment of women's self-help groups in the Okhamandal/Dwarka Taluka of Gujarat, since the year 1995. More than 200 groups, facilitated by TCSR are operating in the Taluka. These groups provide benefits to more than 2000 women of Okhamandal. So as to promote greater collaboration amongst themselves they have also organized themselves into a Taluka level federation—Dwarkesh.

TCSR volunteers and the designated clusters took responsibility for all arrangements at their respective clusters, and together collected Rs. 28,000/- as contributions for the program.

The objective of the program was to demonstrate the spirit of women and womanhood. They showcased their success of establishing self-help groups, supporting their families finan-



**International Women's Day Celebration—
Okhamandal**



cially and leading a respected life. The message was loud clear, it asked the women to step out to find their hidden talent and bring it out in a manner so as to, not only earn and support their families, but also live a better and fulfilling life.

Women's Day—Babrara



Fun & Games at Babrara

TCSR Babrara celebrated the International women's day together with the rural women and the ladies of the Tata Chemi-

cals Township. About 250 rural women participated in the program. The chief guest, Mrs. Kiran Bhatia, in her inaugural address, emphasized the need to educate the girl child, which would then lead to the education on an entire family. This program was also a platform for the women to express their thoughts and to create awareness in the society about women's rights.

A young rural girl from the rural BPO shared her experience on how she felt empowered after getting employment at the BPO. Various fun events like Jalebi race and matka phod were also held. All the women participated with great enthusiasm.

International Women's Day At Haldia

At Haldia, the International Women's Day was celebrated at Akubpur village (Chaitanyapur Block) with the members of the self-help groups of the village. The members are undergoing training on scientific pond management and tailoring.

Volunteers for the program were Mrs. Bindu Bhasker, Ms. Sritapa Bera, Ms. Ananya Choudhary, Ms. Neha Bhandari and Ms. Soumi Chatteraj.

The session was interactive with discussions on the existing situation of women in society and the need to see women as active contributing members.

Various topics discussed during the program were :

- Food and Nutrition of girl child
- Importance of education of girl child
- Gender inequity
- Role of women in different stages of life
- Opportunities for income generation activities through group effort

In the two hour session, the women actively voiced their opinions and expressed the necessity of participating in similar programs together with their spouses. They enjoyed the discussions and voiced feeling empowered, respected and loved.



Volunteers with the women of Akubpur

Exposure Visit under Project SAMRIDDHI

TCSRDR organised an exposure visit for 35 self help group members who were undergoing training on tailoring at Haldia .

The women visited an NGO in Potashpur, where they interacted with the members of an NGO and learnt about both forward and backward linkages of handicraft goods.

This NGO is engaged in production of mattress, ladies purse, gents wallet, bed sheets, wall hangings etc. Apart from learning about productions, the members learnt about group dynamics, decentralization of work and market linkages of the products.



Samriddhi members during the exposure visit

Entrepreneur Awareness Camp

TCSRDR Babrala in collaboration with Entrepreneurship Development Institute (EDI) of India -Ahmadabad, under DST -NIMAT Project, conducted four EAC (Entrepreneur Awareness Camps) in Govt. Science and Technology Institute of Chandausi, Moradabad and Badaun. The camps were organized to promote development of entrepreneurship skill as an alternative career opportunity. More than 300 students participated in these camps.

Students were given knowledge on following topics-

- Entrepreneurial competencies

- Project ideas and identification of opportunities for science & technology entrepreneur
- Achievement Motivation Training and developing soft skills
- Financial and marketing aspects of small scale industries (SSI) unit including salient feature of a project report.
- Creativity & Business
- Planning a SSI unit and interaction with existing entrepreneurs

The camp sensitized final year students of science and technology towards entrepreneurship as a viable source of employment opportunity.



Annual General Meeting of Cluster

Sevarthi Cluster formed a year ago, consists of thirteen SHGs belonging to TCSRSD's core area of interest at Babrala. This cluster, formed in February 2009, aims to build capacity of its members and improve coordination between SHG's and Govt. bodies.

The objective of the Annual General Meeting was to share information and details of the audit report with the members. Issues discussed during the AGM were: Formation of new SHG's in Junawai block, Bank linkages and Increase in income generation activities. The AGM members also increased the contribution of each from Rs. 50 to Rs 100 for ensuring funds for group activities.

Cluster Project—Mithapur



Bandhni training

Handicraft (Patch work) Cluster: The genesis of the project dates back to March 2009, when GUJARATI officials on a visit to the projects at TCSRSD–Mithapur, expressed a wish to collaborate with TCSRSD on a project for Handicrafts promotion. The project aims to benefit the underprivileged artisans under the Gujarat Govt. sponsored "Handicraft Cluster Project "

A five month Cluster training program has been completed. The participants were given a stipend during these five months. From the Rs. 1,08,000/- disbursed as stipend, the members contributed

Rs.29,000/- as cluster development fund., which was an important step for the sustainability of the cluster. Meetings were held, Bylaws for the cluster framed, discussed and ratified. The Cluster is named "Hir Handicrafts Cluster". It was decided to form a cluster management committee with representatives from the 5 participating self-help groups. The president, secretary and treasurer will be selected and this committee would be in charge of running the cluster.

The funds set aside into the cluster development fund is to be used to cater to the initial requirement of raw materials. Production has already started and two women from Hir Handicraft cluster have participated at a sale at Vadodara.

Bandhani Cluster : Similarly, the Bandhani Cluster was established with representatives of 5 self-help groups. Here again, the trainees have set aside a portion of their own investment Rs.5000/- per person & Rs. 250/- into a cluster development fund to cater to the initial requirement of raw materials. This cluster is named "Saptrangi Bandhani Cluster". They have branded their product as " Rainbow" - Symbol of colours. Two women from the cluster participated in the fair at Ahmedabad, which was sponsored by NABARD

"Creating Self-help group clusters help in initiating group income generation activities"

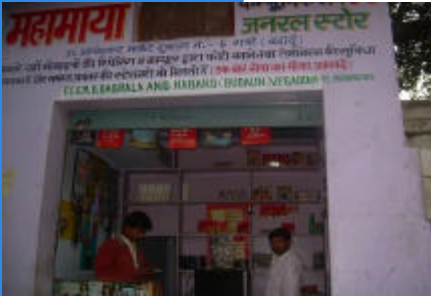
Training for the Underprivileged

TCSRSD has established a tie up with Dalit Shakti Kendra, Ahmedabad to continuously provide skill and personality development training of the underprivileged youth.

5 youth have started a two month training programme on Motor rewinding, Welding, Video shooting, and Electric work. A total of 100 CS trainees (51 men & 45 women) have completed training. Additionally, 15 women from Dr. Bhimrav Cluster completed basic computer training from Bytes Computer, Mithapur.



Rural Entrepreneurship Development



Shop set up by a young entrepreneur

India is driven by youth power especially in the field of information technology. Under the rural entrepreneurship development program a focused mobile repairing program was initiated. The objective of the Mobile repairing course was to inculcate the spirit of entrepreneurship in rural youth and equip them with adequate skills, both technical and behavioural, to start on their own a small enterprise linked with mobile repairing. The project was implemented in collaboration with NABARD. 30 youth were selected who were trained for a period of two months.

Topics covered were– entrepreneurship development, technical information of

the cell phone (mobile) system, marketing management, awareness of various Bank scheme for establishment of new enterprises and included an exposure visit of the wholesale market of goods for mobile repairing.

The trainers were from District Industry Center, Regional Rural Bank and Ideal Institute of Technology. Out of the 30 trainees, 17 young entrepreneurs have established their own set up. 12 have opened a repairing shop while 5 have expanded the shop run by their family members. The biggest achievement was the inauguration of 17 shops on a single day, along with the fact that all of them had decided to work as a group. They bought the products together in bulk, at cheaper rates. It's just been a few months since they started and on an investment of Rs 50,000 they are now earning a profit of Rs 5,000-8,000 per month.

Exposure visit of SHG members under Model Pond Project

Pond Management program has provided the rural households with a n improved source of income



Meeting of SHG members of Akubpur and Nachhimpur

TCSRDR organised an exposure visit for 24 SHG members of Akubpur village to Nachhimpur village (Ramnagar Block) in January, 2010.

Nachhimpur is at a distance of 120 KM from Haldia and is located at Ramnagar II block near Digha. The group at Nachhimpur is practicing pisciculture by leasing a government pond for a three year period. The group has undergone complete training on fisheries by Jan Shikshan Sansthan (a govt. organisation) and at present is supported by FIAC and ATMA programs.

In the meeting was organised with the SHG members of Akubpur and SHG members of Nachhimpur village, discussions took place on various topics. These included the following:

- The process of leasing a pond
- Exposure of model ponds at Nachhimpur
- Technicalities in pisciculture
- Collaboration and support from government and non government agencies
- Distribution of tasks to different members
- Record maintenance of the economic activity.

The host SHG enlightened the participants about



Netting of fishes in pond at Nachhimpur

the initial meetings organised for building the concept of group efforts for running an Income Generation Activity.

The members at present are in regular touch with the government block offices and participate in the various meetings organised by the government departments. They are now in a position to sustain itself and carry on the business of fisheries by producing and marketing the fishes themselves.

The exposure was an eye opener for the SHG members of Akubpur village as the members at present are practicing fish culture in their individual ponds only. The exposure and the meeting with the SHG members of Nachhimpur village was a platform for them to learn about group effort for producing fishes, distribution of tasks, process of collaborating with the government/non government agencies and creating market linkage for the produce.

Market linkage under Pond Management Project



Sale of fishes at Chainyapur Wholesale Market

Under the Pond Management Project, Self Help Group members have started selling fishes in the local market. It is estimated that till now they have sold approx. 250 kilograms of fish from their ponds.

The project has helped in building community based organization, capacity building of its members and mar-

ket linkage. The women are now not only practicing fish culture for household consumption but some members have also taken ponds on lease to produce fishes on a commercial scale.



Sale of fishes directly from the pond

Natural Resource Management— Mithapur

Under the Natural resource management program, initiatives taken up include promotion of greenhouses, drip & sprinkler irrigation and watershed management. Greenhouse farming practice has been introduced in the Mithapur region for the first time by TCSR. After the success of the drip and the sprinkler irrigation systems, this is another new technology, which has been introduced to help farmers augment agricultural production and income. The coriander crop, which fetches very high price during the summer months has been cultivated in the greenhouse at Hamusar village. This new farming technique is expected to help the farmers protect their crops from the ill effects of the strong summer winds and also provide protection against insects and pests.

TCSR also extended support for drip irrigation facilities for an acre of watermelon plot at Goriali village. The experiment has been a success and the



watermelon crop was ready within 90 days. The farmer has been able to earn an income of Rs.70,000/- from this crop.

Construction of the checkdam at Makanpur village, that is expected to irrigate 25 acres of land & benefit 11 farmers has been completed. A total of 68 farm bunds and 15 farm ponds have also been constructed in 7 villages under the Watershed Project.

“Modern farming techniques like greenhouses and drip irrigation that help save water are being promoted at Okhamandal”

Farmer Training on Land Reclamation

Farmers' sensitization training was organized under Bhoomi Sudhar Project at Babrala in Feb 2010. 50 farmers participated. The objective was to give necessary information on projects such as land reclamation, livestock management in summer, paddy farming in sodic land, crop production at low cost and

seed production. The experts, from the field of Agriculture and Animal Husbandry Dept. U.P Govt. & Tata Kisan Vikas Kendra gave valuable information.



Training to Farmers of Haldia

An awareness Camp was organised for 50 members of Pallishree Farmers Club (Sutahata) at the conference hall of the BDO office.

The Resource persons in the program were Agriculture Development Officers (Haldia and Sutahata blocks), Fishery Extension Officer (Sutahata Block), Karmadakshaya (Sutahata

Panchayat Samiti) and a resource person from Jan Shiksha Sanasthan.

The topics dealt during the program were System of Rice Intensification (SRI), Use of Drum Seeder, Government Schemes related to Agriculture, Paddy Cum Fish Cultivation, Cultivation of Pulses, Production of Vermicompost in villages etc.

The objective of the program is to help farmers increase their crop productivity.



President (Sutahata Panchayat Samiti) inaugurating the session

Sanitation at Vacchu Village

Constructing sanitation units in Vacchu village of Okhamandal, was a big concern. Even though, there were a few households that wanted to construct sanitation blocks, the cost was proving to be the bottleneck. The main cause was the excavation work for making a soak pit. Vacchu village has a hard rock strata which creates added difficulties for digging soak pits.

During the visit of Coastal Salinity Prevention Cell (CSPC) officers to the project sites in Okhamandal, the team along with TCSR members visited Vacchu village. Subsequently, in a meeting with the MLA Dwarka and Kalyanpur taluka Mr. Pabubha Virambha Manek., they informed him about the problems being

faced for constructing sanitation blocks in Vacchu village. To resolve this, the MLA has sanctioned provision of the services of a JCB for digging soak pits. He also helped provide linkage of this program with the NREGA scheme. This had an immediate impact and request for construction of 54 sanitation blocks has been put forth by the residents of the village.

Funds released to sanitation beneficiaries will be Rs. 1,000 from CSPC under CADP project and Rs. 1,200 from Taluka Panchayat under Total Sanitation Campaign, besides help in soak pit digging and a linkage with the NREGA program. This is a true achievement of multiple linkages that leverage resources and commitments.

Session on Safety

TCSR in support and collaboration with Safety department at Haldia conducted an awareness & quiz session on "Safety" among the school students in Joynagar High School on the occasion of National Safety Day Celebration.

Mr. Susanta Podder and Dr. Durgesh Chakraborty talked on Safety & Health respectively, supported by Ms. Neha Bhandari

and Mr. Moley Chakraborty.

Video clippings on safety were also shown. The objective of the session was to make school students aware of home safety, road safety, first aid, fire & electrical safety and managing of an emergency situation.

A feed back session was also organized after completion of the program.



SHE session at Joynagar High School

Dharti Ko Arpan– Environment. conservation

Work on mangrove plantation at the Rukshmani Creek site near Dwarka was initiated and completed during the reporting period. A total of 52,600 mangrove seedlings of the "Avicennia marina" species have been planted on 30 acres of tidal mudflats in the creek area. The leaders of the fishermen community from the adjoining Rupen village and teachers of the Rupen school volunteered in the plantation work. Mangrove awareness programs for students of the Rupen, Makanpur, Arambda and Surajkaradi School were also organised.

The ECO Club team was able to get a total of 8 grants from the Ministry of Environment & Forests under the National Environmental Awareness Campaign (NEAC program) for conducting awareness on Climate Change and related issues in the rural areas. Workshops and awareness programs on "Climate Change" including slide shows, public meetings, distribution of information booklets, demonstrations on use of solar appliances, tree plantation and village wetland cleaning drives were organised in 8 ECO Club schools and their respective villages during the month of February 2010.

Earlier, the ECO Club volunteer's team attended a "Climate Change" workshop organized at the Centre for Environment Education, Ahmedabad, on 19th January, 2010 and had an opportunity to inter-

act with Mr. Jairam Ramesh, Union Minister for Environment, Govt. of India, who was the chief guest. It was a moment of pride that out of more than 450 NGOs present, the TCSRDCO Club team was one of the three teams invited to give a feedback to the Minister on the impact of the NEAC program on the rural community.

Ms. Margaret Otieno, CEO, Wildlife Clubs of Kenya, visited Mithapur from 4th to 6th March 2010. Apart from the visits to the Mithapur coral reef, the Biodiversity Reserve Plantation and the Charakla Bird Sanctuary, Ms. Margaret also visited the Bhimrana and Shivrajpur school ECO Clubs where she had interaction with the club members on nature conservation programs and activities.

Mr. R. D. Kamboj, Chief Conservator of Forests, Marine National Park Dept, visited the Biodiversity Reserve Plantation site at Mithapur on 26th March 2010 to witness and understand the efforts being made by TCL for the conservation of the indigenous flora biodiversity of the Okhamandal region. He also took keen interest in the various conservation projects being implemented by TCL under the "Dharti Ko Aarpan" umbrella. Since then, the Marine National Park Dept has approached TCL for taking up joint projects for educational and awareness programs for the rural communities who are stakeholders in the Marine Protected Areas.

Karzobi Annual Day

Karzobi Annual Day was celebrated by the karzobi artisan on 22nd February at Babrala. The objective of the program was to sit back and reflect on the year gone by and to discuss about performance, future plan, quality enhancement of products, marketing, and profit sharing.

The program was attended by Mr. Mohd. Arif, Chairman of Gunnaur, Mr. S.K Sahani- RDM Serv U.P Gramin Bank Badaun, Mr. M.P Varshney, Branch Manager - Serv U.P Gramin Bank, Babrala, Mr. Premal Pandya – Okhai Head, Mr. Ali Moosvi -Asst. Manager, Mrs. Robina Purohit, Designer of Karzobi.

During the program the profits earned were shared among



the artisans in kind as solar lanterns.

Plans were discussed on how to increase the number of artisan from the current number to atleast a hundred members

Founder's Day with the community

In order to increase social interaction with the nearby community, a variety of cultural & educational programs for the rural community, are held as a part of the Founder's day (Jamsethji Tata's Birth anniversary) celebrations.



Inter school Science exhibition by rural schools

Various competitions & cultural programs were held in the rural schools.

The culmination of inter school completion was through a gala program. Everyone participated with enthusiasm in various programs like Science Exhibition, Drawing competition, Quiz, Kabbadi and other cultural programs. The program started with a welcome song sung by the Nagliya

school children.

Cultural programs included Folk song competitions for both men and women from the nearby rural communities.

As a part of the program twenty two students were given scholarships for higher studies under Samajik Suraksha Yojna, Seventeen Solar Light and lantern was distributed to the farmers. Certificates of appreciation were also distributed to the volunteers as well as blood donors..

The program ended with a vote of thanks, prize distribution and a community feast.

The program was appreciated by all participants.



Training on Participatory Rural Appraisal and Community Need Assessment

Two days training on community need assessment and participatory rural appraisal was organized for the community development team at Babrala on 21st and 22 March '10.

The trainer explained in detail about the PRA process, which is a tool to enable the local communities to conduct their own analysis, prepare an action plan and then implement the same.

The first assignment was the preparation of Social maps. Participants were divided into two groups to map the social context of the villages Lodhinagla and Mehau Ki madhiyan

respectively. This map depicts the social fabric and facilities and infrastructure available in the villages.

On the second day, Community Need Assessment module helped the participants gather data on what are the priorities of the community. This was done along with the local community themselves.

The process goes through four phases – planning, organizing, data collection and sharing.

All in all, the program helped the participants focus on micro planning which is essential for successful implementation of any project.

SHE session at Haldia High School

Distribution of Books



TCSRDR distributed books to the deserving and underprivileged students of four schools namely Joy Nagar, Haldia, Paranchak and Srikrishnapur Basulia. In the academic year 2010, the project has helped approximately 250 students whose families cannot afford to buy books for their children. The students who have been provided with a complete

set of books, have been selected by the Book Bank Committee. The committee members comprise of both students and teachers. The beneficiary student contributes 10 % of the total cost of books which gets deposited in the Book Bank Account of the school. This fund is used for the upkeep of books.



The year in pictures



"2009-10 was an year full of exciting events , Participation of the rural community in its own development continued to pay dividend."



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We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop.

So lets JOIN HANDS FOR BETTER TOMMOROW.

TRAINING CENTRE _ MITHAPUR

The new TCSR Training Centre at Mithapur was inaugurated by Mr. B. Sudhakar on 2nd February 2010. This centre, which has a seating capacity of 100 people, is being used for training community members connected to various TCSR programs ..



TCSR was established in 1980 by Tata Chemicals to undertake development programs in the rural areas of the country with a special focus on the neighbourhood of its manufacturing plants.



Recognition of volunteers

Volunteers for community development activities were rewarded with "Certificate of Appreciation" for volunteering in community development activities carried out by TCSR. In the year 2008-2009, at Haldia, a total of 74 volunteers contributed a total of 1348 volunteer hours.

Mr. Deepak Kumar Giri was rewarded the Best Volunteer for volunteering 173 hours followed by Mr. Swapan Kumar Das with 138 hours and Mrs. Bindu Bhasker Kumar with 87 hours. The volunteers were also gifted with Volunteer T-Shirts and other gifts along with the certificates.

