

Annual Report 2010-11

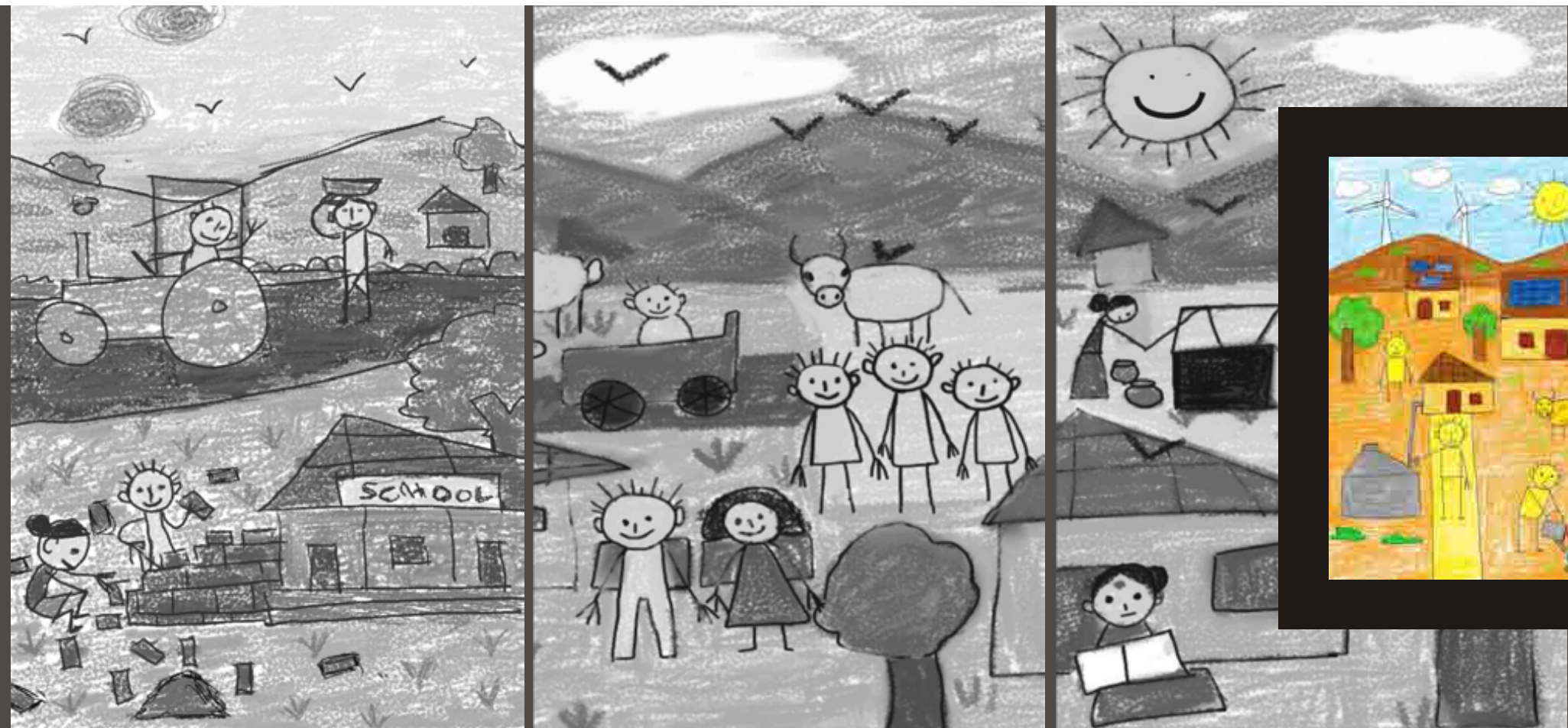
Tata Chemicals Society for Rural Development

ABOUT TATA CHEMICALS SOCIETY FOR RURAL DEVELOPMENT

Tata Chemicals Limited (TCL) established Tata Chemicals Society for Rural Development (TCSR) in 1980 to promote its social objectives for the communities in and around Mithapur, Gujarat where its facility is located. The service were further extended to the communities in and around Babrala, UP and Haldia, West Bengal.

The Society works to protect and nurture the rural populations in and around TCL's facilities. It helps them achieve self-sufficiency in natural resource management, provide livelihood support and help in building of health and education infrastructure.

Taking into account the different geographical spread of the three regions and their individual subcultures, different environmental, economic and social development programs have been planned and implemented in these regions.



Empowering communities to become self reliant



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President's message

At Tata Chemicals, it is our strong belief that organizations and businesses can play a significant role in creating a sustainable and inclusive future with our stakeholders.

Our country's vision for sustainable development with social equity through effective public private partnerships has always inspired Tata Chemicals. We have consistently demonstrated a concern for the community (both internal and external) and a respect for the environment. In India, the townships of Mithapur, Babrala and Haldia are unique examples of corporate-community bonding where community initiatives go hand in hand with local infrastructural development schemes such as watershed management and rural health and education. In UK, Tata Chemicals Europe has set up the Brunner Mond Employees Charitable Trust to support deserving causes in the mid-Cheshire area. In Kenya, Tata Chemicals Magadi provides much-needed medical facilities and support to the local Maasai community. In many cases, Tata Chemicals is focusing on building sustainable business operations through partnering with dedicated not-for-profit organisations, government bodies and local authorities.

Tata Chemicals Society for Rural Development (TCSRDR) - a social arm of TCL, set up in 1980, does stellar work in furthering community development. For several decades now, it has been working towards improving the quality of life and fostering sustainable and integrated development in the communities where it operates.

For over three decades, TCSRDR efforts to improve the quality of rural communities through its various interventions in water conservation and management, livelihood and empowerment, environment conservation and care, maternal and child health, has been contributing to fulfill many of the Millennium Development Goals enunciated by United Nations Global Compact.

Continuing with our focus on climate change and environment conservation, TCSRDR formed eco clubs at Mithapur and Haldia with the objective to create community based organizations. These have become champions of nature conservation activities and also create awareness among the school children on existing environmental concerns.

This year Life Line express or Jeevan Rekha express run by Impact India Foundation was sponsored and stationed close to TCL's Babrala complex. Over 10,000 patients in the district were treated. Over 511 people were operated upon for Cleft lip, polio corrective and mid ear surgeries.

To assess the impact of their community development interventions, TCSRDR every year does the community satisfaction survey. This helps TCSRDR to build a stronger foundation for an inclusive society. Apart from the internal impact assessment studies, this year, two more studies were done by the external agencies. A water study initiated by B.S Environment, Hyderabad and the rapid sub regional plan for Okha Mandal region, Jamnagar Dist. by CEPT, Ahmedabad. The recommendations from both these studies were considered while making the five year plan for the organization.

I am happy to say that objectives of social responsibility are equally well-entrenched in the minds of our employees. Through our HOPE (Harnessing Opportunities for People's Empowerment) initiative, the employees get an opportunity to serve the society.

R. Mukundan
 President, TCSRDR



Executive Summary

Tata Chemicals Society for Rural Development (TCSRSD) philosophy is deeply rooted in the principles of sustainability. TCSRSD sustainability efforts are augmented by its social development interventions which are being carried out by TCSRSD, in and around Mithapur in Gujarat; Babrala in UP and Haldia in West Bengal.

TCSRSD reorganised its initiatives under two overarching strategic framework, namely, shaping sustainable development practices and enabling and empowering communities.

The key elements under shaping sustainable development practices includes creating a sustainable resource base, creating sustainable livelihoods and research, innovation

and advocacy. And under the enabling and empowering communities the key elements includes building of effective community based institutions, building awareness, skill and competencies and improving quality of life.

The most significant programs implemented in the year 2010-11 were natural resource management programs, rural energy and conservation of bio diversity, Uday - Rural BPO, Okhai and entrepreneurship development programs focusing on self employment.

During the year under review, some new initiatives were taken up by TCSRSD at Haldia which were cultivation of sunflower, culture of ornamental fishes, eco club project,

training on jute craft under affirmative action and Entrepreneurship Awareness Camps (EAC). These programs helped in reaching out to a large number of people and also helped in addressing their needs.

Various community engagement programs like eye camps, blood donation camps, community leaders meetings were also initiated at all the three locations. They all helped in tracking community concerns and addressing the same by following a participatory and transparent approach. At Haldia, various initiatives have been taken to address the needs of the contract workmen, which form the large part of their key community. More than 400 marginalized population were covered through different income generation and education projects at Haldia.



There has been increase in collaboration/partnership with the government departments both at the block as well as at the district level in all the three locations. Some of the programs initiated with the government partnership are integrated agriculture development program supported by District Rural Development Authority (DRDA), drinking water project supported by Water And Sanitation Management Organisation (WASMO), Rural Entrepreneurship Development Program (REDP) and Self Help Group (SHGs) program supported by NABARD, mangroves plantation supported by Ministry of environment and forest and International Union for Conservation Of Nature (IUCN), under the Mangroves For Future (MFF) Projects.

Placement of 157 students from beautician and tailoring course in the Government Junior high schools as resource persons was one of the biggest achievement of the livelihood development program at Babrala. This has also helped increase the attendance of the girls students in the schools. Also, the vocational training centers at Babrala got the recognition from Government of U.P as a member of the vocational training implementation and monitoring committee for district Badaun.

Seven EACs (04 at Babrala and 03 in Haldia) were conducted with the support of Entrepreneurship Development Institute of India. Skill development program on construction skills in collaboration

with L & T helped in creating employment for 33 unemployed youth from Babrala. The SHG's at Babrala achieved 1:3 ratio of saving Vs internal loaning. Incense sticks production and paper envelope production started as a new micro enterprise of SHGs at Babrala. 1000 people were covered under Jan Shri Bima Yojana with the support of LIC. The Mithapur location witnessed a diverse spectrum of activities, which also included initiation of some pioneering programs.

Rainwater harvesting and storage capacity was further augmented through construction of check dams, community ponds and other structures. The commissioning of Reverse Osmosis plants in six villages under the WASMO program helped enhance the drinking water availability in the rural areas. The rural sanitation program continued to progress well and more than 290 households had sanitation blocks constructed during the reporting period.

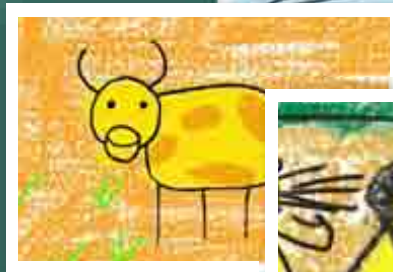
Activities on the agriculture development front included land reclamation, promotion of organic farming and optimization of water use. Pisciculture program introduced in 3 villages has been well received by the community. Two new Self Help Group clusters were established and tailoring, handicrafts and block printing activities promoted as a part of the women's empowerment program. 150 youth were sponsored for vocational training at the Dalit Shakti Kendra, Ahmedabad, under the "Affirmative Action" program

and support extended for encouraging self-employment.

For the first time in the conservation history of India, a whale shark was tagged using satellite transmitter to track and establish the migratory pattern of this endangered fish in the Indian Ocean region. DNA samples were also collected and sent for analysis to understand their breeding biology. Mangrove restoration work continued through the year and another 40 acres of mangrove plantation was completed. The ECO Fair program marked the initiation of a process for establishment of village level biodiversity database through participation by rural students and employee volunteers from Tata Chemicals.

The rural energy program made a modest beginning with construction of more than two hundred smokeless stoves in the rural households.

TCSRSD is gearing up for more such development initiatives in all its three locations and would continue with its commitment to reach out to one million people by 2015.



Snapshot of TCSR Programs

Water Management

Mithapur

S. No.	Activities	2009-10	2010-11	Cumulative
A	Water Harvesting			
1	Medium water harvesting structure constructed (Check dam, Community pond)	31	22	224
2	Small water harvesting structure constructed (Farm ponds, Farm Bunds, Well recharge, Percolation tank)	282	609	2160
B	Water conservation			
1	Drip & Sprinkler- Micro irrigation (No's of Units)	120	111	270
C	Drinking Water & sanitation			
1	RRWHS (Roof rain Water harvesting Structure)	426	228	1702
2	R.O plant	2	6	8
3	Sanitation block for salt works	40	0	40
4	Individual household Sanitation Block	96	291	395
5	Bathing Ghat	2	0	2
6	Drinking Water Well Renovation	6	1	12
7	Pipeline networking (villages)	3	7	18

S. No.	Activities	2009-10	2010-11	Cumulative
8	Sump	2	10	16
9	Pump room	6	10	24
10	Cistern	1	1	6
11	Cattle trough	4	7	19

Agriculture Development

Mithapur

S. No.	Activities	2009-10	2010-11	Cumulative
1	Land Reclamation (acre)	170	210	440
2	Organic farming (Nos. of demonstration plot)	10	8	18
3	Changing Cropping pattern (Nos. of demonstration plot)	60	55	115
4	Plantation (A) A forestation and horticulture	8000	5000	57500

Babrara

S. No.	Activities	2009-10	2010-11	Cumulative
1	Land Reclamation TCSR - Acre	30.4	23.56	1023.56
2	Land Reclamation SDTT- Acre	153.0	221.5	441.5
3	Smart Krishi Acre	52.0	-	52.0
4	Laser Leveling Acre	52.0	43.0	95.0
5	Farmers Training	102.0	304.0	2546.0
6	Kisan Mela	125.0	107.0	1574.0
7	Bullocks Seed Drills - Nos.	-	5.0	19.0
8	Bullocks Harrows - Nos.	10.0	11.0	36.0
9	Spray Machines - Nos.	20	20	55
10	Seed Storage Bins - Nos.	12	-	12
11	Seed Production Acre	9.6	51.2	70.8
12	Vegetables Farming Acre	30.75	31.80	254.0
13	Agriculture Growth Program Acre	-	-	6036 benefitting 2782 farmers
14	Pulse Farming Acre	6.0	25.0	31.0
15	Intercropping Wheat + Mentha Acre	16.8	36.3	53.1
16	Intercropping Sugarcane + Mentha Acre	12.0	38.2	50.2
17	Cash Crops - Tories & Mustard Acre	23.0	35.0	58.0
18	Cash Crop - Turmeric Acre	16.5	-	16.5

Haldia

S. No.	Activities	2009-10	2010-11	Cumulative
1	Training to the farmers	76	45	121
2	Survey of land		18	18
3	Land Preparation		18	18
4	Supply of seeds and fertilizers		18	18
5	Area Covered (in acres)		5	5

Animal Husbandry

Babrara

S. No.	Activities	2009-10	2010-11	Cumulative
1	General Health Check-up & Treatment	336	370	1238
2	H.S. Vaccination	7180	10300	121891
3	F.M.D. Vaccination	16357	14203	70117
4	Animal Health Camps	1451	1348	6937
5	Pashu Palak Mitra Training	0	4	24
6	Extension of Murrah Buffaloes	80	86	464
7	Extension of Cross Breed Cows	6	5	31
8	Extension of Murrah Bulls	10	8	85
9	Extension of Dairy	-	24	24
10	Green Fodder Distribution - Good Quality Seeds	260	226	2701
11	Cattle Insurance	21	10	215
12	Cattle Show	-	-	154
13	De worming camp (Nos. of small cattle) at Mithapur	64000	67598	67598
14	Cattle camp (Nos. of cattle camps) at Mithapur	11	1	37

Pond Management

Haldia

S. No.	Activities	2009-10	2010-11	Cumulative
1	Training to women	489	354	843
2	Preparation of ponds (dewatering, cleaning, deepening, land treatment, refilling etc)	24	91	115
3	Supply of fingerlings	24	91	115
4	Supply of lime, potassium permanganate, mustard oil cake etc	24	91	115

SHG and Vocational Training

Babrara

S. No.	Activities	2009-10	2010-11	Cumulative
1	No. of SHG Formed	149	16	165
2	Total members in SHG	2013	198	2211
3	Total saving (Lakhs)	50.75	11.453	62.203
4	Internal Loan (Lakhs)	145.48	40.385	185.865
5	SHG linked with Bank(CCL)/Amt. (Lakhs)	44	7	51
6 (i)	Enterprise oriented training No. of trg./People trained	31/2170	3/42	34/2212
(ii)	Enterprise establishment/No. of Villages	63/20	3/3	66/20
7	Sewing cum Stitching	731	120	851
8	Beautician	182	72	254
9	Mob. Repairing	269	111	380
10	Computer Training	431	325	756
11	Typing and shorthand	469	54	523
12	Construction Skill training	0	33	33

S. No.	Activities	2009-10	2010-11	Cumulative
13	Social security programme			
	Lives covered under JBY	932	1025	1957
	Total death claim settlement	06	11	17
	Scholarship distribution	34	15	49
	Organization of JBY camps	04	05	09

SHG

Mithapur

S. No.	Activities	2009-10	2010-11	Cumulative
1	No. of SHG Formed	210	6	216
2	Total members in SHG	2948	60	3088
3	Total saving (Amt / lakhs)	3.04	9.91	40.27
4	SHG linked with Bank (Amt / lakhs)	36.60	6.70	43.30

REDP and Vocational Training

Mithapur

S. No.	Activities	2009-10	2010-11	Cumulative
1	Total no. of trainees trained in vocational training	413	532	1925
2	REDP program	22	24	94
3	No. of people who have set up their own enterprise	80	120	360
4	No. of people who have joined the group enterprise	50 (Rexene cluster)	35 Rexene cluster, 10 paper bag, 28 tailoring, 28 Badhani	101

Vocational Training

Haldia

S. No.	Details of the Interventions	2009-10	2010-11	Cumulative
1	Training to women on tailoring	50	60	110
2	Jute Craft	-	25	25

Rural Energy

Mithapur and Babrara

S. No.	Activity	2009-10	2010-11	Cumulative
1	Solar light - Mithapur	0	28	28
2	Solar Lights - Babrara	15.0	25.0	92
3	Solar Lantern - Babrara	25.0	60.0	185
4	Smokeless chulla - Mithapur	0	205	205

Infrastructure Development

Babrala

S. No.	Activities	2009-10	2010-11	Cumulative
1	Brick Paved Track - Kms.	52.0	790.0	29142.0
2	Construction of School Building & Boundry Wall Nos - 3+12	1.0	-	15.0
3	Construction of Culvert - Nos.	-	1.0	18.0
4	Construction of Toilets - Nos.	24.0	11.0	285.0

Environment care and Conservation

Haldia and Mithapur

S. No.	Activities	2010-11
1	Eco clubs	28
2	Mangrooves seedling planted at Rukshmani site	50,000

Okhai includes Karzobi Project

S. No.	Activities	2009-10	2010-11
1	No. of women employed	475	317
2	Total sales (Lakhs)	36	42.91

Uday Foundation

Mithapur and Babrala

Place	No. of youth employed
Mithapur	117
Babralla	99

Volunteers Program

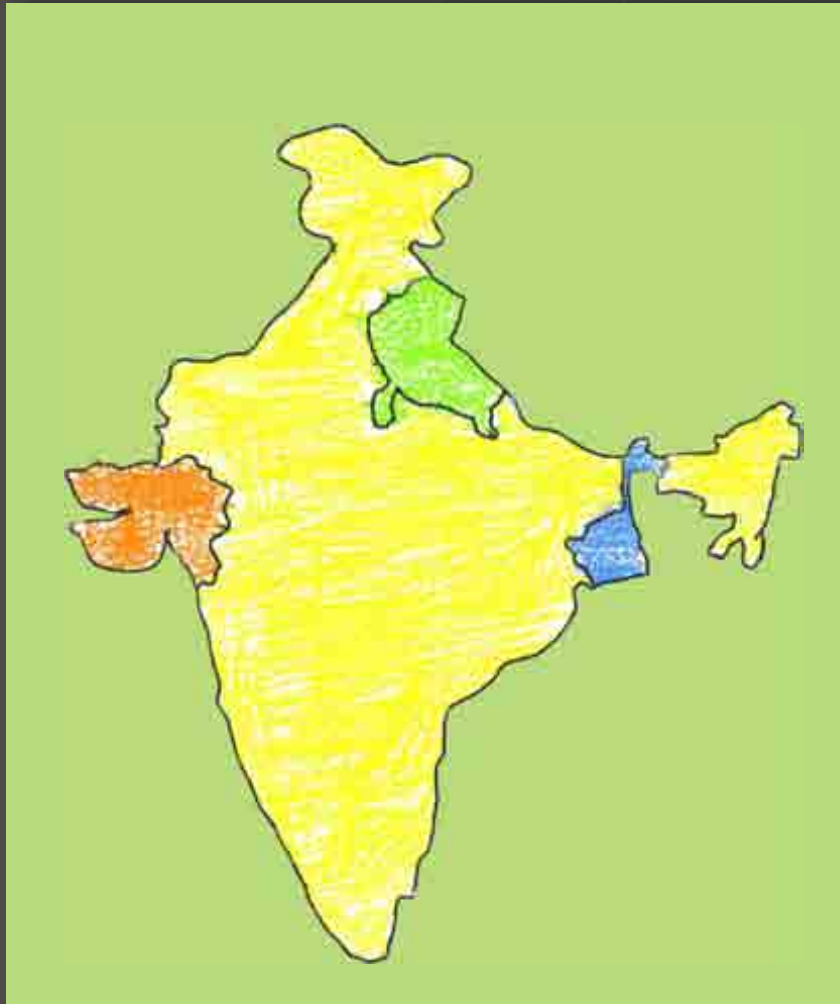
Volunteer Hours of all the locations

Year	Mithapur	Babralla	Haldia
2003-04	10433	3654	-
2004-05	16324	1953	-
2005-06	10332	4846	813
2006-07	13496	5324	711
2007-08	17934	6258.5	666
2008-09	13940	3342	1348
2009-10	19404	4144	657
2010-11	13139	6315	763

Hope Initiative at Mumbai

City	No. of Volunteers	No. of Hours
Mumbai	53	184
Noida	12	42





TCSR Project Locations

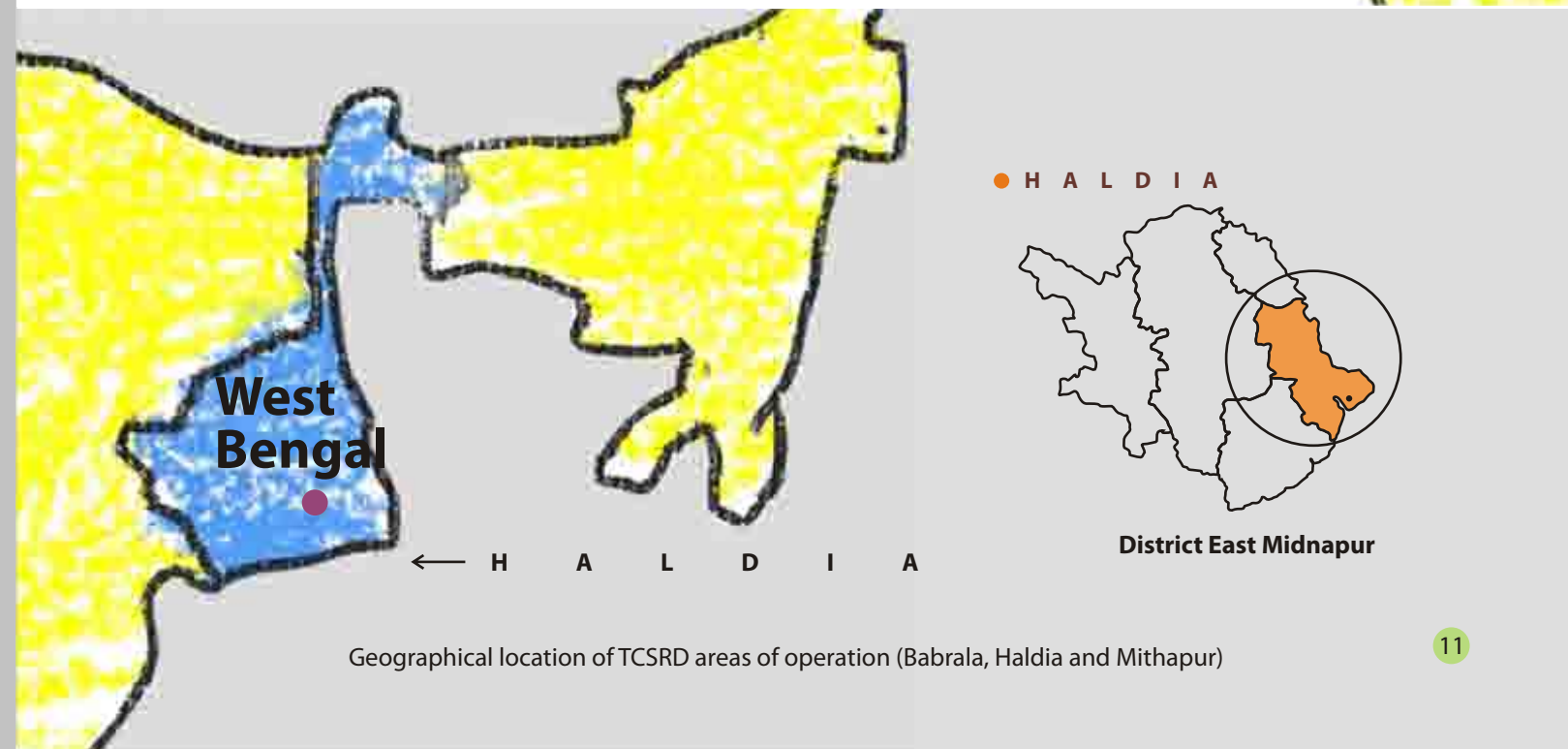
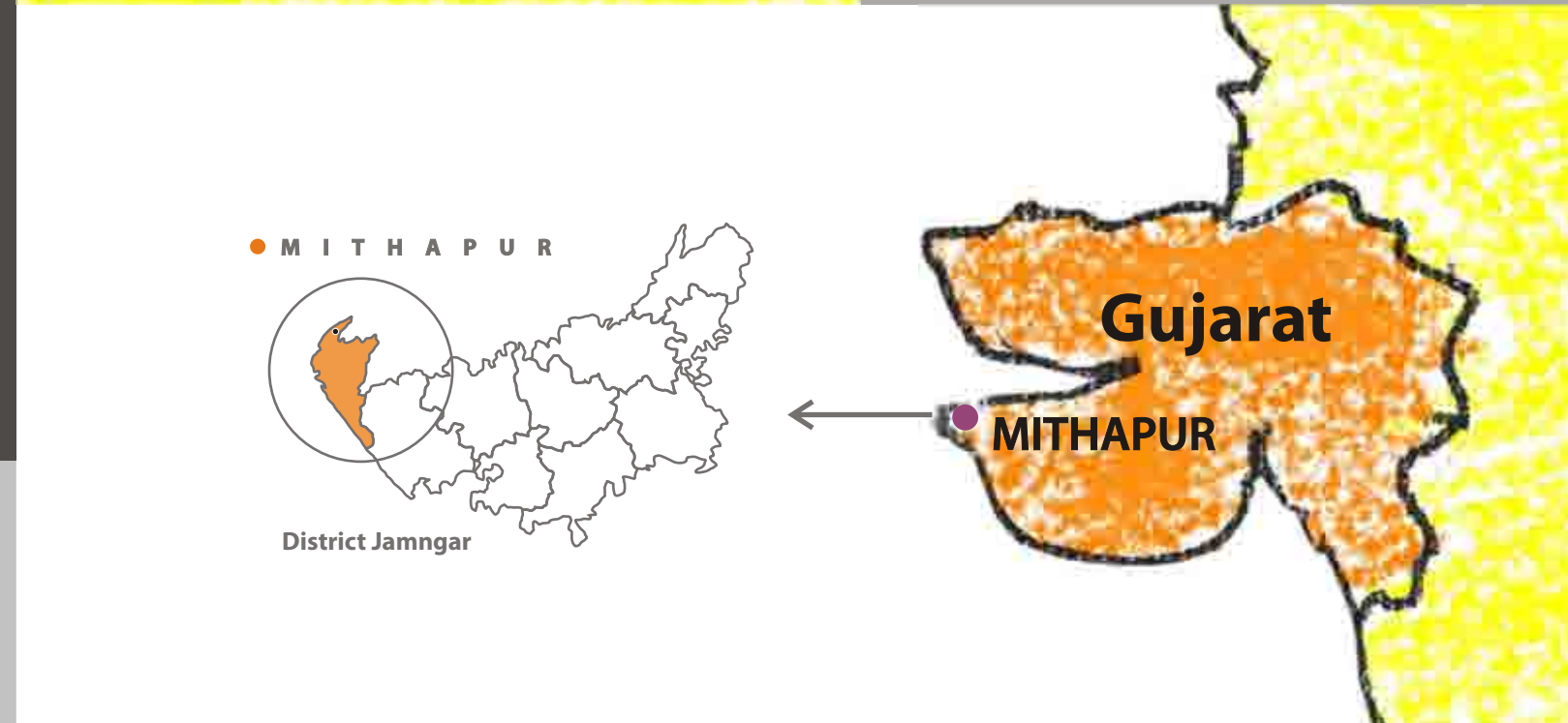
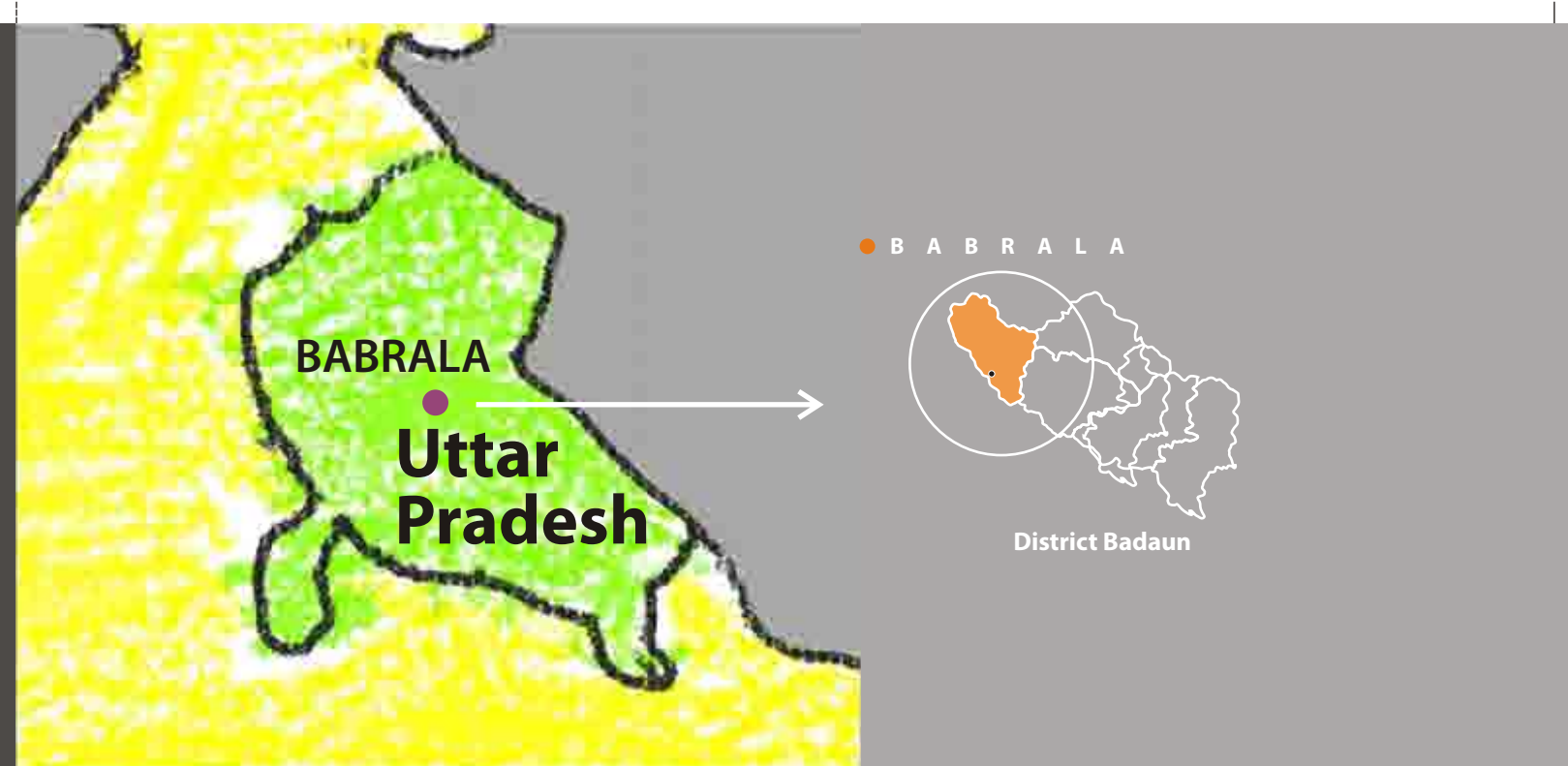
The community development journey began in 80's in *Mithapur*, which is part of the *Dwarka taluka* in the Jamnagar district. At Mithapur, TCSR has been working in *Okhamandal* and *Kalyanpur* blocks. Mithapur is the home to the Chemicals division of Tata Chemicals Ltd. It lies on the western most tip of the Saurashtra peninsula. The most prominent 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.

Tata Chemicals Ltd fertilizer plant at *Babrala* was set up in November 1994. Babrala is one of the most backward regions of Uttar Pradesh in the Badaun district. TCSR has been working in *Gunnour*, *Rajpura* and *Junawal* blocks of Badaun district since 90's. Agriculture is the predominant occupation, followed by cattle rearing mainly buffaloes and cows at Babrala. 90% of its population is engaged in agriculture based activities. It covers 75% of the total landmass area. Large-scale farming is absent as most of the household practices traditional farming, owning in an average 3-6 bigha (1/3 acre). Area has a mix of good alluvial / sandy loose soil, and some pockets of highly saline (USAR) land, which is deficient in Nitrogen Potassium Phosphorus (NPK). The ground water level is

high with abundant water available at shallow depths.

Haldia located in the east Midnapur district of West Bengal is a very busy port and an industrialized area. The literacy level is 70% and the living standard is above the average standard. At Haldia, TCSR started its community development program in 2005-06.

On the basis of the need assessment and socio economic study carried out by *Ramakrishna Mission Lokshiksha Parishad*, the natural resource management program, income generation program, health, education and infrastructure development programs were initiated in Haldia and Sutahata blocks.



Geographical location of TCSR areas of operation (Babrala, Haldia and Mithapur)



Natural Resource Management

Natural Resource Management (NRM) program at TCSRDRD aims at promoting proper utilization of the natural resources in a sustainable manner through both management of the program and by creating awareness and educating the community.

- NRM programs encompasses
- Water management program
 - Land and Agriculture Development program
 - Animal Husbandry
 - Pond management and fisheries

As part of TCSRDRD strategy, the participatory approach is followed to implement its social development programs. People of the village become the real managers and owners of the projects by being part of the village level committees (VLO), which are

formed at the initial stage of the program. The involvement of VLO is ensured from the beginning of the project i.e. from designing, planning, implementation to monitoring and evaluation of the project.

Continuous capacity and knowledge building through trainings, exposure visits, demonstrations ensures community participation and long term sustainability of the projects.

WATER MANAGEMENT PROGRAM

Due to the proximity to sea and insufficient and erratic rains, the Okhamandal region in the neighbourhood of Mithapur, faces the grave problem of scarcity of water for both drinking as well as irrigation. TCSRDRD adopted an integrated approach to address this concern. Interventions initiated

under the water management program at Mithapur are as follows:

Water harvesting through Integrated Watershed Development Program (IWDP).

The main water source in this region is rainfall since the region does not have any river, large lakes etc. Storage of water therefore, is a big solution to the problem in the region which experiences severe shortage of water during the hot summer season.

The objective of the program is to increase the agriculture productivity by harvesting rainwater and subsequently developing the rainfall catchment area. The process includes addressing a complete watershed of the area, using various interventions that target the 'ridge to valley' of the watershed.



Some of the interventions under this program are as follows:

- Construction of medium and small harvesting structures like check dams, farm ponds, and diversion channels
- Recharge the aquifer through diverting rainwater into wells.
- Increasing the inflow by diversion channels
- Construction of percolation tanks
- Deepening and renovating of the existing village ponds and wells

Working in collaboration and with the support of District Rural Development Agency (DRDA), TCSRDRD has been the implementing agency for this program at the Dwarka, Kalyanpur and Khambhaliya talukas of Jamnagar district. During the reporting year

2010-11, under the DRDA project, 609 small water harvesting structures were constructed in 12 villages and 22 medium water harvesting structures like check dams were constructed in 16 villages.

Okhamandal Samridh Gram Pariyojana (OSGP) project supported by SRTT also provided support for constructing new water harvesting structures and for strengthening the existing dams. 2 new check dams having an overall capacity of 4.6 mcft were constructed at Gurgat and Aniyari. This provided support irrigation to approx. 185 acres of farm land. 3 existing ponds/dams were deepened which resulted in an increased water holding capacity of 2.8 mcft thereby benefitting 27 farmers.

Some of the above interventions also helped in raising the ground water level and improving the quality of the same. These interventions for enhancing the ground water recharge resulted in enhancing the well-water yields, and the availability of water for critical support irrigation. This helped not only in saving crops, but also in enhancing the groundnut production by almost 50%.

Earlier only traditional crops like jowar and bajri were grown but after the rain water harvesting through these structures, cash crops like ground nut, cotton, and vegetables are also grown. Farmers have also started winter crop cycle as a result of this program. They are now confident in adopting new techniques and equipments. The



Sangabha Modbha Manek of village Ladva

Okha Mandal taluka lies on the tip of Saurashtra Peninsula. Most of the villages located near the sea coast face the problem of sea water intrusion and salinity ingress into the soil and aquifer. Average rainfall is less than 12 inches per annum in the taluka. The absence of any other source like lakes or rivers aggravates the situation.

Ladva village located 10 km away from Dwarka has a population of around 400. The land here is undulating with steep slopes giving rise to the problem of soil erosion every monsoon. The rural community has tried to solve this problem by constructing "Khet talavdi" or farm ponds. Keeping their efforts and involvement in mind, TCSRDRD initiated the construction of water retaining structures like farm bunds, farm ponds, check dam etc. The first farm bund was constructed in Sangabha Modbha Manek's field. After seeing the benefits of this farm bund, other farmers also showed keenness towards constructing such structures. Now, there are 72 such farm bunds, one check dam and 5 khet talavs or farm ponds constructed in this village.

As told by Sangabha's "Earlier the rain water use to carry away the soil (silt) resulting in decrease in crop production. The construction of farm bund has not only helped in the prevention of soil erosion but also in storing the rain water for irrigation purpose. Even if it doesn't rain they can still irrigate their land. The construction of farm bund has also reduced their dependency on the ground water. It has not only helped him but also helped 80 villages in Kalyanpur and Khamliya block.

Watershed development program in such an area has helped in improving the life style of people and has raised their economic as well as social standard. It is certainly a step towards prosperity.

number of engines, pumps, tractors, medicine pumps, moped and mobile phones has increased in the program villages. This shows the improvement in the overall living standard of the community.

An increase in production of around 35% to 40% per hectare has helped in increasing the standard of living of the farmers. They are now better equipped to educate their children and give them a balanced diet.

Overall through this program, 237 MCFT capacities have been created benefiting 27 villages. 6420 acres of land has been covered under irrigation and agriculture intervention thus improving the production by 40%. The direct economic gain per year is approximately Rs. 240 -270 lakhs. The program has helped in the development of all the five "J" factors which are Jal, Jangal, jamin, janvar and Jan (water, forestry/ plantation, land, animals and community).

Hariyali Watershed Project

TCSRDR is one of the lead NGO in the Hariyali watershed government project. Since 2005-06, this project has been implemented in 12 villages of Okhamandal area.

TCSRDR initiated this project by creating awareness about the benefit of this project in the targeted villages with the help of a team specially recruited to implement this project. 83 village level committees were formed to take the responsibility of maintaining the water harvesting, structures, community pond, plantation etc. TCSRDR played an important role in building

knowledge and capacity of the members of the committee by training them on a continuous basis. In 2010-11, 18 training programs and 2 exposure visits were conducted covering Dwarka, Khambhalia and Kalyanpur taluka. In all, 705 people were provided training.

Drinking water through various projects

The objective of the program is to establish community managed systems to secure access to safe drinking water in the salinity affected coastal villages of Gujarat. Some of the interventions under this project are as follows:

- Setting up the water distribution infrastructure combining pipeline network and establishing local water source
- Drinking water well renovation
- Setting up of reverse osmosis plant to provide drinking water
- Roof rain water harvesting for household use.

The drinking water project at TCSRDR has been implemented through various sub projects that include Coastal Area Development Program (CADP) and Water and Sanitation Management Organisation (WASMO) and some portions of the Okhamandal Samridh Gram Pariyojna (OSGP).

In 2009, CADP was launched by Gujarat government. CADP is a special initiative by Coastal Salinity Prevention Cell (CSPC). The project proposes to cover 300 coastal villages spread across 9 districts for addressing drinking water security and safe sanitation by developing effective partnership with various stakeholders. The partnership is

designed to bring about a synergy of available resources, to enhance the effectiveness of the "Coastal Area Development Program". A high powered steering committee was set up for streamlining policies, procedure and for liaison with external stakeholders. TCSRDR is a member of this steering committee.

The other projects that targets drinking water is the WASMO project. WASMO in partnership with TCSRDR has been implementing this program in 15 villages (6 villages of Okhamandal taluka/block and 9 villages of Kalyanpur taluka). Additionally, work on recharging and water harvesting by deepening and development of Mayasar Lake Dwarka was also taken up and completed. By doing so it has been able to solve the problem of drinking water for a large portion of Dwarka town.

Apart from providing the infrastructural development support for the distribution of potable water at the individual house, the program has also provided support towards the construction of individual rain water harvesting structures. So far, more than 700 structures have been provided in the target rural areas.

Beside this, TCSRDR is also creating awareness on the importance of good quality water in order to reduce water borne diseases caused by contaminated water. This year a new program titled "Swachh Jal Mission" was launched with the support of Sir Ratan Tata Trust (SRTT).

TCSRDR, in addition to the above mentioned programme, also

promotes Roof Rain Water Harvesting Scheme (RRWHS) of providing storage of 7000 liters capacity, through the Okhamandal Samridh Gram Pariyojna (OSGP) which is also supported by SRTT. Its objective is to increase the supply of water in households by harnessing rainwater from the roof top during the monsoon season. 26 such RRWHS in 11 villages have been constructed during 2010-11.

Through the support of WASMO, 200 RRWHS have been constructed in 8 villages with 10,000 litre capacity. Construction of household level roof rainwater harvesting and storage systems also secured drinking water requirements of households for over six to seven months of the year. This resulted in savings of over Rs. 4000, an amount that would otherwise have been spent procuring water from tanker-based water suppliers. More importantly, the construction of RRWHS within the homes of the beneficiaries resulted in timesaving of between 2-4 hours daily. TCSRDR and WASMO identified high degree of the Total Dissoluble Substance (TDS) in drinking water in 6 villages. The problem was solved by installing Reverse Osmosis (RO) plant in the primary schools of these 6 villages namely Goriyali, Ghadechi, Rajpara, Shivrajpur, Varvala and Baradiya. RO Plant helped in reducing the TDS present in water and made the water safe for drinking for the children. The capacity of filtering water by the RO Plant is 100 litres per hour. Apart from the primary schools, RO plants were installed in 8 more villages.

Salinity Ingress mitigation project through Okhamandal Samridh Gram Pariyojna (OSGP)

Being surrounded by the sea from all the three sides, there is a major problem of salinity ingress affecting the water quality apart from the existing problem of water availability in the Okhamandal region.

TCSRDR initiated the Okhamandal Samridh Gram Pariyojna (OSGP) supported by Sir Ratan Tata Trust (SRTT) in Dwarka taluka with a view to stop the ingress of sea water and thereby improve the agriculture growth and productivity of the area.

This project is carried out in 21 villages of Dwarka taluka. OSGP aims at arresting the ingress of salinity by creating subsurface bandharas and other interventions such as creation of water harvesting structures.

The project also focus at increasing the farmers income by implementing agriculture/ horticulture interventions such as land reclamation, dry land horticulture, organic farming, diversification to alternative crop practices like net houses; capacity building of farmers; enhancing the water usage for agriculture purposes through various water saving technologies such as drip irrigation and sprinklers

Agriculture interventions

- Land reclamation: Adoption of specific soil treatment activities such as gypsum application was promoted in excessive salinity affected farms. Gypsum

distribution for land reclamation across 242 acres of land in 9 villages has been done so far under this project. Specific assessment data clearly showed a positive impact of land treatment activities with an average increase in income from Rs 8,000 to Rs10,000 per year and with 40% to 50% increase in the production of groundnut and jowar crops from the treated agricultural land holdings.

- Crop Diversification: The program aims at diversifying from traditional crops like jowar, bajra to high value crops like wheat, vegetables, groundnuts, til (sesame) so that the farmers can improve their economic condition and overcome the risk arising out of agriculture activity. TCSRDR supports the farmer through training, market linkages and by providing them with good quality seeds.

- TCSRDR also started the activity of promoting better cropping pattern under OSGP project by introducing certified variety of



the cash crop such as groundnut and til (sesame). From Okhamandal, 11 villages have



Poshitra - walking the path towards its development

Poshitra village, located 29 km from Dwarka was famous for its sea pearls till the time new regulations

put a stop to this activity. It also faced major scarcity of drinking water because of which the women had to stand in long queue to fetch water from wells located around 2.5 km to 3 km away. All the above factors lead to the high rate of migration in Poshitra village.

TCSRDR selected Poshitra village for implementing the WASMO project due to the unavailability of drinking water in the area and also because of their earlier experience in implementing the watershed development project in their

village. After knowing the benefit of the project through an awareness program, people willingly came forward and contributed both money and time to implement drinking water project in their community.

The construction of the well, cistern, distribution pipeline helped to solve the water crisis of the village and also that of migration. The villagers are very happy with the scheme and are thankful to TCSRDR for showing them the way to development.

been covered in this project, benefitting 51 farmers.

- **Organic Farming:** In organic farming, natural fertilizers and natural pesticides were used. 18 farmers came forward and did organic farming in one acre of their land. These farmers were given training for the preparation of sea weed pesticides for their crop protection. Apart from this, training in preparation of other natural pesticides like neem was also given. For bacterial treatment, ozoto bacteria kit and castor cakes were also distributed. Worm culture was also promoted. All the above techniques helped in enhancing the quality of soil. Compost fertilizer demonstration was also done at Tupani village.

- **Horticulture:** To reduce the dependency of farmers on cash crop income, horticulture is promoted. Farmers having semi fertile land were selected for horticulture in order to increase the yield from this land while improving the quality of soil. 8200 Salinity tolerance crop saplings were distributed among 24 beneficiaries. 4 salinity resistance crops were cultivated in the demonstration plots in Okhamandal by CSSRI & TCSR. Farmers were also guided to utilize the border area of their farm for planting horticulture plants, which would provide them with an additional income. Saplings of fruits such as coconuts, chickoo, lemons, pomegranate, gunda were also distributed.

- **Awareness and capacity building of farmers:** Training programs were conducted to build the capacity of the farmers. Along with the theoretical training, the farmers were taken for exposure visits. In the reporting year, 42 farmers were trained on the usage of net house to optimize the use of water and improve agricultural yield. They were also trained to make use of worm culture in order to enhance the soil quality. They were taken to GSFC Baroda for an exposure visit where they learnt more about net

house and worm culture. 42 farmers were also given training on Participatory Irrigation Management (PIM) at the Sadguru Foundation, Dahod. In collaboration with Gujarat Green Revolution Corporation (GGRC), 32 farmers were provided training on drip and sprinkler micro irrigation systems.

Water conservation

- **Micro Irrigation:** Drip and sprinkler irrigation system were promoted in agricultural farms as well as in horticultural plots to use the available water efficiently. Under OSGP water management project in Okhamandal Taluka, 5 drips and 64 sprinklers were distributed in the current financial year.

Other projects

Apart from the above mentioned projects, TCSR created drinking water infrastructure in Devpara and Rajapara village. It has provided overhead tank, sump, pump room, cattle trough, rising main



networking pipeline with tap connection and light connection in Devpara village. It constructed cistern and distribution pipeline at Rajpara.

Outcome

Outcome of the water management program has a direct impact on agriculture growth and development of the region.

TCSR role is to facilitate the process, add the last mile financing funds where ever required and

ensures that benefit reaches the economically weaker section.

The improved water quality and availability resulted in:

- Increase in area under agriculture by reducing salinity ingress.
- Saving of water for agriculture by adopting water saving technologies like drip irrigation, sprinklers.
- Enhanced economic returns for farmers from agriculture, through diversification to alternative crop practices, thereby increasing agricultural productivity whilst reducing input costs
- Enhanced people's knowledge and attitude towards improved water management strategies and about the use of water saving technologies
- Constructing both medium and small water-harvesting structures to reduce salinity ingress
- Enhanced drinking water security in all the project villages

The indirect gains, over and above the above mentioned benefits are:

- Active involvement and capacity building of the community. Capacity building of people has lead to empowerment of the community, community advocacy and participation in policy formation
- The management and ownership of all structures rests with the village. Every structure built and every activity undertaken has been selected, implemented and regulated by village committees, user groups. The collected money is used for maintenance of water



structures. This has resulted in a system of ownership, responsibility and creation of a participatory environment.

- There is an increase in the level of awareness among the community members and village cohesion.

LAND AND AGRICULTURE DEVELOPMENT PROGRAM

The land and agriculture development program aims at sustainable use of land by adopting agriculture practices which are sustainable and technology driven. The integrated agriculture development program follows a three pronged strategy of education, promotion of diversification of agriculture and promotion of new modern technology and inputs. Land and agriculture development program is the backbone of the TCSR, Babrala social initiatives. Various initiatives under the land and agriculture development program, helps in reducing rural poverty by contributing towards the prosperity of the agriculture sector. Interventions initiated under the land and agriculture development program at Babrala are as follows:

Land Reclamation

Usar land i.e. severely saline land covers 11.86% of the total geographical area of Badaun district, and due to the high population density in Uttar Pradesh, its reclamation is considered essential towards poverty alleviation.

TCSR started land reclamation project in 1993. Since 2008, the project is being implemented in collaboration with Sir Dorabji Tata

trust (SDTT). The objective of land reclamation program is to convert the unproductive usar land into fertile land which would indirectly provide food security to the farmers. The program is implemented in the Gunnour block of the Badaun district as the land in some pocket of this region is severely saline and also at Bhirawati, Rajpura block, under the name of "Bhoomi Sudhar program".

Creating awareness about the process and advantages of land reclamation through various contact programs is the first step towards implementing this program. The cost involved to reclaim the land is Rs. 12,000/ per acre where in the farmer contributes Rs. 4000 per acre while TCSR provides support of Rs. 8000.

The process of land reclamation is a long continuous process. Depending on the pH scale of the soil, it takes around three to five years to reclaim the land. Various steps which are followed to make the unproductive land into the fertile land are bunding, deep ploughing, leveling, harrowing, cultivating, gypsum application, leaching of salts and green manuring. gypsum mixing, leaching and paddy transplantation are all done by the farmer himself. Farmer get benefit from this process as the land cost per acre increases to more than two times the value of the land.

During the reporting year, 23.56 acres of land was reclaimed with support of TCSR while 221.5 acres was reclaimed with the support of SDTT.

Awareness and capacity building program

Under this program, farmers are provided training to build their capacity. Various initiatives undertaken under this program are:

- Kisan Mela



Kisan mela is organized twice in a year which is during the beginning of Kharif and Rabi seasons. The objective of organizing the Kisan mela is to create awareness about various upcoming technology and modern agriculture equipments. During the reporting year, farmers were taken to Govind Ballabh Pant University of Agriculture and Technology where they had chance to visit thirty five stalls with varieties of agriculture inputs. It was a platform for discussion, demonstration and delivery of the latest technology for the benefit of the agrarian community. 107 farmers attended this mela.



- **Farmer's Training**
The objective of the farmer's training is to build the capacity of the farmers so that they could reduce their input cost and increase the agriculture production. Training on pulse crops production, cash crops production and ways to increase milk production was provided during the year. Resource persons were the scientists from Krishi Vigyan Kendra, Ujhani and Zonal research centre, Ujhani. They shared valuable, simple and application based information with the farmers. 304 farmers got the benefit from the training program.

Agriculture Development program at Haldia

The agriculture development program at Haldia started with the awareness camp for the progressive farmers from five operational villages of Sutahata Block Development Office. Resource persons from agriculture department (Block Development Office), ATMA, District Horticulture department and NABARD provided information on cultivation of sunflower, System of Rice Intensification (SRI), Production of Vermicompost, Use of Drum Seeder, Government Schemes related to Agriculture, Cultivation of Pulses, Improved Practices of Agriculture, Tissue Culture, horticulture development and Importance of Institution Building (Ex - Farmers Club and Cooperative Society)

Seeing the interest of the farmers, TCSRSD initiated a project on promotion of cultivation of sunflower with the objective to raise

their income from the land which was otherwise lying unused. 25 farmers, on around 2.5 to 3 acres of their land started the sunflower plantation. Apart from TCSRSD support, the district and block agriculture department also provided technical support on the same.

Modern Agricultural Equipment Distribution

Under this program the farmers are provided with the latest agricultural equipments at subsidized rates with 25% contribution from TCSRSD and 75% from the farmers. This year, bullocks seed drills were provided to 5 farmers; bullock's harrows were provided to 11 farmers and spray machines were provided to 20 farmers.

To decrease the input cost towards leveling the land, computer laser leveling was introduced to the farmers of Badaun district. During this financial year, forty three acres of land was leveled by computer laser leveling. An average increase in production per acre came to Rs. 5500/- per year (5 Quintals X Rs. 1100). The production from 43 acres increased to Rs. 2,36,500/- per year (5 X 43 = 215 Quintals @ Rs. 1100).

Crop Diversification program

The program focused on the diversification from the traditional crops like bajra and wheat to the cash crops like vegetables, oilseeds leading to high nutritive value of the soil and high economic returns to the farmers. Under this program, farmers were provided high quality of seeds at subsidized rates. The seeds and fencing wire were

provided on 50:50 basis to the farmers staying within the core command villages. Apart from providing good quality seeds, technical guidance was also provided to increase the yield. Twenty farmer's started growing vegetables this year and sold them around Babrala and Chandausi market.

- **Pulse crop demonstration**
This program provides easy accessibility of pulses to the farmer. Pulse crop helps in crop rotation and nitrogen fixation. Being cash oriented, pulse crop helped in increase in the farmers income. During the year, farmers demonstrated Black Gram (Urad) Alankar variety of seeds in their plots. 25% of contribution was given by the TCSRSD and the rest by the farmer. Along with Black Gram (Urad), mustard oilseeds and toria were also distributed at subsidized rates. This year 25 acres of land demonstrated pulse farming and 35 acres demonstrated mustard and toria.
- **Inter Cropping**
Inter cropping like wheat and menthe was done on 36.3 acres; sugarcane and menthe was done on 38.2 acres, onion and mentha, garlic and menthe was also done this year. The intercropping gives the returns of two crops at one time.
- **Seed Production**
The objective of seed production was to provide the farmers with good quality seeds, at reasonable price and with easily access. Last year, Sevarth Cluster at Kail ki Madhiya village started with the

production of wheat seeds. But this year the farmers of Sevarth cluster moved one step ahead and got those seeds processed, packed and tagged at Harikrishna seed processing plant in Sambhal. The entire cost of seed processing was borne by the farmers and only the transportation charges were borne by TCSRSD. These certified seeds were sold in fourteen villages. The profit margin increased to 30% after the above process.

Outcome

- Before land reclamation no crop was cultivated. But after the land reclamation process, the yield of 15-20 quintals per acre within the span of one year and 20-25 acre within the span three years was attainable.
- The land reclamation process helped to improve living standard as 98% of the families who implemented land reclamation made pucca houses.
- The training program gave the farmers an insight into the new agriculture technology, latest cultivation practices and knowledge about the improved seeds.
- Use of higher yielding varieties of crops and crop protection techniques has increased.
- Seed production program provided easy and assured availability of good quality seed. This helped in increase in their income due to sale of the surplus seed.
- There was decrease in cost of irrigation and weed management due to proper leveling of land.
- With the help of modern agriculture equipments there has been a reduction in time taken for agricultural operations. The farmers are able to generate some income by providing these equipments on hire to others.
- Easy availability of spray machines helped them in application of insecticides and pesticides thus increasing the crop yield.
- Giving seeds on credit bases helped farmers to become less dependent on moneylenders. Small farmers benefitted mainly in the form of easy source of

credit and easy repayment scheme. With more than 95% recovery every year over the last seven to ten years, this program of providing quality inputs on credit has been a great success.

ANIMAL HUSBANDRY PROGRAM

Agriculture is the predominant occupation, followed by cattle rearing at all the three locations. Babrala and Haldia have mainly



buffaloes and cows whereas Mithapur has a large population of small animals such as goats and sheep. Livestock has special importance in the areas having low agricultural income and poor resource-endowment. It provides alternative and stable income to the farmers. Almost all household in this region own's at least a pair of cattle. In Babrala, the Yadavs are the livestock rearing community. The animal husbandry program has four main initiatives, which are:

- Animal health care
- Breed improvement
- Green fodder distribution
- Cattle insurance

Animal Health care

- **General Health Check-up:**
Under the General Health Check-up, animals are examined and treated for various seasonal diseases. This service is provided at the farmer's doorstep. 370 animals were treated this year.

- **Animal Health Camps:**
Under this program, the animals are examined and treated by experts. These experts are from District Animal Husbandry Department and BAIF Development Research Foundation. Gynecological and general health problems are treated in these camps. Proper counseling and medicines are also provided to them. 1348

animals were treated under these camps this year.

- **Hemorrhagic Septicemia (HS), Foot and Mouth Disease (FMD) Vaccination:**
Routine vaccination of the animals is done so that the cattle population around is healthy and productive. Due to regular vaccination camps, HS and FMD has reduced in this region. The overall productivity of the cattle has gone up due to this sustained health care program. This program is supported by TCSRSD, Animal Husbandry Department, Uttar Pradesh and with the contribution from the beneficiary. The Pashu palak mitra apart from providing door to door services also helps in vaccination of cattle. 24,503 cattle were provided vaccination this year.

- **De worming camps:**
After monsoon, usually, there is an outbreak of diseases like worm infestation and foot and mouth disease among the animals. High animal mortality rate affect the economy of the livestock owners. To combat this problem, TCSRSD organises de worming camps. This year it organised the camps in 15 villages of Okhamandal. Total of 67,598 population of cattle were covered. 394 livestock owners took the benefit of this camp. Apart from this, an animal health camp was also organised. Vaccination and medication were provided by TCSRSD to the cows of Bal Mukund Panjara pol Gaushala.

- **Pashu Palak Mitra Training:**
Forty unemployed youth were trained as there is a shortage of veterinary services in remote areas. Youth having science background were selected as Pashu palak mitra and were given



training for six months. The training was on first aid, artificial insemination, pregnancy detection and diagnosis. They were also given tool kit at the end of the training course. The total cost of the training which was Rs. 5000/- was split between TCSR and the trainee. Rs. 1500 is borne by the trainee and Rs. 3500 by TCSR



Pashu palak refresher training course was organized this year in order to further develop their skill. Technical knowledge was given by the Animal Husbandry dept., Uttar Pradesh and by the manufacturer of the veterinary medicines. 4 such training programs were organized this year.

Breed Improvement Initiative

To enhance the income level of the cattle owners, the breed improvement program was introduced. The details of each of the interventions are mentioned below:

- Extension of The Murrah buffalo
The Murrah buffalo breed of Haryana is high milk yielding cattle. A good specimen of this breed is able to give milk yields of 16 liters compared to 5-6 liters of the local buffalo breed. To improve the local breed, the murrah buffalo was introduced. Small to medium farmers and some landless farmers were selected for this project. They were advised by the animal husbandry experts to purchase the buffaloes. They were taken to the cattle fairs in Haryana, to buy their cattle. The transportation cost of the buffalo, expenses on boarding and lodging were covered by TCSR to avoid any additional burden on them. 86 buffaloes were purchased during the year.

- Extension of Murrah Bulls
Under this program, TCSR provided Murrah breed bulls to the farmers on interest free loan for the improvement of the existing breed. This year, 8 bulls were purchased from cattle fair at Barod and Haryana. Transportation cost and expenses on boarding and lodging were covered by TCSR

- Extension of Cross breed Cow
Under this program, TCSR provided cross breed cow on interest free loan. 5 of the cross breed were provided this year to the needy farmers. Technical knowledge on the upkeep of the cattle's was imparted to the farmers at the time of giving the cattle.

Green Fodder Demonstration

Seeds of improved and nutritious varieties of fodder grass; Berseem (*Trifolium alexandrinum*) were provided to the farmer on subsidized rate. 226 farmers from both small and medium categories from 5 villages were provided with seeds this year.

Cattle Insurance

To overcome with the losses due to cattle diseases and death, cattle insurance was introduced for the benefit of the farmers. TCSR has been working with United India Insurance Company, Lucknow on the same. This year, 10 farmers got their cattle insured.

Outcome

- The intervention of vaccination program has changed the scenario of the area. Earlier about one animal died per household annually on an average but now such deaths are recorded in 3 to 4 years.
- Farmers feared to rear costly and high yielding breeds of animals. But at present, every household in the area has 2 to 3 milk producing animals.
- Animal health check up camps has reduced the rate of animals becoming sterile. Saving animals from being sterile has reduced the financial losses of farmers. There was reduction in rate of animals being culled because of sterility problem.

- Treatment of other diseases at very low charges have saved the medical expense of farmers.
- Pashu Palak Mitra training program has made the veterinary service easily available to the farmers. They charge for the treatment provided and it has become a source of income for these *paravets*. Farmers can now avail the health services for animals at their door. It saves their time and money.
- Under breed improvement intervention, replacing desi breed of buffalo with high milk yielding breed (Murrah) buffalo has helped farmers to get more milk and generate higher income.
- Cross breed cows has increased milk production which has helped in the increase in the farmer's income. It has reduced the dependence of farmers on others for funds during off season of milk production of buffaloes as the cross breed cows purchased by people produces milk during longer periods.
- Murrah bulls for natural breeding with the local buffaloes have also helped in the increase in their income.
- Distribution of green fodder program has created wide spread awareness about cultivation of Berseem crop in the area as fodder for animals which has low cost of production. Increased fodder production has increased milk production by about one litre per animal on an average.

POND MANAGEMENT

Initiated in April 2003, the main objective of the Pond Management project is to manage pond as a natural resource and use them for commercial use rather than just for personal use. Pond management project was initiated after the need assessment study done by Ramakrishna Mission. Pond management became a very important program for TCSR as ponds are the integral part of all the Bengali households in Haldia. It provides a source of livelihood for the households in the area adjoining the TCL operations. As the first step towards its implementation, training on scientific methods of pond management was imparted to the

women as they are the ones who use the ponds maximum. Till date, 1769 women from 12 villages of Purba Medinipur were imparted training.

All the activities were designed and selected after discussion with the stakeholder (villager). The decisions were taken by the village development committee during the village meetings. TCSR helped the

committee in facilitating the meetings and helped them to take unbiased and right decisions. TCSR did not find any difficulty in getting the contribution from the people for implementing the program, as the people were involved in all the stages of its implementation.

The pond management program not only helped in maintaining the ecological/ physical/ hydrological

balance of the ponds but also helped in the prevention of skin and other disease caused by contaminated pond water. It has helped in raising the income of the farmers.

FISHERIES

TCSR promoted fisheries as an alternate source of income in Okha Mandal villages. Currently, one fish pond at Gurgadh, two fish ponds at



Anjali Doloi - managing her pond successfully

Anjali Doloi of Rainagar, Sutahata Block - Purba Medinipur came to know about the scientific methods of pond management from the

awareness session organized by TCSR team. Out of the five ponds, she first started, fish culture by scientific method in a 13 decimal pond and after seeing the result she started practicing the same method in the other four ponds. She learnt about the measurement of PH in the pond water and applied the optimum quantity of lime, potassium permanganate and mustard oil cake in the ponds.

The adoption of the scientific methods helped Anjali to make profit of Rs. 21,000 from five ponds which was much higher from what

she got earlier (Rs. 7500/-). Seeing the substantial increase in her income, she got inspired to start integrated farming around all the five ponds.

All this has motivated Anjali to utilize her ponds for commercial use round the year. She also has plans for a brighter future for her grand children. She has already started sending them to school.

Khatumba and one at Makanpur have been developed. The beneficiaries were divided into 3 user groups of 12-15 members each. Experts from the fishery department from Jamnagar and Agricultural university experts in fishery were called upon to train the user group. TCSR D helped the farmers to get the licence for fisheries called the Pagadia Licence; this licence will also help them to avail government benefits. Fingerlings of Katla, Rohu and Mrigal were purchased from Bharuch Hatcheries and were given to the user groups.

Outcome

- 115 villagers have started using pond not only for household purpose but for commercial use
- The project has helped in the availability of water from the pond round the year for 115 households as the area and the depth of the pond has been increased, leading to increase in the capacity of the pond.
- The cleaning and regular treatment of water has helped the villagers use good quality water for household purposes. This has helped to combat skin diseases and other water borne diseases.
- 40-50 people have started integrated farming.
- People are now sensitized to manage natural resources through group effort.





Livelihood Development

TCSRDR has played a significant role in improving the lives of rural poor through its livelihood development interventions for over three decades. Skill building through vocational training; group based enterprise development through rural entrepreneurship development program (REDP) at Mithapur and enterprise development program (EDP) at Babrala and Haldia; promotion of rural handicrafts under the Okhai brand and employment opportunity through Uday Foundation, a rural BPO are some of the interventions which have been implemented by TCSRDR.

SKILL BUILDING THROUGH VOCATION TRAINING PROGRAM

The vocational training program is one of the livelihood development program implemented by TCSRDR in

all its three locations. It helps build the skills of the community so that they get employment in a field of their interest. Vocational training is provided for various trades depending on the market demand and employment prospects in the area.

At Babrala, the vocational training program was introduced to increase the employment opportunities for unemployed youths from the surrounding areas. The training programs offered at Babrala are sewing cum stitching for girls; beauty parlor for girls, typing and short hand for both girls and boys; mobile repairing for boys; computer courses for both girls and boys and A.C and refrigeration repairing for boys. Most of the youth selected for these training programs are from the marginalized community. A total

of 682 youth were given vocational training during the year at Babrala. Around 13 boys after completing their course have already opened the mobile repairing shops in Junawai, Gawa and Rajpura blocks.

TCSRDR Babrala, is also a member of district implementation committee to design, implement and monitor vocational training programs mainly for girls studying in six and eight standard. 157 students have already got employment as a resource person in Government Junior High Schools to implement vocational training course in tailoring and beautician trade. Seeing the success, the other girls from the surrounding area have also joined these courses resulting in increase in the enrollment in these courses.

TCSRDR Babrala collaborated with



L&T Construction Skill Training Institute, Delhi to train the unemployed youth in Masonry, Bar Bending, Shuttering and Carpentry. 33 unemployed youth were selected for three months training. After the three month training, a one month on job training at L&T construction sites was also provided to them to give them practical knowledge. During the on job training, the trainees were paid a stipend @ Rs. 150/day. The participants after completing the training program successfully got jobs in their respective sectors through sub contractors of L&T. This program not only gave them employment but also helped them to gain self confidence.

At Haldia, the vocational training program is run under the name of SAMRIDDHI project. The aim here is to enhance the skill of selected women and develop a replicable model with some income generation activity.

On the basis of the need assessment study, TCSRDR, Haldia started the SAMRIDDHI project, where women members of SHG were trained in tailoring. It was started in Akubpur and Tajnagar villages of Sutahata Block (Purba Medinipur)

The selection of the women was done during the village meetings. Preference was given to the women who were neo-literate and who did not have ponds and were not attached with any other program run by TCSRDR. The training was organized for a period of six months which included designing, measurement, cutting and stitching of general garments of men and women. During the year, 60 women were trained in two batches. Some of the women who got trained under this project used their training for commercial purpose while other used it for their own personal use. TCSRDR also supported them by linking them with the markets.

At Mithapur, vocational training was provided with the technical support from Dalit Shakti Kendra. Two months computer tailoring training was provided to 12 and 8 girls in two separate batches; motor rewinding training was given to 14 boys. 60 boys and girls got two months training in separate batches in welding, video shooting, electrical fitting at Dalit Shakti Kendra-Ahmedabad.

Outcome

- Vocational training helped in increasing the job prospects of the participants and thereby, provided them financial security.
- 80% of trainees from different trades are using the skills gained to improve their household income.
- Some of them have started their own ventures like mobile repairing shop, stitching work, while others have found jobs for themselves in beauty parlors.



Kakoli, 30 years old, living in Haldia with her 2 children and her husband, wanted to increase their family income as her husband income was not sufficient to

support the household expenditure. When she came to know about the Samriddhi project, the stitching and tailoring training program, she enrolled herself with the Panchayat leader of the Akubpur village.

After the completion of the six months training period, Kakoli bought a second hand sewing machine from her savings and started stitching clothes for other women staying in the neighboring area from her residence.

With her zeal to work and improve

the living standard of her family, she started contacting the local garment shops. She got small orders of stitching women's garments from them. All this helped Kakoli to earn a monthly income of Rs. 1000 - Rs. 1500 per month.

She has not only been able to take care of her family but also supported the family financially by stitching clothes for others. She has gained lot of respect from her husband and the village. More orders from the local shops/wholesellers have started coming to her which keeps her fully occupied.

GROUP BASED ENTERPRISE DEVELOPMENT THROUGH RURAL ENTREPRENEURSHIP DEVELOPMENT PROGRAM (REDP) AND ENTERPRISE DEVELOPMENT PROGRAM (EDP)

The Rural Entrepreneurship Development Program (REDP) at Mithapur

The Rural Entrepreneurship Development Program (REDP) was conceived as a means to encourage self employment among youth and women from the surrounding community. This program aims to develop entrepreneurship qualities and skills in rural community and help them to initiate productive enterprises.

This program was initiated in 2003 in Mithapur as a strategic step for training in livelihood development. The program has found wide acceptance in the community. Besides helping out individual entrepreneurs to either set up new enterprises or to improve the existing businesses, the program has also spurred the self-help group (SHG) members, into utilizing their "idle" savings for investing in enterprises. Selected members of

the SHGs are directed to the REDP program so as to encourage them to start their own enterprises and thereby, become self reliant. The orientation program under REDP helped the budding entrepreneurs in product identification, gaining general business skills, bank / financial linkage, raw material sourcing and marketing. In addition to the orientation training, training in specific trades were also provided depending on the interest of the participant. Photo lamination training; soft toys making and paper products making were some of the trades in which the training was provided during the year. These training programs were co-sponsored by Gram Technology. The two month long training program included both general REDP and technical training. Batch of 25 are selected for each of the trade and trained at a time. Details of these training programs are mentioned below:

Rexene bag manufacturing unit: One month training program was organized under the REDP program for 30 women from BPL background



this year. During the training they all got a stipend of Rs. 1000 by Gram technology.

As an outcome of the REDP program, Rexene bag unit was established at GIDC building, Arambadha with GRIMCO (Gujarat Rural Industries Marketing Corporation). 50 women who had earlier learnt the trade are all part of this business unit. They all belong to the socially disadvantaged class.

The selection process for the training was through aptitude test, personal interviews and skill test. The trainees undergoes an achievement motivation training session for 5 days, wherein they are motivated to put in their best and



achieve results. In addition, an exposure visits is also organized for them so that they explore markets for sourcing of raw materials and for the finished goods. In December 2010, this unit celebrated its second year. Women came forward themselves and shared their experiences. TCSR on this occasion gave them a small token of appreciation.

Producing the school bags has been the main job of this unit. A total sale of Rs. 1,21,800 was done during this financial year. After seeing the

success of the Rexene bags unit, different cluster like bandhini, tailoring and beads work were also started.

Tailoring cluster:

125 women from Mojap, Bhimrana, Surajkaradi, Arambhda and Gayatrinagar got training in tailoring under the REDP program and formed a tailoring cluster. This cluster prepares items like petticoat, purses and kurtis etc. at the production center. TCSR supported the production process by granting the small amount as revolving fund.

They also make mobile covers, shopping bags from the left over waste cloth. A stock of Rs. 8170 was sold by this cluster during the year.

Bandhani cluster:

After getting three months Bandhani training under the REDP, 23 women got together to form a bhandhani cluster at Charakla. These women under the banner of "Saptrangi" organized exhibition cum sale at the Ladies club at Mithapur every year. Total sales through the exhibitions was Rs. 45,000/-



Sunil's journey to become a successful entrepreneur.....

The REDP program benefited rural youth in many aspects such as starting a business enterprise, enhancing their overall personality and broadening their vision about enterprise management. The case study discussed below is one such example.

Mr. Sunil R. Badiani, from Mithapur studied till first year of B Com. He lives with his parents and one elder brother.

Before enrolling for the REDP training program, Sunil use to put a towel stall every month in the monthly market organized at Mithapur & Dwarka in the beginning of every month. From the sale of these towels he made about 13% profit. He enrolled himself for REDP training program after hearing about it from one of his friends. In the training program he was given proper guidance and knowledge about how to do a market survey, from where to buy the goods and how to market and increase the profit.

After understanding all this, Sunil did a market survey and also found the sources from where he could buy the towels in bulk at a cheaper rate. He realized that he used to spend Rs. 12-15/- more per dozen. During the training program, he also got a loan sanctioned for Rs. 45,000/-. This helped increase his investment to approximately

Rs. 60,000. Now, he was able to invest and buy towels in larger quantities and variety, something that he couldn't do earlier due to lack of capital.

Sunil learnt the art of marketing through this training program. He now has a clear idea about how much he has to save and what should be his total expenses, to improve his profit margins from 13% to 20% .

He has repaid Rs. 20,000/- borrowed from his father and also repaid 11 EMIs of Rs. 1000/- each out of the total loan amount borrowed.

Recently he bought a motorbike and a mobile for himself. Sunil with hope and determination in his eyes told us, "After the loan is completely repaid, I want to start my own shop of readymade garments in Mithapur."



Turning point in Rupaiben's life...

It was wonderful to see the smile on the face of Mrs. Rupaiben's of Rajpara. It revealed her confidence after attending the REDP training. She now lives a respectful and more comfortable life. But life wasn't this simple and comfortable as it is today. A monthly income of Rs. 1000/- earned by her husband was not enough to support a family of 7 members. They were barely able to make their ends meet. She had always wished to support her husband but was not able to do

that because of her poor education status.

The turning point in her life came when she attended the awareness session on REDP. After lot of persuasion, she attended the 15 day basic training in stitching. She learned various stitching designs, torans, moti bharat, cutting, shopping bags, potli purse, dress, blouse along with information on profit and loss, profit calculation, raw materials purchase etc. To attend this training Mrs. Rupaiben had to get up at 3 in the morning to finish her household chores and cooking.

Her firm dedication and hard work to learn and support from her family helped her completing the course. She first purchased a second hand sewing machine on her own and started a small business from her house. She started stitching clothes for her family and relatives. Now, she has purchased new

machine on an installment of Rs. 500 per month. Today, she is supporting her husband by bringing additional income and has also managed to pay her machine installments from her savings. Mrs. Rupaiben stitches traditional blouses for Rs. 30. She has also started making best from waste, torans and other decorative showpieces. Out of the stitching work, she is able to earn approximately Rs. 50 every day.

Today, after meeting their monthly expenditure they are also able to save small amount for their future. Mrs. Rupaiben has not only gained respect in her community but is an inspiration to other women of her community. She aims to work hard in life and provide better education to their children and live a respectful life.



Bead work workshop:

Five days of bead work workshop was conducted under REDP training. Resource person from "GURJARI" Gandhinagar provided them the technical knowledge on quality of product and marketing. After the training, the women started their own production unit.

Handicraft (patch work) Training Program:

Two months of handicraft (patch work) training program was organized under the REDP program. Advance training on designing and quality of raw material was also given. The Gujarat State Handloom and Handicrafts Development Corporation Ltd. sponsored the kit to those who came for training. Mrs. Carman (Designer) was the faculty for the training program.

Enterprise Development program Entrepreneurship Awareness Camps (EAC) at Babrala

Apart from providing vocational training in the particular trade, TCSR D also trains youth in entrepreneurship development by organizing entrepreneurship awareness camps (EAC).

TCSR D Babrala with the support of Entrepreneurship Development Institute of India, Ahmedabad under DST - NIMAT project conducted four EAC in Govt. Science and Technology Institute of Chandausi, Moradabad and Badaun. The camp was organized to develop the entrepreneurship skills of 300 students. It targets youth who are pursuing technical studies through ITIs, poly techniques. It makes them aware about entrepreneurship as an

alternate source for livelihood. Fifteen days entrepreneurship development program in collaboration with MSME, Agra was also conducted for 30 youth. 5 of them got self employment credit card and one SHG has also been formed as a result of this course.

Honey Production

To enhance the income of SHG group members, honey production as an entrepreneurship development program was introduced to the members. Since they didn't have proper understanding on stall feeding for the bees in the rainy season and importance of migration for the honey bees, a refresher training at Prayag Kunj, NGO at Ghaziabad was organized. It helped them to enhance their knowledge on proper

upkeep of the bees. The Sevathi cluster, which is the honey making cluster, brought two hundred bee frames of Rs. 48,000 from Jarif nagar. Because of the refresher training and the bee frames, this year they were able to produce around seven quintal of honey as compared to 3.5 quintal produced last year. This helped the group to make the profit of Rs. 40,000 from this enterprise.

Agarbatti (Incense sticks)

Baghou village comes under the core command area of TCSR D. There are twelve self help groups in the village, almost all the group have bank linkages and have cash credit limit of Rs. One lakhs per SHG on an average.

The SHG members of the Baghou village comprise of housewives, daily wage labour and people having their own businesses like general store, bangle shop etc. They agreed to engage themselves in production of agarbatti. The trainers from Chakor Gram Udyog Sewa Sansthan, Kanauj trained twenty five women in agarbatti making. Out of the 25, eight members of Adarsh Mahila Mandal started the group enterprise in agarbatti making. They were provided training on packaging, marketing, mixing raw materials, rolling, sorting, coloring of incense sticks. The initial expense included expenditure on raw material for Rs. 12,730 and on packaging for Rs. 8,000. In this financial year, the group has sold incense sticks for Rs. 14,000. They are being sold at the surrounding areas.

Paper Envelope

This new initiative was started at Lodhinagla village. Training was given to five members of self help group by an entrepreneur of Rajpura. Bhagwan devi, one of the member of Lodhinagla Mahila Mandal started this enterprise. At present she is making a profit of Rs. 1500-2000 per month.

Outcome

Outcomes of programs relate both to actual increase in household income and in empowering the women. Some of these are:

- Increase in the confidence level while dealing with the financial issues.
- Increase in the individual savings leading to financial security
- Increase in the banking knowledge
- Collaboration with government training programs of NABARD, GRIMCO, Gujari, and non organizations like Dalit Shakti Kendra
- Increase in the interest to start the group enterprise.

Social Security plan

Jan Shree Bima is the social security scheme for the rural and urban poor persons staying below the poverty line and for the persons marginally above the poverty line belonging to an identified occupational group.

A social security plan is generally designed to benefit the society as a whole and promote social well-being, rather than self-interest. TCSR D is being identified and notified by LIC as the nodal agency.

Two camps were organized this year, where 250 people were covered. Even the Karzobi program was also covered through Jan Shri Bima Yojna.

Promotion of rural handicraft through Okhai

Okhai continues its march of fulfilling its vision of being a brand that symbolizes empowerment of rural / semi urban women by creating a sustainable business of handicraft.

The Saurashtra handicrafts, the traditional art of Karjobi and jute craft of Haldia are all being promoted as part of Okhai.

Saurashtra Handicrafts:

Okhai has grown from strength to strength. Sales of Okhai products have touched new highs. In a bid to increase the reach to both domestic and international players, Okhai added one new outlet at Goa. A partnership with an online sales platform to market furnishings in UK and USA has been formed. Okhai has also continued to undertake work for major domestic and international brands to ensure that all the partners will be getting enough work for the entire year, thus fulfilling the Okhai vision.

This year's main focus has been on the development of the brand and the business. To ensure this, importance was laid on quality control, developing new patterns and cuts, with new material, proper stitching and grading of the apparels and pruning of the product line to meet customer requirements.



Okhai now has a dedicated tailor master on its rolls to encourage the women at Mithapur to try and develop new cuts and patterns. This has helped in increasing the customer base. Continuous trainings have been carried out at the stitching center at Mithapur to increase the quality and speed of production. The women also visited a similar NGO at Jhagadia, Gujarat to understand production related issues and ways to enhance quality. Training on costing and visual merchandising was also imparted by internal staff.

Okhai products are now Craftmark Certified. Craftmark is an initiative of All India Artisans and Craft workers Welfare Association, which helps denote genuine Indian handicrafts, develop sector-wide minimum standards and norms for labeling a

product as a handicrafts product, and increase consumer awareness of distinct handicraft traditions. Okhai is also among five other groups which were represented at the International Handicrafts and Gift Fair, 2011 which is held by the Export Promotion Council for Handicrafts.

While sales have increased by over 30% over the last year, production has seen a jump of over 100%. Payments to the beneficiaries have also increased by 46% over the last year - sure signs that Okhai is on a growth trajectory.

Karzobi (Promotion of Mughal Handicraft): Continuing with the objective of uplifting the socio-economic status of the rural artisans of Gunnaur region through Karzobi, this year

four exhibitions were organized at different places.

The marketing of the product was initiated through exhibitions, retail outlet at Aligarh (Pradhan Vatika) and direct sale through Babrala sale counter. At present thirty three artisans' work from home and get returns for their exclusive handicraft. TCSRSD as a facilitator ensures good quality of raw material, designs and good quality output. Karzobi Annual Day was celebrated on 30th March at Babrala in which women discussed Karzobi performance, future plan, quality enhancement of products, marketing, profit sharing and about establishing more centers. This year, a new product-woolen stole was introduced, which was well appreciated by all.

Jute Craft:

The Jute Craft training has been started in Bahadab village of Sutahata block of Haldia with the objective to develop a sustainable business model by developing skill of women in jute handicraft. 25 women belonging to the marginalized community were selected and were trained to produce various handicraft items out of jute as these products have demand in the local market as well as in the market outside West Bengal. They were also trained in group dynamics, fund management, division of work, entrepreneurship etc.

TCSRSD is working to build the capacity of the group to work as a business unit. This group would have a separate identity of its own, would manage its fund, take the responsibility of the backward and forward linkage for the jute products and establish a cooperative in future.

Rural BPO - UDAY - Business Processing Outsource:

To provide employment opportunity to the rural youth, TCSRSD setup BPO (Business

Processing Outsource) centers both in Mithapur and Babrala. A separate trust called UDAY Foundation was established. Uday Foundation offered an opportunity for the rural youth to learn computer education and take up a job in the same. Rural BPOs have lower real estate cost and less attrition, resulting in cost savings of nearly 40 percent over their urban counterparts. TCSRSD, in collaboration with Tata Business Support Services (TBSS), one of the largest 3rd party Outsourced Customer Service providers in India started pilot operations at Mithapur. Seeing the success of rural BPO at Mithapur, the same was replicated at Babrala.

At Mithapur, UDAY Foundation delivers a wide range of low-end to high-end services. With the support of TBSS, Uday Foundation provides services to Tata Teleservices Limited (Tata Indicom) by taking care of their post paid customer of Gujarat, MP and Chhattisgarh from Mithapur. Apart from this, it supports TCL's, Chem Connect by booking the order of various soda ash, cement and salt in SAP and banking. It also handles Titli (Knowledge Management) and Gangotri portal

for them. The BPO center at Babrala, not only creates jobs for the local populace but also exposes them to a hi-tech industry where they can eventually grow and build careers. Uday foundation at Babrala, provides services to Tata Indicom by taking care of their post paid customer of UP and some part of Rajasthan. Seven of the Uday trained youths have got an opportunity in other big organization like Aegis, Aircel, Religare Securities, ICICI Prudential and Home shop TV 18.

UDAY Foundation's has lead to the employment generation in the surrounding communities esp. that of women as well as of backward communities. It has also helped reverse migration from urban centers. Uday Foundation has been a big motivator for acquiring higher education esp. among the young girls who otherwise would not have enrolled themselves for higher education. Uday is nurturing the young talents and brightening the future of coming generation.

At present, 117 are working at the Mithapur center and 99 in the Babrala center.





Empowerment

Empowering communities is a key mission of TCSR. TCSR ensures establishment and participation of community based organization (CBO) in almost all programs that it implements.

TCSR by forming the self help groups (SHGs) at all its three locations has been in the process of empowering the rural women by raising their economic and social status. Saksham is another such intervention by which TCSR aims at strengthening the local governance structures / systems and also build the capacity of school children to live a worthy life.

Also, by facilitating the volunteering program, TCSR helps TCL employees, their families and students from India and abroad to volunteer for various developmental

programs run by TCSR or by other NGOs.

SELF HELP GROUP (SHG)

Self-help Groups have become the beacon for all the other programs initiated by TCSR. Most of the SHGs facilitated by TCSR are women's groups. At TCSR, SHG is more a women empowerment initiative than just a savings and microfinance program.

SHG has not only helped their savings grow, it has also helped them access credit both through banks and through their own groups. The women members of SHGs have become much more confident about handling bank operations. Large numbers of women have joined literacy classes and have started taking keen interest to improve their skills and

thereby improve their economic conditions by participating actively in the self employment initiatives. They also actively participate in village development meetings and interact with panchayats, government agencies. Being the member of SHG has ensured their acceptance and respect in the society.

TCSR has facilitated the formation of 211 SHGs in Okhamandal region and 165 SHGs in Gunnour and Junawai block of Badaun district in Babrala. Training programs in team dynamics, leadership quality development, micro finance and economic activities are organised on regular basis for all the members. In addition, the members are encouraged to speak up on issues related to their development in all the meetings held by them. Apart



from women SHG there are 40 male SHG in Okhamandal and 30 male SHGs in Babrala. The SHG bank linkage amounted to Rs. 6.70 lakhs at Mithapur and Rs. 7.0 lakhs at Babrala. In Babrala till date, SHGs saving amounts to Rs. 62.2 lakhs whereas, at Mithapur it amounts to Rs. 40.26 lakhs.

Previously, the funds for SHG came from TCSR, but from 2002 onwards the financial and technical partnership was build up with DRDA, Badaun under Swarn Jayanti Gram Swarojgar Yojana (SGSY). From 2008, the SHGs are being supported by funds coming from NABARD at Babrala. At Mithapur, 50 SHGs are supported by NABARD and rest of them are supported by DRDA with TCSR providing technical support.

During this year in Babrala, TCSR focused on enterprise development rather than formation of new SHGs. Few of the SHG members have started their own enterprise like production of paper envelopes, honey, incense sticks etc., which they are managing well. This year,

seven SHGs got cash credit limit of eleven lakhs sixty thousand rupees from U.P Gramin Bank, Babrala. Till date, fifty one groups have got cash credit limit totaling to Rupees Sixty Five Lakhs. All groups have maintained 100% payback to the bank. SHGs at Babrala have achieved ideal conditions in terms of ratio of saving vs. inter loaning i.e. (1:3). The total saving in this financial year was Rs. 11.453 lakhs and inter loaning of Rs. 40.385. lakhs

At Babrala, 13 Joint Liability Group (JLG) at Bengali Colony of Junawai block have been formed. The formation of JLG has helped farmers to repay loan taken from the moneylenders.

A cluster named Sewarshi Sangh has been formed in Babrala. It has 12 members from various SHG. The cluster plays the role of a facilitator and facilitates capacity building programs, credit, loan recovery, conflict resolution of SHGs. At Mithapur, in a similar manner, Dwarkesh Federation has been formed at the Taluka / block level,

which constitutes the members from various SHG. There are 17 members in the federation. This federation has been saving money, which will be utilized for the welfare of their members. So far, the federation has been working on the issues related to education, health, income generation, water and alcoholism. Two members of federation attended the certificate program on "Community Based Microfinance" held at the Centre for Environment Education (CEE), Ahmedabad.

This year, the federation conducted education awareness session for 100 SHG members at the SNTD education centre. As a result of this session, a literacy programme was initiated for 20 members at Mojay village. It also helped TCSR, in promoting 52 energy efficient chulla in Makanpur village.

The federation also facilitated the Women's Day Celebration at Arambhda and Makanpur village. Members of four cluster groups of SHG and the village leaders

SHG, a big support to Ramvati

Ramvati is an active representative of the Sewarshi Sang cluster and is also the leader of the SHG which was formed in 2003. She was the one in her group who persuaded others to start income generation activities. Ramvati is a role model for many women in the community. Her family like many others was fully dependent on agriculture. Her husband worked as a farm labour. Being landless, she had difficulty in making ends meet. Initially, she was reluctant to join the group. Her

family also wasn't supportive, as they felt that she would be distracted from doing the household chores. Continuous motivation helped her change her mind.

Ramvati gets major strength by being part of the SHG as she feels that she can achieve much more by being part of this group than as an individual. All the members support each other whenever they face any difficult situation in life.

After joining the group, she started attending the literacy classes, which were being run as one of the group's activity.

At present, the total saving of her group is Rs. 34,990. They have taken a bank loan to start their own dairy enterprise and paper plate production unit. SHG group helped Ramvati to repay the entire loan. She now handles, all the business related activities like production, marketing and finances.

participated in the celebrations. The members of SHG conducted a women awareness rally in their localities. Some of the members also shared their experiences which motivated other women in the gathering. The program came to an end with a vow taken by all the women to give equal importance to both the girl and the boy child.

Significant change has been seen in people's habit to save due to SHGs. Empowerment of women is another distinct impact of the SHGs and their networks. Women, by being a part of SHG, have an excellent

platform to improve their leadership skills and self confidence. They are now better equipped to voice their opinion and demand changes affecting them and the community in general. SHGs have the capacity to organize the marginalized and address their development issues.

"SAKSHAM" - CAPACITY BUILDING PROGRAM FOR THE COMMUNITY

"Saksham" is an initiative which helps in building a community, which is aware of its true potential, conscious of its rights and duties and is clear about its decision making role. TCSR had over the

years conducted programs that targeted capacity building of community based organization. All these programs and many more are clubbed together to form the "Saksham" initiative. The main objective of the program is to develop self awareness among the community members-including children, youth and community in general and to train them in self development, leadership development, and efficient governance. Capacity building/skill development programs for the village institutions and community based organizations such as the Gram panchayat, Pani samiti, water management committees, SHGs, village youths, village children, village women etc. are also held under this program. Building the capacity of the community will not only help them to participate actively in the development of their community but also become owner/partner in the development process. It is envisaged that this program will help the community members to become an independent powerful medium of sustainable development and change.

During the year, training modules were prepared covering diverse topics, which were delivered



Raniben Nangesh journey of successes and the challenges

Raniben Nangesh, a 38 years old woman residing at Baradia village with her 5 member's family, was the only member who supported her family financially as her husband died 11 years ago. Being an agriculture labour, she just earned Rs. 2000 to Rs. 2500 per month, which not enough to support the family of 5. Difficult to meet the

family expense, her elder son started plying a bullock cart and earned Rs. 2000.

Raniben life changed after she attended the mandals function working in her locality. Motivated by the functioning of the mandal in her locality, she also formed a mandal called "Lamandev Mahila Mandal". It has 13 members. They initially started with the savings of Rs. 25, which today has reached to Rs. 50. Today, each member of their mandal has a saving of Rs. 2500. TCSR team has been supporting the mandal by providing training on banking systems, savings, deposits, withdrawals, calculation, register maintenance. Apart from getting the knowledge on accounting and banking systems, Raniben has also started attending

the basic education classes through her mandal.

Raniben borrowed a sum of Rs. 10,000 from her mandal to meet her personal expenses. Today only Rs. 4000 is outstanding. She is an active member of her mandal and attends each and every meeting of the mandal. She also participates actively in the community meetings. The mandal not only helped in changing her thought but also that of the Rabari community. They are now motivated to send their children to schools. The women are also coming forward to attend the literacy classes. She is very thankful to TCSR for changing hers and her community life. Today, she can rely on her mandal for any monetary support required at any given time.

through lectures, role plays, skits, games and video films.

Training in self awareness for the children in rural schools:

This training program under the banner of "Saksham" aimed to help the children awaken their latent potential, introspect and consequently build their self esteem.

The module covered topics like self-knowledge, developing long term and short-term goal, ways to fulfill those goals, building confidence, time management, behavior and values and success in life through self-awareness.

According to Nisha K Ghediya, a FY Bcom student, Saksham training was first of its kind in Mithapur. It helped her to set her goals clearly. As a result of the training program, she has started using the tools which has helped her to direct her mind towards fulfilling the goals and achieve success.

Training in Panchayati Raj:

Even though the Panchayati Raj Act was passed in 1992, the elected Panchayat representatives in many parts remain ignorant of their roles and responsibilities, government schemes and the whole process of governance.

Through the Saksham program, TCSR aims at creating awareness of the village Panchayat members about their roles and responsibility

and for those who are already aware, it helps in initiating debate and discussion on the same. The training module includes topics like Panchayati Raj History, roles and responsibilities of Sarpanch, Panchayat members, village secretary, Gramsabha, Committees of gram panchayat, and on procedure of monthly village Panchayat meeting and creation of village development plan. The response to the capacity building programs on Panchayati Raj awareness conducted in 7 villages during the reporting year was very encouraging. 795 people participated in the program.

For Bharabha, Mojab Sarpanch, the training made him aware about the powers, roles and responsibilities of a sarpanch and also of the other elected members of panchayat. He also got information about the various government aids and the help being extended by the NGO's.

VOLUNTEERING PROGRAM

Volunteering is a process centred around the spirit of service. It helps the individual to go do things beyond themselves.

TCL has established proper system and processes for its volunteering activities across its three locations and corporate offices. Volunteering opportunities are provided through TCL's employees volunteering program called HOPE (Harnessing Opportunities for People's Empowerment) or through summer

and short term projects for the college students, interns and trainees. In Mumbai, HOPE initiatives were carried out at senior citizens home - Jeevan Asha and at the school for special children. While in Noida, the employees got opportunity to work with under privileged children studying in the non formal schools.

HOPE has a database of volunteers across the organizational hierarchy, from senior management to contract employees. Family members of the employees, too, find time for volunteering in various TCSR programs. The work they do is recognized and rewarded at various company's functions. The volunteers bring in their talent, skills, expertise and interest to improve the quality of life of the people they serve.

Benefits of volunteering:

The volunteering program benefit all the people who are associated with it i.e. the volunteer, the organization and the community

- volunteers grow and learn from their interaction with the community;
- volunteering projects helps the community
- The goodwill that is created helps the company and builds enduring relationship with the community.

The TCL employee's volunteered in different activities like the drawing competition for the orphan children,



Service before Self

Mrs. Bindu Bhaskar, wife of senior executive, has been volunteering in TCSR community development initiatives since the last eight years both at Babrala and Haldia region.

Mrs. Bhaskar's own interest draws her to participate in TCSR activities. The adult education program - a program for the drop out girls was started by her along with the help of other township ladies. For Mrs. Bhaskar, serving the community is the extension of her moral responsibility towards the society. Community development activities are great learning for her and motivate her to contribute more towards the society.

Being a master trainer for the Tejaswani program (personality development program for women),

Mrs. Bhaskar has been conducting Tejaswani program for the township ladies along with Mrs. Anita Rustagi, an active volunteer. She has already trained three batches of women.

Mrs. Bhaskar has been actively involved in various camps like eye camp, animal husbandry, Life line express organised by TCSR. She also led the vision 2020, an eye camp for the school children.

She is happy to see TCSR growing and doing great work for the poor and the needy.



Vision 2020, children's day celebrations, eye camps and blood donation camps. In the year 2010-11, 462 volunteers participated in different volunteering activities of TCSR and in all contributed 20537 hours.

The employee's wives also participated in screening of eyes of the primary school children (Vision 2020) and in the Tejeswini program organized for the women in the villages.

The Eco fair organized at Mithapur also saw participation from TCL employees and their families. It was a big success as 2400 people participated in the exhibition organized by the children from 20 rural schools.

Response to an emergency situation- Floods in the river belt - Babrala

TCSR with support of Tata Chemicals Ltd (TCL) provided immediate relief measures during the floods which affected three blocks of Gunnour Tehsil in the month of September 2010. Out of the 80 villages which got affected, TCL provided relief measures to 47 villages of Rajpura and Junawai block. Around 2.5 lakh people and 1.5 lakh cattle were affected by these floods.

The floods were caused primarily because of the heavy rains in the Uttaranchal state. Water from Tehri dam in Uttaranchal state lead to the rise in the water level of the river Ganges. The 4 of the oldest human built dams built in 1930's at the famous Hari baba dam, which

checked the water flow of the river, were damaged resulting in the influx of water in the core command area (area which is being identified by the community development team of TCL for doing development work).

TCSR approached both the Malaria control department and District Hospital at Badaun for Chlorine and Chloroquine tablets. TCSR provided the health facilities through its mobile medical camps. At these medical camps, the health team of TCSR explained about the proper usage of chlorine tablets for chlorination of drinking water. Bleaching powder was also sprinkled in various water logged areas to avoid an outbreak of malaria in the flood affected area.

TCSR also organized animal camp

for cattle. Assisted by the veterinary doctors and paravet team, the cattle's were examined and treated for HS, Hypocalcemia, Worm infection, Liver fluke, Anorexia.

The measures were provided in two phases. The first phase which was the immediate relief phase started from 27th September to 6th October 2010. The second phase was the follow up phase carried from 10th October onwards.

During the relief phase provision of medical services were provided through medical camps. General treatment and distribution of medicines for both human and animals as well as supply of clean and chlorinated water and sprinkling of bleaching powder in the water logged places such as drains etc was done in the first phase. Common medicines were distributed through these camps at the common places like school and temples. Distributing Iron, folic acid and calcium tablets were also done. Patients were examined and counselled on regular basis. The community members got immediate relief in this phase.

During the second phase, follow ups were done in all the villages by the health team of TCSR. The time period of second phase was between October 2010 and January 2011. The initiatives undertaken under this phase were as follows:

1. To check the immediate spread of any disease in both human and animals.
2. To organise health care camps in all the affected villages.

The situation during the second

phase was more critical because the winters were approaching and also there was heavy water logging in the fields which could have caused the outbreak of malaria etc. After assessing the need, TCL distributed the blankets to the needy people and organized regular OPDs and Animal Health care camps.

Details of the relief measure undertaken

Animal Husbandry camps: Animal Husbandry camps were organized in 48 villages. 2930 animals came to these camps (an average of 31 animals per camp). In the second phase, follow up visits were done in 20 villages in Gunnour block, 22 villages in Rajpura block and 6 villages in Junawai. The main diseases checked and treated in the second phase were general diseases-Anorexia (off feed-inability of animals to eat fodder), diarrhoea, Hypocalcaemia (lack of calcium), worm (due to drinking of unclean water), liver fluke (worms in the liver) and Mastitis (infection in

teats). Gynecological related diseases like - Prolapse (uterus), Distrochia (abnormal delivery) and Mastitis (cease of placenta in the uterus) which leads to infection in uterus were also treated.

Medical Camps:

OPD camps were organized in 51 villages covering 12030 people in phase 1 and in 48 villages covering 10600 people in phase 2. Total of 22,630 patients were treated. Some of the common diseases treated during the camps were Diarrhoea, Scabies, Fever, Cough and Cold, Skin diseases.

Blanket distribution:

Under the flood relief program blankets were also distributed to the poor and needy.

A total of 600 hundred blankets were distributed. 193 blankets in 22 villages of Gunnour, 221 in 21 villages of Rajpura and 86 in 7 villages of Core command area.



Volunteering is a life changing experience for Sudipta Dutta

Sudipta Dutta, who is part of the corporate communication team at TCL, Haldia, feels that volunteerism is essential as it stimulates and contributes to the global socioeconomic development. TCL's Community Development team at Haldia has been working on various developmental activities like organizing eye camps, pond

management, AIDS awareness camp, organizing local sports, coordinating cultural and community groups and protecting the local wildlife and the heritage. Sudipta has always tried to be a part of these initiatives whenever he gets the opportunity.

Apart from being an affirmative action champion, he has always helped in organizing HOPE initiatives like eye camp for the contract

workers, going to orphanage, spending time with orphans and doing interesting recreational activity with them. Helping people who actually needs it is a life changing experience for him. These experiences helped him in developing his social interaction and interpersonal skills. Volunteering also helped him in handling any challenging situations with self confidence.



Environment Care and Conservation

TCSR has been involved in various environment conservation activities, some of them in partnership with institutions of excellence. TCSR has taken-up a comprehensive program known as the "Dharti Ko Aarpan" program under the umbrella of sustainability which aims at restoration and conservation of the coastal ecosystems as also for the protection of some of the endangered species.

The year 2010-11 marked the initiation of some pioneering activities under the "Dharti Ko Aarpan" program which will have significant impact on long term biodiversity conservation and species protection.

Save the Whale Shark project

Whale Shark is the largest fish in the world and is an endangered species.

Whale Sharks visit the Gujarat coast every year and used to be slaughtered in large numbers for its meat and oil. However, it was declared an "Endangered Species" in May 2001 and since then, there has been a big change in their protection status.

The "Save the Whale Shark Project" was launched in 2004 and it aims at conservation of this fish off the coast of India by studying its behavior and migratory pattern and by creating awareness amongst the coastal communities. The first phase of the program of awareness creation has been completed. The project is now continuing in the second phase and the focus is on finding out ecological information including the migratory patterns and breeding biology of the whale shark since very little is known about this fish worldwide. This

phase also includes awareness campaign in Gujarat and Indian west coast and sharing information with all the stakeholders in order to develop species management plans and actions. The project is being implemented in collaboration with the Wildlife Trust of India, the state Forest Dept., Government bodies and relevant national and international organizations and specialists.

For the first time in the country a satellite tag was deployed on a male whale shark to study the migration patterns. Since then, the tag transmitter has been sending regular signals and the movement of the fish is being tracked through the ARGOS satellite monitoring system. This fish which was tagged on 13th March 2011 off the coast of Sutrapada in Saurashtra, travelled to the coast of Maharashtra going as

close as 30Km from the shores of Mumbai and returned all the way back to almost 10Km from the place it was tagged.

Visual tagging of a whale shark accidentally caught in fishing net near Sutrapada was carried out and DNA sample collected. The visual marker is a tube with a unique ID number fixed on the dorsal fin of whale sharks. Unlike satellite tagging, visual tags do not actively generate information on the whale shark's whereabouts, but is a cheaper alternative that serves the basic purpose. These tags will help track the individual's movement in case of opportunistic sightings or interactions. The DNA sample collected has been sent for analysis at the Central Marine Fisheries Research Institute, Kochi. These analyses will help reveal whether the whale shark population of Gujarat is a satellite population or interbreeds with other populations elsewhere. The genetic studies are being carried out in collaboration with the University of Illinois, USA.

The Whale Shark Day was celebrated on 25th January 2011 at Mangrol, a fishing harbor on the Saurashtra coast. The Mangrol municipality officially adopted "Vhali", the whale shark, as its city mascot, making it the seventh town in Gujarat to do so. A painting competition was organised for school students on the theme of Whale Shark Conservation. More than 350 students participated in the same. This was in the run up to the Whale Shark Day celebrations, where the winners were awarded. A rally was also organized also and the Whale Shark life size inflatable model was towed all through the main roads of

Mangrol to create awareness on this fish.

During the course of this project 281 whale sharks have been rescued and released back. This is a significant contribution of the project.

Coral Reef project

The coral reef conservation project aims at coral transplantation work at the Mithapur reef which would serve as a role model for such conservation initiatives. The project includes awareness through an Interpretation Centre, creation of a board walk for viewing corals without disturbing them, re-plantation of coral species in Mithapur waters as per IUCN re-introduction norms, and setting up of monitoring protocols for coral growth and reef biodiversity. This project is being carried out in partnership with the Wildlife Trust of India,

An exercise to restore the overturned corals at the Mithapur reef was organized with participation by the local fishermen, TCL volunteers, the State Forest Department personnel and the field scientists from the Wildlife Trust of India. This exercise was a part of the ongoing coral reef conservation efforts at Mithapur.

Work on creation of coral garden at the Mithapur reef continued through the year. The protocols for live coral transplant have been prepared and experimental electronic submarine water temperature loggers deployed earlier were recovered for the periodic data collection. The first phase of the sedimentation rate studies has been completed and

report is under preparation.

Artificial substrates have been deployed on the reef to encourage natural recruitment of coral polyps and monitoring of the same continues.

Awareness programs for the community and the fisher folks were also organized to minimize the damage to corals caused due to use of poles by fishermen to propel their boats as also by the locals looking for catch underneath. Although, the damage is unintentional, most of the overturned corals tend to perish. The purpose of the awareness programs was also to create and understand the delicate nature of corals and to engage the community in coral conservation activities. 40 overturned corals were corrected by the volunteers.

Asiatic Lion Conservation

The Gir National Park and Wildlife Sanctuary in Gujarat state is the sole home of the Asiatic Lion (*Panthera leo persica*). A major threat to the estimated 411 wild Asiatic Lions surviving in the Gir region are the open wells. There are some 15,000 open wells in and around the Gir forest which pose a serious threat to the endangered lions as also the other wildlife. There have been instances of these animals perishing due to accidentally falling into the open wells. TCSR has taken-up a project in partnership with the Gujarat State Forest Dept, for construction of parapet wall around such open wells to render them safe for wildlife. Work on building parapet walls around 1,002 such open wells has been completed under Phase-I of the project.



200 more wells are to be secured in Phase-II and work at 66 sites was completed during the reporting year.

ECO Club Program

The aim of the ECO Club program is to create community based organizations that become champions of nature conservation activities. The proposed areas to be covered are villages of Okhamandal region. The scope of work includes: Awareness and Action' components, including printing of educational material on local biodiversity in vernacular language (information booklets, hoardings, posters etc.);

- Workshops and training programs;
- Exhibitions and exposure visits;
- Village meetings, ECO Fair and competitions;
- Village level biodiversity database creation and
- Specific actions aimed at various conservation programs.

A wide range of activities were organised during the reporting year. The starting of the new academic year at the ECO Club schools was marked by tree plantation programs.



An indigenous flora awareness program was conducted for the students and teachers of the Kasturba Gandhi Girls School. A total of 103 students, teachers and volunteers attended the same. Support was extended to the Sishoo Mandir School for organising a Science Fair and the "Aaushadhalaya" program for creating awareness on conservation of native medicinal plants has been launched in 24 ECO Club schools.

A field study visit was also organised at Momai forest for the ECO Club volunteers as a part of the biodiversity conservation awareness program.

The first ever ECO Fair was organised in March this year at Mithapur. This is a multipronged project which aims at creating awareness and establishing a village level database on the biodiversity of the Okhamandal through active participation by ECO Club members and TCL employee volunteers. The purpose is to enhance the sensitization level on the local biodiversity amongst the community and TCL employees and encourage their support for protection of the same. The program was a big success with 20 rural schools participating in the same. The biodiversity details were presented through charts, models, specimens, posters, photographs, maps and power point presentations. The exhibition drew an audience of more than 2,400 visitors including students, teachers, TCL employees and their family members, rural community leaders and representative from the press media.

At Haldia, Purba Medinipur, TCSR in collaboration with Development Research Communication and Service Centre (Kolkata) established Eco clubs in 4 High Schools and 1 Primary School. Along with school children, teachers were also trained to carry out activities of the Eco clubs. 8 teachers and 20 students were trained in the process. The objective of establishing eco clubs was to create awareness among children on existing environmental concerns. The students who received the training made various learning materials/models like rain gauge, thermometer etc. To motivate the neighboring schools to establish Eco clubs, TCSR along with the teachers shared their experiences with their peers and also with other government schools.

Mangrove plantation

Mangroves are the important component of the coastal marine ecosystem and they help stabilize and protect the coastline against tidal surge and erosion. TCSR has been working on restoration of the mangrove vegetation on the denuded tidal mudflats and backwaters around Mithapur for more than two years now.



Mangrove nursery work was taken-up at the Arambda saltworks and a total of 1.5 lakhs mangrove seedlings (*Avicennia marina* species) were raised.

Work on making 1600 raised beds and sowing of mangrove seeds on the same at the Rukshmani creek site was completed during the reporting period.

Mangrove plantation work on 40 acres of tidal mudflats at the Rukshmani creek site near Dwarka was completed and around 50,000 seedlings of "*Avicennia marina*" mangrove have been planted. "Grow Trees", a Mumbai based organisation had shown interest in supporting the mangrove plantation program and their representative visited the Rukshmani Creek mangrove plantation site near Dwarka, in early March 2011, to understand the project and the scope for partnership. TCSR has now established a partnership with the "Grow Trees" program.

Biodiversity Reserve Plantation Project

During last year, heavy rainfall at Mithapur led to the flooding of the Biodiversity Reserve Plantation site. It affected the plantation of the Guggal plants. Dewatering of plantation plots helped in restoring the Guggal plants. Apart from this, "Casurina" grove restoration work was also initiated.

A native flora awareness program for employee volunteers was organised during the year. 40 volunteers attended the same. Four new species of birds were recorded at the site.

Nature Education Camp

Support was extended to ANALA, an Ahmedabad based NGO, for

organising a marine life education camp at Mithapur. More than 630 students from various schools of Gujarat attended this camp in 10 batches.

ECO Development Program

Support was extended to the State Marine National Park Department for organising tree plantation program at Gopi and Poshitra villages as a part of the Forest Dept's ECO Development initiative.

Earlier, meetings were organised at these villages for distribution of solar cookers. Senior officers from the Gujarat State Forest Dept. including the Chief Wildlife Warden; the Chief Conservator Forest-Marine National Park (MNP); and the Director-MNP attended these meetings.

Wetland Development

Site status surveys were carried out for the Charakla saltworks, Chandra Bhaga and the Mukhteshwar wetlands and a scoping inputs report prepared for development of these sites. All these three sites are of significant importance for the conservation of waterfowl in the Okhamandal region. While the Charakla saltworks shelters a nesting colony of Caspian Terns, the Chandra Bhaga and the Mukhteshwar wetlands provide refuge to birds of heronry species. This year too, the nesting of Caspian Terns (*Hydroprogne caspia*) occurred at the Charakla Salt works during the period mid-May to July 2010. Monitoring of the nesting activities was done on regular basis. Charakla Salt works is the only known active nesting site for Caspian Terns in the country as of now. 100 plus nests were recorded in mid June. Over the years, the Charakla Salt works has been attracting and sustaining a very diverse and rich birdlife and has emerged as an important bird area.

The "Mukhteshwar" community pond at Kuranga village harbors a nesting site for waterfowl. Birds like the spoonbills, painted storks and herons have been nesting here on regular basis. Work on construction of earthen platforms and mounds for tree plantation for providing additional nesting sites to these

birds was completed.

Earth Day celebration

Mangrove plantation program was arranged at the Rukshmani Creek site at Dwarka as a part of the "Earth Day Celebration" program. Officers from the taluka administration, the Gujarat Pollution Control Board and the Marine National Park Dept. attended the program and planted mangrove saplings.

Participation in "Knowledge Fair" at Pune

The 'Dharti Ko Aarpan' team participated at the Knowledge Fair organised by the Innovation Centre at Pune on 4th June 2010 and bagged the second prize for their project presentation under the "Many Species, One Planet & One Future" theme.

Marine turtle surveys

The Arabian Sea coast of the Okhamandal region plays host to nesting of the Olive Ridley and the Green turtles. Fortnightly surveys were carried at 6 turtle nesting sites to monitor the nesting activities and the mortality of these endangered turtles. Turtle nesting was recorded at the Khanjni and Shivrajpur beaches during the year.

RURAL ENERGY

Solar lights

Solar energy is the best alternate source of energy. During this year, 85 solar lanterns and lights were distributed in 11 villages of Babrala. Good number of people is adopting the alternate source of energy as they find it more useful and cheap.

TCSR in partnership with Rural Development Agency has installed solar lights in the villages of Okhamandal under a project named "Rural Energy. Village Watershed committee found this scheme lucrative for the villages and installed solar lights in public places. 31 solar lights have been installed in 10 villages of Okhamandal. In Babrala, 25 solar lights were installed in 17 villages.

Energy efficient Chulas:

Okhamandal region falls under the rural areas of Jamnagar district of Gujarat state. There is no access to

the LPG stove facilities in number of village like Bhimrana, Devpara, Hamusar, Gadhechi, Nageshwar, Padli, Poshitara, Gopi, Rajpara, Arambhda etc. Also, since the LPG cylinders are very expensive for this income group, they preferred using the traditional stove systems (Sagdi) for cooking.

The community people willingly accepted the energy efficient chulla introduced by TCSR. The 4 meters pipe attached at one end of the energy efficient chulla helped in carrying out the smoke automatically outside the house. 161 such chullas were installed in 6 villages of Okhamandal region. By providing them with the energy efficient chulla, TCSR has been able to curtail the breathing problem of the residents caused due to smoke.





Health

Improving the health of the rural community continues to be an important part of the overall strategy of TCSRDR for socio-economic development. Mithapur has an established hospital which also provides health care facilities to both the township residents and also to the surrounding communities through mobile clinic.

TCSRDR lays special focus on the health and hygiene awareness program since its inception. Wide range of initiatives has been taken to improve the health and the health infrastructure of the community. Based on the need of a location various interventions have been designed to complement existing facilities. Interventions have been divided into the following subgroups: a) Creating awareness on health & hygiene issues b) Provision of health care services

through camps c) Reproductive and Child health project.

To attend the health care needs of the targeted population, TCSRDR has taken the following initiatives:

Health Awareness Programs
Various health awareness programs were organised across location during the reporting year. Most of the awareness programs conducted in the communities were on safe drinking water, importance of cleanliness, health and hygiene.

Awareness program on health and hygiene was organised in 19 village schools at Mithapur, in collaboration with Environment Sanitation Institute, Sughad, Ahemdabad. Some of the topics which were discussed during the program were on personal cleanliness like washing hands, bathing regularly, cutting

and keeping nails clean, brushing teeth regularly, keeping surroundings clean, sanitation, information on waterborne diseases, use of purified water for drinking.

A ten day long health, hygiene and sanitation awareness drive was also organised during this reporting year in 18 villages around Mithapur. "Nandini" van - a mobile exhibition van - was used for the purpose. The program at each village included organizing the mobile exhibition, rally by school students and a village meeting. More than 4,300 locals including 2,155 students from 20 rural schools participated. Information on various TCSRDR projects was also disseminated through this drive.

At TCSRDR Haldia, an awareness session on safe drinking water and its importance was conducted with



the women group of Tajnagar village (Horkhalli Block). The two hours session gave them the information about prevention of water borne illness/disease. To make the programs more informative and participatory, various audio visual aids like flip charts, films were used through the awareness sessions.

The awareness session on HIV/AIDS was also organised among the members of 10 SHGs in order to promote safe behavioural practices and methods to prevent its spread. The message on prevention was conveyed through plays. A mega camp for creating awareness on AIDS was organised for the truckers, in collaboration with DKT India. 500 truckers participated in this camp.

Health camps

Three mega camps were organised during this year by TCSRDR Mithapur in collaboration with Dwarkadhish Aarogyadham Hospital, at Devpara, Aarambhada and Beyt. 290 people from Devpara, 350 people from Aarambhada and 468 people from Beyt were provided health care services. General checkups of patients, treatment of minor ailments and distribution of medicines free of cost were carried out at the camp.

Vision 20/20

Under this project free eye check up of village school children was done. Along with free eye checkups, TCSRDR provided medicines and spectacles free of cost to those who needed. 500 students got the benefit through this program.

Eye Camp

A free eye treatment camp was held

at Dwarka. It was organised by the joint efforts of TCSRDR, Tata Chemicals Ltd, Mithapur, Indian Red Cross Society - Dwarka, Rotary Eye Institute Navsari, Shree Shankargiri Maharaj-Public Services Sangh - Nadiad. A team of 14 doctors from the Rotary Eye Institute with their latest techniques and tools provided their services for free at the camp. The patients went satisfied as for the first time in Dwarka they got the best facilities for their eyes. 370 patients were treated at the camp and 91 cataract operations performed.

TCSRDR in partnership with Vivekanand Mission Ashram Netra Niramaya Niketan organized an eye camp at Tajnagar primary school at Haldia. A team of one doctor and medical assistants from Vivekanand Ashram were present during the camp. Local Panchayat leaders helped actively to organize the camp. Out of the 190 patients who were given treatment during the camp, 30 patients were provided with medicines, 120 patients were provided with spectacles and 22 underwent operation for cataract. TCL employees, TCL contract workmen and JUSCO employees actively volunteered during the camp and made it a success.

Blood Grouping Camp

This year blood grouping camp was organised in Samlasar in collaboration with Aaradhana Pathology Laboratory for the school children. Blood grouping of 120 children was done.

Reproductive and Child Health Project - Swasth Aagan Project

The aim of Swasth Aagan project was to facilitate as well as create

awareness about various Government medical care services and its schemes and also to build processes and linkages between the community and relevant organizations and institutions so that sustained improvements can be brought about in all the RCH indicators such as Fertility Rate, MMR, and IMR.

55 villages of Gunnour block were identified for the implementation of this project. The Gunnour block is characterized by low literacy rate, high infant and maternal mortality rate and high fertility rate. It was found to be deficient in health care services and also the vaccination rate of pregnant women and children was poor. The Swasth Aagan project in collaboration with Population Foundation of India endeavors to provide medical services at the doorstep of villagers through mobile clinics. The main services provided were ante and postnatal care, vaccination of children and promoting the concept of small family by creating awareness and by making the various contraceptive options available to the villagers. In addition, modifying the health seeking habits of villagers from unregistered medical practitioners to Government Primary Health Centre (PHC) was also one of the important activities carried out under this project. The project targets women especially in the reproductive age group and children upto 5 yrs. of age, considering the backwardness of the area with respect to women and child health indicators. Ten field coordinators and 65 village level motivators (VLM)/Swasth mitra were employed to cater to 55 villages. Activities under taken

under the project includes:

Community Activities

To improve the reach and the access to quality Reproductive health (RH)/Family Planning (FP) for the community, putting community based mechanism was the utmost priority of the program. Apart from strengthening the capacity of the ASHA workers, the government health workers, different committees like Village Health Committees (VHC) and Parivar Kalyan Kendra (PKK) were formed to make the program sustainable in the villages. With the help of Swasthya Mitra, 18 Parivar Kalyan Kendra (PKK) were established in the villages. PKK continues to create awareness among the community about family planning methods and provides them with contraceptives of their choice.

Village Health Committee trainings

To increase the capacity of the Village Health Committee to perform their duties effectively various training programs were conducted on a regular basis. Two days training was organized by an NGO named Path at Lucknow for village health committee members and health staff. The participants visited Mudri and Haidarpur and interacted with VHC members about its functioning and other health care interventions. The participants got

influenced and impressed by the active role of the village Pradhan, who is also the member of the VHC. For the benefit of the pregnant women, he purchased vehicle and also kept some funds aside for emergency. He provided clay pots to pregnant ladies to save money. Similarly, capacity building training sessions were also held for the village level motivators or swasthmitra. Information on various health issues like vaccinations and health checkups, child breast feeding to new born to 6 months baby, family planning and control measures were also provided to them during these training programs. Through simulation exercise five year strategy of strengthening parivar kalyan kendra was also discussed.

Mobile clinic

Mobile clinic services by TCSRDR health team are provided with the aim to reduce Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR) and also to improve the health status of the community people.

Primarily, ante and post natal (ANC and PNC) checkups are done at the mobile clinic. The Village level Motivators (VLM), through surveys and home visits, identifies the pregnant women. They are counseled and motivated to attend

the mobile clinic and undergo the routine checkup. 3 checks up in 9 month are done for the pregnant women. Seeds of green vegetable, Iron, Calcium, Folic acid and TT vaccine are also provided to the pregnant women. VLM and TCSRDR health team motivates pregnant ladies for institutional delivery, 5 C (Cleanliness) during delivery, breast feeding, kangaroo care and also information about the various Govt. scheme like Janani Suraksha Yojna are provided to them. After regular ANC checkups, improvement in health status and increase in hemoglobin is observed and recorded. At the mobile clinic, the women with gynecological problems and RTI patients are regularly monitored and advised.

During the reporting year, 384 camps were held. 3985 patients were treated for common ailments; 4221 women were provided ante and post natal care; 3479 were vaccinated and In family planning - 5 Cooper-T were inserted at the OPD. 1986 pregnant women got the vegetable seeds.

Apart from the ante and postnatal care services, immunization of children below two years and pregnant women is also provided at 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. Though the resistance to immunization is gradually waning, concentrated efforts have to be made to change the mindset regarding vaccination and to realize the goal of universal immunization.

The weight of the children below 2 years is also regularly monitored by the VLM. Counseling by the doctor on the importance of balanced food and distribution of vegetable seeds helped in increasing the weight of the malnourished children.

Mission Swach Jal

The 'Mission Swach Jal (MSJ)' aims to create awareness among the communities about safe drinking water across country and its impact on health, whilst also providing

alternative sustainable water supply systems.

Under the Mission Swach Jal, hundred units of Tata Swach purifier were distributed in Primary schools and villages of Babrala with the support of Hawaii Children Foundation. The objective was to create awareness about safe drinking water and thereby prevent water borne diseases.

At Mithapur, under the Mission Swach Jal program, awareness about safe drinking water was created among the SHG groups. 360 units of Tata Swach were given to the SHG groups with the aim to provide an alternate source of income for the SHG members. It is envisaged that the distribution of Tata swach would be initiated through the SHG federation, Dwarakesh formed at Okhamandal area.

Community Clinic

Community clinic running at Babrala, provides wide range of curative services twice a week for the rural community of the surrounding areas. The community clinic apart from providing the medical services also counsels women who are anemic. It provides treatment for all the common disease like cold, eye infection, diarrhea, skin allergy, ear problem. 3218 patients were treated in 66 OPD from during this reporting period.

Life line Express or Jeevan Rekha express

Life Line express or Jeevan Rekha express is a mobile hospital train - supported by Impact India Foundation was stationed at Babrala from 27th January - 24th Feb, 2011. It provided medical services to the people staying in remote areas and also sensitized them towards good hygiene and health. 20 OPDs were organized in two district and 8000 patients were screened before the train halted at Babrala. Out of the 1307 patients shortlisted for operation, 511 surgeries were successfully performed in the train. Cleft Lip, Polio corrective and Mid Ear surgeries were performed by the specialized medical team from Jawaharlal Nehru Medical College, Gandhi Eye hospital Aligarh and



Ganga Sheel Nursing College, Bareilly. Dental treatment by King George Medical College and Epilepsy counseling by AIIMS was also provided during this period.

Laloo smiles

Laloo, age 2 years got the cleft lip surgery for free by the specialized doctors at the lifeline express.

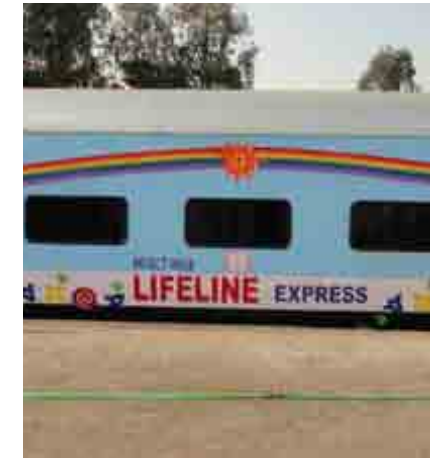


Laloo before the operation

His family is very thankful to both the teams of TCSRDR and Life line express. TCSRDR health team explained his parents that their son's cleft lip problem can be rectified by a small surgery. They were first apprehensive about the whole process, but once they got the surgery they were overjoyed to see their child lips in proper shape.



Laloo after the operation



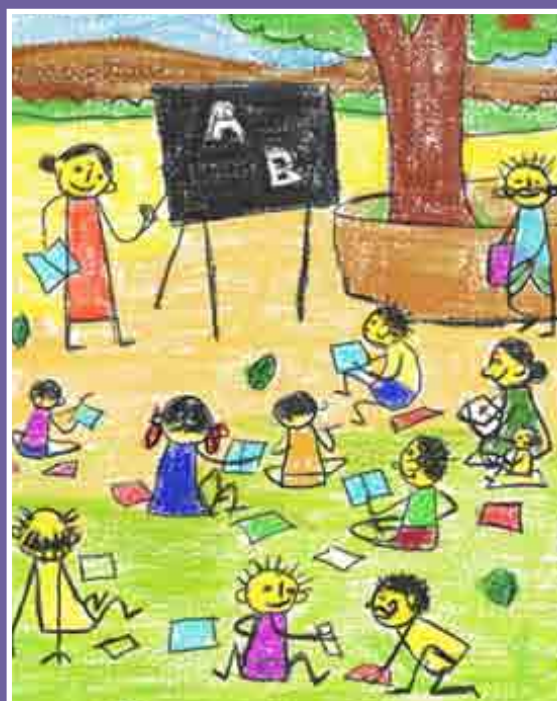
Hearing without pain

Amlesh, age 15 years, was suffering from suppuration and running of ear since birth and was not able to get the surgery for the same because of the financial constraints. When Amlesh came to know through the promotional camp organised by TCSRDR, that she could get her surgery done at the Life line express free of cost by the specialized doctors, her joy knew no bounds. She got herself registered and got the surgery done at the lifeline express. She is very thankful to both the teams for their support. Her family was grateful too, as it saved their child from getting deaf.

Life is full of hopes for Harveer Singh

Harveer Singh, age 10 years, never experienced walking straight as from birth he had polio in both his legs and was always crawling. Because of his poor economic status, he never thought of getting his surgery for polio done. Through a promotional campaign organized by TCSRDR, his family came to know about the free medical services/surgery, being provided at the Life line express for polio. They immediately got him registered and got the date for surgery. They never expected such good news in their life and were very happy to hear that their child would be able to walk like other children and not crawl throughout his life. Harveer got operated by the specialist at the life line express. He and his family hopes that such kind of health facilities are provided in future to all those who are needy.





Education

India has made progress in terms of increasing primary education attendance rate and expanding literacy to approximately two thirds of the population. However, India continues to face stern challenges. Despite growing investment in education, 35% of its population is still illiterate; only 15% of Indian students reach high school, and just 7% graduate. India Education report 2009 highlights that 96% of children in the age group 6 to 14 in rural India are enrolled in school. 73% of these children are enrolled in government schools and 21.8 % are enrolled in private schools. Only 36% of class V students can actually do division problems correctly. Also, there is no water availability in 25% of government primary schools and 19% of upper primary schools. A plethora of government initiatives to provide access to primary education may be underway, but

issues of equity, quality and access remain areas of concern - particularly in rural schools.

For TCSR, the biggest challenge continues to be the quality of education in all the three locations more so at Mithpur & Babrala.

TCSR initiated several programs to improve the quality of education both through formal as well as informal means. TCSR's interventions can be subdivided into a) Provision of resources b) Motivating parents to increase enrollment b) Promotion of adult education or literacy c) Imparting knowledge through informal means. Key initiatives undertaken during this reporting year were:

Provision of resources: TCSR has been supporting the rural schools by developing the

infrastructure like constructing additional class rooms, by providing education material, making of playgrounds, constructing toilets and providing drinking water supply. One of the key interventions is to set up systems that ensure that the children from socially and economically backward households are able to use quality course and reference books. This has been done through the establishment of Book Banks.

Book Bank
Under this program, the course books and reference books are provided to the economically weak but meritorious students. The distribution of the books is done by a Book Bank committee, formed at the selected high schools. Book Bank committee comprises of teachers and students of the school where it is established. This

committee selects the student on the basis of his/her academic performance and the economic status of the family. The students contribute 10% of the total cost of books which is used for the maintenance of the books after it's returned to the book bank by the students and also to buy reference books for the library. During the reporting year, 350 students availed the services of the book bank.

**Motivating Parents:
Key actions to promote enrollment and to reduce the drop out rate are:**

Scholarship Program
Under the "Desh Ko Arpan" program, deserving, meritorious children of salt workers are awarded scholarship to complete their schooling. The scholarship is provided to students studying from class VIII to X. The scholarship amount of Rs. 4500/- is given to them every year. The project aims to support the education of children, who would otherwise quit studies due to monetary reasons. The initiative is also a part of affirmative action program of TCL. It aims to encourage girl child education apart from providing education support to the socially disadvantaged class in the region. 90 students belonging to the socially disadvantaged class were provided scholarship to complete the degree courses.

Girl's education program through SNTD University distant learning course
For the girls who have dropped out after seventh standard and were above 18 yrs old were given opportunity to continue with their studies through SNTD University

distant learning course. TCSR arranged the classes for the interested students at Dwarka, Devpara, Hamusar, Aarambhada and Surajkaradi. 282 girls were given scholarships by TCSR to meet the education expenses. Apart from this, tailoring and beauty parlour classes are run for them. This initiative has helped them to become self reliant.

Promoting enrolment (Shala Praveshotsav)
In the Okhamandal region, TCSR facilitates Shala Praveshotsav program implemented by Government of Gujarat. This program aims to increase the enrolment of children in primary schools by motivating their parents. As part of this program, school bag kits were distributed to 2000 primary school children of 42 villages of Okhamandal.

Primary Education through Nagaliya School
TCL built Nagaliya School in 1996 in the Nagaliya kazi village, as this village didn't have any school. It handed the management of the school to the local people. However, because of the lack of proper local management, the school didn't function well. TCSR motivated the villagers and teachers to form 'Nagaliya Siksha Samithi'. 'Nagaliya Siksha Samithi' was set up to run the school smoothly. TCSR assisted this samithi in identifying the problem and in addressing them in the right way. Efforts are being made to convince the government to include this school under its jurisdiction and provide various government facilities to this school. At present, 80 students from the surrounding areas are studying there.

Formation of Balwadi
4 balwadi's were formed in the villages of core command area at Babrala. In all 80 children in the age group of 3-5 years are coming to these Balwadi. It has helped in motivating the parents to send their children to school. This year, sixty students from the balwadi took admission in the Government Primary School. It has also helped in decreasing the dropout rate.

Adult Education
Low literacy rate and high school dropout rate especially of girls, led TCSR to initiate program on adult education for the women. The aim is to make women literate, so that they can read, write and calculate. During the year, 400 women and girls from 4 villages of the Gunnaur region and 300 ladies of 12 villages of the Okhamandal region got the benefit of the program.

For the first time, Basic Literacy Examination with the assistance of State Resource Centre, Lucknow was conducted (under National Literacy Mission) in the seven different centers of core command villages at Babrala. In this examination, 1143 candidates appeared for the examination, out of which 900 women and drop out girls passed out successfully. Certificates to the passed out candidates was issued by National Institute of Open Schooling, Noida (Govt. of India).

Though, it's a small step towards empowering the rural women, overall the program has helped the women to make informed decisions in their lives.





Infrastructure Support Development

TCSR has from the beginning given importance to the infrastructure development projects as they are essential for the overall development of the community. These projects not only help in improving the standard of living of the rural population but also help TCSR in establishing and maintaining relationships with the rural communities for undertaking other community development initiatives. Key programs under this initiative include:

1. Construction of brick paved tracks (Kharanja)
2. Construction of schools, Panchayat Ghars, Primary health centers
3. Construction of approach roads
4. Construction of bio-gas units
5. Construction of sanitary units and individual toilets

6. Repairs and maintenance of rural infrastructure
7. Construction of low cost houses
8. Construction of Aanganwadi School buildings
9. Construction / repair of community cattlesheds

During the current year following structures were provided:

Construction of the brick paved track at Babrala

TCSR helped in construction of the brick paved track at Babrala after the request from the community. TCSR started the construction and repair work with the assistance from Gram Panchayat. Till date, brick paving of 29.142 KM has been completed in Babrala.

Construction of Toilets at Babrala

To improve the sanitation facility in

the surrounding rural areas, TCSR constructed tanks toilets. During the reporting year, 11 toilets have been constructed.

Construction of Sanitation complex at Mithapur

In Mithapur, following the integrated approach, TCSR implemented sanitation and hygiene project this year. It constructed pay and use Sulabh Sanitation Complex at Surajkaradi Highway. Sanitation complex included rest room, bathrooms, and toilets. It also constructed 636 individual sanitation blocks with the funds from various sources.

Renovation of Aanganwadi school building at Mithapur

Work on renovation of the Aanganwadi school building at Arambda village was completed.



This kindergarten school caters to the pre-primary schooling needs of more than 70 students, a majority of whom hail from the underprivileged class.

Construction / renovation of community cattle sheds

Cows are held in high veneration by the rural community and it is a traditional practice in the Mithapur region that each village has its own community cattle shed where the milch cattle, especially the cows, are kept and fed during their dry (non-milking) phase. A new community cattle shed was constructed at the Gadhechi village and the existing one at Khutamba village was renovated.

List of Partners

S. No.	Partner	Program
1	Jan Shikshan Sansthan, Haldia	Samridhhi Project - Training on tailoring for women groups
2	Vivekanand Mission Ashram Netra Niramaya Niketan, Haldia	Vision 2020 - Treatment of primary school children/ Eye Camp
3	Sutahata Block Development Office	Training of farmers in agriculture development
4	District Agriculture Department, East Medinipur	Training of farmers in agriculture development
5	Larsen & Turbo, Delhi	Skill Development training
6	Development Research Communication and Services Centre, Kolkata	Development of Model Eco Clubs
7	Vikramshila Education Resource Society, Kolkata	Innovative Methods of Teachings
8	District Rural Development Agency (DRDA) Jamnagar District	Watershed Project
9	Council of People's Action and Rural Technology (CAPART)	Handicraft and Watershed Project
10	Water and Sanitation Management Organisation (WASMO) - Jamnagar	Drinking Water program
11	Costal Salinity Prevention Cell (CSPC)	Salinity Ingress & Mitigation program
12	Gujarat Green Revolution Corporation (GGRC)	Agriculture program - Supply of Drip System
13	Wild Life Trust of India - New Delhi	Whale Shark Project
14	Sir Ratan Tata Trust - Mumbai	Salinity Ingress & mitigation program
15	NABARD	REDP project
16	Gujarat Tourism Development Department	Nageshwar heritage
17	District Industries Corporation (DIC)	REDP Project
18	Women and Child Development Department, Gandhinagar	SHG program
19	Ministry of Forest & Environment Department	Lion conservation project
20	Gujarat state Hathsal and Handicraft vikas Nigam Ltd., Gadinagar	Handicraft project
21	Samaj Suraxa, Gandhinagar	REDP program
22	Dalit Shakti Kendra	Vocational training program
23	Development Support Centre (DSC)	Vocational training program
24	Sajjta Sangh	Vocational training program
24	Government of Gujarat, Irrigation Dept	Watershed project
25	MFF - IUCN	Mangrove plantation
26	Dr. Kali Charan Memorial Hospital, Babrala, Badaun	Life Line Express
27	U.P. NEDA, Badaun	Solar power
28	Hawai Children Foundation, U.K.	Swach Jal Mission

S. No.	Partner	Program
29	International Centre for Entrepreneurship and Career Development - Ahmedabad (ICECD)	REDP training program
30	Aakar Charitable Trust - Ahmedabad	Behaviour psychology and counselling training program
31	Taluka Panchyat - Dwarka, Kalyanpur & Khambhaliya	Hariyali watershed project
32	Dwarkadish Aariygdham Eye Hospital	Vision 20:20, Health Program
33	Okha Nagarpalika	Drinking water program
34	Index - C, Gandhinagar	SHG Program
35	LIC of India, Bareilly, U.P.	Social Security Scheme - Jan Shri Bima Yajana
36	National Science and Technology Entrepreneurship Development Board (NSTEDB), New Delhi	Entrepreneurship Awareness Camps (EAC)
37	NABARD, Badaun, U.P.	REDP and SHGs
38	Department of Handicraft, Bareilly (Govt. of India)	Karzobi Project
39	District Industries Center, Badaun, U.P.	Training support
40	Department of Animal Husbandry, Badaun	Animal health checkups camps and vaccination etc.
41	Department of Agriculture, Badaun	Demonstrations of agriculture equipments
42	Krishi Vigyan Kendra, Ughani, Badaun	Farmer's advisory services and soil testing
43	Sir Dorab Ji Tata Trust, Mumbai	Land Reclamation
44	District Health Department, Badaun	Health Projects - Swasth Angan, Eye Camp
45	Gandhi Eye Hospital, Badaun	Eye Camp
46	Population Foundation of India, New Delhi	Swasth Angan Project
47	Aakar Charitable Trust, Ahmedabad	General awareness training
48	Jan Kalyan Samiti, Firozabad	SHG training support
49	BAIF, Badaun	Animal health check up camps
50	Central Board for Labor Education, Bareilly	Quality of Life training
51	National Open School	Adult education
52	Impact India Foundation	Life Line Express
53	Tata Business Support Service (TBSS)	Uday Foundation
54	Jawaharlal National Medical Collage (Aligarh Muslim University)	Life Line Express
55	All India Institute Of Medical Science	Life Line Express
56	Ganga Shil Nursing Collage Bareilly	Life Line Express
57	King George Medical College , Lucknow	Life Line Express

Board of Governance and TCSR Employees

Board Members

S. No.	Name	Address	Gender	Occupation	Position in Board
1	Dr. Y.K. Alagh	Institute of Rural Management Post Box No. 60, Anand 388001. Gujarat. India.	Male	Chairman Institute of Rural Development, Anand (IRMA)	Patron member and Hon. Trustee
2	Ms. Janki Andharia	Tata Institute of Social Science (TISS), P.O.Box 8313, Deonar, Mumbai 400 088	Female	Professor, Jamshedji Tata Centre for Disaster Management	Patron member and Hon. Trustee
3	Mr. P. K Ghose	Tata Chemicals Ltd. Bombay House, 24, Homi Modi street Fort, Mumbai - 400 001	Male	Executive Director, Tata Chemicals Ltd	Member and Hon. Trustee
4	Mr. Prasad Menon	Tata Powers Ltd. Bombay House, 24, Homi modi street Fort, Mumbai - 400 001	Male	Former Managing Director, Tata Power Ltd	Patron member and Hon. Trustee
5	Mr. K. C. Shroff	Shrujan Centre, At PO Bhujodi Bhuj Anjar Highway, Behind GEB Station, Taluka Bhuj, Kutch - 370 001	Male	Chairman, Shroff Foundation Trust	Patron member
6	Mr. V Shankar	156/157 Nariman Bhavan, 15th Floor, 227 Nariman Point, Mumbai 400 021	Male	Managing Director & CEO, Rallies India Ltd	Patron member
7	Mr. Shankar Venkateshwaran	Sustainability (India) C 181, Sarvodhya Enclave, New Delhi: 110017	Male	Project Director - SustainAbility (India)	Patron member and Hon. Trustee
8	Mr. R. Mukundan	Tata Chemicals Ltd Bombay House, 24 Homi Modi Street, Mumbai - 400 001	Male	Managing Director, Tata Chemicals Ltd	Hon. President and Trustee
9	Mr. B. Sudhakar	Tata Chemicals Ltd Bombay House, 24 Homi Modi Street, Mumbai - 400 001	Male	Chief Human Resources officer, Tata Chemicals Ltd	Hon. Vice President and Trustee
10	Mr. S.C.Kalani	Tata Chemicals Ltd, Ground Floor, Leela Business Park, Andheri East, Mumbai	Male	Vice president, Taxations and Insurance, Tata Chemicals Ltd	Hon. Treasurer and Trustee
11	Mr. V.K. Bhatia	Tata Chemicals Ltd Indira Dham, Babrala Dist. Badaun Uttar Pradesh - 242021	Male	Senior Vice President Manufacturing & Projects CNAB Tata Chemicals Ltd	Member on behalf of Tata Chemicals Limited
12	Mrs. Alka Talwar	Tata Chemicals Ltd, Ground Floor, Leela Business Park, Andheri East, Mumbai	Female	Head, Community Development, Tata Chemicals Ltd	Hon. Secretary and Trustee
13	Mr. Rishi Pathania	Tata Chemicals Ltd, Mithapur 361345. Dist Jamnagar, Gujarat	Male	Senior Manager, Community Development, Tata Chemicals Ltd	Hon. Asst. Secretary

Certified that no board members received any honorarium or fee for their services to TCSR.

Board meetings during 2010-11 were held on 30th March 2010, 29th June 2010, 5th October 2010, and 14th February 2010. At the board meeting in March and June both, 12 members were present. At the meeting in October, 9 members were present and in February, 11 members were present.

TCSR is registered as a Society

under the Society Registration Act 1860, vide number Gujarat/ 136/ Jamnagar dated 11/01/1980. It is also registered as a Public Charitable Trust by the Deed of Declaration Trust No. F115/ Jamnagar dated 11/01/1980

TCSR has been granted registration under section 12A (a) of Income Tax Act (Exemption), New Delhi, vide letter no.66/T_26/CIT.R/80-81 dated 11/06/1980

TCSR is recognized under Section 80-G (5) (VI) of the Income Tax (Exemptions) Department, New Delhi, vide letter no. s a.j.m/tk/II (b)/80G01-76/08-09/1106.

Details of TCSR staff and their range of salary

Slab of gross salary in Rs plus benefits paid to

Staff (per month)	Male	Female	Total
Less than 5000	1	-	1
5000 - 10,000	9	3	12
10,000 - 25,000	17	3	20
25,000 - 50,000	2	-	2
50,000 - 1,00,000	-	1	1
Greater than 1,00,000	-	-	-
Total	29	7	36

Details of International travel of Staff and Board members at the expense of the organization- None

STAFF MEMBERS

Administrative Support Staff and Program Staff	
Mithapur	CGPL
Ms. Bhasha Patel	Mr Hakaji J Jhala
Mr. Natha N Dodia	Ms. Niranjana Raste
Mr. Ramji Nayani	Mr. Pravin Ukani
Mr. Chanu Dabhi	Mr. Krishansingh Jadeaj
Mr. Satyen Pandya	Mr. Dharmesh Shah
Mr. Harishchandra Bhimani	Mr. Ketan Dhaduk
Mr. Mahendra Gohil	Babralla
Haldia	Mr. Mukesh Babu Solanki
Mr. Koushal Kumar Sinha	Mrs. Shubha Sharma
Mr. Chandan Kumar Panda	Ms. Mary Angela Edward
Mr. Deb Kumar Acharya	Mr. Arun Kalindi
Mumbai	Dr. Nitin Roy
Ms. Poonam Sachdev	Mr. Dhirendra Singh
TCL Mumbai	Mr. Mahendra Singh
Ms. Alka Talwar	Mr. Niranjan Singh
TCL Mithapur	Mrs Manju Kumari
Mr. Rishi Pathania	Mrs Kamlesh Sharma
Mr. H V Kamani	Mrs. Mamta Sagar
Mrs. Rehana Sheikh	Mr. Nareshpal
Mr. Satish Trivedi	Mr. Moharpal
Mr. Pankaj Varia	Mr. Nekram
Mr. Manish Thaker	Mr. Ganga Prasad
TCL Babralla	Mr. Ankur Srivastava
Mr. Prantik Sarkar	Mr. Manbar Singh
Mr. Harpal Singh	Mr. Atul Singh
TCL Noida	TCL CGPL
Ms. Suruchi Roy	Mr. Saurabh Sharma
Okhai Ahmedabad	Okhai Mithapur
Mr. Premal Pandya	Mr. Ali Moosvi
Ms. Robina Purohit	Mr. Ajitsinnh N Babariya
Mr Jethanand Budhani	Ms Anupama Vaghela
Mr. Vijendra Chavda	Ms. Dipti Ghediya
Ms Heena Dodhiya	Mr. Parakramsinh Vadher

Financial Summary

Summary of Expenditure for TCSR D 2009-10

Project	Location	Expenditure during the year 2009-10 (in Lakhs)			
		TCL/TCSR D	Agencies	Beneficiaries	Total
Natural Resource Management		59.90	394.99	75.96	530.85
Income Generation		37.66	9.96	3.37	50.99
Health & Education		33.92	9.50	0.97	44.39
Infrastructure		8.39	0.00	3.95	12.34
Save the Whale Shark Campaign		25.85	0.00	0.00	25.85
Office/Misc.		15.47	0.00	0.00	15.47
BPO Call Center - Uday		0.00	156.46	0.00	156.46
Lion Conservation Project		19.21	0.00	0.00	19.21
Total		200.40	570.91	84.25	855.56

2010-11

Project	Expenditure during the year 2010-11 (in Lakhs)			
	TCL/TCSR D	Agencies	Beneficiaries	Total
Natural Resource Management	167.20	754.82	75.07	997.09
Income Generation	71.42	4.01	2.20	77.63
Health & Education	74.93	9.63	1.21	85.77
Infrastructure	30.63	0.00	4.57	35.20
Save the Whale Shark Campaign	40.00	0.00	0.00	40.00
Office/Misc.	18.80	0.00	0.57	19.37
BPO Call Center - Uday	10.85	0.00	0.00	10.85
Lion Conservation Project	24.26	0.80	0.00	25.06
Total	438.09	769.26	83.62	1290.97

**Abridged income and expenditure account
for the year ending 31st March 2011**

SCHEDULE VIII
[vide Rule 17(1)]

Registration No. **F-115**
Name of the Public Trust **Tata Chemicals Society for Rural Development**
Balance sheet as at **31st March, 2011**

FUNDS AND LIABILITIES	AMOUNT (Rs.)	AMOUNT (Rs.)	PROPERTY AND ASSETS	AMOUNT (Rs.)	AMOUNT (Rs.)
Trust Funds or Corpus		1,100	Immovable properties		-
Balance as per last balance-sheet	1,100		(Suitable classified giving mode of valuation).		
Adjustment during the year (give details).	-		Addition or deduction (including those for depreciation). If any, during the year.		
Other Earmarked Funds		-	(Refer Annexure A)		
(Created under the provisions of the trust-deed or scheme or out of the income).	-		Investments		89,233
Depreciation Fund	-		Bank FDR Mithapur	31,532	
Sinking Fund	-		Bank FDR Babrala	57,701	
Reserve Fund	-		(Suitably classified, giving mode of valuation).		
Any other Fund	-		Movable properties		406,384
Loans (secured or unsecured)		-	(Refer Annexure A)		
From trustees	-		Inventory		-
From others	-		Loans (Secured or unsecured)		642,066.00
Liabilities		2,295,453	(Refer Annexure B)		
For expenses			Advances / Deposits		141,086.00
For advances			To trustees	-	
For rent and other deposits	-		To employees	-	
For Sundry credit balances	2,295,453		To contractor	-	
(Refer Annexure E)			To lawyers	-	
Income and Expenditure Account		7,009,740	To others	141,086	
Balance as per last balance-sheet	10,456,833		(Refer Annexure C)		
Less : Appropriation, If any	(3,447,094)		Income Outstanding		-
Add/(Less) : Surplus or deficit as per income and Expenditure Account			Rent	-	
			Interest	-	
			Other income	-	
			Cash and Bank Balances		8,027,523
			(Refer Annexure D)		
			(a) In current account or fixed deposit account (give names of banks and state in whose name the account stands)	8,027,523	
			(b) With the trustee (give name).	-	
			(c) With the manager (give name).	-	
Total		9,306,292	Total		9,306,292

Audited by: Rajnikant V Pragada
Chartered Accountant
M.No. 118132
Date: 15/07/2011
Place: Mithapur, Jamnagar

Abridged balance sheet as on 31st March 2011

SCHEDULE IX
[vide Rule 17(1)]

Registration No. **F-115**
Name of the Public Trust **Tata Chemicals Society for Rural Development**
Income and Expenditure Account for the year ending **31st March, 2011**

EXPENDITURE	AMOUNT (Rs.)	AMOUNT (Rs.)	INCOME	AMOUNT (Rs.)	AMOUNT (Rs.)
To Expenditure in respect of properties-		577,915	By (accrued)* Rent (realised)	-	-
Rates, taxes, cesses.	-		By (accrued)* Interest		260,266
Repairs and maintenance	3,215		On securities.	-	
Salary	574,700		On loans.	-	
Insurance	-		On bank account	260,266	
Depreciation (by way of provision or adjustments)	-		By Dividend		
Other Expenses	-		By Donations in cash or kind		45,415,575
To Establishment expenses		--	(Refer Annexure F)		
To Remuneration to trustees		-	By Grants		6,744,128
To Remuneration (in the case of a math) to the head of the math, including his house-hold expenditure, if any,		-	(Refer Annexure G)		
To Legal expenses.		-	By Income from Beneficiary Contribution (in details as far as possible)		2,951,546
To Audit fees.		35,000	(Refer Annexure H)		
To contribution and fees.		-	By Transfer from Reserve		-
To Amounts written off-		-	By Deficit carried over to Balance Sheet.		-
(a) Bad debts.		-			
(b) Loans scholarships.		-			
(c) Irrecoverable rents.		-			
(d) other items.		-			
Stock of Discarded Items		-			
To Miscellaneous expenses.		-			
To Depreciation.		101,635			
(Refer Annexure A)					
To Amounts transferred to Reserve or specific funds.		-			
To Expenditure on objects of the trust.					
(Refer Annexure I)		58,104,059			
(a) Religious.		-			
(b) Educational.		3,802,780			
(c) Medical Relief.		6,282,739			
(d) Relief of poverty.		11,807,626			
(e) Other charitable objects.		36,210,914			
To surplus carried over to Balance sheet.		(3,447,094)			
Total		55,371,515	Total		55,371,515

Audited by: Rajnikant V Pragada
Chartered Accountant
M.No. 118132
Date: 15/07/2011
Place: Mithapur, Jamnagar

Contribute to make a difference

"The value of a man resides in what he gives and not in what he is capable of receiving."
- Albert Einstein

Contribute to a cause close to your heart

TCSRDR, from its inception has been working towards bringing social equity by implementing need based programs in its area of intervention. The impact of various programs undertaken by TCSRDR has been mentioned in details in the annual report 2009-10.

Below are the causes to which you can contribute as much as possible. Each drop in the ocean counts and every contribution will make a difference.

Educating people

Children of salt work labour cannot afford tuition, books or uniforms. Fund education to teach their children how to read, write and stay safe.

Hunger & poverty

Help farmers buy seeds and learn effective agriculture techniques.

This also provides emergency food during disasters.

Microloans & finance

Provide entrepreneurs with loans they need to succeed. A donation includes lessons in finance and ethical business.

Vocational training

Train people to learn a trade or produce a product. These skills help people to become self reliant both financially and non financially

Health & medical

By distributing de-worming pills, providing preventive and curative services through mobile health clinics, organizing eye camps and providing fund for refurbishing the community clinics, we can help people to live healthier lives.

Wells & clean water

There is no life without water. Building check dams, roof rain water harvesting structure and other water collection programs

give security and hope to those with unsafe water.

Disaster response

Help families pull through tragedy. The disaster fund assists people who face political upheaval or natural disasters.

Where most needed

Help TCSRDR in many ways. A general fund contribution goes to programs that demand immediate attention.

Contributions to the above mentioned causes are purely voluntary. Those interested may contribute by way of cheque in the name of 'Tata Chemicals Society for Rural Development' (TCSRDR)

TCSRDR is a registered public charitable trust established in October 1980.

All contributions are exempt from tax under Section 80G of the Income Tax Act, 1961.



VISION

"To be a center 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
- Care
- Excellence
- Learning
- Sharing
- Innovation

Yes, I would like to contribute towards

- Education Poverty alleviation Micro finance Vocational Training
 Health Water Management Disaster management General fund
 I would like to support TCSRDR by Cheque Demand Draft

Issuing Bank name _____

Cheque/Demand draft Ref. No. _____

Cheque/Demand draft to be made in favor of **Tata Chemicals Society For Rural Development**

Please mail your cheque at **Tata Chemicals Society For Rural Development**, Leela Business Park, Andheri Kurla Road, Andheri - (E)

Mumbai 400 059 Tel: 022 - 66437400

For any communication, please contact me:

First name _____ Last name _____

Address _____

City _____ Pin Code _____ Mobile _____ email _____