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TCSRDR Round Up



Whale Shark and Coral Reef Projects

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My Opinion



Mr. Basantakar
Country Manager,
Bangladesh
Global Alliance for
Improved Nutrition (GAIN)

My journey in social development sector has been shaped by my personal and professional background and learning from the people at margin.

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TCSRDR Partner's View



S.P. Upadhyay
Branch Manager,
LIC, Bareilly

TCSRDR partnered with LIC to promote their social security schemes among the rural population.

LIC has always been in the forefront in providing social security cover to the underprivileged and economically backward class.

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TCSRSD Round Up

Blossom

Clusters Development at Mithapur

There was an increase in the sales of the six clusters this quarter as they participated in three exhibitions (one internal for ladies club and two external exhibitions). Total sales for six clusters are as follows: Bandhej – Rs. 79324; Block Print- Rs. 1300; Bead work – Rs. 5000; Jute – Rs. 28250; Rexene – Rs. 26400; Coconut Articles – Rs. 5175.



The cluster members also got the opportunity from the Gujarat Livelihood Promotion Company under its Mission Mangalam, to participate in the Jamnagar District Gramhaat. The Jute cluster received its big corporate order from TCL, Mithapur again forming 1800 bags.

Enhance

Scaling up of ornamental fish culture at Haldia

20 households of Manirampur village have been successfully developed for culture and marketing of ornamental fish culture. In the current year, 20 new households were shortlisted and trained following the same model. They were supported with fish spawns. The monitoring support for the culture and marketing will be provided subsequently.

Agriculture Development Program at Babrala and

At Babrala, TCSRSD provides wide range of vocational training program like Mobile Repairing, Mobile charger repairing, computer, beauty culture, stitching, embroidery and painting. These programs offer a wide variety of options for the students to get a job at various places. Out of the 39 women who got trained in the mobile charger repairing, 27 have successfully completed it. Total of 161 students were trained during this quarter.

Career Resource Centre at Haldia

A Career Resource Centre was inaugurated at Haldia to coach the unemployed youth for the government service and banking examination. 20 youth have been enrolled and professional teachers have been hired to coach them, Remedial centres at Babrala 10 remedial education centres have been established, benefitting 600 students. To improve the quality of education, a teacher training program was also organised in partnership with Pratham (NGO).

TCSRSD created awareness on environmental conservation in 19 schools of the core command villages as a result 19 eco clubs have been formed.

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Mithapur

Improving agriculture performance is the most powerful tool to reduce poverty and generate livelihood opportunity for the farmers. In this quarter, 96 acres of land was developed by adopting different techniques, leading to an increase in the production of various crops. Apart from this, two farmer's exposures were organised to Haldwani (Uttarakhand) and Bharatpur (Rajasthan) for papaya and mustard farming. 7 farmer's from 5 different villages participated in this exposure visit.

TCSRSD supported farmer's group to purchase good quality G-20 groundnut seeds from Junagadh. They were sown in 336 acres.

To promote horticulture, demonstration plots were developed in 18 villages of Okhamandal. Approx. 10,000 plants were planted in the selected plots.

Animal Husbandry at Babrala and Mithapur



Animal husbandry is one of the most important sources of income for the farmers at Babrala. Most of the small farmers or landless farmers depend on animals for their livelihood. The state of Uttar Pradesh where Babrala is situated today stands as the leader in cattle rearing. In all, 17,558 animals were treated in which 1,040 were examined and treated at OPD centres, benefitting more than 971 farmers. Under the breed improvement program for buffalo, 17 cattle owners participated in the cattle fair organised at Bahadurgarh (Haryana) where they purchased Murrah buffalo.

At Mithapur too, a deworming camp was organised in 12 villages in which 56,000 animals were vaccinated, benefitting 293 farmers.

Aquaculture at Mithapur

2 villages (Khatumba & Poshitra) were selected for fresh water fishery by the Fisheries dept. Approx. 1.5 lakhs fingerlings were provided for each of the ponds.

from the schools. Approximately 1,800 students participated in the different programs. The winners of the different programs were awarded both at school and inter school level. The school with the highest number of winners was awarded the best performing school. The program like this provides huge opportunity for the TCL employees and family members to volunteer. Around 14 employees and 2 family members actively participated in organising the program.

Learning and Migration Program (LAMP)



The preparation for Level 2 classes of Learning Enhancement Program (LEP) for children of Standard 3 to 5 already covered under the LEP Level 1 began to ensure improvement in learning of the deficient children to obtain their optimum. Based on the end line results, the LEP Facilitators also identified students, who have not shown good progress in their learning. Though they are taken to the level 2, they will be provided additional inputs and extra attention so that they can gradually come to the level of other children who have made rapid progress. With all the rigorous inputs, the learning ability of 1,960 children improved through this program. Apart from this, capacity building of the village level volunteers (citizen educators), members of School Managing Committee as well as Panchayati Raj Institute (PRI) members was also done during the course. Till September, 926 School Managing Committee (SMC) members, 411 PRI members and 498 citizen educators have been trained.

Aspire

Vocational training programs

Haldia has initiated vocational training in four trade's (mobile repairing, computer hardware, AC/Refrigerator Repairing and electrical repairing) in order to enhance the employability of the rural youth. It has tied up with Jan Shikshan Sansthan and has enrolled 100 youth (25 each in mentioned trade). The duration of each course would be for six months after which the trained youth could either start their own business or take up a job in the surrounding areas. These trades were selected seeing the demand as well as the interest of the youth.



School enrolment drive (Shala Pravesh Utsav)

TCSR has been facilitating Shala Pravesh utsav program implemented by Government of Gujarat in the Okhamandal region to increase the enrolment of children in primary school. As part of this program, school bag kits were distributed to 453 students from 8 schools of 7 villages.

Adult Education

Low literacy rate and high school dropout rate especially among the girls, led to start the adult education program for the women. Through this program, 200 women have been made literate. Now they can read, write and calculate.

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TCSR Round Up

Conserve

Whale Shark and Coral Reef Projects

The International Whale Shark Day was celebrated at Gandhinagar on 30th August 2014 with the Wildlife Trust of India (WTI), the Gujarat Forest Department and Tata Chemicals Limited (TCL) coming together to commemorate their success in protecting the Whale Shark since the launch of the "Save the Whale Shark" project in 2004. To further boost marine conservation in Gujarat, Mr. Vivek Menon, Executive Director and CEO of WTI and Mr. R. Mukundan, Managing Director at Tata Chemicals also signed a Memorandum of Understanding, firming Tata Chemicals' continued support for marine conservation in the state.



The Whale Shark Conservation Report and the Mithapur Coral Reef Recovery Report were released commemorating the event, in addition to posters on International Whale Shark Day and the Mithapur Coral Reef - all ventures of WTI in collaboration with the State Forest Dept. and Tata Chemicals.

One more Whale shark was rescued during the month of Sept. '14 taking the total number of Whale Sharks rescued till date to 432. Work on monitoring of biological parameters at the Mithapur coral reef continued during the reporting period.

Mangrove Plantation Project

A tree plantation program was organised to mark the World Nature Conservation Day on 28th July 2014.



Tree Census and plastic waste collection drives were organised as part of the Tata Engage Volunteering Week-II while beach cleaning program was undertaken at the Mithapur beach as a part of the International Coastal Clean-up Day on 28th Sept. 2014.

Monitoring of birdlife at Charakla Saltworks

Work on monitoring of the waterfowl population at Charakla Saltworks continued through the period and bird counts organized. Monitoring of Caspian Tern nesting was also undertaken. More than 270 nests were recorded at Charkla during the season.

Climate Neutral Village Project

Taking a broader approach towards tackling the effects of climate change in the Okhamandal region, a pilot project on Climate Neutral Village has been initiated at Poshitra village. The goal of this project is to facilitate communities to adopt a lifestyle which enables them cope with the effects of climate change.

In its first phase, the project aims to build a climate resilient

Plantation maintenance and “*Entromorpha*” algae removal work continued at the Rukshmani Creek plantation site near Dwarka. The site has been experiencing heavy *entromorpha* algae growth which adversely affects the tender mangrove seedlings.



A mangrove nursery has been established at Arambda Saltworks and 25,000 seedlings of the “*Avicennia marina*” species have been raised. These seedlings shall be transplanted at the Rukshmani site in January 2015. Monthly waterfowl surveys were conducted during the reporting period.

Biodiversity Reserve Plantation Project

Work on removal of GandoBaval (*Prosopis juliflora*) sprouts and re-growth post the monsoon rains was taken up with support from employee volunteers and their family members. Work on consolidation of the endangered Gugal (*Commiphora wightii*) plantation was completed on 15 acres. Awareness programs on importance of indigenous flora were organized for employee volunteers as also students who helped in plantation maintenance activities.



community composed of 100 households. Meetings with the Poshitra Village Panchayat Committee were organized and Climate Change awareness programs conducted in the village. Socio-economic survey of 60 households has been completed. The survey documents all the assets (wrt agriculture, livelihoods, public resources etc.) that empower communities to adapt to climate change. By the beginning of 2015, this project is expected to be up online where details of all adaptation measures and the activities undertaken by each household and the village as a whole will be available for the public.

Organic Waste Converter

The Organic Waste Converter plant was restarted with the aim of obtaining wealth from waste and reduction of waste in Mithapur. Till date, a total of 2 tonnes (approx.) of organic manure has been produced from food waste collected from 4 locations within Mithapur township namely Maruti Hotel, Hostel Complex dining hall, Hotel Parivar and SewaSadon. 15 bags of the finished product are ready for use and another 10 cart load ready for packaging. Product samples of the first batch have been sent to M/s. Excel Industries for quality verification and the results are awaited.

Marine Turtle Survey

Okhamandal coast shelters the nesting sites of two endangered species of marine turtles: the Green Sea Turtle (*Cheloniemydas*) and Olive Ridley Turtle (*Lepidochelys olivacea*). These turtles require a gentle slope along the beach to reach their nesting sites. In the recent years, it has been observed that changes in the climatic conditions have resulted in increased shoreline erosions. The gradient of sand dune slopes along the turtle nesting beaches has increased due to rising sea level and the resultant increase in coastal erosion. This development will make it difficult for the turtles to access their nesting sites and is bound to have a negative impact on their population.

With regard to this phenomenon, a study on coastal erosion at the five marine turtle nesting sites in Okhamandal has been taken-up - namely Okhamadhi, Shivrajpur, Sagar dam, Mithapur beach and Kala Tul beaches. Severe coastal erosion has been recorded at the Okhamadhi beach. The monitoring activities for turtle nesting and mortality also continued during the reporting period.

Plantation of mangroves in Sundarbans

TCSRDR in partnership with Tagore Society for Rural Development and Grow Tree planted 50000 mangroves in Sundarbans. TCSRDR in the previous years has also touched more than 200 farmers for improving their agriculture and agri-allied activities. In the coming year, TCSRDR has plans to improve employable skills of unemployed youth and introduce education projects for bringing drop out children to mainstream education.

Three new indigenous flora species - *Dioscoreabublifera* (Varahikand); *Abrusprecatorius* (Chanothi); *Balanitesroxburghii* (Ingorio) – were introduced at the plantation site. The Chief Conservator of Forest – Marine National Park, visited site on 28th Sept. 2014 and plantation of *Dioscoreabublifera* was done by him. The plantation of *Balanitesroxburghii* (Ingorio) was done by Mr. M. Ravindranath, Vice President-Mfg., Chemicals Division.

Monthly bird surveys were conducted on regular basis.

ECO Club Program

A total of 41 programs on Biodiversity Conservation, Climate Change, conservation of snakes and turtles etc. were organised at ECO Club schools and neighbourhoods during the reporting period. More than 3,900 students, teachers, employee volunteers and their family members were covered under these programs. Monthly meetings of ECO Club volunteers were organized regularly and a visit to the Mithapur coral reef was organised for marine-life study. Awareness program on “Climate Change” and snake conservation were organised for the SNTD students at Suraj karadi SNTD Centre.

Rural Energy

TCSRDR, Haldia constructed 120 Energy Efficient Chullah in the rural households helping to reduce dependency on fuel-wood.

At Mithapur, 440 acres was covered under solar zatka fencing benefitting 22 beneficiaries. To promote alternate source of energy, 10 solar street lights were installed in 10 villages.

Water conservation program at Mithapur

Drip and sprinklers are the two ways which are being promoted by TCSRDR under the water conservation program. Till September, 15 acres under drip irrigation and 88 acres under sprinkler irrigation have been covered.

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TCSRDR Round Up

Nurture



A journey towards reducing mal nutrition in Haldia

TCSRDR is implementing the Mother and Child Health project in Sutamata block of East Midnapur through the ICDS department. The project is being implemented with technical support from Child In Need Institute (CINI). TCSRDR has generated awareness on nutrition among the rural population by organising number of programs like the World Breastfeeding Day, National Nutritional week, and anaemia check-up camps. On the National Nutritional Week, TCSRDR along with CINI organised the health check-up of mal-nourished children of the block. During the camp height, weight and arm measurement was carried out for 20 mal-nourished children and proper advice was given by the visiting doctor. The mothers were provided nutritional counselling for proper growth of children. The ICDS workers cooked low cost nutritional foods and demonstrated it during the camp. TCSRDR also supported by referring a severely mal-nourished child to Nutritional Rehabilitation Centre. In the coming months TCSRDR would be carrying out baseline survey for identifying health status of all pregnant and lactating women and children below the age of 2 years and would develop comprehensive implementation strategy for improving the health status of the area.

Blood Donation Camp

A blood donation camp was organised at TCL plant premises, Haldia. 52 employees donated blood.

phases, where in the first phase, Tailoring training was done and in the second phase, Block Print and Bead Work training was provided. DDM, NABARD visited during the second phase of trainings on July 07, 2014 when we started with it.

Training for Rakhi making was given to 20 women from Dwarka, which was funded by HDFC Bank Ltd. The trainer had come from Vadodara and helped the trainees to establish further linkages to sustain their production and the first batch of raw materials for the production have also been procured by this batch of women.

Spandan training was conducted in August at The TCSRDR Resource Centre was an external training for Gram Technology, which is a government organization. They are slated to have four sessions with us for this training and for each session they are paying us Rs. 40,000. Out of which the first batch of training for 20 technician candidates have been already conducted.

Spandan were also conducted for six days in two batches (of 22 students each) for the students of Apprentice Training School for 44 candidates at GyanSagar. The remuneration which was collected as a part of the same has been contributed towards the TCSRDR Resource Centre's development.

Social Security

TCSRDR continuous participation in the process of implementing social security measures for villagers by providing them social security services like Aam Admi Bima Yojana (AABY). During this quarter 355 people covered under AABY and a contact program conducted in which the 6 people were covered under total swawlamban program.

Empowerment

Self Help Groups (SHGs) emerge as an important strategy for empowering women and to alleviate poverty. At TCSRDR Babrala, the women SHGs have enhanced the status of women as participant decision making and starting their own small scale business enterprise. At Babrala Rs. 9.42 lakh saved by SHG during this quarter and 6 new SHG were formed. In the product made by SHG section Rs. 39506 generated for the Incense cone product during

Malnutrition training at Babrala

A training program on nutrition was organised at the core command area villages with a view to improve the health status of these 11 villages. It was done along with the ICSD department where the aganwari workers were given vital information about the importance of nutrition for proper development and growth. Apart from this training, TCSRDR also organized health camp and workshop on sanitation at a regular interval. 526 people were treated and 1556 infants (0-2 years) were vaccinated in 117 mobile clinics

Eye camp-Vision 20/20 at Mithapur

Three eye check-up camps at Ashram Sala and one at KGVB School were organised. In all, 441 students were covered in the camps and 18 students were given spectacles

Kishori Health camp at Mithapur

Kishori health camp was organised at KGVB, Arambhada in collaboration with ICDS Dept. The Mithapur Hospital staff did the Hb and nutrition check-up of 200 young girls.

Inclusive development

Affirmative Action

In Babrala, 11 youth from the disadvantage community enrolled in the construction skill training institute, Pilakua and 7 in SRSTA under skill development program.

To encourage tribal community to cultivate cash crop, a vegetable demonstration was conducted on one acres land in Gouripura village. Mobile charger making training was also imparted to them. They all very keenly learnt the skill and made mobile chargers. They earned, Rs. 80481 by selling these chargers in the local market.

In Mithapur, kite making training was given to 21 women from AA group in Okha, which was funded by HDFC. The second round of advanced training was also given to these women and clear market linkages were established. Also, the supply system for their raw materials was chalked out so that there is no disruption in production.

Employability (Badhte Kadam)

5 people were sent in SR Shroff Aajeevika Trust for technical training where 3 students were sent for fitter trade, 1 for electrician trade and 1 for welder trade. The 12 girls who went for the training at Dalit Shakti Kendra, San and completed their course successfully.

The work for starting the Hospitality Management Course began this

quarter while Rs. 18000 come from laddli and paper envelop.

SHGs at Mithapur

This quarter witnessed 6 SHG trainings, which includes 1 Village Level Federation Committee training, 1 Tejaswini training, 1 Leadership training, 1 Capacity Building training and 2 trainings for livelihoods in making Kites (30 trainees) and Rakhis (21 trainees). The quarter had 60 SHG meetings on an inclusive agenda for overall Livelihood Program like awareness about Skill Development Centre, Health and Education; along with the specified micro-credit discussions about audit fees, regular saving, bank linkages etc. Awareness about social security schemes and its importance was also an essential part of the meetings and in this quarter 6 women were facilitated with recurring loans from bank under this initiative. 6 students were sent for hotel management course as a part of the mobilization plan of the Hospitality Management Program.

An awareness program on Health and Education was conducted for all the SHG members of the villages Mojap and Bhimrana in July. 60 women attended the program which essentially gave insights about the necessity of education and the benefits of a healthy life. Animal Husbandry kits were distributed to 37 people on an event which happened in Dwarka. 14 women from Bhimpara, 2 women from Lalpur, 7 women from Gadhechi, 7 from Dwarka and 7 from Dhrasanvel received these kits as a part of the ATMA (Agriculture Training Management Agency) Project. A Suraksha Setu program was conducted in August by the GoG along with Sarvodaya where 5 women were awarded for their bravery from our SHGs; 150 women from our SHGs participated.

The total collection for audits of the SHGs in the quarter is Rs. 8820, which has been collected from 98 SHGs. Also, a member has been appointed on the rolls of Federation for the same task. 15 SHGs have been facilitated for their bank loan procedures through HDFC bank, for a total amount of Rs. 2400000. 5 exposure visits were facilitated by the SHG team in the last quarter, which came from Amreli, Junagadh district for the members of Integrated Water Management Program. A new enterprise has been started by a SHG member in Arambhada for woollen products as in various products made out of wool like handbags, mobile covers, decorative show pieces etc.

Volunteering

TCL volunteers were involved in the first phase of working towards Skill Development Centre (SDC), which involved mobilizing the communities and registering the interested candidates in the trades/skills of their interest. 626 candidates were registered during this exercise. The first batch would include four courses which are: Tailoring, Beautician, Computer Literacy and Laptop/Tablet Repairing.

quarter by mobilizing the community for the course through group meetings with target population as well as their parents and probable employers in Okha, Bhimrana, Arambhada, Shivrajpur, Gadhechi and Dwarka. The trainers for this training also went to Aurangabad and Surat for their ToT.

Entrepreneurship (Udaan)

A 15 days, Rural Entrepreneur Development Program (REDP) training was conducted for 'A' category village in Okha for 30 women. Also, technical training in tailoring was conducted for two batches in Padli of 25 women trainees each and 30 trainees from Okha.

Skill up gradation training program started for 200 artisans who got the artisan cards by the Development Commissioner of Handicrafts (DCH), Ministry of Textiles. Training for bead work, patch work, embroidery, Bandhani and block print began this quarter.

NABARD MEDP training was conducted for mature SHG members of the area. The seven day training program was done in two



At Babrala, a health survey in 20 villages was conducted by the volunteers, during the Tata volunteering week in order to understand the health needs of the community.

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My Opinion

Experience of working in social development sector



Mr. Basantakar

Country Manager, Bangladesh
Global Alliance for Improved Nutrition
(GAIN)

My journey in social development sector has been shaped by my personal and professional background and learning from the people at margin. Over three decades, I have seen tremendous changes in professionalism, accountability and discourse on development models. From a relief and development orientation, this sector is now integrating rights based approaches. It has influenced the state to transform programs under civil and political rights. The emphasis on social justice, gender equity and diversity, business model for sustainability and state accountability are dominant development shifts and funding buzzwords. Poor are no longer treated as passive recipients of dole. Multi-sectoral approaches having community at centre point, multi-stakeholder partnership for a sustainable development, emergence of judiciary and quasi-judicial bodies are now shaping the agenda. A number of high net worth individuals and private foundations dominating the donor environment and asking for a result based management. In India, Corporate Social Responsibility (CSR) is taking its shape. Keeping future generation in mind, this sector is now focussing on nutrition, climate change, peace and stability and sustainable development goals.

All is not well always. There are many conflicts and dilemmas and at times diluted accountability. It is a sector where there is nothing right and nothing wrong. Some people take advantage of this and

many so called leaders share empty promises, exemplify outputs as impacts and run after publicity and visibility, rewards and awards. At times, one may witness powerful semantics, development jargons which can be intriguing. In spite of these, there are many committed activists sacrifice their life, undergo many ordeals in fire and want to see the world changing for future generation. I have seen many people chartering uncharted territories and witnessing resistances and struggle. This sector has worked as a social watch, provided alternative voices and demonstrated many models protecting the interest of future generation.

It is a sector where one sees the reality, facts and truth. It has given me an opportunity to peruse innovation, creativity, risk taking skills and scaling up many islands of excellences. The poverty is a political process and it does not lie in sector. I have learnt over the years that the unequal power relations diluted public accountability and serious issues in gender equity and diversity and inability to access and control over resources are key underling and structural causes of poverty and malnutrition. Hence, a development professional has to find ways and means to address the underlying and structural causes ensure the poor to realise their potential and change in social position of the poor and marginalised. During my journey to capture many unheard voices in free verses; I realised that we need to further explore unheard soft emotions, invest and design programs that has a human touch. A HIV positive woman does not die of HIV but she dies of loneliness, stigma and discrimination. Hence, we need to understand the crisis of soft emotion and lack of care, loneliness, community mental health. It is a sector where you need both participation and professionalism and where passion, empathy, conviction and courage matter.

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TCSRDR Partner's View



S.P. Upadhyay
Branch Manager,
LIC, Bareilly

TCSRDR partnered with LIC to promote their social security schemes among the rural population.

LIC has always been in the forefront in providing social security cover to the underprivileged and economically backward class. They have provided cover to 5.01 crores people as on 31.03.2014 and covered about 85 lakh lives till 30.09.2014 during current financial year.

Keeping in tune with the Government's Financial Inclusion Programme, LIC needs to ensure that every needy person is provided life insurance cover under the Aam Aadmi Bima Yojana, especially designed for economically weaker sections of the society.

To bring the poorest of poor into the social security net, Tata Chemical Society for Rural Development (TCSRDR) joined hands with LIC. Through its grass root level reach, TCSRDR has created insurance literacy in the interior of the rural areas of country. They are also working as a bridge between LIC and rural folks. Till date, TCSRDR, Babrala has 5577 lives under the Jan Bima yojana. 296 children have been given scholarship under the same scheme.

It has been a very fruitful partnership and we wish all the success to TCSRDR for promoting this social cause.

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