



TCSR

Tata Chemicals Society for
Rural Development

Annual Report 2008-09



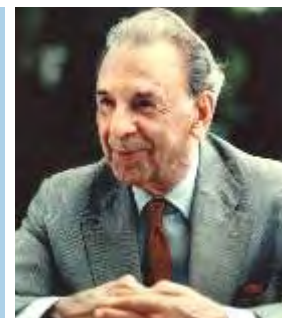
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Introduction

“ Every Company has a special continuing responsibility towards the people of the area in which it is located. The company should spare its doctors, managers to advise the people of the village and supervise near development undertaken by co-operative effort between them and the company. ”

- JRD Tata



The above quote not only illustrates the ethos, but also summarizes the guidelines laid down by founder, Jamsetji Nusserwanji Tata. The facet of the Founder's remarkable breadth of conception was his recognition that, corporate social responsibility was fundamental to India's drive for industrialization, one of his defining tenets being, 'the wealth which comes from the people must as far as possible go back to the people'.

Tata Chemicals Limited (TCL) for last 70 years 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 responsibility but also a cornerstone for the existence of our business and hence has been incorporated in our corporate philosophy. TCL is one of the pioneering corporate sectors, to evolve the concept of social responsibility, established Tata Chemical Society for Rural Development (TCSRDR) in 1970 to share its resources with the communities and geographies within which the company operates its business.

The society's principal objective is to foster development that is sustainable and integrated. Be it helping with natural resource management, livelihood support or the building of a health and education infrastructure, TCSRDR has aimed at improving the life of rural citizens of Okhamandal Babrala and Haldia. Participation of the beneficiaries is vital to the success of the programs undertaken, and it forms the basis of all project designs.

The co-ordinated effort of the motivated team working for TCSRDR across locations has contributed significantly in making 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, TCSRDR

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 at two locations i.e. Mithapur and Babrala is employing 267 employees (60% males and 40% females) and running successfully, the Karjobi project at Babrala - the new addition to the initiative has already started showing profits.

“ In free enterprise, the community is not just another stakeholder in business, but in fact the very purpose of its existence. ”

- JRD Tata



Vision

'To be a centre of excellence that shapes Sustainable development practices and inculcates social sensitivity to enable and empower communities.'

Mission

To promote sustainable development by:

- Becoming a role model for ideation and implementation of sustainability practices through knowledge, application, extension, research and partnerships
- Building capacity of stakeholders
- Innovating partnership development models
- Promoting and institutionalizing volunteerism

Values

- Sustainability: Respecting the needs of all current and future stakeholders. Building capacity of the communities to handle current and future needs effectively
- Care: Respect for human dignity
- Excellence: Constantly raising the standards and striving for competing with standards set by self and others
- Learning: Continuously learning from self and others
- Sharing: Involving all and working together with mutual respect
- Innovation: willing to try out new approaches, encourage experimentation and challenge the status quo

Message from the President

This marks 29 years of 'The Human Touch of Chemistry' espoused by the Tata Chemicals Society for Rural development. The society was established by Tata Chemicals in the year 1980 as a result of Tata Chemicals' concern for the development of its neighborhood, in keeping up with the tradition of the Tata group. We continue to reaffirm this commitment through the "Tata Code of conduct", the Tata Business excellence Model and the Tata Corporate Sustainability Protocol. The proactive commitment for enriching the quality of life of our key communities is embedded through our core value 'Enduring Care' and we call this "The Human Touch of Chemistry".

Our programs continue to contribute towards achievement of some of the targets set by the UN Millennium goals. Significant MDG goals adopted by TCSR are on poverty alleviation, Gender equity and empowerment of women, improvement in child and maternal health, and on ensuring environment sustainability. We aim to touch a million lives through our efforts in the next 5 years

Programs to achieve these goals include establishment of self-help groups, vocational training, rural enterprise development program, establishment of Uday foundation and Okhai center for empowerment. The 'swasthagn' project at Babrala focuses on child and maternal health and on establishing community based organizations that implements and monitors availability of appropriate health care. Our programs under the natural resource management head water management, Dharti Koh Arpan programs, pond management and integrated agriculture growth, not only help in improving household income, but also help in ensuring environment sustainability. Backbone of all our programs is the emphasis on capacity building. We believe that an aware community that has the capability to understand, map and manage its own resources is the key to sustainability.

We are learning and partnering organization and hope to partner with others so as to exponentially increase the reach of our programs. It is our hope that what we build today at TCSR nurtures future leadership towards continuing the agenda of promoting sustainability and ensuring authentic engagement with our communities.

R. Mukundan

President - Tata Chemicals Society for Rural Development





Mithapur

Mithapur, home to the Chemicals division of Tata Chemicals Ltd., lies on the western most tip of the Saurashtra peninsula. It is part of the Dwarka taluka in the Jamnagar district. The most predominant community here is that of Vaghers. Lohanas, Rajputs, Rabaris, Muslims and Harijans are the other communities. The main occupation of the community is agriculture, which depends on the highly erratic monsoon. The economy of the region is also dependent on religious tourism, as Dwarka, Nageshwar and Beyt Dwarka are famous Hindu pilgrim sites of the region. The Tata Chemicals complex at Mithapur is the only major industry here, apart from a cargo handling facility at the nearby Okha port.

NATURAL RESOURCE MANAGEMENT

The main area of concern in Okhamandal region is the unavailability of water for drinking and irrigation. The proximity to sea and insufficient and erratic rains compound the situation of fresh water availability. A multi-fold approach has been taken to address this situation: watershed development that takes 500 hectares of watershed as a unit, improving the availability of water in the villages through deepening village ponds and increasing inflow by diversion channels, creating storage tanks that help recharge water, diverting rainwater into wells to recharge the aquifer, adopting methods to stop ingress of salinity, harvest roof rainwater for drinking and household purposes and creating alternate sources by installing hand pumps, new wells etc.

INTEGRATED WATERSHED DEVELOPMENT PROGRAM (IWDP - DRDA)

TCSR has been the implementing agency for watershed development programs in Dwarka, Khambaliya and Kalyanpur talukas of Jamnagar district. It is the lead NGO for watershed development in these three talukas, since 2005. One of the key elements of the watershed development project is community engagement. Participation of the community ensures that the villagers become real managers and owners of the water harvesting structures.

The project implementation methodology is well-framed as follows:

- Create awareness about the project, its objectives, and concept of participation through village meetings, exposure visits and training programs
- Formulation of village committee with representatives from each community including women members
- Conducting participatory appraisals and creating village action plans
- Training the residents of the village including the village committee members for account keeping, decision making and project planning through implementation of a pilot entry point activity
- Construction of water harvesting structures and initiating down stream activities. Structures include medium water

harvesting structures, small structures such as farm ponds and farm bunds, diversion channels etc.

- Continuous training and upgrading of skills and knowledge as required

During the year 08-09, Rs. 18 lakhs has been sanctioned as grant for watershed development by District Rural Development Agency for 4 villages, namely Bhimrana, Beyt Dwarka, Navidrevad and Dhinki of Okhamandal Taluka. Under the DRDA supported IWDP, at Dhinki village, a new check dam was constructed. The Hussein dada check dam is expected to benefit more than 15 farmers and an area of 30-35 acres. The wells nearby would also see an increase in water level. Revaan Check dam was constructed at Navidrevad in response to the need of villagers with support from DRDA & the Irrigation department.



Bardiya dem

The dam would benefit 22 beneficiaries and 60 acres of agricultural land. Two check dams Bhootnath & Panchiya were constructed at Beyt island near the coast. The dam area has 7 wells in its command area, the water of which could be used for drinking purpose. Because of salinity, the wells are currently unused. The impounded water in the dam is expected to improve the water quality of wells and the water from the dam would serve drinking water for humans and cattle, bathing and ground water recharging.

Training also forms an integral part of program. 4 watershed development team members of Khambaliya, Dwarka and Kalyanpur taluka were sent to Development Support Centre, Ahmedabad for training in watershed development. 10 staff are currently working in Hariyali project.

75 small and medium water harvesting structures were constructed as part of Hariyali project in 29 villages of Khambaliya taluka. The benefit has reached 1500 hectares and a decrease in salinity and increase in groundwater has been observed.

Vashala Bara is a village 20 km from Khambaliya. For the past 10-12 years, the wells of the village have become progressively saline, due to nearness to the coast. The village was reeling under water scarcity, as there was no other source of drinking water.

Under the DRDA aided watershed program facilitated by TCSR, the Vijadiya Vokada check dam was constructed. The check dam changed the life of the people. Currently, more than 15 wells in the catchment area has reported potable water and an increase in water level. 35 families have benefitted from the check dam and 55 acres of land has also been benefitted by the dam.

INTEGRATED WATERSHED DEVELOPMENT PROGRAM (IWDP - TCSR)

TCSR has been implementing the Integrated Watershed Development Program since its inception. The program is in response to the local requirement for augmenting water holding capacities, the need to focus on recharging of ground water, requirements for drought proofing and supporting those essential structures that do not fall under the ambit of DRDA watershed. 39 villages of Dwarka taluka and 5 villages of Kalyanpur come under the purview of IWDP funded by TCSR.

Deepening of village ponds, recharging groundwater through wells, digging new wells, and bore wells with hand pumps, diversion channels etc, are all part of this program.

The activities carried out during the reporting year under IWDP-TCSR were:

Construction of new check dam: TCSR constructed the Kuthkabadi dam at Hamusar. The dam site used to be inundated with sea water during high tide, thus making more than 1 sq. km. of fertile land saline. An earthen bund of 350 ft. length was constructed and a check dam constructed at the



Kuthkabadi Check dam

site for harnessing rain water, which otherwise flows to the sea. It is expected that in 2-3 years, the salinity of soil and water in the area would decrease and the nearby wells would see an increase in water level.

Khabar Vichetri is a village 10km away from Khambaliya taluka. Under the TCSR-DRDA project, 4 check dams were constructed in this village. The dams benefit more than 125 acres and provide support irrigation. The construction of dams had provided employment to a lot of villagers. The water from the check dam has helped in taking second season crop benefitting more than 100 acres. 25-30 wells in the vicinity have seen an increase in water level (50 bens). As part of the project, a gram vatika has been created in the village. The gram vatika has more than 13000 plants, which have attained a height of 5-6 ft. The vatika adds to the beauty of the village and also contributes to a better environment. Community RRWHS of 10000 L has been constructed at the school, more than 300 students are benefitting from this intervention. A solar system for electrification has been installed at the panchayat office for demonstration purpose. Grading of two self help groups has been completed and with the grant expected to be received 5-6 check dams are to be constructed benefitting 300 acres.

Construction of community well: Khatumba village with a population of around 900 and a sizeable cattle population, used to depend on the Sonki community pond at the outskirts of the village to meet all their water requirements. The pond water was contaminated as it was used indiscriminately for all purposes including drinking water for humans, cattle, washing clothes, bathing cattle etc.



Community well construction in progress

On the request of villagers, a well, exclusively for drinking water was constructed inside the pond and a sand filter was installed inside the well, so that the water is safe for drinking. The village already has necessary infrastructure for water storage and pipeline networking constructed under the WASMO project. Pumping machinery has been installed to pump the well water and supply to individual households. More than 90 families are benefitting currently from this supply.

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Drinking water initiative: The village of Lalpur, under Mojar gram panchayat had been provided with water supply through pipeline networking under the WASMO project. More than 20 families belonging to the Charan community were unconvinced about the project and were unwilling to pay the beneficiary contribution and involve in the project. On seeing the success of the project, they requested TCSR to provide pipeline network to their houses. Whereas earlier they had to travel more than 1.5 km for drinking water for themselves & their livestock, now they receive it at their doorstep.

On the request of villagers, TCSR provided pipeline connection to houses of 20-25 families at Rajpara village too, who were not willing to take the connection when the WASMO project was on in the village.

TCSR renovated the community well at Makanpur which was in a dilapidated condition and hence unsafe for users, and a pulley was also mounted for drawing water from the well. The community well inside the pond at Hamusar was also repaired and sand filter was installed for making the water potable.

Construction of diversion channel: In April-May 08, a diversion channel was constructed from the community pond at Arambhada and the brackish water was removed and consequently the pond was filled with rainwater in the monsoon. This water is used by more than 100 families for bathing, drinking water for cattle, as well as washing clothes.

Repair & renovation of water harvesting structures: During the reporting year, repair of community pond at Rajpara, Gorajar dam at Gurgarh, Shanker Dam at Vacchu, Kaya dam at Goriyali, Motavokada dam at Hamusar and Kanjankadi dam at Makanpur was carried out. Renovation and clearing the area around community ponds at Padli and Hamusar was carried out.

AGRICULTURE DEVELOPMENT

TCSR has initiated the Okhamandal Samridh Gram Pariyojna (OSGP), with a view to improve the agriculture scenario of the region.

Plantation drive: Plantation drive was organized in the months of August and September, coinciding with the monsoons. 13 villages were covered in this program, in which more than 8000 saplings of forest species like piloo,

gulmohar, paras and pipal as well as horticultural plants like chikoo, guava and goonda were distributed to 150 farmers.



Saplings being distributed to farmers

Wadi (Orchard) model: Wadis/orchards have been prevalent in Okhamandal taluka, since early times. With the intrusion of salinity and fall in groundwater level, the farmers have shifted to rain-fed agriculture and seasonal crops like bajra, groundnut etc. In an initiative to ensure higher economic returns to farmers, without compromising on water consumption, revival and integration of wadi model into the existing cropping pattern was attempted on a pilot scale. On an experimental basis, one farmer from Gadechi village was motivated to earmark 1/2 acre of land for plantation. TCSR has imparted the necessary know how and provided 80 seedlings of coconut, 40 seedlings of chikoo and 50 goonda plants for plantation. The farmer is in the process of installing drip irrigation system for judicious use of water.

ANIMAL HUSBANDRY

Monsoons usually see an outbreak of diseases like worm infestation and foot and mouth disease. Since a large proportion of the villagers are livestock owners, animal mortality affects the economy of livestock owners. TCSR in cooperation with Government veterinary department organized deworming camps in 14 villages of Okhamandal namely, Baradia, Dhinki, Vasai, Gadechi, Mulvel, Padli, Rajpara, Poshitra, Aniyali, Mulvasar, Motabavada, Bhimrana and Arambhada in the month of September-October. Medicines were dispensed to 56645 small cattle belonging to 307 livestock owners.



Medicines being administered to small cattle

TCSRDR organized cattle camps in 6 villages, namely, Okha Nagarpalika covering Surajkaradi, Devpara and Arambhada villages, Vasai, Rajpara, Okhamadhi, Gadechi and Mulvasar in collaboration with Government Veterinary department, Dwarka. 500 livestock owners benefitted from this camp. A team of veterinary doctors provided treatment and medicines for various diseases and also performed minor surgeries.

OKHAMANDAL SAMRIDDH GRAM PARIYOJANA (OSGP)

Target Area: 18 Villages of Okhamandal taluka namely Khatumba, Bhimrana, Lalpur, Ghadechi, Charakla, Gurgadh, Poshitra, Tupani, Vasai, Gorinja, Aniyari, Mojab, Samlasar, Padli, Shivrajpur, Hamusar, Goriyali, Gomati, The project was initiated in the year 2008-09, after the successful completion of Salinity Ingress Mitigation project, in 6 villages of Okhamandal taluka in collaboration with Sir Ratan Tata Trust (SRTT). In a sequel to the earlier project, OSGP envisages to arrest the ingress of salinity and to focus on water saving technologies and land and agriculture management.



Cluster meeting in progress

In this project, activities like Land reclamation, diversification of agriculture, Horticulture interventions, Construction of new water harvesting structures, Strengthening of existing dams, Drip & Sprinkler irrigation systems, Roof rainwater harvesting structures, Minor irrigation project and dew rainwater harvesting are being targeted. Since the project covers salinity affected villages scattered throughout the taluka, the villages have been clusterised. Cluster meetings are being held to make people aware about the project objectives, to understand and prioritize the villagers' needs and to give information about the contribution from various sources in the project and the expected community contribution. User groups are being formed for the water harvesting structures, which would be taking ownership of the structures in future. Farmers' trainings and exposure visits are also planned as part of the project.

Another important initiative in this project is renovation of Gomati dam. Gomati dam is an old existing minor irrigation project constructed by state government in past which has been taken up for revival and enhancement of capacity utilization by the organization. The dam has approximately 45-

48 mcft storage capacity with planned command of 800-900 acres. The project constructed by state government in past, has been taken up for revival and enhancement of capacity utilization by the organization.

The dam is generally getting filled to its full capacity during normal rainfall years, however, because of the breaches and seepage losses in distribution system (Kuccha open channels) the current command of the system is very less i.e. 200 acres only. TCSRDR has taken up this system for increasing the capacity utilization by replacing kuccha open channels with underground pipeline.

During the year 2008-09, user group and farmer trainings were organized at Charakala, Tupni, Hamusar, Goriyali, Gadechi, Mota Bavada and Samlasar villages. Beneficiaries have been selected from Goriyali, Gadechi, Poshitra, Tupni, Vasai & Lalpur villages for crop diversification program. 43 beneficiaries were selected for the construction of roof rain - water harvesting structures. To promote water saving technologies, sprinkler systems were distributed to 43 beneficiaries of 10 villages and 4 drip irrigation systems were also distributed to farmers.

WASMO

TCSRDR has been collaborating with WASMO (Water & Sanitation Management Organization), since 2004. The project intended to create drinking water infrastructure in the villages. As part of this, ESR and sumps were constructed in 8 villages, namely Bhimrana, Mojab, Makanpur, Khatumba, Tupni, Padli, Hamusar and Poshitra and drinking water pipelines were given to individual households. Approximately 1300 families directly benefited from the program. The association with WASMO has continued in the year 2008-09 and the activities carried out under the project were:

- Drinking water activities
- Water Resource Management activities
- Sanitation activities
- Roof Rainwater Harvesting Structures

The main goal of the WASMO is to manage the available resources, distribute the drinking water and to create a condition that sustains the environment cleanliness with the help of Gram Panchayat and villagers. It provides the financial, technical, and other help for the same. Partnership of women is also important in WASMO. WASMO promotes the storage of rainfall water in the available water resources that are created by public demand. It also makes public aware about pure and safe drinking water, importance of water, disposal of unclean water, sanitation.

1. Drinking Water Activities

Reverse osmosis plant: The geographical location of Bhimrana village is such that there is no source available for water.

The village does not get water supply from Gujarat Water Supply and Sewerage Board (GWSSB). The water in the community well in the village is also brackish. The villagers used to depend entirely on the water supplied through tankers from Tata Chemicals. TCSRSD in collaboration with WASMO and the village community completed the construction of Reverse Osmosis plant in the village. This is a pilot endeavour in Okhamandal taluka to reduce dependence of the village community on outside sources for drinking water.

The RO plant was handed over to the community in a grand event organized on 10th November '08. The management of the RO plant is now vested with the Pani Samiti of the village. Activities have been initiated to spread awareness regarding the benefits of RO water.

Currently the plant capacity is 2000l/hr. The water distribution plan was chalked out by TCSRSD, WASMO, Doshian Company & Pani Samiti of Bhimrana village. In a measure to ensure sustainability, water is purchased by the villagers at 10ps/litre, from the RO unit. A survey conducted indicated that there has been a decrease in waterborne diseases due to consumption of RO water.

2. Water Resource Management (WRM) Activities

Drinking water security in villages is one of the major thrusts of WASMO. In line with this objective, a check dam of 2m³ capacity was constructed at Tupni village. The dam would impound the run off rainwater and also serve to improve the yield of Charanganga well situated downstream of check dam site. It will also benefit the well constructed in the WASMO program, from which water is pumped to the ESR. A check dam (Chelara check dam) was constructed at Padli village adjacent to a village pond. A diversion channel was also constructed to the community pond. The existing diversion channel was insufficient to carry water from catchment area during rainy season and the pond was never full to its capacity. The pond water would serve as drinking water for the villagers and cattle.

3. Roof Rainwater Harvesting Structures

As a part of the project, 61 roof rainwater harvesting structures of capacity 10000L were constructed in Shivrajpur village. In addition, 79 RRWHS have been constructed in the households in village farms at Lalpur, Dhrasanvel, Tupni and Makanpur villages. 50% of the contribution came from WASMO and 50% from the community.

4. Sanitation & drinking water facility for Agaraiyas (salt workers)

TCSRSD along with WASMO implemented a special project to make available pure drinkable water and toilet facility to the salt workers at their working site. 20 units of toilets were constructed at Bhimrana Salt Works and 20 units were constructed at Samlasar Salt Works. 4 Sintex water tanks of 5000 litres capacity have also been installed for drinking water purpose.

COASTAL AREA DEVELOPMENT PROGRAM

Coastal Area Development Project (CADP) is a special initiative by Water and Sanitation Management Organization, Gujarat implemented in partnership with CSPC (Coastal Salinity Prevention Cell). It proposes to cover 300 coastal villages spread across 9 districts (Rajkot, Jamnagar, Porbandar, Junagadh, Amreli, Bhavnagar, Ahmedabad, Anand and Bharuch) for addressing drinking water security and safe sanitation by developing effective partnership with various stakeholders. As part of implementation of the program, a high powered steering committee has been set up for streamlining policies, procedure and liaisoning with external stakeholders.

TCSRSD has been selected as the implementing Support Agency (ISA) in 15 villages of Dwarka and Kalyanpur talukas, namely, Shivrajpur, Vachhu, Korada, Beyt, Dhrasanvel and Navi Drevad in Okhamandal taluka and Bhatiya, Kalyanpur, Ranpada, Gorana, Lamba, Dangarvad and Kanperschedi, Suryavadar, Virpar in Kalyanpur taluka. These villages lie along the coast and are affected by the problem of salinity ingress and shortage of potable water. The project envisages to establish community managed systems to secure access to safe drinking water and sanitation, over a 24 months project cycle. The program activities include:

Mr. Miyajharbha, a resident of Padli village envisages that the construction of Chelara check dam is a definite advantage to the village. The run off water from 2 or 3 villages will get accumulated in the dam and consequently the pond also would be full. The water level in the wells will also improve. The village will get drinking water for household usage throughout the year instead of 3 months.

Mr. Karubha Depabha of Makanpur wadi vistar is a beneficiary of RRWHS program. The family of 6, in the absence of any assured source of drinking water facility, used to depend on the community well about 2 km from their house. The water that was carried from such far areas was not potable. The hardships endured for fetching water has been assuaged by the construction of roof rain water harvesting structure of 10000L capacity.

- Creation of decentralized community managed water supply systems including options like RO based water purification and treatment systems
- Individual Roof Rainwater Harvesting Structures
- Water Resource Management
- Improved, household and village level Environmental Sanitation
- Capacity building of the communities across all the three phases planning phase, implementation and O&M phase
- Pilot innovations for waste water treatment, non conventional alternative sources of energy (solar & wind) for water lifting and water supply
- Facilitation and technical backstopping role of ISA and WASMO and support for community empowerment and institutional building at village level

The successful implementation of WASMO project on similar lines in eight villages and its experience in building grassroot organizations has definitely given the leeway to TCSRDR. The project was kickstarted in the month of November '09. Currently the phase-1 of the project is in progress. This includes, Introductory meetings, Pani Samiti formation, Gram-Sabha Agreement, Opening bank A/c and PRA, Assessment of village demand, Drafting the VAP, Estimates and Plan, Presentation at district level, State level and Gram-sabha level and getting administrative and official permission.

During the reporting year, introductory meetings were held in all the villages, the project objectives, activities, benefits and funding pattern were discussed in these meetings. Stret (Faliya) meetings were also completed. Baseline survey and technical survey of villages is in progress.

INCOME GENERATION PROGRAM

SELF HELP GROUPS

Target Area: All villages of Okhamandal taluka and providing facilitation training to NGOs in Jamnagar district.

One of the most successful initiatives in Mithapur and the foundation of all programs, Self Help Groups have become the beacon for other programs. Initiated as an entry point activity in the watershed development program in 1994-95, the groups have grown from strength to strength. The difference over the years has been the growth of Self Help Group as a women empowerment initiative, as against the savings and microfinance program, it was conceived as.

In most instances the empowerment has been subtle, as the confidence displayed by the members to do banking

operations, initiative taken for economic activity, joining literacy classes, taking up issues related to village/self with government agencies, attending panchayat and other village meetings. All this has ensured their acceptance and respect in the society.



Bhimrana SHG members holding their monthly meeting

TCSRDR has facilitated the formation of 243 self help groups in the Okhamandal taluka. Trainings in team dynamics, leadership development, microfinance and economic activities are arranged on a regular basis for all the members. In addition, the group members are encouraged to speak up on issues at all meetings and hold their meetings themselves.

A training program was organized for Self Help Group members of Bhimrana village in the month of January. The program was a brainstorming session for identifying the most suitable enterprise which could be started with idle funds with the group. 35 members participated in the program.

In the year 2008-09, two self help group members supported by NABARD participated in Gram Shilp Mela and Saras fair at Agra, Lucknow and Mumbai, for sale of handicrafts items.

A Self Help Group federation has been formed at the taluka level, with members from TCSRDR Self Help Groups, and group members from SHGs formed by other organizations in Okhamandal taluka. The federation has been formed with the objective of working for regional development and tackling social issues of concern to the region. In addition, TCSRDR has formed its own federation of Self Help Groups.



Self help group members participating in fairs

The federation has been saving money to be utilized for causes identified as important for the welfare of their members. Each member of TCSRDR federation contributed Rs. 10/- for generating a corpus for providing scholarship to children of federation members, in addition to contributing 100gm rice and gram for lunch on Women's Day.

Mahila Bachat Din was observed on April 14th 2008, wherein information regarding saving options available was imparted to the members. On March 8, the group members celebrated the Women's Day on a grand scale. Bank of Baroda distributed loans worth Rs. 1, 60,000 to 12 mandals for economic activities.



Training program for small entrepreneurship

INTERNATIONAL WOMEN'S DAY CELEBRATIONS

Rekindling the spirit of womanhood, TCSRDR hosted the Women's Day celebrations at Mithapur in Gujarat on 8th March 2009. Holding their heads high, more than 2000 women members from self help groups of Dwarka, Khambaliya, Jam Jodhpur and Kalyanpur, gathered at Mithapur to participate in the event. TCSRDR has been organizing the Women's Day celebrations since 2006 at Mithapur. This event serves to bring together women, both rural and urban, from all walks of life on a common platform to celebrate their journey towards empowerment and to get inspired to further the cause of equal rights and opportunities for women in society.

The theme selected for the Women's Day was 'Education of the girl child'. Every cultural program, whether it was a skit or a song or a garba carried socially relevant messages intended to generate discussions on concerns and issues faced by women and prejudices against women in society. Thought provoking plays on child labour, alcoholism, micro insurance and education were performed by the self help members.

The highlight of the day was the signature campaign, wherein all the participants reiterated their promise to educate their girl children.



Case Study: Women empowerment, the Okhamandal way

Makanpur village is a small indescrpt village along the Mithapur-Dwarka road. Vaghers, Harijans and Rabaris are the main castes here. TCSRDR has formed 3 Self Help Groups in this village. Ashapura Mahila Mandal is one of the oldest and most active groups in the village. The members of the mandal are very poor and do odd jobs to earn their livelihood. This mandal has contributed to many positive changes in the village. Initially, the villagers had to walk more than 10km to get drinking water. The women of this mandal took initiative in the watershed project of TCSRDR for deepening of community wells and well recharge. Similarly under the WASMO project, the self help group members took the lead in motivating villagers to pay the village contribution. Even now, every 1st day of the month, they voluntarily clean the entire village roads and surroundings. The group members have also been intelligent in using their savings. Members have initiated income generation activities by purchasing sewing machine, buffalo, setting up shop etc. As a part of their social obligation, on every Republic day, they collect Rs. 1000/- from their members and give gifts to the school children.

According to Rekhaben Ramsinhbhai, "The self help group has given us great confidence and respect. We have been able to pool our resources and find a source of living. Our own savings help us in times of need."

RURAL ENTREPRENEURSHIP DEVELOPMENT PROGRAM

Target Area: Semi urban areas of Okhamandal

Initiated as a strategic step for training in livelihood generation in 2003-2004, the Rural Entrepreneurship Development program has come a long way. A core group of local trainers, adept in regional language were initially trained through ICECD (International Centre for Entrepreneurship & Career Development). These TOTs further developed more trainers and currently around twelve are capable of taking different modules under the entrepreneurship development program. The program strives to develop entrepreneurship qualities in rural youth and guide them adeptly to engage themselves in productive enterprises. The month long business orientation course helps the entrepreneurs in product identification, gaining general business skills, bank / financial linkage, raw material sourcing and marketing. The program has found a huge acceptance in the community. In the year 2008-09, the program was clubbed with the affirmative action program of TCSRDR.

Establishment of Rexene bag manufacturing unit: A Rexene bag manufacturing unit was established at GIDC building, Arambhada, in collaboration with GRIMCO (Gujarat Rural Industries Marketing Corporation). The project was initialized through training under the Gujarat Govt. sponsored 'Sagar Khedut Sarvangi Vikas Yojana'. The Rexene products are being sold under the brand name 'Seven Star'. 50 women, belonging to the socially disadvantaged class are members of this business unit.

TRAINING PROGRAMS

Photo lamination Training: Under the affirmative action program, two month training sponsored by Gram Technology Gandhinagar was organized in photo lamination. 25 entrepreneurs including youth/housewives attended for the program. The general training was provided by the TCSRDR-REDP team and technical training was given through Gram technology.



Training in photo lamination



Rexine training

Case Study: REDP

Sikander Dharmesh Rahimsa is resident of Dwarka Taluka. His case study clearly shows that enterprise combined with proper guidance, can make significant changes in the lifestyle of people.

Sikander comes from a lower middle-class family consisting of his parents and younger brother. The only source of livelihood for the family was a Chakda (a mass transport vehicle which could seat 10-20 people). Sikander studied up to 10th std. and started a makeshift shop selling vegetables on the Dwarka Nageshwar road. The shop catered to a few residents in the vicinity and his profit amounted to Rs. 1250/month. Sikander, now married could not make ends meet with this amount. When he was approached by the TCSRDR-REDP trainers to take part in the training and explore better business options, Sikander grabbed the opportunity. The one month long training helped him identify the business opportunities at Dwarka itself. Though there were enough pan-cold drink shops, they were insufficient to meet the requirements of travellers and pilgrims visiting the city. Sikander decided to open a new shop near his vegetable shop, selling odd items like pan, cold drinks, sweet meats etc. The proposal he prepared as part of the training was sent to District Industrial Centre (DIC). It got accepted and he received a loan of Rs. 40,000/- through the bank. Adding Rs. 5000/- from his savings, he started a new shop. Sikander is now a happy man. He earns a profit of Rs. 3000-4500/- every month from his new business. He repays his loan installment of Rs. 1000/- regularly and has high hopes for his future. Sikander dreams of educating his younger brother, who is doing his first year in college and sending him to Rajkot for higher studies. He is thankful to the TCSRDR-REDP team for showing him the way to a brighter future.

HEALTH

Training in soft toys making: Training in soft toys making was organized from 17/11/08 to 17/12/08 under the affirmative action program, supported by Gram Technology-Gandhinagar. 25 women entrepreneurs attended for the program.



Training in soft toy making

Second Phase training program for the Rexene cluster: Ten days of cluster training program was organized under the for the Rexene unit members from 28/7/08 to 9/8/08 through internal trainers. This included training for product quality and marketing. The cluster members arrived at the brand name 'Seven Star' for their products and cluster name 'Dr. Babasaheb Ambedkar Cluster'.

Training to Self Help Group members: TCSRDR has been recognized as a training organization for Self Help Groups and entrepreneurship development. In a first of sorts, 20 women BPL Self Help Group members from various places at Jamnagar attended a 10 day entrepreneurship training conducted by TCSRDR, sponsored by DRDA. The objective of the training was to motivate the Self Help Group members to start enterprises on a small scale.



REDP training for self help groups

Training in production of Paper items: A training in paper products making was organized with the financial and technical support of Gram Technology - Gandhinagar. 25 women belonging to BPL families took part in the two month training program.

Aids Awareness Program: The objective of this program is to spread awareness on HIV/AIDS in the community and promote safe behavioural practices that would prevent its spread. In an effort to convey the messages interestingly, puppet shows were organized at Bhimrana, Hamusar, Devpara and Udyognagar. In Nov 08, the Red Ribbon Express visited Okhamandal. The Red Ribbon Express (RRE) Project, being implemented by NACO is a National Campaign to mainstream the issue of HIV/AIDS through a train that traverses over 9000 kms during the year, covering about 180 districts/halt stations to hold programs and activities in 43,200 villages. The train was stationed at Okha railway station for 2 days. TCSRDR facilitated the outreach activities of Red Ribbon Express at Bhimrana, Hamusar, Lalpur and Padli villages. The message of prevention of AIDS was communicated in an entertaining way through plays. A mega camp was organized for AIDS awareness to truckers, in which 400 truckers participated.

Vision 20/20: Eye check up camps were organized at Hamusar, Devpara and Goriyali schools. More than 300 students from Hamusar, 290 from Goriyali and 170 students from Devpara availed the benefit of this check up. Eye camps for the villagers were also conducted at Hamusar and Devpara villages for building awareness regarding refractive error and diagnosing ailments like cataract. 156 people from Devpara and 126 people from Hamusar attended the camp.

Pulse Polio Immunization Camps: TCSRDR facilitated the pulse polio immunization program by providing logistical support including vehicles, tents, furniture etc. to the Government Health Department for the three rounds of Pulse Polio Immunization program. Volunteers from TCL and surrounding community offered their services for this noble cause.

General Health Camps: Health camps were organized at Devpara and Hamusar villages with the support of Dwarakadish Arogyadham Eye Hospital. Doctors and paramedical staff of the hospital gave voluntary support for



Training in production of paper items

the camp. General check up of patients, treatment of minor ailments and distribution of medicines was carried out at the camp.

Health and Hygiene Awareness Camps: Health and Hygiene Awareness Camps were conducted at Devpara and Hamusar villages. Information regarding water borne diseases, dental hygiene, sanitation and personal cleanliness were disseminated through poster exhibitions and video films. A drama on education was also enacted to convince the parents and children regarding the importance of education.

EDUCATION

Functional Literacy Program (Adult Education):

Functional literacy was imparted to 200 women, especially Self Help Group members in 8 villages through village volunteers. This is but a small step in empowering the rural women to make informed decisions in life.

Scholarship for Salt Workers children: Under the 'Desh Ko Arpan' program, deserving children of salt workers are awarded scholarship, so that they would be able to complete their schooling. Students studying in class VIII to X are given an annual scholarship of Rs. 4500/-. The project aims to support the education of meritorious children, who would otherwise quit studies due to monetary reasons. 77 students availed the scholarship in the current year.

Support to Schools

Uniform Distribution to School Children: The Government primary school at Mithapur caters to students from Mithapur, Bhimrana & Surajkaradi. Students belonging to very poor families attend this school. In a bid to support the students, uniforms were distributed to 142 students of the primary school.

Shala Praveshotsav: TCSR D facilitated the Shala Praveshotsav of the Government of Gujarat. This program is an initiative to increase the enrollment of children in primary schools by motivating the parents to send their wards to school. As part of the program, school bags were distributed to 1750 students of all primary schools in Okhamandal program. These bags were purchased from the Rexene unit formed under the Rural Entrepreneurship Development program.

Bal-Utsav: Education is incomplete, if it centers only on classroom teaching. Development of a child as a well rounded personality is possible only if the child gets an opportunity to develop confidence, to hone extra-curricular skills, express views and showcase his/her talents.

TCSR D has been organizing the talent festival for the village school children, christened 'Bal-Utsav' since 2005. The event is eagerly awaited by the children as well as the employees alike. The employee volunteers adopt different schools and guide and train the students over a period of 2 months for various competitions singing, dancing, elocution, painting, sports events and science exhibitions. The two day event sees the maximum participation of employee volunteers. It gives them a chance to experience rural reality and develop a sense of satisfaction of having contributed to developing future citizens. The empathy and bond they develop with the school children goes a long way in cementing their ties with the community. The children take with them an experience to cherish and a determination to bring laurels to their schools through their activities. This year 482 children from 20 primary schools of Okhamandal participated in the competitions. Prizes and certificates were distributed to the winners and consolation prizes were given to all the participants.

SAKSHAMH: 'SAKSHAMH' is an initiative to build a perceptive and insightful community - a community aware of its true potential, conscious of its rights and duties and knowledgeable of their role in decision making process in the community and nation.

The main objective of the program is to develop self awareness in villagers including children, youth and general public and to train them in self-development, leadership development, and efficient governance. Training modules have been prepared covering diverse topics, which are efficiently conveyed through lectures, role plays, skits, games and video films.

Training in Self Awareness: Environment moulds a person. The children in rural areas with limited access to quality education and modern facilities like computers, television etc., mostly do not understand the benefits of education and this puts limitations on their aspirations.

Case Study:

Suni Ben, a village woman from Devpara was educated till class X. Her only source of income was through picking hot coals from the factory and selling them in the market. Her hands use to get burnt in the process. She considered her education to be waste for her. Now with the help of TCSR D, she teaches the batch of 60 children of Devpara village who are deprived of school education. She also gets compensation from TCSR D. This experience has led to awareness among village women regarding importance of education, thus increasing the participation of them in Adult Education program.

'SAKSHAMH' tries to awaken the latent potential of the children and through these trainings, students start thinking about self, their strengths, weaknesses, self-image and consequently work for self-development.



Training in self awareness for school children

The module covers topics like: Self-knowledge and self-life script, Developing long-term & short-term dreams-goal, Ways to fulfil dreamgoals and become successful. Building self-confidence, Time Management, Power of Thinking, Power of Unconscious Mind, Knowledge, Skill & Attitude, Paradigm, Behaviour and Values and Success in studies and life through self-awareness.

During the reporting year, 264 high school students of Okhamandal taluka were covered in 6 programs and 3 programs were conducted for the rural youth in which 65 youths participated.

Training in Panchayati Raj: With decentralization, the panchayats have been vested with responsibilities of governance at the village level. In such a milieu, it is a pity that, let alone the villagers, even the office bearers (elected representatives at the panchayat level) remain ignorant of their responsibilities, government schemes and the whole process of governance. The ignorance of the villagers regarding Panchayati raj, make them victims of ineffective governance and consequently under development of the village.

The module tries to create awareness on Panchayati raj and roles and responsibility of villagers, Sarpanch, members & Secretaries to become more aware & responsible in Panchayati raj.

The topics covered include: Panchayati raj History, Village Panchayat, People's roles & responsibilities, Roles & responsibilities of Sarpanch, panchayat members, roles & responsibilities of village secretary, Gram sabha, Committees of gram panchayat, Procedure of monthly village panchayat meeting and creation of village development plan. The response to the program has been stupendous. 7 programs on panchayati raj awareness were conducted in the villages during the reporting year and approximately 795 people participated in the program.

INFRASTRUCTURE

Well-developed infrastructure is the primary precursor for development of villages. TCSRSD has always been earmarking funds for the infrastructure development activities in villages depending on the request from the villagers and need identified during participatory rural appraisals.

Construction of new Cattle-shed: There is a culture of community cattle-shed and common facility for storage of fodder for cattle in Okhamandal area, but there are no schemes and support from other agencies for this basic facility. TCSRSD has been taking up the task of construction or renovation of community cattle shed with village contribution and participation, based on inputs from PRA and need prioritization. During the reporting year, 3 cattle sheds were constructed in Lalpur, Goriyali & Makanpur villages.

Construction of Library: Village Arambhada has a more than 100 years old village library which has a huge collection of rare books. Since the building was very old and not safe, people of Arambhada requested TCSRSD to construct a new library building. In response to peoples' need and requirement TCSRSD constructed the library building with a hall and 4 rooms with bookshelves and electrification of the building was also carried out.



Library building at Arambhada

Construction and Renovation of High School & Primary School under Affirmative Action: The secondary school education scenario in Dwarka Taluka is dismal. There are 5 high schools in the taluka, of which 3 high schools in rural area are run by private trusts. Around 12 to 15 village students study in each class.

The infrastructure in these schools is very poor. On conducting the PRA of these villages, it was understood that support in this development work would be beneficial for almost 30 villages in future. TCSRSD repaired and renovated all the 3 high schools and provided facilities like well constructed rooms with flooring, compound wall and toilets in Goriyali, Baradia and Varvala high school and in 2 primary school buildings of Padli and Devpara villages under Affirmative Action Project.

Community Health Centre: As per the need identification through PRA and villagers request TCSRSD constructed a community Health Centre and Delivery Room especially for pregnant women of Bhimrana village. This would help these women get immediate basic medical treatment in the village itself.

Water Storage Tanks for Drinking Water: Bhimrana village is a no source village. During summer, due to shortage of water, the villagers need to entirely depend on tankers for their daily water requirements. TCSRSD constructed 5 community water storage tanks in different areas of Bhimrana village with 50% village contribution.



Health Centre

Health, Education and Infrastructure at a glance	08-09	Till Date
Health program		
AIDS Awareness Camps	8	17
Pulse Polio Immunization	13 Villages, 2 Urban Centres	
Health Awareness Camps	2 Villages	
Vision 20/20	1042 Persons	
Education program		
Functional Literacy	200 Women (8 Villages)	531 (8 Villages)
Bal-Utsav	400 Students	20 Schools
Infrastructure Development		
Construction of new Cattle-shed	3 Villages	
Construction of Library	1 Village	
Construction and Renovation of High Schools & Primary Schools	5 Villages	
Community Health Centre	1 Village	
Water Storage Tanks for Drinking Water	1 Village (5 nos)	

SPECIAL PROJECTS

Nageshwar Heritage Complex Project: Nageshwar is regarded as one of the 12 Jyotirlinga Shrines of Shiva. It is located on the route between Dwarka and the Bet Dwarka Island, in the Okhamandal region on the coast of Saurashtra in Gujarat. The temple holds great religious importance for the Hindus and devotees of Lord Shiva. Nageshwar village is located in the extreme west of the Saurashtra peninsula, on the Arabian Sea. The economy of Nageshwar depends



largely on religious tourism because of large scale unemployment due to closing down of factories, low rainfall & agriculture not being remunerative. 3,300 below poverty line (BPL) families in the Okhamandal region (census 2001).

In its bid to encourage tourists to visit and experience relaxed and healthy lifestyles in rural areas, the Tourism Corporation of Gujarat Limited (TCGL) has identified five villages and has sought funds from the Centre to develop them under its Rural Tourism Infrastructure Development (RTID) scheme. Nageshwar in Jamnagar district is one such site proposed to be developed as a rural tourist hub under this scheme. TCSRSD has been selected as the facilitating agency for the implementation of this project.

The specific objectives of the project include:

- Development of Rural Tourism
- Creating an environment that showcases Saurashtra Rural Environment
- To develop new and sustainable avenues for employment generation in Nageshwar and the surrounding rural areas

- To enable Below Poverty Line (BPL) families become Above Poverty Line (APL) through development of sustained sources of income
- To develop an added attraction centre in Nageshwar - a religious significant spot, which would offer products and services to locals and visitors

Phase-1 of the project involves construction of a grand heritage complex adjoining the Nageshwar temple. The proposed construction would include stores for handicrafts and religious items sale, stage area, exhibition space, children's park, huts and dormitories for overnight stay of pilgrims etc. The Heritage complex would be managed by an association including the Self Help Group federation of Dwarka Taluka.

As an initial step, the design of the heritage complex has been conceptualized and finalized. The primary target beneficiaries are the people below poverty line. To disseminate information regarding the project, awareness activities were initiated in all villages of the taluka. Awareness programs were also conducted for the Self Help Group leaders and federation members. Trainings were conducted for the Self Help Group members for identifying the various business opportunities arising out of the heritage complex and the trainings needed for project implementation. Selection of BPL families interested in being part of the project is underway. 20 Self Help Group members were taken on an exposure visit to Hodka village at Bhuj, which is considered as a 'Model Rural Tourism Project', to learn and develop confidence for implementing the project. With a view to improve competence in managing the project and to build networking capabilities, one of the staff participated in 'Capacity Building Workshop on Institution Building for Rural Tourism and Sustainable Livelihoods' conducted by the Institute of Rural Management, Anand.

vegetation that shelter a diverse Marine Life and aquatic birds. The whale shark, the largest of the fish is a frequent visitor to the Saurashtra coast. Salinity ingress and habitat destruction/alteration are major problems which impact the livelihood of the people and the survival of the wildlife of the region.

Initiatives towards addressing the salinity ingress problems in the Okhamandal region have been undertaken by TCSR D over the past few years. These efforts have proved beneficial towards addressing the need for a sustainable development. Programs such as the 'Whale Shark Conservation Campaign' have not only helped create awareness for protection of this endangered fish, it has also given a distinct recognition with Tata Chemicals winning the 'Green Governance National Award'.

Biodiversity reserve plantation program has yielded encouraging results. The mangrove plantation has been initiated with the establishment of nursery and saplings.

The need is to integrate all these efforts into one program so that awareness, conservation effort and greening, link up together to provide multiple benefits. Thus, the 'Dharti Ko Arpan' (Giving back to Mother Earth) program was launched in the year 2008.

Some of the important projects planned and initiated are as follows:

Proposed Area

Sustainable development through conservation of biodiversity (flora and fauna).

Goal

To promote and support conservation of natural heritage in Gujarat and the Okhamandal region in particular, with a special emphasis on building up capacity of the local people for managing these. Creating awareness both within Gujarat, within the country and internationally on the issues and projects being supported by TCSR D.

The Expected Outcomes

- a) Conservation of flora and fauna linked to Gujarat Coast
- b) Status update of fauna & flora
- c) Salinity ingress control
- d) Enhanced awareness levels amongst the community both local, national and international
- e) Consolidation of rapport between company, community and GOs / NGOs
- f) Goodwill and image both nationally and internationally

ENVIRONMENT

TCSR D has been involved in various environment conservation activities, some of them in partnership with institutions of excellence. These projects have received wide acclaim and given TCSR D goodwill and helped enhance its image. The need is to continue doing such projects under the umbrella of sustainability, and to adapt a comprehensive approach for the conservation of the indigenous biodiversity.

The Saurashtra region of Gujarat state in India is rich in biodiversity and has well-maintained protected areas like the Marine National Park the home for a diverse Marine Life and large number of aquatic birds; and the Gir Santuacry - the last stronghold of the Asiatic Lions in the country. The coastal areas of the region, and Okhamandal in particular, feature two distinct marine ecosystems the coral reefs and the mangrove

Activities

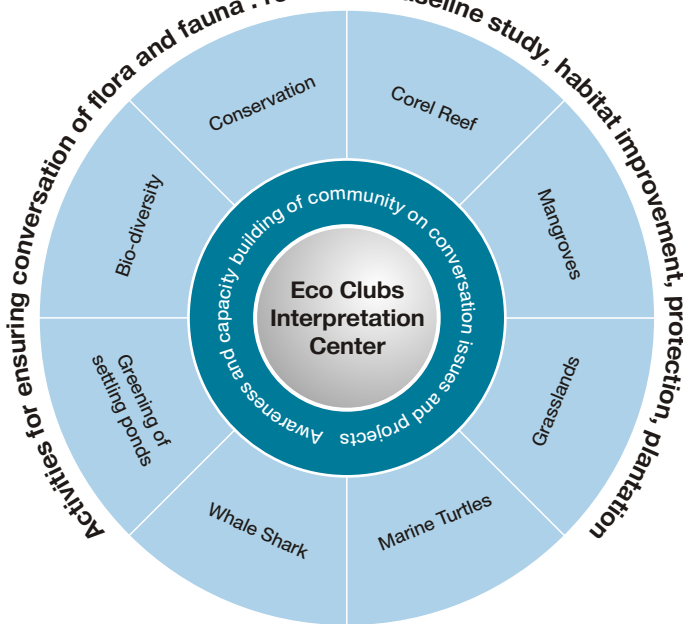
Central to all activities are two important initiatives, which are:

1. Establishment of Eco Clubs and
2. Creation of a Conservation Interpretation Centre

Awareness and capacity building of the community on conservation issues forms the important outcome of these two activities.

Framework for conservation Programs

Projects



SAVE THE WHALE SHARK CAMPAIGN

The 'Save the Whale Shark' project was initiated in the year 2004 and it aims at improving the chances of survival of the Whale Shark, off the coast of India, by understanding its behaviour, migratory pattern etc. and creating awareness amongst the community about the same. The project is being implemented in partnership with the Wildlife Trust of India.

The first phase of the program was aimed at creating awareness on the need to save the Whale Shark and the same has been successfully completed. The project now moves to its second phase of research and study of the species since very little is known about this fish worldwide.

A Scientific Advisory Council (SAC) for the Whale Shark & Coral Reef Projects has been formed under the aegis of the Wildlife Trust of India (WTI) and the first meeting of the SAC was held at Porbandar on 26th November 2008. Five international experts from across the world and others from India met to deliberate and endorse the work plans and suggest ways to improve and globalise the Whale Shark conservation efforts. The Gujarat State Forest Department is also a member of this council.

The Whale Shark Day celebrations were organised at

Porbandar on 27th November 2008. More than 950 students from different schools of Porbandar district participated in the event. A life size Whale Shark inflatable model was towed along with the procession through the main streets of the Porbandar city. 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 this fish along the Gujarat coast.



Whale Shark Day Celebrations at Porbandar

Compensation cheques were awarded by the State Forest Dept. 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 had contributed to whale shark conservation through rescue and release activities. 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.

Highlights

The first Scientific Advisory Council for the Whale Shark project was organized at Porbandar on 26.11.2008 under the aegis of the Wildlife Trust of India to plan the way forward for the project.

Way Forward

Total Whale shark releases recorded till March 2009	102 Nos.
Awareness programs organized at	Porbandar & Kutiyiana
No. of organizations that attended first SAC meeting	13

The Whale Shark conservation project has three components, which includes the study of the fish, sharing information thus gathered with all stakeholders, and continuing with the conservation awareness campaign in Gujarat and other parts of the country. The project implementation will be in collaboration with the Govt. bodies and other national/international organizations and individuals. Research on the whale sharks migratory patterns, genetic studies, breeding etc. shall be undertaken in collaboration with other organizations.

CORAL REEF CONSERVATION PROJECT

The project aims at the establishment of India's first privately conserved coral reef at Mithapur, which would serve as a role model for the coral reef conservation efforts within and outside the country. The project includes creation of coral reef conservation awareness through setting up of an Interpretation Centre, creation of a board walk for viewing corals without disturbing them, re-plantation of coral species as per the IUCN re-introduction norms and to set up monitoring protocols so that corals and water quality are assessed as per schedule. Work on mapping of the reef boundary and the coral density was initiated during the reporting year. Belt transects were organised with the active involvement of Tata Chemicals volunteers for the assessment of the reef biodiversity. Marine biologist from the Wildlife Trust of India introduced the volunteers to the belt transect methods to assess the density and diversity of corals and other associated marine life. 7 species of hard coral were recorded during these transects.



Live corals at the Mithapur reef

Highlights

A colony of the rare marine creatures - *Bonellia (ikedella misakiensis)* - was discovered during the reef surveys. Corals are delicate creatures and can be termed as indicator species which signify the health of the marine environment at a given place. Seven different species of hard corals including the encrusting and the massive formations were recorded. Coral growth was also seen to be emerging at new locations on the reef. A host of other mollusks, crustaceans, fin fish and algae species were also recorded.

Belt & line transect surveys organised	52
No. of hard coral species recorded	7

Way Forward

Multiple Line Intersect Transects (LIT) shall be carried out in the coming months to locate and precisely map the coral formations. Surveys for collection of baseline data on other associated Marine Life shall also be conducted.

REGENERATION OF MANGROVES

The project aims at restoration of the mangrove cover in the coastal areas with community participation, which will help improve the coastal wetland ecology and provide the much needed roosting and nesting site for the aquatic birds. The mangrove plantations are expected to cushion the impact of tsumani and protect the coastal regions from such disasters.

The project would also aim at regeneration of grasslands and plantations, further inland, to create appropriate ecosystem for promoting healthy mangrove forests by mitigating the stress resulting from fodder and fuel wood collection activities by the local community. Plantation has been done on a total of 12 acres at 3 different sites and 60,000 mangrove (*Avicennia marina*) seedlings have been raised for plantation at new sites.



Mangrove nursery at Arambda

Way Forward

A total of 50 acres of mangrove plantation shall be taken up in the coastal areas of Okhamandal in the coming years. This program shall be implemented in collaboration with the International Union for Conservation of Nature and Natural Resources (IUCN) under their MFF (Mangroves For Future initiative).

LION CONSERVATION PROJECT

The Gir forest in the Gujarat state is the only home for the Asiatic Lions (*Panthera leo persica*) in India. The Gir National Park and Wildlife Sanctuary are considered to be one of the most important protected areas in Asia due to its supported species.

Over the last five years, 21 lions have perished and many more have been critically injured by falling into the open wells dug by farmers, in and around the Gir forest. It is estimated that there are some fifteen to eighteen thousand open wells in the area and they pose a major threat to the 359 odd surviving wild Asiatic Lions living in the Gir forest. There is an 'urgent need' to construct parapet wall around the open wells to prevent the lions and other wildlife from falling in.

Considering the 'urgency of the need', Tata Chemicals Ltd. has undertaken the job to build parapet wall around 1000 wells and fence them. Work on construction of parapet walls around 870 wells has been completed as on 31st March 2009.

BIODIVERSITY RESERVE PLANTATION PROJECT

The Biodiversity Reserve Plantation Project is an ex-situ attempt for the conservation of the indigenous flora of the Okhamandal region which is being wiped out due to the rampant spread of an exotic invasive species - the Prosopis juliflora (Gando baval). The current situation is expected to further aggravate due to new developmental projects likely to come up in the region in the near future. Most of the grasslands in the region have been run over by Prosopis juliflora which is now spreading at the cost of the indigenous flora in the forest areas. Indigenous flora species are getting marginalized and some of the species, including the highly endangered Gugal (Commiphora wightii), are on the verge of extinction. The aim of the biodiversity reserve plantation project is to create a sanctuary where the indigenous plant species are grown and protected, especially the threatened species.



The Biodiversity Reserve Plantation Project for conservation of indigenous flora

Highlight

Following the removal of the exotic weed and the increase in coverage of indigenous flora at the Biodiversity Reserve Plantation site, the local wildlife has started staging a comeback. Herds of neelgai have started frequenting the site. Wild boar, jackals, mongoose, saw scaled vipers, cobras, monitor lizards have also been recorded at site. The bird life too has been steadily rising and 43 species of birds (including both native and migratory) have been recorded till date. The species count is expected to rise in the days to come.

Total area covered	85 Acres
No. of indigenous flora species introduced	121
No. of animal species recorded at site	12
No. of bird species recorded at site	43

An **Indigenous Flora Identification Workshop** was organized at the Biodiversity Reserve Plantation site on 28th Sept. 2008 for the identification of ephemerals, herbs and grass and to capture and document their traditional uses. 19 experts from the Rabari community (pastoral community) attended this workshop along with employee volunteers and helped in sample collection and identification of the local flora. Details of the medicinal properties and other traditional uses of these plants were also discussed and recorded.



Indigenous Flora Identification Workshop

Way Forward

15 more acres of 'Gando baval (Prosopis juliflora)' affected land is to be cleared off the exotic weed and indigenous flora shall be reintroduced on the cleared land. Arrangement for providing water troughs for the wildlife shall also be made. School students and volunteers shall be encouraged to participate in the site management activities with view to create awareness about the project and also to seek their support for the regular fauna and avi-fauna surveys to be taken-up during the coming year.

GRASSLAND DEVELOPMENT PROJECT

The grasslands in the Okhamandal region have been severely affected by the rampant spread of the exotic 'Gando Baval' weed and the salinity ingress problems. The productivity of these grasslands has been steadily declining over the years, An initiative for restoration of the degraded grasslands was taken-up at Samlasar village with the support from the village community.



Grassland development project

25 acres of degraded grass land was cleared of the exotic weed and after necessary land treatment jobs i.e. application of gypsum and organic manure, sowing of grass seeds was carried out. The results have been encouraging despite the erratic monsoon. The village committee unanimously decided to supply the fodder harvested to the Gaushala for community use. This intervention has resulted in converting a saline wasteland into a productive grassland.

Highlights

The fodder produced is estimated to meet more than one third of the annual fodder requirement of the village Guashala.

Way Forward

The project results have been encouraging and the same shall be replicated in other villages.

'PRAKRUTI' ECO CLUB PROGRAM

'Prakruti' Eco Club program was launched in the year 2006 with an aim to create environmental awareness amongst the community and the rural school students in particular. 21 Eco Clubs have been formed covering a total of more than 2,100 students in 12 villages/towns of Okhamandal. The following activities were organized during the reporting year.

ECO CLUB SCHOOL TEACHERS' TRAINING WORKSHOP

A day long Teachers' Training Workshop was organized for the 'Eco Club' school teachers on 31st August 2008. The purpose of the workshop was to help teachers identify projects and plan an annual schedule of activities for the school 'Eco Clubs'. Information on the National Environmental Awareness Campaign (NEAC) Grants Program, sponsored by the Ministry of Environment & Forest, Govt. of India, was also disseminated and a session on filling of the grant application forms was conducted. Teachers were encouraged to identify school projects for the grant application and apply for the same. A total of 48 teachers from

18 schools participated in the workshop.

'CLIMATE CHANGE' WORKSHOPS

The NEAC program grant applications of Bhimrana, Arambda, Hamusar and Goriali school 'Eco Clubs' were accepted by the Ministry of Environment & Forest and a one day workshop on 'Climate Change' was organized at each of these schools during January 2009. Drives for cleaning of the village wetlands were also organized as a part of this program. The community ponds at all the five villages i.e. Bhimrana, Arambda, Hamusar, Goriali and Lalpur were cleaned with the participation of 'Eco Club' members and the village community.



Community pond cleaning drive by ECO Clubs



ECO Club Teachers Training Workshop

Case Study: The 'Eco Club' program

Ms. Nasimben Ghavda, Principal, Bhimrana Village Primary School, Bhimrana.

The ECO Club program is being conducted by the Tata Chemicals Society for Rural Development since the last three years in schools of the Okhamandal region. The aim of this program is to create nature conservation awareness amongst the students. This program has also been effective for the teachers.

Activities like slide and film shows, nature trails, exposure visits, nature camps, workshops, bird watching sessions, drawing and essay competitions on topics related to environment, herbarium making, nature games etc. are organized to sensitize the students and teachers on environmental issues. 'CHATAK' the 'Eco Club' quarterly newsletter which is published in the vernacular language brings global and local environmental news to the students as also information on nature and the local natural history. The 'Climate Change' workshop and the visit to the Charakla Saltworks bird sanctuary organized this year were very educative and well-received by the students and the teachers.

An awareness program on 'Climate Change' was also organised for the Lalpur village community on 27th February 2009 under the NEAC grants program. Tree plantation at the village community pond was also carried and the village community has taken-up the responsibility to maintain the same. A total of 600 ECO Club members and villagers participated in these Climate Change workshops and the wetland cleaning drives. Copies of Climate Change information booklet in vernacular language were distributed to the program participants.

LAUNCHING OF 'CHATAK' THE ECO CLUB NEWSLETTER

The year 2008 saw the launching of the 'Prakruti Eco Club' newsletter 'CHATAK'. This Gujarati newsletter will be published every quarter and is meant to communicate environmental news, information on local wildlife and news of 'Eco Club' activities to the 'Eco Club' school students and teachers.

VISIT TO CHARAKLA BIRD SANCTUARY

The Charakla Bird Sanctuary at the Charakla Saltworks is the biggest manmade wetland in the Okhamandal region. This place hosts thousands of aquatic birds and is a birdwatcher's paradise. A diverse population of migratory birds can also be seen and studied here during the winter months.

Exposure visits for 'Eco Club' students to the Charakla Bird Sanctuary were organized during the period February March 2009. A total of 752 students and 37 teachers attended this program in 9 batches. The purpose of the visit was to introduce the students and teachers to migratory birds and

bird studies. Other activities carried out during the year includes distribution of saplings of indigenous plant species to 'Eco club' members for plantation in and around their schools; demonstrations on herbarium making, essay competition; wetland awareness drive; beach cleaning program and coral reef visits were organised.

Capacity building programs for 'Eco Club' volunteers were also organized during the reporting period. This included field visits to Mukhteshwar and the Khara Khetar Sarovar; marine life studies at the Mithapur coral reef and study of the indigenous flora at the Biodiversity Reserve Plantation site.

Highlight

4 'Prakruti Eco Club' schools were selected for the NEAC Grants Program sponsored by the Ministry of Environment & Forest, Govt. of India.

Total No. of ECO Clubs	21
Charakla Bird sanctuary exposure visit	752 students, 37 teachers
Teachers' Training Workshop	48 teachers
Climate Workshops	4 schools, 415 participants

Way Forward

4 more 'Eco Clubs' shall be added to the 'Prakruti Eco Club' program next year. 10 Climate Change Workshops have been planned and the awareness campaign on marine turtle conservation shall be initiated.



Babrala

Tata Chemicals commissioned its fertilizer division in November 1994, at Babrala in the Badaun district of Uttar Pradesh state in northern India, catering to three administrative blocks namely Gunnour, Rajpura and Junawai blocks. More than 90% of the population sustain on the income generated from agriculture. Complementary source of income for the farmers is Animal Husbandry. The Babrala project was the first step towards the fulfillment of a long-standing commitment by Tata Chemicals to provide the Indian farmer with an optimal package of agricultural inputs and services. TCSR is also focusing on the integrated development of the regions through it.

NATURAL RESOURCE MANAGEMENT

Integrating agriculture and animal husbandry is the main initiative of TCSR under Natural Resource Management. The main focus of this program is to maximize the yield returns of the farmers through efficient management of existing resources and extension of new agriculture practices.

INTEGRATED AGRICULTURE GROWTH PROJECT (IAGP)

Agriculture forms the backbone of the economy of Gunnour block. Majority of the labour force depend solely on agriculture income, which is inadequate to meet the rising cost of living. Various steps have been taken to improve the agricultural pattern of this region. Some of the practices include land reclamation, agricultural mechanization, crop diversification and facilitating service and support systems covering planting materials, credit and extension, enhancing farmers' capacities to understand and adopt modern agricultural practices through trainings.

All these practices are considered to be critical for improvement and use of the modern techniques and thereby would certainly contribute to prosperity in the agriculture sector and reduce the rural poverty.

DIVERSIFICATION OF AGRICULTURE (MAGP)

Target Area: 10 villages in Gunnour block

Started in 2004, it aimed to improve the total agricultural profitability of the farmers. It was seen that most of the farmers were involved in the cultivation of Wheat, Paddy and Bajra as it required less input cost. However, the returns were less too. TCSR has stepped in with a view to improve the financial



Farmer growing vegetables (MAGP)

condition of the farmers with the project called Modern Agriculture Growth program. This project encourages farmers to grow vegetables as multi cropping at least on 0.2 acres of land. TCSR provides technical guidance, conducts visits and provides 75% subsidy for fencing wire as theft is a major problem. Demonstrations as well as discussions in the SHG are also done to promote vegetable cultivation. Till now **10.02 acres** have been successfully completed with the participation of **24 farmers**.

AGRICULTURE GROWTH PROGRAM (AGP)

Target Area: 5 villages surrounding the fertilizer complex at Babrala

Main objective of this program is to improve **the yield returns per unit area** through a combination of quality inputs, timely credit availability and various modern agro techniques. Major focus is given to increase the productivity of 'Rabi' crops by using modern sowing techniques including seed drill, weed and pest control, balanced nutrition and timely irrigation.



Farmer harvesting wheat crop (AGP)

TCSR plays the role of facilitator in this program in the form of quality inputs, advice regarding various techniques and providing the farmers with interest free credit facility in the agricultural practices and technologies appropriate to the crop. The repayment is 100% year after year for the last nine years. At present the program is functional in five villages surrounding the Babrala Fertilizer Complex. This year **399 farmers** have taken the benefit of interest free credit made available by TCSR.

FARMER'S TRAINING PROGRAM

Farmers 'training' program ensures the sustainability of the various agricultural interventions. The training gives an opportunity to the farmers to get exposure regarding latest cultivation practices, new improved seed varieties and current trends in agriculture. Further more, the farmers are taken to visit 'Kisan Melas' and demonstration sites also. The project goes a long way in building awareness among the farmers in the community so that they can easily adopt agriculture growth measures and increase the yield of their land.

KISAN MELA

'Kisan mela' is organized for the capacity building of the farmers. This year 'Kisan mela' was planned at Pant Nagar University and Indian Veterinary Research Institute, Bareilly. The farmers participated enthusiastically, most of the farmers purchased breeder and hybrid seeds of various crops of cereals and vegetables. This year 98 farmers of 22 villages have been covered.



Kisan Mela

SEED PRODUCTION

TCSRDR started seed production by the demand of the farmers. This program helped in availability of quality seed on time at cheaper rates. In this program six Self Help Group members were motivated in 2 villages and 10 acres of land have been covered in this program.



Seed Production at KKM village



Training on Rabi and Kharif crops

DEMONSTRATION OF PULSE CROPS

This program was started for the easy availability of pulses to the farmer. It is a cash oriented crop which gives more returns as compared to other kharif crop like Maize and Bajra. This year farmers were given demonstration of black gram (Urad) and green gram (Moong) in which five farmers participated from Pawari village. The cost of cultivation of pulse is very low.



Pulse Crop Demonstration on Green Gram Pawsraa village

NURSERY GROWING TRAINING PROGRAM ON VEGETABLES

The objective of this project is to provide quality seedlings to the farmers and not to be dependent on other external agency. Self Help Group member of Pawsara village was motivated to grow the nursery for various vegetables like Brinjal, Capsicum, Chillies, Cauliflower and Cabbage for income generation. Ten members of Self Help Group are motivated for nursery growing.



Developing Nursery at Pawsara village (Cauliflower Vegetable)

MODERN AGRICULTURE EQUIPMENT DISTRIBUTION PROGRAM

Based on the demand from farmers, this program was started to provide modern agriculture equipments on subsidized rates. TCSR contribution is 25% and 75% from beneficiary farmer. Equipments which were distributed were - 15 Sprayers, 5 Bullock Seed Drill and 15 Bullock Harrow.

Activities	Area Covered (Acre)	Villages Covered	Beneficiaries
Land Reclamation (Levelling/Harrowing)	22.44	10	27
Demonstration program		2	4
Seed Production Centre	10	2	6
Nursery Development	1	1	
Exposure Visit		5	25
Agriculture Inputs Distribution		5	289
Floriculture		5	5
Farmers Training (Kharif and Rabi) Crops		22	88
Modern Agriculture Equipments Distribution		5	35

LAND RECLAMATION

Target Area: Usar Land of Gunnour Tehsil

Gunnour region has most of the fertile land, except some pockets called 'Usar Land' which is severely saline. These 'Usar' patches reduce the overall productivity of land. TCSR is facilitating the identifying such patches and is undertaking their reclamation. This reclamation process involves bunding, deep ploughing, leveling, gypsum application, leaching of salts and green manuring with Dhaincha. These efforts helped in converting saline/alkaline soils to fertile soils. Till date 9.08 hectare of land has been reclaimed in seven villages namely Kail, Noorpur, Baghou, Mehua, Pawsara, Sehawali and Rajpura.

BHOOMI SUDHAR PROJECT, BHIRAWATI - SIR DORABJI TATA TRUST

Land is pre-requisite base for all societal activities and man's existence depends upon its continued productivity. With growing population and developmental activities placing ever-increasing demands on land resources, the issue of conservation, management and development assumes great significance especially in district of Badaun as it occupies an

area of 516800 ha with 81.91% agricultural land. The development objective of the project is to increase agricultural productivity in selected areas of degraded lands in 14 villages of Gunnour tehsil; block Rajpura Nyay Panchayat Bhirawati of Badaun district. The objective will be achieved through reversal of water-induced land degradation, enhancement of soil fertility and improved provision of agricultural support services.



The project aims towards a tripartite partnership with the beneficiaries, Funding agencies and TCSR as an implementing agency.

Till date, the following activities have been carried out so far:

- Baseline survey of the area
- Selection of beneficiaries for the first year

Case Study:

A farmer named Jeevpal of Kail village had taken benefit from the land reclamation project of TCSR. His two bighas of land had been reclaimed. Earlier his 'Usar' plot was unproductive but after reclamation productivity of land has been increased. Jeevpal can now sow varieties of crops in his land. He told that the price of his land has increased from 30 to 60 thousand rupees. In this village other farmers had also made their land reclaimed with help of TCSR. These farmers are earning profit and getting water for cultivation throughout the year by bore well which has been dug in the fields with the help of TCSR.

- The process of reclamation such as bunding of plots, leveling and ploughing with further process of gypsum application and sowing of green manure followed by sowing of paddy as the first crop
- Apart from these the activities such as training and exposures of the project team as well as the beneficiaries have been conducted on the topics such as process of Land reclamation, importance of bunding and water management, farmers' motivation training program etc.
- The first year of the project will see with small target of around 6 hectares (approximately 15 acres) of land spreading across 4 villages and 35 beneficiaries
- This project is different from the Land Reclamation Project in core command area in the sense that it also deals after the income generation activities and encouragement of saving habits through formation of Bhoomi Shudhar Committees, Self Help Groups

ANIMAL HUSBANDRY PROJECTS

Activities	Achieved
Village covered	14
No. of BSC formed	17
A/C opening of BSC	7
Land Levelled	68 Acres
No. of Beneficiaries	41
Training programs & Exposure of BSC	4
Training program of Project Team	1

The predominant caste in the region is Yadavs, who have traditionally been a livestock rearing community. Almost all households here own at least one or two heads of cattle. Therefore, animal husbandry development programs are an important means of increasing and supplementing the household incomes.

The projects undertaken this year for Animal Husbandry Development were General Health Check-up and Treatment, HS and FMD Vaccination program, Pashu-Palak Mitra Training, Anti-Sterility Camps, Green Fodder Demonstration, Breed Improvement, Extension of Murrah Buffaloes, Extension of Cross Breed Cows, Extension of Murrah Bulls, Cattle Show and Cattle Insurance.

HEALTH CARE AND VACCINATION

General Health Check-up and Treatment: The vaccination program is aimed to save the animals against rabies which is a very infectious disease. Vaccinations are also done against foot and mouth disease. The breed improvement program deals with giving interest free loans to purchase Murrah bulls to improve the breed of the buffaloes

and thus increase the yield of milk. This ensures good fodder in lesser time. This year the number of animals examined and treated was 315 from 21 villages.

Animal Health Camps: Milch cattle's becoming sterile has resulted into great financial losses for the livestock owners. This year six Animal Health Camps were organized and 1271 animals has been examined and treated from 104 villages of Gunnour tehsil for three categories - Gynecology, Surgical and Seasonal diseases.

Various camps have been conducted in collaboration with the District Animal Husbandry Department and expert team of BAIF Development Research Foundation Badaun, UP.



Doctor examining an animal at AH camp

HS-Hemorrhagic Septicemia, FMD-Foot & Mouth Disease Vaccination: A good healthy animal ensures better returns to its owner. The general health care of the animals in the surrounding villages is provided special emphasis. Routine vaccination of the animals is done so that the cattle population around is healthy and productive. Due to regular vaccination camps, the incidence of both HS & FMD has reduced drastically in this area with only few cases being reported.



FMD Vaccination

The overall productivity of the cattle has gone up due to this sustained health care. During this year 6980 animals owned by 1423 households were vaccinated from 20 villages for HS vaccination and 12524 animals owned by 2072 households from 23 villages were vaccinated for FMD.

This program is conducted in collaboration with the Veterinary doctors with beneficiary contribution.



HS Vaccination

BREED IMPROVEMENT PROGRAMS

The Murrah buffalo of Haryana is a breed, which is high milk yielding. A good specimen of this breed is able to give milk yields as high as 16 liters as compared to 5-6 liters of the local buffalo breed. It was felt that if more numbers of such buffaloes were introduced in this area and these in turn breed with the local breed, the overall breed quality would improve. All the beneficiaries who are from small to medium farmers or landless are selected for this project. They are advised by the animal husbandry experts provided by TCSR D for purchase of buffaloes of their choice. They are also taken to various cattle fairs in Haryana, where they can also buy their cattle with the help of the expert advice. Moreover, the transportation of the buffalo, expenses on boarding and lodging are also covered by TCSR D, so that there is no additional burden on the beneficiary. This year, 45 households were covered from 8 villages who have taken benefit from this program.



Need Title

Extension of Murrah Bulls: Under this program TCSR D provides Murrah breed bulls to the farmers on interest free loan. This year, 14 Murrah bulls were provided in 10 villages of Gunnour Tehsil for natural breeding with the local buffaloes.

Extension of Cross Breed Cow: Under this program TCSR D provides cross breed cow on interest free loan. This year 4 cross breed cows were provided in 2 villages viz. Baghou and Pawari to increase milk yield.



It's Cross breed cow

Activities	No of Villages	Beneficiaries
General Health Check up	21	315 Animals
Green Fodder Demonstration	5	339 Farmers
HS Vaccination	20	6980 Animals
FMD Vaccination	23	12524 Animals
Pashu Palak Mitra Training		3 Candidates
Animals Health Camps	104	1271 Animals
Breed Improvement	10	14 Bulls
Extension of Murrah Buffalo		45 Buffaloes purchased
Extension of Cross Breed Cows		4 Cows purchased
Cattle Show	16	60 Animals participated
Cattle Insurance	12	181 Animals

ANIMAL HUSBANDRY SUPPORT PROGRAMS

Pashu-Palak Mitra Training: To improve the availability of health care in the villages it was decided to train educated unemployed rural youths as 'Pashu-Palak Mitra'. The duration of training was of six months and was provided through the District Animal Husbandry Department. Seventeen youths have successfully completed their six month training and are now providing first aid to the animals in their Nyay Panchayats. An AH tool kit was provided to these 'Pashu-Palak Mitras' so that they are well-equipped to provide their services. This year rural youths were trained from three Nyay Panchayat of Junawai and Gunnour.

Green Fodder Demonstration: To supply cheap and nutritious fodder for improvement of the economics of animal husbandry, two fodder grasses were promoted during the year. Seeds of improved varieties of fodder grasses; Berseem (*Trifolium alexandrinum*), and Sorghum were made available on subsidized rate to farmers of five villages. During the year, 339 farmers participated in Berseem seed distribution program and 35 farmers participated in Sorghum seed distribution program. Most of the beneficiaries are small and medium farmers from 5 villages.



Green Fodder Demonstration

Cattle Show: Cattle show which aims to motivate and create interest among the cattle rearers to purchase high milk yielding cattle. In this program 60 cattle owners participated from 16 villages of Gunnour tehsil.

Cattle Insurance: TCSRDR undertook a new initiative to ensure the life of cattle. Recently TCSRDR is working with TATA-AIG and United India Insurance Company of Lucknow. 181 animals were insured from 12 villages this year.

INCOME GENERATION

Securing improved life for the rural poor is the main emphasis of TCSRDR in this region. For this TCSRDR drafted a strategy to address this issue - one is establishing Self Help Groups in the villages and their linking up with the banks for undertaking economic activities. The other is to conduct vocational training programs to enable them to become self-

independent via promoting self-employment opportunities. Third one is providing livelihood through the promotion of handicrafts (Karjobi) of the Gunnour region.

SELF HELP GROUPS

Target Area: Twenty six villages in the region.

Self Help Groups were introduced to reduce the dominance and the exploitation of the villagers by the non institutionalized or informal sources of money lending. In some cases the groups have acted as a source of income generation for the members.

WOMEN'S SELF HELP GROUPS

Women's Self Help Groups have been formed for social and economic empowerment of the women in society. The capacity building of the women is done to make them self sufficient and capable of taking their own financial decisions. Most of the women's groups have used the loans available to start a dairy enterprise (selling buffalo milk), rose drink, sewing cum stitching training centre, general store and they are managing timely repayments of internal as well as bank loans. Till date, 110 women's group have been formed in the Babrala region.



Women Self Help Group

MEN'S SELF HELP GROUPS

The women's groups and their success have inspired the men to form SHGs. The formation of men's groups is aimed to involve the people into collective action through various interventions. Group small savings is used to start individual small agro-based business and to improve their economic condition. TCSRDR has motivated the farmers to start small-scale enterprises. The process ensures economic independence of the members and helps to provide finances in case the members of the group want to undertake economic activities. Some of the economic activities undertaken by the Self Help Groups are: Mushroom cultivation, seed production and vegetable cultivation etc. Till date 29 men's groups have been formed in the Babrala region.

Income Generation program at glance	Progress for the year 2008-09	Progress till date
Women's Self Help Groups		
No. of Groups	56	120
No. of Villages	20	20
Total Savings (Rs. in lakh)	5.91	32.89
Total Loan (Bank & personal savings) (Rs. in lakh)	14.31	127.73
No. of trainings	3	29
No. of Workshops/visits	2	31
Men's Self Help Groups		
No. of Groups	13	29
Members	163	377
No. of Villages	16	16
Total Savings (Rs. in lakhs)	3.66	9.03
Total Loan (Bank & Personal Savings) (Rs. in lakhs)	4.65	24.47
No. of Trainings	3	12
No. of Workshops/visits	2	13

INITIATIVE - AARTI MAHILA MANDAL

Aarti SHG members of Mehua Hasan Ganj village initiated for house keeping work at BPO from the month of September '09.

CAPACITY BUILDING WORKSHOP

Thirteen SHG members participated from core command areas to enhance their knowledge on SHGs - proceeding writing, account keeping, rules and regulations, rotation of fund and how to ensure repayment of inter loan.

ANNUAL GENERAL MEETING

Another new initiative undertaken by TCSRDR this financial year. The main objective of the AGM was to create awareness about SHG through the demonstration effect. In AGM-presentation, background, It served as common platform to discuss growth of SHG and increase in cohesiveness among group members. Till now 15 AGMs have been conducted.



Annual General Meeting

BANK LINKAGE PROGRAM

It was organised to provide credit facilities to the SHG members. This would be one of the memorable days in

TCSRDR's history, as twenty seven SHGs were linked with banks in a single day. All the leading bankers were present at one platform and representatives from thirty nine SHGs were present in the program. Mrs. Kamala, Secretary of Sevarthi cluster shared her views on role and responsibility of cluster in utilisation and repayment of bank loan.



Bank Linkage program

EXPOSURE VISIT

Exposure visit was organised for the representative of Sevarthi Sangh at Secoundrarao for seeing model of SHG movement in U.P. About nine hundred SHGs have been formed in that area, out of nine hundred there were seven hundred SHGs approximately having bank linkage in the form of CCL.

CLUSTER FORMATION

TCSRDR formed a Cluster named Sevarthi. It was formed by both female and male SHGs. It consists of five male and ten female SHG members of core command areas. The process for formation was started in the month of September 2008.

It was finally constituted in the month of January '09. It is the apex body of SHG and essential for the sustenance of SHG.

Cluster may come in the role of SHG's facilitator. It will work for SHGs formation, doing audit for financial management of SHGs. Being an apex body of SHGs it will act as conflict resolution mechanism. It will also work for capacity building of SHGs and coordination with Government agencies.

TRAINING ON ENTREPRENEURSHIP DEVELOPMENT FOR SELF HELP GROUPS

Mushroom Training: Mushroom is a nutritious vegetarian delicacy and has many varieties. It contains many vitamins and minerals and is very low on sugar and fat. Thus TCSRDR took initiative for entrepreneurship development of SHG members. The trainer Mr. Pushpender from 'Chandrasekhar Azad Agriculture University', Kanpur explained the participants – about sowing time, nutritive value, marketing, and practically/commercially viable methods of growing 'Dhingre' mushroom. Participants out of motivation bought packets of mushroom seeds and started mushroom culture for sale and own consumption.



Mushroom Cultivation

Rose Drink Training: Rose drink training was organised for SHG members of Prerna and Kamla Mandal and they decided to take up this activity for their income enhancement.

The trainer Mr. Manoj Sharma came from Department of Fruit Preservation, Badaun. The main objective to conduct training was to establish a fruit preservative unit through SHG. Mr. Sharma practically defined the whole process of formation of



Training given to SHG members on Rose Drink

rose drink such as selection of rose petals, making sugar syrup, adding preservatives and rose essence. Fifteen bottles were developed as a product samples and were displayed for sale on trial basis.

Vocational Training Program: Vocational Training Program was initiated in 1996 with the aim to increase the employment opportunities of surrounding areas. Vocational training is provided for various trades depending on the market demand and employment prospects in the area. The important trades/skills covered are sewing cum stitching specially for girls, typing in English and Hindi. Last year (2007-08), TCSRDR has started three new trades under vocational training programs like mobile repairing, beautician course program and computer training. The duration of each program is six months and participants are selected based on an aptitude test.

Trained instructors monitor the progress of the participants and evaluate the monthly performance of the students. Volunteers from the TCL townships ladies' club have made efforts to educate illiterate girls and women from surrounding villages and also devote volunteer time in TCSRDR activities in conducting entrance examination and monthly test. **522 students** have benefited through these vocational training programs and many of them have joined public and private sector services. The remaining has started small-scale businesses in their respective villages.



Mobile Repairing Course



Typing Course



Computer Course

Sr. No.	Name of Program	Starting Date	No. of Persons trained		Employment (Current Year)	Self Employment (Current Year)
			Current year	Till Date		
1	Sewing cum stitching (Village House)	April, 1996	59	662	—	11
2	Sewing cum stitching (Gunnour)	Dec, 2007	39	63	—	2
3	Typing	April, 2001	79	419	1	3
4	Computer Training	Feb, 2008	141	201	32	2
5	Beautician Course	Dec, 2007	73	99	—	8
6	Mobile Repairing	Jan, 2008	131	166	6	61
Total			522	1553	39	87

KARJOBI PROJECT

Coverage Area: About 15 artisans of Gunnour region. All associated with a SHG namely Arman Mahila Mandal, Gunnour.

Karjobi is one of the booming projects under TCSRDR initiatives. The project promotes the Mughal handicraft art. The drive behind this project is to uplift the socio-economic status, to recognize the hidden talents of the rural artisans of Gunnour region who earn their living by the marvellous art 'Karjobi'. The marketing of the product was initiated through

organising of exhibitions and direct sale. TCSRDR has taken a step to promote the handicraft work of the local artisans here in the Gunnour region. At present all the artisans' work from home and get small returns for their exclusive handicraft due to the exploitation by the middlemen. TCSRDR has helped them earn better and more by promoting their art and making them the owners of their business. TCSRDR acts as a facilitator in this program, ensuring quality raw material, provision of designs that are current, focusing on quality and introducing new products.



Beauty Parlour Course



Sewing and Stitching Course



Karjobi Handicraft



Case Study: Farzana - (Beauty Parlour Course)

This is a story of a girl, who believes in herself, and out of positive thinking today she succeeded to fulfil her dreams by the help of TCSRDR. A girl named Farzana of Gunnour, is affected by polio, physical disability never affected in her life. She is highly determined girl and completed her studies till high school. She was not able to open beauty parlour due to financial constraints. She approached TCSRDR for financial help and she took loan of Rs. 10,000 to open her own beauty parlour. At present she earning and helping her parents financially.

Karzobi Exhibition: This year four Karzobi Exhibitions were organised at organisations like GAIL, Jubilant, TCL, and Narora Atomic Power Plant generating revenue of about forty five thousand rupees.



Karzobi Exhibition

Retail Counter and Showcase with NABARD: This year TCSRDR launched its retail counter for the sale of Karzobi products. The purpose is to capture the customers who come for various projects at Babrala. The counter gave dynamic results; almost fifty percent of total sale was achieved from the retail counter. Another initiative was taken by TCSRDR for promotion of Karzobi products at District Headquarter of Badaun with the support of NABARD i.e. show case at Vikas Bhavan, Badaun. These opportunities gave Karzobi much needed popularity and exposure. addendum

Artisans I-Cards: TCSRDR provided an Identity to their Karzobi artisans with the support of Govt of India. Eighty artisans of the Gunnour region got their computerised I-cards. The importance of I-cards for artisan's are - They may get low interest loan in the form of artisan credit card from the bank and tax relaxation in the purchase of raw materials etc.



Distribution of Artisan I-Cards

Karzobi Annual Day: Karzobi Annual Day was celebrated on 14th of Feb, '09 at Gunnour Township Hall. On this day, annual carob budget, marketing plan, quality of products, wages payment status, quality enhancement, profit sharing was discussed among the members.

TCSRDR decided that the sale of the products would be on the

basis of organising exhibition-cum-sale at different places and through retail counter. SHG members shared their experience saying that they learned of saving money to utilise in productive purpose.

KARZOBI - THE WAY AHEAD

TCSRDR took a revolving fund of rupees one lakh for promotion of rural handicraft called Karzobi.

As per design of the project more emphasis is given on wages payment. TCSRDR decided that at least 42% of the total cost of the product should be used as wages for upliftment of the socio-economic status of the artisans, as far as project sustainability is concerned.

This year, approximately Rupees one lakh ten thousand is spend for purchasing raw materials, administrative cost and wages payment. Out of one lakh ten thousand, a part of wages was approx forty-three thousand and total sale of the product was one lakh sixty thousand so this year TCSRDR has improve their revolving fund by fifty thousand.

TCSRDR also shared 15% of profit among the artisans of total sale of profit. The project aimed that out of total profit 15% should be shared with the artisans in form of cash or kind.

HEALTH PROGRAM

Swasth Aangan:

Project Area: Block Gunnour, District: Badaun, State: U.P

Villages covered: 50

INTRODUCTION

The project Intensive Family Welfare was formally initiated in the month of Sept. envisaged on the lines of the previous project in Gunnour block. Badaun district is one of the most backward districts in U.P. It has low literacy rate, high population growth / high fertility rate. Currently the Gunnour block comes under the purview of this project. The present project aims at improving women and child healthcare, by providing the facilities at their doorstep. In addition, it focuses at enhancing the awareness about marriageable age, spacing between children, immunization of both women and children as well as limiting the family size by fulfilling the unmet needs of contraceptives and effective contraceptive counselling.

Objectives

- To create community based mechanisms and linkages for increasing access to quality RH/FP services
- To bring about desired behaviour changes among eligible couples (women in the age group of 15-49 years of age) through integrated IEC package and increasing involvement of different stakeholders at the family level on

Family Planning/Reproductive Child Health

- To promote use of modern contraceptives by eligible couple by providing a basket of choices through strengthening Parivar Kalyan Kendras and appropriate referrals
- To document learning, processes and good practices for replication and scale

Activities undertaken related to the first objective mentioned above

VILLAGE HEALTH COMMITTEE TRAINING

To create community based mechanisms and linkages for increasing access to quality RH/FP services Village Health Committee training conducted in villages. In this training an



Function of 'Gram Swasth Samiti'

income and expenditure exercise was done by the Health Team. The villagers realized that the amount of money which is spent on the health issues never comes back. The villagers were told about the whole life cycle process. The Health problems, role and work of the VHC Government agencies of the different villages were discussed. At last the villagers were told about the process and about documentation of the meeting. Till now **35** Village Health Committees are trained and VHC is formed in fifty five villages.



VHC training at Faridpur village

SANITATION HEALTH COMMITTEE

To promote cleanliness and good habits of sanitation in children, the health team motivated and formed sanitation

committees in Govt schools. School sanitation committees were made in 50 villages in order to check the cleanliness of the students in various Govt. schools. The committees which are formed constitute of 5 to 8 students who keep a check on their schoolmates whether they are washing their hands before mid-day meal or not, telling them to clean their nails. Every month three students who are best regarding cleanliness are selected and they are given prizes. Seeds of different vegetables like Spinach, Carrot, Maithi, Bottle Gourd, etc. had been distributed in 36 schools and the motive behind seed distribution was to make them aware about the importance of vegetables for healthy life, to decrease iron deficiency in the body of growing child and make them habit for eating fresh vegetables, it was also used in mid-day meal (Govt schools) in the form of supplementary diet which gives nutrition to a child.

SWASTH MITRA TRAINING

'Swasth Mitra Training' was conducted at village house in the month of July, '08. This meeting was presided by the team from HLFPT (Hindustan Latex Family Promotion Trust) along with the TCSR team.

The Swasth Mitra were told about their role in the community, vaccination, health issues, IMR, and family planning. With the help of visual aid flip chart they were imparted knowledge on the process to be carried out during pregnancy, life cycle, vaccinations and health check ups, breast feeding for 6 months to the newborn baby, family planning and control measures.



Swasth Mitra training going on

ASHA TRAINING

'ASHA Training' was conducted at village house in the month of July, 08. This training was presided by health team who came from HLFPT (Hindustan Latex Family Promotion Trust). During the training trainers told about the responsibilities of 'ASHA', how 'ASHA' should interact with the villagers, give information to the villagers on health issues and how an 'ASHA' can bring behavioural change in the surrounding areas.

DAI TRAINING

Maternal and child health is one of the most important objectives of the Family Welfare program in India. TCSRSD took initiative in organizing Dai Training at village house in the month of Feb, '09. Training was imparted to both trained and untrained Dai in order to refresh in their minds with their responsibilities and giving them more knowledge on medical facilities. The training was organized in collaboration with PFI and TCSRSD. The motive behind the training was to reduce MMR in Gunnar region.



ASHA Training



Check up of Pregnant lady by foetal scope



Demonstration of cutting the umbilical cord

MOBILE CLINIC:

The mobile clinic visits the villages as per schedule. Ante & Postnatal Care is given prime importance. Each and every pregnant woman is identified through survey, home contacts by the community workers and are being counselled to attend the clinic and to undergo routine check up. Women with gynaecological problems are also advised to get themselves treated for reproductive ailments. Follow up of RTI patients and Antenatal cases are being done every month.

The patients from 50 villages are being treated and examined. In the year 08-09, 565 camps were held in which 10392 patients were treated and 3960 Ante natal Check ups was done.

Camp	Patient	RTI	ARI	Diarrhoea
565	10392	868	714	854



Dr. Manoj doing Health check up of the villagers

VACCINATIONS

Immunization of children below two years and pregnant women is one of the integral activities of the mobile clinic. The village level motivator maintains a register detailing the immunization status of individual children. Individual households are contacted and parents are motivated to follow up their ward's immunization.

TTT I	TT II	BCG	DPT I	DPT II	DPT III	Measles	Vitamin A	DPT booster	DT	Total
1423	1214	1271	1333	1051	1098	737	1281	663	156	8946

ANC CHECK UPS

In order to reduce Maternal Mortality Rate and Infant Mortality Rate - Antenatal check up is done in Health Camp. In three checks up of ANC - weight, Blood pressure, temperature, height, H.B. and urine albumen are covered by health team. Seeds of green vegetable, Iron, Calcium, Folic Acid and TT vaccine are also provided to a pregnant lady. Regular follow up of a pregnant lady is done by village level motivator. After regular ANC check ups, improvement in health status and increase in Haemoglobin has been observed after taking iron tablets and vegetables. Till date 491 seeds have been distributed among the pregnant ladies. VLM and health team

motivates pregnant ladies for institutional delivery, 5C (Cleanliness), during delivery, breast feeding, kangaroo care and inform the villagers about Govt. scheme like Janani Suraksha Yojna. 3932 check ups had been done during the year.

I st Check up	II nd Check up	III rd Check up
1210	1453	1269

Total No. of Delivery	Home	Hospital
1675	1324	351

REDUCING MALNOURISHMENT

To improve the health status, weight of (below 2years) children is regularly taken to upkeep the record in target area. There has been increase in the weight of the children after treatment had been observed in **163 out of 671 malnourished children**. In health camp counselling of malnourished child is done by TCSRDR doctor with their parents and also makes them aware for proper diet to be given after six months of a baby.

Weigh	Normal	I st Grade	II nd Grade	III rd Grade	IV th Grade	Malnourish treated
8178	3518	2526	1469	539	129	163

SANITATION PROGRAM

During the rainy season, it happens that in the villages there are many places where water gets accumulated, these pits becomes spot for mosquitoes breeding. First the health team organised meetings with the villagers and they were told about proper sanitation and cleaning of the drains. After the meeting, the health team along with the villager's sprinkled bleaching powder to the pits where water is accumulated.

IEC ACTIVITY (PUPPET SHOW AND NUKKAD NATAK)

55 Puppet shows and Nukkad Natak were organized by TCSRDR on the following topics

- ANC Care
- PNC Care
- Vaccination
- Family Planning
- Education
- Sanitation

Health team convey message to the villagers through puppets shows

HOME VISITS, MOHALLA AND GROUP MEETINGS

VLM regularly visit eligible couples, pregnant women, <2 yrs child, in their home. In their visit to the household they told about, ANC, Neonatal care, 5 C during delivery, importance of Breast feeding to newborn, Vaccination, Family Planning. **2154 home & mohalla meeting** have been done by VLM and field co-ordinators till now.

WALL PAINTING

To create awareness among villagers, wall paintings have been painted on the main road of the 50 villages. The topics covered are - right age of marriage, pregnancy registration, 3 check ups of ANC, 5 cleanliness during delivery, early Breast feeding, Immunization, Child Health, Family Planning.

ACTIVITIES UNDERTAKEN TO ADDRESS THIRD OBJECTIVE

Establishment of Parivar Kalyan Kendra: In every village, Parivar Kalyan Kendra has been established. PKK creates awareness about family planning in villagers and supplies contraceptives to villagers. 'Swasthya Mitra' makes available varieties of contraceptive.

Contraceptive Counselling: Contraceptive counselling is a regular feature of the Medical Camp. All the people belonging to the target group, who visit the camp, are counselled for the same. Awareness about the different family planning methods is provided with the help of flip charts. To reduce the unmet need of contraceptives for temporary spacing and otherwise, the beneficiaries are allowed to choose the contraceptive of their choice and condoms and O.C. Pills are provided at the camp itself. The side effects associated with each method are explained to them. Women with two or more children are constantly motivated to undergo female sterilization and referred to the Primary Health Centre. It was noticed that the women prefer pills to condoms or even sterilization.

Copper - T: At present new initiative has been taken in the field of Family Planning-5 Copper - T have been inserted in five patients.

Sterilization Camp: To promote small family, the Health team and VLM motivate eligible couple for sterilization. 95 women have undergone legation.



Sterilization camp at Gunnour



Wall painting covering 50 villages

Training on VHC & Documentation: A five day workshop was conducted at village house in collaboration with TCSR & PFI on Village Health Committee and Documentation from 16th-20th March. First three days of the training focused on VHC formation and its implementation. The last two days of the training was on documentation, case studies and process documentation.



Service map at Mirampur in VHC meeting



Case Study: Ignorance leads to death...

Disease prevention is the key to public health. It is always better to prevent a disease than to treat it. Vaccines help to prevent infectious diseases and save lives. Vaccines are responsible for the control of many infectious diseases.

This is the case study of 'Kohera' village where due to Sepsis disease neonatal death of new baby was found.

Out of the 50 villages under 'Swasth Aangan Project' there is a resident of Kohera village named Veerbati, wife of Chatarpal. During pregnancy she was informed first time by the VLM to take tetanus injection, but she refused. After one month health team tried to convince the lady to take tetanus vaccination during health camp but she again refused as she was also pressurized by her husband not to take any immunization. As they use to say that their earlier child was also not vaccinated and hence there was no problem with her.

As the days passed Veerbati gave birth to baby boy. After two days the child's health deteriorated. His parents took the child to the local Doctor for check up in the village itself. The baby was taken to Chandausi for further treatment; the baby was diagnosed suffering from Sepsis disease which is caused due to absence of tetanus vaccine during pregnancy. The baby was soon admitted to the hospital for six days, the doctors said that if the baby recovered within eight days then it is fine otherwise it will be trouble.

Veerbati and Chatarpal discharged their baby from Chandausi Hospital and brought him back to the village. At the same day health team organized camp at Kohera village, when the health team got the news about poor condition of baby's health, they decided to visit Chatarpal's house, the team visited their house and Veerbati cried and apologized for not vaccinating herself. The body of the baby turned blue in color and lungs were not functioning properly, the baby stopped drinking milk and body became stiff. After looking at the poor condition of the baby another pregnant woman who was sitting in the house of Chatarpal named Kusum, ran to get her vaccinated in the health camp. The doctor said that baby was in serious condition and he died just one day after the camp.



Case Study: 'Anwari' - Better late than never...

This is the story of a semiliterate woman, Anwari w/o Jalaluddin of village Daroli in Gunnour block of Badaun district. Anwari's maternal home is in a village in Bihar. She completed her primary education from the village school. At the age of 15 years, she was married to Mr. Jalaluddin of village - Daroli, which is about 25 km from the block headquarters - Gunnour. The village is well-connected by roads and the nearest sub centre is at Bhakroli, which is about 5 km from the village. There are no registered/unregistered medical practitioners in the village. Even the commonest of medicines are not available in this village. Apart from bullock carts, there is no conveyance facility. Though there is a primary school and inter college in a

radius of 10 km, the literacy levels of the villagers leave much to be desired. The villagers have not been able to build up on the available resources to their advantage.

The project aims to bring qualitative changes in the life of villagers of Gunnour block consisting of 55 villages, by building awareness regarding population issues, maternal and infant mortality and child care. The average family size in this village is about 7-8. With their sole dependence on farming as occupation; the quality of life of villagers is poor. Lack of awareness, ignorance and incompetence only contribute to their inferior way of life. It is under such a situation, Anwari, becomes the beacon for other women of her community.

Anwari belongs to a family of low economic status (below poverty line). Her husband has 5 bighas of land, which is just enough to sustain the day to day needs of the family of 6 members. Their house is a thatched mud house. With all her four children below 10 years, and the last two, born within 2 years, she is always preoccupied with cooking food and looking after the family. Personal hygiene and that of kids and cleanliness of house is given a blind eye, because of her ill health and lack of time.

In Swasth Aangan project, a team consisting of Doctor, Project Co-ordinator and Health Workers visit the villages. Prophylactic and curative treatment for diseases, ante and post natal care, vaccination services and counselling services for family planning are offered to the villagers. Volunteers from the village ably assist the team. It is noticed that initially the demand for curative services is high. Gradually the people show interest in availing other services. Anwari was contacted by the team, for antenatal check up as she was pregnant with her fourth child at the time the camp started its service in Daroli. She was very anaemic as she was bearing within one year of her previous pregnancy. After initial apprehension and constant motivational efforts of the staff and the volunteers, she started visiting the mobile clinic for antenatal check up and vaccination with her child in tow. She was given medications and counselled regarding diet and safe delivery. She also attended meetings and brought other women for check ups and also watched the video films shown to them regarding population and other issues. After delivery, Anwari decided to take life in her hands. She informed the mobile clinic staff of her desire of limiting the family size. She was offered a wide variety of choices and counselled regarding use of the same. Since sterilization operation was not acceptable to the community, she decided to go for Intra-Uterine device insertion. She was given necessary advice and all the myths regarding use of the same and the possible side effects were explained to her. Without even consulting her husband, for fear of rebuke, she boldly underwent IUD insertion. The village volunteer was advised to contact the mobile clinic in case of any problems; she may face due to this. In 2 days, the volunteer reported that Anwari was having some complications. The mobile clinic visited her and gave her necessary medicines. In spite of her dilemma, she didn't want the IUD to be removed. As of now, Anwari is healthy and leading a normal life.

After four years Anwari again decided to go for legation camp which was held at PHC, Gunnour. A sea change in attitude of Anwari could be sensed. Earlier, a dejected and hassled person, she is now planning for the future of her family, wants to be a helper with Asha in her village and is dreaming of educating her children and bettering the economic condition of her family. She visits the mobile clinic every month and gets her new born vaccinated. On top of it, she has become an example for her community and has taken upon herself to encourage the women to resort to small family.

A little education, willingness to be motivated and determination have definitely helped Anwari dream for a better future. This is the case of women who come out from caste barrier and at present she helping other women to the community she belongs to.

ESTABLISHMENT OF THE OPD

On the occasion of World Health Day on 7th April 08, the **OPD was started** with objectives to improve the health standard of the villagers of 5 core command area and make them aware about the importance of health on their lives. It functions on every Saturday from 10 am to 12.00 pm 3 days of medicine is provided to every patient. The status of OPD till date is 3672 patients out of **54 OPD & 2047** patients are from **5** core command area.



Dr. Manoj doing check up of patients

DIVYA DRISHTI PROJECT

Divya Drishti camps were held on December and February. Patients were targeted from Gunnour tehsil consisting of Gunnour, Junawai, Rajpura blocks along with nearby areas of Aligarh, BulandShahr and Badaun. The camps were held in collaboration with Gandhi Eye Hospital, Aligarh and TCSR, Babrala. The eye camp acted as a boon to the elderly patients, who are highly prone to cataract and are in no position to get them operated. Creditable number of **1940 patients registered** during the camp. Out of these, **438 patients were operated with the help of** dedicated volunteers from TCL. The operations were conducted by the expert team of doctors from Aligarh.

The pre and post operative care of all the operated patients is done exclusively with the help of entire TCSR.



CMO & VPM doing registration



Doctors team doing operation

Swasth Aangan Project		
No. of Villages covered	55	55
No. of Camps	565	731
No. of Patients treated	10392	13099
No. of Vaccination	8898	10515
No. of ANC	3960	4660
Divya Drishti Project (Eye Camps)		
No. of OPD	1940	12928
No. of Cataract surgery	438	2413

EDUCATION

Adult Education

Target Area: 5 Core command villages in the neighbourhood of the fertilizer plant

The project is running in core command areas in the Gunnour tehsil. In Gunnour region, where the literacy rate is very low and school dropout rate especially of girls is very high, the small step of formal and non - formal education is given in the form of 'Primary School and Adult Education Program'. The aim is to make women literate, so that they can read write and calculate. 400 ladies and girls are being educated this year through the Adult Education program by paid volunteers.



Adult Education Classes

Support to Formal Education

Nagaliya School is located 2 km away from TCL, Babrala. The Nagaliya Kazi village does not have any school close by and hence none of the children in the village were sent for schooling. TCL intervened in the year 1996 and built a school for the village and handed it over to them. However, because of lack of proper local management, the school hasn't been functioning for the past 11 years. Since education is one of the development indicators of the community, TCSR strived to motivate the villagers to send their children to school. 'Nagaliya Siksha Samithi' was set up to run the school with some of the villagers and teachers as its members. TCSR assisted this committee in identifying the issues and in addressing them in the right way. An effort was also made to convince the government to include this school under its jurisdiction and thus bring various government schemes and facilities to this school. As a result of this, today, there are more than 94 students from surrounding villages, who are attending the school regularly and are getting complete support from their families as well. At present 90 students from the surrounding areas are studying.

	2007-08	Till date
No. of women literate	400	1550
No. of villages covered	5	5
No. of students at Nagliya	90	

INFRASTRUCTURE DEVELOPMENT PROGRAM

This region has most of the villages with kuccha roads and even the internal roads are even covered in knee deep especially during the rainy season. The infrastructure becomes very essential for the development of the community. This in turn will improve the standard of living of the rural population.

These projects help in maintaining relationships with the rural communities and help establish relationships for undertaking other community development activities.

Construction of boundary wall and paving of the school ground: One of the facilities given by TCSR is to repair school building and to provide better infrastructure and their management in rural schools. Inspection is done in the school after receiving request from the schools, in order to evaluate the requirement in the school. The construction and repair work is taken ahead with the assistance of Gram Panchayat or School committees. Till now 150 boundary walls have been constructed and pavement of the 4 school ground is completed.



Boundary wall and pavement of the school ground completed at Dadpur School

Construction of Toilets: TCSR is also concerned about sanitation aspect for the surrounding rural areas. Safety tanks toilets are constructed with prefixed beneficiary contribution. This year 15 toilets have been constructed in core command areas.

Construction of Bio Gas Plant: TCSR has taken initiative through Bio Gas plant construction for proper use of cow dung to generate energy which is useful for cooking food. Till now 7 plants has been constructed in the surrounding villages.



Bio-gas stove used for cooking purpose

EVENTS CONDUCTED THIS YEAR

Van Mahotsav: People of India have many festivals related to trees. One such festival is Van Mahotsav. It was started in 1950 by K. M. Munshi, the Union Minister for Agriculture and Food to create enthusiasm among masses for forest conservation and planting trees. Tata Chemicals Ltd. is such a corporate which believes not only in production of urea but..



Toilet Constructed



Girish Pal showing the Bio-gas Plant

Case Study: Bio Gas Constructed

A farmer named Girish Pal of Pawsara village was motivated by TCSR team to construct bio-gas plant in his courtyard. TCSR took initiative to promote cleanliness as well to make proper use of cow dung. The team gave information on benefits of bio-gas plant rather using cow dung cakes. He was convinced to set up bio-gas plant as the smoke which emits after burning the cow dung cakes is harmful for eyes. The other people of that village were influenced and realized the importance of it. The compost out of it is very useful as a fertilizers for the plant.

Celebrating forest festival with the villagers through TCSR. Van Mahotsav is a step towards protecting the green cover and our environment. With the help of Horticulture Department plants were distributed to the villagers of surrounding areas in the village house. This initiative by TCSR needs appreciation to go ahead for the coming years.



Plants distribution to Kail Pradhan

Plantation at Nagliya School: Plantation was done in Nagliya Primary School which is situated at Mehua Hasan Ganj on 1st of August by TCSR staff along with the students of the primary school. At present there are 90 students who have enrolled themselves. 20 plants were given by the Horticulture Department. Horticulture Department helped TCSR by giving one bag of vermicompost and 20 plants of Chandini, Kanar, Hibiscus, Morning Star, Papaya. The reason behind plantation was to make the students aware about the importance of planting the trees in the surrounding.



Students excited for planting plants

Social program: After a month of preparation, Mr. Nusserwanji Tata's birthday was commemorated on 1st March, '09 at the village house. Prior to this social program, quiz and drawing competitions were conducted in twelve Govt. Schools throughout February. The events included sporting events like youth cricket competition. The main objective behind the program was to build a rapport with the community and to make the rural mass familiar with the work of Tata Group.

The program commenced with a welcome song sung by the Nagliya school students and a lamp lighting ceremony by the VP and other executives followed by a folk song competition, a memorable speech delivered by the guest of honour - Mr. V.K. Bhatia, VP and concluded with the community feast and prize distribution.



VP and Executives at Social program



Male Folk Song

Health Camp for Nagliya School: Health camp was organised at Nagliya School. Seventy students' general health check-up was done by TCSR doctor and medicines were distributed by the health team.

Independence Day: Independence Day was celebrated on 15th of August at Nagliya primary school. The entire TCSR staff was present on the occasion.



Independence Day at Nagliya School

World Literacy Day: Literacy Day was celebrated in the village house. It threw light on the importance of education. The program was presided by the Chief Guest Mr. Pramod, the ABSA and Mrs. Mathur. ABSA gave inspirational speech about the importance of education. He said that 'Education begins from home'. He gave information about various Govt. schemes and shared his experiences in life .



ABSA addressing the villagers

World Water and Sanitation Health Day: World Water and Sanitation Health day was celebrated on 7th April; 08. In this program more focus was given on women and school children's health and sanitation issues. Quiz competition was organized among the school children. Almost 200 participants were present on that day.

Breast-feeding Week: Breast-feeding week was celebrated at village house in the month of August 2008. In this meeting information on - feeding the baby with colostrum milk, taking care of a newborn baby, importance of breast-feeding, kangaroo care, right posture of breast feeding were given.



CDPO distributed pamphlets to ASHAs

AIDS Awareness Week: Given the dynamics of rural India, a prolonged program of HIV/AIDS awareness was developed and implemented by TCSR for the rural populace of Badaun District in Babrala. 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 moved from village to village spreading awareness on AIDS and the van was flagged off by Mr. V.K. Bhatia, VP Manufacturing, Babrala. The awareness campaign was conducted with the different departments and they were informed about the ill effects of AIDS and what precautions should be taken. 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 in 5 inter-colleges. Many people think they know what HIV/AIDS is all about; but that is where the problem lies. Often, misconceptions have been passed off as facts.



VPM flagging the Mobile Van

Annual Sports and Children's Day: Children's Day is to celebrate 'childhood'. **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.



Sports Day celebrating Annual Sports Day on Children's Day

Women's Day: Women's day is marked on 8th of March every year. It is a major day of global celebration for the economic, political and social achievements. The participants were given chance to speak on following topic: Female Foeticide, No Discrimination among Boy and Girl, Evils of Dowry System, Importance of Educating a Girl Child, Right Age of Marriage, Empowerment of women.

The Women's Day gave rural women a platform to speak through their heart. A representative of rural BPO named 'Baresh' share her experience and how BPO made changes in her life. It shows that rural women if given a chance could shine in every dimension of life.

The celebration witnessed an amazing turn when Women took pledge that they will educate themselves by the next

Women's Day and will encourage others and themselves not to promote dowry.



Women Participation



Haldia

Haldia located in the Medinipore district of West Bengal is a very busy port and an industrialized area. Many small villages and hamlets are located in this set up. The literacy level is 70% and the living standard of the population is fairly decent. The motivation level of people in the region is high and they are very keen to learn new skills. Currently women have a restricted role in the economic activities. Based on the need assessment & socio-economic study undertaken by an NGO “Ramakrishna Mission Lokshiksha Parishad”, programmes have been initiated under natural resource management, Income Generation and health, education and Infrastructure.

NATURAL RESOURCE MANAGEMENT

POND MANAGEMENT

Bringing water to life: Pond management is managing impounded water for the production of fish or other aquatic organisms. Water is needed in all aspects of life. The biota of freshwater habitats constitutes a large component of the overall biodiversity: more than 8% of all described species for only 0.01% of total surface area. Recent research has pointed out that ponds, despite their small size, contribute significantly to the aquatic biodiversity at the regional scale. In comparison to lakes, rivers, streams and ditches, ponds were found to harbour relatively high local species richness (alpha diversity) when sampling is standardized for area. Furthermore, and even more importantly, ponds harbour a significant proportion of the total species richness of plants and macro-invertebrates that are present at larger spatial scales. Finally, up to 60% of all rare freshwater species are found in pools.

The project was initiated with the purpose of encouraging the use of ponds for income generation through pisciculture and moving towards establishing integrated farming, in addition to traditional cultivation practices.

Past experiences show that since pisciculture is being practiced for more than one generation here, the villagers are quite confident and are unlikely to adopt new techniques no matter, however effective they prove to be. And therefore, strategically it was decided to initiate a confidence building measure to help bring change in the mindset of the villagers. Fishpond management can be used to improve fish production in about almost any pond lake or reservoir where a crop of fish is wanted.

This project was spread out in 13 villages. 23 groups comprising of 417 members were trained in scientific pond management. Community meeting is held wherever new group is formed in new villages. 18 community meetings were held through out the year. Fingerlings of Red Tilapia were distributed to 128 members of nine groups of 5 villages. 35 old group meeting were held in the year. Refresher training was imparted to 2 groups.

Entrepreneurship Development Training was conducted with 2 groups comprising of 34 members. Out of which 71% of the members were from BPL family and 29% came from a Scheduled Caste background. EDP Training was imparted to the members who have been trained on pond management. It was given by in house faculty. The groups were made aware on the general entrepreneurship qualities.

EDP Training was first time initiative for community initiative at Haldia. The module was designed in such a way that the objective of fisheries as viable and a sustainable business proposition could be clearly demonstrated. The first phase was on motivational training to impart basic skills of business including ways of generating income and discussing supportive policies of the government and co-operatives, balancing the role of the housewife as well as entrepreneur matching income with the loan installments generating profits and developing a basic business plan.

2nd phase of training covered topics on technical know how, activities schedule, working capital management and role specific responsibilities for sustainable development of socio-economic conditions.



Pond Management

Ponds are a great resource in the villages of Bengal. We need to maintain their:

- **Physical status:** depth of the pond, amount of sunrise the pond is exposed to
- **Economic status:** The economic use of the ponds
- **Ecological status:** Air humidity, food component etc. of the pond
- **Hydrological status:** quantum water in the pond

Due to lack of knowledge, information and orientation in pond management and health and hygiene the grass root level villagers cannot understand the importance of scientific pond management. In fact the existing condition is due to the increase of superstition and wrong methods of treatment. So the incidence of skin disease is quite high as per community diagnosis. They depend on limited indigenous knowledge. The diversity and multiplicity of the problem can be decreased with some comprehensive program in this matter where people are taught the right way to do pisciculture and how to get maximum benefit from it.

The process for pond management starts with identification of the Self Help Groups. Technical partner for this project is Nimpit KVK while social partner is Jan Shikshan Santhan who helps in identification of the interested SHGs. After the group is identified, 12 day training is imparted to the groups, which is completed in two months time. The trainers carry out survey of the ponds. The group has to face an exam at the end of the training session. All the trainees have to do the treatment of

the ponds. The fingerlings of Red Tilapia are distributed to the groups. TCSRSD is promoting Red Tilapia, a particular type of fish, has been identified by our Technical Partner NIMPIT as the fish to breed in the pond for the following reasons.

Vision 2020: 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.

Weak eyesight hampering studies and development of primary school children was also an area of concern for the community and therefore to ensure proper vision to primary school children through provision of medicine and spectacle the project Vision 20:20 has been undertaken with the partnership with Vivekananda Netra Niramay Niketan.

Steps to get the Clearer Picture: The volunteers conduct the preliminary vision test. This is the first stage. The children with vision problems are taken to the eye specialist for final check up. The spectacles are provided by TCL. It is carried every month in different primary schools. Total students covered in this quarter are 209 of 4 primary schools. Spectacles and medicine were distributed to 19 students.

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, decided to start the initiative with children. Total students covered in this quarter are 1463 of 15 primary schools. Spectacles and medicine were distributed to 33 students.



Case Study: Pond Management

'Ashar Alo' is a befitting name for the 8 member Self Help Group in the village of Akubpur. Living up to its name, the group is hope personified. This group started their pond management training during August 2008. Following their group leader Manjula Maity, these women diligently attended all the classes and eagerly did their assignments and tasks. Soon their questions were giving their instructor sleepless nights. The interest of these women went beyond the topic of pond management and they started to learn about markets, business, and income generation. They asked their instructor about market linkages, methods of raising capital etc. All these women have successfully completed their training. They are resolute

about putting it to practice now, not just in their own ponds but for commercial purposes also. These women are confident of themselves now. As one of the group member says, "The training has given me faith in my ability to do something beyond my household responsibilities and support my family. The most important thing that the training has given me is the confidence in myself."

These women have raised their own capital for leasing a pond. They have also garnered the support of their village Panchayat and Sarpanch, who are very supportive of their initiative. They have helped them identify the pond for leasing and carry out the formalities.

The biggest successes of the initiative, however, is the support shown by their husbands. Most have been very encouraging and some have even come forward with promise to join their wives.

Some men have even asked for training. The winds of change are beginning to blow in this community!

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.



Spectacles distribution and eye check up

‘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 Haldia.

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.

The objective was to make the teaching learning process interesting and maximizes the learning of the children. The Vikramshila Education Resource Society of Kolkata has imparted the training on innovative methods of teachings. 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 are 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. program 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-day interactive session was also held with

‘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.



Training to the teachers on innovative methods of teachings



Training to the teachers on innovative methods of teachings

As the name suggests, the 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 a set of curriculum books at 10% of the price, the remaining cost is borne by TCL. The students return the books at the end of the year.

Book Bank: 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.

We do not want our Future Generation just to be another Brick in the Wall: TCSR has taken an initiative to train the teachers on innovative methods of teachings. The impact is really overwhelming. One of the students' parents were really inquisitive to know as to how his daughter has started taking interest in coming to school. By interacting with the teachers she came to know that teachers are following the teaching methods as per the training. This has created interest in the students. The teacher student relationship has improved. Participatory learning process is being implemented. According to the teachers the performance of the students have improved. Request is coming from teachers of different schools for such training program.

Health Awareness Program: 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 1st December 2008. TCL Haldia marked the 'World Aids Day' with an Aids Awareness Initiative. The program 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.



Books distribution to high school students



Health Awareness Program



Aids Awareness Program

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 program 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.



Case Study: Haldia High School

The impact of this initiative extends far beyond these numbers. Investing a few hundred rupees in books has created priceless assets in the form of a secure future for these children. The greatest contribution that any community initiative can make is touching the heart of its community. The journey of the Book Bank initiative so far has been a kaleidoscope of heart-warming experiences. The students who have benefited from the initiative have received not just books, but a hope from the Book

Bank. As one of the class 8 students recounts, "I was not sure if I would be able to study further. My parents had said that although they tried their best, they would not be able to afford the cost of my education. I was very sad. One day, when I went to school my teacher said that I could study next year, and every year after that, if I get good marks. The book bank has given me a way to fulfill a dream." This girl wants to become a police officer when she grows up. It is not just the beneficiaries who have benefited from the initiative. The students who are the members of the Book Bank Committee have also much to say. Being in the committee has sensitized them to the harsh realities of the society. They all want to do something to help their classmates. It is also heartening to see the streaks of leadership that are developing in these children. One cannot but be hopeful when these children talk about their dreams of becoming teachers, doctors, engineers etc. As Henry Ford once famously said, 'A dollar put in a book and a book mastered might change the whole course of a boy's life.' The Book Bank could be a small step in helping these children brighten their lives.

This year 14th November was a special day for us at Haldia. This time TCL Haldia organized Children's Day celebration on 14th of November in four primary schools. The purpose was to provide a platform where they can show their talent. We have organized Recitation Competition, Quiz Contest and Singing competition. 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 the 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.'



Children's Day Celebration

OKHAI

Target Area: All villages of Okhamandal, current reach is 14 villages.

The very purpose of Okhai is to empower the women of Okhamandal. This journey which started in 1996 has achieved many milestones and reached a platform, where we can talk about revenue generation through 250 empowered women of 25 Self Help Groups from 13 villages of Okhamandal.

Okhai has marked its presence by relentless focus on brand promotion and sales activities in various parts of India. We have expanded our wings by putting up many exhibitions at well-known corporate groups. Okhai exhibitions have been held at Mumbai offices of Tata Chemicals, TCS, Tata Power, Tech Mahindra, Tata Teleservices and Essar. Exhibitions were also held at Infosys-Pune, Oracle-Bangalore, Task Staffing and MICA Institute-Ahmedabad. The response to Okhai handicrafts was really overwhelming.

The current year saw a focus on continual Product Development, Brand Promotion and Sales activities. A conscious effort to contemporarise the existing designs, without sacrificing the ethnic look of the garments was made. Approximately 30 designs were introduced every quarter, based on customer feedback. Customised products were launched during the festival seasons like Navratri, Diwali etc. Significant emphasis was laid on all quality parameters, including stitching and finishing of the final product.

Coupled with this, brand promotion activities were taken up in the right earnest. Pamphlets were distributed in various colleges, shopping malls and corporate houses. Local newspapers have been used as a distribution channel to reach out to individual households. Brief on Okhai has been circulated to the employees of various corporate houses. A

premise has been acquired at Gram Haat, a strategic location exclusively for handicrafts products in Ahmedabad.

In addition to the sale at Okhai Centre at Mithapur and the retail store at Ahmedabad, exhibition-cum-sale of handicraft products was conducted regularly to add up the customer base and earn revenue. The handicrafts sale for the year 2008-09 was to the tune of Rs. 21.09 lakhs.

Okhai has been registered as a separate trust and is in the process of branching off into a business unit, generating profits and sustaining itself.

The saga of enterprise development:

Till 2007-08, the focus of Rural Entrepreneurship Development Program was to develop individual entrepreneurs, group enterprises were seen to either fail or not take off due to lack of group motivation, trust and cohesion. A change of scenario was witnessed in the year 2007-08, when a group of women belonging to the socially disadvantaged class got motivated enough to start a Rexene products manufacturing unit. This was the outcome of association with GRIMCO (Gujarat Rural Industries Manufacturing Company), which approached TCSRSD with a proposal for training the women belonging to the socially disadvantaged class in the manufacture of Rexene products. GRIMCO provided the raw materials, industrial machines and stipend for the trainees. About 100 women took part in the training. When the plan of making a business unit arose, only 50 trainees agreed to be part of it. They laid aside a portion of their stipend amounting to Rs. 75000/- as 'Cluster fund'. Thus began TCSRSD-REDP's first successful foray into a viable group enterprise. The cluster was named 'Dr. Bhimrao Ambedkar Cluster'.

Case Study: Okhai- Touching lives

Lakuben Sangan Mori is now a regular at Okhai. Her story is only a representation of trials and tribulations faced by any ordinary woman at Okhamandal. Lakuben belongs to the Rabari caste, the face of Okhai. Mother of 2 children aged 13 and 15 years, Lakuben recounts how she looked life squarely in the face, when it dealt its blows. Her husband is a truck driver and 5 years back, he met with an accident, in which his hands were broken. He was hospitalized and couldn't work. That was the turning point in Lakuben's life. Lakuben, till then a homemaker had to venture out to stone mines, to eke out a living. The month long work gave her only Rs. 500-700/-. It was very difficult to manage home with the meager amount. Lakuben struggled for more than 6 months to make ends meet. It is then that Okhai came to her help. Her skill in appliqué cutting, earned her a place at the Okhai handicrafts centre. Now Lakuben earns around 2500-2600 Rs. per month. Her husband has resumed his work and now their life is moving on even keel. Her eyes light up, when she shyly describes her plans for the future of her children. She wants them to get good education and progress in life.

There are many many more Lakubens in Okhamandal looking up to Okhai to give them the magical helping hand to dream a better future.

Till 2007-08, the focus of Rural Entrepreneurship Development Program was to develop individual entrepreneurs, group enterprises were seen to either fail or not take off due to lack of group motivation, trust and cohesion.

A bank account was opened, the management committee members were elected and the unit bagged its first order from TCSRSD for 500 school bags to be distributed under the Desh Ko Arpan program. Encouraged by the response, the group decided to locate market for their finished products. With the help of GRIMCO & TCSRSD they moved to a new production- cum-marketing centre at GIDC-Arambhada. The unit was formally inaugurated by Mr. M. Jacob - V.P. Manufacturing on 8th December 2008. The group members have started displaying their products in melas. The success of the Rexene unit has inspired many more women to start group enterprises.

UDAY FOUNDATION

India has rapidly achieved the status of being the most preferred destination for Business Process Outsourcing. The availability of skilled manpower, a huge English speaking population, and appropriate infrastructure has been the main reasons. However, the prodigious expansion of BPO companies in select metropolitan cities caused intense competition for available talent and this led to frequent poaching of staff. This has presented several challenges such as high labour and real estate costs and high attrition rates in such zones. Also, many employees considered a BPO job as a short-term one and opted for higher education or business management studies once they had earned enough money to support their higher education plans. These factors resulted in high employee turnover and in turn increased recruitment and training costs for many BPO companies. This also offered opportunity in persuading the rural-youth to gain computer education and opt for the BPO jobs. Rural BPOs have lower real estate and less attrition, resulting in costs savings of nearly 40 percent over their urban counterparts. Also the opportunities such as local jobs encourages people to stay and work within their villages rather than move to the cities in search for jobs. This in turn helps discourage distress migration of village youth from villages to cities. In the absence of such an opportunity this massive movement of people stretches the resources available in major city centers and also contributes towards overcrowding and slum development. Overcrowding further leads to paucity of jobs in cities - inevitably inspiring xenophobia trends and forcing migrants to find community in regional enclaves or in their native villages.



Uday BPO



TATA CHEMICALS SOCIETY FOR RURAL DEVELOPMENT (TCSRSD)

TCSRSD identified opportunity to render ICT knowledge for creating BPO at Mithapur that will provide employment to the rural youth. This in turn will also improve/impact the socio economic factors at rural level of Okhamandal taluka and contribute towards sustained development of area. Uday Foundation was born for pilot operations at Mithapur to understand and learn the potentiality, problems and business dynamics on BPO services. Later on with success at Mithapur we started our second centre at Babrala.



The Centre at Babrala was inaugurated by Tata Sons Executive Director and Tata Chemicals Ltd. Vice-Chairman, Mr. R. Gopalakrishnan who said that the Uday Foundation is part of the group's commitment to sustainable development across the country and reinforces the belief that large companies are built with the coming together of the local populace which has helped us attain many milestones. Our vision at Uday Foundation is to generate employment for local educated youths as well as to help develop a sustainable business model that can be scalable and replicable in other parts of our operations.

Uday Foundation is aiming at tapping the vast talent pool available in rural areas to deliver excellent business, Uday Foundation employs about 126 rural youth of Okhamandal Taluka of Jamnagar district (Gujarat) and 90 youths from Gunnour Tehsil of Badaun district (Uttar Pradesh). We are a rural based business process outsourcing (BPO) service provider committed to delivering quality business value and at the same time transform the rural ecosystem in a way to bring rural India from the edge to the centre of the new economy by low cost of operations and lower employee attrition levels. Needless to say, our innovative model involving rural operations gives us an unmatched advantage in terms of delivery costs.

Service Offering

UDAY Foundation delivers a wide range of low-end to high-end services

Tata Teleservices Limited (Tata Indicom)

- Taking care of post paid customers of Gujarat, MP and Chhattisgarh
- Handling General Desk, Gold Desk, Escalation Desk and Data Services

Tata Chemicals Limited (TCL)

- Chem Connect: Booking orders of various soda ash, cement and salt in SAP and Banking
- Handling Titli (Knowledge Management) and Gangotri portal

Rallis India Limited, (Rallis Kisan Kutumb (RKK)

- In this process supervisors a register farmers for the RKK, fill the farmers information in online software and post it
- Farmers will get the help/advice for their farm related queries by Rallis experts based on the filled information
- Farmers registration done in two ways
 1. In bound calls
 2. Out bound calls

Business Value

UDAY Foundation delivers value by focusing on costs at various points

- Increased focus on ownership by low attrition rates
- Improved productivity and compliance
- Reduced turnaround times, rework, cost of hiring and operation
- Improved stakeholder delight

The sole aim is delivering customer satisfaction and business value.

Impact

UDAY Foundation's impact on surrounding communities is

- A lead in employment generation
- Reverse migration from urban centres
- Increased women employment
- Increased employment to backward communities
- Motivator for education

Way Forward

The framework of activities to be adopted by Uday Foundation apart from expansion at both locations is to motivate surrounding community youths by training them in soft skills, basic English, basic computer and knowledge of business process.



Employees Details	Babrala	Mithapur	Total
Total Employees	77	100	177
Female	13	27	40
Male	64	73	140
From local communities	47	20	67
From urban areas	30	80	110

List of partners

Sr. No.	Funding	Development	Benchmarking
1	DRDA	Wild life trust of India	Tata Steel
2	WASMO	TERI	BASIX
3	CAPART	Navjeevan trust	Ambhuja Cement
4	SIR RATAN TATA Trust	PRIA	SADGURU
5	MOEF	DSC	BAIF
6	GRIMCO	CEE	RUDMY, Ahmedabad
7	Women & Child Development Department. Government of Gujarat	Tribhovan foundation, State Bank of India	Maya Organics
8	Commissioner, Kutir and Gramoudoyog, Gandhinagar.	Guj. Agro Industries	Azim Premji Foundation
9	GRAM Technology	Akar Charitable trust, Ahmedabad	Narottam Lalbhai Rural Development Foundation
10	Development Commissioner for Handicrafts, Ministry of textile industries	International Centre for Entrepreneurship and career development	Taj Hotels
11	MFF IUCN	National Institute of fashion technology	Titan Industries
12	State Forest Dept	Sarvodaya Mahila Mandal, Okha, PCI	Moserbaer
13	NABARD	In-RIMT	Ambuja Foundation
14	CRS Ahmedabad	Rotary club-Mithapur	
15	Dept Of Tourism	Child relief and you	
16	Ministry of Textile (GOI),Commissioner Cottage Industries (GOG)	Formative Research and Development Studies	
17	EDI, Ahmadabad,	NABARD	
18	NABARD	Sulabh International	
19	Sir Dorabji Tata Trust	BAIF Agro Foundation	
20	Population foundation of India	Indian Veterinary research institute	
21	Micro small & Medium	Tata consultancy services	
22	Entrepreneur, Agra	Non conventional Energy Development Agency	
23	LIC Bareilly	Arogyadham Eye Hospital, Arambda	
24		Dalit Shakti Kendra	
25		Jan Shikshan Sansathan	
26		Vikramshila education resource centre	

Summary of Expenditure for TCSR

Projects	2006-07			
	TCSR / TCL	Funding Agency	Beneficiaries	Total
Natural Resource	53.62	166.23	12.73	232.58
Income Generation	43.00	11.11	0.19	54.30
Training, Education & Health	21.95	7.72	0.10	29.77
Infrastructure	30.11	10.88	1.36	42.35
Whale Shark	12.04			12.04
Office & Misc. Exp	12.08		0.04	12.12
Relief Work				
BPO Call center – Uday				
Save Lion project				
	172.80	195.94	14.42	383.16

Projects	2007-08			
	TCSR / TCL	Funding Agency	Beneficiaries	Total
Natural Resource	49.29	61.11	44.20	154.60
Income Generation	56.89	9.43	23.72	90.54
Training, Education & Health	28.67	5.51	0.52	34.70
Infrastructure	23.88		1.68	25.56
Whale Shark	5.00			5.00
Office & Misc. Exp	15.75		0.13	15.88
Relief Work				
BPO Call center – Uday	43.23			43.23
Save Lion project	17.52	4.46		21.98
	240.23	80.51	70.25	390.99

Projects	2008-09			
	TCSR / TCL	Funding Agency	Beneficiaries	Total
Natural Resource	41.58	255.68	29.69	326.95
Income Generation	75.76	1.58	23.63	100.97
Training, Education & Health	28.92	9.37	0.95	39.24
Infrastructure	17.64		1.27	18.91
Whale Shark	40.21			40.21
Office & Misc. Exp	15.66		0.25	15.91
Relief Work				
BPO Call center – Uday	58.19	150.78		208.97
Save Lion project	39.74	26.76		66.50
	317.70	444.17	55.79	817.66

Volunteer Program

A journey of a thousand miles begins with a single step.

We continue to evolve a common direction to enrich the Tata Way on social responsibility in order to strengthen our belief in serving the society, through all Tata employees in all our companies by working as volunteers while also learning from the community.

Volunteering is defined as the commitment of time and energy, for the benefit of society and the community, the environment or individuals outside one's immediate family. It is undertaken freely and by choice, without concern for financial gain. Volunteering in the Community in a way is a unique approach to continually improve positive impact on the society. This is a powerful tool, which recognizes that social and economic responsibilities are central to business competitiveness. It's all about making a positive impact in the workplace, community and environment. Volunteer work helps you see that you are needed and important and that you can make a difference in someone else's life. People will depend on you and you will gain a sense of purpose. Not only can you learn new skills, but you can do volunteering in your area of expertise and teach your skills to others. Sometimes just having something do can help lift our spirits and put us on the right track. At Tata Chemicals, we actively support and encourage our employees in voluntary activity within the local community. Volunteering is relevant to all spheres of life and volunteers make a positive impact on the economic, social, cultural and environmental issues of community.

Perhaps the first and biggest benefit people get from volunteering is the satisfaction of incorporating service into their lives and making a difference in their community and country. The intangible benefits alone – such as pride, satisfaction and accomplishment - are worthwhile reasons to serve.

Experience shows that when employees volunteer to serve the poor with personal change as an aim in itself, they come closer to certain realities and connect themselves differently with people around. They inculcate a deep respect for 'serving' people, not just as 'customers' or 'stakeholders' in segments but as people in its deeper meaning. If employees acquire such perspectives at work in balance with their competencies, they are more likely to help build great organizations and deliver great performances. On one hand, such organizations would be built on deeper human sensitivities and performance would be more sustainable. On the other hand, constantly enhancing personal and functional credibility simultaneously would help these budding leaders to create a circle of influence where people will begin to

spawn more trust in products and gradually set off some sort of a virtuous cycle of growth and reputation.

At TCL volunteering actively links the TCL, the employees and

the wider community. It enhances the capacity of TCSR to meet their objectives through the large human resource. It is successful when the TCSR's focus, employee interests and community needs are met.

VOLUNTEER PROGRAM BABRALA

During the reporting year, employees, their families as well as the township public including contractors and students participated in community development activities. Notable among these are the Bal Utsav, 'Eco Club' activities, Education, and Watershed Development. A total of 223 volunteers including 146 employee volunteers contributed their time for community development, taking the number of volunteer hours at Mithapur to 13860.

Total Employees	77
Female	13
Male	64
Local communities from rural areas	47
Urban Health Program	30

Volunteer Data for 2008-09

Location	No. of Volunteers	Volunteers Hours
Mithapur	223	13860
Babrala	129	3342
Haldia	128	1348

Best Volunteers of the Year

Location	Best Volunteer	Volunteers Hours
Mithapur		
Babrala	Dharampal	194
Haldia	Deepak Giri	172

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 programs 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.



VOLUNTEERS SPEAK

HALDIA

Swapan Kumar Das in DAP engineering is a very self-controlled reflexive man. Swapan Das was constantly looking for ways to contribute his might for the development. A keen volunteer, he never misses the opportunity to volunteer in community development projects. His major area of interest is health sector. He believes that there still needs a lot to be done in this field. While volunteering, he gained new experiences and learning. He devotes 138 hours from his valuable time. He is an active volunteer in Health Awareness, Blood Donation, Book Bank, Vision 2020 program. He actively wrote a skit and directs to his team a played in a village, for Health Awareness Programs. He helps in identification of schools for Vision 2020 & Book Bank. In every project his wife encourages him to participate and also she comes forward to help us, she also participated in skit play. It gives him pride and satisfaction to be associated with and working for the organization. A man who involved in all programs but never has a sign of stress on his face. The journey of volunteering has made him more enduring. A dedicated volunteer, he never misses any opportunity to volunteer in community development projects. He believes that every people of the organization will have to come forward and help the people of community to help themselves. He always wants to be in that group that makes the projects successful.



Swapan Kumar Das
'Believe in your abilities to make a difference'

BABRALA

Bhuvnesh is hardworking employee of TCL, and he is working since 13 years. He said that he has urge to work for the community. He feels that God has created human beings to serve the people. He himself feels lucky that he is self-sufficient but there are people in this world who lack facilities. He feels good in helping and taking care of the patients at Eye Camp. He has worked for Eye Camp (Distribution of medicines and food to the patients, Animal Husbandry Camp (Medicine Distribution), Life Line Express (Serving the patients).



TCSR D Managing Committee: Mr. R. Mukundan - President, Mr. Kapil Mehan - Vice President, Mr. B.Sudhakar - On Behalf of Tata Chemicals, Mr. S.C.Kalani - Hon. Treasurer, Ms. Alka Talwar - Hon. Secretary, Mr. Rishi Pathania - Hon. Asst. Secretary

TCSR D Patron Members: Ms. Janki Andharia, Mr. K. C. Shroff, Mr. Prasad Menon, Mr. Shankar Venkateswaran, Mr. Y. A. Alagh

The Team: Ms. Alka Talwar - Head Community Service & Hon. Secretary, TCSR D

Mithapur Team: Rishi Pathania H. V. Kamani, Rehana Shaikh, Satish Trivedi, Pankaj Varia, Manish Thaker, Anilsinh Vadher, Bhasha Patel, N. Sreedurga, Natha Dodia, Ramji Nayani, Chanu Dabhi, Satyen Pandya, Mahendrasinh Gohel, Harishchandra Bhimani, Ali Moosvi, Premal Pandya, Robina Purohit, Dharmishtha Chauhan, Ajitsinh Babria

Babrala Team: Prantik Sarkar, Harpalsingh, Mukesh Babu Solanki, Dharendra Singh, Mahendra Singh, Niranjana Singh, Manju Kumari, Kamlesh Sharma, Naresh pal, Shubha Sharma, Manoj Kumar, Mamta SagarNekram, Mohar Pal, Shankar Devi, Ganga Prashad, Mary Angela Edward, Arun Kalindi, Ankur Srivastav

Haldia Team: Suruchi Roy, Mr. Tapas Kumar Sahana, Mr. Chandankumar Panda

Mundra Team: Saurabh Sharma, Hakaji J. Jhala, Niranjana Raste, Pravin Ukani, Annapurnaben Keshwani, Krishansinh Jadeaj, Hirji Khambaliya, Dharmesh Shah, Bhavesh Trivedi



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