INTRODUCTION

The Tata group has been respected in India for more than 140 years (Exhibit-1) for its commitment to strong values and ethics in conducting business. With a noble objective of returning wealth to the society, they serve Two-thirds of the equity of Tata Sons, the Tata promoter holding company, is held by philanthropic trusts that have created national institutions for science and technology, medical research, social studies and the performing arts. Through these trusts, Tata Sons Ltd. utilizes on average between 8 to 14% of its net profit every year for various social causes. Rooted in India and wedded to traditional values and strong ethics, Tata companies are building multinational businesses that will achieve growth through excellence and innovation, while always putting the interests of shareholders, employees and civil society first.(Exhibit-2)

Even when economic conditions were not conducive, as in the late 1990s, the financial commitment of the group for social activities was on a rise, from Rs 670 million in 1997-98 to Rs 1.36 billion in 1999-2000. As a pioneer in the welfare front, Tata is accredited to initiate various labor welfare laws.

In 1917 and enforced by law in 1948; Maternity Benefit was introduced in 1928 and enforced by law in 1946. A path breaker in several areas, the Tata group has got the credit of pioneering India's steel industry, civil aviation and starting the country's first power plant. It had the world's largest integrated tea operation. It is world's sixth largest manufacturer of watches Titan. With 581,470 employees worldwide and 100 operating companies in seven business sectors: communications and information technology, engineering, materials, services, energy, consumer products and chemicals, TATA group has operations in more than 100 countries across six continents, and its companies export products and services to 150 countries. With a revenue of $103.27 billion (around Rs. 624,757 crore) in 2013-14, with 67.2 percent of this coming from businesses outside India, TATA group is always an employer of choice. Brand Finance, a UK-based consultancy firm, valued the Tata brand at $21.1 billion and ranked it 34th among the top 500 most valuable global brands in their Brand Finance® Global 500 2014 report.

Alignment of CSR with Tata’s Family Business

In a free enterprise, the community is not just another stakeholder in business but is in fact the very purpose of its existence."
Dindayal Swain and Dr. Suprava Sahu, Corporate Social Responsibility as a Catalyst of Building Sustainable Family Business: A Case Study of Tata Group

- Jamsetji Nusserwanji, Tata Founder, Tata Group

"Tata Steel believes that the primary purpose of a business is to improve the quality of life of people. Tata Steel will volunteer its resources, to the extent that it can reasonably afford, to sustain and improve a healthy and prosperous environment and to improve the quality of life of the people of the areas in which it operates."

**B. Muthuraman, Vice Chairman, Tata Steel.**

Tata Steel’s CSR policy focuses on social sustainability, healthcare initiatives, environmental sustainability, and inclusive growth. The founder Mr. Jamshedji Tata used to grant scholarships for further studies abroad in 1892. Tata group has given the country its first science center and atomic research center. "The wealth gathered by Jamsetji Tata and his sons in half a century of industrial leadership formed but a minute fraction of the amount by which they enriched the nation. Jamshed Irani, Director, Tata Sons Ltd, says, "The Tata credo is rooted in 'give back to the people what you have earned from them'. In 1970 after amending the Articles of Association of the major Tata group companies, an article emerged mentioning that the "company shall be mindful of its social and moral responsibilities to consumers, employees, shareholders, society and the local community". To institutionalize the CSR charter to which all the group companies were signatories, a clause was put into the group's 'Code of Conduct' stating that group companies had to actively assist in improving quality of life in the communities in which they operated. CSR was included as one of the key business processes in TISCO It was one of the eight key business processes identified by TISCO's management and considered key to the success of the company.

**TATA STEEL: Marching Way Ahead**

Under the rules, the Government has fixed a threshold limit of 2% of the "Average" Net Profits of the block of previous three years on CSR activities and if Company fails to spend such amount, disclosures are to be made for the same. But an exemption has been given to the Companies that do not satisfy the above threshold for three consecutive years. Tata Steel has adopted the Corporate Citizenship Index, Tata Business Excellence Model and the Tata Index for Sustainable Development with a spending between 5-7 per cent (Exhibit-3) of its profit after tax on several CSR initiatives. The companies Vision maintains a balance between economic value as well as ecological and societal value by aspiring to be "a Global Benchmark in Value Creation and Corporate Citizenship". It guides the Company in its race to excel in all areas of sustainability. In the initial years, Tata Steel's CSR interventions were more as a 'provider' to society where the community was given support for its overall needs, both for sustenance and development. Gradually, the shift in approach led to Tata Steel being an 'enabler' focusing on building community capacity through training programmes; focusing on providing technical support rather than giving aid. At present, CSR interventions of Tata Steel focus on 'sustainable development' to enhance the quality of life of people.

Rooted in an everlasting philosophy of wealth sharing with the society, TATA Steel has the responsibility of combining the three elements of society - social, environmental, and economic as the way of life. Today, Tata Steel's CSR activities in India encompass the Company’s Steel Works, Iron ore mines and collieries, reaching out to the city of Jamshedpur, its peri-urban areas and over 800 villages in the states of Jharkhand, Odisha and Chhattisgarh. As the characteristics of all group companies, thrust on Community involvement which can take the form of financial support, provision of materials and the involvement of time, skills and enthusiasm of employees holds the key. The Group contributes to a very wide range of social, cultural, educational, sporting, charitable and emergency assistance programmes. The Company works in partnership with the Government, national and international development organisations, local NGOs and the community to ensure sustainable development. The Corporate Services Division delivers these responsibilities through several institutionalized bodies:

- Tata Steel Rural Development Society (TSRDS)
- Tribal Cultural Society (TCS)
- Tata Steel Family Initiatives Foundation (TSFIF)
- Tata Steel Skill Development Society (TSSDS)
- Tata Steel Adventure Foundation
- JUSCO
- Ardeshir Dalal Memorial Hospital & Blood Banks
- Kanti Lal Gandhi Memorial Hospital
- Tata Relief Committee

Human Development Index (HDI) as a scale to measure the company’s social initiatives completed study for 230 villages in 2012-13. The Corporate Social Responsibility Advisory Council was also created with the objective that this apex body along with the results of the measurement of HDI will help the Group to shape its social initiatives better and allocate resources more efficiently. TATA Steel has been involved in the following activities as a part of its social initiatives to help communities becoming self-reliant and independent.

**Self Help Groups**

More than 700 SHGs accounting for 9000 plus members, of which, SC/ST members are nearly 3800, function with the support of Tata Steel, as part of its Affirmative Action policy. Self-Help Groups (SHGs) have played their role as an extremely successful mechanism for Tata Steel to enlarge the scope for women from socially and economically marginalized communities to participate in family decision-making and gain access to grassroots democratic institutions while also boosting their economic self-reliance.

**SHGs in Kalinganagar**

The Tata Steel Parivar Women SHGs are no longer just micro-credit institutions; but they are now a vibrant social institution devoted to all-round development of the people residing in and around the areas of company operations. Tata Steel’s Resettlement and Rehabilitation initiative has been geared by the SHG women, who have contributed proactively in improving the quality of life within the community. In order to enable the women achieve higher levels of income and economic stability, the rehabilitation and resettlement team at Tata Steel continues to impart skill-based capacity enhancement trainings in Soura painting, stitching, poultry and goat rearing as well as computer based literacy programmes. Report by Odisha Diary bureau, Bhubaneswar: Concerted efforts by Tata Steel, through its CSR arm Tata Steel

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Rural Development Society (TSRDS), has helped in the formation of more than 200 Self Help Groups (SHGs) in Odisha. This, in turn, has provided sustainable livelihood opportunities to more than 3,000 rural households.

Tata Steel is actively facilitating formation of SHGs in Kalinganagar, Bamnipal, Sukinda, Joda, Belpahar and Gopalpur, among others. More than 90 per cent of these SHGs are run exclusively by women, thereby providing a significant fillip to women’s empowerment in the State. Over the years, the steel major has taken proactive measures to bring people in the rural areas together to form SHGs with a view to securing alternative and sustainable livelihood opportunities. They are selling Soura paintings in the melas organised by ORMAS and other local markets in Jajpur district. Tata Steel has facilitated the formation of 60 SHGs in the area. Soura paintings made by a SHG there have been added to the list of corporate gifts of Tata Steel. In Sukinda, where the Company has promoted 20 SHGs, various income generating activities have been taken up. In Bichakundi (Joda), two SHGs have set up nurseries. They are raising more than one lakh saplings every year, earning in the process a profit of Rs 4.5 lakh annually. Tata Steel directly purchases saplings from them for its Wasteland Development Programme. Other activities undertaken by these SHGs include leaf-plate making, mushroom cultivation, fishery, goat breeding, brick making and manufacturing of papad and pickle. In Gopalpur, the Company has facilitated the formation of 27 SHGs. One of them, Maa Shaktimayee SHG of new Badapur, is managing Sradha Ashraya (an Old Age Home) at the rehabilitation colony. The SHG earns Rs 25,000-Rs 30,000 per month in doing so. In Bamnipal, TSDRS is presently working with 18 SHGs. Some of them are into goat rearing and mushroom cultivation.

Health Care

Post-displacement, attempts are made to integrate wellbeing and healthcare with the key determinants of total rehabilitation of the relocated families. A team of doctors, paramedics, community health assistants supported by community health facilitators - also referred to as ‘Swasthya Mitras’ - ensure easy access to quality health services. While the curative clinics are held daily at each of the rehabilitation colonies and transit camps, sessions on preventive and promotive aspects of healthcare are held on pre-fixed days. Tata Parivar Hospital at Gobarghati caters to the healthcare service requirement of the relocated families. Serious cases are referred to hospitals at Bhubaneswar. The mobile medical service of the company caters to the periiphery villages. Further details are listed in (Exhibit-4).

Status Now

- 100% families receive full medical cover
- Cases are referred to specialized hospitals at Bhubaneswar for treatment at Company’s cost
- Zero Infant Mortality & Maternal Mortality achieved
- 100% pregnancies monitored from conception till delivery
- 100% children immunized
- Growth of every child up to the age of 6 years being monitored

Environment

Being the member of the World Steel Association and a signatory of its Sustainability Charter, the Company’s approach to the Environment Management is guided by Tata Code of Conduct, Tata Climate Change Policy, Tata Steel’s Vision, Tata Steel’s Sustainability Policy, Environmental Policy and the UN Global Compact Principles. Having already halved the amount of energy needed to make a tonne of steel over the last 40 years, Tata Steel has set itself a target of reducing CO2 emissions by a further 20% within the next decade.

Community Building

The Company has created a Grievance Redressal Group to conduct third-party social audits of its Rehabilitation and Resettlement measures by an eminent group of people. Nat Steel, Singapore is actively involved in community work and corporate philanthropy through its “Building Beyond Borders” programme. (Exhibit-5)

Education

Support for education is an area of special emphasis for all Tata companies, and Tata Steel provides a wide range of scholarships and programmes in all main operating locations to encourage quality education, to enable the least privileged people to achieve functional literacy, and to support deserving students financially. In India, Tata Steel’s structured and planned Affirmative Action initiatives mainstream tribal children and youth through education initiatives, employability training programmes and entrepreneurship development opportunities. In Wales more than 2,600 schoolchildren benefit from Tata Steel’s education and learning initiatives every year. In Teesside, Scunthorpe and South Yorkshire, around 75 teenagers take part in the company’s Industrial Cadet programme each year.
TATA Motors: TATA Motors annual expenditure on R&D is approximately 2% of our turnover. The Company has also set up two in-house Engineering Research Centres that house India's only Certified Crash Test Facility. We ensure that our products are environmentally sound in a variety of ways. These include reducing hazardous materials in vehicle components, developing extended life lubricants, fluids and using ozone-friendly refrigerants.

Tata Motors concern is manifested by a dual approach
1. Reduction of environmental pollution and regular pollution control drives
2. Restoration of ecological balance.

Reducing Pollution
Tata Motors has been at the forefront of the Indian automobile industry's anti-pollution efforts by introducing cleaner engines. It is the first Indian Company to introduce vehicles with Euro norms well ahead of the mandated dates. Tata Motors' joint venture with Cummins Engine Company, USA, in 1992, was a pioneering effort to introduce emission control technology for India. Over the years, Tata Motors has also made investments in setting up of an advanced emission-testing laboratory.

Restoring Ecological Balance
Tata Motors has planted as many as 80,000 trees in the works and the township and more than 2.4 million trees have been planted in Jamshedpur region. Over half a million trees have been planted in the Pune region. Tata Motors has directed all its suppliers to package their products in alternate material instead of wood.

Vidyadhanam
- Scholarship Programmes
- Special Coaching Classes
- School Infrastructure Improvement
- Co-Curricular activities
- More than 37,000 children were benefited in 2013-14

Aarogya
- Addressing Malnutrition
- Preventive and Curative Healthcare Services
- Creating health awareness
- More than 2,84,000 persons were benefited in 2013-14

Kaushalya
- Driver Training Programme
- Training in Automotive and Technical Trades
- Training in Agriculture and allied activities
- ITI adoption Programme- training 137 youth across India
- More than 20,000 youth were benefited in 2013-14

Vasundhara
- Tree Plantation Programmes
- Creating Environmental Awareness
- Soil and Water Conservation
- 1,64,000 trees were planted in 2013-14
- More than 18,500 people participated in our environmental awareness programmes in 2013-14

Amrutdhara | drinking water
Through SMDF (Sumant Moolgaokar Development Foundation) the company implemented the 'Amrutdhara' initiative aimed at providing access to safe drinking water to needy and deserving communities. Since the inception a total of 296 drinking water projects have been implemented across the country under this initiative.

Seva | employee volunteering
The company will continue to encourage employee volunteering through the group-wide Tata Engage initiative. Tata Volunteering Week (TVW) was celebrated during March 3-9, 2014 to commemorate the 175th Birth Anniversary of the Founder Late Mr J N Tata. About 6,500 employees registered themselves as CSR Volunteers and more than 5,200 participated in different social activities during this week. The Joy of Giving Week (JoGW) held in October 2013 also witnessed widespread employee volunteering and contributions across manufacturing and office locations.

TATA POWER
Tata Power commissioned India’s first power plant- the hydro-electric station- in Khopoli (72 MW) in 1915, the second hydro station one in Bhivpuri (78 MW) in 1919 and the 3rd one in Bhira (300 MW) in 1922. With these three hydro stations and the 1,580 MW (100 MW merchant) thermal power station in Trombay, Mumbai; a 478 MW power station near Jamshedpur in Jharkhand and a 1050 MW power station at Maithon in Jharkhand, an 87 MW thermal power plant in Belgam, 72 MW in Haldia, 120 MW in Jamshedpur. It also has renewable energy generation capacity of 1112 MW. Tata Power is the largest integrated power company in India and is the most trustworthy power supplier to Mumbai.

Making Positive Environment Impact
Over Rs.100 crores have been invested on pollution control equipment at the Trombay Thermal Power Plant to install:
- India’s first-of-its-kind Flue Gas-De-sulphurisation (FGD) plant to reduce sulphur dioxide emissions in flue gas, based on the sea-water scrubbing principle.
- Electrostatic Precipitators of 99.5% efficiency.
- Tall Chimneys (152 m and 275 m) to limit the ground level concentration of pollutants.
- Low NOx burner to minimize NOx Pollution.

Initiatives for voluntary reduction in SO2, SPM, NOx and CO2 emissions are a part of ongoing strategy. The company has carried out Environmental Impact Assessment (EIA) study for all its new projects at following locations: Mundra, Gujarat; Raigad, Maharashtra; Naraj Marthapur, Orissa and Jojobera, Jharkhand.

Environment Protection
Long before the present global ecological concern, Tata Power realized its moral and corporate responsibility towards environmental protection. Tata Power started off over thirty years ago with eco-restoration and eco-development programmes in its area of
operation in the Western Ghats, particularly in the catchment areas of the lakes in Maval and Mulshi Talukas. Since then, over 70 lakh saplings of 60 tree species have been planted in the area.

- The programme was intensified in 1995. Over 6 lakh trees, mainly evergreen and indigenous species, are being planted regularly, enriching the flora and fauna of the surrounding hills.
- A green belt of about 1 lakh trees has been raised around the Trombay Thermal power plant and nearby hillsides.
- Actively supports pisciculture activities at their hydro stations by assisting in the breeding of fishes like the Mahsheer.

Pollution Control

Driven by its commitment to power generation harmonious with nature, Tata Power has taken concrete steps to sustain the ecological balance. Over Rs.100 crores have been invested on pollution control equipment at the Trombay Thermal Power Plant, to install:

- India’s first-of-its-kind Flue Gas-De-sulphurisation plant to reduce sulphur dioxide emissions in flue gas, based on the sea-water scrubbing principle.
- Electrostatic Precipitators of 99.5% efficiency.
- Fly Ash aggregate plant to convert fly ash into lightweight aggregates, a valuable building material.
- Tall Chimneys (152 m and 275 m) to limit the ground level concentration of emissions.

Health & Safety: Putting People First

When it comes to achieving world-class health and safety performance, there's no room for compromise at Tata Power. And it's not about statistics; it's about keeping people safe. It applies to every employee everywhere, whether walking down an office hallway or working in a power plant. The company has created programmes to promote worker and contractor safety on the road, in the laboratory and wherever the company operate worldwide. The company is committed to reducing safety incidents to zero.

Rural Electrification Project

This project was undertaken as the villages it covered, i.e. Udhewadi and Walwandi are situated in very remote as well as hilly terrains of Maval Taluka in Maharashtra. The conventional method of grid connectivity was a difficult proposition. TPC therefore partnered with Maharashtra Energy Development Agency to ensure that these villages receive electricity. Houses as well as streetlights were provided under this scheme. Huts of tribals, which were away from the main village, have also been provided with independent home systems and streetlights. The Company provided a 10% share of the electrification project approved by Maharashtra Energy Development Agency jointly with Ministry of Non-conventional Energy Sources. In Jojobera (Jharkhand), 35 solar street lights and 100 lanterns were donated to the villagers of Khayerbani.

Education

One of the several reasons of dropouts and low level of motivation of parents towards children’s schooling in rural areas is due to the lack of proper infrastructure and the distance of schools from the villages. Often, schools are established in dilapidated, unhygienic conditions with cramped space, lack of proper sitting arrangements for the children and lack of accommodation for teachers near the schools. Tata Power has built, repaired and renovated schools annually and created new infrastructure for progressive education. Construction of primary schools and addition of classrooms to existing schools in villages, in the Hydro areas, has increased the number of girl students in particular and students in general. Access to primary education was earlier the sole prerogative of the male child because of social conditioning as well as distance of the school from the residential area. Till date the Company has built over 65 primary schools, 4 high schools, 20 rooms for teachers, repaired and renovated many schools. Tata Power also manages two schools in the Mulshi and Maval Talukas up to Std VII and XI respectively.

Healthcare

The Company extends healthcare through its Medical Centres, to the surrounding communities. Medical Camps are conducted through the year and medicines distributed. Early diagnosis had led to early treatments thus reducing Mortality Rates. The company have been partners in the Polio Immunization Drives of the Government by providing the necessary infrastructure to conduct the Drives. In 2003, the “Life Line Express” medical camp spanned across 40 days and catered to 10,692 patients from the remotest villages in the Mulshi and Maval Talukas. The total number of cataract surgeries to date is 3,229.

Improving Maternal Health

The first initiative taken by Tata Power in this area was distribution of oral contraceptive pills. This project was started at the Bhivpuri Family Planning Centre in 1966 along with Pathfinders. This project gave the option of oral contraception to rural women who had to seek the permission of the husband and in-laws for the only family planning method being practiced then, tubectomy. With the introduction of laparoscopic method of female sterilization, Tata Power renewed its efforts and started 5 Government approved centres (3 rural and 2 urban) for laparoscopic sterilization. 4103 sterilizations have been carried out to date.

Environment

Afforestation Project

This Tata Power project deals with the areas related to catchments of 6 lakes in the Western Ghats of Maval and Mulshi talukas in Pune District. Over the past 31 years, about 78 lakh saplings of fast growing tree species have been planted on the hill slopes of the lake catchments. Afforestation programme has been intensified since 1991 and Tata Power has been planting over 6 to 7 lakh trees every year. During the last 5 years, over 45 tree species, of the 95 species found in the Western Ghats were grown in the nurseries of TPC in Lonavala.
Provision of Smokeless Chulhas

The consistent use of traditional chulhas pose health hazards for the rural women. Switching over to LPG cylinders is hardly an option, because of availability and affordability, both. TPC thought of a more viable option and provided smokeless chulhas to 2,325 women. This has:

- Alleviated respiratory diseases in the women
- Decreased pressure on firewood requirement
- Reduced pollution

Tata Power Sustainability Model

The intent of the companies Sustainability model is “Leadership with Care” with four key elements—

- Care for the Environment;
- Care for the Community;
- Care for our Customers / Partners;
- Care for our People.

Sustainability Initiatives

Resource & Energy Conservation

In the present scenario of Climate Change and Global warming, energy conservation is an important element that can reap immediate reductions in CO2 emissions. In line with our energy policy we aim at educating customers and public at large to reduce energy wastage and increase energy efficiency.

Education Program for School Children on Energy Conservation

Tata Power began an Energy Conservation Programme for school children in the academic year 2007-08. This initiative has evolved into an informal club called Tata Power Club Enerji comprising schoolchildren, teachers and families who not only practice but advocate energy conservation in their sphere of influence. Children from Class V to VIII standard advocate energy conservation in their leadership with care tournament held at Jamshedpur, Jharkhand.

Green Manufacturing Index (GMI)

The Green Manufacturing Index (GMI) has been introduced as a new parameter for monitoring environmental parameters for operating divisions. The matrix is being utilized as a monitoring tool. The matrix addresses both statutory as well as non-statutory parameters. The operating divisions set yearly targets for these parameters and plan projects in order to meet the targets. Apart from statutory emission based parameters, the non-statutory parameters are water conservation, efficiency of the operating plant, waste recycling and CO2 intensity.

Community Development Programmes

Income Generation Tata Power has taken up number of income generation activities. The Rural BPO by Mannat Foundation (a trust promoted by Tata Power) at Khopoli, Maharashtra has made 213 rural educated youth employable with annual earning of approximately Rs 1.56 crore. An additional 532 youth were provided with skill development training and are ready to be employable. A total of 324 farmers have been supported for agriculture and sericulture. Self-Help Groups (SHG) were formed by women members in village. The leaders have been trained on management of the SHG, Income Generation Trade and linking with government for financial support. 89 SHGs comprising 1,480 members have saved approximately Rs. 12 lakh.

Education

Tata Power has undertaken different initiatives at locations like creating educational infrastructure (renovation of classroom, sanitation etc), providing education materials to 691 students, special coaching for children and adult literacy etc. The major initiative under this was comprehensive education program i.e., providing special coaching in 300 Primary schools of 272 Villages, across Nirsa block in Jharkhand. This has covered 13452 students by 762 volunteers. Tata Power has also provided computer and English speaking classes, which benefited 395 youth including students. A unique one year long Sports (Football) coaching program was arranged for 38 students at Haldia (West Bengal) keeping in mind the local culture and passion of students and youth as this have helped in retention of students in school.

Social Welfare

Tata Power has supported various social and cultural issues to promote and sustain them in the community. Tata Power organised International Women’s Day and sponsored Sports and cultural programmes in addition to supporting and organising the CSR conference. Programmes supported by Tata Power include Rann Utsav, promoted by Gujarat state government; Tribal Cultural programme at Jojobera; Cricket Tournament at Naraj Marthapur, Odisha; CSR Conference (Turnaround in mineral industry: Role of CSR) at Dhanbad; and Tubectomy laparoscopic camp and National Deaf Cricket Tournament held at Jamshedpur, Jharkhand.

Environment

Tata Power has taken up several initiatives for increasing awareness on environment protection and management. As part of this, approx. 4,56,750 saplings were planted across. Environment education was impacted to 3,726 people.

Tata Chemicals

Community

In 1980, the company set up the Tata Chemicals Society for Rural Development (TCSRD), an organisation that works to empower and nurture rural populations in and around TCL’s Indian facilities, and helps community members achieve self-
Tata Chemicals ensures that all its plants strive to minimise the impact on local water resources and ecology to a minimum. Reduced the impact on local water resources and ecology to a minimum. Instead of depleting the scarce ground water resources of the drought-prone region of Mithapur, Tata Chemicals has opted for reverse osmosis technology at its Mithapur plant. The Babrala plant is a benchmark in low water consumption figures. Haldia has put up a condensate recovery system. All three plants have instituted measures to recycle and reuse waste water. Harvest rain water, and reduce consumption. In the UK, British Salt produces high grade salts in an operation that has reduced the impact on local water resources and ecology to a minimum.

Local focus

Taking into account the diverse geographical spread and the individual subcultures, different agricultural, economic and development programmes have been implemented in the Indian cities of Mithapur, Babrala and Haldia. For instance, in Mithapur, local handicrafts have been given a boost through a branding exercise through the ‘Okhai’ initiative that markets rural handicrafts and garments in retail stores and on the internet. In Babrala a programme to foster the local Karjobi embroidery has also shown significant impact. At Haldia, ponds are an integral part of the local ecology; TCL has taken up several programmes that foster better pond management techniques. In UK, Tata Chemicals Europe (formerly Bruner Mond) has built strong links with local schools and authorities and charities and is involved in programmes to support students, promote health, encourage community spirit and support local heritage. Employees have established their own charity, the Bruner Mond Employees Charitable Trust, which provides support to local causes in the mid-Cheshire area, such as local hospitals, hospices, churches, schools as well as Cub and Scout groups, junior sports teams and local retirement homes. The company is a major sponsor of the Lion Salt Works Trust, a local heritage project and of the Weaver Valley Initiative, part of the Mersey Basin Campaign. Tata Chemicals is committed to a sustainable way of doing business. With its vision of serving society through science, the company has initiated several programmes on climate change, environment protection and ecology conservation. In a company-wide initiative, Tata Chemicals has assessed the carbon footprint of all its operations and has embarked on a programme to reduce its carbon footprint by 20 per cent by 2020.

Habitat conservation

At Mithapur, where TCL’s Indian soda ash plant is located, vast acres of salt pans are nurtured as a nesting habitat for thousands of migratory birds. The waters of the Gulf of Kutch are an acknowledged marine sanctuary where the company funds an operation that has stopped producing methyl bromide and consuming carbon tetra chloride and freon-12 (known as ozone depleting substances). All Tata Chemical plants have achieved 100 per cent compliance with environmental norms for the last three years running. Tata Chemicals invests a large amount of resources to reduce workplace accidents and ensure a safe working environment. All Tata Chemicals plants are certified with ISO 9001, ISO 14001 and OHSAS 18001. In India, the company’s Babrala unit has won the Sword of Honour four times from the British Safety Council. The units at Mithapur and Babrala are five-star rated facilities. All three Tata Chemicals plants in India have won national and international awards for their safety and health practices. The Babrala plant has adopted the British Safety Council norms, Mithapur has adopted the DuPont Safety System and Haldia, Mithapur and Babrala all follow the DuPont Behavioural audit.

Green protocols

In keeping with the Montreal Protocol, Tata Chemicals has stopped producing methyl bromide and consuming carbon tetra chloride and freon-12 (known as ozone depleting substances). All Tata Chemical plants have achieved 100 per cent compliance with environmental norms for the last three years running.

TITAN

The company’s diverse CSR initiatives include:
• Education
  - Titan Kanya - educating the Girl Child
  - Titan Scholarships - Based on need and merit
  - Titan School and Titan foundation for education
• Employing the differently-abled
  • Karigar parks/centres
  • Women's empowerment
  • Skill development - basic training centre and Unnati programme
  • Environment management programmes

Successful CSR programmes

Titan Company has embarked on and completed several community development programmes as part of its CSR initiative. A few among these successful projects are:

Titan Scholarship: Have been awarded to students in Dharmapuri and Krishnagiri districts (Tamil Nadu), based on academic performance and socio-economic background for over 550 students from the economically backward section. In 2013-14, this programme has been extended to Uttarakhand.

Titan Townships: A sustainable community in Hosur (Tamil Nadu), that provides housing to 1300 residents collaborating with NGOs MCA and Ashraya.

Employment for differently-abled: Over 120 differently-abled individuals are employed at our watch and jewellery plants at Hosur.

Karigar Park/Centres: A social entrepreneurship project which houses jewellery karigars in over 14 parks / centres, wherein the company provides the equipment, material and training and karigars use their skill sets in producing jewellery of the highest quality.
highest standards and design. The company ensures the best working conditions and safety practices are followed in the manufacturing process. The Karigar centres also provide the karigars with boarding, lodging, recreation and gymnasium facilities. Currently about 1400 karigars have benefitted from this.

Titan School and Titan Foundation for Education: A primary english medium school up to class X, affiliated with CBSE, with over 700 students, has been created and supported by Titan Company.

Titan Kanya - Educating the Girl Child: A pan-India programme to empower the girl child by ensuring that she completes her primary education up to class X. About 5000 girls have benefited from this programme.

Meadow Project (Myrada): an inclusive growth programme in collaboration with a local NGO ensured a collaborated effort with self-help groups of rural women to provide gainful employment to more than 510 rural women in and around Hosur, with our three manufacturing plants(Tamil Nadu).

Tata Teleservices

TTL's CSR activities are based on three broad indicators of development namely:

- Human Capital
- Social Capital
- Economic Capital

Projects under these three core areas focus on education geared towards employability, employee volunteering and employment generation.

Human Capital

This refers to the individual’s innate abilities, talents, knowledge, skills and experience that make them economically productive and applies to our employees as well as the communities we work with.

Education

- Sponsor education of children from underprivileged communities studying in various government schools.
- Teacher Training programs to enhance the quality of education being imparted to students studying in Government schools. These programs are conducted by TTL’s SSRT team, focused on upgrading communication skills for teachers and making them learn modern and innovative methods of teaching.

Employment

- TTL has tie-ups with NGOs like NHT Foundation, Etasha Society and Sarthak Educational Trust who provide vocational training to candidates from underprivileged communities.

CONCLUSION

India is the first country in the world to mandate corporate social responsibility. On 1 April 2014, the government of India implemented new CSR guidelines requiring companies to spend 2% of their net profit on social development. (http://www.theguardian.com/sustainable-business/india-csr-law-debate-business-ngo). Though the Govt fixed 2% of net profit as the mandatory contribution, TATA Sons contributes 8-14% to the social causes every year. This is an exemplary example of building sustainable family business through CSR. Though 67.2% of the group’s revenues are coming from businesses outside India, company’s philosophy of giving back to the society is well rooted in India. As a result of this unique ownership structure and ethos of serving the community, the Tata name has been respected for more than 140 years and is trusted for its adherence to strong values and business ethics. Each Tata company or enterprise operates independently and has its own board of directors and shareholders, to whom it is answerable. There are 32 publicly-listed Tata enterprises and they have a combined market capitalisation of about $129.62 billion (as on July 10, 2014), and a shareholder base of 3.9 million. Tata companies with significant scale include Tata Steel, Tata Motors, Tata Consultancy Services (TCS), Tata Power, Tata Chemicals, Tata Global Beverages, Tata Teleservices, Titan, Tata Communications and Indian Hotels. “CSR is not a practice but a tradition in the Tata group and is embedded in the corporate DNA. It is the group’s business approach that creates long-term stakeholder value by balancing...
economic, environmental and social factors.” “In the last three years, the company had spent at an average of Rs. 1000 crores per annum between the Tata trusts and other group companies. The specific figure for 2013-14 for the Tata companies is Rs.660 crores. While each Tata company implements its own CSR programme, Tata Sons has recently established the Tata Sustainability Group (TSG). The TSG will guide, support, and provide thought leadership to all Tata companies in embedding sustainability in their business strategies. TSG has also focused on volunteering programmes for Tata companies. The pool of Tata volunteers at present comprises 25,000 employees in 150 companies, across 60 countries and 540 locations. 66 percent of the equity of Tata Sons, the promoter holding company, is held by Tata trusts, thereby returning wealth to the society, in keeping with Jamsetji Tata’s belief: In a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence. The Tata group’s core purpose is to improve the quality of life of the communities it serves globally, through long-term stakeholder value creation. This case is acting as a light house for other family businesses in the country. The case also highlights how a family business can adopt a holistic approach like working in partnership with Govt, national and international organizations, NGO’s and the community to ensure sustainable development.

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