

# CORPORATE SOCIAL RESPONSIBILITY AT TATA MOTORS



**As an integral part of its commitment to Good Corporate Citizenship, Tata Motors believes in actively assisting in the improvement of the quality of life of the people in the communities through its CSR endeavors.**

Under its four CSR Programmes of Health, Education, Employability (Skilling) and Environment, the company undertakes CSR Projects as per the company's CSR Policy and aligning to Schedule VII u/s 135 of The Companies Act, 2013. Some CSR projects are deployed by the company directly while some are deployed by strategically partnering with credible and professional non-profit organisations.

To respond to changing demographics in the country, a strategic intent is to have enhanced 'urban' CSR interventions in the years to come whilst continuing to support our rural programmes. For undertaking CSR, the company accords preference to proximate needy communities in local areas around its business operations, preferably within 20-50 kms radius of its manufacturing plants and offices. The conscious endeavor is to serve the socio-economically backward, underprivileged and marginalised communities by striking a fine balance between CSR projects having a strategic business connect by leveraging company's and its ecosystem's core strengths, competencies and doing the right thing - by addressing the pressing needs of the local communities that need not necessarily have a business connect. The Company continues its commitment to serve the Scheduled Caste and Scheduled Tribe communities (striving for 40% of project beneficiaries to be from these communities) under the group level Tata Affirmative Action Programme (TAAP).

As an apex tier in the three-tiered CSR governance structure of the company, the CSR Committee of the Board provides strategic direction, guidance and policy inputs whilst also periodically reviewing the physical and financial progress of deployment of CSR projects across locations against plans. The said committee encourages collaboration and synergy on CSR across the company ecosystem including inter alia supply chain, subsidiaries and associate companies, channel partners viz. dealers and service stations. CSR at Tata Motors is underpinned by the 'More from Less for More People' philosophy implies striving to achieve greater impacts, outcomes and outputs of company's CSR initiatives by judicious investment and utilisation of financial, human resources and engaging in like-minded stakeholder

partnerships for higher outreach benefitting more lives. More than 2 lakh lives have been touched by various CSR initiatives of the Company during the year.

In 2014, the company signed a flexi-MoU with Directorate General of Employment and Training (DGET) for recognition of its automotive skills trades under Modular Employability Skills scheme. The customised course content of its skilling projects involving professional driver training, vehicle painting and repair and vehicle assembly and repair trades has also been accorded approval by National Council for Vocational Training (NCVT) during the year. The company continues to contribute in myriad meaningful ways to adopted Industrial Training Institutes (ITIs) across the country. The company, in year 2014 undertook three new CSR projects under its Education programme; i) facilitating the provisioning of IIT-JEE entrance exam coaching to Std. XI & XII students of Jawahar Navodaya Vidyalaya school systems involving innovative peer-to-peer learning pedagogy; ii) providing financial



Kaushalya

Aarogya

aid to deserving engineering students of IIT and other reputed Engineering colleges and iii) providing special coaching to Std. IX and X students of 146 municipal schools in Mumbai.

Tata Motors continues to nurture a vibrant culture of volunteering by its employees and their families. In the second edition of Tata

# care

Group level volunteering format - Tata Volunteering Week (TVW-II) under 'Tata Engage' programme celebrated during Sept-Oct 2014, more than 5,800 employees volunteered their time, resources for different social causes during working days as well as non-working days. During the same time, a total 520 nos. of employees' family members also participated. Company's Senior Leaders' commitment, involvement and participation in volunteering activities along with their family members continues to inspire and motivate the workforce to 'give back to society'. About 5,500 employees again volunteered their time during third edition of TVW from Mar-April 2015.

As a voluntary response to the Jammu & Kashmir (J&K) Floods in 2014, company employees voluntarily contributed their half-day salary which was matched by an equal contribution by the company totaling to INR 2.26 crores which was given to Tata Relief Committee towards undertaking long-term relief and rehabilitation work for the disaster affected communities. Also, a team of 25 technicians from company's Service Dealerships and workshops in J&K offered their skilled services on voluntary basis.

The company through its foundation - Sumant Moolgaokar Development Foundation (SMDF) has conceived and implemented a flagship initiative 'Amrutdhara' aimed at providing access to drinking water to needy and deserving communities. During FY14-15, a total of 34 nos. of new drinking water projects were undertaken adding to a cumulative of 330 drinking water projects being completed benefitting about 96,200 lives since inception of this initiative.

Tata Motors won the Golden Peacock Global Award for CSR for year 2014; Tata Group Jury Award on Affirmative Action for year 2014; and four awards in group-wide Tata Volunteering Week II<sup>nd</sup> edition in 2014.

In order to assess the impact of its CSR initiatives, the company has in 2014 voluntarily adopted an Impacts assessment



Vidyadhanam

framework known as 'Social Returns on Investment'(SRoI). M/s KPMG was engaged to do an independent, pilot SRoI impacts assessment study of an employability CSR Project which involved training of tribal youth in Motor Mechanic Vehicle (MMV) and other trades over a ten year period done in partnership with Ramakrishna Mission Ashram at Sakwar in Palghar, Maharashtra. Institutionalisation of this SRoI frame work across the company for key CSR projects is envisaged in coming years.



Vasundhara

| Key CSR Projects FY14 -15                                 |                         |
|---|-------------------------|
| <b>AAROGYA   Health</b>                                   | <b>Beneficiary Nos.</b> |
| Addressing Child Malnutrition                             | 1102                    |
| Health Awareness among Females                            | 9385                    |
| Preventive & Curative Health Services                     | 98083                   |
| <b>KAUSHALYA   Employability</b>                          | <b>Beneficiary Nos.</b> |
| Professional Driver Training (Novice & Refresher)         | 22171                   |
| Motor Mechanic Vehicle Training                           | 784                     |
| Training in Non-Auto Trades                               | 1410                    |
| Training in Agriculture & Allied Trades                   | 1837                    |
| <b>VIDYADHANAM   Education</b>                            | <b>Beneficiary Nos.</b> |
| Scholarships (Secondary Classes)                          | 1502                    |
| Special Coaching (Secondary Classes)                      | 24784                   |
| School Infra Improvement                                  | 12175                   |
| Co-Curricular Activities                                  | 8314                    |
| <b>VASUNDHARA   Environment</b>                           | <b>Nos.</b>             |
| Environmental Awareness among Students (Beneficiary Nos.) | 15263                   |
| Solar Study Lamps for Students (Beneficiary Nos.)         | 8500                    |
| Tree Plantation (Nos. of Saplings)                        | 85140                   |
| <b>AMRUTDHARA</b>   | <b>Beneficiary Nos.</b> |
| Drinking Water Projects                                   | 16163                   |

# INTERNATIONAL CSR INITIATIVES



## JAGUAR LAND ROVER CSR REPORT 2014

### Global CSR Programme

Jaguar Land Rover's Global CSR Programme aims to positively impact 12 million people's lives by 2020. The programme builds healthy communities in countries where it operates, addressing issues such as skills shortage, youth unemployment and road safety tailored to issues in its markets and regions around the world. It also funds carbon finance projects in developing countries which reduce CO<sub>2</sub> to combat climate change and also address poverty, improve health and increase community welfare whilst offsetting CO<sub>2</sub> from UK manufacturing plants.

Since 2013, the Global CSR programme has positively impacted 2.9 million people through education, health, environment and technology projects. For example, Jaguar Land Rover funds the award-winning 'LIFESTRAW Carbon for Water' project which has provided safe drinking water to 1.2 million people using the water filters to protect from water-borne diseases in Busia, Kenya to date.

### Inspiring Tomorrow's Workforce

The 'Inspiring Tomorrow's Workforce' traineeship programme helps unemployed young people aged 16-24 prepare for jobs in the automotive sector. 100 unemployed youngsters have participated to date and 80 of those who have already completed the training have gone on to gain employment, including apprenticeships and further education at college.

### Supporting ex-servicemen and women

Jaguar Land Rover has been working with the Career Transition Partnership and other military organisations to run careers events at resettlement centres and open days at manufacturing locations. Jaguar Land Rover recruited 100 ex-military personnel in 2014 as well as offering work placements to wounded, injured and sick.

### Inspiring Tomorrow's Engineers

Jaguar Land Rover's 'Inspiring Tomorrow's Engineers' school education programme addresses the UK skills gap by demonstrating the wide array of career opportunities available in the industry through hands-on team challenges, school visits and work placements. In 2014, the company engaged 300,000 young people in the UK. 18,000 young people and 2,000 teachers participated in plant tours and classroom activities in the company's five Education Business Partnership Centres in 2014 and 320 students participated in work experience placements.

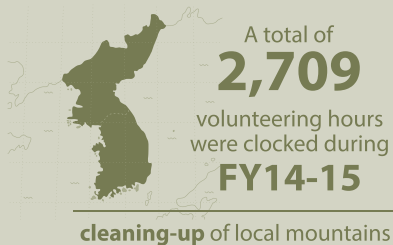
### Community engagement and personal development through volunteering

10,000 Jaguar Land Rover employees, a third of its UK workforce, donated over 115,000 hours on community volunteering in 2014. 8,140 employees donated 98,600 hours to support Jaguar Land Rover's education programme alone.



### NEPAL

Sipradian Sahayata is a non-profit organisation started by the employees of our Distributor M/s Sipradi Trading Private Ltd (STPL), Nepal in 2012. This organisation is mainly engaged in education, disaster relief and rehabilitation and support to marginalised sections of society mainly senior citizens, orphans and differently-abled. During the year, this organisation has given scholarships to 26 students and also improved physical infrastructure of four schools. The organisation supported 135 families of three villages whose houses were destroyed by fire. It has also provided vocational training to 14 women and also distributed blankets to help the poor cope with extreme winter in Nepal. This Distributor was recognised and awarded by Tata Motors for its excellent CSR work done during the year.



## CORPORATE SOCIAL RESPONSIBILITY (CSR) INTERNATIONAL LOCATIONS

### KOREA

During 2014, TDCV Korean employees along-with their family members volunteered their time in different CSR activities such as providing free meals to poor senior citizens, helping in babysitting at infants home, moving and installing door frames at Korea Habitat for Humanity, Gunsan Branch and undertaking Environment Conservation activities like cleaning-up of local mountains. A total of 2,709 volunteering hours were clocked during FY14-15.



### THE WAY FORWARD: LEVERAGING COMPANY ECO-SYSTEM

In the coming year, in partnership with its Distributors at international locations, the company envisages to adopt a school each in Nigeria & Bangladesh and improve the education facilities in these schools. On Skill development front, the company would endeavor to train needy youths as Motors Mechanics. The selected youth would undergo 6 months training in India, followed by on the job training at our Distributors workshops in their respective country. After successful completion of the training, the youth would be employed by the Distributor. Further the company shall continue to award and recognise its Distributors at International locations for their CSR work done in their respective geographies.

