

Rural Development Programmes and Governance:

Rural Development Programme aims at holistic development of a village through an integrated village development approach. The key element of this project is to leverage the resources from the government through convergence of government schemes in Pathardi, Shiroshi and Chauk gram panchayat in Jawahar block of Palghar district in Maharashtra, and Devadthl village of Ahemadabad district of Gujarat. 70% of the resources for village development have been committed by the government. During FY22, Tata Motors worked across six states in India, namely Jharkhand, Maharashtra, Gujarat, Karnataka, Uttar Pradesh and Uttarakhand to empower the respective neighbouring communities and also to strengthen the governance mechanism of the local institutions through these communities by ensuring last-mile awareness and service delivery of government welfare and financial schemes. Through these programmes, the Company has improved the quality of life of the 17,501 tribal community members.

A total of 7,91,298 people were benefitted through CSR programmes in FY22, with a spend of ₹23.69 crores

Affirmative Action:

Tata Motors has been at the fore front in implementing the group-wide initiative Tata Affirmative Action Programme (TAAP) - branded as 'Aadhar', aimed at ensuring equity for the economically and socially disadvantaged sections of society, i.e. Scheduled Castes and Scheduled Tribes (SC and ST), women and disabled persons. In FY22, Tata Motors was awarded the Jury Award for highest scoring company in Annual Assessment of Company's AA performance at Group level. The Company has committed 40% of the CSR resources both, financial and human (beneficiary), to these AA communities. Apart from ensuring a due share in the CSR interventions, a positive discrimination is practiced for these communities in the Company's employment and its value chain.

COVID-19 relief efforts:

Tata Motors supported COVID-19 relief efforts by providing assistance to over 1.5 lakh people including migrants, daily wage earners, those who were left stranded or forced to seek shelter in transit camps. Food, masks and sanitisers along with information kits on precautions to be taken for safety, health and hygiene, were arranged for thousands of truck drivers, the unsung frontline heroes who played a stellar role in ensuring that the wheels of nation kept running. Additionally, the Company donated ₹~7 crore towards COVID-19 relief in year FY21, 50% of which was contributed by the Company's employees and in FY22 another ₹6.3 crore was donated for supplementing the government efforts towards COVID vaccination drives.

Employee volunteering:

Tata Motors continues to nurture a vibrant culture of volunteering by its employees for social causes. A Volunteering Policy is being rolled out to further institutionalise the volunteering endeavour by company employees, their families as well as retirees. In FY22, 34% of employees volunteered for social causes devoting a total of 28,558 hours.

Formalising our CSR framework

CSR in India has very recently undergone a metamorphosis to acquire a legal mandatory character under 'The Companies Act, 2013 and associated Companies (CSR Policy) Rules 2014'. Whilst aligning to this new legal framework, Tata Motors has evolved its CSR framework comprising of five-year CSR Strategy and Roadmap, Policy, Guidelines and Annual Plan based on

reflections and learnings. The Company's endeavour has been to strike a fine balance between CSR projects having a 'strategic business-CSR connect' (for leveraging company's and its ecosystem's core strengths and competencies) and 'doing the right thing' (addressing pressing needs of the local community and this may not necessarily have a business connect). To understand the relevance, utility and impact of its CSR projects, the Company has proactively and voluntarily adopted an evolving Impacts Assessment Framework known as Social Returns on Investment (SRoI). The institutionalisation of the SRoI framework across Tata Motors locations for key CSR projects has been undertaken in 2015 and 2016 resulting in five more CSR projects evaluated for SRoI.

Tata Motors ENABLE: a technology-driven effort to enhance educational possibilities



Tata Motors' Engineering and NEET Admission Bridge Accelerated Learning Engagement initiative (ENABLE) is an e-enabled learning programme that provides JEE/NEET coaching to 11th and 12th standard students from 477 Jawahar Navodaya Vidyalayas (JNVs) across the country.

This programme, conducted in partnership with Avanti Fellows was implemented in Puducherry, Mangalore and Palghar. A blended learning model was devised for

in-house advanced coaching of meritorious students from 50+ JNVs in Kolhapur and Rajgir. Within a month of lockdown and school closure due to COVID 19, this coaching programme went fully online. From 2021 this programme evolved into a remote learning model, and has spread to in 477 JNVs across 26 States and eight UTs.

In FY22, of the students who took this coaching programme, 57% qualified JEE Mains, out of which 63% cleared JEE Advanced, of which 70% got admission into IITs, with the others qualifying for NIITs and other engineering institutes. 18% of the students supported by Tata Motors made it to a prestigious institute (as against a national average of 2%).

Through its latest studio learning online model, Tata Motors aims to coach 1 lakh students for JEE and NEET entrances by 2025, and enrol 30,000 of them into institutes of higher learning. It hopes to continue reaping promising results, creating positive value in the community and cultivating a culture of equitable education.

Case study

Case Study: Sabir Alam overcomes odds to become an ISRO scientist



Sabir tended a deep-seated passion for science from his childhood. Sabir recounts, "With our limited means of earning, arranging for quality education that could help me move towards

my dreams was very difficult for my father". Eager not to be deterred by such challenges, Sabir appeared for JNV entrance exams that offers free residential education to bright students. Upon securing admission to JNV, Sabir got to know about IIT – JEE coaching at Avanti in association with Tata Motors that grooms young minds to succeed in competitive examinations like IIT – JEE. Sabir recounts "Since our programme encouraged peer-to-peer learning, our classes

were seldom boring. There was a free flow of ideas within the entire class, we often shared clever tricks that could be useful in solving problems with speed and accuracy." Sabir went on to gain admission in IIT Madras. Today Sabir works as a scientist at the Vikram Sarabhai Space Center of the Indian Space Research Organisation (ISRO) in Trivandrum.