

CORPORATE SOCIAL RESPONSIBILITY AT TATA MOTORS

As a responsible corporate citizen, our Corporate Social Responsibility (CSR) Strategy complements our business philosophy and objectives.

We have adopted the Tata Group Affirmative Action (AA) Policy attempting to voluntarily address the prevailing social inequities in India by encouraging positive discrimination for the Scheduled Castes and Scheduled Tribes (SC/ ST) communities. Every year, we participate in TAAP (Tata Affirmative Action Programme) Assessment, developed on the lines of TBEM (Tata Business Excellence Model).

Proximity-linked CSR investments are implemented across locations where we serve communities in the vicinity of our manufacturing plants and office locations. We encourage collaboration with all our stakeholders and cascade sustainable initiatives across the company ecosystem, both upstream and downstream, including inter alia subsidiaries and associate companies, channel partners – dealers and service stations and supply chain.



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

LEARN & EARN PROGRAMME | EMPLOYABILITY

Our Learn & Earn programme aims to provide gainful livelihood opportunities to youth. Unemployed youth – typically school dropouts, undergo certified training in Motor Mechanic Vehicle (MMV) trade which comprises of theory classes held at Technical Training Institutes coupled with practical On the Job Training (OJT) imparted at TML Dealers/ Service Stations. The youth get to learn industry-relevant curriculum besides earning a monthly stipend during the training period and benefit from the forward-placement linkages built into the programme.

UTTARAKHAND FLOOD RELIEF WORK

We contributed ₹ 4.5 crores towards relief and rehabilitation of those affected by flash floods in Uttarakhand in June 2013 (comprising of matching contribution by employees and the Company) to the Tata Relief Committee. Additionally, three truckloads of relief material were immediately dispatched with our employees serving as volunteers to help 500 families stranded in remote villages of Pithoragarh District in Uttarakhand.

AMRUTDHARA | DRINKING WATER

Through SMDF (Sumant Moolgaokar Development Foundation) we 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

We continue to encourage employee volunteering through our group-wide Tata Engage initiative. We celebrated Tata Volunteering Week (TVW) during March 3-9, 2014 to commemorate the 175th Birth Anniversary of our 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.



INTERNATIONAL CSR INITIATIVES

JAGUAR LAND ROVER (JLR)

Responsible Business of the Year

JLR was the first ever manufacturer to win the UK's top CSR accolade, 'Responsible Business of the Year' in July 2013; being recognised for investments in UK jobs and facilities. JLR improves its environmental performance and increases the skills and education opportunities for young people and existing employees.

Employee volunteering

JLR encourages its employees to engage with the local community. The company works with local authorities and community groups to identify initiatives which need support. In 2013, JLR donated 21,000 hours of employee time by 14.5% of its workforce or 3,600 employees on community projects.

Educating tomorrow's Engineers

JLR's 'Inspiring Tomorrow's Engineers' (ITE) programme, in collaboration with schools across UK to promote learning and engagement with STEM (science, technology, engineering and maths) subjects, helps to nurture engineering talent. Five dedicated Education Business Partnership Centres (EBPCs) and careers outreach events such as Big Bang Young Scientist and Engineer Fair helped it engage more than 328,000 students in 2013.

The 'Inspiring Tomorrow's Engineers' programme won BITC's National Education Award 2013 in recognition of the positive impact its long-term school partnerships are having on increasing employability skills and promoting engineering careers to young people.



National Schools Challenge Projects

Students aged 5 to 19 years, across the UK participate in Jaguar Land Rover's school challenges 'Jaguar Maths in Motion', the 'Jaguar Primary School Challenge' and 'Land Rover 4x4 in Schools Technology Challenge'. These are designed to apply STEM subjects to hands-on projects which simulate the exciting challenges our engineers encounter. In 2013-14, more than 226,000 young people participated in these challenges. JLR has supported 'Jaguar Maths in Motion', the largest Maths challenge of its kind in the UK, since it was established in 2000. To date, more than one million young people have participated in the grand prix style challenge.



TATA DAEWOO COMMERCIAL VEHICLE COMPANY (TDCV)

TDCV donated 2,573 hours of employee time in 2013-14 in volunteering initiatives such as supporting lunch for the poor, delivery of coal briquettes and helping at orphanages.

TATA MOTORS SOUTH AFRICA (TMSA)

TMSA partnered with two organisations for reaching out to and serving the poor communities in Pretoria, South Africa. TMSA donated packing wood generated out of the vehicle kits that was earlier sold at Rand 400 per tonne to underprivileged people living in low-cost housing areas.

Imperial Technical Training Academy, South Africa

The Imperial Technical Training Academy, trains nearly 125 out of 500 enrolled apprentices over a year. TMSA in conjunction with Accordian investments had given one Tata truck, one Telcoline pickup and one Xenon Pickup along with a host of live aggregates. This has enabled practical training of apprentices in skills like dismantling and assembly. In the last 2 years, nearly 35% of the youth trained at the Academy were absorbed by Associated Motor Holdings (AMH) workshops and the rest of them found employment with other garages.

Upgradation of Don Bosco ITI, Nairobi, Kenya

TMSA partnered with Don Bosco, Nairobi in Kenya to provide quality training to local youth. The course curriculum gives special impetus on communication and integrating theory with on-the-job practical knowledge. Jointly, Tata Kenya and TMSA will regularly interact for supporting the apprentice program and will invite network partners, who are key customers in the country to visit the institutes and employ candidates. In the last two years, we have recruited around 12 students and 16 apprentices from this programme.

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