

CORPORATE SOCIAL RESPONSIBILITY

Positive impact

Tata Motors has been at the forefront of productive community engagement throughout its six decades of existence. Our CSR initiatives, in line with our philosophy of giving back to society, have continued to improve the quality of people's lives across India.

We focus on four areas: Health, Education, Employability and Environment. Moreover, in line with the Group's Affirmative Action framework, we work to help people from Scheduled Castes (SCs) and Scheduled Tribes (STs) get access to better opportunities for education and livelihoods.

For this, we have forged synergetic partnerships with community members, civil society organisations and concerned government departments to undertake large-scale projects, which have helped create a positive impact on the lives of people.

Health: Tackling malnutrition

Our initiatives in Health focus on preventing and treating malnutrition. We work with young children (up to six years old), adolescent girls, pregnant women and lactating mothers on their overall well-being, nutritional supplements and dietary requirements. Health camps and awareness sessions are also held for community members to drive preventive and curative measures.

Access to safe drinking water is another concern that our initiative, *Amruthdhara*, aims to address. *Amruthdhara* has made a difference to 16,000 people while 178,200 have benefitted from our health programme.



Education: Focus on secondary school students

Education is yet another important area for us. We aim to improve the academic performance of secondary school students by disbursing financial aid and conducting special coaching classes for them. We also aspire to enhance their retention capabilities through the use of interesting audio-visual media. Encouraging students to participate in co-curricular activities ensures their holistic growth. Our education programme has helped 51,000 students.

Employability: Training youth in automotive trades

As part of our Employability or skill development programme, we focus on training unemployed youth in automotive trades, mainly as drivers and mechanics. Once they complete their training, they find ready employment in the Tata Motors' ecosystem. During the year, we skilled 73,000 youth. We also engage with community-based groups of women and farmers to help them earn supplementary incomes through our agriculture and allied programmes.

Environment: Building green awareness

We regularly organise awareness sessions to help educate people on the importance of various aspects of the Environment. Our sessions have witnessed 12,600 participants. We have also planted 67,000 trees on wastelands in an attempt to increase the green cover.

Measuring impact

A Social Return on Investment (SROI) study is conducted to measure the impact of our CSR programmes. We have also voluntarily undertaken a CSR assurance audit to augment the effectiveness of our programmes. Through our employee volunteering programme, we aim to encourage a culture of empathy and action among our colleagues. Under the Tata Engage programme, Tata Volunteering Week was celebrated in September-October 2015 and March-April 2016. Around 25 percent of our colleagues volunteered for various social causes along with their family members. Our commitment to active community engagement and social initiatives has gone from strength to strength and we are convinced that it will only get stronger in the future.



Global initiatives

Going beyond India's shores, we have also started skill development programmes for youngsters from other developing countries. Our channel partners in other countries help us identify youth who are then provided with intensive motor vehicle mechanic training for six months at our Jamshedpur training centre. Once this is successfully completed, the youngsters return home and undergo further on-the-job training in the workshops of our channel partners. This year, we trained 25 youth from Sri Lanka, Bangladesh, Nepal, Bhutan, Myanmar, Nigeria and Mozambique.

Tata Motors' community initiatives



Engaging with the world

As well as being a good employer and industry leader, Jaguar Land Rover is also committed to improving the lives of the communities in which it operates. Through our global CSR programme, the company is on course to create opportunities for millions of people through education and employability programmes, health and well-being, and deploying technology for social good.

We believe in the power of engineering to improve lives. Jaguar Land Rover employees spend up to two days volunteering time per year supporting community projects. Our workforce donated over 100,000 hours of volunteering time in total last year. For example, a team of four apprentices applied their engineering skills to design and make a set of aluminium steps to enable a young disabled horse rider to realise her passion.

Our global CSR programme has improved the lives of over four million people since 2013, including reaching over 500,000 vulnerable people through projects with the Red Cross; about 300,000 children in 375 schools in Bungoma, Kenya now have clean water to drink.

This year, the UK Ministry of Defence gave the company their Gold Award for our support of ex-armed forces men and women, reinforcing our position as an employer of choice for those who have served their country. Jaguar Land Rover is proud to be serving them as the presenting partner of the Invictus Games.

Inspiring Tomorrow's Engineers (ITE)

Jaguar Land Rover has a wide range of educational initiatives with the aim of getting young people excited about engineering and crucially, to encourage them to pursue STEM subjects at GCSE-level and beyond. Our STEM challenges (Jaguar Maths in Motion, Land Rover 4x4 in Schools and Jaguar Primary Schools Challenge) give teams of students hands-on experience of engineering practices and principles and engaged more than 500,000 students last year.

Education Business Partnership Centres are a vital element of our education programme and offer tours of our manufacturing, design and engineering sites to over 20,000 young people each

year. Jaguar Land Rover is the only automotive manufacturer in the UK to run EBPCs at its facilities. There are now 6 EBPCs at UK sites, which provide an interactive and practical approach to learning across all stages of the national curriculum. EBPCs aim to raise students' aspirations and attainment, improve employability skills and inspire young people to consider engineering careers. Activities relate schoolwork to practical situations, and provide an insight into the world of work in the manufacturing sector. At least 60 young people who have participated in our education programme over the past five years are now apprentices and graduates at Jaguar Land Rover.

Highlights of the ITE initiative

- ▶ More than three million young people have participated in ITE activities since 2000, with 686,000 young people directly participating in 2015.
- ▶ 4,900 employees donated 102,000 hours to support the ITE school STEM education programme.
- ▶ Employees support Education Business Partnership Centres (EBPCs) which run school visits and work placements at the company's sites by helping develop curriculum materials, delivering presentations to groups, supporting external careers events or mentoring young people on work experience placements.
- ▶ In 2015, 20,300 school children and 2,000 teachers visited Jaguar Land Rover's EBPCs and an additional 300 young people participated in work experience placements.
- ▶ Jaguar Land Rover recruited 333 graduates, 244 apprentices and 230 undergraduates on industrial placements in 2015 to develop the next generation of engineers. Some of them had previously participated in the Inspiring Tomorrow's Engineers programme.