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TCSRD Round Up



Coral Reef Conservation Project, Mithapur

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Eco club program

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My Opinion



Alka Talwar Head -CSR/Sustainability, Tata Chemicals Ltd

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Interschool meet organised at Haldia:

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TCSRD Partner's View



Father Titus Mandy Director. Prerana Samajik Seva Kendra, Navjeevan Trust - Bhimrana.

Prerana Samajik Seva Kendra-Navjeevan Trust, Bhimrana serves 42 villages of Dwarka Block, in Jamnagar District of Gujarat through various developmental activities. A group of committed catholic religious personnel with the volunteers are assisted by project officers

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Sustainable resource base

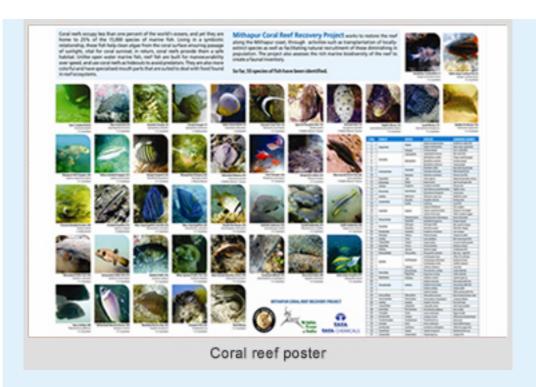
Nature conservation Program

Coral Reef Conservation Project, Mithapur

Corals are an important component of the marine ecology as they shelter and sustain a diverse form of marine life. Work on monitoring of the biological parameters and the marine biodiversity at the Mithapur reef continued during the reporting period. A new species of sea snake -"the ORNATE Sea Snake", was recorded.

Eco Club Program

A "Chintan Shibir" for ECO Club volunteers was organizedat Neelkanth Forest on DwarkaBeytlsland to review the ECO Club program and plan activities for the year 2013-14 for Mithapur. 82 employee volunteers attended the brain storming session and came-up with suggestions and schedule of activities.



A poster on the 'Reef fishes of Mithapur' has been designed and printed and is ready for release. This is the second in series, the first being the poster on 'Hard Corals of Mithapur reef'.

Save the Whale Shark Project, Mithapur

Four Whale Shark rescues were reported during the month of September '13. A total of 376 Whale Sharks have been



Chintan Shibir - Mithapur

Tree plantation programs were organised at Surajkaradi, Shivrajpur, Vasai and Bhimrana schools and a beach cleaning program was organised twice with the support of teachers and students of the Tatakem DAV School at Mithapur. The DAV students were also introduced to the marine life of Mithapur and the endangered marine turtles during these sessions. More than 125 students participated in the programs.

rescuedsince the inception of the project with 61 rescues being under the new self-documentation scheme.

Survey for review of the Whale Shark self-documentation scheme was completed. Self-addressed post cards with questionnaire on Whale shark pup sightings were designed and have been printed in 4 different languages for distribution along the West Coast of India. This program is expected to help capture information on Whale Shark pup sightings.

The second satellite tag was successfully deployed on a whale shark near Sutrapada coast on 27th December 2013. The purpose of deploying this satellite tag is to monitor the movement of the whale sharks in our coastal waters and understand their migration and foraging biology better.



Beach cleaning by eco club students

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A field study visit to the Momai forest was organised for ECO Club volunteers to study indigenous flora and avi-fauna. The volunteers also undertook a flora survey and mapping of the endangered Gugal and other rare plants in the forest.

A total of 18 awareness programs cum knowledge sharing sessions on environmental issues and biodiversity conservation were organized for employees and their family members, ECO Club students, teachers and SHG members on topics including Global Warming; Climate Change; the Biodiversity of Okhamandal; Indigenous flora of Okhamandal, Snakes of Mithapur; endangered marine turtles of Okhamandal; coastal ecosystem conservation etc.

International Coastal Cleanup Day program

A team of 50 TCL employees, including senior management officials, participated in the International Coastal Clean-up Day program organised by the Marine National Park Dept. at Dwarka. Personnel from the Indian Navy, Indian Coast Guard and the State Forest Dept. also joined the coastal clean-up awarenessrally and helped in cleaning the Sunset Point beach at Dwarka.





At Haldia too, 60 students from three government high schools participated in the awareness cum sensitization program on "Green Friendship in Scientific Context". The program sensitized children about water scarcity and different ways to harvest water. Issues related to bio-diversity, global warming, and pollution control were also discussed along with the demonstration of various solar products during the session. After the session, the eco club students came up with interesting "Water Harvesting" models. Overall, the session was very useful for the children as they got opportunity to interact with experienced faculties.

Carbon Neutral Village Project

Site visit to the project sites of SAMUHA, an organisation around Koppal city in North Karnataka was organised to study their Carbon Neutral Village program and understand the various activities being



International coastal cleanup day program

Rural Energy

Energy efficient stoves: 33 energy efficient (EE) cooking stoves were constructed at Haldia, adoptingKalyani University (West Bengal) model of the EE chullah.

Low voltage solar based fencing: 65 farmers from 17 villages of Okhamandaltaluka have installed solar fencing to protect their field from wild animals. 1200 acres have been protected so far through this fencing as farmers are very satisfied with the result.

Water Management and conservation

Gomati Dam Channel renovated last year has helped irrigate 628 acres of land of 103 farmers as a result they could now grow crops in all the three season which is monsoon, winter as well as summer season. Two farmer groups of 11 members each has been formed to provide agriculture development inputs and water saving techniques like sprinklers, drip etc. 10 sprinklers have been provided to both the farmer group. These groups have also been

carried out by them to address the Climate Change and carbon reduction issues.

Post the visit, carbon neutral village program has been initiated at the Poshitra village, Mithapur. Social survey of the first cluster of 100 households along with GPS mapping has been completed. Based on the survey results and the inputs from SAMUHA, future course of action is being finalised.

Mangroves Plantation Project

Mangroves are an important component of the coastal marine ecology and they help sustain a wide spectrum of marine creatures and birds. Work on establishment of mangrove nursery at Arambda salt works was initiated along with the removal of "Entromorpha" algae at the Rukshmani Creek site mangrove plantation at Dwarka during the reporting period. Regular surveys were carried out to record the waterfowl population at the plantation site.

Marine Turtle Monitoring

Work on monitoring of marine turtle nesting and mortality at six sites along the Okhamandal west coast continued during the reporting period. A total of 13 dead turtles - 4 Olive Ridley and 9 Green turtle - were reported at the Kala Tul, Mithapur and Sagardambeaches. Nesting of turtles was also reported along the Okhamadhicoast and at Sagardambeach.

linked to Agricultural Technology Management Agency (ATMA), a government agency to disseminate technology at the district level through SREP (Strategic Research and Extension Plan).

Drip Irrigation

Water saving techniques like sprinklers was adopted by 28 farmers covering 140 acres of their land. Drip irrigation was adopted by 3 farmers for horticulture and vegetable crop. 14 sprinklers were given to SC farmers helping irrigate their 70 acre land. With the support of Gujarat Green Revolution Company (GGRC), 52 farmers got sprinklers to irrigate 240 acres of their land.





Rescue of the stranded green turtle at the Sagar dam beach, Mithapur

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Sustainable livelihood

Under the farm based initiative, to demonstrate improved ways of agriculture production that would lower input cost and give higher output, 65 farmers were trained on System of Rice Intensification (SRI) and cultivation of sunflower at Haldia. Good quality seeds and fertilizers for paddy and sunflower cultivation were provided to further improve the agriculture produce.

At Haldia, TCSRD has started animal husbandry program for families which are dependent on cattle for their livelihood. Two animal husbandry camps were orgainsed in two villages, where vaccination and health treatment was provided to 250 cattle. TCSRD is also generating awareness for artificial insemination of cattle for improving progeny of cattle in the area. The program is being done with support from the Sutahata Block Animal



At Babrala, this year a new variety of Banana (G9) was introduced. Following the four days training program on banana cultivation by Indian Institute of Horticulture Technology, NOIDA for TCSRD staff and three farmers, around 1000 plants were purchased and planted. 80% survival rate was observed as they were tissue culture based plants.

Husbandry Department.

Under the nonfarm livelihood program, skill development training in four trades viz mobile repairing, electrical repair and fittings, computer hardware and repair of AC/ Refrigerator was initiated at Haldia in collaboration with Jan ShikshanSansthan.



At Mithapur, 28 youth were sent to Dalit Shakti Kendra, Ahmedabad



Another initiative to promote horticulture especially vegetable farming among the SHG members was started at Babrala. In the first phase of this program, TCSRD provided 25,000 vegetable plants sapling at 20 paisa to the members which were grown in a controlled environment at the demonstration site of the TCSRD. Low tunnel poly house technique was adopted to grow these saplings.

for three months certified course on stitching, beauty parlour, videography, photography. At Mini ITI Rajkot & Rishi Weld tech, Baroda 13 youth were sent for 45 days technical training course in electrical, welder, fitter, mobile, refrigerator & vehicle repairing etc. TCL quality team assessed 62 youth trained by Navjeevan Trust, Bhimrana. It was found that 80% of the youth from the group have got employment after finishing their course.

At Mithapur, under REDP training program, 3 general trainings on entrepreneurship were conducted covering 90 youth.

The eight clusters (Bandhani, Block print, Jute, Rexene & Leather, Clay work, Bead work and Paper bag) operating at Mithapur continued its production and sales through local market, exhibition and Okhai store.





At Mithapur, under the agriculture development program, KRL seeds were provided to 25 wheat producing farmers instead of GW496 type, as it gives high yield by using less water.

Exposure visit for 11 farmers was orgainsed to Khambhaliya, Jamnagar and Hapa oil mill & market yard. As a result of this visit, these farmers have started selling ground nut oil directly at the market yard of Khambhaliya on the rate decided by govt. They are very happy with this direct market linkage as they got more for their produce compared to what they use to get by selling it to the middleman.



Training Course in collaboration with Labournet organisation

mobile charger Seeing the demand and need, а production/repairing along with mobile repairing training program started this year at Babrala. During the feasibility study, it was found that there is a huge scope for mobile charger production in the surrounding area of Babrala as around 10000 mobile chargers were required every month as lot of them got spoilt due to voltage fluctuation in the area.

Entrepreneurship Awareness Camp (EAC) camp was organised at Babrala in partnership with Entrepreneurship Development Institute of India (EDII). 56 students who participated in the camp got an insight about the various facets of entrepreneurship as an alternative career option.

After a rigorous process of selection, 150 youth were selected for the seven days marketing and retail management training program. 85 students from the group got employment at Shiv Shakti Bio Technologies Ltd., Roorkee District, Haridwar and Eureka Forbes Limited, New Delhi immediately after the completion of the course. This training course was done in collaboration with Labournet



Trellis demonstration was done in three villages Goriyali, Mevasa and Vasai. By using this technique where the creeper vegetables are grown with the support provided by bamboo from all the four sides.

3 polly houses of 200sq.mtr were constructed at Vacchu and in Varvala. This has helped in providing good quality vegetables to 3 farmers.

Different activities like advisory services, animal health check up at the door step by para vets (pashupalak mitra) and vaccination, breed improvement and provision of balance nutrition for animal growth were provided under this program with the aim to increase milk production. Artificial Insemination centre has been a big success as, till date 7719 animals have been treated at Babrala.

imo hammy course was done in conaboration with Eabournet organisation.

At both Babrala and Mithapur, Uday- rural BPO has provided employment to 245 youth (35 at Babrala and 210 at Mithapur).

At Mithapur, UDAY Foundation continues to deliver wide range of low-end to high-end services. These include customer support to Tata Teleservices, Tata Sky, Tata Chemicals (chem. connect), and MEA (Passport helpline).

35 youth employed at Babrala are getting business through a new partner "Rural Shores". Here, they provides support to MEA (DIN number) and attend to NSDC calls.



Training Course in collaboration with Labournet organisation

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Improving quality of life

Health

TCSRD, Haldia organized an anemia camp for the adolescent girls and women at Kumarchak area. During the camp, blood samples were collectedand examined. 40% of the women and girls who came for the camp were found to be anemic. The doctors held an interactive session and gave them iron supplements.

A blood donation camp at TCL, Haldiawas organised, in which 52 donors donated blood. At Mithapur, four dental camps were oraganisedin Ghadechi, Arambhada, Devpara and Bhimrana. 180 people were treated and given medicine in this camp.





During this quarter, one eye camp each was orgainsed both at Haldia and Babrala. At Haldia, 160 people eyes were tested by medical team from eye hospital. 85 were provided with spectacle and medicine while 18 patients identified with cataract were operated at the eye hospital.

At Babrala, with the support of Gandhi Eye Hospital, Aligarh, 11 camps were organized in 11 core command villages (Baghau, Baghau Ki Madhiyan, Mehua Hassangani, Mehua Ki Madhaiyan, Kail, Kail Ki Madhiyan, Noorpur, Panwari, Dadpur, Lodhi Nagla, & NagliyaKazi). 412 patients were registered and out of which 60 patients were selected for operation. The operation will be done at Gandhi Eye Hospital, Aligarh in the coming guarter.

The mobile clinic services at Babrala continued as per the schedule. Antenatal and postnatal patients and infant vaccination



At Haldia, an INTER-SCHOOL MEET was organised with 8 government high schools to provide platform to the students to showcase the academic talent and skills. During the Intra School program there was participation of approximately 800 students in different programs like the debate competition, extempore, elocution, singing and dancing.



The preliminary round was held at the school level. The winners from the school level represented the final round at the inter school level. The winners were given the title "School of the Year" in the award ceremony.

were given prime importance. The expecting mothers and infant identified by the ASHA and field coordinator were regularly motivated for the checkup and vaccination. The patients with gynecological problems were provided immediate attention. This quarter, 3182 vaccinations (815 Pregnant Ladies & 2367 infants of 0-2 years) were administered in 85 Mobile health clinics organized in 40 Villages.

An eye camp was orgainsed at Okhamandal for 125 SHG members involved in Okhai handicraft. AIDS Awareness program was also organised to mark the World AIDS day on 1st December. 300

truck drivers participated in the program at the Truck Association. This was done in association with Sarvoday Mahila Mandal, a NGO at Okha

Education

At Babrala, a career resource center has been started at the village house, to support children sitting for the All India level Jawahar Navodaya Vidyalaya's entrance test. 2 students out of 15 from the core command area cleared the district level written entrance exams of Navodaya Vidhyala through coaching classes of TCSRD. Apart from this, the center also holds the coaching classes in maths and science for the Polytechnic Exam for the students of classes 9th to 12th. On the request from the community, coaching classes for the entrance exam for the police has also been started. The awareness about these classes was done through contact programs and through word of mouth.

175 parents from Okhamanda Ivillages, participated in one day education workshop. Information on various education initiatives was given with the aim to motivate school dropout to continue their education.

6 adult education classes conducted for 120 women from Mithapur till September 2013. These classes have helped in increasing the enrollment of children in school as they have stated to realize the importance of education in life.

12 SNDT classes for 305 drop out girls were initiated in different villages of Okhamandal. TCSRD continued to provide support towards transportation, scholarship and stationary.

Under the LAMP program, AIF and TCSRD with the support of its partner's organizations expanded the work for Strengthening School governance in 530 villages. Two new partner organisations, UNNATI and Shikshan and Samaj Kalyan Kendra (SSKK) have been included in LAMP programme from December 2013 to work in Kutch and Amrali district respectively. After getting trained on different aspect of Learning Enrichment Program (LEP) and preparation of School development Plan with support of SMC, 153 SDP have been prepared and out of which 120 have submitted at the concerned level. The learning classes for children were also expanded around this time, and planning was done to bring them into a structured learning program, as per AIF's LEP model. Currently, 3770 children are covered through 91 LEP class in 7 blocks from five districts. Four block level SMC federations have been formed in the blocks of Sayla, Chotila (Surendranagar), Mahua (Bhavnagar) and Danta (Banaskantha) due to the intensive

efforts of TCSRD, AIF and its partners during the reporting period. These federations have been formed to prepare an enabling environment for promoting elementary education and to provide handholding support to SMCs and teachers to improve the status of school governance.

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Infrastructure support

Drinking water: Drinking water pipeline network system completed in 23 villages of Okhamandal, providing drinking water tap connection to 3140 households. Under the Coastal Area Development Program (CADP) Phase – 2, new projects have been approved. It will provide drinking water to 7 villages of Okhamandal and 8 villages of Kalyanpur. Pani samitties have been formed for proper management of the program.

Empowerment

7 SHG received bank loan Rs.5.75 lakh from HDFC Bank. The members used it for various purposes like house repairing, purchase of boat for fishing, for purchasing buffalo, for starting a grocery shop, for construction of sanitation unit, for buying sewing machine, rickshaw repairing etc.





Improving quality of life - Drinking Water

In Vadivistar villages of Okhamandal where the networking water pipeline connection was not possible, 195 roof rain water harvesting structures of 10000 litre capacity were made. Wells were renovated in Vachu, Gurgadh and Charkala villages as they were the only source of water in these villages. Borewell was constructed in Gorinja and Shivrajpur. Mojap, Dhrasanvel, Padli, Hamusar, Khatumba, Batisa and Poshitra villages also got the water pipeline connection. Cattle trough, drinking water facility for cattle's was also constructed in Padli, Bhimrana and Mojap villages.



SHG Group Meeting

100 SHG members from Arambhada, Okha and Dwarkawere trained in gender sensitization, leadership, SHG formation and account record keeping. Apart from this, the members were provided information on banking scheme, national pension scheme, Government scheme, widow pension scheme, adult pension scheme, education scheme, value of education, save environment, women farmer group linkage with ATMA agriculture project through various awareness programs. Ms. Ramiben shared her experience with 200 bank officers at the HDFC bank financial literacy program.

30 SHGs women after getting technical training in making of coconut fibre article started their own group enterprise from the revolving funds of their SHG group. The group has now started selling their product in the local market, NABARD exhibition and religious place and OKHAI handicraft centre.

44 SHGs member started individual enterprise like beauty parlor, sewing work, animal husbandry, grocery shop, readymade garment shop, Bandhani work and fisheries.

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My Opinion

Corporations as Social Organisations



Alka Talwar Head - CSR/Sustainability, Tata Chemicals Ltd

The current Companies bill 2013 has suddenly put CSR on the top of management agenda. Every person and every organization is discussing what it means to an organization and what are the changes, if any, that needs to be brought about. In order to understand what it entails it is important to reflect on what does Corporate social responsibility or CSR mean. CSR is a broad and evolving construct that is essentially about the relationship of an organization with society. It is complex in its character and has evolved over time. Starting with a concerned organization that was essentially paternal in nature to its current state where it is essentially the way an organization does business.

With the society increasingly becoming a CNN type of society that puts organizations right inside the media glare, issues are becoming more global in nature as compared to only small local concerns and increasing randomness of risks and threats to an organization, all of these three are putting Corporate Responsibility right in the middle as a central theme to business growth.

Typical actions on corporate responsibility by various organization include: responsible/ethical sourcing, environment friendly/ sensitive manufacturing facilities, product design and production, reduction in energy use, emission control and active participation in social projects. It is assumed that the organization structure, the managers and employees are aware of and can implement the policies and procedures. This assumption would however be a leap of faith as a large chunk of employees are unaware of sustainability and corporate responsibility issues beyond their immediate work.

How do you enable employees to learn about sustainability and

What are the characteristics of CSR and what does this include? While we can continue to create a laundry list of all the elements the comprise CSR, I would say that it essentially has three main components: The first one being about leadership: That is, the need to do good, and the right thing along with having a long term vision that reflects not only the growth of an organization but also how it will impact the world in future.

The second aspect of CSR is the concept of inclusiveness. This includes an approach that considers the growth and development of all sections of society that are either impacted or influenced with the growth and advancement of the organization. Being inclusive and having a long term vision in a sense need to complement each other.

The third point concerns the extension of sphere of control to sphere of influence. It means looking beyond what one can physically do to what one can potentially influence and change for the benefit of society.

So what has changed over time? While the basic three parameters still hold good as these are the things that drive social responsibility, and have been used over time by responsible organizations, there is now an even higher belief that organizations can and should pursue more active strategies to achieve sustainable solutions to social and environmental concerns. This is because, across the world, the resources that business organizations have and the kind of power that they are able to wield have the potential to make a major contribution to development. This fast growing expectation from people and society is clearly stating that not only should you account for your own impact on corporate responsibility? Learning about sustainability is an organization wide necessity not restricted to discussions by leaders and senior managers but is permeated across each and every level. It is about collaborative approaches that are cross functional spreading across the full range of business functions. It includes opportunities for employees to gain experience of sustainability initiatives and finally, integrating all the different parts into the learning strategy of the organization.

Summing up, the changing paradigm on corporate responsibility puts the onus on organizations to be more transparent on the business processes and decisions, to have highly sensitized employees and to ensure that responsibility is a central theme that is embedded across the organizations and is the way of doing business.

society and environment in the way you do business, but also actively contribute to make both of these better than before. For further information : Alka Talwar at atachemicals.com or Poonam Sachdev at psachdev@tatachemicals.com



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TCSRD Partner's View



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Prerana Samajik Seva Kendra works with a vision of establishing a just, humane, peaceful and eco-friendly society. Its mission is to work for the integral development of the poor through a process of

Prerana Samajik Seva Kendra Navjeevan Trust – Bhimrana has undertaken various social activities in 42 villages of Dwarka block such as women empowerment programme, remedial school, rehabilitation of the disabled, technical training center, care and support to HIV/AIDS, Back to Safe and Normal Life (BSNL), daily bread program, scholarship program for student, vocational training center for the disabled, counseling centre, Prerana Security Training Center, Badhte Kadam youth training program, Prerana Aajivan Suraksha Scheme (PASS)

Prerana Samajik Seva Kendra Navjeevan Trust started Badhte kadam program in Dwarka block in partnership with TCSRD. It aims at building skill of the youth of Dwarka block by providing them training and making them employable.

In the last three years, 525 youth have been provided skill development training. The project made an impact in the lives of 376 youth as out of 525, 376 youth got jobs and 53 students went for higher education.

Partnership with TCSRD has been very useful for the youth, Navjeevan trust and also TCSRD as through this partnership we all empowerment and right based approach.

have been able to extend the maximum support and help to the poor people who are needy and deserving.

Prerana Samajik Seva Kendra believes that the common good is fostered, only if human rights are protected and basic needs are met. Every human being has a right to life, the fundamental right that makes all other rights possible. Mental well-being and good quality of life, is the right of every human being. Prerana Samajik Seva Kendra-Navjeevan Trust aims to reach out to as many deprived people as possible, to change their lives for the better, ensuring better life opportunities.

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