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**Vision**

Development that enables sustainability and community empowerment

Mission

To be a centre of excellence in sustainable development that

- Builds knowledge, capacities, partnerships and models of development
- Promotes effective execution for environmental integrity and creating and sustaining livelihoods
- Improve quality of life especially of marginalized and vulnerable communities
- Nurtures innovation and learning

Values

- Integrity
- Sensitivity
- Respect
- Passion

President's Message



“Development that enables sustainability and community empowerment”

This line encapsulates and defines the philosophy of Tata Chemicals Society for Rural Development (TCSRSD). Each and every initiative of TCSRSD sprouts from this. Since its inception, more than three decades ago, TCSRSD has dramatically expanded its reach to positively impact the lives of more and more people living around its facilities at Mithapur, Babrala and Haldia.

Many significant programs have been taken up by TCSRSD in the area of sustainable livelihood; sustainable resource base; environment integrity; empowerment; health and education across its three locations. These initiatives continue to contribute meaningfully to achieving many of the Millennium Development goals enunciated by the United Nations.

Sustainable livelihood program (both farm and nonfarm) has helped in improving the quality of life of rural communities particularly women, children and socially disadvantaged section of our society. This program aims at bridging the gap between the haves and haves not and contribute meaningfully towards building social equity.

Creating sustainable resource base by conserving natural resources has always been the prime focus

wherein we ensure environment stability along with addressing the problem of unavailability of sufficient water for drinking as well as irrigation. Through the integrated watershed program, lives of 1159 farmers have been transformed and 22,500 acres of land in 18 villages has been made productive.

The spirit of volunteering is an integral part of Tata ethos. At TCL, too the employee's volunteer program which is commonly known as 'Harnessing Opportunities for People's empowerment' (HOPE) has a database of volunteers spanning the organizational hierarchy, from senior management to contract employees. They play an active part in empowering communities to chart their own development. They come together and harness their resources, time and skill towards the social cause and make a difference in the lives of the community people.

I'm happy to report that TCSRSD has been able to provide the right kind of guidance and facilitation to undertake the developmental work in the communities around TCL facilities.

A handwritten signature in black ink, appearing to read 'R. Mukundan', written over a horizontal line.

Mr. R. Mukundan
President, TCSRSD



Reflections 2011-12



Tata Chemicals Society for Rural Development (TCSR) has come a long way since it started its social development initiatives in 1980. Today, one can proudly say that we are making a difference around us.

We have continued to work with water as a major theme and have helped the community improve water availability especially around Mithapur area. Now, water is available for two seasons a year whereas earlier there was no surety of water even for cultivating a single crop. Safe drinking water at the doorstep has now become a reality for 4383 household at Mithapur. Community animal health center and artificial insemination center at Babrala has helped to raise income of 3000 households. The household ponds at Haldia are being managed in a more scientific way than earlier. It has helped improve the income of 2425 households.

Seeing the impact made by TCSR intervention in all the three locations and with the changes in the current scenario and development needs of the communities TCSR, this year revisited its Vision, Mission, and Values (VMV). The VMV have been modified to include the aspirations of TCSR. They have been incorporated in the beginning of the annual report. Following the changes in the VMV, the strategic framework of TCSR interventions also saw some minor changes. The report reflects these changes and for a better understanding, we have divided the report into the following heads:

1. Creating sustainable resource base
 - a. Natural Resource Management include integrated water management program, drinking water program and land reclamation
 - b. Environment Conservation (Dharti Ko Arpan)
 - c. Rural Energy
2. Creating sustainable livelihood (both farm based and non-farm based)
 - Non Farm
 - a. Vocational Skills Development
 - b. Enterprise awareness camps
 - c. Rural Enterprise Development program (REDP)
 - d. Uday Foundation
 - e. Rural and Eco Tourism
 - f. Okhai
 - Farm
 - a. Integrated agriculture growth program
 - b. Pond Management and Fisheries
 - c. Animal Husbandry
3. Community empowerment
 - a. Self Help Groups (SHGs), Community based Organizations (CBOs)
 - b. Social Security
4. Improvement in the Quality of life
 - a. Health includes personal hygiene and other health improvement programs
 - b. Education
 - c. Infrastructure Development
5. Volunteering program

As part of the recommendation made by the study on the "Rapid Sub regional plan for Okhamandal" conducted by CEPT, Ahmedabad last year, TCSRDR, has started working towards the urban/semi urban based livelihood programs by conducting trainings on IT enabled services, hospitality management, Business Process Outsourcing (BPO), logistics, automobile repairs and services, office administration, computer hardware, Tally account assistant and networking.

On the conservation front, preliminary studies were done to promote the wetlands of Okhamandal as avi-tourism sites. These wetlands host a diverse population of waterfowl, particularly during the winter season. Several village level meetings were held during the year to garner the community support and participation.

TCSRDR, this year, piloted programs to harness renewable energy for rural utilities like provision of solar powered lighting at Babrala by installing solar power generator and constructing two bio gas plants at

Haldia. Attempts at promoting energy efficient stoves continued both at Mithapur and Haldia.

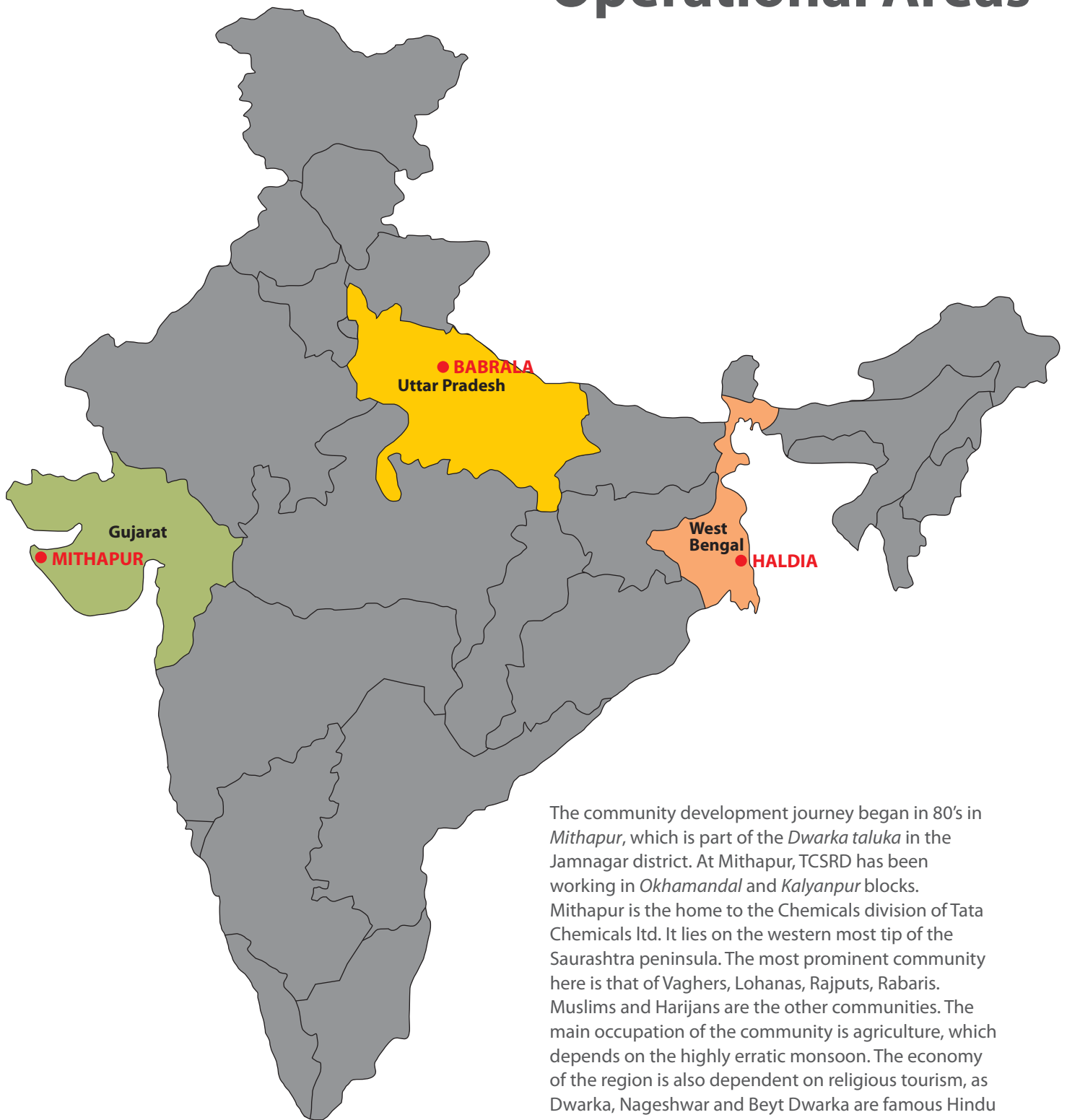
With the aim to help people to help themselves, enterprise development program and vocational skills development programs across the three locations were given importance this year. On the education front, SNDR distance learning program for young girls continued to enhance the education status of 278 young girls and women at Mithapur.

Apart from the above mentioned initiatives, pro bono activities like volunteering program were also expanded. The volunteers volunteered their time and ideas to successfully organise events like Bal Utsav and Ecoclubs at Mithapur, eye and blood donation camps at Babrala and Haldia.

Going ahead, a program targeting agriculture water use across the three locations through its business arms, Tata Kisan Sansar (TKS) and Rallis will be initiated. TCSRDR would continue its focus on empowering community by facilitating the formation of community based organizations (CBOs) and by organizing capacity building program.

TCSRDR is relentlessly forging ahead on the path of development, improving the socio-economic condition of rural communities with a special focus on the economically and socially disadvantage section of society. The team is continuing their effort to explore many more uncharted territories and is working towards achieving TCSRDR vision "Development that enables sustainability and community empowerment".

TCSR D's Operational Areas



The community development journey began in 80's in *Mithapur*, which is part of the *Dwarka taluka* in the *Jamnagar district*. At *Mithapur*, TCSR D 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 *Babralla* was set up in *November 1994*. *Babralla* is one of the most backward regions of *Uttar Pradesh* in the *Badaun district*. TCSR D

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.

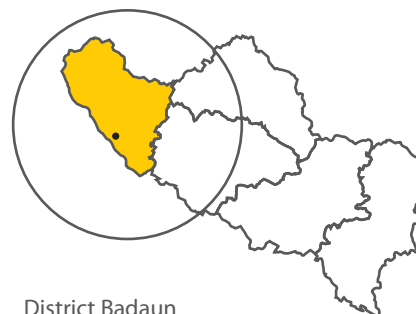
Haldia located in the east Midnapur district of West Bengal is a very busy port and an industrialized area. The literacy level is 70% and the living standard is above the average standard. At Haldia, TCSRSD started its community development program in 2005-06.

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 and most recently at Sundarban (South 24 Pargana).

● GUNNAUR Tehsil



● B A B R A L A

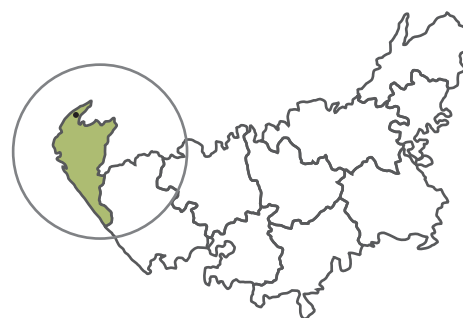


District Badaun

● OKHAMANDAL



● M I T H A P U R

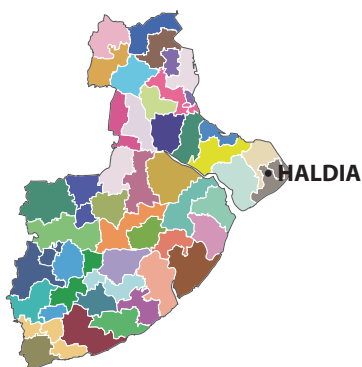


District Jamnagar

● SOUTH 24 PARAGANA



● EAST MIDNAPUR



● H A L D I A



District East Midnapur



Sustainable Resource Base



To ensure Sustainable Resource base, TCSR has taken up programs under the following needs.

- **Natural Resource Management (Land & water)**
- **Environment Conservation**
- **Rural Energy**

NATURAL RESOURCE MANAGEMENT

Natural Resource Management programs across location focus at building the capacity of the local community towards better management of the natural resources so that it helps in increasing the socio-economic status of the local community, while also ensuring long term sustainability of that natural resource.

TCSR since its inception has identified water as a key natural resource that needs to be conserved and managed, particularly in Okhamandal region at Mithapur because the main area of concern here is the unavailability of water for drinking and irrigation. This region is one of the drought prone regions of the country and also, because of the proximity to the sea and high runoff and slow soil retention rate, the productivity of this region is very low.

In many ways agriculture is directly linked to water, however, in our case the interventions on agriculture and animal husbandry are detailed under the farm based livelihood programs.

Integrated watershed management program

Water availability creates a positive impact on community and also on the agriculture growth.



Roof rain water harvesting

Various water management and conservation programs have been implemented by TCSRDR with the aim to provide adequate, assured and good quality water.

TCSRDR has been facilitating various government projects like Integrated Watershed Development Project, Okhamandal Samridh Gram Pariyojna (OSGP), Coastal Area Development Program (CADP), and has even got the support from Water and Sanitation

harvesting by constructing roof rain water harvesting structures and setting up reverse osmosis technology for water treatment.

To develop a complete watershed of the area, TCSRDR implemented various interventions in line with the ridge to valley concept. A block of approx. 500 hectares has been considered as one watershed and till date TCSRDR has taken up 18 such blocks covering 22,500 acres of land.

The interventions implemented are as follows:

- Deepening and strengthening of the village ponds
- Renovation and repair of community wells
- Construction of medium water harvesting structures like check dams and Bandharas.
- Construction of small water harvesting structures like well recharge, farm ponds and farm bunds.
- Diverting rainwater into wells to recharge the aquifer
- Increasing the inflow of rainwater into water bodies by diversion channels
- Creating storage tanks to help recharge groundwater table.

Case Study

Farm pond: a means to expand Ramsurbhai's farm income



Ramsurbhai Kumbhabhai a farmer from Makanpur village, Dwarka taluka never dreamt of having second crop on his 5 acres of land. He only cultivated the monsoon crop-bajra (coarse grain) and jowar for fodder as he did not have any irrigation facilities. He and his family were totally dependent on erratic monsoon and post monsoon season, to earn their living they use to migrate to another area. It was only when he got the farm pond excavated on his land with support from TCSRDR and DRDA that he was able to irrigate his land for wheat crop using rain water which was harvested in his farm pond during the monsoon season. His farm income increased from Rs. 15,000 to more than Rs. 40,000/-. He now plans to cultivate groundnut next year as now he has the source of water to irrigate his crop. Groundnut being a cash crop would help him to improve his income. He adds that construction of farm pond has also helped to conserve soil moisture and mitigate splash erosion in his field.

Management Organisation (WASMO), Sir Dorabji Tata Trust (SDTT) and Sir Ratan Tata Trust (SRTT) to implement drinking water and sanitation project, roof rain water harvesting project, special project for large water harvesting structures, agriculture development project and animal husbandry project.

Integrated watershed program ensures increase in the agricultural productivity by harvesting rainwater and subsequently developing the catchment area for adequate irrigation; the salinity ingress mitigation program helps in stopping the ingress of sea water and thereby, helping in improving the agriculture growth and productivity of the area; the water conservation program helps in conserving water by promoting micro irrigation equipments and the drinking water programs ensures safe, good quality drinking water by setting up the distribution pipeline networking, roof rain water

The above interventions have resulted in improving the availability of water and have augmented the water holding capacities essential for drought proofing. Farmers are now able to cultivate different crops without the risk of losing the crop. During this reporting year, the productivity level of 408 acres of land increased and 109 farmers from 15 villages of Okhamandal region got the benefit.

Till date, 6895 acres of land has become completely irrigated by constructing 236 medium and 2165 small water harvesting structures. As a result the lives of 1159 farmer have been transformed and it has made a positive impact on not only their life but also on the lives of their future generation.

TCSRDR also continued to facilitate the Hariyali program in the Kalyanpur and Khambalia Talukas. 9 training

programs and 5 exposure visits on various water conservation techniques and related government schemes, were organized as part of the watershed "Hariyali" program.

Drinking water program

TCSRSD has been implementing drinking water program in 15 villages in Okhamandal region and Jam - Kalyanpur taluka in partnership with Water and Sanitation Management (WASMO) and Coastal Salinity Prevention Cell (CSPC) under the Coastal Area Development Program (CADP) since 2009. The main focus of the program has been to provide sufficient, safe drinking water at the doorstep, by either constructing water storage infrastructure like community well, or by setting up distribution water

Seeing the success of the project, the villagers of Baradiya village, which is located 15 km ahead of the highway and close to Dwarka and Okha also agreed to implement the program in their village. The pani samiti gave drinking water program a priority as water in their village community well was depleting. They started with deepening of the community well and got motivated to implement other projects like sump for water storage, R.O. plant for village school, distribution network, pump room, repairing of cattle trough, construction of household sanitation units.

At present, there are 200 tap connections and 65 household sanitation units in Baradiya village. Baradiya Gramya Jal and Swachata Samiti wishes to make their village open defecation free village.

Voice of beneficiaries

Hirbai Hardasbha Manek



"Before purchasing Tata Swach water filter, I use to filter water by using normal cloth. It's only after purchasing Tata Swach that I have realized what safe and clean drinking water means. Having clean and safe water from Tata Swach has helped both my family and members of SHG group. It is through the SHG group only that I got the information about this new type of water filter. I'm confident to say that every family dwelling in my village should use Tata Swach water filter".

Hirbai Hardasbha Manek is a resident of Makanpur village of Okhamandal taluka. She is using Tata Swach Water Filter since last 9 months.

pipeline network in the village. This year, the Lokarpan ceremony i.e. handing over the ownership of operation and maintenance of the village drinking water project completely to the community was performed in 11 villages of Okhamandal and Jam Kalyanpur taluka.

To provide safe drinking water to more number of villages, TCSRSD participated in Mission Swach Jal program. 20 villages of Okhamandal taluka were covered through Mission Swach Jal. Various awareness programs were organised in primary schools and SHG center on safe drinking water. The women members of



Drinking water - Baradiya Lokarpan



Drinking Water tank

SHG group came forward to promote Tata Swach filters through their SHG group and were able to sell 291 units among its members and in their villages.

A similar program was taken up at Babrala where 102 water filters have been sold.

Going ahead a program targeting agriculture water use covering all locations inclusive of TCL's impact through TKS and Rallis is being taken up.

Water conservation

The concept of water conservation and knowledge about micro irrigation techniques like sprinklers and drip irrigation were provided to the natives of 8 villages of Okhamandal taluka. As result of the awareness programs, 37 farmers came forward and adopted sprinklers and drips. These methods have helped in increasing the efficacy of water usage for the crop like groundnuts. The Gujarat Green Revolution Corporation (GGRC) provided 50% subsidy to purchase the equipment. 25% was invested by the user/farmer and 25% was contributed by TCSR. Overall, 1345 acres of land has been irrigated by using the micro irrigation techniques like drip and sprinklers.

Under the same project, this year, a tensiometer was purchased to help farmers measure the soil moisture and irrigate land as per the requirement.

Salinity Ingress Mitigation program

Soil and water salinity due to sea water ingress and inherent salinity is the major problem in Okhamandal

region as it affects quality of water and agriculture growth. The salinity ingress mitigation program intends to take a multi-pronged approach to tackle the salinity issues. The land reclamation method and construction of bandhara helped in arresting salinity ingress. Both these interventions have helped in improving the availability of drinking and irrigation water in the coastal villages of Okhamandal.

During the year, at Mithapur, 120 acres of land was improved through the Land Reclamation Program benefitting 54 farmers from 5 villages. In another 48 acres of land, where the salinity was high, soil samples were taken and gypsum treatment was initiated to reduce the salinity level. It was observed that the income of 16 farmers who came forward and implemented this method increased by 15%.

At Babrala, the Land Reclamation project called the "Bhoomi Sudhar project" deals with converting unproductive alkaline/saline land (usar land) to fertile land.

This year, 369.50 acres of usar land was reclaimed benefitting 275 farmers from 28 villages in collaboration with Sir Dorabji Tata Trust. Over the span of 4 years, a total of 1815 acres of usar land has been reclaimed benefitting 1382 farmers from 46 villages. The annual income has increased by Rs. 5 Crores. In the next financial year, re-reclamation of reclaimed land will be undertaken with an objective to use the reclaimed land to further improve fertility and make them suitable for diversification of crops.

Case Study

Reclaiming the land and making it productive



Some pockets of land in Gunnour region at Babrala is severely saline i.e. usar. The farmers didn't know what to do with usar land until TCSR came with the land reclamation project. The land reclamation project helped in converting the unproductive land to productive in a span of three years. There were many beneficiaries of this project but the story of the two brothers Jaidev Singh and Jagdish Singh of Mehua Hasan Ganj village is worth mentioning. Both the brothers owned only 10 bighas (2 acres) of productive land and 14 bighas (2.8 acres) of usar land. This usar land was a waste for them as they were not able to produce anything on it. To feed a large family of 10 members on 10 bigha of land was a big challenge for them. They were somehow managing their lives. When they came to know about the land reclamation project, they along with the other farmers joined hands with TCSR and implemented it on their land. The brothers were able to reclaim 14 bighas of usar land by following the process prescribed by TCSR's agricultural expert. The sharp rise in their income to Rs. 60,000 annually, as a consequence of this initiative, brought smiles into the lives of the brothers and their families.

DHARTI KO AARPAN (ENVIRONMENT CONSERVATION) PROGRAM

The Saurashtra region where Mithapur is located is well known for its fascinating natural heritage including the coral reefs, lush green mangrove stands, turtle nesting beaches, thorny scrub forests and bird nesting and roosting sites. The region features two distinct marine ecosystems - coral reefs and mangrove vegetation which shelter a diverse marine life and aquatic birds. The whale shark, the largest fish in the world is a frequent visitor to the Saurashtra coast.

TCSRSD has been involved in various environmental conservation activities such as Save Whale Shark, Coral Reef restoration, Mangroves plantation. TCSRSD seeks to continue with these initiatives, but more under the umbrella of creating sustainability for the entire coastal ecosystem in the region. It recognizes the need to develop and implement an integrated coastal zone management approach for the area as a whole, involving various stakeholders, including Government departments with whom they are already cooperating at a more substantive level and institutions of excellence like Wild Life Trust of India, International Union for Conservation of Nature etc. For this reason, the "Dharti Ko Aarpan" (Giving back to Mother Earth) program was launched in 2008, with the objective to integrate all ongoing and planned efforts into one program so that awareness, conservation efforts and greening link up to provide multiple benefits. The various initiatives under the "Dharti Ko Aarpan" program continued to make steady progress during the year 2011-12.

Coral Reef Restoration Project

Coral reefs are an important marine ecosystem and equivalent to the tropical rain forests on land. We have been supporting a project for the restoration of coral reef near the Mithapur coast. This project was launched in 2008 and is being implemented in partnership with the Wildlife Trust of India and the Gujarat State Forest Department.



Live coral fragment

Work on monitoring of biological parameters at the Mithapur coral reef including collection and analysis of sea water samples continued through the year. The "Acropora" corals are believed to have been found in Gujarat earlier in the 19th century. However, the causes of their disappearance are unknown.

The projects coral transplantation seeks to reintroduce the "Acropora" coral through transplantation and if successful, this attempt would be an important milestone in the field of coral reef conservation in the country. A sediment trap was placed at the nearby "Laku" reef at Poshitra for comparative study of sedimentation rate at the Mithapur reef. Coral culture tables for live coral transplant were designed and fabricated. Simultaneously, initial phase of live "Acropora humilis" corals transplant was completed at Agatti Island at Lakshdweep and live coral fragments placed on the nursery table. Subsequently, these were transported to Mithapur reef and transplanted here on 15th March 2012. The program has also helped establish and test the coral transplant protocol which again is a significant achievement for coral conservation efforts.

Senior officers from the Marine National Park, Gujarat State Forest Dept.; the Wildlife Trust of India; and Tata Chemicals were present at the Mithapur reef during the transplant which was undertaken by a team of marine experts from the Wildlife Trust of India. The health and growth of these coral transplants shall be closely monitored in the days to come. When mature, these transplanted "Acropora" corals are expected to help start a coral nursery at Mithapur and strengthen the species reintroduction program.

Earlier, a coral rescue and reef clean-up exercise was organized as a part of the World Environment Day program on 5th June 2011. More than 20 TCL employee volunteers and their family members participated and helped in removal of discarded fishing nets which had got entangled on the reef and in correction of orientation of upturned coral stones.

Save the Whale Shark Project

The Whale Shark, the world's largest fish, has been known to visit the Saurashtra coast during the period October to May. This fish was ruthlessly hunted in the nineties and the early part of this century resulting in a sharp decline in their population. In May 2001, the Government of India banned fishing and trade of the Whale Shark and placed it under Schedule-I of the Wildlife (Protection) Act, thereby granting it highest legal protection. While the highest protection under the national law was provided to the Whale Shark, due to the large coastline and poor resources for enforcement, scattered reports of the killing kept trickling in.

A campaign to protect the Whale Shark was launched in collaboration with Wildlife Trust of India in the year 2003. This campaign has been successful with the fishing communities at all the fishing ports of Saurashtra pledging to stop killing of the Whale Shark and have now been helping in its protection.

The project is now well into Phase-II and aims at research and study of the species since very little is known about this fish worldwide. A Scientific Advisory Council (SAC) has been formed under the aegis of the Wildlife Trust of India (WTI). International experts from across the world and others from India endorsed the project work plans and suggested ways to improve and globalize the Whale Shark conservation efforts. Two whale sharks were tagged last year with satellite transmitters for tracking their movement and migratory routes. Work on collection of tissue samples for DNA sampling was also initiated. Photo identification process of individual whale sharks has been launched and the project has started contributing results to the global library.

Rescue operations for release of the fish caught incidentally in the fishermen's nets continued. 21 whale sharks were rescued during the reporting year taking the cumulative 306. Collection of whale shark rescue data from Mangrol and Dhamlej range was also completed. Rescue protocol for the whale shark is being prepared to ensure that stress to this fish can be avoided during rescue operations. A meeting with the fishing community leaders was organised at Veraval port to discuss the changes in the current whale shark rescue scheme.

The whale shark individual tagged earlier last year with a satellite transmitter relayed signals on regular basis and its movement between the Saurashtra coast and Mumbai was monitored closely. The transmission of signals stopped after having given location data for about 45 days. Analysis of data generated is in progress. The habitat study has also been completed and the data collected is being analyzed.



Whale shark day sonata painting

The Whale Shark Day celebrations and Whale Shark Mela were organised at Sutrapada in partnership with the State Forest Dept. and the local community on 25th and 26th November 2011 respectively. Employee volunteers, school students, Forest Dept. personnel, fishing community leaders etc. participated in the celebrations which included a rally with the life-size Whale Shark inflatable model being towed through the main streets of Sutrapada town.

The Governing Council meeting for the Whale Shark and Coral Reef projects was held at Gandhinagar to review the progress of the whale shark and coral restoration projects and address the related issues.

Development of nesting sites for waterfowl

The Okhamandal region is strategically located at the tip of the Saurashtra peninsula and is an important stopover point for migratory birds coming from the Central Asian and the East European countries. The tidal mudflats along the Gulf of Kutch and the inland wetlands in Okhamandal provide ideal feeding sites for throng of wintering as also the native birds.

As many as 100 waterfowl and migratory species have been recorded here till date. Prominent among these are the greater and the lesser flamingos, the painted storks, egrets etc.; all native birds. The regular winter visitors includes the rosy and the dalmatian pelicans, the black necked and the great crested grebes; the shoveller and the pintail ducks; the black tailed and the bar-tailed godwits, the plovers, sandpipers, stints, turnstones, avocets, gulls, terns etc.; the osprey and occasionally the peregrine falcon.

The relevance of wetlands in Okhamandal, and the Charakla saltworks in particular, has got accentuated over the last couple of years following the discovery of the regular wintering of the black necked grebes (*Podiceps nigricollis*) in large numbers and the breeding of the caspian terns (*Hydroprogne caspia*). This site is located in a shallow rift valley in the Okha desert and falls under the drainage path of the monsoon storm water which flows in from the surrounding catchment region. The area gets flooded during heavy rains and the nesting site for waterfowl tends to get submerged thus bringing the nesting activities of the birds to an abrupt end.

Construction work for a new nesting island for the caspian terns and other waterfowl was taken-up and completed at Charakla saltworks. The new island has been constructed to provide an alternative site to these birds in case the original site gets inundated due to flooding during rains.



Caspian tern nesting

Monitoring of the caspian tern nesting activities and the waterfowl population at Charakla saltworks also continued and monthly bird counts were organized on regular basis.

Work on construction of Integrated Waterfowl Nesting Structures at Chandra Bhaga and Mukhteshwar wetlands was completed. These sites have been adopted by the little grebes and coots for roosting and nesting.

Mid winter waterfowl counts were organised and support was extended to the Marine National Park Dept. for coverage of Charakla, Arambda and Mithapur wetland sites.

Mangrove Plantation Project

Of all the plant communities, the mangrove forests are, perhaps, amongst the least understood, admired and visited habitats of our wilderness. Although, the mangrove ecosystems are considered to be one of the most productive and complex of our coastal ecosystems, the fact that they have not received due attention for their role in sustaining the coastal ecology cannot be denied. Mangroves play an important role in filtering land run-off and controlling coastal erosion; they also regulate flooding and act as a sink for absorbing pollutants brought down by the rivers. Mangroves provide a critical habitat for many marine species and terrestrial wildlife - the mangrove zones serve as spawning ground and nursery for many finfish and shellfish species. Waterfowl readily take to the mangroves for roosting and nesting. It is difficult to calculate the monetary value of the services provided by the mangroves which are significant from the ecological perspective. World-wide, a number of coastal communities depend on the mangroves for their livelihood.

Restoration of mangroves has started receiving attention in the recent times. Decline in fishery resources, livelihood threats to coastal communities, the progressive increase in coastal erosion and the

subsequent salinity ingress etc. have all spurred interest in mangrove conservation. The impact of tsunami on the coastal areas of South and South-east Asian countries in the year 2004 has been an eye-opener for the governments round the world. An initiative called "Mangroves for Future (MFF)" has been jointly taken-up by the International Union for Conservation of Nature (IUCN) and the UN with a goal to conserve and restore the coastal ecosystems as key assets which support human well-being and security in the Indian Ocean Region. This initiative focuses on the restoration of coastal ecosystems in six countries viz. India, Indonesia, Seychelles, Sri Lanka, Thailand and Maldives. TCSRDR is a member of this network and has been working on mangrove restoration program in the Okhamandal region for more than 3 years now.



Mangrove nursery

During the reporting year, 1,25,000 seedlings of the "Avicennia marina" mangrove species were raised at the Arambda nursery and later transplanted at the Rukshmani Creek site near Dwarka covering an area of 102 acres. Earlier, work on making 2,000 raised beds and sowing of mangrove seeds on the same was completed. The current survival rate of the mangroves is around 70 percent. This initiative will help restore the mangroves as also the ecological balance in the coastal areas around Mithapur.

The "Dharti Ko Aarpan" project have been appreciated by the International Union for Conservation of Nature (IUCN) and Tata Chemicals has been recognized as one of the three pioneering partners by the IUCN Asia office for their "COastNet" Integrated Coastal Zone Development network.

TCSRDR started a new project in Sundarban (South 24 Pargana) along with Tagore Society of Rural Development where there had been huge destruction of property due to the Aila storm in May 2009. The objective of the project is rejuvenating the mangroves linking it with economic development of the people. The major activities of the project are formation and capacity building of village committees, federation and

apex committee, plantation of mangroves, introducing saline tolerant crops and promotion of livelihoods through sustainable income generation activities.

In the first year, TCSRSD planted 60,000 mangroves in Rangabelia block of South 24 Pargana. The mangroves are taken care by the women groups and are monitored by the village and apex committees.

Along with villagers, school children were also made aware of the different varieties of mangroves existing and planted in the coastal area. They were made aware of the importance of mangroves for disaster management and were sensitized to protect them.

TCSRSD is planning to increase the number mangroves plantation in the coastal areas so that the people residing in the area are safe from disaster like Aila.

Plantation of Gugal, an endangered species at Mithapur

The term "Biodiversity" or "Biological Diversity" means the variety of life forms, including plants, animals and micro-organisms to be found at a given place and the ecological processes and ecosystems they help sustain or are a part of.

The Okhamandal region is rich in biodiversity wealth - genetic as well as of species and ecosystems. However, this is being threatened by the rampant spread of an exotic weed called the Gando Baval (*Prosopis juliflora*). This weed has invaded most of the grasslands and is now spreading into the forest areas at the cost of the native vegetation. The proposed development projects in Okhamandal, if they come up, are bound to make the wholesale destruction of the last few pockets of indigenous forest and subsequently the biodiversity of the region inevitable.

The Biodiversity Reserve Plantation Project initiated by TCSRSD is an ex-situ attempt to create a botanical reserve for conservation of the indigenous flora of the Okhamandal region. This 85 acre reserve was expanded



Plantation of Gugal, an endangered species at Mithapur

by another 37 acres during the year 2011-12. Seedlings of the highly endangered Gugal plant and other native flora were planted at site. Monthly surveys for fauna species were conducted and sighting of important migratory bird species including the Harrier, Eurasian Hobby, the Houbara Bustard and the Pied-crested Cuckoo were recorded. Awareness programs on native flora were also organised for ECO Club students.

ECO Club Program

It has been globally recognized that environmental education is critical for promoting sustainable development and improving the capacity of the people to address environment and development issues. Thus, education for sustainable development is rather a creation of learning perspective that cuts across all subjects and which does not merely pass on knowledge but changes the way people think. The objective of TCSRSD's ECO Club Program is to create awareness on nature and sustainable development. There are 25 ECO Clubs functioning in the Mithapur region with an outreach of more than 3,500 students and teachers. The program aims to arouse interest in Nature which would lead to generation of awareness and concern. This approach for environmental education involving learning through experience and providing scope for exploration, expression and adventure - the basic attributes which appeal to students and result in developing their interest in Nature is the first step towards creating awareness for Sustainable Development. The awareness and knowledge gained through ECO Club programs would lead to conservation action. A diverse spectrum of activities was carried out during the year.

A "Chintan Shibir" (Self reflection camp) was organised at Shivrajpur for the TCL employee volunteers to review their participation in ECO Club activities and finalise plan to enhance the same. Field study visits to Charakla wetland, Momai forest and the Gulf of Kutch were also organised for awareness and study of local flora and fauna.

Seven ECO club schools were encouraged and supported to apply for environmental awareness program grants from the Ministry of Environment & Forests under the National Environmental Awareness Program. All these schools have been awarded the grants. Tree plantation program was organised at 5 schools.

The ECO club school teachers' annual meeting was organised at Mithapur in October 2011 to finalise the ECO fair project. ECO fair was organised at Mithapur in February 2012 in which 25 village schools participated and they presented exhibits on their respective village biodiversity. TCL employee volunteers and their family

members helped the students in the biodiversity data collection, compilation process and in preparation of the exhibits.

At Haldia, too ECO clubs have been formed at four government high schools. Through various campaigns organized by eco clubs, both children and villagers are made aware about the importance of conserving nature and usefulness of personal hygiene etc. TCSRDR plans to continue with the activities of eco clubs and enhance the involvement of both children and villagers in environment related activities.



Eco club Haldia

A marine life education camp was organised for an Ahmedabad based NGO, ANALA. More than 790 students and 50 teachers from schools of Gujarat attended this camp in 12 batches.

Marine Turtle Monitoring

We have five species of marine turtles to be found in the Indian water. These include the Olive Ridley Turtles, the Green Turtles, the Logger-head Turtles, the Hawksbill Turtles and the giant Leatherback Turtles. All these five species have been declared endangered.

The Okhamandal coast features six nesting sites for marine turtles - the Green turtle (*Chelonia mydas*) and the Olive Ridley turtles (*Lepidochelys olivacea*). A major threat to these turtles is their incidental catch in the gill nets and the trawl fishing operations. A large number of



Marine turtle awareness

turtles perish every year by getting trapped in the fishing nets. Uncontrolled collection of turtle eggs and destruction of nesting sites due to sand mining and development of beach fronts are other serious threats.

Beach patrols were organized for monitoring of turtle mortality as also their nesting activities at Arambda, Mithapur, Shivrajpur, Okhamadhi and Khara Khetar sites along the Okhamandal west coast.

ECO-tourism Project

The wetlands of Okhamandal plays host to a diverse population of waterfowl, particularly during the winter season. The Chandra Bhaga and Mukhteshwar wetland sites are located close to the famous pilgrimage centre of Dwarka which is visited by some five million tourists every year. There is good scope for development of these wetlands as avi-tourism sites. Preliminary studies in this regard were completed and report was prepared. Village meetings were also organised to garner community support and participation in the project. Monitoring of the waterfowl population continues at these sites.

RURAL ENERGY

TCSRDR over the past few years has undertaken several pilot projects (solar power) for fulfilling the needs of communities in rural areas. Our quest for consolidating our attempts in this direction continued through the year with the solar power generator at Babrala and bio gas plants at Haldia. Attempts at promoting energy efficient stoves also continued both at Mithapur and Haldia.

Energy efficient cooking stoves

Energy efficient cooking stoves have been very well accepted by the people at Haldia and Mithapur. Earlier in both these places people depended on solid fuels including biomass fuels (wood, dung, and agricultural residues), coal etc. to meet their energy needs. It was observed that the traditional stoves were inefficient in producing energy and thus, requiring large quantities of wood to cook even for a simple meal. Moreover, by cooking with these solid fuels on traditional stoves, high levels of health-damaging pollutants were emitted.

In response to these health and environmental concerns, improved stove technologies that were fuel efficient and smokeless were introduced.

In the reporting year, 105 smokeless cooking stoves (chullahs) were constructed in 7 villages at Okhamandal area benefitting 105 households. Till date, 310 cooking stoves have been constructed at Mithapur.



Energy efficient cooking stove

At Haldia, 352 energy efficient smokeless cooking stoves were constructed in the villages of Haldia for below poverty line families. The households contributed 10% of the total cost of Rs. 450.

Plans are there to introduce these stoves in the primary schools where mid day meal for children is cooked. "Astra" cooking stoves designed by IISc, Bangalore are also being piloted at Babrala.

Solar powered generator at Babrala

TCSRSD with the support of NEDAC (National Energy Development Agency) piloted a program to provide solar powered lighting to rural households. To harness solar energy, following process was followed to install the solar powered generator at Kail ki madhiya village, in Gunnour tehsil, Bhimnagar District U.P:

- Sensitize people about the uses of solar energy through awareness session
- Generate finances for installing the solar powered generator in their village and getting community contribution towards meeting the expenses
- Involve people in the distribution of generated solar power
- Forming a user group to support in repairing and maintenance of solar power generator.

The solar power generator of 1.2 KW provides power to 60 houses. Through 20 watt per household, a person can draw electricity for a CFL and a mobile charger point. To monitor 20 watt current per connection, a device has been installed which trips if more power is used beyond the allotted power.

During the reporting period, solar lantern were also provided to 60 people and CFL solar lights were provided to 25 people.

Bio gas plant at Haldia



Bio gas at Haldia

Two bio gas plants were constructed at Govindpur village, of Chaitanyapur block at Haldia. By this bio gas plant they can efficiently cook food for a family of five members. The construction of bio gas unit was taken up as a pilot project and would be scaled up as per the demand. Bio gas plants have also been promoted at both Mithapur & Babrala.



Sustainable Livelihoods



TCSRDR aims at reducing poverty by providing sustainable livelihood options. Various interventions which enable them to increase their income have been taken up at all the three locations. These interventions encompass both farm and non-farm based livelihood program. Under the farm based livelihood program, TCSRDR has been promoting dairy farming, improving productivity of farms and land. Among the non-farm based initiatives, vocational skill development programs and rural entrepreneurship development program are the prime focus and helps in creating employability. Promotion of rural handicraft through Okhai and Karjobi along with Uday Foundation - a rural BPO helps in creating employment for the youth in the rural areas.

NON-FARM BASED LIVELIHOOD PROGRAMS

Vocational skill development program

90% of the population in Gunnour block of Badaun district where the TCSRDR has been implementing the social development programs is engaged in agriculture based activities. The pressure on agriculture land is increasing day by day with an average land of less than an acre per individual. With scarce avenues for direct employment, truncated land holdings and constantly rising population, it has become absolutely essential to address this issue by focusing on increasing the livelihood opportunities for the working population of the area.

The vocational training program was initiated at Babrala in 1996 with an aim to enhance the skills of the rural youth and make them employable in the non -

farm sector or provide support services to the farm sector. Vocational training was provided in various trades depending on the market demand and employment prospects in the area. The important trades / skills being covered are sewing cum stitching especially for girls, typing in English and Hindi, computer training, beautician and mobile repairing. Three new trades were added this year which were Tally account assistant, inverter repairing and AC & refrigeration.

Through these vocational training programs, TCSR, Babrala has been able to create employment opportunity for 3874 youth.

At Haldia, skill development program has helped people to acquire skills required either for their self employment or for getting employment in other small and medium business units. Different skills development programs like tailoring, jute craft, production of rexene bags, production of sanitary

Case Study

Sunita Parmanik's never give up spirit helped her to become an entrepreneur



Sunita Parmanik, a 35 years old women working as agriculture labourer never dreamt that she would turn out to be a successful entrepreneur. It was the zeal in her which helped her to come out. Coming from a socially disadvantage section of the society, she always wanted to do something for her community and raise their economic as well as social status. She along with 10 more women from the same community formed a group called Shristi Mahila Samiti. Their group underwent a six months training program on production of jute crafts and on entrepreneurship development.

Presently, the group has managed to get small orders from different places, shops etc and have made sale of Rs. 80,000 approx In a span of one year, the group has become self reliant and has also opened their bank account to maintain a corpus fund of Rs. 25,000 for carrying out the production. They have plans to improve their sale by capturing the local market.

TCSR also continuously looks out for partner organizations that can provide both technical skill training and in many cases opportunities for placement. Partnership with L&T training centre is one such collaboration both at Mithapur and Babrala. So far, 114 youth have been sent for training at Construction Skills Training Institutes (CSTI) at Anapara in U.P. Under this program, youth undergo three months (600hrs) rigorous training with 80% practical training and 20% theoretical sessions. After completion of training many students are placed at L&T project sites with the sub-contractors working for L&T.

napkins, clay beads, kantha work were carried out for women. The trainings were organized by forming women groups in the villages whose members were selected with the help of the village representatives. TCSR supports these groups by finding market links for their products so that women could earn some income by selling their products and eventually become independent. As a result of the above mentioned training programs, 565 women have been trained so far.

Case Study

Sincerity and hard work pays



Jahedul Rehman, of Bijayrampur village (Sutahata Block) didn't have much of career choice as vocational training options were not available in his village. When TCSR announced about the commencement of mobile repairing training close to his village, he was the first one to enroll. He completed six months course with sincerity and opened he is own mobile repairing shop at Sutahata market area. Presently, he is earning Rs. 2,500 - Rs. 3,000 per month and has plans to expand this shop.

Case Study

A dream comes true for Murabhai....



Murabhai, a resident of Ambedkar society at Arambhda village, Mithapur did the training at Rishi Weltech - Vadodara,. Before coming for this training, he was working as a daily laborer with one of the TCL contractors. The entire family responsibility was on him. Income earned as a daily laborer didn't satisfy his family requirement. He wanted to pursue higher education but because of the financial constraints he wasn't able to continue. He didn't want his children to go through the same. He always looked for opportunity which would help him to improve his income and provide a better life and education to his family.

Through his friend he came to know about the Rishi Weltech - Vadodara training on welding. Murabhai always dreamed of being a first class welder. He gathered more information about the training and decided to enroll himself. He underwent 15 days basic REDP training where he was trained to calculate profits and loss, about various business activities, marketing skills, sales etc. He also went for an exposure trip where the earlier batch mates of the same training were working. This further motivated him to complete the course successfully. He was sent to Rishi Weltech - Vadodara for one and half month technical hands on training in welding which covered various welding techniques like arc welding, mig welding, power settings, machine operating, gas setting of CO₂, particular joints, safety aspects of welding etc.

After he completed the training with flying colors, he gained lot of confidence. Initially, he worked as a helper under a TCL contractor but now has got a job of a welder with a private firm and is earning Rs. 5000 a month. He is very happy as through this training he has been able to fulfill his dream of earning more money for his family.

Murabhai says that this is not an end; he still wants to work harder and earn more money for his family.

Marketing of the products produced by these women group has been a challenge, therefore in the coming financial year focus would be more on marketing, improving the quality and variety of these products. They will also be linked to Okhai for marketing.

For youth, separate training program on mobile repairing was organised in this reporting year. It included both the hardware and software repairing of the mobiles. All the 25 youth trained in mobile repairing are either working in the mobile repairing shops at Haldia or have started new mobile repairing shop.

New trades like electrician, repairing refrigerator which would help in employability and employment of the rural youth will also be introduced at Haldia.

At Mithapur, vocational training programs like computer training, tailoring and beauty parlor courses are being implemented with support of Dalit Shakti Kendra, Ahmedabad. 30 girls who successfully completed 3 months course were provided with kits or machines.

342 youth (108 youth in welding, 120 youth in Fitter, 92 youth in Electrical fittings and 22 youth in Computer numerical control technical's training) were trained with the support of "Weltech" Rishi Technical Services Out of

these 342 youth, 55 youth have got job placement in different locations like - Pune, Mithapur, Okha, Kutch and Jamnagar.

Another important training provided during this year was of hotel management in collaboration with Taj Hotels. Awareness program for the same was conducted in 30 villages. 6 applications for Trainers of Trainee (ToT) and 65 applications for bakery, cooking and room service were received. 40 applications were selected after scrutiny. These 40 participants would be trained in the coming financial year.

In the coming year, TCL would focus on emerging urban centers as a part of the overall Regional Development Plan. Urban led livelihood activities such as IT enabled services, hospitality management; Business Process Outsourcing (BPO), logistics, automobile repairs, services, office administration, computer hardware, Tally account assistant; IT hardware and networking would be the new trades which TCSR plans to introduce in the coming year.

Entrepreneurship Awareness Camps (EACs)

Over the past three years, EAC camps are being organized with support of Entrepreneurship Development Institute of India (EDII), Ahmedabad, Gujarat under DST-NIMAT project for the faculty and students of science and technology courses at Babrala

and for a group of 25 women from Haldia. These camps help create awareness about entrepreneurship as an alternative career option. Three days sessions encompasses topics like advantages of entrepreneur and entrepreneurial competencies; identification of opportunities for science-tech entrepreneurs; entrepreneurial qualities; support and financial assistance from Govt. agencies, banks, and financial institutions; interaction with bankers; communication skills; achievement motivation training; soft skills training; financial and marketing aspects of SSI unit including interaction with entrepreneur etc.

Rural Entrepreneurship Development Program (REDP)

REDP was initiated in 2003 as a strategic step to promote livelihood through promotion of entrepreneurship by enhancing management skills of the targeted community, especially the socially backward communities of the region. This program aims to develop entrepreneurship qualities and skills among rural youth and women of the surrounding community and encourage them to initiate productive enterprise either individually or as a group enterprise.

At Mithapur, following production units have been set up as a result of the REDP program.

- **Saptrangi bandhani cluster:** Production of this cluster "Saptrangi" started 2 year back. 25 members of the Saptrangi bandhani cluster participated in the "Garib Kalyan Mela" at Okha. There, their group got the award of Rs. 2.25 lakhs for their interesting and viable venture. This year, Saptrangi bandhani cluster made saris, dupattas and dresses for Rs. 2,13,000/- and their sales during the year went up to Rs. 2,50,000/-.



Bandhani

- **Tailoring cluster:** 25 women started a new tailoring cluster called "Style" at Gayatrinagar, Arambhada. After completing 10 days training on quality and production, they have started the production of petticoats and kurti's. They sold goods worth Rs. 18,380/-.



Stitching and tailoring

- **Block Print:** 20 women started block printing, cluster popularly known as "Sunrise" cluster this year. Faculty from Ahmedabad provided them training on different block print designs. The sale from dupattas and dresses went upto Rs. 12,000/- this year.



Block print

- **Bead Work** cluster also known as "Fashion Girl" cluster started this year to promote traditional bead work. 20 women were selected and were imparted training on financial management; selection of raw material, marketing, customer behavior etc. Technical training on bead work was also provided with support of NABARD. The total sale of this cluster for the year added upto Rs. 48,000/-.
- **Jute Craft:** Awareness program was conducted for Jute craft at Bhimrana and Arambhda villages. 25 women were selected and were imparted technical



Jute training

training on jute craft. This training was sponsored by Saurashtra Economic Development Centre. 3 new SHG were formed for jute craft cluster at Junagadh, Gayatrinagar and Arambhda. Products like water bags, shopping bags, fancy bags, hand purses, college bags, tiffin boxes, lunch box covers and sari covers were made during the year.

- **Karjobi Work:** Awareness program was conducted for Karjobi craft at Jalaram society and Mahavir society at Aarmbhada. 50 women were selected and were imparted both general and technical training on Karjobi work. After this training, they produced dupptas and small hand embroidered dresses.



Karjobi

- **Paper bag production** unit is known as "Navyoung". It started 2 years back with an aim to provide a platform for women to grow and become financially independent. It has 25 members and is engaged in the production of various paper products such as bags, cups, plates etc. All the members of this unit belong to the socially backward caste. This year, they purchased a new machine for making paper plates and bowls. The members also got technical training on paper products, which was supported by Gujarat Rural Matikaam Kalakari and Gram Technology, Gandhinagar. This year, their sales were approx. Rs. 18,000/-.
- **Leather Rexene cluster** also known as Dr. Bhimrav Ambedkar cluster started almost 4 years ago. It did sales worth Rs. 1,95,100/- this year. They have also



Dr. Bhimrav Rexene cluster

purchased a new machine for leather and rexene item production. At present, 50 women are part of this clusters.

All of these clusters are being groomed to work with Okhai, which will be providing design, training and marketing services.

Rural Tourism

Rural Tourism under livelihood program aims at uplifting the standard of living of the people residing at Shivrajpur. Under this project, a group of 21 youth have formed an NGO called "Kachigadh Yuvak Mandal". General training and AMT has been imparted to 15 members from this group. In the coming year, the NGO plans to promote the rural tourism by celebrating the Kachigadh Mahotsav and generate income for the local people staying at Shivrajpur.

Uday Foundation

Uday Foundation, a rural BPO continued to provide employment opportunities to the youth at Mithapur. However, BPO activities at Babrala have been discontinued. Our strategic partner Tata Business Support Systems Limited has continued to provide business and support.

UDAY Foundation delivers a wide range of low-end to high-end services these include, customer support to Tata Teleservices, Tata Sky, Tata Chemicals(chem connect), MEA (Passport helpline).

It is also exploring opportunities with other partners to increase the number of people that can benefit from the program. Currently, 120 people are employed of which new recruits this year were 97 people. Uday is turning out to be a good stepping stone for the youth.

TCSRSD faced a challenge of smooth running of the BPO at Babrala. The same was closed and the asset created will be used to further IT based training for the rural youth.



Uday foundation

Okhai

Okhai continues its march of fulfilling its vision of being a brand that symbolizes empowerment of rural women by creating a sustainable business of handicrafts. Along with Saurashtra handicrafts, the traditional art of Karjobi and jute craft of Haldia are all being promoted as part of Okhai. The members of Self Help Group's (SHGs) are involved in handicrafts production. In order to achieve its vision a number of steps have been taken to help improve both the backend i.e. the process of production of rural goods and the frontend i.e. marketing, sales and branding.

At the front end, lot of positive moves were taken for this fledging brand - Okhai. The first was the setting up of the design studio at Ahmedabad to help in better sampling and designing of its products. For the promotion of handicrafts, retail outlets at Ahmedabad, Mithapur, Aligarh and Badaun district were opened. Okhai has also associated itself with prominent retail outlets in Mumbai (Suruti and Chetna), Pune (GoodHome Store), Kolkata (Sasha), Sanginee (Chennai) and Elegance (Goa). This has helped in getting regular orders and generating business. Okhai has also undertaken job work for major domestic and international brands. All this has helped to get women artisans enough work for the entire year, thus fulfilling a part of Okhai vision.

At the back-end, production has steadily increased through sustained efforts and better planning. The reaction time to start new orders has been drastically reduced by over 25 hours! More importantly, the earnings of the women artisans have increased. Regular upgrading of skill through various training programs is also done at all the three locations and has helped women to improve their productivity. They were also trained in group dynamics, fund management; division of work, entrepreneurship etc. Exposure visits to various industrial stitching units in Surat etc gave them a broader and clearer picture of industrial settings.

383 women artisans from Mithapur and Babrala have been benefitted out of this program.

Production has steadily increased through sustained efforts and better planning. Sales for the year 2011-12 was around Rs. 55.09 lakhs. 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



Okhai

Fair, 2011 which is held by the Export Promotion Council for Handicrafts.

FARM BASED LIVELIHOOD PROGRAM

Agriculture Development Program

At Babrala, focus has been on implementing agriculture development program and animal husbandry program as agriculture and cattle rearing are the main source of income. The agriculture interventions like crop diversification, formation of farmers group, and promotion of drought resistant-high yield crops / cropping techniques etc. have been implemented along with the water management program at Mithapur. Details of the interventions undertaken at all the three locations are as follows:

Formation of Farmer's Group

In the current reporting period, six farmer groups were



Farmer meeting

formed with a view to have healthy exchange of views and ideas and to help farmers work together. 74 farmers from 6 villages around Mithapur have come together as a groups.

Capacity building training programs

Capacity building workshops along with exposure trips to places like Agriculture University were organized from time to time. TCSRSD also called upon experts from the Agriculture Department to talk about the advantages of modern agriculture equipment and techniques. All these workshops helped in building the capacity for working in groups; to use modern agriculture practices and equipments and increasing their knowledge about the latest agriculture related schemes. Apart from the above support, following extension services were also provided at Mithapur:

- Farmers' magazine: 36 farmers subscribed to "Krishi Jivan" newsletter. The newsletter provides information about the modern agricultural practices
- Training on diary writing: Training on diary writing was also organized to help farmer review their agriculture practices from a commercial perspective and thereby improve their crop income. 40 farmers attended this training.
- Mobile Service (Awaj Otala): Linkage of farmers with the Development Support Centre, Awaj Otala" mobile service, Ahmedabad. This mobile service provides them guidance on crop cultivation and insurance on regular basis. 181 farmers took the benefit of this service.



Modern Agri. Equipment Dist. II

Crop Diversification

Regular support, motivation and guidance to cultivate new variety of crops were provided to progressive and active farmers. At Mithapur, farmers have started cultivating coconut, cucumber and vegetables. 33 farmers got motivated to cultivate wheat variety GW 496 on 61 acres; 20 farmers sowed groundnut western on 3 acres and while 65% of the farmer group members diversified into vegetable cultivation such as onion, guwar, watermelon, chili, tomato and brinjal on 16 acres.

At Babrala more and more farmer's have started cultivating vegetables and pulses crops over and above the traditional wheat and paddy crop. The attempt has been successful as farmers who ventured into this practice are satisfied with their increased earnings through increase in the production.



Agriculture development

Khetamrut: Promotion of organic agriculture inputs

To further promote sustainable agriculture practices TCSRSD took up on a pilot basis, promotion of Khetamrut. "Khetamrut" is an organic pesticide which can be produced locally by farmers and used instead of the chemical pesticides which are expensive. Demonstration on production of "Khetamrut" was attended by 16 farmers. The results have been encouraging as all of them have started producing the same. 56 farmers from 6 villages made 715 kgs of organic fertilizers from their own farm vegetation, the benefit of which has been observed in crops like coconut, chickoo and vegetables like green chilli, tomato and brinjal.



Khetamrut demo

Under the OSGP project, 28 farmers were encouraged to use organic fertilizers. 440 bags of 50 kgs each of organic fertilizers were provided to them. They were also given an organic kit containing neem oil, bio organic gypsum and micro nutrition etc.

Promotion of modern agriculture practices, equipments and technologies

With the aim to enhance farmer's income, new agriculture technologies and methods were introduced both at Babrala and Mithapur.

- **Seed Drum Kit:** At Mithapur, seed drum kits were provided to 11 farmers from the socially backward category for treatment of seeds prior to sowing. These drum kits are used for coating the seeds with pesticides to avoid infection and diseases to crop during the sprouting and initial growing stage. Use of the seed drum kit not only speeds up the seed treatment process but also helps in avoiding physical handling of the pesticides.
- **Smart Krishi:** Smart Krishi program helps farmers to increase the yield of crop production for a longer period of time by adopting better agriculture practices. TCSRDRD in collaboration with TCL helps in facilitating this project. Computerized laser leveling of land, deep ploughing, crop sowing with seed drill, crop nutrition and crop protection are some of the techniques promoted under this program. Laser leveling enables complete leveling of the plots using computerized equipment thus helping in smooth distribution of water for proper irrigation. Laser leveling has helped in reducing the usage of diesel used for irrigation thus reducing the cost of cultivation and most important, it has helped in conserving around 20-25% of water. Overall, 186 acres of land has been covered over the last three years, out of which 91 acres was covered this year.
- **Net Houses:** With the support of horticulture development department, Mithapur and OSGP, 3 net houses covering 3000 sq. meter in 3 villages



Agri Net House Mithapur

were constructed this year. Out of the total cost of Rs. 2,60,000, Rs. 78,000/- has already been recovered by cultivating vegetables like palak, methi, dhania and marigold.

- **Seed production:** Seed production was introduced to the male SHG at Kail ki Madhiyan village in TCSRDRD's core command area at Babrala. TCSRDRD supported the program by organizing training and capacity building workshops, providing good quality of breeder seeds and supporting the cost of activities like transportation of seeds to and from the cold storage, bagging, and advertising through pamphlets. The project helped in developing good quality seeds that are now available in their own villages. Also, by storing the seeds in the seed storage bins which has been provided by TCSRDRD, farmers are now being able to increase their income by selling them at the right time. So far, 56 farmers have bought the seed storage bins at subsidized rates.
- **Intercropping:** TCSRDRD motivated farmers to do intercropping in the Arhar+Maize, Wheat+Mentha and Sugarcane + Mentha. A mixture of various crops often leaves less space for the development of weeds and help in making use of land more efficiently. Outbreaks of pests and diseases are generally less serious if farmers adopt intercropping systems. Seeing the advantage of intercropping, more number of farmers has come forward to adopt this new method. At present, 152.3 acres of land has been bought under intercropping at Babrala.
- **Sunflower cultivation at Haldia:** Under the agriculture development program, TCSRDRD, Haldia took up the promotion of the cultivation of Sunflower in 2009. The objective behind this program was to add the second crop in the land which was otherwise lying idle and barren in the winter season. To achieve this, TCSRDRD carried out a survey of land and of households engaged in agriculture activities. The selection of the farmers was done with the support of the village development committee and panchayat office. TCSRDRD organized a training program for the farmers on cultivation of sunflower. Experts from the Government Block and District Agriculture Development office were called upon as resource persons to conduct the training.

Voice of beneficiaries

Farmer Experience

Bhikhubhai of village Vasai

Khetamrut (organic pesticide) has been very beneficial for my crops especially chickoo and chillies. The black spots on the chickoo leaves have disappeared and they have regained their healthy color. In case of Chilies plant too, color of the leaves is completely green and chillies are not destroyed by the insects.

In the beginning, TCSRSD did face challenges like apprehension of the farmers to adopt new crop for cultivation but with timely training and advice from the experts they were able to overcome their apprehension. Out of the 78 farmers who were trained, 50 farmers adopted the sunflower cultivation. On 10 acres of land they made Rs. 1.7 lakhs from their first harvest. The program not only helped in meeting the objective of utilizing the barren land by introducing a new crop but also helped in better returns for farmers.

TCSRSD plans to replicate the same with other farmers so that they could also enhance their family income.

Agriculture Development at Sunderbans

TCSRSD Haldia, along with Tagore Society of Rural Development initiated agriculture development program at Sunderbans in areas effected by the 2009 Aila cyclone. The project has been implemented in five villages of Rangabelia block of South 24 Pargana.



Introduction of saline tolerant crops in Sunderban

As a process, a village committees and an apex committee has been formed for the implementation of the project. Saline tolerant crops like chilli, sugarcane, sunflower, paddy and some vegetables were introduced. Cultivation of these crops as demonstration, has been done on 30 plots involving 30 farmers. These demonstrations helped in increasing the family income of 30 farmers by 20%. This acted as a motivating factor for the others in the area. As a result, 20 more farmers have started the cultivation of the saline tolerant crops.

POND MANAGEMENT PROGRAM AND FISHERIES

At Haldia, since ponds are an integral part of all the households, the focus has been on making the ponds as a source of earning by adopting scientific methods of managing the ponds. Being one of the common natural resource in the form of water body for almost all the

households in that area, pond management program was taken up with the objective to maintain the ponds and use them for both personal as well as commercial use. TCSRSD provided training on the scientific methods of pond management to 656 women this year. Apart from the training, fingerlings and materials to treat the pond like lime, potassium permanganate and mustard oil cake were also provided. TCSRSD continues to monitor and advise them on a regular basis and support them till the complete growth cycle of fish. 201 households got the benefit of fingerlings through this program. Till date, 2425 members have been trained and direct benefit given to 316 ponds.



Pond management

In the reporting year, TCSRSD brought a new dimension in the pond management program by introducing 'culture of ornamental fishes' in smaller ponds as the culture of Indian major carps was not feasible there. TCSRSD supported 6 women's groups covering 80 members who were keen to take up the challenging project. It supported them by constructing tanks besides the pond as the growth of the ornamental fishes takes place in two phases first in the tank and then in the pond.



Ornamental fish culture

TCSRSD has been able to set up links with the Howrah market as ornamental fishes are in huge demand there. The women groups have also been trained to market their fish in the local market. Once these women become experienced in culture of these fishes, TCSRSD

plans to introduce other species of higher market value, which can be exported to outside market.

The participatory process followed to implement this project has helped in higher acceptability of the program. The only challenge for introducing new and innovative pond management program is the size and multiple ownerships of these ponds. In the coming year, TCSRSD plans to expand the production of ornamental fishes and engage more number of women in this program.

Fisheries program at Mithapur

The fisheries project at Mithapur was initiated in this reporting period. Fingerlings were given to fisheries user groups formed in three villages of Okhamandal. The fisheries group generated the profit of Rs. 2,63,200 by selling 70,800 kg of fish.

ANIMAL HUSBANDRY PROGRAM

Animal husbandry is a big source of income after agriculture especially for the residents of Babrala region as currently the cattle owners not only use milk for their personal use but are also using it for commercial purpose. Seeing this phenomenon, TCSRSD started the animal husbandry program in early nineties in the Badaun district. Through this program, it aims at increasing the production of milk and thereby, increasing the income of the residents. There are 4 components of animal husbandry program being implemented by TCSRSD:

- **Animal Health care and vaccination:** This includes activities like general health check up of animals at

the cattle owner's doorsteps and at the OPD which is opened twice a week. The services provided at the OPD are both curative and preventive. Animal health care camps are organised to prevent monsoon season related diseases. It includes de-worming camps, H S and FMD vaccination camps. 28,007 animals were treated in these camps. Wild at Mithapur, 56,645 sheep and 8,205 goats were administered the de-worming medicine at the de-worming camp.



Animal health check up

- **Breed Improvement:** With the aim to improve the breed of the cattle and to increase the income of the cattle owner, an Artificial Insemination (A.I) centre was opened at Babrala this year. The inseminator provides services both at the centre and at the doorstep. 776 cattle were examined and treated in the center during the reporting period. Other breed improvement programs like extension of cross breed cows, extension of Murrah buffaloes and bulls also continued and were very successful.

Case Study

Bold decision by Seema Bera



Seema Bera, secretary of Mahila Manglya Goshthi, a women group at Manirampur village was instrumental in starting the culture of ornamental fishes at Haldia. She had the courage to take risk associated with ornamental fish culture. She convinced the members of her group and participated in the training program on the culture of ornamental fishes organised by TCSRSD in collaboration with Comprehensive Area Development Corporation (Purba Medinipur) and other fishery experts from the Sutahata and Haldia block offices. Practical demonstration of ornamental fish culture at one of the government fish ponds helped the group to take the decision of having their own breeding cum stocking pond for the ornamental fishes. They approached TCSRSD for financial and technical support. TCSRSD helped in constructing a cement tank, in pond preparation and in getting the first lot of spawn required for the culture.

The group has earned a net profit of Rs. 35,000 in six months by the sale of ornamental fishes. It now wants to scale up the culture and help other women groups to set their own ponds. Seeing the success of this group, another group of five women have shown interest to start ornamental fish culture.



Animal Husbandry Cross Breed Cows

- **Balanced nutrition:** Balanced nutrition enables the cattle to stay healthy. Under this intervention, cattle owners are provided with seeds of green fodder like Sorghum and Barseem for cultivation and for feeding their cattle. 176 farmers took the benefit of this service during the current reporting period.
- **Animal advisory services:** This intervention includes trainings of Pashu Palak Mitras (PPM) - friends of cattle owners and provision of examination and treatment of cattle at the doorstep

of cattle owners. This year 70 Pashu Palak Mitras were trained to examine the cattle and provide proper advice to the cattle owners.

DAIRY FARMING

Awareness program on dairy farming was conducted in 2 villages (Makanpur and Gadechi). The objective of the program is to promote modern dairy farm among the local people. 30 SHG members have been selected for this program and were sent for three days training program conducted at "Krushi University", Junagadh. An Exposure visit at Mother Dairy was also organized to give them practical experience. In the next financial year, TCSR D plans to promote heifer calf rearing to improve the breed and quality of milk produced.

At Babrala, the market linkage activity has been done through SHG whereby few members of the SHG has taken loan and have invested in S & F testing of milk. The milk collected is being sold at the diary. The cattle owner gets good rate depending upon fat & S & F percentage. The average rate varies from Rs. 24 to Rs. 28 per liter.



Fishing at Haldia



Empowerment



COMMUNITY BASED ORGANIZATIONS (CBOS)

People participation is vital to the success of the programs, and it forms the basis of all the project design. TCSR, through its focused interventions and participatory approach ensures that the community members become the real managers and owners and work towards their own development and that of the society at large. All interventions aimed at the community necessitate the involvement of local community from initiation to ultimate ownership of the initiative. It ensures this by establishment and participation of Community based Organization (CBOs) in almost all its programs.

The process starts with mobilizing the community support through awareness building activities. Village level committees are formed and participation of women along with people from the marginalised sections is ensured in all the activities.

Institutionalization and strengthening of the community-based organizations like Pani Samithi, village level watershed committees, user groups, SHGs and gram sabha is given utmost importance.

Continuous capacity building programs and exposure visits were organised to ensure that the village based committees are able to fulfill their role properly. Capacity building programs such as leadership building, management of finances, project implementation and exposure/awareness visits ensures that the community is able to realize its potential. Technical support is provided to ensure long term



Village level Meeting

sustainability of projects. Village action plans are made with community participation by following participatory appraisals approach. Technical and economic feasibility of the projects are assessed and shared with the community. The contribution structure is chalked out involving all the parties involved in the development process. On completion of the projects, information about the project is disclosed to all by providing the information in public places.

Till date, 27 pani samities in 27 villages have been formed for taking care of the drinking water structures constructed both at Dwarka and Kalyanpur block and 17 village level watershed committees have been formed to take care of the water harvesting structures at Dwarka block. 37 users groups consisting of beneficiaries of the project have also been formed for ensuring proper usage and maintenance of the watershed structures.

Average funds collected by Pani samities is Rs. 4.0 crores (1.3 crores was received directly by 15 pani samiti and Rs. 3 crores was the contribution from TCSRDR/other funding agency for Roof Rain Water Harvesting Structures). Average funds collected by 17 village watershed committee are 4.5 crores. The collected money is used for operation and maintenance of water structures.

TCSRDR promotes management and implementation of all the development programs locally through CBO's. This year, TCSRDR developed 'community based organization index' to assess the level of CBOs in terms of various parameters like maturity in dealing with issues concerning community development, approach followed to resolve conflict, leadership skills, promoting sense of belongingness among the members, proper utilization of resources, general awareness, sustainability of the CBOs etc. All this has helped TCSRDR to understand the gaps and plan appropriate capacity building programs for the members of CBO's so that they are able to perform their role in better way. It has also helped CBO's to fulfill their responsibility by maintaining transparency and accountability.

Recently lokarpan - handing over ceremony to the community was done for the drinking water project. Out of the 27 villages of Okhamandal and Kalyanpur taluka where the Coastal Area Development Program (CADP) was implemented in partnership of WASMO, TCSRDR has so far handed over the project to the village level pani samities in 20 villages. In the watershed development program, operation and maintenance has been handed over to the village level committees and user groups in all the 17 villages where the project was implemented in partnership with DRDA.

Similarly at Babrala, 55 village health committees have been formed. 12 Bhoomi sudhar committee is another such committee which has been formed like farmers groups which works on agriculture productivity and land improvement.

SELF HELP GROUP (SHG)

Keeping in mind the high level of dependency of the rural poor for credit on non-institutional/ informal financing system, TCSRDR has facilitated formation of Self-help groups (SHGs).

At TCSRDR, SHGs have grown from strength to strength over the years. With the formation of women's SHGs, the women are achieving both social and physical mobility. It has empowered women to exercise their choice and has been able to mobilize a considerable quantum of credit with continuous and repeated support from formal financing institutions. Financing through SHGs has resulted in improvement in asset status and increase in family income. There has been a substantial decline in the debt burden of the poor families due to the services of SHGs. The intervention has made significant change in the behavior to save. It has also become the beacon for all the other programs implemented by TCSRDR.



SAKSHAM training of Farmers

During the reporting year, SHG empowerment index was developed to assess their capacity in team dynamics, leadership development, microfinance and economic activities. This exercise helped in grading SHGs and also gave an insight on how much more

needs to be done to make all the SHGs function to their best.

At Mithapur, during the reporting year 35 new accounts were opened for SHG covering 447 women from 16 villages. 29 SHG were linked to bank and were provided loan of Rs. 25.59 lakhs in total. Total Number of active SHG's facilitated by TCSRSD in the region is 246 covering 2916 members.



Women SHG Meet

At Babrala in Gunnour block of Badaun district, so far, 194 SHGs have been formed in 30 villages. This year 29 groups with 348 members were formed. The women's SHGs have been formed for social and economic empowerment of the women of this region. Continuous capacity building of the women is done to make them self sufficient, and capable of taking their own financial decisions. Most of the women's groups have taken the loans to start economic activities like paper envelope making, incense sticks, general store etc. They are managing timely repayments of internal as well as bank loan.

The success of women SHGs inspired the men to form their own SHG's. The formation of men SHGs aimed at involving them into various collective interventions. In the current financial year, saving of the men SHG's was used to start up the individual agro-based business, which further helped in improving their economic condition. TCSRSD has motivated the farmers to start small-scale enterprises. The process ensures economic independence of the members and helps to provide finances in case the members of the group want to undertake economic activities. Some of the economic activities undertaken by the men self-help groups are mushroom cultivation, seed production and vegetable cultivation etc.

SHG federations were formed at Mithapur in order to strengthen all the SHG groups in a region, to address regional development issues such as education, income, health, sanitation and prohibition of tobacco and alcohol. These federations are formed at the taluka/block level, with members from both TCSRSD formed SHG groups and SHGs formed by other

organizations in Okhamandal taluka. TCSRSD has helped form federations like Dwarka maha mandal federation (having 168 members from 276 SHGs, 5 NGO members from 25 villages); Dwarkesh Federation (having members from 60 SHGs). At Babrala too groups have come together to form clusters.

SHG get together, an International Women's Day, Bal Utsav organised by State Govt Youth and Culture Dept - Gandhinagar and A Saving day was celebrated this year at Mithapur. Around 100 members of the SHG participated in the get together and contributed Rs. 7000 to a fund.

SOCIAL SECURITY AND EDUCATIONAL DEVELOPMENT

The Janshri Bima Yojana (JBY), a Social Security Scheme, implemented through Life Insurance Corporation of India (LIC) was launched in 2000 with the objective of providing life insurance protection to the rural and urban poor under various vocational groups. The Union Cabinet has given its approval for releasing a sum of Rs. 500 crores towards Social Security Fund maintained by LIC, to provide for 50% share of premium equal to Rs. 100 per member per annum under Janshri Bima Yojana (JBY). This scheme has helped members of all Women Self Help Groups linked to banks under the JBY. It provides them life and permanent disability cover from LIC.

At present, 45 vocational groups have been covered under this scheme, providing security to 1125 people from the community. Similarly, through another government scheme - Saikshik Vikas (educational development) around 65 students have got the scholarships to continue their higher studies.



SHG Meeting

ACHIEVEMENT MOTIVATION TRAINING (AMT) PROGRAM

18 Achievement Motivation Training (AMT) programs were conducted for 203 women and 178 men.



Improving Quality of Life



HEALTH CARE

Improving health of the rural community continues to be an important part of the overall strategy of TCSR. TCSR addresses the issue of health by adopting sector wide approach encompassing sanitation and hygiene, nutrition and safe drinking water as basic determinants for good health. It also advocates greater convergence with the social program related to the up-liftment of the rural community. Along with the community support, TCSR has been facilitating government run health program in the rural communities like Janani Suraksha Yojna especially targeting women and child health. Additionally, it also works on creating awareness about HIV-AIDS.

At Babrala, medical facilities are provided through mobile health clinic and community health center situated at village house, to meet a huge demand for medical care through a qualified and experienced doctors. These medical facilities provided at Babrala has helped in reducing the hardship (economic as well as physical) which the rural people were facing for getting the right treatment at the right time, through a qualified doctor. At Mithapur, there is an established hospital which provides mobile health services as well as community health care services.

Wide ranging initiatives has been taken to improve the health and the health infrastructure of the community in all the three locations. To address the healthcare needs of the targeted population, TCSR has taken the following initiatives:

- Mobile health clinic
- Community Health Center
- Health camps
- Health Awareness program

Mobile Health clinic

Mobile Health camp services are provided in 55 villages of Gunnour Tehsil. This year, 4420 patients were examined and treated.

Prime importance is given to vaccination of pregnant women, infants (0-5) years and adolescent girls. 4352 women and children were vaccinated this year through the mobile clinic. Pregnant women are identified from door to door visits by the ASHA workers and the health team. After identification, they are motivated to attend mobile health clinic to undergo routine checkup. Women facing gynecological problems are counseled and treated. Follow up of cases are done every month. Though services are being provided through the mobile clinic, the endeavour is to also create awareness about health care facilities available and the need for demanding good services from the primary health centres.

Community Health Centre

Community Health Centre at village house of Babrala provides wide range of curative services on Wednesdays and Saturdays for the surrounding community. This year, 10504 cases were examined and treated in 102 OPD's. The patients go through three processes - registration, health checkup and counseling by the doctor and provision of 3 days basic medicines. The most common cases for which the treatment is provided are acute respiratory track Infection and skin disease. Female patients who are found to be anemic are given iron tablets and seeds of green vegetables so that they grow green vegetables in their farm / kitchen garden for consumption.

Health camps

Eye camps: At Mithapur, 6 eye camps were organized under the banner of Vision 20-20 in 6 villages of Okhamnadal. 605 women's eyes were tested and 341 women who had vision problem were given spectacles.

At Haldia too, 3 eye camps were organised, where 400 people got their eye tested by medical team from eye hospital. During the camps people with vision problems were provided with spectacle and medicine and people identified with cataract were provided cataract operation in the eye hospital.

At Babrala, Divya Drishti, eye camps are held twice a year with the support of Gandhi Eye Hospital, Aligarh. These eye camps are boon to the elderly patients



Eye check up at Mithapur

especially those who are having cataract and are in no position to get them operated.

Blood donation camps : Blood Donation Camp was organised at Haldia on the eve of Viswakarma Puja. This event has become an annual function for TCL employees, contract workers and vendors of TCL, Haldia. In the camp, 48 people enthusiastically came forward to donate blood. Another camp was organised in a village where 20 villagers donated blood.



Blood Donation Camp

Anaemia identification camp: Anaemia identification camp was organised in two Government girls' high schools. 400 girls were tested for anaemia. Post check up, an awareness camp was organized for them where they were made aware of the level of hemoglobin in their blood, causes of anaemia, its treatment and the remedial measures. The girls were provided Iron, Folic Acid Tablets and also Albendazol tablets for deworming after counseling session with their parents.

Health Awareness Camps

HIV/AIDS awareness camps: Two HIV/AIDS awareness camps were organised at Surajkaradi and Bhimrana village in partnership with Navjeevan Trust.

EDUCATION

Education is increasingly becoming the primary determinant of overall development in the emerging

knowledge economy. The right to education has also been enshrined as a Fundamental Right by the Constitution of India. To promote literacy among its citizens, Government of India launched a most fundamental scheme known as Sarva Siksha Abhiyaan also known as Education For All (EFA) movement aiming to meet the learning needs of all children, youth and adults by 2015. The EFA goals also contribute to the global pursuit of the eight Millennium Development Goals (MDGs), especially MDG 2 on universal primary education and MDG 3 on gender equality in education, by 2015.

The Okhamadal taluka of Gujarat presents a poor scenario in the education sector. The literacy rate of Jamnagar district is around 65%, but that of Okhamandal was a mere 32% (2001 census). The literacy rate among females is even lesser. The secondary education scenario too is far from satisfactory. Most of the schools in the villages are primary schools and have classes only till VII standard. There are around 5 high schools in the taluka, the enrolment in which is poor. There is high dropout rate among both boys and girls because of lack of motivation to study further and also these high schools in the rural area lack facilities.

In East Midnapur, where Haldia is located, the average literacy rate is 87.66%. It is noteworthy, that the female literacy rate is 81.81% and that of male is 93.14%.

Education status in Babrala region is very bleak. Gunnour region has an average literacy of 31% with high dropout rate. The literacy rate of Badaun district according to 2001 census was 40%. The fact has emerged that general literacy rate is lower in the district as compared with the national level literacy rate. It is only 40% in the district as against 67.30 at the national level. Hence, Badaun district is backward in literacy by 27% points than the all India level. The rate of literacy among the females of the district has been found to be 29% thorough the baseline survey while the same was



Education Class at Babrala

57% at the all India Level. Thus, 28% females of rural part of the Badaun district were more illiterate as compared with the national average. Therefore, proper planning is to be made in the Multi-sectoral development Plan of the District to increase the literacy level among the population. Educational infrastructure particularly, of basic education is getting spread across all the districts of Uttar Pradesh under the Sarva Shiksha Abhiyan. Some serious pitfalls like higher teacher-students ratio in primary and senior basic schools are evident in the district.

Seeing the above scenario, TCSRDR initiated several programs to improve the education situation through both formal as well as informal support.

Support to Formal education

Teacher's training at Haldia: The literacy rate in east Midnapur is quite high and people are very much aware of the importance of education of the children. At the same time, there is sufficient number of schools in the area. The rate of enrollment is almost 100% in primary schools and there is very less number of drop outs in primary as well as high schools.

The scope of intervention lay in improving the quality of education in the government schools. Therefore, TCSRDR organized a five days training program on innovation methods of teaching for the primary school teachers.

The objectives of the training program was i) To use literacy, numeric, recreation, and creative arts activities for school students ii) To use of psychosocial teaching activities and iii) To develop weekly education plans in non-formal education integrating literacy, numeric, recreation, creative arts and psychosocial activities Participatory method was adopted throughout the training program. Diverse learning aids and methods such as poems, quiz, role play, learning by doing, field trips, experiential learning and group work were used in the process. The teachers were also trained to use various teaching and learning materials for effective learning.

Seeing the success of this training program, TCSRDR plans to scale it up in more number of villages.

Shala Praveshotsav: TCSRDR has been facilitating Government of Gujarat Shala Praveshotsav since last nine years with the aims to increase the enrollment of children in primary schools. As part of this program, school bags were distributed to 2650 students of all the primary schools in Okhamandal. These bags were purchased from the Rexene unit formed under the rural entrepreneurship development program.

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 has helped to support the education of children, who would have otherwise quit studies due to monetary reasons. This year, 96 students availed the scholarship. The program that was started in 2003 has supported approx. 3000 students.



Giving Scholarship to Girls

Girl child education program: The ratio of girl child education is very low in the Okhamandal region. The drop out ratio of girls is very high in this region. TCSR-D mithapur and SNTD University came together to impart education to these drop out girls. The program prepares them for class 12th standard and also graduation in Arts.

278 girls belonging to socially disadvantaged class are presently studying under this program.

Primary School at Nagaliya village in Babrala: TCSR started primary school at Nagaliya Kazi village to provide quality education to the children coming from the surrounding area. With better curriculum and practices, TCSR plans to curb the dropout rate. ‘Nagaliya Siksha Samiti’ was set up to monitor the school performance. TCSR assisted the committee in identifying issues and address them in an appropriate way. An effort was also made to convince the government to include this school under its jurisdiction and thus bring various government schemes and facilities to this school. At present, the strength of the school is close to 160. In the coming year, TCSR plans to enroll the children in other prestigious schools such as Navodaya Vidyalayas and support them by providing proper coaching and guidance.

Support to Informal Education

Adult Education: In Gunnaur region, where the literacy rate is very low and school dropout rate especially of

girls being very high, TCSR - Babrala implemented adult education program for 485 women. This program has helped them to read, write and calculate. At Mithapur too, the adult education classes were organised with the same aim. 400 women have been enrolled in the program.



Adult Education

Bal Utsav: This year Bal Utsav was organized in the schools of the Okhamandal. Students from 20 different schools participated in the event. Activities like games, quiz competition, drawing competitions, general knowledge test, cultural events, elocution, plays, songs and dance competition, fashion shows, teacher’s songs etc. were undertaken.

Bal Utsav is a program that is completely managed by volunteers provides the rural school children a platform for developing their skills and bring out their inherent talent.



Bal Utsav 2011 -12

INFRASTRUCTURE DEVELOPMENT PROGRAM

Infrastructure development program is the key to rural development. TCSR since its inception has given importance to infrastructure development program as they are essential for the overall development of the community. These projects, that are based on community need and requests not only helps in improving the standard of living of the rural population but also helps in establishing and maintaining

relationships with the rural communities for undertaking other community development initiatives. Contribution from the local community (in cash or kind) depends on the kind of infrastructure project for instance if the project is for the benefit of the individual then the contribution from the individual beneficiary is more but if it is for the benefit of the community then the contribution from community is less as there could be more number of agencies involved in the overall development of the community.

During the current year following infrastructure development projects undertaken at Babrala were:

Construction of brick paved track

TCSRSD helps in construction of infrastructure as per the community request. The infrastructure work was started with the construction of brick pavement tracks initially in 3 villages but later on as per request from other villagers it got increased to 11 villages. This year, the focus has been shifted from new construction to repairing. Till date, 29.68 KM of brick paved tracks have been constructed in 11 villages. Construction of these roads has helped in connecting the rural roads to main roads and has also helped the residents carry their produce to and from the main market.

Construction of School boundary wall

Based on requests by the rural community/panchayats and post formal approvals from the education department, construction of school boundary wall was done. This construction has helped in maintaining the school cleanliness and has provided security especially to the girl child. Till date, 16 school boundary walls have been constructed. TCSRSD has covered the construction of boundary wall of all the schools in its core command area.

Construction of Drainage Channel

Construction of drainage channel was done for better sanitation in the village. By constructing these channels, the road condition has become better as there is proper flow of water to the main drain. This leads to reduction in the water borne as well as air borne diseases that would have been caused by accumulation of water at one place. This year, we constructed 49 meters of drainage channel in the core command villages of Babrala.

Construction of culvert

TCSRSD helps in construction of culvert which connects to main roads and helps people to reach to their destination in less time and effort. This year, 4 culverts have been constructed and some of the culverts have also been repaired, which had got damaged due to floods at Babrala.

Individual toilet construction

TCSRSD helps in construction of individual toilets to promote sanitation. Most of the houses in Baghou Ki madhiya now have toilets. Over the last three years, 303 toilets have been constructed.



Sanitation Beneficiary

Infrastructure support at Mithapur

At Mithapur too, the infrastructure development projects was taken up. This year following construction was undertaken:

- Construction of 2 community cattle sheds and 2 grass storehouses
- Construction of rooms for 1 primary and 2 high schools
- Construction and renovation of 1 Aanganwadi
- Construction of public health centre and students computer lab.
- Construction of 1 open storage tank.

DISASTER MANAGEMENT

Since the last four years, the rainfall pattern has shown some changes and the same has gone up from 12 inches to more than 40 inches per annum. Flooding during the monsoon season has become a common occurrence in Okhamandal. Disaster Management trainings were organized in collaboration with the Gujarat State Disaster Management Authority for the community volunteers on how to manage disasters and natural calamities. 4 disaster management training programs were conducted in Mithapur region covering 198 participants from seven villages.

At Babrala, a mock drill on safety and disaster was conducted so that the rural people are aware about actions to be taken during a disaster/natural calamity.



Employee Volunteering



VOLUNTEER PROGRAM BY THE TCL EMPLOYEES AND THEIR FAMILIES

The spirit of volunteering is an integral part of the Tata ethos. Employee engagement has always been a priority, and this year as well, employees across the three locations and in corporate offices at Noida, Pune and Mumbai, volunteered their skills and time for the welfare of society. TCL employee volunteers program, which is called Harnessing Opportunities for People's empowerment (HOPE) has a database of volunteers spanning the organizational hierarchy, from senior management to contract employees. Family members of the employees, too, find time for community initiatives. The work they do is recognized and rewarded at various company functions.

Volunteer's at Pune, Innovation center took up "Science is Fun" sessions with 120 children of Pune Municipal School. The teachers saw science is fun activities and experiments as an opportunity to make science curriculum more interesting for their children. Seeing the interest of the teachers, TCL volunteers took up a special session for teachers to enable them to understand the chemical process better and help make science fun for the children. The enthusiasm and participation of TCL volunteers was a great source of inspiration for the teachers.

At Mithapur and Haldia, through eco club activities, TCL volunteers mentored more than 3,500 students and teachers from 29 schools in the area of nature conservation and water management. In the eco fair



Science is Fun session at PMC school, Pune

project, both the volunteers and their family members helped the students in the biodiversity data collection, compilation process and preparation of the exhibits.

At Mumbai, departmental initiative brought in more number of people into volunteering. 100 people

Volunteering continued to play a significant role in organizing Bal Utsav for the children at Mithapur. Bal Utsav has been a great platform which involves children, teachers, parents, volunteers and their families. The volunteers prepared the children for various sports and cultural competitions for the Bal Utsav with the same passion and skill which the volunteers have for their work. Through this program, the volunteers were able to bring the company's values to life.

This year, volunteers' major contribution was in programs such as the eye camps, animal husbandry camps at Babrala. New programs were added to the kitty in Haldia, giving many more opportunities to the TCL volunteers and their family to make the difference in the lives of the communities. There have been departmental initiatives as well at Haldia. The employees of accounts department for instance underwent training on eye screening and carried out

Volunteer Speak

Mr. Sujit Patel - Assistant Manager of Purchase Dept, Mithapur



After completion of my education, I personally felt a deep desire to get in touch with local schools, especially to experience school life again, and TCSR provided me a platform to fulfill my hidden desires.

The Bal Utsav programme was very enjoyable and the experience was amazing! It is not only an entertaining event for school students; but it is also platform for volunteers to learn new things, to be acquainted with local community and their life-style, to know the skill of students, to meet school teachers, to know interdepartmental colleagues.

Experience of organising Bal Utsav, was a learning experience for me. And, I know I would have missed out on this experience of life, if I hadn't joined this program. I would definitely participate in all TCSR activities, in future.

volunteered from various departments and engaged actively in the activities carried out with senior citizens and mentally challenged children.

vision 2020 programs in an orphanage. The Safety Health and Environment department organized different programs related to health and safety of the

Volunteer Speak

Sritapa Bera, Haldia



I volunteered in almost every HOPE activities, exposure visit, eye camp, and program with schools children. Spending time with little children at the orphanage gave me great joy. It brings me face to face with all the blessings that I have in life. The exposure visits and eye camp gave me a chance to get to know more about our rural communities where Community Development has forayed.

I felt very engaged and happy by volunteering in all the activities.



Volunteering - HOPE

people and at the same time organised awareness campaigns on nature conservation. There was also inclusion of the contract workers for volunteering at different events in the villages. Along with the

employees and the family members, the contract workers were also felicitated with certificate of recognition during the annual recognition of the volunteers.

The volunteering program at TCL has been very successful and has benefited all those who were engaged with the volunteering activity. Volunteers grow and learn from their interaction with the community; their work on development oriented projects helps the community in both tangible and intangibles ways; and for the company it creates goodwill and an enduring relationship with the community.

During the year, volunteers contributed 17,206 hrs for various social and environment activities. This is truly a step towards bringing a positive change in our society.

Volunteer Speak

Mr. Chavda Mangubhai B., Mithapur



Mangubhai has been volunteering at TCSRSD since 2001 and has been an active volunteer since 2001 Kutch earth quake. He stayed there at the TCL Mandhanoti (Anjar Taluka) camp for 3 consecutive months.

In 2002, he started one hour drawing classes every evening on behalf of TCSRSD at Mahadevpara School at Surajkaradi for the students coming from economically weaker section of society. He continued the same till 2003. In 2004, he got an opportunity to go for an exposure trip to see Tata Steel social development programs at Jamshedpur for 10 days. He was so impressed and motivated by the distance learning program affiliated to SNDT College, Mumbai that after he reached

Mithapur, he initiated similar program for women living in Surajkaradi and the surrounding area. He took help of the educated girls and women to educate other women like them. Initially, only five women came forward but seeing the perseverance of Mr. Mangubhai and the results of the five women, many more women joined and supported the program. At present, there are 185 women enrolled in this education program.



Mr. Mangubahi receiving "Shram Ratna Award"

The expenditure towards fees, travelling expense for exam, stationary expenses etc are borne by TCSRSD. In all, 917 women have been benefited by this program. Besides providing support for education, TCSRSD have also started vocational training courses in sewing, beauty parlor for them. These courses are certified both by the State and Central Government.

For his volunteering work, Gujarat government gave him "Shram Ratna Award" in 2010-11.

TCSR D Partners

Partners List -2011-12		
S. No.	Partner	Program supported
1	Aakar Charitable Trust - Ahmedabad	Behaviour psychology and counseling training program
2	Bal Chetana Samiti	SHGs & EDPs
3	Block Development Officer, Junawai, Rajpura & Gunnour	Infrastructure work
4	Block Resource Centre - Dwarka	Education
5	Centre Resource Centre	Education
6	CEPT University	Livelihood
7	Charkha Trust (Ahmedabad)	Documentation
8	Comprehensive Area Development Corporation (CADC)	Ornamental Fish Culture
9	Costal Salinity Prevention Cell (CSPC)	Salinity Ingress & Mitigation program, Health & Awareness
10	Council of People's Action and Rural Technology, CAPART	Handicraft and Watershed Project
11	CSSRI (Bharuch)	Salinity Ingress & Mitigation program
12	Dalit Shakti Kendra	Vocational training program
13	Department of Agriculture, Govt. of U.P.	Agriculture equipment & seed distribution programme
14	Department of Animal Husbandry, Govt. of U.P.	Technical support
15	Department of Health, Govt. of U.P.	Technical as well as infrastructure support - Swasth Angan, Eye camp
16	Department of Horticulture, Govt. of U.P.	Vareital demonstrations
17	Development commissioner (handicraft) ministry of textiles (New Delhi)	REDP and SHG
18	Development Research Communication and Service Centre	Eco Clubs
19	Development Support Centre (DSC)	Vocational training program
20	Directorate of Training & Employment	Vocational training program
21	District Agriculture Department (Jamnagar)	Agriculture Programme
22	District Horticulture Department (Jamnagar)	Agriculture Programme
23	District Industries Centre, Badaun	Entrepreneurship Related programme
24	District Industries Corporation (DIC)	REDP Project
25	District Rural Development Agency (DRDA) Jamnagar District	Watershed Project
26	Dwarkadish Aariygdham Eye Hospital	Vision 20:20, Health Program
27	EDI	EACs
28	Fruit preservation Officer, Badaun	Technical services & Entrepreneurship Related programme
29	Gandhi Eye Hospital, Aligarh	Eye Camps
30	Government of Gujarat, Irrigation Dept	Watershed project
31	Gram technology (Gandhinagar)	REDP and SHG
32	Gramya Vikas Trust (Dwarka)	SHG
33	Gujarat Green Revolution Corporation (GGRC)	Agriculture program - Supply of Drip System
34	Gujarat Rural Industries Marketing Corporation L (GRIMCO) (Gandhinagar)	REDP and SHG
35	Gujarat state Hathsal and Handicraft vikas, Nigam Ltd., Gandhinagar	Handicraft project
36	Gujarat Tourism Development Department	Nageshwar heritage
37	Gujarat Water Supply & Sewage Board (Gandhinagar)	Drinking water
38	Gurjari (Gandhinagar)	REDP and SHG
39	Haldia Block Development	Agriculture and Fishery Development
40	Haldia Sub-division Hospital	Blood Donation Camps
41	ICDS, Badaun	Health & Nutritional Program
42	Index - C, Gandhinagar	SHG Program
43	India Skill, New Delhi	Vocational training program
44	International Centre for Entrepreneurship and Career Development - Ahmedabad (ICECD)	REDP training program

Partners List -2011-12

S. No.	Partner	Program supported
45	ITI Meerut, Meerut	Vocational training program
46	Jan Shikshan Sansthan	Training on tailoring, mobile repairing, jute crafts
47	Jawahar Lal Nehru Medical College, Aligarh	Health program
48	KADAM	Training on clay beads
49	Khadi Avam Villge Industre Board, Badaun	Entrepreneurship Related programme
50	Kheti Vikas Agency - Jamnagar	Agriculture program
51	Krishi Vigyan Kendra, Bulandshaher	Seed & Technical sevice
52	Krishi Vigyan Kendra, Ujhani	Seed & Technical sevice
53	KVK - Jamnagar & ACF	Salinity Ingress & Mitigation program
54	Larsen & Turbo	Construction skills Training
55	LIC	Social security
56	Medinee Human Resource Development Society	Training on production of sanitary napkins
57	MFF - IUCN	Mangrove plantation
58	Ministry of Forest & Environment Department	Lion conservation project
59	MSME	IMCs & EDPs
60	NABARD	REDP project
61	NABARD	SHGs & REDPs
62	Narayani (Okha)	SHG
63	NDRI, Karnal	Animal Husbandry
64	Okha Nagarpalika	Drinking water program
65	Pantnagar University, Pantnagar	Agriculture
66	Parag, Moradabad	Animal Husbandry
67	Population Foundation of India, New Delhi	Swasth Angan Project
68	Purba Medinipur Agriculture Development Dept.	Agriculture Development
69	Purba Medinipur Horticulture Development Dept.	Horticulture Development
70	Ramkrishna Mission Ashram	Poultry
71	Rishi Technical services Pvt L (Baroda)	REDP
72	Sajjata Sangh (Ahmedabad)	Agriculture Programme
73	Sajjata Sangh	Vocational training program
74	Samaj Suraxa, Gandhinagar	REDP program
75	Sardar Patel Agriculture University, Meerut	Agriculture
76	Sarva U.P. Gramin Bank	Training, Financial Inclusion & SHGs
77	Sarvodaya Mahila Udyog Mandal (Okha)	SHG
78	SCOPE	Education
79	Shree Nathiben Damodar Thaker Trust University	Education
80	Sir Dorab Ji Tata Trust, Mumbai	Land Reclamation
81	Sir Dorab Ji Tata Trust	Land Reclamation
82	Sir Ratan Tata Trust - Mumbai	Salinity Ingress & mitigation program
83	Society for management of Agri Rural projects	Agriculture & Animal Husbandry
84	Sutahata Block Development	Agriculture and Fishery Development
85	Tagore Society For Rural Development	Rejuvenation of mangroves and promotion of livelihood in Sundarban
86	Taluka Panchyat - Dwarka, Kalyanpur & Khambhaliya	Hariyali watershed project
87	TCL - Desh Ko Arpan	Education
88	Tengunia Sanskar Kendra	Training of teachers
89	U.P. NEDA	Solar Energy
90	Udyogini	Training on Entrepreneurship Development
91	Vivekanand Mission Ashram	Eye Camps
92	Water and Sanitation Management Organisation (WASMO) - Jamnagar	Drinking Water program
93	WEBCON	Training on jute crafts and rexene bags
94	Wild Life Trust of India - New Delhi	Whale Shark Project
95	Women and Child Development Department, Gandhinagar	SHG program

Governing Board, Members, TCSR employees and TCL supporting members

Governing Board and Members:

S. No.	Name	Address	Gender	Occupation	Position in Board
1	Mr. M. K. Vadgama	Harbour Heights, 11th Floor, Colaba, Mumbai 400 005	Male	Former Managing Director, Tata Chemicals Ltd.	Founder Member
2	Mr. K. C. Shroff	Shrujan Centre, At PO - Bhujodi, Bhuj Anjar Highway, Behind GEB Station, Taluka Bhuj, Kutch 370 001	Male	Chairman, Shroffs Foundation Trust	Patron Member
3	Mr. R. M. Shah	A-1A, Siddhachakra Complex, Ichhanath, Surat 395 007	Male	Former Production Manager, Tata Chemicals Ltd.	Founder Member
4	Mr. M. M. Mehta	S/3-64, Opposite Hostel Complex, Mithapur 361 345	Male	Former Chief Safety and Industrial relation officer, Tata Chemicals Ltd.	Founder Member
5	Dr. Y. K. Alagh	Institute of Rural Management Post Box No. 60, Anand 388 001 Gujarat. India.	Male	Chairman Institute of Rural Development, Anand (IRMA)	Patron Member and Hon. Trustee
6	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
7	Mr. Prasad Menon	Tata Consulting Engineers Ltd, 3rd Floor, Ewart House, 24, Homi Modi Street, Fort, Mumbai 400 001	Male	Chairman, Tata Consulting Engineers and TQMS	Patron Member and Hon. Trustee
8	Mr. Shankar Venkateshwaran	C 181, Sarvodhya Enclave, New Delhi 110 017	Male	Director, Sustainability and climate change	Patron Member and Hon. Trustee
9	Mr. V. Shankar	Rallies India Ltd, 156/157 Nariman Bhavan, 15th Floor, 227, Nariman Point, Mumbai 400 021	Male	Managing Director & CEO, Rallies India Ltd.	Patron Member and Hon. Trustee
10	Mr. R. Mukundan	Tata Chemicals Ltd, Bombay House, 24, Homi Modi Street, Mumbai 400 001	Male	Managing Director, Tata Chemicals Ltd.	Hon. President & Trustee
11	Mr. P. K. Ghose	Tata Chemicals Ltd, Bombay House, 24, Homi Modi Street, Fort, Mumbai 400 001	Male	Executive Director & CFO Tata Chemicals Ltd.	Hon. Trustee & Member

S. No.	Name	Address	Gender	Occupation	Position in Board
12	Mr. R. Nanda	Tata Chemicals Ltd, Bombay House, 24, Homi Modi Street, Mumbai 400 001	Male	Vice president, Human Resources Corporate, Tata Chemicals Ltd.	Hon. Vice President and Trustee
13	Mr. V. K. Bhatia	Tata Chemicals Ltd, Indira Dham, Babrala District, Badaun, Uttar Pradesh 242 021	Male	Senior Vice President, Manufacturing & Projects CNAB, Tata Chemicals Ltd.	Hon. Trustee & Member on behalf of Tata Chemicals Ltd.
14	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
15	Ms. Alka Talwar	Tata Chemicals Ltd, Ground Floor, Leela Business Park, Andheri East, Mumbai	Female	Head, Community Development, Tata Chemicals Ltd.	Hon. Secretary and Trustee
16	Mr. Rishi Pathania	Tata Chemicals Ltd, Mithapur 361 345. Dist. Jamnagar, Gujarat	Male	Manager, Community Development, Tata Chemicals Ltd.	Hon. Asst. Secretary and Member

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

Board meetings during 2011-12 were held on 19th May 2011, 10th August 2011, 9th November 2011, 15th December 2011, 10th February 2012 and 12th March 2012. At the board meeting in November, December and February 12 members were present. At the meeting in August, 14 members were present and in May, 11 members were present.

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

Details of TCSR D employees and their range of salary

Slab of gross salary in Rs plus benefits paid to:

Staff (per month)	Male	Female	Total
Less than 5000	-	-	-
5000-10,000	7	1	8
10,000-25,000	15	4	19
25,000-50,000	1	-	1
50,000-1,00,000	-	1	1
Greater than 1,00,000	-	-	-
Total	23	6	29

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

TCSR D employees and TCL supporting members

TCSR D Employees	TCL supporting members
Mithapur	TCL Mumbai
Mr. Anilsinh R. Vadher	Ms. Alka Talwar
Ms. Bhasha Patel	TCL Mithapur
Mr. Natha N Dodia	Mr. Rishi Pathania
Mr. Ramji Nayani	Mr. H V Kamani
Mr. Chanu Dabhi	Mrs. Rehana Sheikh
Mr. Satyen Pandya	Mr. Satish Trivedi
Mr. Harishchandra Bhimani	Mr. Pankaj Varia
Mr. Mahendra Gohil	Mr. Manish Thaker
Mr. Ajitsinh Babriya	TCL Babrala
Haldia	Mr. Prantik Sarkar
Mr. Koushal Kumar Sinha	Mr. Harpal Singh
Mr. Chandan Kumar Panda	Mr. Mukesh Babu Solanki
Mr. Deb Kumar Acharya	TCL Noida
Babrala	Ms. Suruchi Roy
Mrs. Shubha Sharma	TCL Ahemdabad
Mr. Arun Kalindi	Mr. Premal Pandya
Dr. Nitin Roy	Ms. Nusrat Dayamakumar
Mr. Dharendra Singh	Mr. Ali Moosvi
Mr. Mahendra Singh	
Mr. Niranjan Singh	
Mrs. Manju Kumari	
Mrs. Kamlesh Sharma	
Mrs. Mamta Sagar	
Mr. Naresh Pal	
Mr. Moharpal	
Mr. Nekram	
Mr. Ganga Prasad	
Mr. Ankur Srivastava	
Mr. Manbar Singh	
Mr. Atul Singh	
Mumbai	
Ms. Poonam N Sachdev	

Snapshot of TCSR D Programs

Quantitative data - TCSR D program

Water Conservation and management (Mithapur)

Description	2009-10	2010-11	2011-12	Cumulative
No. of water harvesting structures (medium structure)	31	22	12	236
No. of small water harvesting structures (well recharge)	282	609	5	2165
Rain water harvesting capacity added (MCFT)	20	33	12	246
Area covered under irrigation through medium and small structures (acres)	758	990	408	6895
No. of drip and sprinkler installed (in units)	13	69	0	270

Drinking water (Mithapur)

Description	2009-10	2010-11	2011-12	Cumulative
No. of RO plant	2	6	0	8
Drinking water well constructed/renovated	6	1	1	13
No. of pump room constructed	6	10	2	26
No. of RRWHS (Roof Rain Water Harvesting Structures)	426	228	187	1889
Drinking water pipeline network (villages)	3	7	5	23
No. of household provided individual tap connection	1600	800	2275	4383
No. of Tata Swatch Units Sold (Mithapur)	0	0	291	

Land Reclamation

Description	2009-10	2010-11	2011-12	Cumulative
Land Reclamation (in acres TCSR D + SDTT)	243.4	455.06	489.5	2374.25
- Babrala	183.4	245.06	369.5	1814.25
- Mithapur	60	210	120	560

Environment conservation

Description	Cumulative
No. of mangroves planted	2,87,400
- Sundarban	60,000
- Mithapur	2,27,400
No. of eco-clubs promoted	33
- Haldia	8
- Mithapur	25
Whale shark rescued (Mithapur)	306
No. of indigenous flora species introduced (Mithapur)	128
No. of fauna species recorded (birds & animals) (Mithapur)	79
No. of plant species recorded positively (Mithapur)	133
No. of Parapets constructed to save Gir Lions (Mithapur)	1204

Renewal Energy (all locations)

Description	2010-11	2011-12	Cumulative
Installation of Solar Power Plant (Babrala)	0	1	1
No. of Household benefitted through Solar Power plant (Babrala)	0	60	60
Distribution of Solar Lights (Babrala)	25	0	92
Distribution of Solar Lanterns (Babrala)	60	0	185
No. of bio-gas plants constructed (Haldia)	0	2	2
No. of energy efficient cooking stoves installed	205	461	666
- Haldia	0	356	356
- Mithapur	205	105	310

Skill development (vocational training)

Description	2009-10	2010-11	2011-12	Cumulative
No. of youth provided vocational training	681	857	1563	5521
- Haldia	50	85	205	565
- Babrala	560	715	933	3874
- Mithapur	71	58	472	701

REDP (Mithapur)

Description	2009-10	2010-11	2011-12	Cumulative
No. of villages covered for awareness	6	10	20	29
No. of youth trained (general training)	349	521	525	2385
No. of youth trained (technical training)	124	521	325	1625
No. of individual enterprises set up (Mithapur)	121	140	40	350
No. of Enterprises oriented training (Babrala)	0	3	2	50
No. of people trained under Enterprises oriented training (Babrala)	0	217	42	600
No. of group enterprise established	1	7	5	29
- Babrala	0	3	1	20
- Mithapur	1	4	4	9

Entrepreneurship Awareness Camp

Description	2009-10	2010-11	2011-12	Cumulative
Entrepreneurship Awareness Camp	4	10	14	28
- Haldia	0	3	2	5
- Babrala	4	7	12	23
Number of students participated in Entrepreneurship Awareness Camp	297	709	1050	2056
- Haldia	0	209	150	359
- Babrala	297	500	900	1697

Promotion of Rural handicrafts - Okhai + Karzobi

Description	2009-10	2010-11	2011-12
Sales amount - in Lakhs	31.91	44.10	55.09
No. of artisans involved (Babrala)	21	33	33
No. of artisans involved (Mithapur)	450	350	350

Uday Foundation (Mithapur)

Place	No. of youth employed
Mithapur	125 and 10 support staff

Agricultural growth program

Description	2009-10	2010-11	2011-12	Cumulative
Training to Farmers	178	349	690	3357
- Haldia	76	45	70	191
- Mithapur	0	0	353	353
- Babrala	102	304	267	2813
Changing cropping pattern (in acres)	122.85	199.5	545.65	1292.65
- Mithapur	60	55	202	376
- Babrala	62.85	144.5	343.65	916.65
Inter cropping pattern (in acres - Babrala)	18.8	74.5	138.46	252.3
Purchase of agriculture equipment (Babrala)	42	36	93	215
No. of farmers started sunflower cultivation (Haldia)	0	19	50	69
No. of farmers adopted saline tolerant crops in Sundarban	0	0	50	50
Smart Krishi (in acres - Babrala)	52.00	0	0	52.00
Laser Leveling (in acres - Babrala)	52.00	43.00	91.00	186.00
Kisan Mela (no. of farmers - Babrala)	125	107	110	1684
"Khetamrut" (organic pesticide - Mithapur)	0	0	16	16
Organic farming (Mithapur)	10	8	17	35

Pond Management (Haldia)

Description	2009-10	2010-11	2011-12	Cumulative
No. of members trained in Scientific Methods of Pond Management	489	354	656	2425
Number of Ponds covered	24	91	201	316
Number of Women trained for culture of ornamental fishes	0	10	70	80

Animal Husbandry (Babralla)

Description	2009-10	2010-11	2011-12	Cumulative
Animals examined and treated	1787	1718	2448	10623
- through General Health Check	336	370	380	1618
- through animal health camps	1451	1348	950	7887
- through animal health center (OPD)	0	0	1118	1118
Vaccination for animals	23,537	24,503	28,007	2,20,015
- H S	7180	14203	13371	1,35,262
- FMD	16357	10300	14636	84753
Artificial Insemination in AI Centre	0	0	786	786
Breed Improvement	96	99	111	691
- Extension of cross breed cows	6	5	6	37
- Extension of Murrah buffalo	80	86	93	557
- Extension of Murrah bulls	10	8	12	97
No. of farmers who received green fodder seed	260	226	176	2877
No. of Pashu Palak Mitra trained	0	4	70	94

SHG

Location	SHG	No. of Member	Saving	Internal Loan Taken Rs.	Bank Loan Taken Rs.
Babralla	148	2185	5517170	2,05,18,058	15,38,801
Mithapur	246	2916	5400000	41,86,500	60,31,000

Social Security

Description	2009-10	2010-11	2011-12	Till Date
Lives covered under Jan Bima Yojna (JBY) - Babralla	932	1025	1125	3082
Death claim settled under JBY (Babralla)	6	11	10	27
Farmers covered under weather insurance (Mithapur)	0	0	59	59
Cattle Insurance (Babralla)	21	10	0	215

Health

Description	2009-10	2010-11	2011-12	Cumulative
Eye camp (No. of patients screened)	687	1011	987	3533
- Haldia	133	340	400	1721
- Babralla	429	511	309	1249
- Mithapur	125	160	278	563
No. of patients undergone cataract operations	429	549	349	1327
- Haldia	0	38	40	78
- Babralla	429	511	309	1249
Number of patients examined and treated in the mobile health camp and in OPD at community health center (Babralla)	7462	6697	14,856	28,979
Number of Mother and child immunization (Babralla)	3993	3479	4352	11,824
Blood donation (No. of employees - Haldia)	35	46	47	435
No. of girls identified as anaemic (Haldia)	0	0	30	30

Education

Description	2009-10	2010-11	2011-12	Cumulative
No. of teachers trained (Haldia)	20	10	25	55
Adult education for women	200	350	885	1435
- Mithapur	200	350	400	950
- Babrala	0	0	485	485
Desh ko arpan (Scholarship program - Mithapur)	90	90	96	276
Scholarship distributed under Jan Bima Yojna (Babrala)	34	15	67	116
Education classes for drop out girls (Mithapur)	125	160	278	563
Summer camps (computer and remedial - Babrala)	0	0	594	594
Supporting Balwadi (No. of children - Babrala)	0	0	100	100

Infrastructure

Description	2009-10	2010-11	2011-12	Cumulative
Construction of Toilets	120	302	577	1257
- Babrala	24	11	18	303
- Mithapur	96	291	559	954
Construction of cattle shed (Mithapur)	0	10	2	12
Construction of Gaushala Boundary wall (Mithapur)	12	1	13	12
Construction of cattle trough (Mithapur)	4	7	2	22
Construction of Brick Paved Track (Running Meters - Babrala)	52	790	538	29680
Construction of School Boundary Wall (Babrala)	4	0	1	16
Construction of Drainage Channel (Running Meters)	0	0	49	49
Construction of Aganwadi (Mithapur)	0	4	1	5
Construction of room for Primary school	0	3	1	4
Construction of room for High school	0	5	2	7
Construction of Library building	0	1	0	1
Open storage tank	0	5	1	6
Construction and renovation of community well	0	24	0	24

Volunteer data (All locations)

Volunteers Hours of all the locations					
Year	Mithapur	Babrala	Haldia	Mumbai	Noida
2003-04	10,433	3654	0		
2004-05	16,324	1953	0		
2005-06	10,332	4846	813		
2006-07	13,496	5324	711		
2007-08	17934	6258.5	666		
2008-09	13,940	3342	1348		
2009-10	19,404	4144	657		
2010-11	13,139	6315	763	184	42
2011-12	14,433	3300	814	100	

Financial Summary


Summary of Expenditure for TCSR D 2010-11

Project	Location	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
Flood Relief		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

2011-12

Project	Expenditure during the year 2011-12 (in Lakhs)			
	TCL/TCSR D	Agencies	Beneficiaries	Total
Natural Resource Management	145.69	633.23	65.05	843.97
Income Generation	91.04	7.48	2.64	101.16
Health & Education	65.31	0.00	5.69	71.00
Infrastructure	29.83	0.00	2.10	31.93
Save the Whale Shark Campaign	40.00	0.00	0.00	40.00
Office/Misc.	35.31	0.00	0.69	36.00
BPO Call Center - Uday	2.12	0.00	0.00	2.12
Lion Conservation Project	14.91	10.62	0.00	25.53
Total	424.21	651.33	76.17	1151.71

Abridged balance sheet as on 31st March 2012

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, 2012				
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		(Suitably 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		-	Investments		96,624
(Created under the provisions of the trust-deed or scheme or out of the income).	-		Bank FDR Mithapur	₹ 34,472	
Depreciation Fund	-		Bank FDR Babrala	62,152	
Sinking Fund	-		(Suitably classified, giving mode of valuation).		
Reserve Fund	-		Movable properties		412,509
Any other Fund	-		(Refer Annexure A)		
Loans (secured or unsecured)		3,200,000	Inventory		-
From trustees	-		Loans (Secured or unsecured)		3,626,501
From TCL	₹ 3,200,000		(Refer Annexure B)		
Liabilities		998,995	Advances / Deposits		140,200
For expenses			To trustees	-	
For advances			To employees	-	
For rent and other deposits			To contractor	-	
For Sundry credit balances (Refer Annexure E)	998,995		To lawyers	-	
Income and Expenditure Account		4,162,536	To others	140,200	
Balance as per last balance-sheet	7,009,740		(Refer Annexure C)		
Less : Appropriation, If any	2,847,203		Income Outstanding		-
Add, (Less) : Surplus or deficit as per income and Expenditure Account			Rent	-	
			Interest	-	
			Other income	-	
			Cash and Bank Balances		4,086,797
			(Refer Annexure D)		
			(a) In current account or fixed deposit account (give names of banks and state in whose name the account stands).	4,086,797	
			(b) With the trustee (give name).	-	
			(c) With the manager (give name).	-	
	Total	8,362,631		Total	8,362,631
As per our report of even date.			For Tata Chemicals Society for Rural Development		
 Rajnikant V. Pragada Chartered Accountant M. No. 118132			Trustee Tata Chemicals Society for Rural Development Mithapur		
Place: Jamnagar Date: 30-07-2012			Place: Mithapur Date:		

Abridged income and expenditure account for the year ending 31st March 2012

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, 2012

EXPENDITURE	AMOUNT (Rs.)	AMOUNT (Rs.)	INCOME	AMOUNT (Rs.)	AMOUNT (Rs.)
To Expenditure in respect of properties-		428,865	By (accrued)*		
Rates, taxes, cesses.	-		Rent (realised)		
Repairs and maintenance	275,763		By (accrued)*		
Salary	-		Interest (realised)		328,505
Insurance	-		On securities.	-	
Depreciation	149,648		On loans.	-	
(Refer Annexure A)			On bank account	328,395	
Other Expenses	-		On Income Tax Refund	110	
Write off	3,454				
(Less than Rs. 5000 assets)					
To Establishment expenses		2,379,621	By Dividend		
(Refer Annexure J)	1,328,121				
Salary	(1,051,500)				
To Remuneration to trustees					
To Remuneration (in the case of a math) to the head of the math, including his house-hold expenditure, if any,			By Donations in cash or kind		44,422,993
To Legal expenses.			(Refer Annexure F)		
To Audit fees.			By Grants		1,450,428
To contribution and fees.			(Refer Annexure G)		
To Amounts written off-					
(a) Bad debts.	-		By Income from Beneficiary Contribution (in details as far as possible)		3,670,064
(b) Loans scholarships.	-		(Refer Annexure H)		
(c) Irrecoverable rents.	-		By Transfer from Reserve		
(d) other items.	-				
To Miscellaneous expenses.		6,066			
To Amounts transferred to Reserve or specific funds.					
To Expenditure on objects of the trust					
(Refer Annexure I)		49,866,036			
(a) Religious.	-				
(b) Educational.	3,907,617				
(c) Medical Relief.	4,936,776				
(d) Relief of poverty.	24,402,283				
(e) Other charitable objects.	16,619,360				
			To deficit carried over to Balance sheet.		2,847,203
Total		52,719,193		Total	52,719,193

As per our report of even date.



Rajnikant V. Pragada
Chartered Accountant
M. No. 118132

Place: Jamnagar
Date: 30-07-2012

For Tata Chemicals Society for Rural Development

Trustee

Trustee

Tata Chemicals
Society for Rural Development
Mithapur

Place: Mithapur
Date:

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

TCSR, 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 TCSR has been mentioned in details in the annual report.

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 fund would also provide food during emergency time like natural calamities.

Microloans & finance

Provide entrepreneurs with loans they need to succeed. The fund would help young entrepreneurs to become self reliant.

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 providing funds for de-worming pills, mobile health clinics, eye camps and 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 calamities.

Where most needed

Help TCSR 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’ (TCSR).

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





ABOUT TATA CHEMICALS SOCIETY FOR RURAL DEVELOPMENT (TCSR)

Tata Chemicals Limited (TCL) set up Tata Chemicals Society for Rural Development (TCSR) in 1980 to fulfill its social commitment to the communities around its facility at Mithapur in Gujarat. The community services were subsequently extended to the communities around the other two facilities at Babrala in UP and Haldia in West Bengal.

The society works to protect and nurture rural population around TCL's facilities, and helps people achieve self-sufficiency in natural resource management, provides livelihood support and helps in improving the quality of life by providing health, education and infrastructure support.

Keeping in mind the geological, environmental, cultural and economic differences of these regions, TCSR develops and implements programs tailored to the needs of each region for maximum impact.

For further details contact:

Ms. Alka Talwar

Hon. Secretary - TCSR

C/O Tata Chemicals Limited

Leela Business Park, Andheri Kurla Road, Andheri East, Mumbai 400 059.

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Email: atalwar@tatachemicals.com

Note:

All content in this publication is proprietary.



Tata Chemicals Society for Rural Development (TCSR)

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