

Social – Community

Promoting inclusive and sustainable development

Being a responsible corporate citizen, 'driving inclusive growth, social equity, sustainable development and nation-building' is the commitment Tata Motors has made to society and to the communities it operates in.

In the last year, the Company successfully demonstrated the ability to remain steadfast on this promise, despite challenging circumstances. In navigating the challenges the TML team, its partners and most importantly the community, not only demonstrated resilience but also unexpected creativity and spontaneity, relinquishing well-worn paths to embrace a gratifying level of empowerment, which not only led to the projects staying well on track but also the dramatic scaling up of some initiatives

Tata Motors Limited

The Covid -19 has created unprecedented impact globally. To strengthen the nation's resolve to fight the pandemic, we undertook various initiatives across India, providing relief to people during these challenging times.

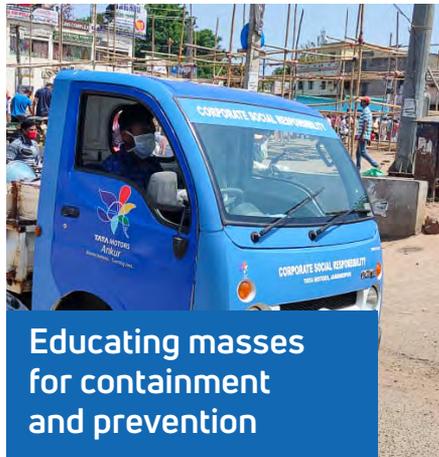
AT TATA MOTORS, WE UNDERTOOK A THREE-PRONGED APPROACH:

- Supply of essentials to those at ground-zero and to the economically weaker sections that are most impacted by the lockdown
- Equipping ground-zero heroes
- Create awareness on preventive measures to contain the virus spread



Extending support to those most in need

We organised food supplies for migrants and stranded communities, urban slums, transit camps and villagers across the country. Further, we set up two helpline numbers for temporary and contractual workmen for food-related queries in Lucknow. We also provided water supply to 19 police chowkis and traffic posts in Pune. We partnered with Indian Oil Corporation to distribute food packets and personal protective kits to truck drivers in Narsapura (near Bangalore) and Bawal (near Gurgaon).



Educating masses for containment and prevention

The Company is emphasising on good health practices and spreading awareness for COVID-19 through social media and in market areas in the vicinity of the company's plants. Through public address system, we made the communities aware of safe practices, banner's, pamphlet's and other related information material is being used to spread awareness amongst slums and low income group communities.



Equipping ground-zero heroes

We enabled self-help groups to manufacture home-made certified masks and sanitisers to be distributed to hospitals, vendors, health workers, police stations, and army personnel. We also conducted health check-ups and provided basic medication to truck drivers and co-drivers in Belur, Dharwad.



Our community health initiative, Arogya focuses on addressing malnutrition in children aged between 0-6 years. Apart from providing supplementary diet and supplements, we enable behavioural changes in communities, especially among young mothers and parents through awareness sessions, ante-natal and post-natal services. We also facilitate curative health care services for diagnosis, administration of generic medicines and consultations. We ensure access to safe drinking water through our Amrutdhara initiative.

Our health programme has benefitted 3.8 Lakh people. Over 73% of the malnourished children are in the healthy category along with positive change in the knowledge, attitude and behaviour of the communities towards health.



AWARENESS ON ROAD SAFETY AND TRAUMA CAUSED BY ACCIDENTS

On the World Mental Health Day, we launched a special campaign, 'Stop the endless accident' with MindPeers, a mental health tech service platform, to raise awareness on road safety and the trauma caused by vehicular accidents. Under this campaign, we focused on counselling survivors of such accidents on Post Traumatic Stress Disorder (PTSD). It also provided the survivors with a platform to narrate their stories to motivate others going through the same ordeal.



We aspire to drive holistic development among students at the secondary school level. Our targeted programmes include need-based rolling scholarships/financial support for economically disadvantaged students, organising support classes for difficult subjects, value-based life skills, and sports and other co-curricular activities. Leveraging infrastructure, technology and our innovation capabilities, we made these programmes easily accessible. An innovative partnership has been worked out with government schools – Jawahar Navodaya Vidyalaya (JNVs) – for JEE and NEET aspirants.

We have touched the lives of 1.2 Lakh students so far. These initiatives have led to an improvement in the pass percentage of Class X board examination for government school students - from 55% in 2015 to 93% in FY 20.

At TML centre in Puducherry, among the students undergoing JEE/NEET coaching, 43% scored above 90% in their board examinations; 81% qualified for JEE Mains; 59% for JEE Advanced and 80% of them got into IITs, NIITs and other medical institutes.



Our Skill Development programme provides training to unemployed youth under three segments – auto trades, non-auto trades, and agriculture and allied activities. In auto trades, we leverage our domain expertise and business connect to impart training on driving and motor mechanic. On the completion of training, most of which are NSDC certified, they find ready employment either in Tata Motors' ecosystem or in the open market. We also engage with community-based groups of women and farmers and help them earn supplementary income through our programme on agriculture and allied activities. During the year under review, we trained 17,661 youth and farmers; of which 69% have found employment (or are self-employed), resulting in an annual increase in family income by 1 lakh.



Tata Motors believes in creating an inclusive society through Adhaar, the Affirmative Action Programme. Continuing the spirit of inclusion, the Integrated Village Development Programme IVDP aims at delivering holistic development to a village through an integrated approach. We partner with government agencies in driving village development; the government provides 70% of the programme resources.

Our partnership with the CSR Cell of the Maharashtra government has helped improve the quality of life of 8,876 tribal people of Pathardi, Shiroshi and Chauk gram panchayat in Palghar, an aspirational district with 100% tribal population, and Devadth village of the Ahemadabad district, Gujarat.