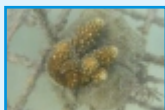


TCSR Round up



Farm based livelihood program
At Haldia, till date 220 ponds have been made useful for commercial use and women who are the main caretaker of the ponds have been provided training on scientific methods of pond management. Good quality and variety of fingerlings have also been provided to them on a cost sharing basis.

[Read more >>>](#)



Environment Conservation program
Coral reefs are important for marine ecosystem. Tata Chemicals has been supporting a project for the restoration of coral reef near the Mithapur coast.

[Read more >>>](#)



Health Program
An eye camp was organised at Bhagyabantapur village, at Haldia in collaboration with Vivekanand Mission Ashram Netra Niramaya Niketan.

[Read more >>>](#)



Education program
Improving the English language skill of government school children, 105 government school children of East Midnapur district participated in the seven day summer camp.

[Read more >>>](#)



Renewal energy program
60 energy efficient cooking stoves (chulhas) across the three locutions and 2 bio-gas plants were constructed at Haldia.

[Read more >>>](#)

My opinion



*Mr. Alok C Sharma
General Manager -
Corporate Sustainability,
Larsen & Toubro Limited*

The Indian economy today is the tenth largest in the world and third largest in terms of Purchasing Power Parity. India is a member of G-20 as well as part of growing economies of BRIC nations.

While the country and corporate India, seems poised for a new era [Read more >>>](#)

TCSR Partner's View



*Mr. S K Saxena
DDM, NABARD*

NABARD (National Bank for Agriculture & Rural Development) was established in 1982 by Government of India to facilitate and channelize bank credit in agriculture, small scale industries, cottage and village industries, handicrafts and other rural crafts. NABARD is also mandated to support all other allied [Read more >>>](#)

TCSR Round up

Livelihood Development programs

Farm based livelihood program

Pond management at Haldia helped in enhancing the income of the women

At Haldia, till date 220 ponds have been made useful for commercial use and women who are the main caretaker of the ponds have been provided training on scientific methods of pond management. Good quality and variety of fingerlings have also been provided to them on a cost sharing basis.

For the ornamental fishes which are being cultured in Manirampur village, market linkage has been established with Howrah market. Plans are there to enhance the income through this project by developing a breeding cum stocking pond at Manirampur village. This would also act as a sales outlet for the fishes supplied by other groups.

Diversification of crops

Diversification of crops has been promoted in all the three location to sustain natural resources. At Babrala, during this quarter, 12 acres of Mentha crop was sown by 8 farmers in 6 villages of core command area.



Inter cropping Wheat+Mentha

Demonstration of saline tolerant crops

The demonstration of saline tolerant crops under the coastal area development program at Sundarban was done on plots of 30 farmers. The agriculture intervention has helped the farmers get good yield from the agriculture land.

Animal husbandry program

Animal husbandry specialist treated 88 animals at the Animal Health centre set up at Babrala. An Artificial Insemination service which is the new kind of service was given to 174 animals.

Nonfarm based livelihood programs

Jute craft group enterprise

The other program which has helped women to raise their family income is jute craft group enterprise. Women of jute craft have began to produce jute bags for corporate bodies and local market.



Training on jute handicrafts

Incense sticks making group enterprise

Incense sticks making training was organised for 25 members of 9 female SHGs.

Skill development program

An online examination for the first batch of Tally 9.0 was conducted by the India skills representatives at Babrala VTP. The success of this initiative and its potential to create social impact would further propel TCSR to increase the scale and scope of its operation.

18 youth were sent to L&T Construction Skill Training Institute during this period under skill development program. 7 mason were trained to make energy efficient cooking stoves (chulhas) by a team from Indian Institute of Science (IISc) Bangalore.

Various trades like tailoring, nursing and hospitality, electrical repairing, computer application and mobile repairing for the rural youth and women were undertaken at Haldia. The training is being organized at Jan Shikshan Sansthan under the aegis of adult literacy program.



Training on Nursing and Hospitality

To get more participants for the above mentioned training program, information about the training program was circulated in the villages with the help of Sutahata Block Development office and panchayat bodies. As a result of this, 120 participants enrolled in the trades of their interest.

TCSR Round up

Environment Conservation program

Coral reefs are important for marine ecosystem. Tata Chemicals has been supporting a project for the restoration of coral reef near the Mithapur coast. The design work for brochure on the marine diversity of the Mithapur reef has been completed. Data on over a 100 different life forms recorded at the Mithapur reef has been collected and compiled in the form of a booklet.



Coral reef

Coastal Area Development at Sundarban in partnership with Tagore Society for Rural Development is progressing well with 60,000 mangroves already planted till date. The women groups of three target villages are engaged with the protection of mangroves which has led to more than 80% survival rate of the total plantation done so far.

The Rukshmani Creek site near Dwarka has been experiencing heavy entomorphia algae growth which adversely affects the tender mangrove seedlings. During this quarter, removal of the algae and mangrove mortality replacement work continued at the site. Along with this, sowing of 1,000 propagules of *Bruggeria* mangrove species has been completed and work on raising mangrove nursery at Arambda saltworks has been initiated.

Under save the whale shark project, one complete cycle of sea water sampling as a part of the whale shark habitat study was completed. Work on further analysis of marine parameters with the help of satellite data is under process.

Work on removal of Gando Baval (*Prosopis juliflora*) re growth continued at the Biodiversity Reserve Plantation

site. 250 seedlings of the endangered Gugal plant were planted as a part of the National Environmental Awareness Campaign. Monthly surveys for fauna species were conducted. Necessary arrangements have been made and new plantation work shall be taken-up post the first rains.

An awareness program on "Climate Change" was organised at Mithapur for the SHG women members. More than 145 women from 8 villages attended the same. Under the ECO Club activity, volunteers went for a field session to study animal pug marks.

A Green Turtle which had got stranded at Shivrajpur beach was rescued and released back.

Celebration of World Environment day at Haldia



Celebration of world environment day

On the occasion of World Environment month, TCSR along with the youth club of Borda village organized cultural program related to preservation of environment for the villagers. A rally of the school children was also held to mark World Environment Day. Vigyan Manch helped in organizing this rally, where school children walked through villages holding the banners and posters with "save our planet" quotes written on them. The Block Development Officer and members of the political groups along with villagers participated in the rally and planted saplings in their village.

Over 2000 saplings were planted at Durgachak, Borda and Manirampur villages.

TCSR Round up

Health Program

Eye camp

In collaboration with Vivekanand Mission Ashram Netra Niramaya Niketan and Bhagyabantapur village, an eye camp was organised at Haldia where in 102 patients eyes were screened. 45 patients were provided with spectacles and 17 patients were provided free eye operation for cataract.

Routine immunization for pregnant women and infants (0-1) years

For sustainability of health projects at Babrala, liasoning with DM & district health authorities was done. Survey of routine immunization for pregnant women and infants (0-1) years in 55 villages of Gunnour Block was also conducted.



Eye camp Haldia

TCSR Round up

Education program

Improving the English language skill of government school children

105 government school children of East Midnapur district participated in the seven day summer camp organised in association with ALAPAN (Academy of Liberal & Advanced Professional Arts Nurture). The objective was to improve English language skills and personality development of the students.

Coaching classes to girls

Coaching classes to girls for class 8th entrance exams in Jawahar Navodaya Vidyalayas began this quarter. Regular coaching classes have also been started for the STD 9th, 10th and 11th with special emphasis on personality development.



Awareness Session on summer camp

TCSR Round up

Renewal energy program

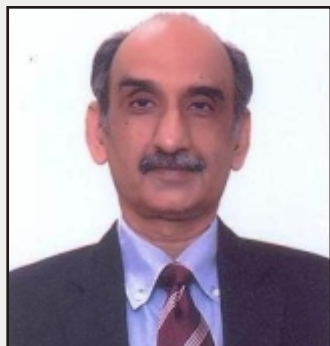
Energy efficient cooking stoves and bio gas plant
60 energy efficient cooking stoves (chulhas) and 2 bio-gas plants were constructed at Haldia. Both of them has helped in decreasing the dependency on fuel wood to a great extent and at the same time has decreased the health problems associated with burning of fuels for cooking. 7 energy efficient smokeless cooking stoves (chulhas) designed by Indian Institute of Science (IISc) Bangalore for personal use were constructed in 3 villages and one chulha for commercial purpose was constructed in township of Babrala.



Bio gas at Haldia

My opinion

Corporate Social Conscience



*Mr. Alok C Sharma
General Manager - Corporate
Sustainability,
Larsen & Toubro Limited*

The Indian economy today is the tenth largest in the world and third largest in terms of Purchasing Power Parity. India is a member of G-20 as well as part of growing economies of BRIC nations.

While the country and corporate India, seems poised for a new era of growth and advancement, yet a large section of the society is not part of the growth story.

In today's world, businesses are becoming increasingly accountable to the communities in which they operate. Particularly within the Indian context, corporate cannot be immune to the realities of wide disparities and unequal growth that exist in our society.

It is no longer possible for any business to look at wealth creation alone in isolation from its own footprint on the environment and community. Growing community and civil society activism is steering corporate's towards sustainable and inclusive perspective as intrinsic part of business.

Organisations need to move from a philanthropy oriented reactive model of corporate giving to a strategic model that is impact oriented and collaborative. Going forward, this approach should integrate CSR vision with the organisations goals.

L&T and CSR

Our community development initiatives commenced several decades ago before the term CSR became a corporate trend. These initiatives were derived from the innate L&T value system of making a positive contribution to the process of nation building through our products & services and our efforts at improving the quality of life of the communities that we are a part of.

This is further echoed and emphasized in the words of our Chairman & Managing Director Mr A.M. Naik "At L&T, we believe the company's stakeholder value will grow in proportion to our commitment to inclusive development. L&T's efforts in nation building & contribution to industrial progress as well as efforts in building society are helping to co-create a more resilient environment for all concerned".

L&T consciously embarked on this journey to ensure that businesses while progressing on the growth trajectory remain strong and focused on the triple bottom line approach.

In 2008, L&T was among the first few companies in the Engineering & Construction space to publish its Corporate Sustainability Report. The first report and all subsequent editions are Global Reporting Initiatives (GRI) checked application level A+ indicating the highest level of disclosure.

By interweaving business and social interests, the company contributes in a sustainable manner to the development of local communities. It engages with communities at multiple levels - through L&T Units, spouses of employees

(Ladies Clubs), Employee Volunteers (L&Teers) and the Larsen & Toubro Public Charitable Trust.

L&T has a well-formulated organizational structure for Corporate Social Initiatives (CSI). The Apex set-up at Mumbai facilitates policy, consistency and uniform approach for social interventions across L&T locations.

Company impact the lives of the underprivileged through interventions in health, education and skill building. All these thrust areas are synchronized with the local needs, national priorities for social development as well as with the Millennium Development Goals.

Health

L&T participates in building a healthy community through ongoing initiatives in several areas of healthcare with a focus on mother & child care.

Around its establishments across India, L&T has been organizing health and welfare activities. Some of the initiatives in this thrust area include : setting up of health centers, conducting diagnostic and clinical health camps that support maternal and child health care, immunization and health education. Health camps are conducted by a combination of teams and mobile clinics that provide access to health care for the underprivileged.

The first Health Centre for the community was set up by L&T in Mumbai in the year 1967. Today, seven Community Health centers have been set up by L&T addressing the health needs of the communities in addition to those of employees and their family members at key L&T campuses: Mumbai, Thane, Surat, Ahmednagar, Coimbatore, Chennai and Kansbahal (Odisha).

Education

L&T's social interventions covering educational initiatives are focused on providing primary education, infrastructure development and enhancing the learning experience for children in several schools in the vicinity of its units across India.

Under Project 'Ujjwal' program, the emphasis is on enriching the education in primary schools through innovative learning methodologies focusing on subjects like Mathematics & English which many children find challenging.

Other initiatives include support to pre-schools, infrastructure development, setting up computer lab, providing teaching aids and uniforms to the needy, capacity building of teachers, organizing summer camps, sports activities and upgrading school library. Presently, L&T is supporting over 140 schools across India.

Skill Building

India is a developing country and infrastructural growth has created a demand for quality workmanship and deployment of latest techniques in construction methodology. In 1995, L&T took steps to provide formal vocational training in construction for largely unorganized workforce in this sector by setting up its first Construction Skills Training Institute (CSTI) at Chennai. CSTIs provides free of cost training in construction skills to rural and urban youth in various trades such as bar bending, formwork carpentry, masonry, scaffolding and welding etc. This training is a transformational process that improves the skill set of the underprivileged youth and enhances their employability.

Currently, under this flagship program, L&T has set up eight CSTIs on its own and has

TCSR Partner's View



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DDM, NABARD*

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Keeping in view the above objectives, a need was felt to build up capacity of the rural mass to enable them to stand on their own and take up income generating activities in sustainable manner. To fulfil this need, NABARD has been providing suitable infrastructure for training and changing the mind set of rural mass.

TCSR, Babrala has accomplished the task of training the rural youth in a successful manner and has shown desired convergence.

TCSR is a major channel partner of NABARD-SHG-BLP (Bank Linkage Program) and has been facilitating two SHG-BLP projects at Babrala. The way TCSR has motivated rural masses, especially women is really commendable.

NABARD has also been supporting various skill development programmes which are being implemented by TCSR. These programs are helping and building the capacity of rural youth to either become entrepreneurs or become employable. Mobile repairing centre by the trained youth is a successful example of such training.

TCSR has come up as a trusted and sincere partner of NABARD in dissemination of various schemes meant for rural development. We would like to continue our association with TCSR and implement various poverty alleviation programs along with them.

We wish them success in all their community development endeavours which they plan to undertake in near future.