



Warm greetings to all of you from the team of Tata Chemicals Society for Rural Development (TCSR D). We are pleased to launch for the very first time a newsletter on the various community development activities that we undertake to make felt our belief in the cultural pillar – “Enduring Care”. Through these activities we seek to improve the quality of life in the communities we serve.

Tata Chemicals limited since its inception in 1939 has been associated with a scalable, sustainable and integrated development of communities in and around the environment where we operate. This is not just a social obligation but also a corner stone for the existence of our business and hence has been incorporated in the corporate philosophy.

The co-ordinated effort of the motivated individuals working for TCSR D across locations has made the name of TCL synonymous with care and inspiration. Through ground breaking projects affecting various sectors like natural resource management, income generation, health and education, infrastructure development and environmental conservation, TCSR D has come a long way in being a pioneer in institutionalizing bonds that are sustained over a long term and that operate as nested systems that link actions at the community level with similar actions at the scale of the block, district and state level.

Some projects deserve a special mention, like the OKHAI handicrafts, which is being commercialized; UDAY BPO in two locations i.e. Mithapur and Babrala is employing 267 employees (60% males and 40% females) and running successfully, Karjobi project, the new addition to the initiative has already started showing profits.

*“In free enterprise, the community is not just another stakeholder in business, but infact the very purpose of its existence” ~ JRD Tata*

*We look forward to your valuable feedback.*

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## **NATURAL RESOURCE MANAGEMENT**

### **Mithapur**

#### **TCSRDR Participates in the CADP Launch Programme**

On November 17, 2008, the launch programme of the Coastal Area Development Project was organized by CPSU and WASMO at Junagadh. TCSRDR as an Implementation Support Agency (ISA) participated in this programme. Major issues like 'Role of CPSU & WASMO', 'Roles and responsibilities of ISAs and their activities', 'Phase wise fund flow to ISA', '6 Milestones of the project' etc. were a part of the launch programme.

#### **Inauguration of Reverse Osmosis (RO) Plant at Bhimrana Village**

Reverse Osmosis (RO) plant (a collaborative project of TCSRDR and WASMO for drinking water supply) was inaugurated at Bhimrana village. The Red Ribbon Express team was also invited for the programme. More than 500 villagers attended that programme which was designed as an event to create awareness on "Water & Hygiene".



#### **Bhuthnath Check Dam Constructed**

Construction of the Bhuthnath Check Dam at Beyt under DRDA (Watershed Project) was completed in the month of November 2008. Around 8 farmers have been benefited after the construction of this dam and a total of 40 acres of land can now be irrigated. The dam will help in ground water recharging and will improve the overall water quality in the region.



#### **Community Pond Constructed at Goriyali Village**

In November 2008, construction work of 'Kayatalao' community pond started. The work was completed in December 2008. After construction of this pond 10-12 farmers have been benefited. There are four wells in this village and after this pond it is expected that ground water level of those wells will increase. It will provide water for supporting irrigation in 30-35 acres of land at Goriyali. The pond will also improve the drinking water quality in the village, which previously had mostly brackish water.

#### **Deworming Camp Organized at Arambhada**

During the monsoons, small cattle are prone to 'Stomach worms'. Thus last round of cattle camp was organized at Arambhada and medicine (Oxoclozanide) was given to 56645 small cattle, to combat this ailment. This benefited 307 beneficiaries, belonging to 14 villages of Okhamandal.



## Haldia

### Pond Management

***Give a man a fish and you feed him for a day...Teach him how to fish and you feed him for a lifetime...Teach a women how to fish and she feeds an entire family ....***

The pond, or the *pukur*, is a quintessential part of a Bengali household.

It was observed that the ponds were not being used for commercial purposes, despite huge potential for pisciculture. Thus, with the objective of encouraging the use of ponds for income generation and creating awareness about the scientific methods of pond management, the pond management initiative at Haldia was launched in 2005.



From its humble start, the determination of team has seen it grow over the years. 7 groups of 4 villages were trained on scientific pond management in this quarter.



The real spirit of the initiative is lived by the womenfolk of the villages when they talk confidently about their ability to do something. With this confidence, some women have come together and taken a pond on lease to start their own business. In another village the lady has started an innovative business model of rearing and selling fingerlings of red tilapia to fisherman.

## **INCOME GENERATION ACTIVITIES**

### Mithapur

#### Electrical Training

Six local entrepreneurs were sent to Dalit Shakti Kendra, Ahmedabad to enhance their skills through advanced technical training.

TCSR D had arranged training for rural entrepreneurship development, which encourages women to get empowered by becoming self-reliant. This training was sponsored by DRDA and conducted by TCSR D-Mithapur for 10 days. 20 women mostly belonging to Below Poverty Line families as well as member of SHGs, participated in the programme. Mr. Sanjay Pattani, Director D.R.D.A, Jamnagar also visited the training programme.



#### OKHAI – Changing Lives

The very purpose of Okhai is to empower women of Okhamandal. This journey, started in 1996 has achieved many milestones and today reached a stage, where it generates revenue through 250 empowered women belonging to 25 self-help groups from 13 villages of Okhamandal.



Okhai has marked its presence by relentlessly focusing on brand promotion and sales activities across the country.

The October - December Okhai received overwhelming responses from following corporate house, where OKHAI exhibitions were conducted: Bombay House, TCS (Mumbai, Pune), Tata Chemicals (Mumbai, Noida), Tata Power (Mumbai), Tech Mahindra (Mumbai, Pune), Tata Teleservices (Mumbai, Bangalore, Delhi & NCR), Essar (Mumbai, Jamnagar), Infosys (Pune), Oracle (Bangalore), Task Staffing (Ahmedabad), MICA (Ahmedabad)



This was possible through continual Product Development, Brand Promotion and Sales activities.

*And the journey continues . . .*

### **Babrala**

Karzobi sale cum Exhibition

TCSR had taken initiative to support the Traditional Handicraft work i.e. Karzobi; this handicraft is practised by the rural mass of U.P region. Exhibition sale cum exhibition was organized on (24-26<sup>th</sup> of October) at TCL, campus at Babrala of Rs 23,000/- . This exhibition was fruitful and township people participated with full enthusiasm.



### **Training for staff at “NEISBUD” and “SMARP”**

CD teams were sent to National Institute of Entrepreneurship and Small Business Development (NIESBUD), Noida for training on planning for entrepreneurship opportunities. It was conducted on “Sustenance and Growth of SHG – Micro enterprise creation” The training comprised of converting the SHGs into entrepreneurial units for their profits. There were practical games on business development. The participants learnt to make action plan, conversion of SHG,s into business clusters, group dynamics, and project proposal for acquiring loans for business purposes.

The entire project team of Babrala was sent to Kanpur at Society for Marketing of Agricultural Products (SMARP) for technical know-how of the reclamation process. The candidates were told in details how to go with the reclamation and different activities. They were also taught about the Village implementation councils (VICs), interest groups, SHG,s etc. The five day training included practical exposure and field visit to different VICs, SHGs. Apart from these the project team also learnt about non farm activities and how to make compost pit, manure etc.



Training at NEISBIUD ,Noida



Exposure visit to SMARP , Kanpur

## **BPO Inauguration**

BPO was inaugurated on 8<sup>th</sup> of October by R.Gopalkrishnan, the Vice chairman of Tata Sons. A BPO centre at Babrala has been started with a view to generate employment for local educated youths and spouses from township, which will also help us to develop a sustainable business model. The BPO will help in boosting the rural economy of Babrala. BPO at Babrala will not only be able to create jobs for the local populace, but also expose them to a hi-tech industry where they can eventually grow and build careers. Cheaper connectivity translates into higher telecom penetration and the inclusion of people who would otherwise remain marginalized; similarly, it can rope in educated home-makers – women from township, who are unable to take up outside jobs due to family commitments and remote locality, retired professionals and unemployed graduates for tapping the global business potential of back office operations.



## **TCSR D Health and Education Programmes**

With a view to create awareness about health, hygiene and education and improve health conditions in the surrounding villages TCSR D's Health, Hygiene and Education team has initiated and assiduously implemented various programs as a socially beneficial movement.

Ignorance about basic hygiene practices leads to high mortality rate caused by preventable diseases like diarrhea in rural India. True to its vision of making people feel safe and secure by meeting their hygiene and health needs, the department saw a role for itself.



TCSR D educates people about maintaining good health through the practice of basic hygiene habits and various health programs carried out under the banner of TCL.

### **Mithapur**

In line with its objective of making health and hygiene accessible to all, TCSR D organized Vision 2020 Eye camp at Devpara Village, Health and safety awareness program at Hamusar and Devpara, Eye camp and general medical checkup at Hamusar and Devpara in collaboration with Dwarkadish Eye Hospital, Arambhada. About 180 patients were screened at Devpara and 130 patients at Hamusar for eye ailments.



With a view to create awareness and increase the levels of education in and around the villages in Okhamandal, TCSR D started various activities in education.

Also education classes for adults' especially illiterate women and kids were started in villages like Devpara, Hamusar, Bhimrana, Makanpur and Shivrajpur. To run these classes lady volunteers has been appointed from the same village itself with a view to generate employment for her.

Further, to bring about overall development of children in school events like Sports day, drawing /essay competitions & Health sessions were being conducted in schools of Devpara and Hamusar.

## Red Ribbon Express Arrives at Okha

The Red Ribbon Express (RRE) Project, conceptualized by Rajiv Gandhi Foundation, is being implemented by NACO as a multi-sectoral project to spread awareness on HIV/AIDS and promote safe behavioural practices. It is a National Campaign to mainstream the issue of HIV/AIDS through a train that will traverse over 9000 kms during the year, covering about 180 districts/halt stations and hold programmes and activities in 43,200 villages. The concept is a broad based multi-media, multi-sectoral mass mobilization project in the country to make it a holistic and comprehensive campaign to mobilize people's movement against HIV/AIDS.



The project aims to promote a multi-sectoral effort by which HIV/AIDS could be mainstreamed within the context of overall socio-economic development rather than merely as a medical/public health issue.

The focus is on youth groups, women self help group members, adolescents/student community from schools & colleges, PRI members, youth in uniformed services and out of school/non-student youth in the community.

The Red Ribbon Express arrived at Okha on October 9, 2008. TCSR D Mithapur facilitated the outreach activities of the Red Ribbon Express (RRE) in 7 villages namely Bhimrana, Padli, Lalpur, Arambhada, Makanpur, Hamusar and Beyt.

## Babrala

### AIDS awareness week

Creating awareness about AIDS amongst the vulnerable, illiterate, rural populace requires an innovative approach.

Given the dynamics of rural India, a pronged program was developed and implemented by TCSR D for the rural populace of Badaun District in Babrala.

The campaign included HIV/AIDS prevention and awareness activities. Started on 1st December 2008, AIDS awareness campaign was mainly about increasing awareness, fighting prejudice and improving education. It is important to remind people that HIV has not gone away, and that there are many things still to be done.

This awareness campaign began with tagging of the "Red Ribbon" on the employees of TCL and the contractors. A mobile van was organized which moved from village to village spreading awareness on AIDS and the van was flagged off by Mr. V.K. Bhatia, VP Manufacturing, Babrala. A quiz was organized on the same and the winners were awarded with prizes.



The Awareness Campaign also included informing the Aangan Wadi Workers in the presence of CDPO, Gunnour, SHG and Vocational training centre.

One of the very important target for this campaign were the teenagers and the campaign was also done at 5 inter colleges. The campaign covered 55 villages of Gunnour block. There were banners and posters put up at all visible locations. Pamphlets were also distributed to the villagers by village level motivator. Help of Opinion leaders (Village chiefs) was enlisted to ensure participation of villagers. The program was well received and appreciated by everyone.

Mr. V.K Bhatia boosting Health Team



## Divya Drishti Eye Camp

*"Every closed eye is not sleeping, and every open eye is not seeing"*

A biannual Divya Drishti eye camp was Organized by TCSR D Babrala and Gandhi eye hospital Aligarh from 14<sup>TH</sup> Dec'09-18<sup>th</sup> Dec.'09 at Village House. The response was overwhelming, the total number of registration done on the first day was 948. The doctors carried out 208 cataracts Intra Ocular Lenses operations and the beneficiaries were from 127 villages. The support from the volunteers for this eye camp was remarkable. Total voluntary hours contributed 1120 hours, which was well appreciated.



Registration at Eye Camp



Patients operated for cataract

## Haldia

### Vision 20-20

#### **The Right to Sight**

*A healthy India by 2020, or even earlier, is not a dream. It need not be a mere vision in the minds of many Indians. It is a mission we can all take up - and succeed.*

VISION 2020 aims to eliminate avoidable blindness worldwide by the year 2020, in order to give everyone in the world the Right to Sight. This is a global joint initiative of the world health Organization ([WHO](#)) and the International Agency for the Prevention of Blindness ([IAPB](#)), with an international coalition of professional bodies, eye care institutions, Non-Governmental Organisations (NGOs) and corporations. Thus we have joined in the global initiative and are regularly conducting eye check up for primary school children by identifying the children with vision problems and providing medicines and spectacles.

An adult being aware of eye ailments is able to voice his problem, while in child it might go unnoticed. Moreover, in this area, due to the lower socio-economic background, this issue often takes a back seat in the family. This makes the children more susceptible towards eye ailments. It was, thus, it was decided to start the initiative with children. In the months from October to December (2008), preliminary eye check up was conducted at 6 schools covering 513 students and spectacles and medicines were distributed to 12 students. This quarter also saw encouraging participation by volunteers comprising of employees as well as their families, like wife and children enthusiastically coming forward and volunteering for carrying out the preliminary check –up.

#### **Health Awareness Programme**

Health awareness has been identified as one of the pressing needs of the community. CD team at Haldia proactively organized various initiatives for health awareness for the community from time to time.

A vaccination camp for Hepatitis A&B and typhoid was organized by the Swami Vivekananda Seva Pratishthan at the Tata Chemicals Club. The employees of TCL volunteered in helping to organize the vaccination camp.





### **Aids Awareness Program**

*"It is bad enough that people are dying of AIDS. But no one should die of ignorance*

*"Nobody can do everything, but everyone can do something"*, it was with this spirit of camaraderie and solidarity that one and all of TCL, Haldia joined hands and hearts to commemorate the twentieth World Aids Day on 1<sup>st</sup> December 2008.

TCL Haldia marked the World Aids Day, with an Aids Awareness Initiative. The programme was aimed at creating awareness and dissipating the social stigma associated with HIV/AIDS among the truck drivers and transport workers, who are amongst one the most acutely, affected groups in India. The initiative received encouraging support from the senior management and employees. .The event was well attended by the senior management, employees and over 200 transport workers.



### **Innovative Methods of Teaching**

*"The destiny of India is now being shaped in her classrooms."- Education Commission*

This is how the education commission has described the role of quality education in future of our country. We are now transiting to a knowledge society where the quality of education will play a critical role in economic development.

With the objective of improving the quality of education in the schools, training in innovative methods of teaching has been initiated in Halida. The objective was to make the teaching learning process interesting and maximizes the learning of the children.



The training is being provided by the Vikramshila Education Resource Society of Kolkata. The teachers are trained in innovative methodology for teaching various subjects. Use of methods like role plays, storytelling, discussions, and games in teaching various subjects is demonstrated. Teachers are also taught use of creative teaching learning material to enhance the learning of the children. The training also involves a discussion on the importance of primary education, the education system, modern teaching practices and the role of teacher.



The training is planned for pre-primary and primary level. Programme consists of need assessment of the school before training, the training in innovative methods in two phases, visits to other model schools, and monitoring and evaluation after the training. A 5-day training session for three phases have been imparted to 20 teachers of 4 primary schools. A 4 days interactive session was also held with the Vikramshila trainers and teachers who had undergone the training previously.

The response to the training has been overwhelming. The teachers are enthusiastic and eager to learn the new methods. The response of the students to the new methods also has been tremendous. The routine classes have become much more interesting and the process of learning has become fun.

## Book Bank

*"A dollar put in a book and a book mastered might change the whole course of a boy's life", Henry Ford once said.*

No child should be deprived of education, with this spirit the Book Bank has been started in Haldia. The purpose of the book bank is to remove resource barriers by providing books to needy and meritorious students.

As the name suggest, book bank is a bank of books recommended in the course curriculum of a particular school. A Book Bank committee, consisting of students and teachers has been formed in the schools. The students are provided with set of curriculum books at 10% of the price, the remaining cost is born by TCL. The students return the books at the end of the year.

The book bank is functioning in 3 schools now and so far 479 students have benefited from it. The initiative has received good response. One of the schools authorities, seeing the purpose and response to the initiative have provided the books to students who could not be covered by the book bank



## ENVIRONMENTAL CONSERVATION-

Earth provides enough to satisfy every man's need, but not every man's greed."

### Mithapur

#### Coral Reef Project

As a part of the Mithapur Coral Reef Conservation Project, a belt transect was organised at the Mithapur reef with the active involvement of the TCL volunteers for the assessment of the reef biodiversity.

Marine biologist from the Wildlife Trust of India introduced the 14 TCL volunteers to the belt transects methods to assess the density and diversity of corals and other associated reef biodiversity. Seven species of hard coral were recorded during the transect.



#### Whale Shark Day Celebrations

Whale Shark Day celebrations were organised at Porbandar November 27, 2008. Around 950 students from different schools of Porbandar district participated in the event. The aim of the event was to sensitize children on the issue of Whale Shark conservation.

An inflatable life –sized model of the Whale Shark inflatable was towed along with the procession through the main streets of the Porbandar city. The chants of 'Save the Whale Shark' and 'Whale Shark the Pride of Gujarat' by the school students



resonated in the streets. The celebrations also included a street play that emphasized the status of the whale shark as the daughter of the fishermen community, portraying the unfortunate *past* and the thriving *present* for the whale sharks along the Gujarat coast.

The Forest Department awarded compensation cheques to fishermen who had lost their nets while releasing trapped whale sharks - an initiative to encourage more voluntary releases. Miniature model whale shark mementoes were also presented to individuals who have contributed to whale shark conservation through its rescue and release. The event also saw the launch of the report "Turning the Tide" which captures the efforts, as well as the local and international successes of the whale shark campaign. The celebration was actively supported by TCL others from India met to deliberate and endorse the work plans and suggest ways to improve and globalize the Whale Shark conservation efforts.

Representatives of the Gujarat Forest Department and TCL, who are also partners in the project, also participated in the meeting.

### **CHEERS WE SAVED ONE MORE LIFE!!!**

The 'Save the Whale Shark' Conservation initiative of TCL, has contributed significantly towards increasing the awareness about, and empathy towards the largest fish in the world.

The following News item in published in daily newspaper, 'Divya Bhaskar' tells us yet another incident when a Whale Shark, caught in the fishing nets, was released back into the waters, by fishermen.

"In the sea near Mangrole port, a giant Whale having the length of approximately 22 feet and weight of 4 Tones caught in the net of a fiber boat 'Harsiddhi Sagar' belongs to Shri Hiteshbhai Bavabhai Hodar (Boat No. VRL-13441). This happened at about 9 O'clock in the morning when the boat laid its net 15 Nautical miles away from the shore.

For rescue operations, crew members informed the owner and Mr. Ramjibhai Gohel, Chairman of the Fishermen Co-operative Society. Mr. Gohel in turn informed the Forest Department about the incident.

After two hours of hectic rescue operations, the Whale Shark was finally released into the sea unharmed.



### **Whale Shark & Coral Reef Projects Scientific Advisory Council Meeting**

The first meeting of the Scientific Advisory Council (SAC) for the Whale Shark and Coral Reef Recovery project was held at Porbandar on November 26, 2008.

Five international experts from across the world and



## *Other Activities:*

### **Sports Day celebrated on Children's Day**

Children's Day is to celebrate "childhood". We celebrate Children's day on occasion of Pandit Jawaharlal Nehru's birthday. Children win over our hearts with their angelic eyes and innocent smiles. It makes one realise that maybe that's the way God wanted us to be. Children are like the buds in a garden. Children are the real strength of a country and the very foundation of society.

Taking this thought forward, Annual Sports and Children's day was celebrated with the school students at Nagliya kazi primary school. The day started with Prayer and P.T from the children. The games which were played were Biscuit, Chocolate, Skipping, Sack, Namkeen race for the students of class I to IV. At the end of the day students recited poem, story telling, and Prizes were distributed.



### **Children's Day Celebration at Haldia**

*Childhood is the world of miracle or of magic: it is as if creation rose luminously out of the night, all new and fresh and astonishing.*

This magical world was brought to life by the children themselves in the drawing competition organized in September. This was the first phase of the programme planned for the children's day celebration. The line-up of events includes other competitions like drama, debate singing etc. The event was a roaring success with the children, with over 400 children from 4 primary schools taking part in the competition.

This years 14<sup>th</sup> November was a special day for us at Haldia. This time *TCL, Haldia* organized children's day celebration on 14<sup>th</sup> of November in four primary schools. The purpose was to provide a plat-form where they can show their talent. We have organized Recitation competition, Quiz Contest and Singing completion. It was one of those moments when you are bound to get emotional. They were like a talent pool. Although there are constraints but still they have a burning desire to excel in their life. *There were competitions, there were prizes.... but at the end of the day, "Humanity" won on that day.*



There were about 500 students present on that day. They have all participated in various competitions like recitation, singing & quiz. Energy level among them was great. *we have provided them "The best chemical solution --- called Happiness"*, on that day. The employees, who had voluntarily participated as judges, also got very much involved. They went down memory lane...with this "Bunch of talented Kids".

This kind of event will surely help us to create a strong societal base.

*It will create "Win-Win situation" for all of us where we will develop as an organization along with the development of the talented future generation, where from we will get our required human resource for the future.*

*"Some see a hopeless end, while others see an endless hope."*

### **Volunteering Initiatives**

Tata Chemicals as an organization has always been as committed to the cause of social responsibility as it has been to its business interests. This organizational culture of commitment to the community is lived and practiced everyday by majority of its employees and one of the ways they do it is by volunteering for various community development initiatives.



Haldia has always seen voluntary participation from its employees in its various community development initiatives. This year we also saw the response from the spouses of the TCL employees. Encouraged by the volunteering publicity campaign, the housewives rose up to the call and have been actively participating in the community development initiatives.

Caring is the second nature of women. In their roles of mothers, wives, sisters etc, women are the personification of virtues like patience, empathy and care. Every woman is a teacher and a mentor. So, a woman volunteer

brings with her all these qualities. It is also easier for children to warm up and respond to a lady, because he identifies her caring nature.

With more and more housewives volunteering for visiting villages, schools, helping in creating health awareness programmes etc, the CD initiatives have received a new boost. They have taken up the activities like Vision 2020, where teams of women volunteers visit schools and conduct preliminary eye tests of students. The health awareness initiatives have also seen tremendous participation from housewives in the skits and awareness campaigns.



With the participation of housewives as volunteers, the culture of social responsibility has transcended the boundaries of the organization and is increasingly becoming a family value.



*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 there is a request to all to JOIN HANDS FOR BETTER TOMMOROW.*