

PARTNERING WITH THE COMMUNITY



Kalokhe Wadi Students

A signatory to the United Nations Global Compact, Tata Motors is committed to Corporate Social Responsibility. Our community initiatives span key areas of education, healthcare, environment conservation and employability. Sustainability of the organization focuses on creating value in the long term, monitoring economic, social, environmental and intangible performances and paying attention to stakeholder satisfaction.

Tata Motors, governed by the Tata Code of Conduct (TCoC), has a commitment towards conducting business in a responsible manner. We have been regularly disclosing our non-financial performance in the public domain in the form of a Sustainability Report. Available on our website, the Sustainability Report provides comprehensive information on our sustainability agenda and performance. The report on Global Reporting Initiatives' G3.1 Guidelines was externally assured. It received the highest rating of A+ and also serves as our Communication on Progress on the United Nations Global Compact principles.

Education

Education initiatives implemented include **scholarships, infrastructure and facility improvement** to allow greater access to quality education, implementing extra-curricular activities for overall development of students and teacher training programs.

A joint team of journalists and employees of Tata Motors Thailand donated items such as sun-filter shades to help block sunshine on the school playgrounds, life-vests for children in the Baan Phukhem school, Amphur Kaengkrachan and Phetchburi. Since most of them travel to school via boat, towels, blankets, rice, slippers and various other essentials in addition to a financial donation for the construction of the sun-filter shades.

Monetary donations of KRW 35 million were made by Tata Daewoo for delivery of coal briquette, scholarships for school-going children in South Korea. Training program for teachers in Jeonbuk, South Korea, and an alliance with Gunsan Yongkwang Girls' Middle School was formed under the 'Company School Alliance Program.'

Employability and Skill Advancement

To promote skill-based employment for youth Tata Motors collaborates with 112 Industrial Training Institutes (ITI) across 19 states under the Institute Management Committee (IMC) Model. At the plant level, training is provided to women through Self Help Groups to empower them. The empowerment paves the way for economic self-reliance. **Tata Motors Grihini Social Welfare Society, which employs more than 1000 women, achieved a significant milestone by crossing a turnover of ₹ 13 crores.** To align community initiatives with core business processes, we initiated a 'Driver Training Programme' with a target of training 3.4 million youth over a period of ten years.

To boost skill advancement of UK's workforce, Jaguar Land Rover implements initiatives such as the ASAS, an Interactive Learning Programmes and a partnership with the Institution of Mechanical Engineers (IMechE).

The ASAS scheme bridges the gap between existing skill sets and expected demand of skills in the future. The scheme, based on a programme developed by Jaguar Land Rover in partnership with leading English Universities, offers engineers the chance to develop the green and future engineering skills which will be needed to create world-leading new products and technologies over the next decades.

Jaguar Land Rover with Birmingham Metropolitan College forged a partnership to deliver Interactive Learning Programmes for schools and colleges at the Jaguar Land Rover Education Business Partnership Centres in Solihull and Castle Bromwich, Birmingham. The Centres will be the hubs for showcasing engineering careers to pupils from across the region so they consider engineering when they start to think about their career options. Further, a partnership with the Institution of Mechanical Engineers (IMechE) builds on a long standing relationship with IMechE and reflects the need for the UK to maintain its engineering pedigree.

Pursuing the objectives of fostering close relations with the local community and of providing relevant industrial experience to the engineering students, Tata

Motors South Africa forged an alliance with the Engineering Faculty at the University of Pretoria. The Company has provided on-the-job industrial training on various functions like production, quality, purchase, logistics etc., to students from the University of Pretoria.

Environmental conservation

Tata Motors' focus on environmental management helps preserve the long-term health of people and ecosystems and build strong relationships with local communities. Various initiatives have been undertaken within the broad frame of Environment and Climate Change to address the conservation of natural resources and energy, minimize waste generation, enhance recovery and recycling of material and develop eco-friendly process and systems. We have been continuously working towards reducing our various environmental footprints, which is evidenced by our decrease in specific consumption levels. **We recycle close to 69% of wood packaging, eliminating the use of fresh wood.** A 200 litre engine oil barrel can now be used to test 170 engines instead of 85 engines.

At Jamshedpur and Lucknow, the wet garbage from our canteens is converted to usable organic manure to sustain greenery in the plants. We achieved annualized energy savings of 230,959 GJ through conservation initiatives across our operations. Similarly, **in last three years, we have reduced Green House Gas emissions by 22,581.62 tonnes of CO₂** while total energy consumed per vehicle produced has also decreased.

In order to make Tata Daewoo as a self-regulating company for environment standards, Liquefied Natural Gas (LNG) was used instead of oil to promote use of eco-friendly energy fuel. The energy saving initiative resulted in 10% reduction in winter electric consumption. Tata Daewoo also extended technical assistance on environment for small and medium sized companies in Jeonbuk. These initiatives led to the declaration of Toxic Free Tata Daewoo in Korea.

Partnering with the community



Journey of Discovery benefiting Ugandan women



'Go Beyond' Bursary

The Land Rover 'Go Beyond' Bursary, run by the Royal Geographical Society on behalf of Land Rover, offers funding and the use of a 110 Defender vehicle. The award is aimed at those who want to take a journey beyond their limits and boundaries, that offers challenges for the team and for which a Land Rover Defender 110 is an integral part of the expedition.

Healthcare

Tata Motors actively promotes healthcare both at the national and plant levels. A partnership with Smile Train empowers surgeons to provide free corrective surgery for children with cleft lip and palette deformities. Further, AIDS awareness campaigns were conducted for truck drivers. Preventive and curative healthcare facilities are provided through small Mobile Health Clinics, awareness camps, hospitals and clinics. Besides, rural health workers are trained to act as foot doctors to cure minor ailments in their allocated areas.

The collaboration between Land Rover UK and the British Red Cross is part of the major global partnership between Land Rover and the International Federation of Red Cross and Red Crescent Societies (IFRC). It involves **Land Rover supporting national Red Cross societies in 15 countries**, with each country adopting a priority programme. To celebrate the production of the one millionth Discovery, Land Rover began a charitable 50-day journey from Birmingham to Beijing, aiming to raise £1,000,000 for the IFRC. This effort is Land Rover's most ambitious fundraising project to date and supports a much-needed water and sanitation project in Uganda.

Tata Motors Thailand also extended vehicular support to raise funds for helping the Tsunami and Earthquake victims of Japan.

Tata Motors Thailand provided its Nano, Super Ace City Giant and Xenon vehicles to carry supplies for runners in the "Emporium & Punky Runners: Run for Japan" charity activity to raise funds to help people stricken by the recent earthquake and tsunami in Japan.

Employee volunteers of Tata Daewoo have extended their support to children shelters. Volunteers are mainly engaged in free inspection of computers in children shelters, helped in soup kitchens, restored work in flooded areas, and organised blood donation camps.



Tree planting initiatives

Impact of CSR Measures

- Curative and preventive health services were rendered to 295,075 community members;
- Scholarships for higher studies were awarded to 891 students;
- School infrastructure was developed for 100 schools;
- Vocational training was imparted to 1048 youth;
- Technical training was provided to 1542 youth;
- Green cover was increased by planting 290,850 trees;
- Potable water solutions with support from the Sumant Moolgaonkar Development Foundation (SMDF) provided to 100 villages
- Donations (including donation of vehicles) to help 52 NGOs for various social programmes: ₹ 2,90,60,279

230,959^{GJ}

Annualized energy savings through conservation initiatives across all operations

Achievements

- 'Golden Peacock Award for Corporate Social Responsibility' for 2011.
- Lucknow plant was conferred the 'Greentech Environment Silver Award' for Outstanding achievement in Environment Management' in the automobile sector for 2011.
- 'CII Award' for Corporate Sustainability Reporting.
- 'Hellen Keller Award' for CSR.
- 'Bombay Natural History Award' for Green Governance.
- 'Gold Award for Corporate Social Responsibility' at 51st Annual Awards Nite of the Association of Business Communicators of India (ABCI).
- Pantnagar Plant won 'CII – Environmental Best Practices Award 2012'.
- 'Certificate of Commendation for Significant Achievement' at the CII- ITC.

Sustainability Awards 2011

- Sanand Plant won 1st Prize at Lakhsya CSR Sparsha Award 2011, for 2 papers: Community-based Safe Drinking Water Programme and for Community-based Innovative Sanitation Programme.
- Pantnagar plant bagged the second position in the Environment, Health & Safety Competition 2011, organised by Confederation of Indian Industry (CII), Northern Region.
- Sanand plant won 'Golden Peacock Eco-Innovation Award 2011'.
- Lucknow Plant won the second prize, at 'National Energy Conservation Award 2011', in the automobile manufacturing category.
- Pantnagar plant bagged the 2nd prize under 'Uttarakhand Energy Conservation Award 2011'.
- Jaguar Land Rover received the Platinum Rating in the Corporate Responsibility (CR) Index Society of Motor Manufacturers and Traders 2011 Award for Automotive Innovation.