

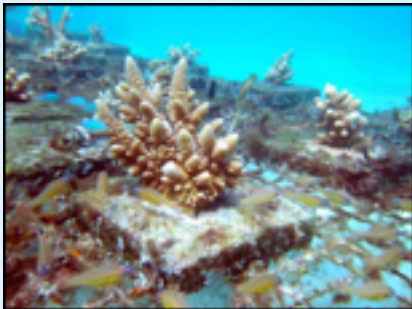


WE CARE

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TCSR Round Up



Creating Sustainable Resource Base

Coral Nursery

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[Read more](#) ▶▶▶

My opinion



Vivek Talwar
*Vice President-
 Business excellence
 and organization
 Tata Power*

Contributing to an article on CSR, Community Development or Sustainability for Tata Chemicals is a bit like sending coals to Newcastle, because there are a lot of best practices in these fields that Tata Chemicals is a proud owner of, and also because I cut my teeth on CSR from this esteemed company many moons ago, and therefore, I have taken a huge amount of



Rural Energy

Bio-Gas

To boost the existing clean energy drive at Haldia, 90 energy efficient cooking stoves were constructed this quarter in the surrounding villages, making a total of 201 cooking stoves in 2012-13. Two bio-gas units have also been constructed in Manirampur village to promote the same cause.

[Read more](#) ▶▶▶



Building Sustainable Livelihood

Mulching Water Melon

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[Read more](#) ▶▶▶

my learning from my stint in Tata Chemicals.

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TCSR Partner's View



*Udayan Modhe,
Business Head,
Rishi Technical
Services*

An ad campaign is carved in my memory for almost 2 decades; it narrates social activities carried out by a "Tata Group company" and end with that sentence "..... We also make steel". We all Indians grow up with sense of respect and gratitude for "Tata" name; since we are touched by this name at some point of time in life.

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Next

TCSR Round Up

Creating Sustainable Resource Base

Dharti ko Aarpan - Nature conservation

- **Coral Reef Restoration Project**

This project was initiated in the year 2008 for the restoration of the coral reef at Mithapur with the financial support from Tata Chemicals. The project implementation work is being handled by the Wildlife Trust of India in partnership with the Gujarat State Forest Dept. 10 new coral culture tables were manufactured at Mithapur and deployed at three different locations at the coral reef, post the required anti-fungal and anti-corrosion treatments. Work on monitoring of the reef biodiversity continued and Yellow fin surgeon fish (*Acanthurus xanopterus*) were recorded for the first time at Mithapur reef. Surgeon fish are indicators of the coral reef health. Presence of three new Flatworms (*Maiazoon orsaki*, *Peronia verruculata*, *Pseudobiceros gratus*) was also recorded during the reporting period. A marine life awareness program was organized for school students and volunteers. The participants

- **ECO Club Program**

The ECO Club Program, along with the indigenous flora plantation program, has been selected as one of the “Good Environmental Practices of Gujarat”. A team from the Gujarat Ecology Commission visited the Bhimrana ECO Club School for program verification and photo documentation. Monthly meetings of ECO Club volunteers were organized regularly during the reporting period. A field study program for survey of a wetland was organized at Chandra Bhaga which was attended by 45 employee volunteers. A training program on “Preparation of Village Biodiversity Register” and an “Animal Education Workshop” were organized for ECO Club school teachers. A total of 52 teachers attended the same. A “Bird watching” session was organized at the Mithapur Inner Sagar wetland. The participants were introduced to migratory waterfowl and identification of the same.

were introduced to the corals and other marine life of the Mithapur reef and enlightened on the need to conserve the same.



Coral Nursery

- **Save the Whale Shark Project**

Whale Shark Rescues under the new Self-Documentation Scheme: After the first rescue on 2nd October 2012 under the new “Self-Documentation Scheme”, the fishermen of Saurashtra have wholeheartedly adopted this scheme and since then, 36 whale sharks have been rescued and released voluntarily by the fishermen with the maximum number of rescues happening in Sutrapada, Dhamlej and Veraval areas. A function celebrating whale shark conservation was organized by the Veraval Office of the Forest Dept. at the Chokshi College, Veraval on 17th December 2012. Students from local schools, colleges and members from local NGOs and volunteers attended. A whale shark film was



ECO Club Training

- **Marine Turtle Monitoring**

Monitoring of nesting activities and mortality of marine turtles at six sites along the Okhamandal west coast continued during the reporting period. Nesting and hatchlings were recorded along the Mithapur coast and at Okhamadhi beach.



screened at this function and a street play based on the new self-documentation scheme for whale shark rescue and release was performed by students and volunteers of the local Fisheries College.

- **Mangrove Plantation Project**

Entomorpha algae removal and mangrove mortality replacement work continued at the Rukshmani Creek site near Dwarka. Around 50,000 mangrove seedlings have been raised at the Arambhada nursery and the transplantation of the same at site shall commence in the second half of January 2013.

At Sundarban, 65000 mangroves saplings of mangroves have been planted making to a total of 1.25 lakhs of mangroves planted in the area. The mangroves plantation has helped in protecting this world heritage from natural disaster.

- **Biodiversity Reserve Plantation Project**

Work on plantation of the endangered Gugal plants and mortality replacement continued at the Biodiversity Reserve Plantation site. Awareness programs on indigenous flora were organized for employee volunteers as also the students. A team from the Gujarat Ecology Commission visited for site inspection and photo documentation in connection with the “Good Environmental Practices of Gujarat” study. Monthly bird surveys were conducted at site on regular basis.



Turtle Hatching

- **Monitoring of birdlife at Charakla Salt works**

Work on monitoring of waterfowl population at Charakla Salt works continued through the period and monthly bird counts were conducted.

For further information : Alka Talwar at atalwar@tatachemicals.com or Poonam Sachdev at psachdev@tatachemicals.com

TCSR Round Up

Rural Energy

To boost the existing clean energy drive at Haldia, 90 energy efficient cooking stoves were constructed this quarter in the surrounding villages, making a total of 201 cooking stoves in 2012-13. Two bio-gas units have also been constructed in Manirampur village to promote the same cause. Both these initiatives have helped in reducing the dependency on fuel wood and have addressed the health problems related to smoke in rural community

At Babrala too, solar energy is being promoted by encouraging people to install solar street and domestic light. A proposal has also been submitted to State Govt, Rural Energy Deptt, Lucknow with support of UPNEDA and Gram Sabha in this regard.



Bio Gas

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TCSR Round Up

Building Sustainable Livelihood

Farm based Livelihood Program

- **Promotion of modern agriculture practices**

Across the three locations, TCSR has been promoting modern agriculture practices by practically demonstrating them on the farmer's plots.

At Mithapur, net house technology in partnership with Horticulture Department, Jamnagar under the National Horticulture mission scheme was demonstrated in Baradiya, Vacchu, Rajpara and Shivrajpur villages. Four net houses of 1000sq.mt were constructed in this quarter in the area where the salinity in land was more and water availability was less. So far, 14 net house technologies have been constructed; it has resulted in increase in the farmer's income. The success of this model has inspired many more farmers to accept this technology.

- 2 units of vermi compost production also started in Kail ki Madhiyan village, Babrala with the expert advice from scientists of Krishi Vigyan Kendra (KVK). The manure produced would be used for both personal as well for commercial purpose.

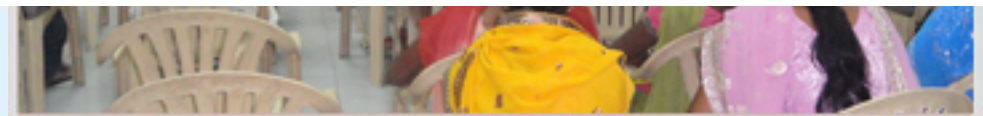




Mulching Water Melon

TCSR-D-Mithapur tied up with Sir Ratan Tata Trust to promote sustainable and diversified farming system. Under this project, training of farmers in scientific method of farming was conducted in this quarter. Demonstration of wheat and watermelon were carried out in farmer's plots at Shivrajpur, Vasai, Makanpur, Ghadechi villages. Mulching techniques was also demonstrated for watermelon crop as a way to conserve water.

At Haldia, under the diversified farming program, sunflower crop was selected for cultivation in winter season as it requires less water. 44 farmers were trained on the sunflower farming and were given seeds thereafter. The preliminary survey shows that the estimated cropping intensity after the sunflower cultivation in winter season would be 158.71% which is 71% more than from the existing one. If the same cultivation pattern is followed in the summer season for the same area the cropping intensity would be



IG-MSME-Industrial Motivation Campaign

Uday

- Rural Shores has been signed up as a prospective business partner with Uday Foundation for extending job opportunities in Mithapur and Babrala. Tata Sky Mithapur had another expansion by 20 seats. 22 new team members have been hired and number of seats in Tata Sky now stands at 100.

- **Okhai and Karzobi**

TCSR-D continues with its endeavour to promote rural handicraft by promoting Okhai and Karzobi. Okhai sales increased by participating in various exhibitions held at Mundra, Porbander, Govardhan, Delhi, Stree Smaaj, Mithapur and Jamnagar. Sales reported for the quarter was approx. thirty lakhs.

For promoting Karzobi, two exhibitions were organized at NAPS colony at Narora and TCL Township at Babrala. At present, 33 rural artisans work from home and get returns for their exclusive handicraft.

Sales figure of Okhai and other clusters

Months	Beneficiary	Sales of Okhai products	Sales of Cluster products

218.98% which is 118.98% more than the existing one.

Also, feasibility of micro irrigation techniques and possibility of designing the water storage structure was carried out under the same program.

At Babrala, laser leveling has been introduced with the aim to increase the agriculture income from farming. In the reporting period, it was introduced to 32 farmers and was done on 38 acres of land. The process involves smoothing the land surface (± 2 cm) from its average elevation using laser-equipped technology. A large horsepower tractors and soil movers equipped with global positioning systems (GPS) and laser-guided instrumentation helps to move the soil either by cutting or filling. The process helps in creating the desired slope/level. This technique is well known for achieving higher levels of accuracy in land leveling and offers great potential for water savings and higher grain yields. By adopting this technology, farmers have accrued following benefits:

- a. A precisely levelled surface lead to uniform soil moisture distribution, resulting in good germination. It helped to improve crop stand and yield.
- b. Laser levelling allows controlled distribution of water with negligible water losses.
- c. Laser levelling improved irrigation efficiency and reduced the potential for nutrient loss through better irrigation and runoff control.
- d. It facilitates uniformity in the placement of seedlings, helping to achieve higher yields.
- e. Land levelling reduces weed (improved water coverage reduces weeds up to 40%), pest, and disease problems.

OCT. 12	201	137851	35580
NOV. 12	166	125178	17525
DEC. 12	223	126699	26200

Empowerment

Community based organizations (CBOs)

- **Capacity building of community based organizations (CBOs)**

Various training program were organised for community based organizations, farmers group's and samities across the three locations.

- A training program on natural resource conservation and pollution & environment management was organised for the members of village and apex committee at Sundarban.
- Training on de-salinization at Sundarban was carried out for 50 farmers. Improved variety of seeds, bio fertilizer and pesticides were also distributed after the training.
- The farmer's group got trainings by the resource person from ATMA (Agriculture Technology Management Agency), Jamnagar. Since the time the group has joined them, they have been providing regular training at regular intervals. The group was also taken to agriculture fair. It gave them exposure to new agriculture techniques and technology.
- 152 farmers from 32 villages of Babrala visited National Agricultural Universities and two farmers fair organized by these universities. They also interacted with the eminent scientists during the visit and got valuable insights on new

f. It results in 3 to 4% additional land recovery and improves operational efficiency (reducing operating time by 10% to 15%).

g. Leads to reduced consumption of seeds, fertilizers, chemicals and fuel

- **Crop Demonstration**

Considering the water shortage at Okhamandal, TCSRDRD introduced three different varieties of wheat which requires less water as compared to the existing local variety. Demonstration of the same was done on farmer land in this quarter. Plans are there to replicate in other plots too after these seed varieties are tested for high productivity by using less water.

- **Group Fencing**

The concept of group fencing was very well taken by the farmer group formed at Poshitra village. The group comprising of 15 members got in together and did group fencing on their 75 acres of land. This apart from protecting their crops from stray animals also helped the group members get benefit from collective bargaining.

agriculture technologies and machineries. They also purchased good quality seeds from the fair.

- **Capacity training of SHGs**

36 training program on gender sensitisation, skill enhancement, AMT covering 735 members was done during this quarter.

Improving the quality of life

Education

- Teachers training at Ahmedabad: 3 days training program was organized for 15 teachers of Okhamandal schools at Ahmedabad Management Association center. New methods of teaching were explained during the training program.
- Learning And Migration Program (LAMP) program for the children of migrant worker was initiated in October. Tata Chemicals Ltd (TCL) and American Indian Foundation (AIF) partnered with Government of Gujarat under Sarva Shiksha Abhiyan program, to provide 84 seasonal hostels for 2390 children (6-14 years) of migrant worker in 5 districts (Surendranagar. Kutch. Banaskantha. Sabarkantha and



NRM Agri Farmers Exposure Visit

- **Ornamental Fish culture**

Seeing the benefit and success of ornamental fish culture started by one of the women group at Haldia, other women groups have also started demanding and wants to start this lucrative business. The net profit generated by the first group was Rs.35,000/- in a period of six months. Currently, 6 new women groups have started the ornamental fish culture.

Fingerlings which were purchased from the Howrah market earlier are now being raised at the brooder tanks set up for breeding, leading to a complete process of the ornamental fish farming being established at the village itself.

The market linkage has already been done with the Howrah wholesale market and retail of the fishes is also done at the local

(Gandhinagar, Patali, Dandakheda, Gadhada and Bhavnagar) of Gujarat. The program would ensure that they attend the local government school regularly even if their parents migrate for few months for work. It will also provide remedial support in learning to children staying in seasonal hostels along with holding learning enrichment classes in selected project villages. The program also entails strengthening of the School Management Committees (SMC) for implementation of the Right To Education (RTE) Act in all project blocks.



Teachers Training AMA

Health

- **Tackling malnourishment at Haldia,**

An ambitious project has been conceptualized by TCSR D Haldia to tackle the most disturbing issue of our country i.e., malnourishment

Haldia market.

Animal Husbandry Program at Babrala

- **Community Animal Health Centre and Artificial Insemination (AI) centre**

Livestock sector has made a significant difference in the livelihoods of large number of poor. The sector supports the livelihood of over 200 million rural poor in India. Livestock is also one of the most important productive assets in Babrala and an insurance mechanism to cope with household related crisis. It boosts rural incomes and help in poverty reduction. Animal Husbandry Development at Babrala has grown significantly. Various initiatives leading to livestock management like Animal Health care & Vaccination, Breed improvement, Balance nutrition and animal advisory services have been undertaken by TCSR. 484 animals from 38 villages were checked and treated in Community Animal Health Centre, while 352 animals from Gunnour Tehsil received treatment at the animal health care and vaccination centre

among children. Recent data claim that India is home to the highest percentages of undernourished children in the world. 48 per cent children under the age of five are stunted (too short for their age), which indicates that half of the country's children are chronically malnourished and hence a major threat to social and economic development.

A report of CDPO (Sutahata Block) revealed that there are 100 cases of severely malnourished children every year. Hence, a survey was carried out at various ICDS (Integrated Child Development Scheme) centers in Sutahata Block to understand the reasons of malnourishment among the rural population.

TCSR has plans to adopt the 1000 days model of CINI (Child in Need Organization) which has an expertise in nutrition and health care of children as 1000 days from conception of pregnancy till 3 year age of children are considered very critical in determining the mental and physical development of child.

treatment at the animal health care and vaccination camp.

Artificial Insemination Centre has also started showing positive results. It has benefitted the rural poor in many ways like through a natural breeding process a bull may be able to impregnate only 50 to 60 cows per year but through the artificial insemination a single bull can be used to impregnate more than 3000 cows. It has also made selective breeding easier as semen from a desired breed of bull can be easily transported to distant places. Semen from even injured or old bulls can also be used to impregnate cows. It has been observed that artificial insemination increases the chances of conception. In this quarter artificial insemination services were given to 1078 animals covering 62 villages.

- **Purchase of Murrah Buffaloes from Jhajjar and Rohtak cattle fair, Haryana**

Haryana has the privilege of being known as the livestock mint of India as it is the home of Murrah water buffalo. In Haryana, the Murrah buffalo keeping has a special role as its husbandry has been the way of life. The Murrah buffalo is originally from Rohtak, Jind and Hisar districts of Haryana and Nabha and Patiala districts of Punjab states of India. The Murrah breed of water buffalo (*Bubalus bubalis*) is the premier milking buffalo and is described as the “Asian tractor” as it is used for milk, meat and work.

Under the breed improvement program, TCSRDR motivated farmers to visit different cattle fair organized by Haryana state Govt. In the last quarter, 19 murrah buffaloes were purchased by the farmers of core command area from the cattle fairs of Jhajjar and Rohtak, Haryana.

Nonfarm based Livelihood program



Mid Day Meal Under ICDS

- **Eyes screening camp**

An eye camp was organised at Manirampur village, Haldia wherein 184 people eyes were screened by a team from Vivekanand Mission Eye Hospital. After the eye check up, 116 rural people were provided with spectacles as per the specifications. The camp also helped in identifying 36 people suffering from cataract. These patients were provided free cataract operation in the eye hospital.



Skill enhancement vocational training

- Training in tailoring for second batch of 24 women completed at Haldia. The ones who would clear the test would be provided with the completion certificate by Usha Sewing School.
- 67 youth from the surrounding rural areas completed the six months long trainings in nursing and hospitality, computer application, mobile repairing, electrical repairing in December 2012. Women engaged with the production of jute bags also got orders of 1000 bags per month from the local market.
- Poultry farming: A survey was conducted to identify the livelihood need of the marginalized population staying in a hamlet of Manirampur village. It revealed that most of the families are landless and are dependent on un-skilled works for daily wages. Seeing their interest in poultry farming, training on poultry farming was organized. 10% contribution from the beneficiaries to develop the farms has also been raised.
- 34 students completed 45 days technical training in electrician and welder in partnership with Rishi weldtech, Baroda
- 21 students were sent for training in masonry, bar bending, shuttering and carpentry at the L&T Construction Skill Training Institute, Delhi. After three month training, one month on the job training at L&T construction sites will also be provided to them in order to give them practical knowledge. During the on job training, the trainees will be paid stipend @ Rs. 150/day. After completing the training program the participants will be successfully placed their respective sectors through sub contractors of L&T.



Eye Screening in Eye Camp

At Babrala too, Divya Drishti eye camp was organised at the Village House. Eye specialist team from Gandhi eye hospital, Aligarh and District anti-blindness committee, Badaun helped in screening the eyes of 1200 patients. Out of this 223 were provided free cataract operation.



Cataract Operated

- **Health facility at Babrala**

- Rs 30 lakhs has been sanctioned for implementation of the vocational training activities in 152 Junior high schools of Sambhal district under the National Program for Education of Girls at Elementary Level (NPEGEL), Sarve Shiksha Abhiyan (SSA). Government of India launched in July 2003. The program provides for development of a “model school” in every cluster with more intense community mobilization and supervision of girls enrolment in schools.

Rural Entrepreneurship development program

- MSME-Industrial Motivation Campaign and MSME-EDP training- To promote entrepreneurship, 67 students participated in the motivation campaign organised by MSME and 23 participated in training by MSME-EDP at Babrala. The objective of this program was to identify and motivate entrepreneurs having potential for setting up Small Sector Industries (SSIs) and to lead them towards self employment.

During this quarter, 595 people were treated in 71 Mobile health clinics in 40 villages and 5452 people were checked and treated in 25 OPD's at Community Health treatment centre.

- **AIDS awareness week**

AIDS awareness week is marked every year at Babrala to spread awareness about this disease. The awareness camp helped to dispel the misconception about HIV/AIDS. Awareness sessions were organised for the transporters, security personnel and labors of horticulture department along with the village community.

- **Health camp for DAV students in Township**

Free health camp was organised for 50 teachers and 1140 students of TATACHEM DAV School at TCL Township at Babrala for 5 days at School premises in November. The students from all the class and entire staff participated in the medical check- up.

- Various clusters like “Saptrangi” badhani cluster, “Sunrise” block printing cluster, “Fashion girl” bead work cluster, “Style” tailoring cluster, jute craft cluster, etc formed at Mithapur to promote group entrepreneurship had good sale during this quarter. Saptrangi Bandhani cluster sold the items worth Rs. 2,66,165/-, “Sunrise block print cluster” sold items worth Rs.71, 515/-, “Fashion girl” bead work cluster sold items worth Rs. 27,960/-, and jute products were sold for Rs. 80,480/-
- At Babrala, along with the present products like Karzobi, honey and incense stick, bandhani has also been introduced. A women producers group has been formed for financing and manufacturing of the products. TCSRDR would continue to provide support to the group by training in product development and in marketing their product.

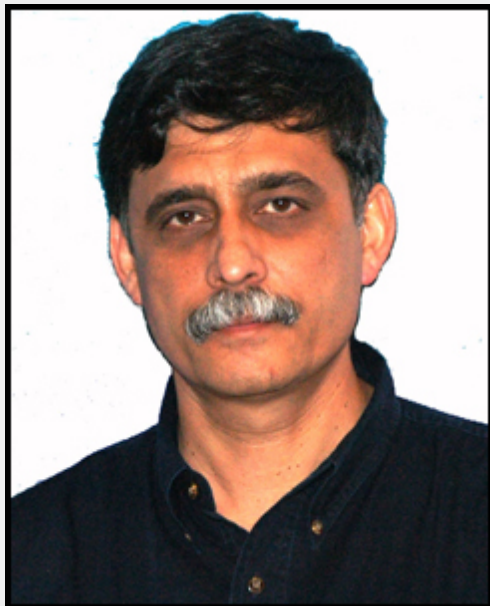


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My Opinion

CORPORATE SOCIAL CONSCIENCE



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There is a crying need for inclusive growth, and we need to have high quality programs that come from a pure ‘partnership’ approach towards regional development. Programs that alter the socio-economic landscape in ways that are breakthrough – that are transformational.

So how does one achieve that? I feel it can only be done by making sustainability integral to the enterprise strategy – not an add-on. In other words, by just having one core strategy – that of Sustainability, which in any case covers the three aspects of social, environmental and economic. The Board must look at the organizations with the lenses of longer term sustainability in a holistic way – not just the quarter to quarter financial performance. Unfortunately, sustainability is such a holy cow these days, that many Boards, while paying lip service to it, do not take the plunge to provide a clear-cut direction that supports deep embedment of sustainability.

Secondly, it should not be just the CSR function / department or the environment function that needs to think about the community and

in Tata Chemicals.

CSR, CD and Sustainability are not just about getting a warm feeling in one's belly because we have done something good for the society at large... it's about doing something that makes business sense, gives us a competitive advantage, makes the authorities take us more seriously, helps us hire the best people to work for us, connects us with the customer more strongly (its often the case that potential employees and customers want to engage with companies that are more responsible). Finally, we would all want to be a *neighbor of choice*. If a new plant were to come up in a new geography, the desired state of any discerning corporate entity would be to reach such levels of excellence in these areas, that the community surrounding the potential site would say "*agar yahaan koi naya plant ayega, toh sirf Tata ka hi ayegaa*" ("if a new plant is to come up here, it will only be a Tata Plant"). Now that's a tough desired state to achieve. For it to happen, our work in these areas must not only be good, but its 'plume' should have travelled far and wide, both in terms of repute as well as impact.

So how does one become a neighbor of choice? According to me, it can never happen merely by being better than the other corporate players. Shades of performance are not the asking rate. And in any case, the general perception of the corporate world is not that flattering. As Arun Maira says in Transforming Capitalism – **"People no longer believe that their land is being acquired for the national interest. On the contrary, they see themselves as being pushed out of the way so that a few people who are already rich get richer. People have given up their properties for dams, roads, factories, power plants only to find themselves homeless on the streets of cities"**. These are not the simpler days of the past.

the environment – all of us, in operations, strategy, sourcing, HR, supply chain, projects – everyone in our organisation needs to have a deep sense of care: for the community, and the environment.

Thirdly, we need to position the right people at the right places in the organization. Our site heads must be people who transcend their roles as mere deliverers of operational performance, and become champions of overall stakeholder understanding and engagement, and deliverers of the sustainability agenda. They need to be enculturised on the fact that just because the PCBs (Pollution Control Boards) and other regulatory authorities have given the consent to build / run our plants, the community (local and the community at large) hold the license for us to operate, and therefore we must be good engagers with the community (personally review community development projects, be there genuinely in their *sukh – dukh*, celebrations, etc). The site leadership must avoid the "us vs them" culture in terms of relations with the community.

Our CSR, Environment and Sustainability personnel must have the ability to design, execute & manage world class projects in an inclusive, participative and systematic manner, and willing to take hard stands and not be defensive. And most importantly, they must be passionate and believers in what they do.

If all this is done, and we build on it year on year, getting better, seeking and sharing best practices from the finest in the world, there will dawn a day, when, asked to speak on the motion of setting up a new plant, the villagers in a remote part of the country will say in one voice - "*agar yahaan koi naya plant ayega, toh sirf Tata ka hi ayegaa*" ("if a new plant is to come up here, it will only be

Natural resources are coming under pressure of over exploitation, community activism has intensified, alignment between global and local anti developmental NGOs is common, regulatory authorities and administration are often not willing to take strong stands, and often the media and judiciary take stands that are 'activist'.

a Tata Plant').

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TCSR Partner's View



Mr. Udayan Modhe
*Business Head,
Rishi Technical Services*

An ad campaign is carved in my memory for almost 2 decades; it narrates social activities carried out by a “Tata Group company” and end with that sentence “..... We also make steel”. We all Indians grow up with sense of respect and gratitude for “Tata” name; since we are touched by this name at some point of time in life.

I remember, on fine day, in Sept. 2011, I received a call from “Tata Chemicals”. The gentleman was very humble, in spite of being from such a big corporate. He told me that he was referred to our vocational training institute – Skills & Careers, by a Govt.

Rishi Weltech is a vocational training institute operating out of Vadodara. We offer short term (45-90 days) vocational training courses for Welders, Fitters, Electricians, CNC operators and few more such specialized skills. We as an institute co-promoted by Industries Commission rate – Govt. of Gujarat, we work on two fronts first being “To address to the need of industry for skilled manpower” and on the other side “To generate sustainable livelihood for Rural/Urban, unemployed, under-educated and/or underprivileged”. Hostel facility for out station students has also been set up as lots of students come from outside Gujarat to our institute,

Till date, TCSR has sent more than 250 students to our institute for training in various trades. Their training fees along with hostel stay and food expenses are borne by TCSR. One thing reflects from interaction with these students is that, they have a great sense of gratitude for TCSR for offering them such an opportunity to develop skills for their livelihood. We always offered them choice of taking up jobs in Vadodara or other places through us. Many of them were offered jobs through us and most of them were provided livelihood opportunity by TCSR.

Department from Gandhinagar. He explained me briefly about the social activities which are carried out through their NGO arm Tata Chemicals Society for Rural Development (TCSRDR). They wanted to initiate a project “Sustainable livelihood for rural underprivileged & under educated youth, through vocational training” and for which they shortlisted our institute as an execution partner. During the entire conversation, I could feel his passion for these activities and I decided to be their partner. He invited me to Mithapur for discussing the subject further, I accepted the invitation and I went to Mithapur for same.

I will not forget the day of visit to Mithapur, as it happened to be my birthday. During my visit to Mithapur, I realized that Tata Chemicals is the largest inorganic chemical complex in the country that produces the highest synthetic soda in the world and is well known for its world-class energy efficiency standards and other aspects such as environmental conservation, community development and safety. I visited few villages along with TCSRDR project coordinators. I could feel that TCSRDR is spending lot of resources in transforming rural lives. I was really touched by seeing these activities of an Indian corporate. I was also introduced to the top management of Tata Chemicals plant. I could feel their passion for working on projects with a social cause, which passes through the hierarchy right up to the gentleman working at the village level.

It is a relationship of just 13-14 months with TCSRDR family but it feels like Shri. Rishi Pathania, Shri. H V Kamani, Shri. Satyen Pandya, Sanjaybhai, Dungarba, Rehanaben are our old time friends working together for the same cause as ours.

We are pleased to inform you that we are empanelled by GIDC and Govt. of Gujarat as a training partner to carry out vocational training various GIDCs spread across the length and breadth of Gujarat. We carry out training programs suitable to fill the skill gaps persisting in those specific GIDC areas.

We are also empanelled by Vadodara Municipal Corporation, as a vocational training partner to execute “UMEED” project for underprivileged, unemployed urban youth.

We are signing a MoU with Gujarat Livelihood Company Ltd. (GLPC- an initiative of Govt. of Gujarat) for offering sustainable livelihood to 50,000 rural underprivileged youth.

We look forward to working closely with TCSRDR, in either these projects or any other projects of their priority. It has been an honor to be associated with TCSRDR.

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