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Sustainability

Participatory

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Message

In the year 1980, Tata Chemicals took a small step towards its commitment to Corporate Social Responsibility, and established the 'Tata Chemicals Society for Rural Development (TCSRD)' to undertake community development activities In its areas of operation. For Tata Chemicals, community development is a part of its



business practice. It is not something that is done sporadically, during extra time or during good times. It is a commitment of a 'company that cares' that sets high standards to earn the trust of the community.

Today, in 2005, 25 years later, the organization TCSRD has grown from strength to strength. It has established itself as a leading corporate NGO working not only in Okhamandal, Gujarat where it originated, but also in Babrala where it started its operations in 1993. This year, it moves on to Haldia- West Bengal and is aspiring to be a benchmark in all the programmes that it implements.

These twenty-five years have taught us valuable lessons in working with communities living in the rural areas. Participatory approach that focuses on building improvements together with all stakeholders has become our mantra. The community in turn has realized that they can rely on our support, especially during times of stress. Additionally, they are also aware that all

development works affecting them would include their involvement in all important decision making, planning, implementation and finally managing the created resources.

TCSRD has in turn concentrated on improving its effectiveness as a facilitator, working on self-measurement and improvement through the 'Tata Index for Sustainable Human Development. The index addresses the need to develop social indicators to measure the progressive and continuous process of development in the community helping the organization to align its activities better towards a higher purpose of Human excellence, at all times.

Going forward TCSRD has now begun to focus on documenting its processes with an aim to disseminate the learnings and replicate the achievements in other areas.

TCSRD and Tata Chemicals have also emphasized community action that involves volunteers. The movement has gained strength with more and more people coming forward to volunteer and independently take on responsibility for implementing programmes.

The importance of volunteerism cannot be over emphasized and in the coming years TCSRD is looking forward to more programmes involving the community, government and other agencies, volunteers and the company, thereby enriching lives together.

Prasad Menon Hon. President TCSRD

TCSRD...embodying TATA values in everything we do...

A good company
delivers excellent
products and
services, and a
great company
does all that and
drives to make
the world
a better place.

(Chairman, Ford Motor Co.)
William Ford Jr.

Our lives begin to end the day we become silent about things that matter.

Martin Luther King Jr.

TCSRD and the Tata Group has always believed in contributing effectively to address pressing developmental issues prevalent in the communities in which our businesses operate.

Corporate Social Responsibility (CSR) is a way of life in the Tata Group and is deeply rooted in our core values and principles. Enabling human society to prosper in the 21st century by recognizing the importance of living in balance with our physical environment and treating each other with dignity and equity, is the approach that permeates through all decisions and actions of the Tata Employees. Spanning over a hundred years, this approach has been consciously put down in the following 'Group purpose statements' that drive CSR in the Tata Group:

Serving the community is the purpose of our business.

Enhancing human excellence and improving the quality of life is our endeavor.

Conserving the environment, restoring bio-diversity and social development are integrated into one.

Core competence, expertise and technology reach the common people especially the underprivileged.

Tata companies are partners in development.

The culture of 'Volunteering' is pervasive throughout the Tata Group.

Working with people brings Organizational and Personal learning.

Tata Companies and their business process are environmentally and socially sustainable.

Tata Chemicals' commitment to sustainability is evident in its Vision, Mission Statement and all other policies. This concept of sustainability and sustainable development forms the basis of TCSRD's community development focus.

Sustainable development is a process, which enables people to realize their potential and to improve their quality of life. It is about ensuring a better quality of life for the present as well as for the generations to come.

Tata Chemicals and TCSRD have adopted the "Tata Index for Sustainable Development" (TISHD), which is a self-evaluation tool to monitor and evaluate its performance.

TCSRD is determined to make the abstract seeming idea of 'sustainable development', turn into a reality for the communities we touch, and this is reflected in the projects that we undertake.



Framework Of Activities

The past is our definition... It defines our status as it was and enthuses us to create the finest future by doing better in the present.

We, at Tata Chemicals Society for Rural Development (TCSRD) attempt to look back at our past to acknowledge the milestones achieved, set benchmarks for the present and raise the bar for the future. TCSRD endeavours to make a difference to lives of the communities in its area of influence through initiatives that are sustainable and involve the participation of the community and dedicated volunteers.

The framework of activities adopted by TCSRD considers an integrated approach working on both activities that give direct economic gain and those that indirectly provide the environment for improving the quality of life.

Activities have been divided into:

Natural Resource Management (NRM) - focusing on five 'Js' i.e. Jal (water), Jameen (land), Jungle (forests), Janvar (fauna) and Jan (people).

Income Generation (IG)- focusing on improving rural livelihoods through the establishment of Self Help Groups (SHGs) and income generation activities through them, promotion of handicrafts and development of rural enterprise.

Health, Education and Infrastructure (HE&I) - focusing on programmes related to family

welfare, education and literacy, sanitation and infrastructure.

At the core of all TCSRD activities is the concept of Village Committees, Mahila Mandals, Yuvak Mandals and Self Help Groups (SHGs). The capacity building of these groups and networking with other NGOs, leads to the success of development programmes and finally to sustain ability.

Partnership with other NGOs includes taking their support in; joint funding, designing and initial implementation of programme with capacity building and hand holding, partnerships for marketing with agencies to market goods and services generated through our programmes. In all of the above partnerships, TCSRD acts as the mentor or facilitator.

The year 2004-2005 took us a step closer to achieving our long-term objective of improving the quality of life of the people in the communities surrounding the areas in which Tata Chemicals Limited operates.

TCSRD is now determined to become an agent of change and transformation bringing hope and joy to the communities it touches. The year that was, brought us closer to this aim, the years that will be make us realize this ambition and create in TCSRD a catalyst that will drive rural prosperity in the geographies in which we operate.

Because we controlled our past...
We will command our future.

We can chart our future clearly and wisely only when we know the path, which has led to the present

Adlai & Stevenson
(US Ambassador to the
United Nations from 1961 to 1965)



Performance Highlights

The journey this year was marked by landmark outcomes in several of TCSRD's development projects in Mithapur and Babrala, and saw the initiation of TCSRD activities in Haldia.

Prominent among these successes were the following:



■ The Integrated Watershed Development Programme continued with the construction of structures for harvesting rainwater both independently by TCSRD and in collaboration with the District Rural Development Agency (DRDA), Jamnagar. Additional water harvesting capacity of approx. 100 mcft was created taking the total capacity to 159 mcft.



TCSRD Mithapur launched the 'Rural Enterprise Development Project' to train rural youth and women for self-employment and enterprise development. 99 youth and women were trained under the programme.



II The Handicrafts development programme 'Okhai' doubled its sale to more than 6 lakhs giving additional income to 200 women.



More than 4,500 patients from Saurashtra and Kutch regions registered for check up at the month long "Lifeline-Jeevan Rekha Express Medical Camp" organized by TCSRD Mithapur in association with the Impact India Foundation, Mumbai, and the State Health Department from November 21, to December 21, 2004.



Community Development programmes at Haldia were initiated. A socio-economic survey was conducted with the help of Ramkrishna Mission Lokshiksha Parishad to assess the current situation and chart the future course.



- 147 women hailing from the rural areas around the Babrala plant were made literate through volunteer efforts in the year.
- 45 acres of Bio-diversity reserve plantation has been created at Mithapur. Afforestation with 15 native species of vegetation & 22 species of herbs (including endangered species like gugal) were planted this year.
- The Land Reclamation project at Babrala continued its efforts and till date 777 acres of wasteland was converted to cultivable land for the first time.
- The year saw 10,925 patients availing OPD services and 5,522 vaccination doses being administered through TCSRD Babrala's 'Intensive Family Welfare Project' in collaboration with the Population Foundation of India.

Mithapur Region



Critical programmes in the region include Integrated Watershed Development, Okhai Handicrafts and Rural Enterprise Development. This year was exceptional, as this was the year when for the first time the "Lifeline Express" (Hospital on Rails) medical camp was conducted in the district.

TCSRD also took up for the first time the conservation programme 'Save the Whale Shark' in partnership with Wildlife Trust of India.



Natural Resource Management



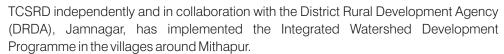


Falling under one of the most drought prone areas of our country. During the last decade, every second year has been a drought year in Mithapur. Water management thus acquires prime importance since it is one of the basic resources required for the development of the region.



TCSRD has adopted a systematic approach towards addressing this problem through various projects and programmes. These programmes include waterharvesting and management of water resources, improvement in agricultural practices, improving animal husbandry and preserving the bio-diversity of the region.

Integrated Watershed Development Programme





The projects within the scope of the programme undertaken in collaboration with DRDA have already been completed in 6 villages, covering an area of 3,000 hectares. Work is in progress in 11 villages (5,500 hectares land). Water harvesting and water management activities have been taken up in additional 17 villages. These include construction of water harvesting structures, check-dams, well recharge, deepening and desilting of community ponds/wells. This will help store around 159 million cubic feet of rainwater.

TCSRD has also been selected as a facilitating NGO in three talukas of Jamnagar district for implementing the Watershed Management Hariyali programme.





Handling input controlling coastal salinity is the need of the hour. Along with Sir Ratan Tata Trust a 'Kharash Vistarotthan Yojna' has been taken up. The project envisages a comprehensive approach that not only looks at waterharvesting structures and also ensured that the information is available to all so that there is a control of factors affecting salainity ingress. Programmes planned under the project include constructing Roof rainwater harvesting structures, improving community wells, constructing tidal regulators and bandharas, increasing the awareness in community about water balance and problem link to overextraction of water and appropriate agriculture interventions.

In the first year of the project, the activity initiated in the villages included construction of 'Roof Rainwater Harvesting Structures'. The purpose of this project is to harvest rainwater so that quality drinking water is available at the doorstep and dependence on the community well is reduced. TCSRD has initiated work for construction of 500 tanks of 7,000 and 10,000 litres capacities in 6 villages for collection and storage of rainwater. 133 tanks have been constructed in 5 villages during the reporting year.

Shrimati Vijyaba Bachubha Vadher of Bhimrana village



The income of the people of my village is not enough for them to be able to purchase water from outside sources and create adequate facilities for water storage. They have to walk quite a distance to collect water supplied through the tanker. After KVY program's intervention, the village has benefited greatly. Today there is a 10,000-ltr RRWHS tank that will fill up with rainwater during monsoons. This quality water will be sufficient for 3 to 4 months post-monsoons. I and the villagers are thankful to TCSRD and SRTT for implementing the Roof Rainwater Harvesting System in our village.

Water & Sanitation Management Organization Project (WASMO)

The Water & Sanitation Project is being implemented in association with the 'Water & Sanitation Management Organisation' (WASMO). TCSRD is the Implementation Support Agency (ISA) working to improve drinking water management and sanitary conditions in 8 villages of Dwarka Taluka. PRA and village action plans have been prepared and as a beginning rainwater storage structures have been constructed at 13 schools in 7 villages during the year. Work on constructing new wells in no source villages has also been taken up.

Women's action in Padli Village

Padli village is located 6 km from Mithapur. The economic condition of the village is very poor. However, the villagers had a positive attitude and were willing to work for the upliftment of their village.

TCSRD called a Gram-Sabha to present the WASMO project plan and explain its benefit to the villagers. The villagers are told to contribute 10 percent of the project cost, to be able to mobilize WASMO funding. The need to constitute a 'Pani Samiti' to handle the project and monitor progress with TCSRD's help was also mentioned.

Though the initial response of the villagers to the idea of cotributing money was negative the second Gram Sabha, which was attended predominantly by women (about 35 women) proved to be the turning point. After discussion with the TCSRD team, the women agreed to the idea of offering labour in place of cash. This 'Shramdan' happened on 4th June and 54 women came forth to work. They started by cleaning the village, adhering to the caste distinctions in certain areas and while together cleaning the common areas of the village.

They proceeded to the pond, which had a channel that had been blocked by rocks and plants. Working till late in the evening, they cleaned, dug and deepened the water inflow channel of the village pond.

Today this village has successfully solved its drinking water problem.

Agriculture Development

The Agriculture development programme focuses on creating awareness about quality seeds, crop demonstration and promotion of horticulture plants. Around 14,000 saplings were supplied to farmers at subsidised rates during the reporting period. The survival rate has been around 60%.

Plots of high yield wheat and hybrid vegetables were raised as a part of the crop demonstration programme.

Animal Husbandry Program

Animal husbandry is the main occupation for many people in Okhamandal especially the Rabari and the Charan tribes. The Animal Husbandry Programme includes health care services, vaccination drives and exposure of cattle owners to new techniques and methods of animal husbandry and dairy farming.

Biodiversity Reserve Plantation Project

The Biodiversity Reserve Plantation Project has been initiated with a view to conserve the indigenous vegetation of Okhamandal which is fast depleting due to the rampant spread of the exotic weed "Gando Baval (Prosopis Juliflora)" and severe browsing and anthropogenic pressures.

15 native species of vegetation (including endangered species like Gugal) and 22 species of ephemeral have been introduced on 45 acres of land. The project is being implemented with the support of employee volunteers.

Save the Whale Shark Project

Whale Sharks are gentle docile creatures that visit the shores of Gujarat from March to May every year and they have been doing so for hundreds of years now. These magnificent and mysterious creatures travel thousands of kilometers to reach this part of the world for breeding. But what greets them here is not awe and wonder but a premature death.



The local population in the coastal area of Gujarat mainly comprises of the fishing community. This community hunts the Whale Shark for its Liver Oil. With the recent surge in the demand of the Whale Shark flesh, the killings have increased enormously.

A campaign to protect the whale shark was launched by Wildlife Trust of India in collaboration with Tata Chemicals Limited. Apart from the financial and infrastructural support extended by the Company, the main

support, however, has been the commitment of a huge volunteer force of its employees and their families, who are actively involved in this project, donating their time, talent and skills.

The objective of the campaign is to make the Whale Shark into a species protected, preserved and celebrated by the people of Gujarat and to bring about an end to the Whale Shark trade in Gujarat and ensure long term survival of the fish.

To achieve the above objectives, a number of programmes have been carried out. The prime ones being Conducting Awareness Campaigns in schools, Organising Street Plays, familiarising the population with the Whale Shark through Inflatable etc.

Murari Bapu, the spiritual leader has been made the Brand Ambassador for the project. He has brought in emotional appeal and repositioned the Whale Shark as Vhali or the "Dear One".

In a very short span the project has been able to create awareness and interest among the community.

Killings on the shore don't happen any more. There have been five instances reported where the fishermen have released the fish caught in their net. The Coast Guard has pledged full support for enforcement of this ban and provides information about sightings.

Many more creative ideas are in pipeline to make the shores of Gujarat a safer breeding ground for the docile creature called the whale shark.

The Road Ahead...

The Integrated Watershed Development Programme has had a positive impact on agriculture and the rural economy in the drought prone Mithapur region.

TCSRD looks forward to consolidate this impact through the "Watershed Plus" approach with emphasis on soil conservation measures, micro-irrigation facilities and agriculture extension activities. All these activities will help drought-proof the area, multiply the agricultural output and take us a step forward in establishing a robust rural economy.

The Water & Sanitation Management Organization Project (WASMO) and the projects initiated under 'Salinity Ingress Control' will help mitigate the drinking water scarcity.

Put together, all these projects will prove to be a model approach in making the villages of this drought prone region, self reliant with respect to their water needs.

Activities	04-05
Integrated Watershed Development (TCSRD & DRDA)	
No. of Medium Structures (Dam, community ponds, diversion channels)	5 (108 till date)
No. of small structures (farm ponds, bunds, well recharge)	194 (953 till date)
Deepening of community Well	24
Exposure visits , training, cluster training and other NGO visits	10
Kharash Vistarotthan Yojna	
Roof rainwater harvesting structures (7000 & 10000 liters)	133
WASMO	
Village action Plan and technical details	8 Villages
Roof rainwater harvesting structures in schools	7 villages
Agriculture and Biodiversity plantation	
Horticulture and other plantations	14000 saplings
Bio-diversity reserve Plantation	45 Acres
Animal Husbandry Camps	
Deworming camps in 8 villages	39,777 animals

Income Generation Programmes

"All that is valuable in human society depends upon the opportunity for development accorded the individual" -Albert Einstein quotes (Nobel Prize for Physics in 1921. 1879-1955)

With the chances of rural youth, seeking gainful employment dwindling, the need for generating self-employment opportunities gains significant importance. The purpose of the income generation programme is to cover the landless and poor who remain uncovered by the Natural Resource Management programme. The income generation programme includes various projects aimed at both self-help groups and individuals for the development of micro-enterprise through extensive training & capacity building, helping identify enterprise opportunities and establishing linkages for finance and marketing. The other significant project is the handicrafts development programme.

SELF-HELP GROUPS





Establishment & promotion of Self Help Groups (SHGs) like Mahila Mandals and Yuvak Mandals was initiated by TCSRD as a part of the Watershed Development programme. The basic idea behind this programme is to increase small savings, promote internal lending and encourage the members to start small economic activities.

Bhimrana Ashapura Mahila Juth

"Bhimrana" has come a long way from being a village solely dependent on the rains for livelihood and women having no say in family or village matters. The 'Bhimrana Ashapura Mahila Juth' was formed with TCSRD's assistance. Sumita Ben, the head of the Mandal, states that the idea behind the formation of this group was women empowerment and progress.



Loans were provided for the repair of non-functional rickshaws, which were then used to ferry children to and fro from school. The Mandal has successfully financed 2 flourmills, which provide the village with much needed self-sufficiency in grinding of grains.

The Mandal helped one of the members get medical assistance during childbirth and another member was also loaned money to buy a buffalo. The milk produced satisfies their daily needs and they sell the excess in the market. This

woman comes from the below-poverty-line (BPL) segment and it is exceptionally admirable that she has given her family a livelihood.

The Mandal also made a trip to Kutch to widen its horizons and to apply the learning to their own setup.

According to Praveena Ben, a member the SHG is a close-knit family rather than a group. She feels that the common thread, which binds the group, is the moral support they provide each other in times of need.

Rural Entrepreneurship Development Programme (REDP)

The project aims to equip youth and women from various self-help groups, with skills needs to start small enterprises of their own which in turn may help create employment for others.

This programme has been taken up in partnership with 'International Centre for Entrepreneurship and Career Development' (ICECD), Ahmedabad. A need assessment study to help understand the current situation was carried out. ICECD, a resource base of trainers has been supporting TCSRD as the project-initiating agency by providing training to entrepreneurs to ensure multiple skill building.

During the reporting year (04-05), 24 beneficiaries have undergone Enterprise development training and 18 of them have submitted project proposals for starting their own enterprises. 11 proposals were approved and loans were issued to start these enterprises (7 funded by TCSRD through bank loans and 4 funded by ICECD). Technical training for each enterprise was also given which included tailoring, carpentry, ice cream making, cycle repair, truck repair and others. Since receiving these loans, these entrepreneurs have already started their businesses.

A group of 17 'Resource Persons' (7 women & 10 men) has also been trained for necessary follow-up work. These 'Resource Persons' guide the entrepreneurs in product identification, project management, establishing marketing linkages and providing motivation as and when required.





Handicraft Development

The aim of this programme is to promote exquisitely embroidered handicrafts as an alternative source of livelihood for the women of this region. It includes improving the quality of work and designing, introducing new and innovative designs and products with reference to the current trends and fashions, back-end production processes including raw material sourcing and work planning.

Products are promoted under the brand name



K







to ensure wider market linkages and better returns. Around 200 women from 15 villages are involved in the handicrafts production at present.

The Road Ahead...

The Handicraft Development Project would look forward to establishing backward linkages like vegetable dyeing to enhance the income levels of the rural women. Scaling up the production capacities to reach a critical mass would be the focus area. Emphasis would also be laid on establishing market linkages and building the "Okhai" brand.

The Rural Enterprise Development Programme would focus on extending help to people in the surrounding rural communities to establish their independent new enterprises, emphasizing on making the business initiatives self-sustainable, by providing market linkages and the required training.

New Self Help Groups would continue to be formed and support would be extended for setting up business enterprises in terms of training and bank linkages.

Activities	04-05
Self- Help Groups	
No. of Villages	27
No. of Mahila Mandals (members)	94 (1,516)
No. of Yuvak Mandals (members)	32 (455)
Average No. of members per group	15
Total collection of money as savings	Rs. 8,11,633
Amount given as loan to members	Rs. 5,69,450
Amount made available through bank linkage	Rs. 6,32,000
Number of training programmes conducted	11
No. of members trained (W-women, M- men)	W-258, M 14
Handicrafts Promotion	
Total Sale of Handicrafts (In Rupees Lakhs)	Rs. 6.59
No. of women covered under the programme (no. Villages)	200 (13 villages)
Handicrafts exhibitions	8
Capacity building trainings	75 women
Rural Enterprise Development Programme	
No. of youth Trained	24
No. of youth linked to banks for financing their small enterprise	11

Health, Education and Infrastructure

'For the disease ceases without the use of any kind of medicine, if only a proper way of living be adopted, and this can only be done if one be educated.'- Aetios AD 535 (Byzantine writer)

TCSRD very strongly believes that no development can be attained until the beneficiaries are in a good state of mental and physical well-being. With this focus, several projects have been initiated in this direction.

Lifeline-Jeevan Rekha Express Medical Camp

A month long 'Lifeline-Jeevan Rekha Express' Medical Camp, was organised at Mithapur from November 21, to December 21, 2004 in collaboration with the Impact India Foundation, Mumbai., and the State Health Department.

The Impact India Foundation owns and operates the Lifeline-Jeevan Rekha Express Train. This "Hospital on Rails" is equipped with all modern facilities including an operation theatre with 3 operating tables. The State Health Department deputed consultants, doctors and required para-medical staff for this camp.

Employees of Tata Chemicals Limited and families from Mithapur also volunteered their services in various ancillary activities to ensure that the programme was a success.

More than 4,500 patients from Saurashtra and Kutch regions were given OPD services and required medicines and a total of 442 surgeries were performed gratis during the camp.





Vision 20/20 programme

Along with the Lifeline express camp, the Vision 20/20 programme was also taken up. 15,500 students from 53 schools of Okhamandal were examined for eye check ups out of which 428 children, identified with less than 20/20 vision were given power spectacles.

Infrastructure Development Programmes

Infrastructure development programmes are organised as per the request of villagers. People from the community and TCSRD employees and their families contribute voluntarily for these programmes. The details of activities are showed in the table.

Energy Conservation Programme

A total of 4 solar streetlights were installed at Poshitra, Samlasar and Ladva villages and a windmill water pump was commissioned at the Devpara community well under the energy programme.

Water Supply

The Mithapur region falls under one of the most drought prone regions of our country. Every second year has been a drought year here during the last decade. Water supply was arranged for Bhimrana and Poshitra, which are no source villages.

This Domestic Management Programme initiated in collaboration with the Aakar Charitable Trust,



Ahmedabad, Mithapur Stree Samaj and the various Departments of Tata Chemicals Ltd. continued through the year. A total of 500 housewives have been trained in Interpersonal relationships, positive thinking, parenthood, safety, health, and environment protection, planning of domestic budget, women's right and legal outlook.

Simultaneously, after a popular demand, a similar 'Domestic Management Programme' for men called 'Spandan' was also launched. The success of

the programme has led to great demand from the rural community for participating in programme.

The Road Ahead...

In the field of education TCSRD would focus on making the target population functionally literate through the Computer Based Functional Literacy (CBFL) programme. Adult education, Formal education and Environmental education programmes would be implemented through voluntary support of TCL employees.

Infrastructure development would be based on the community requirement

As most of the medical needs are catered to by the 'Mithapur Hospital', TCSRD endeavours to provide training to village level volunteers including midwives to enable them to attend to the primary health needs of the community. Proactively, it will be promoting preventive health care in the region.

Activities/ Parameters	04-05
Life-line express medical camp	
No. of Patients treated	4500
No. of cleft lip surgeries	22
No. of Polio corrective surgeries	56
No. of middle ear surgeries	<i>45</i>
No. of cataract and eye surgeries	319
No. of calipers issued	<i>37</i>
No. of hearing aids issued	144
Vision 20/20	
No. of school children screened (no. of schools)	15500(53 schools)
No. of children supplied with corrective power glasses	428
Infrastructure Development	
No. of water storage tanks (last few years - 5 villages)	1 village
No. of cattle sheds constructed	2 villages
Construction of Water supply stand posts and laying of pipelines	2 villages
Preparation of cricket ground	1 village
No. of village hand pumps repaired	3 villages
No. of solar lights and wind mills	4 solar lights 1 windmill
Tejasvini(Domestic Management programme)	
No. of women participated in the programme	500

Babrala Region



In the Ganga basin the most important occupation is agriculture. The main programme at Babrala is the integrated approach to agricultural growth. Other programmes include, animal husbandry promotion, self-help groups and Intensive Family Welfare programme.

Natural Resource Management



We need to develop the new green industrial revolution that develops the new technologies that can confront and overcome the challenge of climate change; and that above all can show us not that we can avoid changing our behavior but we can change it in a way that is environmentally sustainable -

Tony Blair (Hon. Prime Minister of United Kingdom)

The Babrala region is blessed with bounteous natural resources like land, perennial availability of water (comparatively high water table) and human resources. Despite this, agriculture development has been lagging primarily due to lack of awareness and initiative among farmers.

The Natural Resource Management programme of TCSRD Babrala, is concentrating its efforts towards integrating agriculture and animal husbandry.



In an area, where a majority of farmers still resort to conventional farming methods due to a multitude of reasons, the programme entails maximizing the yield returns through efficient management of existing resources and extension of new agricultural practices.

Integrated Agriculture Growth Project (IAGP)

An integrated approach to agriculture growth is the focus of this project wherein all aspects that are related to agriculture are targeted in a comprehensive manner to improve yields, increase awareness levels about current trends and technology, improve fertility and diversify risks.



Land Reclamation

This programme is an intervention aimed at restoring the fertility of saline and alkaline soils "usar land". The process that is a lab to land technology includes leveling bunding of land, application of gypsum, green mulching and leaching. This programme has increased yields by 60%-70%.

An area of about 777 acres has been made cultivable by TCSRD from the time this project was initiated.





The Agriculture Growth Programme (AGP) is an initiative aimed at improving the yield returns per unit area through a combination of quality inputs, timely credit availability and modern agro techniques. Emphasis is given to increase the productivity of 'Rabi' crops by the use of modern sowing techniques using seed drill, weed and pest control, balanced nutrition and timely irrigation.

At present the programme is functional in three villages surrounding the Babrala Fertilizer Complex.

TCSRD plays the role of facilitator in this programme, by providing the farmers with interest free credit facility in the form of quality inputs and advising them regarding various agricultural practices and technologies appropriate to the crop. The repayment of loans is effected after the harvest of the crop. This project has become highly successful with almost 98-100% loan repayment, year after year for the last five years.

Farmer's Training Programme

Farmers' Training' aims to ensure the sustainability of agricultural interventions. The training helps the farmers to get exposure regarding latest cultivation practices, new improved seed varieties, and current trends in agriculture.

Furthermore, the farmers are taken for exposure visits to 'Kisan Melas' and demonstration sites. The project goes a long way in building awareness in the farming community so that they can easily adopt agriculture growth measures and increase the yield of their land.

Diversification of Agriculture

The concept of the 'Diversification of Agriculture Programme' is finding great acceptance with farmers due to the earnest efforts of TCSRD. In an area, where the dependence on traditional crops like wheat, maize and bajra is very high and the skepticism related to risks associated with crop diversification prevails, the project aims at convincing the farmers to diversify into cash crops like vegetables, medicinal plants, floriculture etc, on a small scale. The efforts are gradually gaining ground and the success is evident from the increase in cultivated land area under different cash crops.

TCSRD assists the farmers by advising and assisting them in the procurement of inputs like high yielding seeds, providing technical know how, imparting appropriate training, group formation, collective marketing and developing market linkages.

Bhoore Singh of Kail ki Marhaiva

Twenty-five year old, Bhoore Singh is an illiterate resident of village Kail ki Marhaiya. He belongs to a poor 8-member family all depending on 2.5 acres of inherited land.

In 2003-04 he became a member of a TCSRD initiated, male self-help group in his village. He was an active participant in the SHG meetings. In one such meeting, TCSRD personnel discussed Agriculture Diversification and the ensuing benefits.

Bhoore Singh agreed to cultivate vegetables on an experimental basis. As his own land was under Bajra cultivation during the kharif season, he took 2 bighas of land on contract basis. With technological know how and training from TCSRD, he decided to grow brinjal on the land during the kharif season.

When the crop reached harvest stage, he sold the produce in nearby markets. He made a profit of Rs. 10,000/- from the small piece of land.

According to a delighted Bhoore Singh, TCSRD has opened new prospects for income generation.

Today, he cultivates lady's finger on a large scale. Inspired by his achievement, a number of farmers are coming forth to be part of the agriculture diversification project.

Animal Husbandry Development

Cattle are considered to be an important asset amongst the people of this region. The sources of income of a majority of the people are linked with animal husbandry.

The current focus of this project is on improving the genetic stock of cattle. This is done through the introduction of high yielding milch breeds like 'Murrah' and improving the existing local breeds through cross breeding.

In addition, cattle health and vaccination camps, and anti-sterility camps are organised regularly in collaboration with Indian Veterinary Research Institute, Bareilly, with a view to enhance the cattle healthcare practices.

[The details of the HS camp vaccination conducted under the Animal Husbandry Development project in the reporting year shown in the table.]

The Road Ahead...

The Integrated Agriculture Growth Programme aims at the extension of technology and services to convince the farmers to adopt modern agronomic techniques and resort to crop diversification. The approach would be to make farming in small land holdings profitable by encouraging farmers to use the best practices, and include high return crops, like vegetables, pulses, oilseeds, medicinal plants etc. in the cropping system.

Efforts are in the offing to motivate a large number of farmers to adopt crop diversification and to establish market linkages for agriculture and dairy produce.

Since animal husbandry has been identified as the most important economic activity of the region, emphasis will be given to ensure large number of high yielding milch breed and quality cattle care.

Activities	04-05
E h	
Area of land reclaimed (hectares)	20.3Ha (314.6Ha till date)
No. of Farmers covered	54 (759 till date)
No. of villages covered	7 (10 till date)
•	
Agriculture growth cereals (no. of farmers, no. of villages)	311 (3 villages)
Total revolving loan for agri inputs (In rupees lakhs)	Rs. 6.68
Agriculture growth - Diversification into vegetable growing	114 farmers (18 Villages)
No. of farmers given Agriculture Training	194 farmers (1073 till date)
No. of Villages covered in training and exposure visits	28 villages (33 till date)
Exposure visits - No. of farmers	198 farmers(649 till date)
No. of Demonstration	9 (24 till date)
Seed Distribution to farmers	300 farmers
p	
H S vaccination camps (no. of HH, No. of villages)	7535 HH, 14villages
Green Fodder demonstration (no. of farmers, no. of villages)	277 farmers, 3 villages
Pashupalak Mitra (Para Vets) training	4 PPMs, 4 villages
Anti Sterility camps (no. of Cattle owners, no. of villages)	453, 42 villages
Breed improvement - no. of breeding bulls, no. of villages	10, 6 villages
Extension of dairy activity in 4 villages	4 collection centers
Extension of quality breeds - Murrah buffaloes	9 HH, 3 villages

Income Generation Programmes:

'You cannot teach a man anything. You can only help him to discover it within himself.'

- Galileo (Italian astronomer and physicist 1564-1642)

Economic development is one of the most pressing exigencies of the Babrala region. With scarce avenues for direct employment, truncated land holdings and constantly rising population, it has become absolutely essential to shift focus from providing services to increasing the livelihood options of the rural people.

TCSRD has built up a long-term strategy of investing in capacity building of the local people, through the formation of Self Help Groups (SHGs), which help in developing team based work culture and ensures assured finances to invest in new enterprises as well as to enable them to learn skills which will increase their ability to be gainfully employed. The programme brings under its ambit, all sections of the society especially the landless and marginal farmers.



Self-Help Groups

> Women's Groups:

Women's Self Help Groups have been formed with the aim of socially and economically empowering the rural women. These groups initiated with the objective of encouraging small savings amongst the rural women, have become one of the change agents of the society.

Most of the female self-help groups are on the path to entrepreneurship with the group members actively involved in income generation activities and new enterprises.

The total number of 44 groups has been formed till date.



> Men's Groups:

Mens Groups have been conceptualised as a platform to group together progressive men, especially farmers, and use these as platforms for addressing the issue of unemployment.



These groups also aim at acting as a medium for gradually phasing out from various interventions. Formation of SHGs helps in the development of self-reliance as the group helps out the members with low interest credit for farming or starting small enterprises.

The total number of 20 groups has been formed till date.

Krishna of Deep Mahila Mandal

Krishna is a member of Deep Mahila Mandal in the village Pawari. Her family comprises of her husband and three children. They belong to the economically weaker section of the society living below the poverty line. Their sole source of income was the daily wages earned by her husband, as he was a landless labourer. With four mouths to feed, life was very tough for the family.

In 2001 Krishna joined a TCSRD initiated, female self-help group at Pawari. When the group started inter loans, Krishna initially took small loans for meeting her household expenses and also enrolled her children in a local school. Soon she opened a spare parts shop for her husband and her status of living gradually improved.

In 2004, when the group, after going through the grading process, was given Rs. 13000/- per member for purchasing buffaloes, Krishna seized the opportunity and bought a buffalo and started selling milk. Six months later, she was given Rs. 13000/- for the purchase of another buffalo. Now, with her milk business stabilized, she is earning enough to supplement her family income.

Vocational Training Programme

TCSRD Babrala's 'Vocational Training Centre' was established in the year 1996. Since then, training has been imparted to rural youth in various vocational skills. The project aims to develop and strengthen the capacity of local youth, especially the economically poor, so that they are equipped with the necessary skills to face competition and are also well trained to start some independent enterprise. Vocational training has been provided for housewiring, pump repair, motor rewinding, sarkanda furniture making etc.

The increasing demand from the local youth of this region has enabled us to identify two activities, which are favourable as vocational enterprises in the area - typing class for youth, both in English and Hindi and tailoring classes for the women of the region.

The beneficiaries for these training programmes are selected from nearby villages depending on their aptitude and merit. The course duration for both these trainings is 6 months.

In the year 2004-2005, 113 men and women benefited from the vocational training programme taking the cumulative total to 837 rural youth who have been trained at TCSRD Babrala's Vocational Training Centre.

The Road Ahead...

Income generation has emerged as a compelling priority for the region. The diminishing opportunity for direct employment, unsustainable land holdings and lack of awareness regarding self-employment options has led to frustration in local youth.

TCSRD has initiated steps for channeling the energies of rural youth towards entrepreneurship. The Rural Enterprise Development Programme is a concrete step in this direction. This project entails identification of potential entrepreneurs among the rural youth and training them in all aspects of establishing a new enterprise. The youth are trained from the very first stage of project planning to identification of markets and establishing linkages for finance. The groundwork for the same has been laid.

A need assessment survey and market research of the area was conducted through International Centre for Entrepreneurship and Career Development, Ahmedabad. The aim is to establish a REDP centre providing long-term benefits to the area. Opportunities for tie up with financial institutions for funds will be widely explored.

Activities/ Parameters	04-05	
β		
No. of Villages	27	
No. of Mahila Mandals (members) (villages)	44 (677) (27)	
No. of Yuvak Mandals (members) (villages)	20 (65)(12)	
Total collection of money as savings- Mahila Mandals (Rupees in Lakhs)	3.23 (8.15 lakhs till date)	
Total collection of money as savings- Yuvak Mandals (Rupees in Lakhs)	2.07 (3.42 Lakhs till dte)	
Amount made available through loans (internal and banks)		
Mahila Mandals(Rupees in Lakhs)	27.98 (35 till date)	
Yuvak Mandals (Rupees in Lakhs)	0.73	
No. of workshops/ trainings	8	
No. of Exposure Visits	4	
y		
Tailoring	48	
Typing and other vocations	65 (837 Trainees till date)	

Health, Education and Infrastructure

People are the common denominator of progress. So... no improvement is possible with unimproved people, and advance is certain when people are liberated, healthy and educated. It would be wrong to dismiss the importance of roads, railroads, power plants, mills, and the other familiar furniture of economic development.... But we are coming to realize... that there is a certain sterility in economic monuments that stand-alone in a sea of illiteracy and ill health. Conquest of these comes first.

- John Kenneth Galbraith (Canadian-born, Berkeley-trained economist in his book - The Affluent Society - 1958)

Human development is one of the fundamental yardsticks of social development. The Badaun district ranks way behind in almost all human development indicators. It fares poorly in maternal and child health indicators as well as health, education and infrastructure.

TCSRD has been implementing projects like the 'Intensive Family Welfare Project', Adult literacy drive and sanitation education projects to provide impetus to the social development in the region.

Intensive Family Welfare Project (IFWP)

The Intensive Family Welfare Project has been implemented by TCSRD since the year 2002, in partnership with Population Foundation of India, New Delhi. This project envisages tackling the grave issues of reproductive and child health, which contribute to overall progress of the region.



This region is characterized by high maternal and infant mortality rates and also a high fertility rate among women. The project aims to build up awareness in the community regarding health and hygiene, child health care and immunization, pregnancy care and care during delivery.

Capacity building of local health practitioners like birth attendants, unregistered medical practitioners and community volunteers is also taken up as a part of this project.

Currently the project covers 48 villages in the Gunnour block as part of its second phase. A mobile van with a doctor, nurse and health workers visits the villages and provides prophylactic and curative treatment to the target group - women in the reproductive age group and children below 5 years.

The year 2004-05 saw 10,925 patients availing OPD services and 5,522 vaccination doses were administered. First aid training was imparted through St. John's Ambulance Association, Lucknow to 35 community volunteers. 26 traditional birth attendants of the area were given training in safe and clean delivery practices through PATH, Lucknow. In addition, activities like banner exhibitions, games, video films and group meetings were held at regular intervals to create awareness among the general public in villages.

More information, education and communication activities are planned in the forthcoming year. Capacity building of volunteers and constant linkage with government health centres will be given priority to ensure sustainability of the project.

Tasmina of Manakpur Village

Tasmina, 27 years, is a resident of Manakpur village. This village lacks paramedical facilities and prevailing drainage and sanitary conditions are poor.



TCSRD has been implementing IFWP in the village since 2004. The mobile health clinic visits the village once a month. During one such visit to Manakpur, the project staff was told about Tasmina, who was in the first trimester of pregnancy, but was adamant not to get checked up and immunized. The project staff decided to take this as a challenge and motivate the woman.

Tasmina was contacted and the benefits she could get from pregnancy check up and immunization were explained. She relented in the fifth month of pregnancy. Every month, she came for checkup reluctantly, escorted by the village volunteer. She was given tetanus immunizations and advised regarding balanced diet.

Tasmina was found to be anemic, and was bearing twins. She could ill afford the expenses of the hospital and was given a delivery kit and counseled to use the services of the birth attendant trained as part of the project. She was told to be doubly careful regarding cleanliness and other precautions during delivery.

Tasmina delivered healthy twin babies. She regularly brings the children for immunization and takes advice regarding the diet of children. She has gradually become a regular at the camp, motivating other women.

Divya Dristhi Project (Eye Camp)

The Divya Dristhi Project targets cataract patients in the Gunnour Tehsil (Gunnour, Junawai and Rajpura blocks). Considering the persistent demand from beneficiaries, eye camps are held twice a year, i.e. in the month of February and November.

In the year 2003-04, two eye camps were held - one in coordination with the Venu Eye Research Institute, New Delhi, and the other in collaboration with the Gandhi Eye Hospital, Aligarh.

These eye camps are a boon for the elderly patients, who are highly prone to cataract and are in no position to get themselves operated upon either due to lack of funds or facilities. The pre-operative and post-operative care of such patients is done exclusively with the help of dedicated volunteers from the TCL family.

In addition to cataract operations, eye ailments are also treated as part of the camp. The eye camps are a much-awaited event for the local community.

Domestic Water Filter Project

Diarrhoea and other water borne diseases are on the rise in villages in this region. This is in part due to unclean drinking water. Lack of hygiene only compounds the situation. The Domestic Water Filter Project Project was initiated on a pilot basis in three villages, with the aim of providing safe drinking water to the people.

Domestic water filters (Sujal water filters) were developed by TCS. In 2003-04, when the project was initiated, about 20 water filters were purchased and distributed by TCSRD to the rural people at a subsidized rate. Subsequently such filters were fabricated at TCL itself and supplied to beneficiaries. The filters are promoted through village volunteers.

In the year 2004-05, about 114 Sujal water filters were distributed in the five neighbouring villages of Baghou, Mehua, Pawari, Noorpur and Kail.

Adult Education

The Adult Education initiative is wholly driven by volunteer effort. In an area, where the illiteracy rate is significant and school drop out rate especially among the girls is very high, the small step taken by the ladies club of TCL is indeed very promising and creditable.



70 girls/women were made literate through these volunteer efforts of the TCL Babrala Ladies Club, in the year 2004-05. In addition to basic reading and writing skills, constant interaction with the educated women also grooms the village girls.

The response to the project has been very encouraging. The success of the project and interest shown by the beneficiaries has seen the project being replicated in the five neighbouring villages with the help of community volunteers.

A total of 147 women have been made literate in 2004-05, through the efforts of the community volunteers. An innovative approach towards promoting adult education through computers was initiated in the year 2003-2004. The rationale behind this initiative was to make education interesting through the introduction of a visual component. Tata Consultancy Services developed the software for this initiative so as to customise it to the understanding of the rural people it was meant for.

20 rural women were made literate through Computer Based Functional Literacy Project in Pawari village in the reporting year, taking the cumulative total to 56 women who have benefited from this project.

Sanitation Education Programme

The Sanitation Education Programme is one of the new initiatives of TCSRD Babrala. It was initiated on the premise that education on sanitation and hygiene will lead to reduction in diseases and improve the quality of life of the local community.

Community volunteers are entrusted with the task of educating their fellow villagers on the importance of health, personal hygiene, cleanliness of roads, sanitation and benefits of safe drinking water through frequent interactions, group meetings etc. The project has enabled positive behavioural changes in the community.

Infrastructure Development Programme

The Infrastructure Development Programme is an ongoing developmental endeavour and is confined to the villages adjoining the TCL Fertiliser Complex in Babrala, namely the villages of Baghou, Mehua, Pawari, Noorpur and Kail.

Activities related to infrastructure development are mostly taken up, based on requests by the villagers and the perceived necessity of the work. In addition to basic infrastructure in the villages, like building brick paved roads, culverts, drainage channels, piped water supply etc., TCSRD has also constructed hospitals and schools in the area.

Repair of roads, culverts, maintenance of school buildings and the construction of a children's park at Baghou were the major activities taken up in the reporting year.

Furthermore, TCSRD has been aiding in the construction of two pit and single pit toilets for beneficiaries, with the aim of motivating at least 80% population in the three villages to construct and use proper toilets.

To promote clean, safe fuel and pollution free environment for the rural households, TERI model biogas plants have been popularised by TCSRD. During the year 2004-05, 12 biogas plants were constructed.

[Infrastructure Development activities undertaken during the year are shown in the table.]

Biogas Plant of Chandrapal Singh

One of TCSRD's activities in the area of infrastructure development since 2001, is the construction of biogas plants with beneficiary participation. The significance of the project stems from the fact that most households rear cattle, and still depend on wood and dried cow dung cakes as fuel for cooking.



Chandrapal Singh, a progressive farmer, was one of the initial beneficiaries of this project. He has about 10 bighas of land and 4 cattle. His family used to cook using conventional fuels and it took a lot of effort to prepare cow dung cakes. Cooking during the rainy season was also very difficult. His wife used to complain about eye problems due to the smoke. He did not have enough money to a construct a biogas plant.

Chandrapal Singh, contacted TCSRD personnel visiting the village and gained enough information. He had to pay only Rs.

2400/- as beneficiary contribution from the total cost of Rs.9000/-. Today his biogas plant is functioning smoothly and cooking has become really easy.

The Road Ahead...

Since most of these initiatives are crucial to the overall development of the area, TCSRD plans to continue the health and sanitation education activities. We have come to believe that driving the initiatives through the medium of community volunteers and aiming towards a positive behavioural change in the society only can assure sustainability. In addition, TCSRD aims to replicate the adult education project through volunteers in the whole of the Gunnour block. Since the overall focus has changed to income generation activities through animal husbandry, the construction of biogas plants will also be taken up on a larger scale.

Activities/ Parameters	04-05
B '	
No. of Patients OPD services	10925
No. of vaccination doses	5522
No. of rural volunteers trained in first aid	35
No. of rural volunteers trained as traditional birth attendants	26
P	
No. of patients registered and given OPD services	950(5,419 till date)
No. of villages covered	153 (188 till date)
No. of eye operations	295 (1178 till date)
Adult education through volunteers	147 women
Computer based functional literacy	20 (56 till date)
P	
Kharanja (Brick Paved Tracks) in villages (in Running meters)	2,229 (26,202 till Date)
No. Of village schools repaired	2 villages
Compost pits in schools	1 school
Construction of low cost latrines	50 (139 till date)
No of Biogas plants constructed	12 (28 till date)

Haldia Region





Located in the Medinapur district of West Bengal, Haldia is a very busy port and an industrialized area. Interspersed within this set up are small villages and hamlets.

TCSRD initiated community development activities this year by undertaking a socio-economic study and participatory rural appraisals in collaboration with 'Ramkrishna Mission Lokshiksha Parishad". The aim was to understand and prioritize development needs of the area and also have a baseline data available so that future impact of programmes could be measured.

Along with this volunteer programmes were also initiated that included AIDS awareness programmes in collaboration with 'Project Concern India' and blood donation camps.

In the coming years the programmes identified include Pond management, creating book banks and vision 20/20 programmes.

Conclusion

TCSRD has been slowly moving ahead creating a bank of case studies and implementation strategies that are replicable and scaleable. Benchmarking studies, visits to other organizations are all being taken up in earnest for learning from other's experiences.

This year TCSRD has also implemented two environmental programmes that directly help improve the ecosystem, 'Save the Whale Shark project' in collaboration with Wildlife trust of India and the Bio-diversity Reserve Plantation project.

The organization in the near future wants to continue working on new programmes that help conserve the eco-system and ecology of the regions we operate in. Along with the ensuring that our programmes are sustainable, participatory in nature and partner with other organizations, the organization is looking forward to facilitating and training others who are interested in development strategies.

TCSRD has started facilitating many organizations and education institutes that want to expose their students/new joinees to community development interventions.

The mantra of TCSRD is partnerships, i.e partnership with the community, the government bodies, funding agencies, other NGOs and educational institutes. All together leading to sustainable development.

SUMMARY OF EXPENDITURE

	Expenditure (Contribution in Lacs)			
Projects		2004-05		
	JB	5	8	5
51				
Agriculture & Watershed	20.26	66.41	9.99	96.66
Animal Husbandry	3.10		0.65	3.75
9				
Vocational Training, Cottage Industries & SHG	31.33	7.81	0.08	39.22
9				
Rural Infrastructure & Rural Energy	17.50	4.63	2.35	24.48
Education & Health	37.21	1.50	0.56	39.27
9 1				
Misc. Exps.	2.46			2.46
Save the Whale Shark	5.31			5.31
	117.17	80.35	13.63	211.15

Partners in development

- District Rural Development Agency (DRDA), Jamnagar District
- District Rural development Agency (DRDA,) Badaun District
- Council of People's Action and Rural Technology, CAPART
- Kheti Vikas Agency, Jamnagar
- Water and Sanitation Management Organisation (WASMO), Jamnagar
- International Center for Entrepreneurship & Career Development, Ahmedabad
- Aakar Charitable Trust, Ahmedabad
- Taluka Panchyat, Dwarka
- Sir Ratan Tata Trust, Mumbai
- Wild Life Trust of India. New Delhi
- Population Foundation of India, New Delhi



