

# WE CARE

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## TCSR Round up

### Livelihood Development Program Skill development program at Haldia

TCSR (Haldia) started with three new skill development programs- mobile repairing, clay and kantha work this quarter in order to enhance the income of the people living in the operational area.

TCSR Haldia tied up with Jan Shikshan Sansthan (Haldia) for mobile repairing training program. 26 youth were selected for the 6 months long duration training program. The course encompasses an understanding of the total chip of the mobile, connections between different points, hardware and software repairing of the cell phone. Along with the certificate, the trained participants will be provided with a set of mobile repairing tool kit after the completion of the training program.

For the training on clay and kantha work, TCSR tied up with KADAM (NGO, Kolkata). A group of 25 women were trained to make different varieties of clay beads and cloth flowers. The representatives of KADAM will be taking the produced samples to Mumbai and Delhi for assessing the market demands of the products.

TCSR was also engaged in the skill building of the women group on jute craft. 25 women got trained in June, 2011. This group of women is now planning to set up a business unit of their own in jute products.



The group has been linked with the bank. Initially, TCSR will be supporting the group with the raw materials so that the group can produce few samples of jute products which could be sent at different sales outlets.

### Skill development in collaboration with Larsen & Toubro, Construction Skills Training Institute (CSTI)

TCSR skill development program in collaboration with Larsen & Toubro, Construction Skills Training Institute (CSTI) has been a very successful program as out of 43, 30 youth have got employment with an average salary of Rs. 10,000 per month.

Youth undergoes rigorous training for three months (600hrs) with 80% hands on practice and 20% class room teaching. During the training, stipend of Rs. 3500/ (Rs. 2200/ from TCSR and Rs. 1500 from L&T) is given to them. This includes boarding, lodging and other facilities. Training is imparted on the basic trades like formwork carpentry, masonry, bar bending and steel fixing, plumbing and sanitary, general assistant, construction electrician, welding, pre-stressing, transmission line and tower erection.

After completion of training these workmen are placed at L&T project sites with the sub-contractors working for L&T. The trained youth from the CSTI are of great help to the subcontractors as they help in achieving the desired quality and productivity.

Such collaborations not only help youth to get employment but also help in meeting the demand for quality workmanship required by the construction industry.

### Entrepreneurship motivation program in collaboration with MSME - Development Institute (Govt. of India), Agra

This program in the collaboration with MSME - Development Institute (Govt. of India), Agra, was conceived to encourage self employment among the youth of the

surrounding community. The program strives to develop entrepreneurship qualities in rural youth and guide them adeptly to engage themselves in productive enterprises. The month long business orientation course helps the entrepreneurs in product identification, gaining general business skills, bank/financial linkage, raw material sourcing and marketing. The program has found a huge acceptance in the community.

In the year 2008-09, this program was clubbed with the affirmative action program of TCSR that focuses on giving better opportunities to socially and economically underprivileged section of the community. 25 unemployed youth of village Gauripura (entirely SC population) were selected and motivated to start their own enterprises. Information about the Government assisted schemes and banking facilities for promotion of self employment was also provided. 3 of them got Swarozgar Credit Card (SCC) from banks and started their own enterprise. 15 applications for obtaining loan under SGSY/AVRY have been submitted to BDO Gunnour.

#### **Skill Development Program at Mithapur**

Technical training programs on saree designing and tailoring were organized at Arambda and Bhimrana villages in partnership with the National Bank for Agriculture and Rural Development (NABARD). An "Achievement Motivation Training" was organized at Arambda village as a part of the Rural Entrepreneurship Development Program.

Trial production of pickles, local bread and face packs made from clay were organized. Garment production and tailoring activities also continued during the reporting period. The required revolving fund was provided by TCSR.

Dr. Bhimrao Ambedkar Leather Rexene Cluster bagged orders for production and supply of more than 3500 school bags and shopping bags. The total sales during the reporting period was Rs. 1,42,100/-

26 women were sponsored for paper bag production training at the state rural technology institute, Gandhinagar. These women were given stipend, raw material and required tool kit by the State agency. Since then they have formed a group and initiated production and sale of paper bags.

Nine girls completed their three month training in computers, tailoring and beauty parlour management at the Dalit Shakti Kendra, Ahmadabad.

#### **Empowerment Program**

##### **Formation of Joint Liability Groups (JLGs) of farmers**

To reduce dependency of farmers on the local money lender and for easy access to Kisan Credit Card (KCC) scheme, four JLG were formed in 15 villages of Junawai block, Babrala. Loan of Rs. 8 lakhs was sanctioned to the farmers through Kisan credit card (KCC) scheme during this quarter. Adequate and timely support through the KCC scheme helped in fulfilling farmers need for short-term credit for cultivation of crops during the cropping season.

##### **Self Help Group activities at Mithapur**

12 new Self Help Groups with a total membership of 137 women were formed during this quarter. Bank accounts for 11 were opened and grading work for 6 SHGs was completed. Training programs on accounts and book keeping, capacity building and gender sensitization program were organized.

A demonstration program on "TATA Swatch" water filters was organized for the rural women. They were explained the benefits of these water filters which have been designed specifically for use in the rural environment. 28 units were sold during the reporting period.

Sanitation awareness program was organized and the SHG Federation members were introduced to the toilet unit construction program being promoted by TCSR. Since then work on construction of 15 such units has been initiated at Makanpur village. A program on sensitizing the SHG members on environmental issues was also organized with support from the EMS Dept.

#### **Natural Resource Management**

##### **Pond Management**

TCSR (Haldia) carried out a survey of 320 ponds in seven villages of Sutahata block and selected 201 ponds for implementation of pond management project in 2011-12. The selection of ponds was done on the basis of size and shape of the ponds and the number of hours the pond is exposed to sunlight.

TCSR developed five nursery rearing ponds in its operational area to meet the demand of fingerlings for the selected 201 ponds. The five nursery rearing ponds with a production cycle of 45 days have helped in producing 70,000 fingerlings, having a market value of Rs. 52,000.

Before the onset of monsoon, water from all the ponds was drained out, refilled and land excavation work was carried out on to start fish culture. The ponds were also treated with lime, potassium permanganate, mustard oil cake and kerosene oil.

Training on scientific methods of pond management was also undertaken in seven new villages. 235 women who will be engaged in those selected 201 ponds were trained. Around 1, 20, 500 fingerlings were distributed to the 235 members for culture of fish in 201 ponds. The members have started the measurement of pH of the pond water and are monitoring the growth of the fingerlings.

#### **Opening of Artificial Insemination (A.I) and Animal Health care centre at TCSR Babrala**

TCSR set up its first Artificial Insemination Centre and Animal health care centre at Gunnour region in May. Through this center, TCSR aims to improve the livestock breeding and provide professional medical care and services to cattle.

Some of the corporate and other agencies who came forward to support the center were Indian Oil Corporation Limited (IOCL), Nashik for the procurement of Liquid Nitrogen Container for Semen preservation; National Dairy Research Institute, Karnal for providing certified semen of various breeds like Jersey, Sahiwal, Murrah etc. and Animal Husbandry Department, Badaun for providing expert team of veterinaries.

The community is very satisfied with the center's animal health care services as they are readily available to them and are cost-effective (registration fee of Rs. 30 is charged for general health check up and Rs. 70 for artificial insemination services).

#### **Breed improvement program**

Under this program, the cattle owners are motivated to improve local cows breed by purchasing high milk yielding cross breed cows. By providing interest free loan of Rs. 15,000/, TCSR motivated 31 farmers to

buy the cross breed cows. The profit margin of the farmers after cross breed of cows has increased; as a result they are able to repay 100% of the loan within the period of six months.

#### **Seed Production under Bhoomi Sudhar Project at Bhirawati**

The agriculture production in the Gunnour block has always been a concern as farmers didn't have the capacity to buy the high price certified seeds. Seeing the scenario, TCSR motivated farmers to engage in the seed production activities as it would not only help them to produce better quality seeds but also at the same time increase their income from its sales.

In this quarter, seed production was initiated on the reclaimed land at Bhirawati. 18 farmers from 4 villages started seed productions of two different varieties (PR-114 in 2 acres and P.B-1121 in 20 acres). The average cost of Rs. 8500 per acre for seed production on reclaimed land was split between the farmers and Bhoomi Sudhar project. The average increase in income from this project is estimated to be Rs. 10,000/

#### **Gomti Dam Irrigation Project**

Work on construction of the 6 kms. Gomti dam irrigation canal network was initiated. With the commissioning of this canal, it would be possible to cover an additional 150 acres of cropland under the participatory irrigation scheme. A total of 30 farmers from Korada, Ladva and Dwarka rural areas shall benefit from this project. This cement concrete canal network shall also help prevent water losses due to seepage.

Earlier in April, a workshop on Participatory Irrigation Management (PIM) was organized to train the farmers in participatory irrigation management practices. PIM experts from Water and Land Management institute and senior officers from the state irrigation department also participated.

#### **Water and Sanitation**

All work on drinking water supply schemes including laying of water distribution pipeline networks, connections to water source and sump etc. were completed in 9 villages around Mithapur region. TCSR has handed over the charge of operating these water supply systems to the respective village committees and withdrawn from the program.

### Agriculture Development Program

Demonstration programs on production of organic pesticides using locally available ingredients like neem leaves, cow dung and cow urine etc. were organized.

### DHARTI KO AARPAN (NATURE CONSERVATION) PROGRAM

#### Development of nesting sites for waterfowl

Construction work for a new nesting island for the Caspian Terns and other waterfowl was taken-up and completed at Charakla saltworks during the reporting period. This new island has been constructed to provide an alternative nesting site for the birds in case the existing site gets inundated due to monsoon flooding.

Work on construction of Integrated Waterfowl Nesting Structures at the Chandra Bhaga and Mukhteshwar wetlands was also completed.

Monitoring of the waterfowl population at Charakla saltworks continued and monthly bird counts were organized. Work on monitoring of the Caspian Terns nesting at our saltworks was also initiated.

#### Coral reef restoration project

Work on monitoring of biological parameters at the reef site including collection and analysis of sea water samples continued. A sediment trap has been placed at Laku reef at Poshitra for a comparative study of sedimentation rate at the Mithapur reef. The coral culture tables for live coral transplant have been made and required material for coral transportation has been procured. The transplant attempts shall be taken post the monsoon season i.e. October-November '11.

The design work on brochure on the coral diversity of the Mithapur reef as also the draft layout for the Coral Reef Interpretation Centre have been prepared. Data on over a 100 different life forms recorded at the Mithapur reef has been compiled. Work on identification of shells (mollusks) collected from the Mithapur beach is in progress.

A coral rescue and reef clean-up exercise was organized as a part of the World Environment Day program on 5th June morning. More than 20 employee volunteers and their family members participated in the same.



### Save the Whale Shark Project

Four whale sharks were rescued during the quarter. Collection of whale shark rescue data from Mangrol and Dhamlej ranges is continuing.

The whale shark individual tagged earlier with a satellite transmitter relayed signals on regular basis and its movement between the Saurashtra coast and Mumbai was monitored closely. The transmission of signals stopped after having given location data for about 45 days. Analysis of data generated is in progress. The habitat study has also been completed and the data collected is being analysed.

Rescue protocols for the whale shark are being prepared to ensure that stress to this fish can be avoided during rescue operations.

### Environment Care and Conservation

#### Plantation of sapling as part of the World Environment Month at TCSR Haldia

TCSR (Haldia) celebrated the World Environment Month by planting the saplings at the barren land of Govindpur village and Paranchak Government schools.

During both these plantation drives, Mr. Amir Alvi (VP, Manufacturing), Mr. Ashok Sil (Head, safety and Environment) and the other team members of TCL planted saplings along with the eco club school children and the Pradhan of the village, school teachers and women from different self help groups. People were also sensitized to preserve the environment by planting more trees.

### Health

#### Swasth Aangan Project

TCSR has been running Swasth Aangan Project since November, 2007 in 55 villages in the Gunnour block in Budaun district of Uttar Pradesh. This program aims to build awareness about reproductive and child health (RCH) and reduce fertility rate, maternal mortality rate (MMR) and infant mortality rate (IMR). TCSR phased out from this project in March 2011, but it continues to provide RCH care facilities to these villages through its mobile health clinics. Apart from this, it is also focusing on strengthening the village health and sanitation committees (VHSCs) so that they could avail the facilities provided by the

government medical care machinery even after TCSR services are withdrawn. TCSR plans to replicate this project in other villages of another block.

### Education

#### Remedial classes for the children staying in core command area

The students from the core command area by themselves came forward for the remedial classes in mathematics, science and English. These extra classes are provided during their summer vacations every year. Conducive learning environment in these classes helps the children to focus better in their studies for at least 4 hour a day. This year, 187 children got the benefit of the program.

#### Adult education classes

Adult education classes at Mithapur have been started at six villages covering a total of 124 women.

### HOPE (Harnessing Opportunities for People Empowerment) program

#### Drawing competition cum cultural program organized at Gandhiashram at Haldia

TCSR organized a drawing competition cum cultural program under the HOPE initiative. Around 120 orphan children of Gandhi Ashram participated in the drawing and singing completion. Employees of both Tata Chemicals Ltd (Haldia) and of Bishop House (Kolkata) helped in organizing and making this event a success.



Magic Show for the children at Gandhi Ashram in Haldia was another event organized by TCSR as part of the Hope initiative. Around 100 children watched an hour-long show. Children enjoyed the show and it raised the spirit of the whole Ashram.

#### Eye Camp for the Contract Workmen at TCSR - Haldia

Under the banner of wellness initiative, a three days eye camp was organized for the contract workmen at the factory premise. This was first initiative of its kind as it targeted the contract workmen. The camp was inaugurated by Mr. Amir Alvi (VPM-TCL, Haldia) and was organized in collaboration with Vivekananda Mission Ashram Netra Niramaya Niketan.



the camp and got their eyes screened. 507 workmen were provided with spectacle. 12 workmen were identified with cataract and were advised to undergo operation at the eye hospital free of cost under the National Program for Control of Blindness.

Almost 50% of the total contract workmen in TCL (Haldia) got the opportunity to get their eyes screened in this three days long eye camp. The camp helped in building relationship between TCL and the contract workmen and also helped in developing database of the workmen coming to work from different places. This database would be of great help to TCSR when planning for the development programs for the families of the contract workmen.

Around 1050 contract workmen attended



**Debdas Mukerjee**  
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## TCSR Partner

### Jan Shikshan Sansthan (Haldia)

Jan Shikshan Sansthan (JSS) is an Institute of People's Education under the Adult Education Scheme which is sponsored by Ministry of Human Resource Development (Government of India). The JSS not only provide skill development, but also link literacy with vocational skills and provide Life Enrichment Education (LEE) to the people. They do not work in isolation but aim for convergence with other stakeholders in society. It is their endeavor to make their beneficiaries self reliant and self-assured employees and entrepreneurs.

In Haldia, JSS was set up in the year 2000 under the aegis of Haldia Service Society. JSS has been involved with different skill development programs in the East Midnapur district like dress making, food processing, handicraft development, electrician, computer software and hardware, nursing, fisheries, animal rearing, coconut cultivation etc.

Tata Chemicals Limited, Haldia and JSS partnership began after the training on fisheries at Ramkrishna Mission Ashram. Immediately after the training, TCL and JSS started culture of Red Tilapia at the TCL in-house ponds. The fingerlings of Red Tilapia produced at the TCL in-house ponds were distributed in the community for the growth and promotion of the species as Red Tilapia is said to be a very rare species and has a good sale value in the international market. JSS also imparted training on scientific methods of pond management in the TCSR operational area. The training helped the women to measure the pH of water and also the ways to treat the water for the increased growth of the fish in their pond. TCSR also collaborated with JSS to implement the livelihood development program in the targeted communities. The mutual contribution of funds helped in reaching out to the larger population and developing the skills of the rural women in stitching and tailoring, jute craft and mobile repairing.

JSS supported the skill development program for the women as they feel that developing the skills of the women helps in empowering them and also increase their dignity in the family and society. The skill development training at their doorstep has helped in enhancing their family income.

For JSS, it was a very challenging task to link skill development with animal husbandry as animal husbandry was always linked to the Animal Husbandry Department and had nothing to do with Education Department. Collaboration with TCSR helped them in taking up fishery project and improving the income of the target community by learning and applying simple techniques in both agriculture and animal husbandry.

Mr. Debdas Mukerjee was very influenced by the book "Vocationalize America" written by Mr. John Rude and tries to use the concept while carrying out training programs in the district. He was also influenced by the sustainable approach adopted by TCSR while organizing different training programs. He wishes TCSR Haldia team lot of success in the future.



**Mr. B Sudhakar**  
Hon. Vice President, TCSR

## My Opinion

### A move from philanthropy to sustainability

As India became independent many entrepreneurs set up industries. Most of these entrepreneurs had to weave their way through the License Raj and had to struggle a lot. As they started making profits some of them felt the urge to give back to the society. It ranged from setting up schools, temples, libraries to setting up societies/trusts for undertaking rural development work. Many of them gave huge grants to support some cause that they were passionate about. For instance, some gave money to support cancer patients while some wrote cheques to charitable institutions. The world moved a lot since then. Today organisations have moved from charity to sustainable interventions.

Some trends that have changed over the last few years are as under:

- Companies have started to look at the relationship with the communities from sustainability point of view as today one cannot ignore community needs if the company wants to operate there. The companies have started to realise that communities have the power of issuing the license to exist.
- Mindsets in companies have changed from Value Exploitation to Value Exploration in partnership with the community
- Companies moved away from supporting adhoc projects to focusing on projects that are closer to their core competencies. IT companies focused more on education, pharma companies focused more on health, manufacturing companies focused more on capacity building and so on.
- Companies are moving away from creating islands of excellence to creating sustainable, scalable, replicable models through community partnership.
- Companies used to look at economy, ecology and community as mutually

exclusive entities. Today, companies appreciate that these are mutually complementary in nature. Companies have realized that they are not mutually exclusive and that one cannot be sacrificed at the cost of the other. Many progressive companies have redefined their decision making processes keeping this in mind.

- Companies have moved from being seen as charitable to being seen as humane business houses and ethical business houses.
- Companies were looking at themselves as givers. Today, they look at themselves as equal partners in development along with the community, the NGOs and other funding institutions. This has helped in building a more successful public private partnership as well.
- Companies moved away from one size fits all to a more structured segmentation approach. In line with the economic, business contexts companies started to segment the community based on sociological, economic, demographic, psychographic profiles of the community
- More and more business leaders are shifting from CSR mindset to CS mindset.
- More and more companies are ensuring that future leaders take up a stint in CS areas as part of leadership development.

As a good corporate citizen we need to be aware of these changing trends and based on these trends, refine and redefine our thinking processes around Corporate Sustainability.