

# ACCELERATING ASPIRATIONS

AN IMPACTFUL DECADE 2013-23

T E N





# ABOUT THE REPORT

This year marks 10 years since we undertook a decisive shift in gears in our CSR purpose, strategy, approach and philosophy. It was and remains a moment when we reached deep within our core to respond to the changing landscape around us, while remaining true to our touchstone of caring for communities, the journey that started since the inception of Tata Motors. So, while processes and programmes metamorphosed for a larger Impact, our soul remained the same.

One among several factors that led to this change was our response to the Companies Act 2013. But the impetus came from within to realigned our CSR activities across locations into Harmonised Programmes capable of growing in scale and reach. In 2015, as a responsible corporate citizen, Tata Motors once again revisited its CSR strategy and programmes to capture the essence of the Sustainable Development Goals (SDG), laid down by the United Nations. In doing so, we allowed our CSR team unfettered support to develop innovative and creative projects, particularly focussed on India's national priorities.

Our deep desire to serve our communities must have, as the wise say, led to the universe conspiring to enable us to achieve it. Each of our Marque Projects, within our focus areas of Health, Education, Employability and Environment, are dramatic impact stories of convergence, scale and reach.

**Our Annual CSR Report for 2022-23 reflects how we shifted gears at vital junctions after logging key milestones of replicability and sustainability to now endeavour to punch much above our reach to achieve scale and impact, enhance shared value and provide sustainability to our CSR Programmes.**



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In 2014, we designed and adopted a comprehensive 4-pillar approach to harmonise our nationwide CSR initiatives with a clear mandate to address some of India's most critical and social challenges across the domains of Health (Aarogya), Education (Vidyadhanam), Employability (Kaushalya) and Environment (Vasudhara). Capabilities, experience and expertise acquired by individual units and teams in each of these fields led to the creation and execution of focused interventions with clearly defined outcomes and remarkable results.

Amidst a decade that saw variances and turbulences on several fronts, we chose to stay the course. Even in years when the company made losses or the world was severely impact by a pandemic, we didn't compromise on our commitment to our communities. In fact, we used every opportunity to further refine, scale-up and accelerate our CSR programme to deliver greater impact. We experimented with innovative models, allied with more NGO partners, engaged with larger group of community stakeholders and involved our employees and ecosystem partners to expand out outreach and aspiration.

Several of our CSR ideas and programmes have grown to become marque projects, worthy to emulate as community development models. This success is an outcome of our uncanny ability to evolve and agility to quickly adapt to the dynamism that engulfs us. Using the novel approach for 'More for Less for More', we narrowed the gap between our aspirations and the available resources, achieving pan-India scale for several projects. With harmonized linking of programmes and beneficiaries, investments in communities living closer to our manufacturing facilities and a deployment model with clearly defined objectives and outcomes, we were able to create more than estimated impact. Capabilities within the team, synergies developed with partners and the trust fostered with our communities, enabled our efforts to flourish.

We are grateful for the support, guidance and energies of all our stakeholders who have helped us accelerate our CSR journey. We do understand that while we have made a start, the journey is long, and the paths ahead will need to be diligently chosen. As we commence the next decade of our CSR agenda, your best wishes and cooperation will help us walk far...together!

Sincerely,

Girish Wagh

## Dear Stakeholders

### Staying the course, accelerating the pace

'All stakeholders wellbeing is the very purpose of our existence.' This purposeful and visionary outlook of the founding father of the Tata Group, Jamsetji Tata and his enduring philosophy of 'ensuring what comes from the people goes back to the people many times over', has guided the Tata Group for well over 150 years.

Aligned with this ethos is Tata Motors' mission 'innovating mobility solutions with passion to enhance quality of life', making Corporate Social Responsibility (CSR) an integral part of our DNA. This year, we celebrate the significant milestone of completing 10-successful years of making a difference. We are humbled that our focused CSR efforts have helped improve the lives of over 60 Lakh citizens across the country in the last decade.

# ABOUT THE COMPANY



Tata Motors Limited is India's leading commercial vehicle manufacturer, among the top three in the passenger vehicle market. As on March 31, 2023, its operations spanned across India, the UK, South Korea and South Africa with a network of 86 subsidiaries, ten associate companies, four joint ventures and two joint operations.

The Company is at the forefront of India's shift towards electric vehicles while staying ahead of the curve in the fast evolving automotive market.



## KEY STRENGTHS

### Strong brands

Tata Motor's unique brand portfolio comprises Commercial, Passenger and Luxury Vehicles. It is home to the iconic brands, Jaguar and Land Rover (JLR). Tata Motor Finance, Tata Daewoo, and Tata Technologies are subsidiaries of the Company. Collectively, these brands cater to a wide range of customers and market segments and offer a wide array of products under the canopy of Tata Motors.

### Delivering future-ready vehicles

Our transformation journey's mission, vision, and values are crafted to deliver future-ready vehicles. We are exploring new mobility opportunities while enriching our current offerings in line with customer demands. We are drawing a new roadmap in the CV space, upgrading the manufacturing process, and leading defence technology in India.

### Strong focus on quality and safety

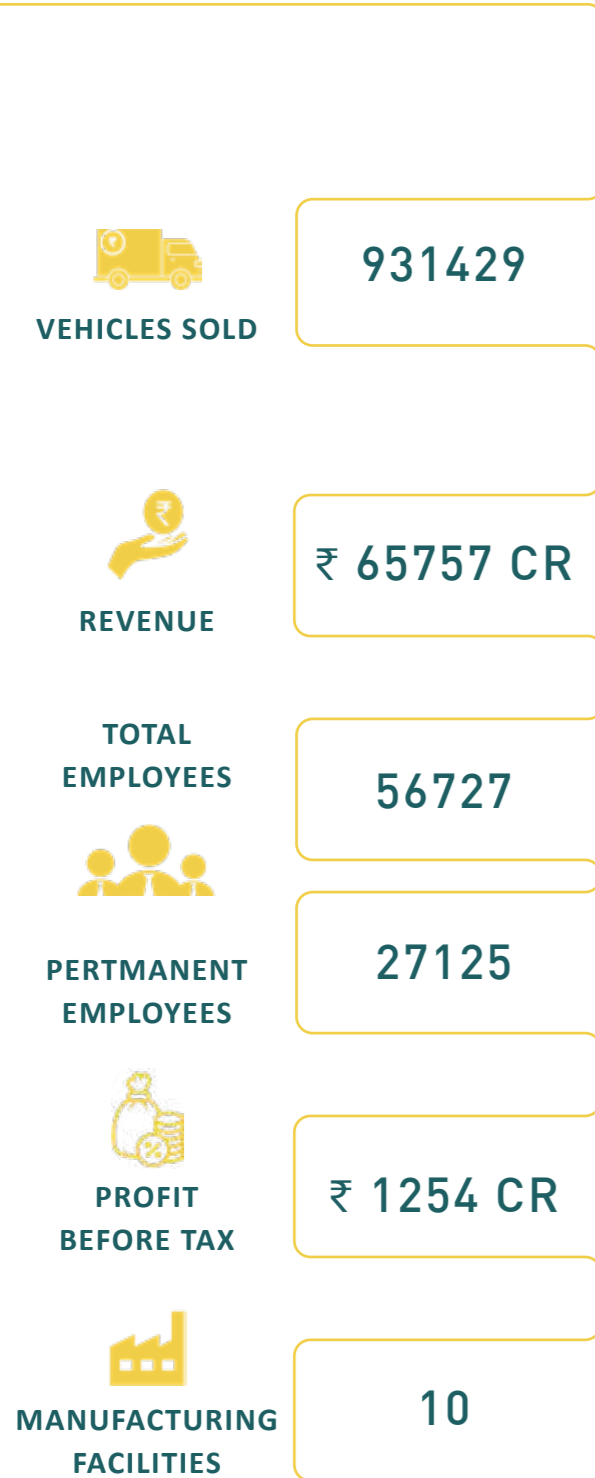
Tata Motors has stayed ahead of the curve by mapping out quality and safety as key parameters in the strategic roadmap. Tata Motors has launched a range of safety-related technologies and continues to invest in R&D facilities and technologies to adhere to its core commitment to delivering the safest vehicles across segments. In terms of quality, all our facilities utilise standardised systems to provide exceptional experiences.

### Reimagining sustainable solutions

Tata Motors deploys a three-pronged approach to sustainability, encompassing sustainable mobility, sustainable manufacturing, and product stewardship as critical aspects of business.

# PERFORMANCE HIGHLIGHTS

## Key Company Highlights

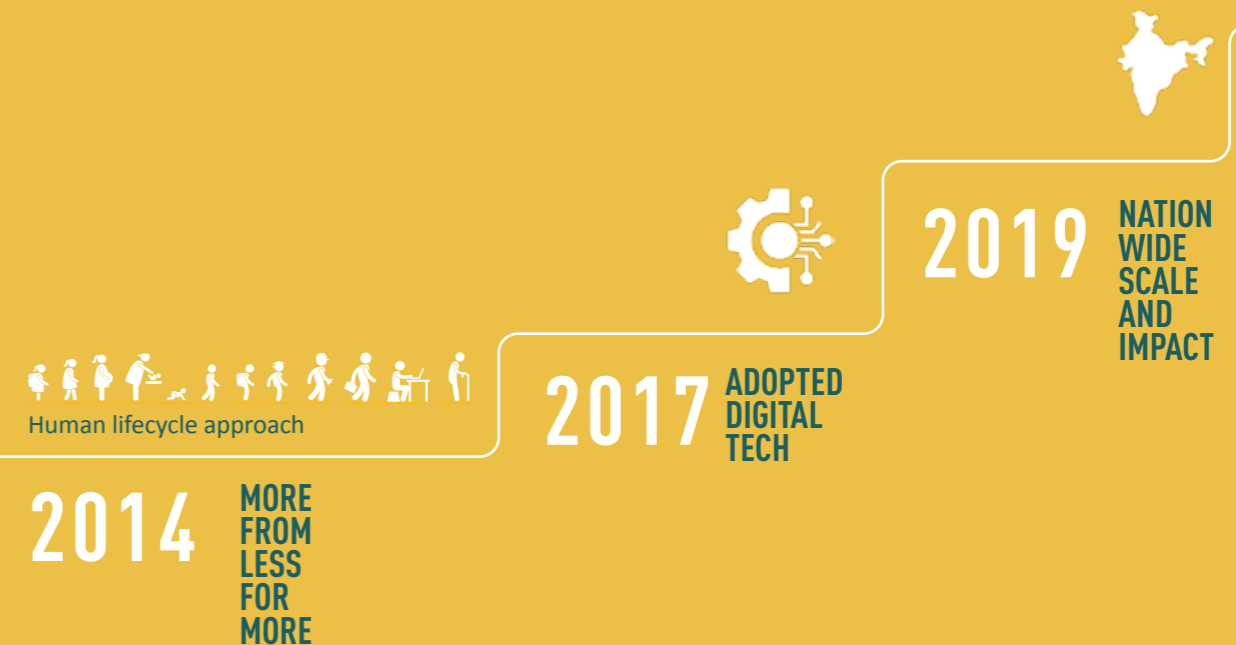


## Key CSR Highlights



# ACCELERATING ASPIRATIONS

AN IMPACTFUL DECADE 2013-23



It is **TEN** years since we adopted a **One-Tata Motors CSR Strategy**, a moment that has provided us with the perfect interlude to look back on the decade and assess how we have done. This change was part of our response to the evolution of the way society perceived the CSR obligations of corporates and the resultant change in CSR regulations in India.

In 2014, we synchronised our diverse and distinct locational, **Do-It-Yourself CSR programmes** to create Harmonised Programmes across all locations based on a Common Minimum Programme, with a focus on proximate communities. To complement this and as a response to the Sustainable Development Goals, we adopted a **Human Life Cycle Approach**, establishing linkages between programmes for the age continuum of beneficiaries. The **“More from Less for More”** philosophy replaced our dependence on allocations from the plant revenue budget and opened the doors to multi-stakeholder partnerships with the immense opportunity to tap Government Schemes and our ecosystem to expand the corpus, scale and impact of our CSR interventions.

A key addition to our CSR Strategy was the concerted effort made in 2017 to **adopt digital technologies** into its various programmes to ensure replicability and scale.

Five years later, in 2019, the success of some of these programmes allowed us to consolidate with the use of digital technologies and convergence to achieve nation-wide scale and impact.

# OUR CSR JOURNEY

1960 - 2013



The Company's first manufacturing unit, this is also where the CSR activities of the Company began. In the 15 years since its inception the Jamshedpur Plant had developed a deep social connect with its local communities and responded to the challenge of Malnutrition and Leprosy by pioneering the effort to address them via successful NGOs floated by the Company. Its initiatives were later replicated by the State Government.

**1960**  
Jamshedpur

LATE **1970**  
Pune

It was in the mid to late 1970s soon after Pune was established that it launched its CSR initiatives, which were modelled on the Integrated Rural Development Programme. Prolific in creating institutions, it established the Sumant Moolgaokar Development Foundation (SMDF), Kalasagar, Grihini Udyog, Community Development Centre, Pune Venturers, Photography Club, supported in time by the strong culture of employee volunteering via the Yuva Swayam Seva Dal since the 1990s.



When established the capital of Uttar Pradesh had a low density of industries, making Tata Motors the beacon of change and enlightened corporate citizenship in the state. Its CSR activities addressed the developmental needs of proximate communities. In the three decades since, the community has evolved from being 'beneficiaries' to 'partners'.



SINCE **1990**  
Lucknow



**Pantnagar**

Among the young leaders in Tata Motors, this plant locations harnesses the youthful enthusiasm of its employees through volunteering. It achieved high visibility for its CSR programmes, working with the government, voluntary organisations and the community.

MID **2000**

It took a leaf out of the CSR interventions of other locations to introduce programmes aimed at benefitting its community even before the commissioning of the plant. Its success lies in the high degree of alignment with and convergence with government programmes.

**Sanand**



POST **2008**



**Corporate**

The anchor for all CSR initiatives across the Company, the Corporate unit became has steered the harmonised programmes of Tata Motors since they were initiated in 2014. By creating a pan India perspective it has enable the Company to develop synergy and scale across all four thematic or focus areas of Health, Education, Employability and Environment.

SINCE **2010**

**Dharwad**

The youngest of the Tata Motors plants, journey of CSR started since inception after a detailed survey to understand the needs of the community around the plant location. Thus community partnership has been the key of CSR in Dharwad



MID **2013**





# SHIFTS IN GEARS

Commitment to the communities has been a consistent attribute of the company. From a small beginning via community welfare, Tata Motors today runs pan India programmes with growing impact and at scale.

## SELF DEPLOYMENT APPROACH

Prior to 2014, guided by the vision and purpose of the Tata Group, of giving back to the community in the same measure as it received, each of the plant locations followed the 'Do it Yourself' approach or a Self-Deployment Approach. Programmes were designed to meet the felt needs of the communities and AA communities were included by default as they covered the population around them.

Aimed at rural communities, the programmes focused on human development enablers, especially as the Tata Group believed, **"Industry could not be an island of prosperity in a sea of poverty (J R D Tata)"**. They were deployed by the units, namely as Jamshedpur and Pune, through company floated societies to implement their initiatives.



## HARMONISED APPROACH

Several internal and external factors caused a shift in 2014. Over the years, each of the units had developed technical expertise in a range of areas and key focus areas, common to all communities, such as Health and Nutrition, Education, Skill Development and Environment Awareness, found greater resonance. Externally, the Corporate Social Responsibility Policy Rules, 2014 came to be enacted and the Sustainable Development Goals were articulated. Led by the Tata Group, Indian industry also placed emphasis on Affirmative Action.

# CSR STRATEGY & APPROACH

Once the harmonised approach was embraced, a CSR strategy was articulated by Tata Motors with defined plans and goals. In 2021, Tata Motors reviewed its CSR Strategy to achieve its enhanced aspirations. The aim is to facilitate higher synergies to **ACHIEVE, SCALE AND IMPACT**, enhanced shared value and sustainability, evolve further and make CSR an enabler for the enhanced effectiveness of business-led interventions.

## APPROACH



Harmonised CSR programmes, with a Human Lifecycle Approach were implemented across locations based on a structure of Common Minimum Projects (CMP). In addition, Horizontal Linkages were established between programmes, reflective of national priorities (Under Schedule VII of Companies Act) and the Agenda of the Sustainable Development Goals (SDGs)

## GEOGRAPHIC SPREAD



Local areas around each of TML's operations (urban) were targetted, with proximity-linked CSR spends of 70 per cent on communities within a 20 kms radius of the manufacturing operation.

## DEPLOYMENT MODEL



For each of its four thrust areas of Health, Education, Employability and Environment, Tata Motors developed programmes with defined activities to undertaken within communities in proximity to its operations. In addition, to address the needs and aspirations of neighbouring communities it has sustained Location Specific Projects (LSP).

## GOVERNANCE



Tata Motors aligned its Governance Structure to the CSR Policy Act and ensured that its activities were aligned to Schedule VII of the Act.

In response to the maturity of its programmes and external factors at a local, national and international level, in 2014 Tata Motors shifted gears to move from location specific programmes to adopting a unified, One-Tata Motors approach. It gave itself an overarching CSR Goal: "To be a responsible corporate citizen by driving inclusive growth with social equity, strengthening sustainable development and be an active participant in nation-building process."

उत्कर्मित स्वयं राज्य राजदोहा  
(उत्कर्मित स्वयं राज्य राजदोहा)

# HARMONISED PROGRAMMES

TEN years at a glance



## HEALTH

- Shift from Institutional based clinical approach to Community based health interventions
- Self Deployment mode to partnerships with NGOs
- High resource model to moderate resource model

- Malnutrition, health awareness and preventative healthcare is addressed across all plant locations
- Leveraging government partnership for scale & impact
- Strengthening public health delivery mechanisms with focus on nutritional rehabilitation
- Low resource deployment models

## EDUCATION

- Focus on improving scholastic performance at secondary levels of government schools, along with Infrastructure development and financial support to the deserved

- Holistic educational initiatives, supported by digital technologies and financial aid, ensure equal opportunity
- Providing platforms for higher education, professional coaching for entrance in institutes of higher learning
- Digital Learning scaling to Pan India Model

## EMPLOYABILITY

- Shift from Self Deployment to Partnership model focussing skills linked to business
- Focus on skilling In three categories; Automotive, Non Automotive and Agriculture and allied

- Youth are being made employable through skill development, vocational training, assistance, which enhances income and is empowering women
- Compulsory on-the-Job training
- Seeded sustainability in all projects

## ENVIRONMENT

- Awareness on Environment

- Tree Plantation model linked to Sustainable Livelihoods
- High Convergence with Government schemes
- Environment awareness among students

2013

2022-23

## AFFIRMATIVE ACTION

Our Affirmative Action initiatives follow an integrated development approach focusing on Scheduled Caste and Scheduled Tribe communities, women and People with disability



## WATER

Water relief measures reducing the daily drudgery of women and girls. And also provide water for Irrigation

## VOLUNTEERING

Developing a culture of employee volunteering for social cause



2013-23

### TATA MOTORS DECADE-LONG CSR IMPACT

HEALTH	3687992 Lives Touched
EDUCATION	947849 Students benefitted
EMPLOYABILITY	622483 Youth skilled
ENVIRONMENT	595246 Lives touched
RURAL DEVELOPMENT	64445 Lives touched
DISASTER RESPONSE	107001 Lives touched
<b>TOTAL</b>	<b>6025016</b>

# MARQUE PROJECTS

In the last decade, projects that address key interventions undertaken by Tata Motors in the areas of Health, Education, Employability and Environment have matured to integrate Intersectionality, Layering of Programmes, Longitudinal Engagement with Communities, Higher focus on convergence with Government and Digital Integration. They have evolved to significantly expand in reach, their breadth of operations as well as the impacts and outcomes they achieve year on year.

**TEN** years after the harmonized programmes were introduced, we showcase **TEN** of these Marque Projects in this report

## HEALTH

- 1 Addressing Malnourishment
- 2 Leprosy Care
- 3 Safe Drinking Water

## EDUCATION

- 4 ENABLE
- 5 Special Coaching Classes
- 6 Coaching Meritorious Students

## EMPLOYABILITY

- 7 LEAP
- 8 Dairy Development
- 9 SHG Federation

## ENVIRONMENT

**TEN** Urban Forestry

Projects launched in **2022-23**

- Amrit Sarovar
- One Million Plantation

*Tata Motors is now focussed on Low Touch and High Impact Programmes/ Projects that have a nature and degree of engagement but will provide further scale, longevity and sustainability in outcomes.*



# OUR DECADE-LONG JOURNEY



In the past decade, both pre-existing and new projects were integrated under the harmonised programmes, Aarogya, Vidhy dhanam, Kaushalya and Vasundhara in the four thrust areas of Health, Education, Employability and Environment, respectively.



**These** pan India programmes, specifically intended to advance the CSR Mission of Tata Motors by addressing local as well as the larger national and global priorities, have transformed the CSR aspirations of Tata Motors.



**Projects** under these programmes have proved to be models held up by Governments and communities alike. The following section highlights these projects from across all locations of Tata Motors.





Prior to 2014, the health programmes implemented by manufacturing locations in communities comprised preventive and curative services, leading to their delivery at the doorstep via mobile medical vans, along with camps organised across operational areas.

Among the earliest to deploy these initiatives was Jamshedpur, both the cradle of CSR in Tata Motors and the birthplace of the Company. The manufacturing location had developed deep social roots and took the lead in establishing as well as building respected institutions, including those to target malnutrition among children and rehabilitate leprosy patients. Both these programmes were deployed via company-floated NGOs.

Likewise as other manufacturing units came into being they too independently provided health care services and created physical assets for rural communities, including Anganwadi centres and toilet blocks with soak pits, and addressed the need for Safe Drinking Water

## SELF DEPLOYMENT APPROACH



The key focus of Tata Motors' health initiatives under the pan India Harmonised Health Programme, Aarogya, in the last decade has been addressing malnutrition among children between birth and the age of six as a means to building a stronger and healthier today and tomorrow for our society. The Company also provides Preventive and Curative services to communities, along with Safe Drinking Water under its Amrutdhara initiative.

## KEY HEALTH INITIATIVES



**PREVENTIVE SERVICES:** The Company drives efforts to prevent malnutrition via behaviour changes in the communities, especially among young mothers and parents. This is achieved via awareness as well as antenatal and post-natal services.



**HEALTH AWARENESS AMONG WOMEN:** The focus of this effort is on enabling women to address the nutritional and health care needs of their children. Among the largest institutional interventions undertaken by a unit to address the health needs of communities was by Jamshedpur, which established an NGO, Parivar Kalyan Sansthan (PKS), over 40 years ago.



**COMBATING MALNUTRITION AMONG CHILDREN:** These interventions aim to improve the health status of communities by detecting and diagnosing malnutrition, administration of generic medicines and consultations to ensure immediate improvement in their condition.



**SAFE DRINKING WATER:** Access to safe drinking water is an important area of attention because of the potential of safe drinking water to prevent malnutrition due to repeated illnesses.

Aarogya has brought about a positive change in the knowledge, attitude and the behaviour of the communities on health. As part of its core approach, the Company has infused sustainability in its programmes by strengthening the institutional delivery mechanism at the local level. It has enhanced the capacities of Government personnel and health care providers, while also mentoring communities to take ownership of the programmes.



# BATTLE AGAINST MALNUTRITION.

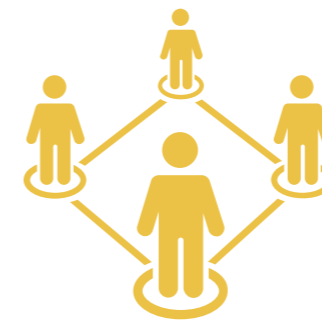
Malnutrition is a critical public health issue in India, particularly among children under five. Severe Acute Malnutrition (SAM) is a serious condition that puts a child at significant risk of mortality. Undernutrition in children was given priority under Aarogya because

**India was then considered the malnutrition capital of the world, with 44% of all under-five age children malnourished in the world belonging to the country.**

**BASELINE SURVEY** Research shows that Malnutrition adversely affects developmental milestones in children, leading to poor human resources in a nation. The National Family Health Survey-3 (2005-06) reported undernutrition in the children below 5 years of age across Jharkhand as being well above the national average. **The district of Purbi (East) Singhbhum, where the Jamshedpur plant of Tata Motors is located, was among the top five districts with the highest burden of stunting and anaemia among children.** Likewise, the National Family Health Survey- 4 in 2014-15 found that 25.6 per cent of children in urban Maharashtra experienced wasting then, and Pune was no exception.

## INTERVENTIONS

**Institutional Treatment:** Once Harmonised Programmes were introduced in 2014, Jamshedpur ramped up its efforts via **Malnutrition Treatment Centre**, and augmented the reach of the project through community awareness initiatives conducted by Parivar Kalyan Sansthan.



**Community-based interventions:** In Pune, the Company piloted community-based interventions to address malnutrition in urban children in partnership with NGOs with domain expertise to overcome the limited and unsustainable results of the Government strategies and programmes. This convergence effort successfully led to a shift in focus to a lean resource model, with TML providing moderate resources. The initial efforts, however, resulted in low reach and scale in the programme.

In response, TML then expanded its efforts to strengthen the government delivery mechanism (ICDS) across Pune and other locations in 2017, plugging gaps and aspiring to scale up the programme in partnership with the government across Mumbai, Lucknow, Pantnagar and Sanand.

## CONVERGENCE FOR SCALE

Since 2019, the Government's focus on public health delivery with nutritional rehabilitation gave Tata Motors the opportunity to scaled up, attempt a much higher reach yet with a conservative outlay of resources. At Pune, TML collaborated with the Pimpri Chinchwad Municipal Corporation (PCMC), effectively reducing the quantum of resources required to be invested yet achieving medium reach and scale. In 2021-22, Sanand took on the programme, launching it across 71 Anganwadi Centres of Sanand Block.



# ADDRESSING MALNOURISHMENT<sup>1</sup>



Since 2014, Parivar Kalyan Samiti has been reaching out to mothers and adolescent girls via Anganwadis to combat factors that lead to a poor nutrition status among children. These encompass health awareness programmes for mothers, personal hygiene and nutrition workshops and family planning sessions. Regular camps result in early identification of malnutrition, followed by awareness programmes targeting mothers of MAM children.

## MALNUTRITION TREATMENT CENTRE

In 2009 Tata Motors Jamshedpur had established the Malnutrition Treatment Centre (MTC) in collaboration with UNICEF and the National Rural Health Mission (NRHM) in Jamshedpur via a Public-Private Partnership (PPP). It was the first such facility to be run by a corporate house.

### INTERVENTION

MTC provides end-to-end support, including treatment, nutritious food, and regular follow-ups to ensure continuity in the growth and development of children identified with Severe Acute Malnutrition. What began as a six-bed facility in 2009 has grown to have 20 beds, reflective of the need to address this critical challenge. Today, SAM children from 117 Anganwadis across East Singhbhum district are referred to this facility for treatment.

### CONVERGENCE

In recognition of the services offered by MTC to the community, the Health Department of the Government of Jharkhand has appointed two paramedical staff and has taken on the responsibility of the cost of treatment of SAM children.



### TREATMENT PROTOCOL

Once identified, malnourished children are admitted to the MTC for 15 – 21 days, when suitably augmented nourishment is provided to them. As a result, almost all of them gain the minimum 15 per cent weight during this period. Mothers of the children receive Rs 135/- per day to cover their wage loss during the treatment. Play activities are conducted for children to keep them engaged during treatment.

### NUTRITION GARDENS

Inadequate consumption of green vegetables by villagers was identified as a leading cause of malnutrition among children during awareness sessions. The team has implemented the 'Nutrition Garden' programme to ensure easy availability of vegetables to improve the nutrition levels of the family and also as a source of additional source for families from the sale of their excess produce.

## IMPACT



### +2000 SAM CHILDREN

have been treated at the MTC since its inception



### BEST MTC

It is recognised as the 'Best MTC' in the state



### EFFECTIVE COLLABORATION

The success of the partnership and MTC highlights the importance of effective collaboration between the government, NGOs, and private corporations in addressing public health challenges

# TRANSFORMATIONAL STORY

## Sabapati recovers with MTC care

The child of vegetable farmers, this 24-month-old from the tribal village of Biryā in Patamda block, was identified as Severely Malnourished during a routine mother-child visit to the Anganwadi Center. The child's weight was dipping at an alarming rate leading to his being referred to the MTC for treatment. On admission, Sabapati Mahato's weight, height, and mid-upper arm circumference were recorded at 6.9 kilogrammes, 81 cm, and 10.5 cm, respectively, indicating Severe Acute Malnutrition. His status was categorised as Grade 3 Malnutrition, equivalent to a body weight of 60 per cent below the average. After an initial screening, a diet chart was prepared for the child, comprising therapeutic feed and formula diet, for a period of 20 days (about three weeks). The MTC staff also continuously monitored his growth, providing regular supplements to improve his condition.

The child's mother, Sunita Mahato, recalls, "We are vegetable farmers and could not afford expensive treatment for our child. Once referred to the MTC by the Anganwadi, we hoped our child would get better."

The MTC provided end-to-end support to the mother and child during his stay at the MTC, including Rs. 130/- per day to the mother to reimburse her for the loss in income and nutritious food to both the mother and child. The mother also attended regular sessions on personal hygiene, family planning, and techniques to cook nutritious food.

Once, Sabapati was discharged from the MTC, four follow-up visits were scheduled over the next eight weeks to ensure continuity in the child's growth and development. During these follow-up visits, the MTC staff provided diet charts and the required information to ensure Sabapati's growth and development. During these follow-up visits, his weight continued to rise, reaching 8.7 kg.



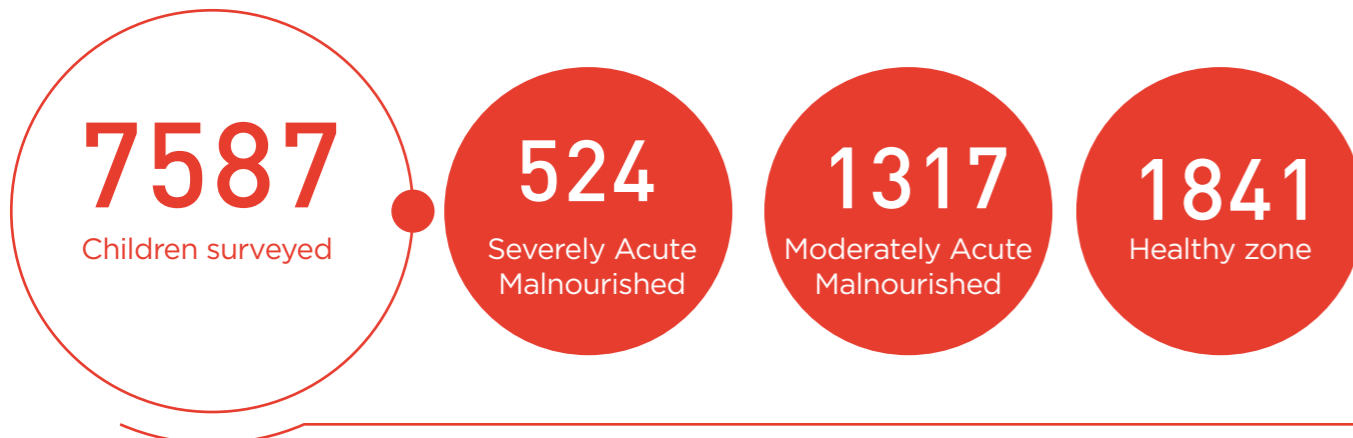


## COMMUNITY-BASED APPROACH TO ADDRESSING MALNUTRITION

In 2014-15, Tata Motors Pune adopted the Community-Based Management of Acute Malnutrition (CoMAL), an approach endorsed by UNICEF and WHO

The objective of Pune's programme was to ensure the sustained health of malnourished children from 6 months to 5 years of age and to build awareness of the community on issues of urban slums through a time-bound project mode with the defined geography of the Pimpri Chinchwad Municipal Corporation (PCMC).

### BASELINE



### INTERVENTION

**Standardised Intervention:** In 2014, Pune began by giving nearly 600 malnourished children nutritional supplements under supervision each year. All service providers, namely ASHA and Medical Officers, were oriented and trained on the approach and protocol for a standardised intervention. **However, despite the team's best efforts, almost 10% of the children remained moderately malnourished.**

**New Layered Approach:** To address the gaps, Tata Motors and its implementation partner, SNEH Foundation decided to layer the interventions by **building awareness and providing preventive health care services, which included clinical and psycho-social methods**, to help shift children with various grades of malnourishment to a healthy zone and monitor the sustainability of the programme.

Its goal was to change the knowledge, attitude and practices of the families of malnourished children and the community at large in the defined geography of intervention (by building awareness in the community and establishing processes to strengthen institutions).



## Layered Methodology



### Mass Awareness Services

- Daily home visits and counseling
- Street plays, rallies
- Activity based sessions
- Digital awareness sessions
- Focused group discussions

### Inpatient Care

- Referral of extremely severe malnourished cases
- In patient treatment at Nutrition Rehabilitation Center

### Community Outreach

- Anthropometry survey
- Medical check ups
- Daily delivery of Therapeutic food
- Daily delivery of Therapeutic food

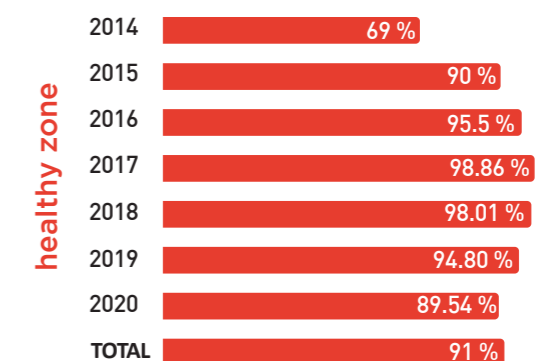
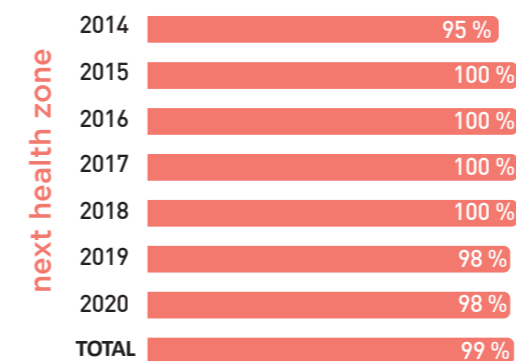
## IMPACT

96%

of malnourished children became healthy on a sustained basis by 2018- 19 as per evidence from the longitudinal data.

Community awareness levels had seen a sizeable jump, leading to better attitudes and practices. There was a **reduction in the consumption of junk food** among children, increased uptake of home ration and mid-day meals, with **improvements in personal and community WASH practices**, besides financial and saving habits. Communities were also increasingly used Government schemes, including for access to education, ICDS services, health and employability

Per cent of kids moved to:



# TRANSFORMATIONAL STORY

## Sameena empowers mothers of malnourished children

Since 2014, Tata Motors in Pune, started working in slums having significant SC/ST population by adopting a comprehensive community based intervention to address issue of malnutrition. As per NFHS-4 study indicates malnourishment is higher for Dalit and Adivasi. . The objective was to ensure better health and build resilience in communities through targeting, phasing, stabilizing and replicating the interventions. Apart from strengthening the government institution to deliver its services, CoMal (abbreviation of Combating Malnutrition) intermarries clinical interventions (as per WHO protocol) with social and behavioral change interventions.

This model stabilized in 2018 by ensuring over 96% malnourished children being health on a sustained level showing symptoms of good motors skills and reasonable cognition.



Our work on addressing malnutrition amongst children is not only restricted to children but also focus on empowering families. Since families living in slums face multiple vulnerabilities, we have identified local slum dwellers as community link workers (CLW) who work on family as a unit and provide other enablers to community to address malnutrition and associated issues.



Sameena Shaikh, one of the CLW identified a group of five widows, all mothers of malnourished children. Looking at their abilities to undertake micro-enterprise she screened them for a government scheme that supports such destitute women to start micro-enterprise. Sameena got their documents in place with a lot of struggle, filled up their applications and finally has been successful in getting monetary support, to around 30 females, of about 10,000 Rupees each, to start their household businesses. These beneficiaries now plan to have small scale businesses like bangle shop, selling fish, vegetables, and flowers. These effort have provided economic fortification to the work on malnutrition and providing resilience from relapsing under poverty.

TML intervention via CLW enabling community



# LEPROSY CARE<sup>2</sup>

India is considered to be where Leprosy originated and then spread via war and trade to other parts of the world. In 1981, a concerted Leprosy eradication strategy was developed, followed by the launch of the National Leprosy Eradication Programme (NLEP) by the Government of India to treat all cases via Multi-Drug Therapy and eradicate it by 2000.

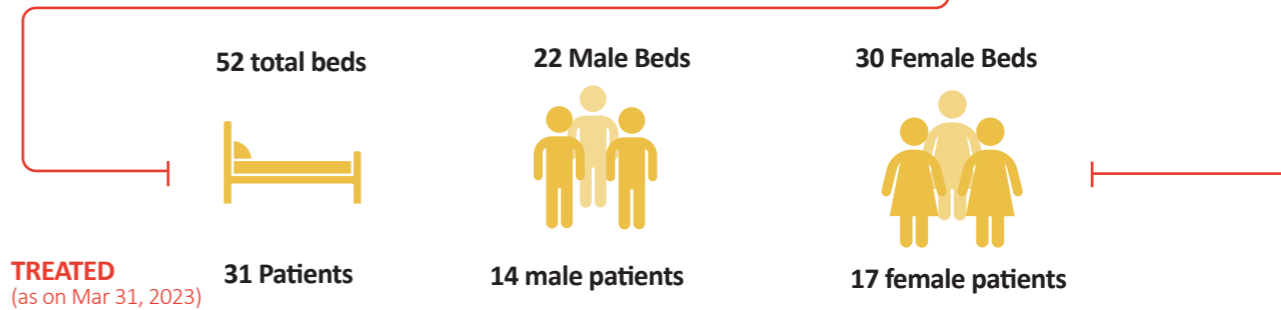


Since the same year, Nav Jagrat Manav Samaj (NJMS) in Jamshedpur has been devoted to leprosy prevention and control. NJMS had two significant interventions aimed at the detection and cure of Leprosy in areas in proximity to Jamshedpur, where the incidence of the disease is higher than other parts of the country.

**Leprosy Case Detection Campaign:** To detect new, unreported cases, NJMS conducts an annual door-to-door survey, reaching out to over 75,000 people for early detection and treatment of leprosy. The cases identified through early detection are referred to the District Leprosy Office to ensure they avail of the MDT (Multi-Drug Therapy). This survey has reduced the incidence of Leprosy from 1.6 persons per 1000 to 0.5 persons per 1000 within three years in Jamshedpur and Potka blocks. Early detection is directly correlated with the patient's quality of life as it prevents amputations necessary at an advanced stage of the ailment.



**Antyoday Bhawan:** At Antyoday Bhawan, an old age home for leprosy patients, free medical treatment for wounds and ulcers, along with boarding and lodging is provided. When established, it had 16 beds for those with drug-related complications. Today, Antyoday Bhawan has



Over 4000 patients have been treated at Antyoday Bhawan since its inception

**Awareness Initiatives:** NJMS also cares for the children of leprosy patients by addressing their educational and livelihood needs. At its 17 leprosy ashrams, support services cover employability, education, clinical, and livelihood needs for a population of ~3000, comprising families affected by leprosy.

## CONVERGENCE EFFORTS

While NJMS receives financial support from Tata Motors, it also receives donations from various individual donors. In FY 23, NJMS received support from Tata BlueScope to set up a physiotherapy unit with equipment. NJMS has engaged more than 500 local volunteers, including TML employees and others from like-minded philanthropists, for various health, education, employability and livelihood initiatives.

## EARLY INTERVENTION LEADS TO HIGHER IMPACT



For the first time in 2022-23, NJMS's largest Leprosy Case Detection Campaign, the annual door-to-door survey, was shifted from Jamshedpur to Patamda block. The aim was to detect new cases of leprosy as its prevalence in Patamda is 2.78 cases over a population of 10,000, much higher than the state average of below 1 per 10,000 people.

### BASELINE STATUS

The leprosy case detection campaign covered:



**84 villages**  
in the block



**~16,000**  
households



**80,000**  
people

Most villagers in these hard-to-reach villages are unaware of Leprosy despite its high prevalence in the state, resulting in the disease often being left untreated due to a lack of awareness and access to even rudimentary health services

### INTERVENTIONS

**Awareness Sessions:** NJMS reached over 60 per cent of the population in the runup to Leprosy Day using an in-house team to develop a Nukkad Nattak (street play), effectively scripted in the local language and mindful of prevailing cultural practices. Awareness sessions on leprosy, health and nutrition followed. This programme was conducted at Bangurda village on January 27, 2022, for local leaders, Mukhiyas, PRI members, and villagers, many of who came to watch it.



**Detection of Cases:** Based on the information provided by a PRI member who had seen patches similar to those described, the NJMS team undertook an unplanned visit to Makula village, a remote habitation, only to find a lady with leprosy patches. On being persuaded to provide information, the team traced the source of infection to two new cases in the same village, both from the same family, who were unwilling to accept that they were suffering from an ailment. It took time and patience for the team to convince them that they showed early signs of Leprosy and needed urgent and timely treatment to prevent disabilities. The NJMS team made three follow-up visits to ensure they sustained their treatment.



## IMPACT

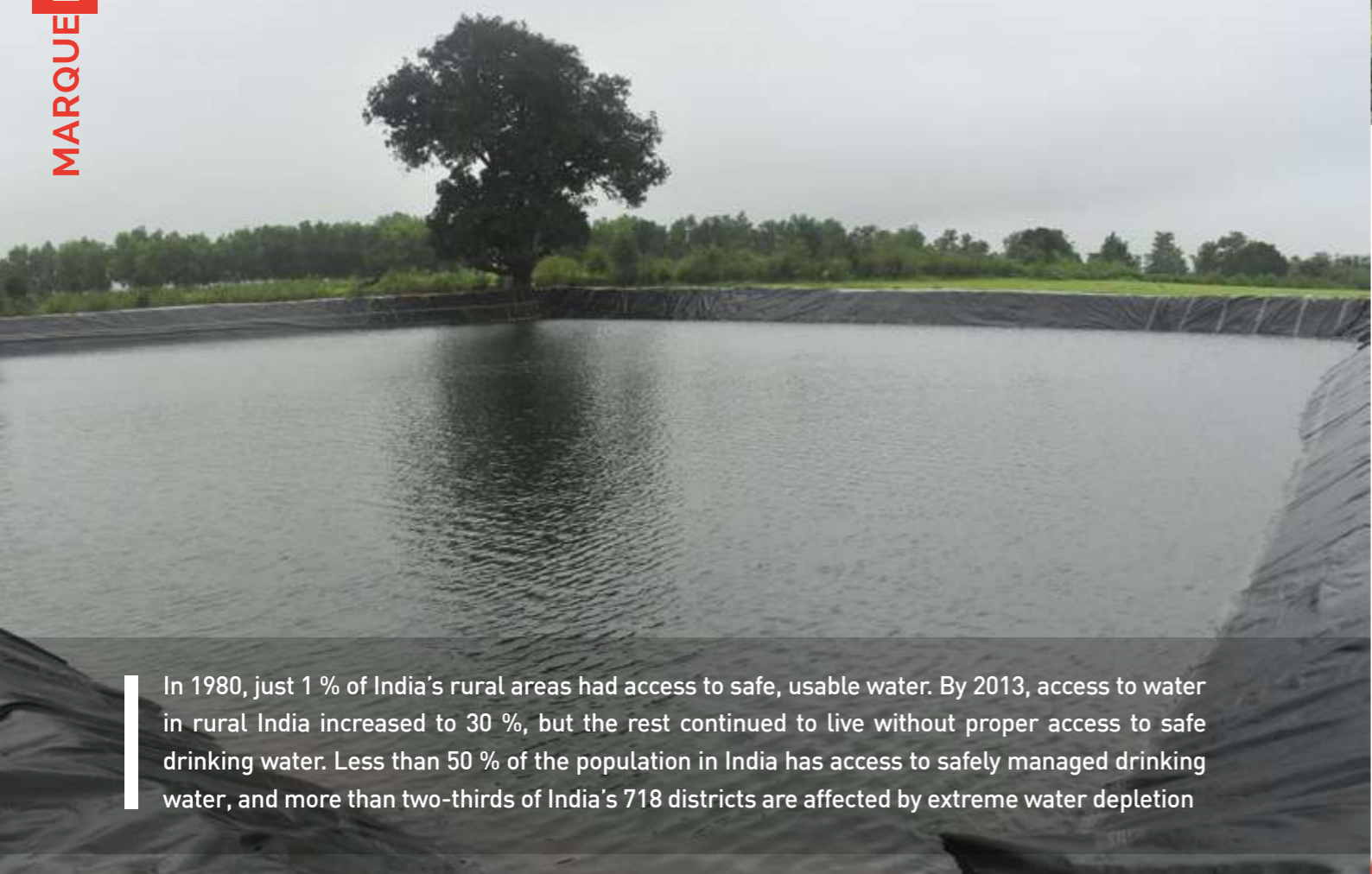
The extensive grassroots work of last 3 decades has **brought down** incidence of **Leprosy from 21 / 1000 to less than 1 / 1000** in Ichagarh and Nimdih blocks of Saraikela Kharsawan

FROM **21/1000** → TO **<1/1000**

From 2018 onwards, NJMS has changed the geographical area and **brought incidence of Leprosy from 1.5 / 1000 to 0.5 / 1000** in Jamshedpur and Potka blocks of East Singhbhum district.

FROM **1.5/1000** → TO **0.5/1000**

# SAFE DRINKING WATER<sup>3</sup>



In 1980, just 1 % of India’s rural areas had access to safe, usable water. By 2013, access to water in rural India increased to 30 %, but the rest continued to live without proper access to safe drinking water. Less than 50 % of the population in India has access to safely managed drinking water, and more than two-thirds of India’s 718 districts are affected by extreme water depletion

Through its company-floated NGO, Sumant Moolgaokar Development Foundation (SMDF), Tata Motors launched ‘Amrutdhara’ – the National Drinking Water Programme in 2010. It is a low-cost community-managed safe drinking water solution for chronically water-stressed villages. Over the last decade, the project has been implemented in the districts of Almora and Nainital in Uttarakhand, which face perennial water shortages due to the loss of natural springs, dwindling rainfall and

increasing dry spells. Its objective is to provide enhanced quantities of safe drinking water, reduce the distance travelled to fetch water and save time and drudgery for women. In partnership with Pan Himalayan Grassroots Development Foundation, the SMDF has leveraged the institution-building approach for sustainable community engagement to complete 172 projects in 156 villages of the two districts.

## BASELINE

A large number of villages in the districts of Almora and Nainital experience water stress from April to June, with an irregular water supply and lack of piped water schemes in villages and schools. In their upper reaches, water stress forces women to walk long distances across hilly terrain to fetch water. This water stress is greatly exacerbated in areas such as Ranikhet Tehsil in Almora District of Uttarakhand, where no alternative sources exist.



## INTERVENTIONS

Ranikhet has historically relied on infiltration wells (IW) built by tapping the rich aquifers in the area. A highly efficient traditional water management practice, it entails accumulating water flowing through naullas or streams into semi-permeable pits. Hand pumps mounted on the IW Wells provide water to users.

Infiltration Wells are an effective means of providing safe drinking water. They are protected intake structures and can be built manually with ease, without the heavy machinery needed to recharge wells typical of the plains. This makes the installation process feasible as well as affordability in hilly areas.

Under the Amrutdhara programme supported by SMDF, Tata Motors has created a dense network of infiltration wells that ensure availability of water at doorsteps. The effectiveness of the intervention in the hilly region has led to IWs being widely adopted by the villagers. The institution-building process enables wells to be established on land donated by the Gram Panchayat and their maintenance by the community post installation. Besides infiltration wells (IW), Amrutdhara also provides piped water to villages through the flow of gravity and is developing rainwater harvesting structures to ensure the availability of water in Government schools.

## IMPACT

In the last decade, a total of **Rs. 2.64 Cr** has been allocated to Grassroots by SMDF, helping develop **131 infiltration wells (IW)** and deliver **8.83 lakh litres of safe drinking water daily**. Over 10 years, 3,356 households and a population of 17,513 have benefitted from the IWs.

SINCE  
**2012-23**

**146**  
HAMLETS

**92**  
VILLAGES

**3659**  
HOUSEHOLDS

**02**  
DISTRICTS

**05**  
BLOCKS

**19278**  
POPULATION

**146**  
TOTAL PROJECTS

Water is also provided to 11 Govt. schools with a student-staff population of 2,173, through rooftop rainwater harvesting structures, amounting to a cumulative capacity of 1,10,000 litres of storage. SMDF has also constructed 23 toilets in these Govt. school campuses.





## IMPACT

The project gave four villages access to water via piped water supply systems in 2022-23, with 140 households and a population of 801 persons. As much as 31,360 litres of natural spring water is now available to these villages at the rate of 39 litres of water per day per person.

Till 2022-23, nearly 21,000 people received access to water as a result of the project. Another 15 infiltration wells are currently being constructed in villages around Ranikhet by SMDF, which will be completed by June 2023.



- As each hamlet and each household gets access to safe drinking water, each family saves an average of three to four hours a day spent earlier on fetching water. This allows the women, especially women SHG members, to spend time on additional income-generating activities such as local handicrafts, stitching clothes or pickle, jam and jelly processing, which helps them support their families financially and become self-dependent.
- Each family has 30 litres of water per capita per day within 200 metres of their homes in rural areas (especially tribal hamlets).
- There has been a significant reduction in the incidence of seasonal diseases such as scabies and dysentery by ~20-25 per cent with a visible change in the quality of water, health and sanitation practices of communities.
- Reduction of the drudgery of women as the average distance travelled to procure water has reduced from 3 kilometres to 200 metres. This has led to an increase in the enrollment of girls in rural schools, as young girls do not have to accompany their mothers to procure water from distant places.

# VIDYADHANAM

## EDUCATION



THEN

## SELF DEPLOYMENT APPROACH

Prior to 2009, the focus of each production unit of Tata Motors was on creating educational institutions, mainly primary and secondary schools, to serve the needs of their respective communities. From 2009 to 2014, various locations also instituted need-based rolling scholarships, offered co-curricular activities for holistic development and mentorship in select plant locations. Based on the felt needs of communities, manufacturing locations strengthened educational institutions via capacity building of teachers.

The Company consciously focused on middle schools because, at this stage, 50% of children dropped out from the regular schooling. At the same time, at this level, the acute shortage of institutional support for quality education also was evident.



# VIDHYADHANAM

## TODAY



NOW

The harmonised programme led to disruptive change, making the scope of the intervention far broader across locations, spanning the spectrum of education, beginning with secondary students to those aspiring for higher learning. It also set the stage to enable students to aspire for institutions such as the IITs, IISc and AIIMS

Today, Tata Motors champions equitable access to quality education by filling the resource gap via academic and financial support to meritorious students from disadvantaged sections of society.

### KEY EDUCATION INITIATIVES



SPECIAL COACHING CLASSES



SCHOOL INFRASTRUCTURE



FINANCIAL SUPPORT

Since 2014, all locations have participated in the progressive deployment of Tata Motors' education initiatives, which now have a nationwide scale with State Government Schools and Jawahar Navodaya Vidyalayas. A conscious effort has been made to focus on scholastic improvement at the secondary and senior secondary level by infusing technology-assisted remote learning and the linkage of education to skills as prescribed by the New Education Policy 2020.

Pan India, remedial classes for Mathematics, Science and English are available to high school students, along with coaching for Joint Entrance Examination (JEE) for Engineering and National Eligibility cum Entrance Test (NEET) for Medical entrance for senior secondary students. A key enabler in this process has been the rapid adoption of technology-enabled infrastructure by the Company.

New technologies are provided at their doorstep, which most schools and students have shown great adeptness with, are today an integral part of the Company's Education programmes. The success of The Company's initiatives can be gauged from the fact that only 2% of students appearing for JEE at the national level obtain admission into IITs, whereas 3% of the JNV students under ENABLE appearing for the same examination get into IITs.

# ENABLE<sup>4</sup>

Enabling change in thousands of lives

ENABLE, an acronym for 'Engineering and NEET Admission Bridge Accelerated Learning Engagement', is a joint initiative mooted by Tata Motors Ltd (TML) and Navodaya Vidyalaya Samiti, Noida (NVS), the central governing committee of all Jawahar Navodaya Vidyalayas (JNVs) located across the country. ENABLE is an e-enabled remote learning programme that provides virtual learning for competitive exams to get admission into professional Institutes.

### Jawahar Navodaya Vidyalayas

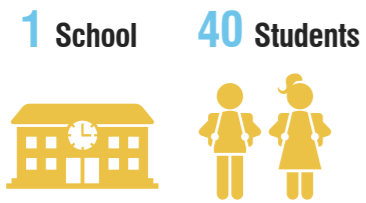
JNVs are free, co-educational, residential government schools for talented students from rural India and are among the highest-ranking CBSE schools in the country. Navodaya Samiti (NVS) has successfully nurtured the academic aspirations of JNV students by ensuring that 100 per cent of the students clear the CBSE Board Examinations. This has also roused them to aspire for admission to the country's premier engineering and medical institutions.

## WHY ENABLE?

The programme emerged as a result of the challenge faced by the JNVs in preparing its students for leading professional entrance examinations, which led a huge drop-out after Xth Standard. Tata Motors responded by collaborating with NVS to provide JEE/NEET coaching to students of all JNVs across India through virtual platforms. Started in 2014-15, as a Center for excellence in JNV Puducherry, comprising 40 students as physical coaching, over the past decade ENABLE has spread its wings to cover 557 JNVs coach the country and to coach nearly 15,000 students each year, by live-streaming classes remotely.

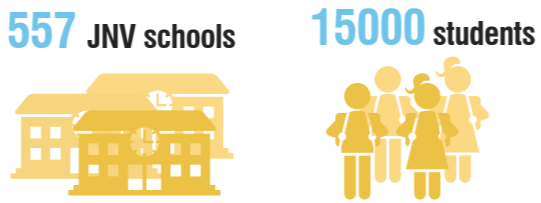
ENABLE's mission is to empower students to lift themselves and their families out of poverty in a single generation by helping them qualify for premier professional undergraduate courses and develop the skills needed to build successful careers.

## MISSION



Centre-based approach

2014 - 15



Hybrid model across country via digital platforms

2022 - 23

## CENTRE FOR EXCELLENCE MODEL FROM 2014-17

ENABLE began with in-person classes at the Centres of Excellence (COE) created by Tata Motors at JNV Puducherry to provide free of cost high-quality coaching to students of JNV appearing for Engineering and Medical Entrance- JEE and NEET.

It was then extended to Mangalore and Palghar via physical classes, with the Company appointing four teachers per school for in-person teaching in Mathematics and Science. ENABLE also assured students of 24/7 doubt-solving support, peer-to-peer learning and mentorship by alumina

### OUTCOMES

ENABLE achieved an 87% success rate with the Puducherry students in the JEE Mains. Under the Centre-based approach, 62 per cent of the students from Puducherry gained admission into IITs, while other centres recorded a success rate of 56%. The classes also resulted in an overall improvement in the scholastic performance of all students who attended them.

## REGION-BASED APPROACH - ADVANCED LEARNING MODEL

The success of the Centers of Excellence approach gave Tata Motors the impetus to pilot a Toppers Batch in 2019-20 targeted at students preparing for IIT/JEE Advanced. It reached 400 students from 120 JNVs in the Kollhapur-Sangli, Maharashtra and Rajgir regions in Bihar via physical Residential Classes during the summer and winter vacations.

### INTERVENTION

Under this High Convergence Model, NVS shouldered the responsibility of travel, boarding and lodging of the students to attend the coaching classes. Tata Motors appointed the teachers and knowledge partners, which also assisted the JNVs and their teachers to benefit from the programmes via institutional capacity building. A rigorous follow-up was conducted once students returned to their respective schools from the Residential Classes.

### OUTCOME

The regional approach yielded a 60 per cent success rate in the JEE Mains, with 18% of the now much larger student body gaining access to IITs and Government engineering colleges, and the scholastic performance improving dramatically across the region.

## Scaling in response to a crisis



Despite the disruption imposed by the lockdown, TML's agile response to school closures led to digital classes being introduced within a month of the lockdown, which sustained this coaching programme at a time when students were about to take the examinations. The lockdown also galvanised the Company into scaling up and reaching out to a significantly larger universe of schools and students, a move whole-heartedly supported by NVS. The success of the remote learning mode and the scale it provided prompted the programme to evolve into a remote learning model, spread across 477 JNVs across 26 states and eight UTs, designed to touch a much larger universe of underserved students.



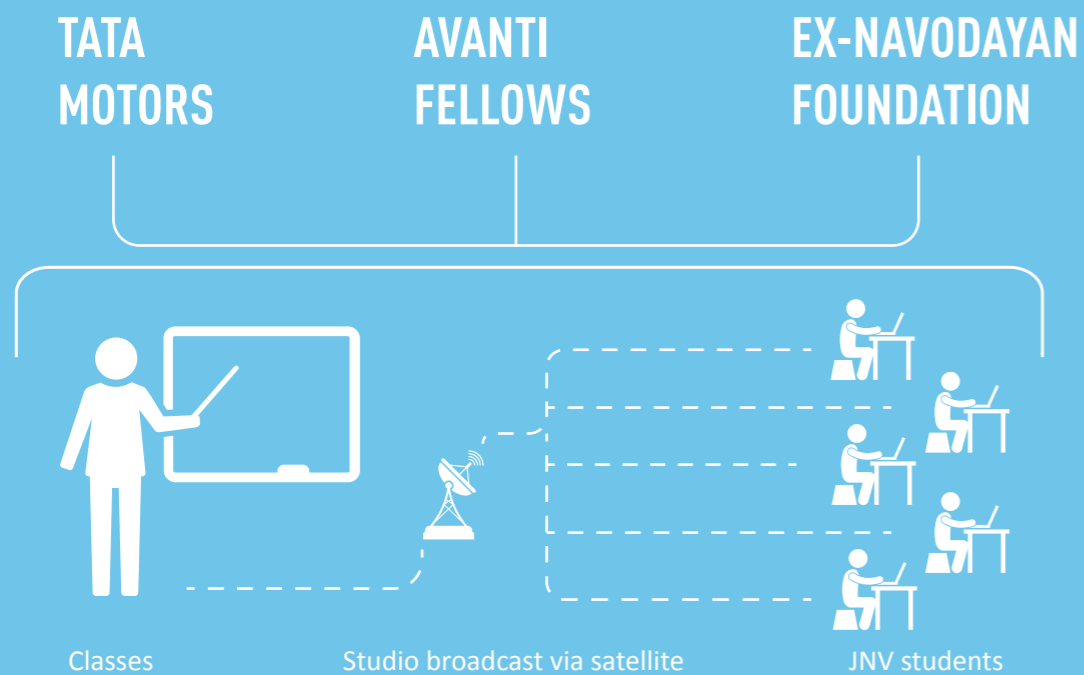
## ENABLE – A PAN INDIA SATELLITE MODEL SINCE 2021

Since 2021, Tata Motors along with two of its implementing partners, Ex-Navodayan Foundation and Avanti fellows, have introduced studio broadcast via satellite of the classes, leveraging high use of technology, digital platforms and apps to reach all 550+ JNV and cover 20,000 aspirants. JNVs have taken on the ownership and responsibility of rigorously monitoring attendance and performance. Students are nominated for these classes by the JNVs, with emphasis placed on encouraging those from AA communities. The team reaches out to each student individually to ensure participation.

The unique features of this model include the nomination of a Single Point Of Contact (SPOC) by Tata Motors for each of the eight JNV regional offices, who facilitate decision-making and timely attention to issues at the respective regions and augment capacity building in the Government system.

### Since 2021 onwards

- ▮ Studio broadcast to all 550 JNV 20,000 students
- ▮ High usage of technology, digital mode and apps, broadcasting classes through studios
- ▮ High ownership by JNVs
- ▮ Rigorous monitoring mechanism for attendance and performance



# TRANSFORMATIONAL STORIES



## Sriharsha M strikes success with CISCO



An alumnus of JNV Mangalore and National Institute of Engineering, Mysore, Sriharsha, would walk to his local Kannada Medium School every day, a distance of three km from his house. On more fortunate days, a kind neighbour would give him a ride. Once he secured entry to JNV, his physical struggle reduced, but Sriharsha and his family's economic conditions seemed certain to halt this bright student's scholastic pursuits. With grandparents and children to look after, his father was always short of money, especially as most of what was earned had to be used to buy pesticides

and fertilisers. But Sriharsha's parents were determined to ensure that Sriharsha and his siblings were educated. Their sacrifice was rewarded when, with the support of Avanti and Tata Motors, Sriharsha secured admission to NIE with a Rank of 3,201 in the Karnataka CET. He and his family were overjoyed. But, once again, the cost of higher education was a rude jolt for them as they realised the limits to which a bank loan would stretch them. Fortunately, Avanti fellows stepped in and facilitated an FFE scholarship, eliminating any financial burden on his family.

Finally, the end of the tunnel is in sight for this family as Sriharsha is poised to join CISCO Systems. He believes this would not have been possible but for TML and Avanti. Sriharsha now looks forward to supporting his family and transforming their lives.

## On a fast track to realising his dreams



Among the first few beneficiaries of ENABLE, Sunil Kumar was part of the Centre of Excellence at Puducherry till 2013, when the learning and support provided led to his admission into IIT Kanpur. He recalls the classes conducted by Tata Motors through Avanti as having been extraordinarily beneficial and instrumental in his admission into IIT Kanpur. Sunil pursued his dream subject there, allowing him to work with ADME/C&W in the Indian Railways.

## Peer learning aids Yashika's IIT dreams



The awkward gap created by social barriers separating girls and boys often prevents the former from reaching out to peers within their class who are more adept than them in certain subjects. But the structure of peer learning implemented by Avanti in the classes supported by Tata Motors helped Yashika Salian, a student of JNV Mangalore 2016, break that gender and learning barrier to comfortably discuss her

scholastic challenges with male peers. This also gave her greater confidence in her ability to excel academically and as a person. The support of her peers, Tata Motors and Avanti, she says, proved instrumental in her qualifying for IIT Kanpur.

The confidence that the guidance from Avanti and Tata Motors instilled in Yashika enabled her to excel in extracurricular activities, leading to her overall development. Today, in a core job as a Technical Trainee with Dr Reddy's in its R&D team, Yashika looks forward to gaining experience in its business functions.

## ENABLE proves to be a game changer



From the West Garo Hills in the Northern Eastern part of the country, Aditya Saha was a student of JNV Mahendraganj (South West Garo Hills) when he connected with Tata Motors' ENABLE programme via the online classes run by Avanti. There has been no looking back for him since. The guidance he received from the teachers helped this son of a pharmacist for

the State Government and a homemaker "sail through" numerous difficult times. Appreciative of both the live classes and individual attention given to each student, Aditya believes that ENABLE is a game changer for students from low-income families who can dream of saving some money as Avanti's online classes are accessible to all students. Aditya is now a second-year student of B.Sc Fisheries at Rajendra Prasad Central Agricultural University (Pusa, Bihar).

# SPECIAL COACHING CLASSES<sup>5</sup>

Over the past decade, Tata Motors has engaged with the Education Department of the Government of Maharashtra to identify Government high schools in the ecosystem and augment resources available to them with the objective of improving the scholastic performance of their students in board examination. It has adopted a holistic approach aimed at improving academic performance through capacity building so that, over time, it reduces its investment ratio.

## BASELINE

A sizeable proportion of school-going students enrolled in local schools governed by Municipal Corporations in Maharashtra are from socially and economically challenging communities. Tata Motors addresses the challenges faced by the schools augmented resources, especially the need for specialised subject teachers and digital classrooms, which provides access to a wide-range of digital learning tools including those provided by Tata Motors.

## INITIAL INTERVENTION

Since 2013-14, under its Vidyadhanam programme Tata Motors has targeted Secondary School students in Municipal Schools, with a special focus on those from the most deprived sections of society. The company provided support classes or special coaching classes to improve their scholastic performance and literacy levels, leading to a reduction in their dropout ratio. **In 2013-14 the Company appointed 100+ qualified teachers to conduct support classes for 9,987 students from economically deprived families in 141 schools of the state.**

### Project Impact

< 60% pass percentage



2013

Project initiated

> 95% pass percentage



2022 - 23

Today

## INNOVATION DRIVES ACADEMIC IMPROVEMENT

For the first time, in FY 2017-18, Digital Classrooms were introduced in 21 schools in association with Thane Corporation under a hybrid model that bolstered the physical sessions conducted. **During the same year, Tata Motors introduced Topscorer, an e-learning application** with curriculum-based visual and audio content developed by Navneet Foundation- its partner in Education Excellence. The app enhanced the support available to Class 10 students with the objective of improving their learning and performance. Despite the drop in overall academic results in FY 2018-19, caused by a revised curriculum, change in the examination pattern, and internal marks being withdrawn, to a low of 56% across schools of the Thane Corporation, students covered by the Special Coaching Classes offered by Tata Motors recorded a success rate of 90%.



## Embedding Sustainability



COVID-19 was particularly trying as it restricted physical interaction. During this period, Topscorer was widely used across schools. Ever since the emphasis placed on capacity building of teachers and students has enabled them to optimise the use of the digital structure for Special Coaching Classes and its e-learning content. Training has been imparted to 550 teachers on the installation, usage and features of the Topscorer app for seamless classroom implementation, a vital tool in addressing the paucity of quality teachers in Government schools.

## Digitally-enabled Monitoring Mechanism



Log-in IDs are created at three levels, **School, Teacher and Student**, to ensure effective monitoring and analysis of performance, transparency and access to usage at each level. It enables schools to record attendance and the performance of students via marks in the monthly assessment, and then focus on students who perform poorly to improve their academic performance. The log-in system also provides timely reports on the attendance of teachers and their use of digital content.

## BMC replicates Digital Learning Model



After the success of the digital classrooms in Thane Corporation, the model has been replicated by BMC schools to cover all its schools. The introduction of a hybrid teaching model via e-learning Digital Classrooms, with both hardware and software given to schools, has been appreciated by those responsible for higher education and is showing great acceptability with the demand for e-learning classrooms on the rise. The software content has been developed by a leading education excellence partner- Navneet.

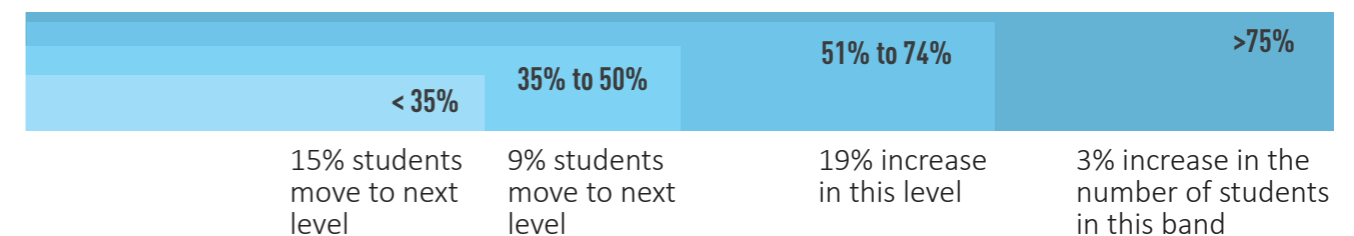
A lean resource model, the Digital Learning Model integrates subject-based learning modules based on easy-to-comprehend, comprehensive content covering all subjects, supported by an assessment tool for each topic. The software has a usage monitoring system that enables schools to generate usage reports.

## OUTCOME

The collaborative effort of all stakeholders, including the Government, School management and e-learning education partners of Tata Motors, has through the years ensured a continuous growth in coverage via the classes and a consistent rise in the success rate of students. The Digital Learning Model also needs use of leaner resources, with the number of teachers required dropping from 150 in 2013-14 to 2022-23.

**Special Coaching Classes touched a high of 28,166 students in 2019-20 and 16,584 in 2020-21 as teaching had shifted to the online mode. Once schools returned to physical classes, in 2022-23, the programme was upscaled through a hybrid model to reach 11,967 students.**

Improvement in **academic scores** of students in 2022-23



# TRANSFORMATIONAL STORIES



## Academic support ignites desire to be an academician

Ghatle BMC School at Chembur, located at the heart of Chembur, has a significantly large proportion of SC/ ST students from Below Poverty Line families. Pranali Tulja More, much like other students from underprivileged backgrounds, had no access to coaching classes to aid her learning. Her family comprises her father, a painter, a homemaker mother and three siblings. In 2012-13, when she was in Standard 9, Pranali enrolled in Tata Motors' support classes under the Vidyadhanam project at Chemburnaka School and continued attending these classes in Standard 10.

Their emphasis on improving the academic scores of students through support classes, regular monitoring and focused interventions enabled Pranali to score 68 per cent in the Standard 10 examinations in 2013-14, giving her an immense boost in confidence and igniting the desire to pursue and completed the BA B Ed degree.

Today, Pranali More is a teacher at the Collector Colony BMC School and earns a salary of Rs 20,000/- per month, which makes her grateful for TML's support at a critical juncture in her life and changed its course.



## Catapulted to being a civil engineer

The son of a vegetable vendor from Ghatle village in the suburb of Chembur, Raturaj Jalindar Nalawade, was a student at Ghatle BMC school in Chembur. The struggle of belonging to a Below Poverty Line family with five members, including two siblings, made Raturaj face the possibility of forgoing his academic pursuits.

In Standard 10, in 2013-14, Raturaj enrolled in the Tata Motors' Vidyadhanam programme, which resulted in him securing 76 per cent in the final examinations. Immediately after, he decided to pursue the Civil Engineering course. Rujunath is now an Assistant Civil Engineer with a Construction company at Chiplun and earns a whopping monthly salary of Rs 42,000/-. He is exceedingly thankful to Tata Motors for supporting him in fulfilling his aspirations.

# COACHING MERITORIOUS<sup>6</sup> STUDENTS

In 2014, the Dharwad unit of Tata Motors adopted the Company's Harmonised Programme for Education, Vidyadhanam and chose to partner with **Vidya Poshak**, a Non-Government Organization (NGO) established in 2001, which focused on empowering youth in Dharwad via its Nurture Merit Programme, based on the concept that poverty should not be a barrier to education.

## INITIAL INTERVENTION

The average literacy rate of Dharwad in 2011 was 80%. But it had an adverse gender-wise break-up, with the male and female literacy rates pegged at 86% and 73%, respectively. Hence Tata Motors sought to focus on supporting female students to help them excel in academics.

It partnered with Vidya Poshak, an NGO having an excellent record in Education and skilling.

Over 2014-17 Tata Motors supported Vidya Poshak's Special Coaching Classes for Class X students at Mummigatti Government High School, which resulted in a remarkable success rate. During this period, 3782 students from villages around TML's Dharwad plant were jointly supported by Tata Motors and Vidya Poshak.

## Change in Scholastic Performance %

The support provided to students of Mummigatti Government High School included two girl students, Deepa Desai and Ashwini Kammar, who scripted history by scoring over 90 % in SSLC in 2015. Both were then inducted as Vidya Poshak scholars and coached for the IIT/JEE entrance examinations by Avanti with the support of TML. They went on to join the BSc Course at JSS College with the support of the Vidya Poshak Scholarship and are now final-year students. They have obtained placements at Wipro with an annual package of INR 5.5 lakhs.

## ← EXPANDING SCOPE AND REACH →

Subsequently, Tata Motors sought a more holistic engagement, encompassing scholarships, school infrastructure and online coaching classes. In 2018, Tata Motors initiated its partnership with Swami Vivekananda Youth Movement (SVYM), which focuses on building human capital through equitable education. **Tata Motors and SVYM In year 2022-23 covered 2613 students from 11 schools in Dharwad.**



# TRANSFORMATIONAL STORY



## Scholarship brings self-reliance

For a father who supported his family from his daily wages as unskilled labour, the task of educating his academically accomplished children was proving to be an inordinate burden. The sole earner of the family had a tough choice, that of forcing his brilliant daughter, Laxmi, to drop out of school in Standard X in order to educate his son, who was then in Standard 12. This struggle is a reality confronted by thousands of poor families in Dharwad and across India, resulting in a lower female literacy level. Laxmi herself was struggling with the prospect of having to drop out of school due to the inordinate financial strain on her father.

The joint support of Vidya Poshak and Tata Motors proved life-changing for her. This intelligent student received a scholarship of Rs 6,000/- from Tata Motors to continue her school education and attended the free IIT-JEE coaching classes sponsored by the Company from 2015-2017, which enable her to score over 90 per cent in her SSLC (10th Standard) examination and helped her rise above all the adversities she had faced.

Thereafter, Vidya Poshak continued to sponsor her graduation course at JSS College, Dharwad. Free training sessions on facing interviews, also facilitated by Tata Motors and Vidya Poshak, groomed Laxmi to have the confidence to sail through her interview with WIPRO. Now, Laxmi Dalawai is an employee of Wipro Technologies.

# KAUSHALYA

## EMPLOYABILITY



THEN

## SELF DEPLOYMENT APPROACH

Over several decades, Tata Motors has supported vibrant livelihood interventions that include on-farm agri-development and off-farm-based activities such as apiculture, pisciculture, mushroom cultivation, poultry, floriculture, and goat rearing in its communities. With rural development as its focus area, these interventions had focussed in the early years on Agriculture and Allied skills.

While early shoots of contemporary skilling were initiated with the setting up of a BPO by Pune, as well as the Auto Service Technician & Driver Training courses run at Mumbai and Pune.



# KAUSHALYA

## TODAY

NOW



A large number of youth from socio-economic and marginalised communities drop out of the formal education system due to poverty. With no access to technical knowledge, they are rendered unemployed. Paradoxically, year after year, the demand from industry for skilled youth grows, resulting in a pressing need to bridge this gap by providing trained workers to Indian industry. Kaushalya aims to address the skill gaps and deficits to enhance employment and self-employment opportunities for Indian youth.

Under this Pan India Initiative, Kaushalya, Tata Motors aims to be knowledge partners in employability trades which fall in our core competency, Train as per the need and aspirational based trade with support from agencies recognized by NSDC, leverage on the partnerships both within the organizational ecosystem and those having domain expertise for Quality of training and Scalability

## KEY SKILL DEVELOPMENT INITIATIVES



| AUTOMOTIVE & TECHNICAL SKILLS



| NON-AUTOMOTIVE & VOCATIONAL SKILLS



| AGRICULTURE & ALLIED SKILLS

**Nearly 31 mn people are unemployed in India. The unemployment rate in rural India is 7% while 8% in urban areas. Unemployment is high among youth due to the lack of employable skills.**

In the light of National Education Policy (NEP) 2020, Navodaya Vidyalaya Samiti and Tata Motors has joined hands for Automotive Skilling program 9th to 12th standard students of Jawhar Navodaya Vidyalaya (JNV). Tata Motors has set up Automotive Skill labs in 25 JNVs as today. Post completion of Higher Secondary, students will be given opportunity to pursue company sponsored Diploma in manufacturing technology to further enhance their skills as per Industry requirement. Being diploma holder they will be ready for employment and will be connected to pioneer automobile industries for employment and assisted for further higher education in the domain.

# LEAP<sup>7</sup>

## Learn Earn and Progress Programme for Skilling

FY 2014



FY 2023



The 12-month programme devotes 30% of the training period to theoretical learning and 70% to on-the-job exposure at a service centre. The programme is run under the **Public-Private-Partnership Model** (Industrial Training Institutes, Dealer & TASSs and Tata Motors) to provide sustainable livelihoods, especially to unskilled youths from disadvantaged sections of society.

Tata Motors is the knowledge partner and provides the content for the training, while Industrial Training Institutes conduct the training. Students from economically challenged backgrounds in urban and rural areas, who have dropped out of school, are enrolled in ITI Institutes linked with the programme's skilling partner, Skills for Progress.

### This model has ensured:

**Replicability:** Over the last decade, as the programme has stabilised and evolved, Tata Motors developed a Standard Operating Procedure that enables any technical institute to adopt and deploy it with ease. This ease of deployment has led to it being scaled up from two institutes in 2013-14 to 30 institutes in 2017-18, then 41 institutes in 2018-19, and now 60 institutes in 2022-23.

**Innovation:** OJT is not available to students of Government ITIs. However, LEAP introduced hands-on experience and a unique Learn and Earn model through the Tata Motors Dealer network, which has a reach in rural and semi-urban areas.

**Sustainability:** By adopting the More from Less for More (MLM) philosophy, the contribution required of Tata Motors, despite its growing scale, has reduced over the decade with other primary stakeholders', especially dealers, contributing in greater measure via stipends and the like to trainees

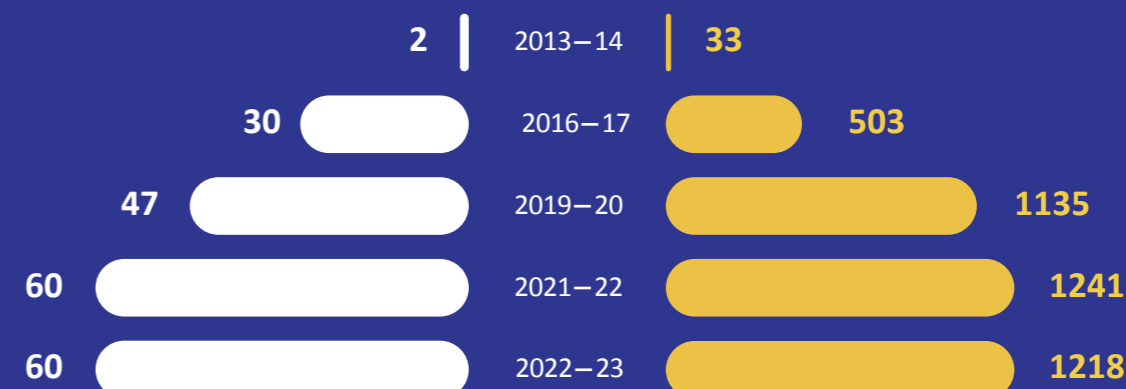
**Equity:** During their practical training period of nine months, youths undergo On-Job Training (OJT) and receive a stipend from the dealers.



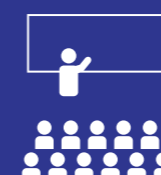
**Record of Achievements:** The track record of assured placement and jobs has increased the visibility and confidence of the community and induced the willingness among youth to invest in gaining new-age skills. Dealers find value in employing the students, which has allowed Tata Motors to reduce its investment in the programme from a high of 23 % to merely 3% by 2021.

### Growing number of institutes

### Increasing number of LEAP students



### Placement Status



Theoretical learning



On-the-job learning



Assured placements



Increased confidence

## DEVELOPING ITI LEADERSHIP

To ensure the development of suitable skills, Tata Motors makes significant investments in the faculty and management cadre of the ITIs through MDP training, Training of Trainers (TOTs), Auto Tech Fest, Industrial Exposure Training and Program Quality assessments.

## MIS PORTAL

An MIS portal developed by Tata Motors helps consolidate, review and analyse the performance of students enrolled in this project. Access to the portal is provided to institutes to track the progress of students. The portal enables them to compile data, create batches, monitor attendance, and generate progress reports as well as certificates for each trainee on completion of the training by each batch

## CONSTANT INNOVATION

Based on experience and feedback from various stakeholders, the LEAP programme has proved agile enough to customise itself to suit the evolving market needs. These include 30-hour courses on new technologies to keep pace with the new age vehicles and the addition of a module on entrepreneurship. New trades have also been added, including driving and non-auto trades.

**85%**

of the students received placement with dealers at various locations, within the highest salary range of Rs 15,000/- to Rs 18,000/-

**10%**



of students established their own work-shops to become

The MMV course programme has grown in acceptability, as evident in the **growing number of enrollments each year**



## OUTCOMES

**13%**



Women beneficiaries comprise 13 per cent of the youth trained

LEAP has upgraded the standard of living of their families by generating **sustainable livelihood for youth**



# TRANSFORMATIONAL STORIES

## Jasmine battles social norms

After dropping out of school, 25-year-old Jasmine, from Dindigul, Tamilnadu had been working in a spinning mill as labour, a physically strenuous job requiring her to work over 10 hours a day for a minimal wage. Her place of work was a walk of over 3 kilometres to and from home. Her father, an alcoholic, did not provide for the family, while her mother earned a mere Rs.150/- per day. Determined to improve the economic plight of her family, when Jasmine learned from friends about an automobile course offered by St.La Salle Puthumanam ITI, within a reasonable distance from home, she hesitantly joined the programme.



This led to immense criticism and negative comments from other villagers and the community, but the motivation provided by her instructor Mr Darwin gave Jasmine the confidence to continue. During a visit to Maruti Suzuki Service Car Company, she found the explanations provided by technicians on the functions of a car and their mechanics very absorbing. Once the first three months, comprising theoretical classes, were over,

Jasmine was sent for On-the-Job Training at Annai Car Care Centre, where she had to work alongside male colleagues.

With time, Jasmine grew determined to succeed and persevered with the training programme. Her next assignment was in the Office and Store Room, but Jasmine kept grasping opportunities to work with the mechanics, getting stints that gave her a rich learning experience. The stipend of Rs.1,500/- over the nine months helped pay for her travel expenses.

After completing the Tata LEAP Training programme, Jasmine's determination and strong willpower enabled her to move to Kovil Patti to work at the J C automobile workshop for a salary of Rs.7500/- a sizeable amount for the family. She now intends to start her own business, become a successful entrepreneur and be a role model for women in her village. Jasmine is grateful to Tata Motors and St.La Salle Puthumanam ITI for giving her skills and changing her life forever.

## Training helps transcends early setback

One of four members of a family from Doresanipalya, Anthony Vincent L of the batch of 2021-22 lost his father when he was really young. His mother took to working as a coolie to look after the family. It was against the greatest financial odds that Anthony managed to completed his studies till Standard IX. Thereafter the financial challenges the family faced forced him to drop out of school and join his mother's place of work as a coolie. Over the course of the next few months, he learned of friends trained at Loyola ITI in the Automobile course being placed with reputed



organisations. They encouraged Anthony to pursue the course as well, which he did.

For the first three months he was trained in the basic servicing of vehicles, basic English and soft skills, etc. The next leg of his training took him to Neo Motors, the service dealers of TVS Motors for On-the-Job-Training. Once he completed the course, Anthony received an offer from Kalyani Motors (Maruti Suzuki), which he gladly accepted and now earns a salary of Rs 10,500/- per month. He has only words of deep gratitude for Tata Motors and Loyola ITI.

## Skills make Rajeswari feel empowered

A feisty young woman from a remote village In Tamilnadu, Mrs Rajeswari believes women have the right as well as the willpower to uplift and change their lives.

A strong, working woman today with a respectable salary, she once earned very little despite all the hard work she put in. The Tata Motors Automobile course training, which she attended along with a few friends, was the opportunity she needed. Initially, Rajeswari found it difficult to comprehend the course material and subjects. But as the instructor devoted great effort to ensuring they understood it, Rajeswari went on to join On-the-Job Training Programme at a service centre to get field experience. Once in an industrial environment, Rajeswari began enjoying the work environment, which motivated her to complete it.

At GC Car Service Centre, she was taught her job responsibilities and was also given adequate freedom to work in different



departments. She worked as a computer operator, storekeeper, in the car washing and cleaning area, and as a technician. The sense of respect she felt, and the care they took over her made Rajeswari feel welcomed, and though she received a stipend of Rs.1,500/- per month for her bus fare, she felt extremely happy.

Once she completed the TATA- LEAP programme, Rajeswari began working at Annai Car Care and earns Rs.7,000/- per month. She has become very passionate about motor vehicles and looks forward to setting up a small water service centre for vehicles with her brother. Determined to spread her wings and soar, Rajeswari is grateful to everyone who contributed to her training, especially St.La Salle Puthumanam ITI for showing her a new path in life, Mr Darwin, their LEAP Instructor and the GC Car Care Centre, which provided a safe workplace and on the job training. She is exceedingly grateful to Tata Motors for the golden opportunity it gave her to discover her skills and potential.

## Madan lifts his family out of penury

Madan Kumar from the 2021-22 batch is a resident of the Weavers Colony at Bannerghatta Road in Bengaluru. Part of an impoverished family, which limited his access to tuitions or coaching, Madan was unable to cope with his academic curriculum and failed in the Senior Secondary Leaving Certificate Examination. Thereafter, no family or friend encouraged him to continue studies or undertake another attempt to clear it. Dejected and despondent, with no understanding of a way ahead, Madan joined his parents, becoming a coolie, a job he struggled with for over a year and he was unable to find any other meaningful occupation.



Quite by chance, a friend mentioned to him that Loyola ITI was in collaboration with Tata Motors training underprivileged and

dropout youth. Madan immediately approached Loyola ITI, hoping that he could change the course of his life. Once accepted into the course, Madan's enthusiasm was infectious, allowing him to learn and gain insights into automobiles as well as the various soft skills.

We got a lot of support from the management and timely guidance from my class teacher to look at life positively and trust in oneself and work hard for the betterment of my life. After one year of training, I am employed at Syscon Instruments Private Limited. Now I am earning INR 11,500 along with incentives. Unwilling to allow his initial setback to deter him, Madan retook the SSLC Examination and cleared it. He is filled with gratitude for Tata Motors, which gave him and others like him the opportunity to train at Loyola ITI. The training has enabled him to lift his family out of penury.

# DAIRY DEVELOPMENT<sup>8</sup>

## Skilled to leverage dairy for development

Gujarat's milk cooperative movement is an inspiration due to the transformation it has created in the state's rural economy. About 20 % of its GSDP accrues from milk and milk-related products, making the milk sector the most important segment of its economy. Today, this sector uses extremely advanced technology, enabling it to develop both a milk supply chain and to provide livelihoods at scale.



**BASELINE SURVEY** Conducted in 2009, the baseline survey by Tata Motors reported that ~60-70% of the communities around its Sanand plant were engaged in animal rearing as a profession, with a large number of villages earning their entire livelihood through cattle rearing, predominantly cows and buffalos.

The plant was surrounded by socially and economically disadvantaged communities, Scheduled Caste, Scheduled Tribes and Other Backward Classes with high levels of illiteracy or semi-literacy. The women from these communities took care of the entire value chain, from cutting grass for fodder to selling milk. Hence, girls within these communities commonly received a cow or buffalo as a gift during their marriage (Fhere Ki Dan) for two reasons, first, to provide them with a healthy future and, second, to ensure that they are economically independent.

Women from communities around Sanad, however, lacked the skills, knowledge or modern methods that the rest of the state had adopted in animal husbandry though they have reared cattle from generation to generation.



### PROGRAMME LAUNCH

In 2010-11, Tata Motors partnered with Ahmedabad District Co-operative Milk Producers Union Limited (Federation) and Gujarat Dairy Development Board to link milk producers of the area to them, leading to over **450 beneficiaries of 12 villages being trained**

**TRAINING INTERVENTIONS** A year later, in 2012-13, the Company installed the Automated Milk Collection System (AMC) in seven villages and Bulk Milk Chilling Units (BMCU) in two villages, besides supporting the training of beneficiaries. Continuous training, monitoring and project assessment across the project villages were also undertaken by the Tata Motors team.

The change effected by the project in the lives of members led to its rapid growth and popularity. The next year, Automated Milk Collection Systems (AMC) were installed in 15 villages, Bulk Milk Chilling Units (BMCU) in four villages, and both training and refresher training were provided to beneficiaries. Over three years since its launch, the project concept was replicated across the entire district of Ahmedabad, and the AMC system covered 100 per cent of Tata Motors' operational area, accounting for 56 BMCs in 10 talukas of Ahmedabad District.

Since 2020, based on the learning during the pandemic, the Federation has withdrawn village BMCUs and introduced Bulk Hybrid Chilling Units, with a capacity of 20-40 thousand litres each, in strategic locations to reduce the operations and maintenance cost of holding the milk at temperatures below 4 °C, as freezing maintains the milk quality until it is processed or manufactured into dairy products at a plant.

### PROJECT OUTCOME

In 2011-12, the project supported 450+ members in 10 villages. Today it benefits 4496 members of the cooperative in 32 villages, has enabled families to be linked to the Milk cooperative movement, sell milk directly to the Dairy and increase their average incomes.

Sustainability has been injected into the project with village co-operatives registered with mandalis of the District Federation, which is linked to the National Dairy Development Board (NDDB). This allows the milk producers of the area to tap Government schemes and subsidies.



### KEY DEVELOPMENTS

**Adoption of modern technologies:** Training and support provided by the project have helped enhance the quality and quantity of milk produced, especially as modern technology has been adopted at the village level, which has checked microbial growth in raw milk at the production level. Employment generation at the village level via the growth of milk production is discouraging farmers from migrating from the village, as animal husbandry is providing them with higher incomes throughout the year.

**Rise in productivity:** The project has witnessed a 33% increase in the village-wise memberships of the cooperative, a 33% rise in milk production and procurement from project villages and an overall improvement in the quality of life of communities with a 58% growth in their average income levels. The commissioning of BMCUs has supported the ability of milk producers to maintain the cold chain of milk to the dairy level, improved the quality of chilled milk from the BMC to the processing level and improved the overall efficiency of operations and growth of the dairy industry in the area.

## IMPACT



Before the intervention, a single buffalo produced an average of 10 litres of milk per day, providing an income, at peak levels, of Rs. 56/- per litre (6 per cent fat content) or Rs.560/- per day. The project has led to the same buffalo producing an average of 12 litres of milk per day, resulting in an increase in income, during peak level, to Rs.672/- per day. **This has resulted in a direct increase in income of Rs.112/- per day per buffalo or a monthly increase in income of Rs.3360/-, from Rs.16800/- to Rs.20160/- per buffalo.**



### SOCIO-ECONOMIC TRANSFORMATION

The project has proved to be a social equalizer, driving balance in the dynamics across various communities. A decade ago, the cattle rearing communities of the area, comprising bharwar and koli patel communities, focused solely on cattle farming or daily wage labour. They had ignored or were unaware of the various other opportunities around them to improve their livelihoods.

With greater income at hand and propelled by interventions under the project, the communities are now aware and interested in sending their children to primary schools, including encouraging their girls to attend school. Attention accorded to antenatal care has grown, with pregnant women undergoing medical checkups, taking regular medication and opting for institutional deliveries over home deliveries. The communities are learning to save for their children's education, health care for the family and their future.

# SHG FEDERATION<sup>9</sup>

## Sowing seeds of success



In 2007, Samaj Vikas Kendra (SVK), a society promoted by Tata Motors Lucknow Plant, began motivating local women to leverage their skills in the traditional craft of Chikankari as a means to break social stereotypes, earn a livelihood and become self-reliant. The unit adopted the integrated livelihood development approach leveraging Self Help Group (SHG) for alternative income generation activities and women empowerment while tapping opportunities to converge its effort via synergies with the drive by the Government of Uttar Pradesh to promote women SHGs.

### CHALLENGE OF TRADITIONAL MINDSETS

Age-old traditions and ways of living had meant that rural women in communities around Tata Motors, remained confined to their homes, with their sources of livelihood limited to avenues within their villages, such as agriculture, as casual labour or being petty vendors. The socio-economic and family responsibilities of women further restricted them from pursuing alternative sources of income, especially as the extreme poverty and lack of economic growth opportunities compelled the menfolk to migrate to neighbouring towns and cities in search of work to support their families. It took an inordinate effort from the Samaj Vikas Kendra team to convince these rural women to venture out of their homes and seek an alternative source of livelihood.

#### Early successes

Samaj Vikas Kendra's efforts led to women being will to attend meetings, which brought them together on a single platform and enabled them to understand the advantages of Self-help Groups (SHGs). The struggles to change mindsets is evident from the formation of SHG MAHEE in 2007 with only 11 women members. Each member would deposit Rs. 50/- per month in savings and work for one or two days a month. Thereafter experience of these women injected momentum in the movement, with SVK helping three SHGs come together to create a federation and connect its members with NABARD to obtain funds and avail of the Government training schemes. The SHGs and federation also provided a forum for the women to discuss new ideas and express their aspirations.

#### Redesign of the framework

In 2011, the limited scope of the SHG was revised to align with the aspiration of its members, who sought to learn new skills, such as the production of Jute Bags, Candles, Herbal Gulal, Cloth Bags and Artificial Jewellery. Many wished to establish shops in their villages to sell their products, to both earn additional income as well as gain respect and recognition in their villages. Therefore, to strengthen the SHGs and help them develop an enterprise, their earnings from the business were deposited in a joint SHG account. Over the years, their savings have proved crucial to the success of the new enterprises launched by them as well as have met various financial contingencies faced by members.



3 SHGs and 45 Women in 2 villages

Lives touched



Rs 600/- per month

Average salary



32 SHGs and 384 Women in 24 villages

Lives touched



Rs 5000/- per month

Average salary

2014 - 15

2022 - 23

## A HARMONISED EFFORT

After 2014, the number of SHGs associated with the federation saw a spurt, especially as rural women got access to NRLM and CCL funds to expand their income generation activities. In 2015, SVK helped them create their own brand and linked them to the OKHAI platform, opening the digital marketing world to them. Chikankhadi continues to be the mainstay of the SHG.



### Women led COVID response

During the Covid-19 pandemic, they served their villages and other external stakeholders of Tata Motors by making masks with the cloth provided by Samaj Vikas Kendra (SVK). A team of 15 SHG members made over 35,000 masks to earn more than Rs 3 lakhs in six months.

The SHG members have grown considerably in confidence to exhibit their products via external platforms and events supported by Tata Motors to earn over Rs 3 lakhs Rs 4 lakhs a year, which provides over 25 women with Rs 2500/- to Rs 3000/- per month. Others have established small enterprises making paper bags, spices and selling groceries in their villages.

Year	No. of SHGs	Average Savings (per annum)	CCL	Bank Soft Loan
2007	3	₹ 1500 p.a	NIL	NIL
2015	5	₹ 2500 p.a	NIL	NIL
2020	12	₹ 5000 p.a	₹ 25000	₹ 5000
2023	32	₹ 60000 p.a	₹ 5 Lakhs	₹ 12 Lakhs from NRLM for IGA

## OUTCOMES

Over the past 16 years, this self-empowerment effort at Lucknow has witnessed several milestones of success and learning, reshaping the SHG to strive for sustainable development.

All 32 SHG are linked with government departments, DUDA, and NRLM; Rs 25 lakhs has been mobilised by them from the Block and NRLM offices, and 150 rural women associated with SHG and engaged in credit and thrift activities; a Swachakti Livelihood Training Center has been developed for 15 villages

20 % of SHG members actively participate in Gram Panchayat Development Plan, 5 % of the SHG members are qualified Master Trainers for Livelihood Projects, and another 5 % have been appointed as community change agents for Government Social Security Scheme.

15 diverse livelihood generation training programmes have been given, ensuring that 25 % of the 32 SHGs members are trained on diverse product portfolios, 59 earn Rs 2500-Rs 3000/month on a sustainable basis, and six to eight of them run their own micro-enterprise at the community level. 20 % of the members are engaged in exhibitions and shows to sell their products .

The annual revenue generated by MAHEE SHG is Rs 4 to Rs 5 lakhs



# VASUNDHARA

## ENVIRONMENT



THEN

## SELF DEPLOYMENT APPROACH

With each unit responsible for its own environmental interventions, it responded to local and global needs. The plantation of saplings to create carbon sinks was undertaken every year across all units of Tata Motors. Select locations provided smoke-efficient cooking stoves and encouraged the construction and adoption of bio-gas plants to both reduce the felling of trees for firewood and ensure a smoke-free cooking environment for women.

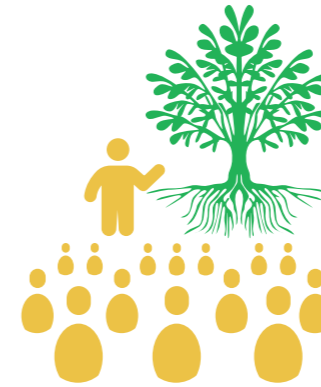


# VASUNDHARA

## TODAY

NOW

The Environment has always received high priority by the Company but it has, since 2014, been driven across the Company with a view to protecting and rejuvenating forested land and urban forestry. Attention has been accorded on multiple fronts, with the plantation of saplings at scale.



## ENVIRONMENT AWARENESS

Communities were sensitised on protecting their green tracts and abjuring the felling trees for use as fuel and use non-conventional and renewable sources of energy.

School students from Standards V to X were sensitised via a nationwide environment awareness programme, Nature Education for School Children from across India, in partnership with Bombay Natural History Society. Collaborations were also built with businesses to offset the emission of greenhouse gases.

## Green currency via Plantation

The Wadi Plantation Model was a significant move forward in 2020-21. Its aim is to create sustainable livelihoods for the farmers through plantations comprising fruit trees, nutrition-rich trees and forestry trees, converting unutilised land into cultivable land by benefitting from Government convergence the annual cost of aftercare of the plantation for the next three years. In 2022-23, Tata Motors planted 5.53 Lakh Saplings to some 1800 farmers covering 1784 Acre of unused barren land. They also announced the One Million Plantation drive for year 2023-23 with the aim of reaching 5000 farmers in eight Blocks, covering 69 villages and 4800 acres of land.

# URBAN<sup>TEN</sup> FORESTY



The sprawling city of Pune touted as the 'Oxford of the east' or the 'cultural capital of Maharashtra', is a thriving industrial hub, with corporates and people drawn to it because of its moderate weather. The pace of development seen by the city has caused green areas in the city to shrink, decreasing its local biodiversity and impacting its environment. With the **launch of the harmonised programmes in 2014**, Tata Motors Pune opted to address the need to regreen Pune in a focused manner by adopting the concept of urban forests.

A vast tract of 16.5 hectares of forest land in Warje in urban Pune had been encroached upon by slum dwellers and was being degraded further due to illicit rock mining by builders, who had created a deep quarry across it. It had largely become a dumping ground for wastes and was subject to other forms of

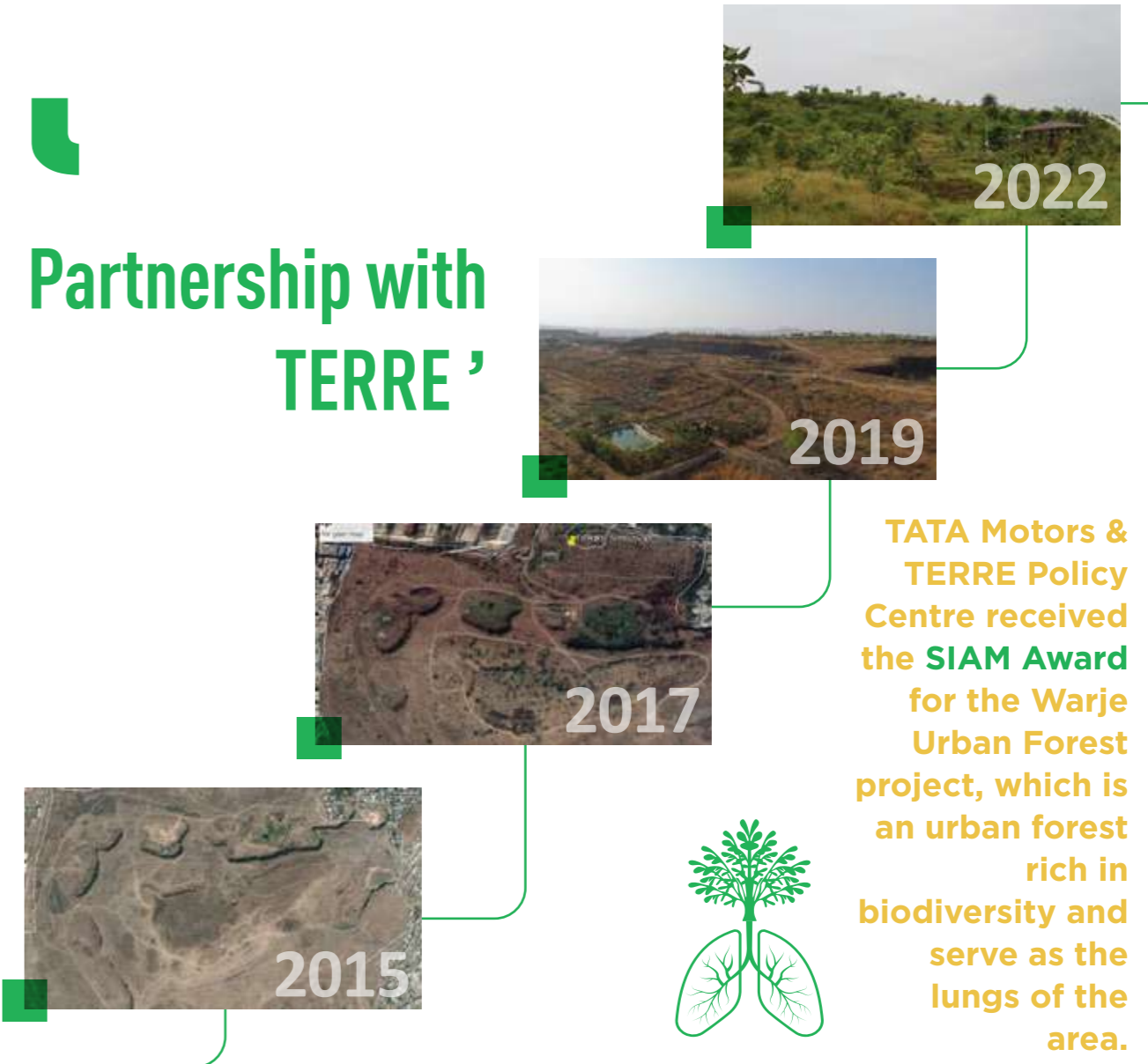
On a pilot basis in 2014, the Forest Department of the Government of Maharashtra and Tata Motors worked with TERRE Policy Centre via the Public-Private-People Participation model to reforest the encroached area. TERRE was entrusted with spearheading the sustainable tree plantation programme.



## Role of partners

Private - Tata Motors	Public - Forest Department	NGO - TERRE Policy	People - Community
Resource Support both Financial and with Volunteers	Sanction to reclaim the encroached land provided fencing and maintenance	Plantation of trees Maintenance and Security Other support needs after plantation	Maintenance & Safety Senior Citizen groups. Volunteers from Tata Motors

## Partnership with TERRE'



**TATA Motors & TERRE Policy Centre received the SIAM Award for the Warje Urban Forest project, which is an urban forest rich in biodiversity and serve as the lungs of the area.**

Once the project received approval, in 2015 TERRE began planting mature indigenous trees with a high survival rate and high resilience, require minimal after care and low input cost, factors that proved key to the success of the three-year pilot phase. *From 2015 to 2017, over 9500 trees were planted and a 95% survival rate ensure with active engagement of citizens.*

Visible change in the environment were soon evident, most noticeably an improvement in air and soil quality, increase in biodiversity, more visitors for morning and evening walks, and the land was saved from illegal encroachment. As the trees enveloped the area, which also has a number of water bodies, a huge variety of local birds as well as migratory birds were spotted, justifying the purpose of regreening the beautiful urban forest for the wildlife.

In 2017, the project was scaled to cover six urban forests, a cumulative area of 200 hectares that host 1.25 lakh trees. They are rich and thriving habitats attracting citizens for recreation.

**It now covers forest land in Warje, Mahalunge, ARAI and Pachgaon Parvati, Wadachi Wadi SRPF Firing Range, SRPF Group 5 and 7 Daund and Kothale.**

## RIGHT FACTORS CONTRIBUTE TO SUCCESS



### Right Partnership

The combined efforts of Tata Motors, Forest Department, Government of Maharashtra and communities ensured that the resources, interventions and support needed were available for the project.



### Plantation of mature saplings

The decision to plant mature trees, eight to 12 feet in height in a bag size of 18 x18 against the standard norm of two feet plants, ensured that the mature trees needed less water, making low maintenance and a higher survival rate possible. High survival results in phase 1, in turn triggered the decision to replicate and scale up the programme.



### Localized governance and livelihood linkages

The partners selected local women to look after the forests and allowed them to reap produce from the trees as common property for local use. The appointment of community members as caretaker, with a nominal honorarium curtailed potential abuse, gave the caretakers an additional income and encouraged them to protect the trees.

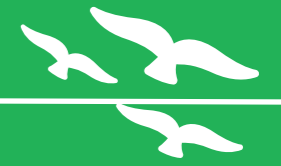


### Sustainability

A high level of ownership taken on by the citizens and the volunteering efforts of the employees of Tata Motors to weed, water and regular maintain the plants reduced the burden on the Government exchequer. A vigilant and proactive Forest Department, that required lean resource for the maintenance of the area, made the continuation of the project financially viable.



## IMPACT



The once barren Warje land today has 9500 full grown trees that contribute 5,62,000 Kg of Oxygen every year, reducing the carbon dioxide in the atmosphere and the impact of global Climate Change.



40% canopy cover in 120 hectares acres of once barren land



Micro-habitats have been created with 10 species of animals and reptiles, 50 avian species, 200 species of insects and 15 species of vegetation.



With time, the Tata Motors sites have evolved Warje into micro-habitat with the ability for self-revival and rejuvenation, despite low resource outlays for care, protection and expansion.



Over 3 lakh kilograms of Carbon is sequestered annually



Oxygen production has increased to 20 lakh kgs annually



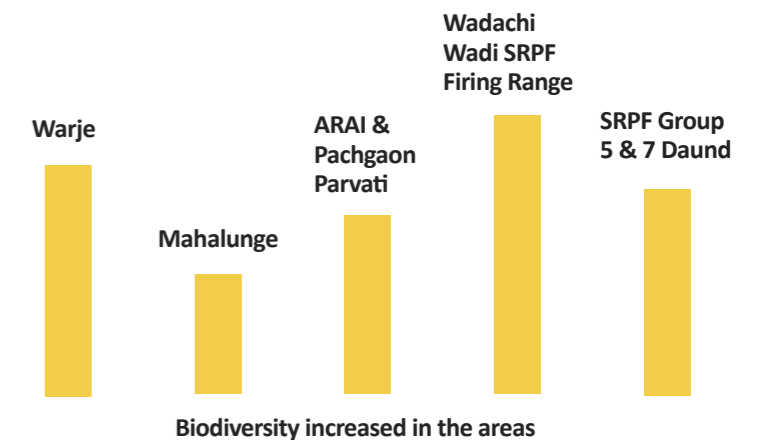
Soil erosion has reduced by 130 per cent



A more aware group of citizens has demonstrated a high degree of ownership

The urban forests have improved livelihood opportunities of proximate slum dwellers who harvest the grass and sell it as fodder in the open market

### CO2 Sequestration



**In the last decade, over 75,000 saplings have been planted across 120 hectares of forest land. The Tata Motors model has been replicated by other corporates in Dolvi and Kaarav in Alibag, Raigad district.**

## ONE MILLION PLANTATION

Tata Motors, under its Integrated Village Development Programme, piloted the livelihood linked Wadi Model in 2018-19 in the tribal regions of Jawhar of Palghar District in Maharashtra in partnership with BAIF Institute for Sustainable Livelihoods and Development (BISLD). It had emerged from participatory planning with tribal communities in the five Gram Panchayats of Jawhar. **At the core of the Wadi programme is tree-based farming via the integration of fruit and forestry trees with suitable intercrops on degraded and underutilised lands**



On each acre of barren and un-utilised land owned by each participating family, about **150 fruit trees** (mainly mango and cashew) and **100 forestry trees** (a combination of timber, fodder and NTFP tree species) were established with the support of government schemes for families. Tata Motors provided the saplings, the Government covered various costs under MNREGA and schemes, including paying farmers wages for pitting, digging, gap filling and aftercare of the saplings.

To replicate the Wadi programme at scale, **Tata Motors has envisioned planting 1 Million saplings to cover the entire Palghar district and all blocks.** The project envisages the establishment of the nurseries to nurture the saplings up to a height of 1.5 to 2 feet, booking of grafts, identification of farmers willing to participate via tree plantation and convergence with the Government for payment of wages to labourers for planting the sapling and, thereafter, over the next three years to care for the saplings.

## COMMITMENT OF 1 MILLION



## CONVERGENCE MODEL

### TATA MOTORS

- Liasoning with government
- End to end Project Management Sapling support

### GOVERNMENT

- Direct Oversight by CEO-ZP
- Rigorous reviews by district administration
- At door services for screening, approval & disbursement of funds to farmers supported under MGNREGA

### BAIF

- Implementation and Technical Support

## PROJECT PROGRESS

Tata Motors has entered into an MoU with MNRGS to plant 1 million saplings in 2023-24. Immediately after, **~6000 farmers** were identified in 8 blocks of Palghar as per the MNRGS criteria to cover **1233 hectares**. To reduce the cost of plantation and distribution of saplings, nurseries have been developed in 6 locations, predominantly for Mango saplings. These saplings will be ready to be transplanted with the onset of the monsoon season. Cashew saplings will be sourced from other districts due to the higher mortality among locally nurtured ones.

### Farmers were selected based on four criteria:

- The farmer must belong to the BPL category
- Own one gunta of land
- Have access to water
- Must not have been a beneficiary of a similar scheme until three years before participating in this project



*At the behest of Tata Motors, the Government has relaxed the one gunta criteria under MNREGs to half gunta over the project area.*

While Tata Motors will provide the saplings to the farmers and liase with the Government, the technical and implementation partner will undertake training on digging, pitting, planting and aftercare. A significant part of the project cost, or **~Rs 20 crores**, will be funded by the Government via the MNREGS as wage for aftercare of the saplings. The wages will be directly linked to the survival rate of the saplings.

## EXPECTED OUTCOMES & IMPACT BY 2026-2027

- Once the sapling is fully grown and has begun yielding produce, the potential income expected to be earned by each farmer is Rs 60,000/- per annum or a cumulative revenue of Rs 11 Crores for the farmers per year. This is expected to reduce distressed migration among farmers of Palghar.
- The estimated Rs 14.6 Cr. To be paid via convergence for the aftercare of the plantations in the next three years, provide the beneficiaries with 7.2 Lakh man-days of work through MNREGA
- The One million trees planted with help mitigate Climate Change and will lead to conservation of biodiversity and the ecosystem.
- Access to nutrition-rich fruits will improve the nutrition and health levels of these BPL families

## AMRIT SAROVAR PROJECT

To celebrate 75 years of Independence, the Government of India launched the **Azadi ka Amrit Mahotsav**. Mission Amrit Sarovar honours this celebration. Launched on April 24, 2022, National Panchayati Raj Day, the Mission's objective is to develop and rejuvenate 75 water bodies in each district of the country. All the states, including Assam and Rajasthan, are covered under the Mission to conserve water for the future.

## DEVELOPING 100 AMRIT SAROVARs

The success that Tata Motors has achieved via various convergence projects prompted the Government of Maharashtra to partner with it to create 100 Amrit Sarovar water structures. The Company has identified 75 sites in Palghar and 25 in the Pune division. Funds for the convergence project will be provided under the MNREGS and the Government of Maharashtra.



### PROJECT OBJECTIVES

- To restore and rejuvenate water structures in rural areas leading to enhanced water availability
- Develop livelihood opportunities for villagers with the help of MNREGA
- Develop Community engagement centres around a few water structures
- Addressing the question of water neutrality
- Impact beyond water security

### Role of partners

<b>Private - SMDF, Tata Motors floated foundation</b>	Support the administration in community mobilisation and capacity building	Engage with like-minded organisation for scope analysis, technical support and excavation	Gap funding for fuel and manpower	Creation of community engagement spaces and tourist spots
<b>Public – MNREGS, Government of Maharashtra</b>	Unskilled manual work and wages for desilting work for restoring and rejuvenation			
<b>District Administration</b>	Various departments to invest via various schemes such as XV Finance Commission, PM Krishi Sinchayee Yojna, Watershed Development, etc			
<b>People - Community</b>	Labour and after care post-handover			

In the first phase in 2022, one Amrit Sarovar or Community Pond was created at Dongarpada with a capacity to hold 30 lakh litres of water. With focus now of **“Ensuring Exponential Growth through Sustainable mechanisms”**, the Company intends to create **100 Amrit Sarovars with a capacity of 1 Cr ltr of water each** to ensure water availability through entire year, both for drinking water and irrigation purposes. Meetings have been held with each block officer and their teams as well as with the gram panchayats.



**ENSURING EXPONENTIAL GROWTH THROUGH SUSTAINABLE MECHANISMS”**



# PREFACE TO SECTION 2

## This section comprises two sub parts:

### Part A:

This section provides details and nuances of initiatives and programmes which have some overlaps with CSR programmes as in case with sub section on Tata Affirmative Action Programme and standalone narrative of National Drinking Water Programme, Disaster Response and Volunteering at Tata Motors.

### Part B:

This section present data and statistics that relating to scope of work, beneficiary coverage and CSR expenditure. It starts with providing a bird's eye view of scope and coverage under CSR and progresses to give details of programs, their impact and locational footprint. It also provides a visibility of how our programmes further Sustainable Development Goal Agenda, issues of National priority mapped under Schedule VII of the CSR action and our footprint in the Aspirational Districts

# NOTE FROM CSR HEAD



Vinod Kulkarni

In a world where corporate social responsibility has evolved from a mere obligation to a strategic imperative, our journey towards responsible business conduct has been defined by an unwavering commitment to progress and transformation. In the first section of the report we narrated a compelling story of how we, as an organization, have seamlessly harmonized our approach and processes to create a profound impact on the communities we serve. It is a testament to our vision, resilience, and unwavering dedication to building a better tomorrow.

The foundation of our CSR journey lies in the art of harmonization, a symphony that combines our diverse initiatives into a unified, impactful orchestra. We recognized that to amplify our efforts, we needed to create Common Minimum Programs, a shared roadmap that transcended geographical boundaries. This harmonization not only expedited our progress but also fostered a culture of cross-learning, infusing our endeavours with unprecedented speed and agility.

Our pursuit of excellence led us to standardized processes, each meticulously defined with well-charted milestones. This clarity not only streamlined our operations but also ensured that our vision remained unwaveringly in focus. The magic, however, occurred when we coupled these processes with People and Technology through proximity-linked CSR programs enabled with IT tools.

Our journey towards responsible corporate citizenship would have been incomplete without the right partnerships. We embarked on a transformative mission with a clear ethos: "More from less for More." Through active collaboration with partners who shared our values, we succeeded in mobilizing a staggering 60% of our resources externally. This shared vision didn't just impact the bottom line; it also led to a remarkable reduction in the per-beneficiary cost, from ₹9000 in 2014-15 to just ₹2500 today. With this newfound efficiency, we managed to scale our initiatives significantly, witnessing a journey from 2 lakhs beneficiaries in FY 2014-15 to over 6 lakhs in FY 18 and 8 lakhs in 2022-23. Notably, our overhead costs remained stable at 5% of the total project cost, setting a benchmark in the industry for cost-effectiveness.

In our quest to make a meaningful impact, we recognized the importance of aligning our CSR initiatives with our core competencies. We harnessed our domain expertise, particularly in the automotive trade, to design courses that were not just educational but aspirational. This strategic infusion of domain knowledge led to a high take-off in the market, with our initiatives gaining traction and popularity.

Our journey in responsible corporate citizenship has not just been a standalone effort; it's been an intertwined partnership with our key account customers, dealers, and service stations. These collaborations extended beyond business transactions; they embodied shared values and aspirations, further cementing our commitment to the communities we serve.

As we delve into the chapters that follow, each will narrate our reach and impact—a testament to our unwavering commitment, unyielding perseverance, and boundless optimism. It's a story of progress, partnership, and purpose, and it's an honour to have you join us on this remarkable expedition towards a better world.

# LINKAGES OF PROGRAMMES WITH SDGS AND NATIONAL PRIORITIES

Linkage to



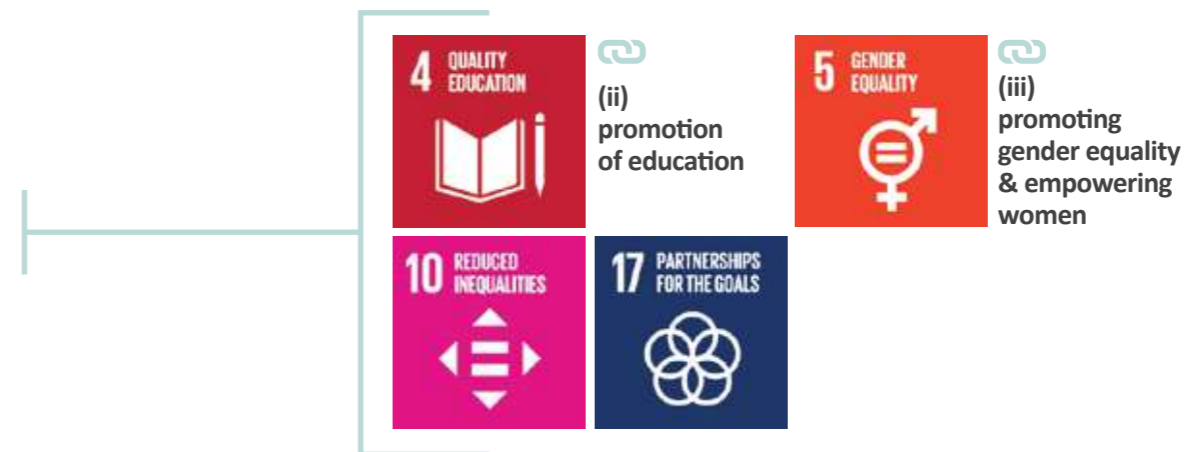
Linkage of  
CSR Activities  
Under Schedule VII  
Of Section 135 Of  
Companies Act, 2013



Aarogya has induced a positive change in the knowledge, attitude and the behaviour of communities on health via awareness as well as information shared while providing antenatal and post-natal services. The key focus of this effort is to eradicate malnutrition among children as a means to building a stronger and healthier India today and tomorrow. To ensure immediate improvement in the health status of communities, especially children, the team focusses on detecting and diagnosing malnutrition, strengthening government delivery mechanisms and health awareness, especially among women. The Amrutdhara initiative of Tata Motors establishes access to safe drinking water among communities. Infusing sustainability is core to our approach, therefore we strengthen institutional delivery mechanism by enhancing the capacities of the personnel from the government on one hand while mentoring communities to take ownership of programmes on the other hand.



Educational programmes of Tata Motors are engineered to bring holistic development in students at Secondary School Level. A targeted approach by instituting need-based rolling scholarships / financial supports for financially challenged students, organizing support classes for difficult subjects, value based life skills, sports and other co-curricular activities and plugging gaps in infrastructure at schools have gone a long way in improving scholastic performance and infusing confidence in children. Innovation has been a way of life in our programs and most of the schools and students are very comfortable with technology which is made available at their doorstep. A focus on efficiency and effectiveness, with the layering of its efforts, adoption of technology and convergence have ensured that Tata Motors reaches students from middle schools to institutions of higher learning. A pan India digital coaching initiative, ENABLE has plugged gaps in readiness of students into Institutes of higher education, and has also improved the overall performance of students at the various Board level examinations and entrance into engineering and medical colleges.



# LINKAGES OF PROGRAMMES WITH SDGS AND NATIONAL PRIORITIES

Linkage to



Linkage of  
CSR Activities  
Under Schedule VII  
Of Section 135 Of  
Companies Act, 2013



EMPLOYABILITY

Tata Motors focusses on training unemployed youth in three segments viz. auto trades, non-auto trades and agriculture & allied activities to cater to its urban and rural communities. The strong business connect of technical and automotive trades training interventions is responsible for the success of the programme. India's dense network of Industrial Training Institutes, supported by Tata Motors Dealers and Tata Authorised Service Stations (TASS) impart theory and On-the-Job Training (with the commitment of a stipend), respectively to youth. On the completion of their 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 agriculture and allied programs.



ENVIRONMENT

A unique participatory model converges the efforts of all stakeholders, Tata Motors, the community, NGO partners and the Government to augment green cover at various locations. The Company developed a pan India programme to educate children on the environment via the adoption of digital learning tools.



AFFIRMATIVE ACTION

Tata Affirmative Action Programme: Our commitment towards inclusive growth is further demonstrated through our Affirmative Action Program. On the lines of Tata Group's Affirmative Action (AA) Policy, we have developed our AA program and attempt to address the prevailing social inequities in India by encouraging Inclusion Scheduled Castes and Scheduled Tribes (SC/ST) communities. Apart from SC/ST communities, we also promote Inclusion of women, Persons With Disability (PWD).





# AAROGYA

## HEALTH



250057

AA Beneficiaries

47%

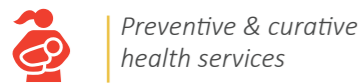


Total Beneficiaries

531137

Arogya is a health initiative for the community via longitudinal engagement, especially to prevent malnutrition among children in the age group of 0 to 6 years through awareness and strengthening the Government Delivery mechanism. Emphasis is placed on behaviour change in communities via preventive and curative services, along with the introduction of telemedicine to reach a large beneficiary base.

### KEY INTERVENTIONS



### PROGRAMME SCALE

3541 | 7124

Addressing Malnutrition

67991 | 125266

Health Awareness

178525

398747

Preventive & Curative Health

AA Beneficiaries Total Beneficiaries

### PROGRAMME OUTCOME

77%

malnourished children are healthy

~35%

improvement in knowledge, attitude and behavior parameter

93%

children timely immunized

85%

adolescent girls adopted healthy menstrual practices

SANAND

17454

3399

PANTNAGAR

25662

15436

LUCKNOW

47066

20890

JAMSHEDPUR

219137

96121

PUNE

37432

18439

MUMBAI

171124

91043

DHARWAD

13262

4729

No. of total beneficiaries

No. of AA beneficiaries



# VIDYADHANAM

## EDUCATION



43835

AA Beneficiaries



41%

AA Beneficiaries

Total Beneficiaries

107722

Tata Motors focusses on the entire spectrum of students beginning with high school students of Government Schools to improve their scholastic performance via Special Coaching Classes & development of state-of-the-art school infrastructure. Higher secondary school students are encouraged to pursue higher education and then coaches them for entrance into professional institutes such as engineering & medical colleges. Financial support enables students from economically challenged families to pursue higher education. In addition to strengthening the fundamental of students in difficult subjects, support classes also focus on value-based life skills, sports & other co-curricular activities.

### KEY INTERVENTIONS



Special Coaching Classes for secondary and higher secondary students



School Infrastructure improvement



Financial Aid



Co-Curricular Activities

### PROGRAMME SCALE



19891

Co-Curricular activities



Scholarships (Schools & Higher Education)



School Infra support



Special coaching for secondary & senior secondary students

AA Beneficiaries Total Beneficiaries

### PROGRAMME OUTCOME

#### FOR SUPPORT CLASSES

88%

students passed Xth Board

#### FOR ENABLE JEE OUTCOMES

7585

students appeared for JEE entrance of which

57%

cleared MAINS

3000

students appeared for ADVANCED of which

15%

got into IITs, NIITs & other engg colleges

#### NEET OUTCOMES

24807

students appeared for NEET exam

19352

qualified

SANAND  
9927  
4256

PANTNAGAR  
7720  
3709

LUCKNOW

11960  
4878

JAMSHEDPUR

21333  
7824

PUNE

29176  
12661

MUMBAI

23756  
9733

DHARWAD

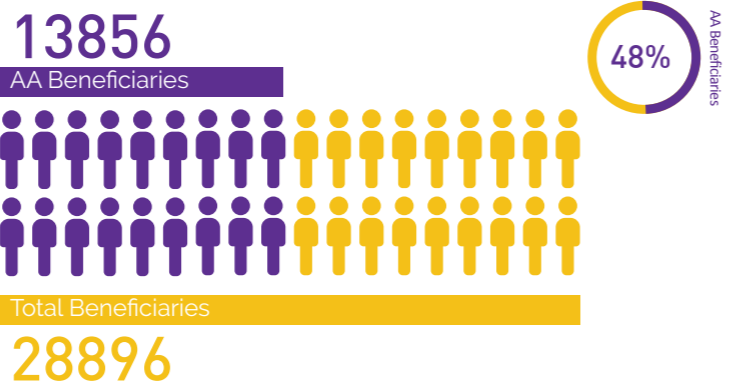
3850  
774

No. of total beneficiaries  
No. of AA beneficiaries





# KAUSHALYA EMPLOYABILITY



To infuse marketable skills among school dropouts and make them employable or become self-employed in technical and auto trades, Tata Motors uses the core competency of its knowledge partners and engages with its business partners. A wide spectrum of vocational training programmes covers non-auto trades, including BPO, retail, beauty and hair care, baking, fashion designing and strengthening of ITIs. Farmers in proximate communities are encouraged to adopt modern farming practices via technology transfer to farmers and the use of farm improvement practices.

## KEY INTERVENTIONS



Automotive & Technical skills



Non-Automotive & Vocational Skills



Agriculture & Allied skills

## PROGRAMME SCALE



5613

15178

Auto & Technical Trades (MMV, Refresher & Novice)



2177

6102

Non-Auto Training



6066

7612

Agri. & Allied Training

■ AA Beneficiaries ■ Total Beneficiaries

## PROGRAMME OUTCOME

AUTO

**77%**

Placement rate

**₹9500**

Average salary

NON AUTO

**74%**

Placement rate

**₹10779**

Average salary

AGRI & ALLIED

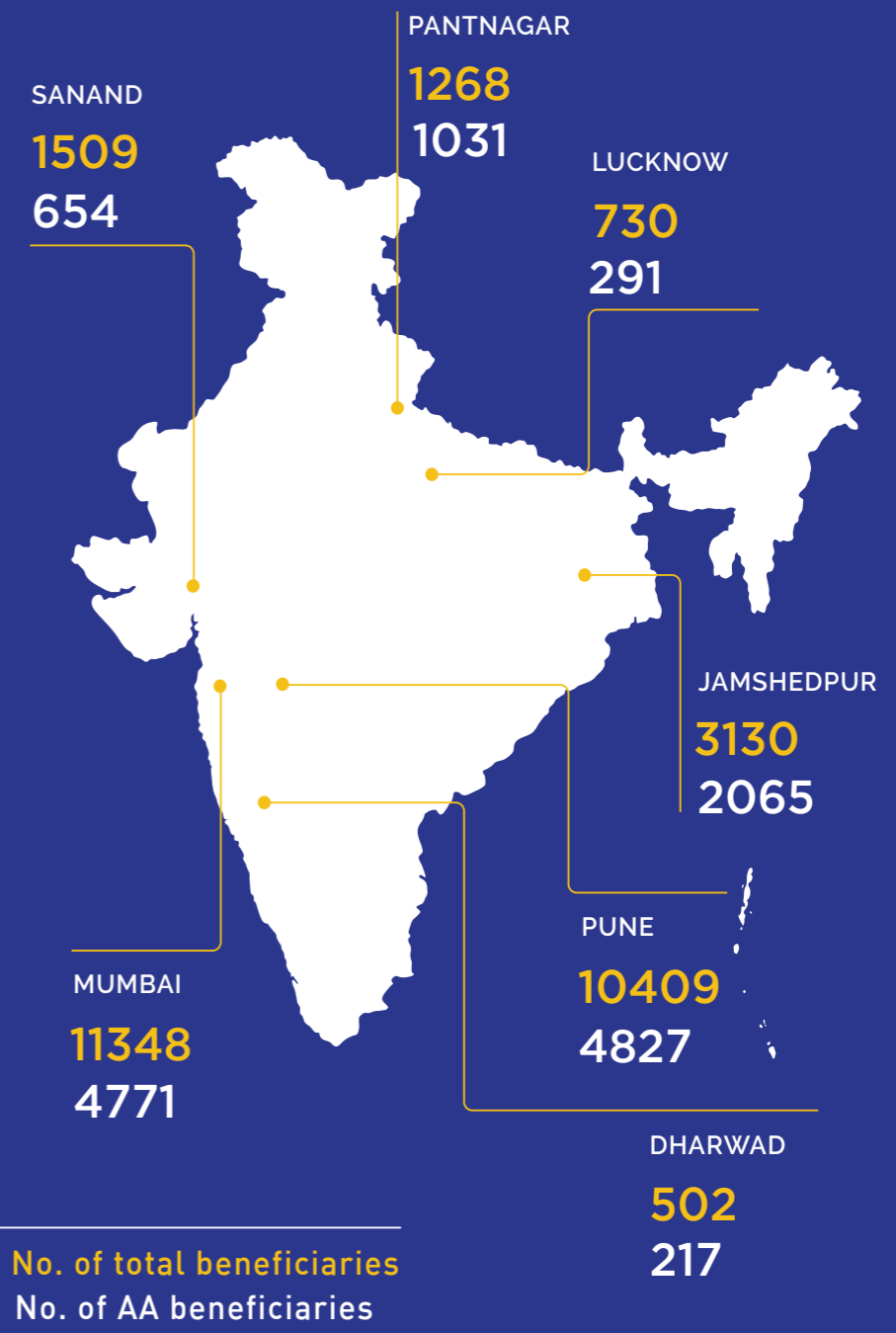
**96%**

Placement rate

**₹4865**

Average salary

An average of **78%** youths employed post the training with an average salary of **₹ 8000** per month



# VASUNDHARA ENVIRONMENT



**5.5 lakh**

Saplings planted



Beneficiaries covered via awareness programme

**98045**

Tata Motors strives to minimise its impact on the environment through the promotion of renewable resources, the creation of carbon sinks and large-scale plantation of saplings, the construction of water conservation structures and building awareness among communities. The Company is collaborating with businesses, communities and the Government to achieve scale in the plantation of saplings as part of the effort to offset greenhouse gas emissions. Micro-habitats have been developed in numerous locations, suffused with diverse varieties of flora and fauna. On a pan-India basis the Company's awareness programmes are being standardised and scaled, especially to target and sensitise younger children, injecting environmental awareness in them.

## KEY INTERVENTIONS



Tree Plantation linked to livelihood generation



Awareness Creation on Environment

## PROGRAMME OUTCOME

**90%**

survival rate of indigenous plants

## PROGRAMME SCALE



**98045**

Environmental awareness reached

**90% survival rate**



**553040**

Tree plantation (No. of saplings)



SANAND

**7746**

1175

PANTNAGAR

**5650**

2900

LUCKNOW

**5348**

1895

JAMSHEDPUR

**4048**

2005

PUNE

**41310**

16524

MUMBAI

**29559**

5342

DHARWAD

**4348**

1527

No. of total beneficiaries

No. of AA beneficiaries





# SEVA VOLUNTEERING



**35756** hrs

Hours clocked



Total Volunteers

**9495**

Tata Motors has created a rich Legacy of volunteering since a formal volunteering platforms was launched in 2014, further bolstered by the Volunteering Policy released in 2018-19. The programme provides employees with a health mix of interest and competency-based volunteering opportunities that enable them to invest time for a social cause during working hours and participate in the Tata group's volunteering initiatives, Tata Volunteering Week and Pro- Engage. Early shoots of sustained and impact-oriented volunteering by managers is now visible with over 40% of the employees and their family members investing time to a social cause. The Company has been recognised by the Tata group for leading the volunteering space in all the 10 editions of Tata Volunteering Week.

## PROGRAMME OUTCOME

**41%**

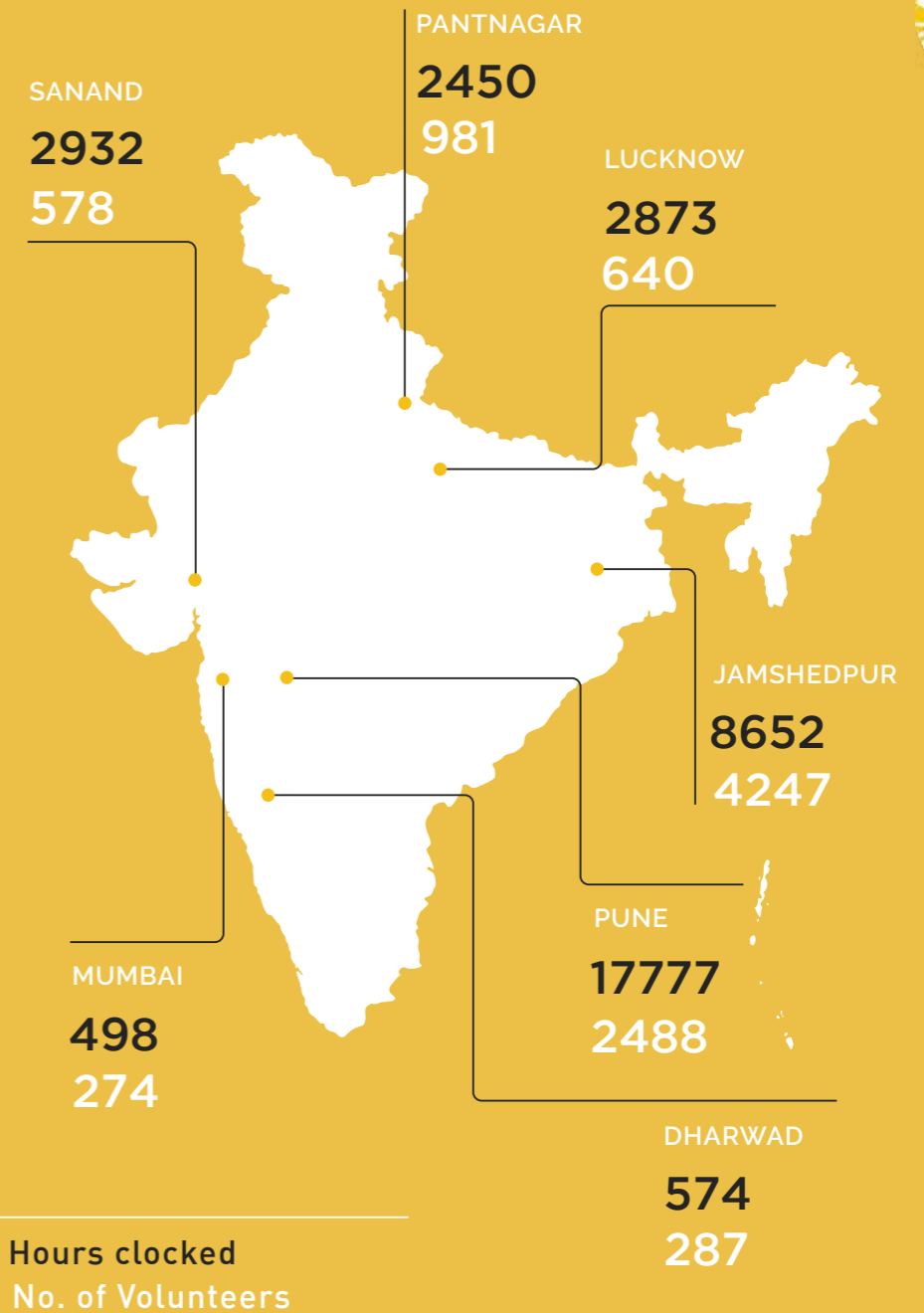
employees volunteered

**35756**

clocked hours of volunteering

**1.3**

Per capita volunteering hour (PCVH)





# Social Investments

8.01 lakh

Total lives reached



3.6 lakh

AA Beneficiaries

₹ 20.81 Cr



Spend in Cr

No. of lives touched (in lakhs)

6.44    7.24    8.30    7.54    7.91    8.01

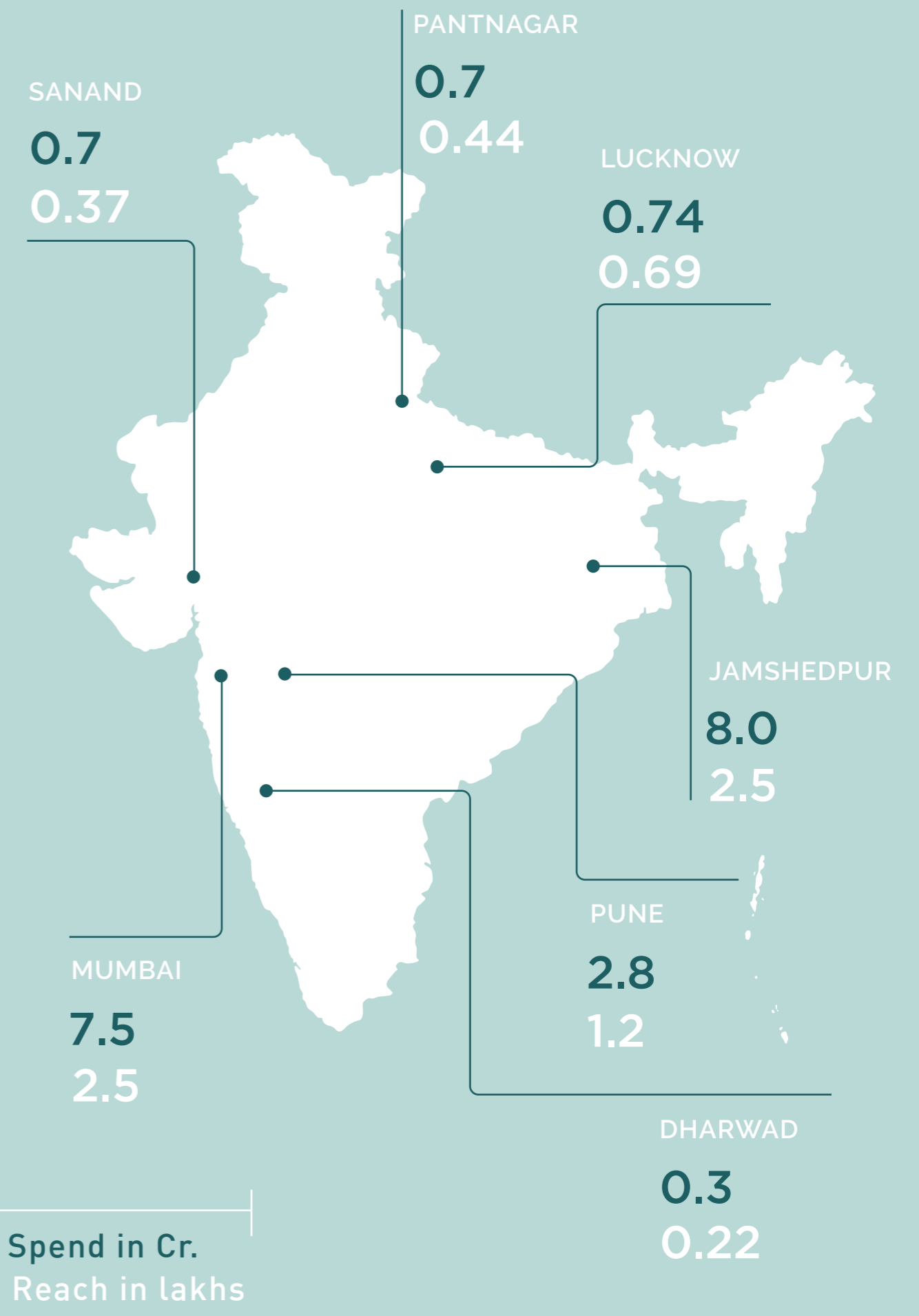
2017-18    2018-19    2019-20    2020-21    2021-22    2022-23

25.9    22.4    22.9    23.9    23.7    20.81

Year wise CSR spend (in Cr)

## Programme and Location-wise CSR Spend and Reach

CSR Focus areas	AAROGYA Health	VIDYADHANAM Education	KAUSHALYA Employability	VASUNDHARA Environment	AADHAR Rural Development	Admin
CSR Spend (in crores)	3.38	8.05	3.9	3.97	1.16	0.35
Reach (in numbers)	531137	107722	28896	98045 5.5 L trees planted	35068	



# Decade Long Journey in a Glance

LIVES TOUCHED ACROSS PROGRAMMES

	2013-14 <small>2014-16</small>	2016-17 <small>2017-19</small>	2019-20 <small>2020-22</small>	2022-23	TOTAL
<b>Health</b>	284000	312600	421230	531137	3687992
<b>Education</b>	37196	86800	152560	107722	947849
<b>Employability</b>	20607	87700	117480	28896	622483
<b>Environment</b>	18640	43740	91030	98045	595246
<b>Rural Development</b>	0	0	3000	35068	64445
<b>Disaster Response</b>	50000	0	45000	0	107001
<b>TOTAL</b>	410443	530840	830300	800868	6025016



**ANNEXURE - 2**

**Annual Report on Corporate Social Responsibility (CSR) Activities**

[Pursuant to Section 135 of the Companies Act, 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014]

(i) A brief outline of the Company's CSR policy:

**1. Overview:**

(i) Outline of CSR Policy - As an integral part of our commitment to good corporate citizenship, we at Tata Motors believe in actively assisting in improvement of the quality of life of people in communities, giving preference to local areas around our business operations. Towards achieving long-term stakeholder value creation, we shall always continue to respect the interests of and be responsive towards our key stakeholders - the communities, especially those from socially and economically backward groups, the underprivileged and marginalized; focused on inter alia the Scheduled Castes and Scheduled Tribes, and the society at large. In order to leverage the demographic dividend of our country, Company's CSR efforts shall focus on Health, Education, Environment, Employability and Rural Development interventions for relevant target groups, ensuring diversity and giving preference to needy and deserving communities inhabiting rural and urban India. CSR at Tata Motors shall be underpinned by 'More from Less for More People' philosophy which implies striving to achieve greater impacts, outcomes and outputs of our CSR projects and programmes by judicious investment and utilization of financial and human resources, engaging in like-minded stakeholder partnerships for higher outreach benefitting more lives.

Addressing child malnutrition; health awareness for females; preventive & curative health services and institutional strengthening, drinking water projects; 2. Vidyadhanam (Education): Scholarships; Special coaching classes for secondary school students; IIT-JEE & competitive exams coaching, school infrastructure improvement; co-curricular activities; financial aid to engg. students, 3. Kaushalya (Employability): Drivers training – novice and refresher; ITI partnership & allied-auto trades; Motor Mechanic Vehicle (MMV); Training in retail, hospitality, white goods repair, agriculture & allied trades; 4. Vasundhara (Environment): Tree plantation, environmental awareness for school students. 5: Rural Development such as Integrated Village Development Programme (IVDP) in Gujarat and Maharashtra. In the year 2022-23, a total of 8.01 Lakh beneficiaries were covered through CSR programmes.

(iii) Employee Volunteering- Volunteering is one of the key mechanisms that we have chosen to give back to the society by channelizing our most valuable assets, our people, towards societal good. Over and above directing professional expertise and rich experience towards pressing environmental and social issues, volunteering enhances social cohesion and strengthens communities. Through this institutionalized volunteering, employees associate and engage with important causes and create a positive impact on the lives of many. In the year 2022-23, 9495 employees volunteered for 35,756 man-hours and benefitted 47,360 people.

(ii) CSR Projects: All the CSR projects are undertaken under four major thrust areas and the Rural Development space termed as Integrated Village development Initiative, these are namely; 1. Aarogya (Health):

**2. Composition of CSR Committee:**

Sr. No.	Name of Director	Designation/ Nature of Directorship	Number of meetings of CSR Committee held during the year	
			Held	Attended
1	Mr. OM Prakash Bhatt	Non-Executive, Independent Director, Chairman of the Committee	3	3
2	Ms. Vedika Bhandarkar	Non-Executive, Independent Director [Member of the Committee]	3	3
3	Mr. K V Chowdary	Non-Executive, Independent Director [Member of the Committee]	3	3
4	Mr Girish Wagh	Executive Director [Member of the Committee]	3	3

3. Provide the web-link where Composition of CSR committee, CSR Policy and CSR projects approved by the board are disclosed on the website of the company

Weblink for Tata Motors India CSR Policy:  
<https://investors.tatamotors.com/pdf/csr-policy.pdf>

Weblink for Tata Motors CSR Projects  
<https://www.tatamotors.com/corporate-social-responsibility/#programmes>

Weblink for CSR Board Committee  
<https://www.tatamotors.com/about-us/leadership/>

4. Provide the executive summary along with web-link(s) of Impact Assessment of CSR Projects carried out in pursuance of sub-rule (3) of rule 8, if applicable.

Not applicable on TML as its average CSR obligation in pursuance of sub-section (5) of section 135 of the Act, in the three immediately preceding financial years is not profitable

5. (a) Average Net Profit of the Company as per section 135(5): (₹ 4141.67 Crore) (Loss)

(b) Two percent of average net profit of the company as per section 135(5): Not applicable in view of loss.

(c) Surplus arising out of the CSR projects or programmes or activities of the previous financial years. - Not applicable in view of the loss.

(d) Amount required to be set off for the financial year, if any: Not Applicable

(e) Total CSR obligation for the financial year [(b)+(c)-(d)] – Nil

“ In view of the losses incurred by the Company in the preceding years, as per the provisions of Sec.135 of the Companies Act, there is no compulsion on the company to incur any expenditure on CSR activities. However, as a matter of its commitment to the society and to continue and nourish the CSR activities initiated earlier, the company spent an amount of Rs.20.81 crores on CSR activities in accordance with its CSR Policy.”

6. (a) Amount spent on CSR Projects (both Ongoing Project and other than Ongoing Project) : ₹20.46 Crore

(b) Amount spent in Administrative Overheads: ₹0.35 Crore

(c) Amount spent on Impact Assessment, if applicable- Not applicable

(d) Total amount spent for the Financial Year [(a)+(b)+(c)]: [(20.46)+(0.35)+(0)] = ₹20.81 Crore

(e) CSR amount spent or unspent for the financial year:

CSR amount spent or unspent for the financial year:

Total Amount Spent for the Financial Year.(in ₹)	Amount Unspent (in ₹)				
	Total Amount transferred to Unspent CSR Account as per section 135(6).		Amount transferred to any fund specified under Schedule VII as per second proviso to section 135(5).		
	Amount	Date of transfer	Name of the Fund	Amount	Date of Transfer
	Not Applicable				

b Details of CSR amount spent against ongoing projects for the financial year: Refer Table in Annexure I

1	2	3	4	5	6	7	8	9	10	11	12	13
Sr.No.	Name of the project	Item from the list of activities in schedule VII to the Act	Local area (Yes/- No)	Location of the project State District	Project Duration	Amount allocated for the project (in Rs.Crore).	Amount spent in the current financial Year (in Rs.Crore.).	Amount transferred to Unspent CSR Account for the project as per Section 135(6) (in Rs Crore).	Mode of Implementation- Direct (Yes/No).	Mode of Implementation - Through Implementing Agency	Name of the Agency	CSR Registration No.
	Nil						Nil	Nil	Nil			

(c) Details of CSR amount spent against other than ongoing projects for the financial year:

1	2	3	4	5	6	7	8	9	10	11	12	13	
Sr. no.	Name of the Project.	Item from the list of activities in schedule VII to the Act.	Local area (Yes/No).	State	District	Location of the project.	Project duration (in years)	Amount allocated for the project (in ₹ Crore.)	Amount spent in the current financial year (in ₹ Crore.)	Amount transferred to Unspent CSR Account for the project as per Section 135(6) (in ₹ Crore.)	Mode of implementation - Direct (Yes/No).	Mode of Implementation - Through Implementing Agency	CSR Registration number.
1	Skill Development and vocational skills in Automotive and Non-Automotive Sector	Employability Enhancing Skill Development	Yes	Andhra Pradesh	Atmakooda, Vadodara East Singapuram	Bengaluru, Bijnapur, Dharwad, Hassan, Honnavar, Mangalore, Erode, Karur, Kottayam, Thiruvananthapuram	1 yr	3.90	3.90	NA	NO	MITCON Foundation	CSR0000262
				Chhattisgarh	Bilaspur	Bilaspur, Dharwad, Hassan, Honnavar, Mangalore						Agriel Institute of Technical Training & Entrepreneurship Development	CSR0000383
				Gujarat	Amreli	Amreli, Kutch, Kutch, Thiruvananthapuram						Yashwanth academy for skills	CSR0000092
				Jharkhand	Khunti	Mumbai, Nashik, Pune, Raigarh, Thane						Y4D Foundation	CSR0000324
				Kerala	Idukki	Shilong, West Jaintia Hills, West Khasi Hills, Balesare, Mayabharji						Shashwat Trust Junnar	CSR0000324
				Maharashtra	Mumbai	Shilong, West Jaintia Hills, West Khasi Hills, Balesare, Mayabharji						Purtham education foundation	CSR0000288
				Meghalaya	Jorhat	Balesare, Mayabharji						Skills for Progress	CSR0000699
				Orissa	Bhubaneswar	Jorhat						Ramkrishna Mission	CSR0000601
				Punjab	Amritsar	Dredged, Erode, Karur, Kumbakonam, Madurai, Tiruvallur, Nagapattinam, Thiruvananthapuram, Tiruchirappalli, Villupuram						CaronaBank Deshpande Rural Self Employment Training Institute	CSR0000246
				Tamil Nadu	Coimbatore	Coimbatore, Erode, Karur, Kumbakonam, Madurai, Tiruvallur, Nagapattinam, Thiruvananthapuram, Tiruchirappalli, Villupuram						Sankalpa Rural Development Society	CSR0000667
				Uttarakhand	Dehradun	Coimbatore, Erode, Karur, Kumbakonam, Madurai, Tiruvallur, Nagapattinam, Thiruvananthapuram, Tiruchirappalli, Villupuram						Vikas Samities	CSR0000403
				Uttar Pradesh	Lucknow	Coimbatore, Erode, Karur, Kumbakonam, Madurai, Tiruvallur, Nagapattinam, Thiruvananthapuram, Tiruchirappalli, Villupuram						Senand Education Trust	CSR0000854
				West Bengal	Howrah	Coimbatore, Erode, Karur, Kumbakonam, Madurai, Tiruvallur, Nagapattinam, Thiruvananthapuram, Tiruchirappalli, Villupuram						Punyapathi medical & educational foundation	CSR0000976
						Coimbatore, Erode, Karur, Kumbakonam, Madurai, Tiruvallur, Nagapattinam, Thiruvananthapuram, Tiruchirappalli, Villupuram						Lok bharti education society	CSR0000081
						Coimbatore, Erode, Karur, Kumbakonam, Madurai, Tiruvallur, Nagapattinam, Thiruvananthapuram, Tiruchirappalli, Villupuram						Periyarom evam jan kalyan samiti	CSR0000268
2	Promoting primary and secondary education in Rural and Socially/Economically Backward communities	Promoting Education		Bihar	East Singhbhum	East Singhbhum	1 yr	8.05	8.05	NA	No	Sugrabhar Mahila Mandali	CSR0000592
				Delhi	Dharwad	Mumbai, Kalyan, Raigarh, Pune, Sindhudurg, Thane						The Bombay Young Men's Christian Association	CSR0000309
				Jharkhand	Khunti	Mumbai, Kalyan, Raigarh, Pune, Sindhudurg, Thane						Mansel Foundation	CSR0000043
				Karnataka	Bangalore	Mumbai, Kalyan, Raigarh, Pune, Sindhudurg, Thane						Sevashyog Foundation	CSR0000756
				Maharashtra	Bombay	Mumbai, Kalyan, Raigarh, Pune, Sindhudurg, Thane						Youth Organisation for Joining Action And Knowledge	CSR0000449
				Puducherry	Chennai	Mumbai, Kalyan, Raigarh, Pune, Sindhudurg, Thane						Sivadasap Shiksha Vikas Sansadhan	CSR0000016
				Uttarakhand	Dehradun	Mumbai, Kalyan, Raigarh, Pune, Sindhudurg, Thane						Aarati Fellows	CSR0000687
				Uttar Pradesh	Lucknow	Mumbai, Kalyan, Raigarh, Pune, Sindhudurg, Thane						Tara Institute of Social Sciences	CSR0000475
				West Bengal	Howrah	Mumbai, Kalyan, Raigarh, Pune, Sindhudurg, Thane						Swam Vivekananda Youth Movement	CSR0000225
						Mumbai, Kalyan, Raigarh, Pune, Sindhudurg, Thane						Shiksha Prasar Kendra	CSR0000473
3	Preventive and curative health services in Communities	Enabling Hunger, Promoting preventive healthcare, Malaria, sanitation and safe drinking water		Bihar	Saran	Saran	1 yr	3.38	3.38	NA	No	Sneh Foundation	CSR000002375
				Gujarat	Amreli	Amreli						Shri Deep Jankalyan Foundation	CSR00003437
				Jharkhand	Dhanbad	Amreli						Niramaya health foundation	CSR00000186
				Karnataka	Bangalore	Amreli						LTH Silver Jubilee Research Foundation	CSR00008795
				Maharashtra	Mumbai	Amreli						Family Planning Association of India	CSR00002424
				Uttarakhand	Dehradun	Amreli						Parivar Kalyan Sansadhan	CSR00004776
				Uttar Pradesh	Lucknow	Amreli						Nav Jagat Manav Samaj	CSR00002776
						Amreli						Namaste Life	CSR00007943
						Amreli						Sumant Moolgavkar Development Foundation	CSR00006722
						Amreli						Institute of Social Development	CSR00006639
4	Ensuring environmental sustainability through awareness and protection of natural habitats			Gujarat	Amreli	Amreli	1 yr	3.97	3.97	NA	No	Terra Policy Center	CSR00001446
				Jharkhand	Dhanbad	Amreli						Wildlife research and Conservation Society	CSR00004158
				Karnataka	Bangalore	Amreli						Groom Vikas Kendra	CSR00004729
				Maharashtra	Mumbai	Amreli						Astitva welfare foundation	CSR00006147
				Uttarakhand	Dehradun	Amreli						Manav Seva Education & Charitable Trust	CSR00005326
5	Rural Development projects			Maharashtra	Palghar	Palghar	1 yr	1.16	1.16	NA	No	BAIF institute for sustainable livelihoods and development	CSR00000289
				Gujarat	Bhavnagar	Palghar						Collectives for Integrated Livelihood Initiatives (cili)	CSR00000608
						Palghar						Dharti Charitable Trust	CSR0000731



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7. Excess Amount Set off, if any

Sr. No.	Particular	Amount (in ₹)
1	Two percent of average net profit of the company as per section 135(5)	Not Applicable
2	Total amount spent for the Financial Year	20.81 Cr
3	Excess amount spent for the financial year [(ii)-(i)]	Nil
4	Surplus arising out of the CSR projects or programmes or activities of the previous financial years, if any	Nil
4	Amount available for set off in succeeding financial years [(iii)-(iv)]	Nil

**Assurance Report**

To,  
 Management of Tata Motors Limited,  
 Teen haath naka,  
 Gyan sadhana service road, Thane (w) – 400604

Date: 28<sup>th</sup> July 2023

8. Details of Unspent CSR amount for the preceding three financial years:

Sr.No.	Preceding Financial Year.	Amount transferred to Unspent CSR Account under section 135 (6) (in Rs.)	Amount spent in the reporting Financial Year (in Rs.)	Amount transferred to any fund specified under Schedule VII as per second proviso to section 135(5)			Amount remaining to be spent in succeeding financial years. (in Rs.)
				Name of the Fund	Amount	Date of Transfer	
Not Applicable							

**Independent Limited Assurance Report to Tata Motors Limited related report on CSR projects provided by TML Corporate CSR team for Financial Year 2022-23**

We ('KPMG Assurance and Consulting Services LLP', or 'KPMG') have been engaged by Tata Motors Limited ('the Company') for the purpose of providing an independent limited assurance on the report on CSR projects for 2022-23 provided by TML's Corporate CSR team against documentation at TML project sites, in accordance with Section 135 (2) of Companies Act, 2013 read with Companies (Corporate Social Responsibility) Rules, 2014 ('CSR Rules, 2014').

9. Whether any capital assets have been created or acquired through Corporate Social Responsibility amount spent in the Financial Year:

Yes  No

If yes, enter the number of Capital assets created/acquired

Furnish the details relating to the asset(s) so created or acquired through CSR spent in the financial year (asset-wise details).

Sr.No.	Short particulars of the property or asset(s) [including complete address and location of the property]	Pincode of the property or asset(s)	Date of creation	Amount of CSR amount spent	Details of entity/ Authority/ beneficiary of the registered owner		
(1)	(2)	(3)	(4)	(5)	(6)		
					CSR Registration Number, if applicable	Name	Registered address
	None	NA	None	Nil	Not Applicable	Not Applicable	Not Applicable

(All the fields should be captured as appearing in the revenue record, flat no, house no, Municipal Office/Municipal Corporation/ Gram panchayat are to be specified and also the area of the immovable property as well as boundaries)

There was no creation or acquisition of capital asset through CSR spent in FY 2022-23

10. Specify the reason(s), if the company has failed to spend two per cent of the average net profit as per section 135(5).

Not Applicable

Sd/-

Sd/- Girish Wagh (Executive Director). DIN:03119361	Sd/- Om Prakash Bhatt (Chairman CSR Committee). DIN:00548091	Sd/- [Person specified under clause (d) of sub-section (1) of section 380 of the Act] (Wherever applicable).
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**Company's Responsibilities**

The management at the company is responsible for *preparing the CSR projects report 2022-23* that is free from material misstatement in accordance with the reporting criteria and for the information contained therein.

This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and presentation of the CSR projects report that is free from material misstatement, whether due to fraud or error.

Company is also responsible for preventing and detecting fraud and for identifying and ensuring that the company complies with laws and regulations applicable to its activities. The company is responsible for ensuring company's staff involved with the preparation of the CSR Projects Report 2022-23 are properly trained, systems are properly updated and that any changes in reporting encompass all significant operational sites.

**Our Responsibilities**

Our responsibility is to examine the CSR projects report prepared by TML Corporate team and to report thereon in the form of an independent limited assurance conclusion as described in the scope of assurance. We conducted our engagement in accordance with International Standard on Assurance Engagements (ISAE) 3000, Assurance Engagements Other Than Audits or Reviews of Historical Financial Information issued by the International Auditing and Assurance Standards Board. The standard requires that we comply with applicable ethical requirements, including independence requirements and that we plan and perform the engagement to obtain limited assurance about whether the report is free from material misstatement.

The firm applies International Standard on Quality Management 1, which requires the firm to design, implement and operate a system of quality management including policies or procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements. We have complied with the independence and other ethical requirements of the International Ethics Standards Board for Accountants' *International Code of Ethics for Professional Accountants (including International Independence Standards)* (IESBA Code), which is founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional



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behavior.

The procedures selected depend on our understanding of the CSR projects being undertaken by TML and other engagement circumstances, and our consideration of areas where material misstatements are likely to arise. Our work included the following procedures involving a range of evidence-gathering activities as explained below:

- Interaction with the TML Corporate CSR Team, TML Senior Management and CSR operational teams at the corporate office and unit level, employees of TML promoted societies/ trusts and foundations and, local beneficiaries.
- Assessment of CSR projects undertaken by TML project sites against records at TML's Corporate CSR team.
- Testing the reliability of underlying data and information provided by TML Corporate CSR team with the documents and practices being followed on site.

As part of the verification process, we have conducted a detailed review of selected projects in Palghar, Pune, Sanand and Jamshedpur locations.

In obtaining an understanding of the CSR processes and other engagement circumstances we have considered the report on CSR projects provided by TML's Corporate CSR team in order to design assurance procedures that are appropriate in the circumstances, but not for the purpose of expressing a conclusion as to the effectiveness of TML's process or internal control over the records of CSR Projects at the TML Corporate CSR team.

Our engagement also includes review of the practices followed by TML CSR project sites against processes recommended by TML Corporate CSR team and best practices, in the circumstances of the engagement and the reasonableness of the estimates made by TML.

Our scope of assurance includes CSR projects undertaken for the period of 01 April 2022 to 31 March 2023.

The procedures selected depend on our understanding of the CSR Projects and other engagement circumstances, and our consideration of areas where material misstatements are likely to arise.

In obtaining an understanding of the CSR Projects for 2022-23 and other engagement circumstances, we have considered the process used to prepare the CSR Report 2022-23 in order to design assurance procedures that are appropriate in the circumstances, but not for the purposes of expressing a conclusion as to the effectiveness of the company's process or internal control over the preparation and presentation of the CSR Report 2022-23.

The procedures performed in a limited assurance engagement vary in nature and timing from, and are less in extent than for, a reasonable assurance engagement. Consequently, the level of assurance obtained in a limited assurance engagement is substantially lower than the assurance that would have been obtained had a reasonable assurance engagement been performed.

As part of this engagement, we have not performed any procedures by way of audit, review or verification of the financial disclosures nor of the underlying records or other sources from which the Financial statements and information was extracted.

#### Assurance Procedures

Our assurance process involves performing procedures to obtain evidence about the reliability of specified disclosures. The nature, timing and extent of procedures selected depend on our judgment, including the assessment of the risks of

material misstatement of the selected sustainability disclosures whether due to fraud or error. In making those risk assessments, we have considered internal controls relevant to the preparation of the Report to design assurance procedures that are appropriate in the circumstances.

#### a) Phase One: Desk Review and Engagement Kick-off

a.1 Review of TML's existing CSR strategy:

- Review of TML's CSR strategy for 2022-23 and status of CSR project implementation undertaken by TML for first half (H1) and second half (H2) of 2022-23.
- Review of CSR Projects, approval, and allocation for 2022-23 as per report consolidated by TML Corporate CSR team and leading practices

a.2 Setting up of CSR Assurance checklist for 2022-23 as per ISAE 3000 standard requirement

- Formation of engagement assessment CSR assurance checklist as reviewed and agreed upon with the Client, by compiling requirements of:
  - Report on CSR projects provided by TML Corporate CSR team based on the above checklist
  - Highlighting leading practices with respect to CSR Processes or aspects at corporate level and or unit level
- The engagement Assessment checklist will aid in review of CSR project implementation done by TML and issuance of our assurance statement.

a.3 Desk Review of CSR Process and Documentation prepared and maintained at TML (Location & Unit)- Quarter 1 & 2 of 2022-23

- Engagement Kick off meeting for discussing the proposed scope of CSR Assurance engagement process, including agreeing the process for interaction with corporate and location (site) level CSR teams as part of CSR Assurance engagement
- Providing engagement timelines for CSR Assurance Process
- Review of consolidated MIS data related to the CSR projects prepared and shared by Client

• Desk Review based on Engagement Assessment checklist of complete CSR project portfolio based on report on CSR projects provided by TML Corporate team and leading practices for CSR implementation

#### b) Phase Two – Deep Dive review/Site Visits ( as applicable) and Assurance Provisioning

b.1 Desk Review of documents provided by the client

b.2 Deep dive review / site visits (to cover projects totaling to 20-30% of total CSR spend for 2022-23 as selected by Client) and Annual Report on CSR Assurance

- Conducting online interactions / site visits to interact with client identified stakeholders from the selected sites



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- Based on desk review as well as site visits, identify the gaps to highlight missing data and ask the client to share the same
- Preparation of deep dive/ site visit review report with respect to sample selected site by the Client
- Issuance of Limited Assurance Statement as per ISAE 3000.

**Scope, Boundary, Characteristics and Limitations [of the underlying subject matter]**

**Limitations**

The assurance scope excludes following:

- Data related to Company’s financial performance.
- We will not, pursuant to this letter, perform any management function for you nor make any decision relating to the services provided by us in the terms of this letter. You are responsible for making management decisions, including accepting responsibility for the results of our services.
- Additionally, management of the Company is responsible for designating a management-level individual or individuals responsible for overseeing the services provided, evaluating the adequacy of the services provided, evaluating any findings or recommendations and monitoring ongoing activities.
- Data and information outside the defined Reporting Period
- Data outside the operations mentioned in the Assurance Boundary above unless and otherwise specifically mentioned in this report.
- The Company’s statements that describe expression of opinion, belief, aspiration, expectation, aim to future intention provided by the Company and assertions related to Intellectual Property Rights and other competitive issues.
- Strategy and other related linkages expressed in the Report.
- Mapping of the Report with reporting frameworks other than those mentioned in reporting criteria above.
- Aspects of the Report other than those mentioned under the scope and boundary above.
- Review of legal compliances.
- Our scope and associated responsibility exclude for the avoidance of doubt, any form of review of the commercial merits, technical feasibility, accuracy, compliance with applicable legislation for the project, and accordingly we express no opinion thereon. We have also not verified any likelihood, timing or effect of possible future oriented information and commercial risks associated with the Report, nor comment upon the possibility of any financial projections being achieved. We have relied on the data furnished by the Company and have not independently verified the information or efficacy and reliability of the Company’s information technology systems, technology tools / platforms or data management systems.
- Our assurance process was subject to the following limitations:  
 Verification was limited to mutually selected sample CSR projects reviewed as part of site visits during a detailed review for the period 01 April 2022 to 31 March 2023. Data and information outside this reporting period were not subject to verification.

The sample projects selected involved a total spend of approximately INR 4,18,39,161/- representing approximately 21% of the total CSR spends for 2022-23.



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**Conclusion**

Our conclusion has been formed on the basis of, and is subject to, the matters outlined in this report.

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

Based on the procedures performed and evidence obtained, nothing has come to the attention that causes us to believe that the report on CSR projects provided by TML Corporate CSR team for the period 01 April 2022 to 31 March 2023 is not presented fairly, in all material aspects.

Nothing has come to our notice for us to believe that the data is not reliable. In accordance with the terms of our engagement, this independent limited assurance report has been prepared for the board of directors of TML solely in connection with report on CSR projects provided by the TML Corporate CSR team, and for no other purpose in any other context.

**Independence**

The assurance was conducted by a multidisciplinary team including professionals with suitable skills and experience in auditing environmental, social, and economic information in as per requirements of ISAE 3000 (Revised).

Our work was performed in compliance with the requirements of the IFAC Code of Ethics for Professional Accountants, which requires, among other requirements, that the members of the assurance team (practitioners) be independent of the assurance client, in relation to the scope of this assurance engagement, including not being involved in writing the Report. The Code also includes detailed requirements for practitioners regarding integrity, objectivity, professional competence and due care, confidentiality, and professional behaviour. KPMG has systems and processes in place to monitor compliance with the Code and to prevent conflicts regarding independence. The firm applies ISQC-1, and the practitioner complies with the applicable independence and other ethical requirements of the IESBA code.

**Restriction of Use of Our Report**

Our report should not be regarded as suitable to be used or relied on by any party wishing to acquire rights against us other than the company for any purpose or in any context. Any party other than the company who obtains access to our report or a copy thereof and chooses to rely on our report (or any part thereof) will do so at its own risk. We accept or assume no responsibility and deny any liability to any party other than the company for our work, for this independent limited assurance report, or for the conclusions we have reached.

Our report is released to the company on the basis that it shall not be copied, referred to or disclosed, in whole (save for the company’s own internal purposes) or in part, without our prior written consent.

Mohammad Gulrez  
 Technical Director, ESG,  
 KPMG Assurance and Consulting Services LLP

## TATA MOTORS

### CORPORATE SOCIAL RESPONSIBILITY (CSR) POLICY FY 22-23

As an integral part of our commitment to Good Corporate Citizenship, we at Tata Motors believe in actively assisting in the improvement of the quality of life of the people in the communities, giving preference to local areas around our business operations. We shall continue to relentlessly strive in our endeavor of nation-building, sustainable development, accelerated inclusive growth and social equity.

The Tata group constitutes a global force not only for doing good business, but being in the business of doing good for society. We shall strategically integrate the shouldering of our Social Responsibility with our pursuit of Business Excellence. Towards achieving long-term stakeholder value creation, Tata Motors shall always continue to respect the interests of and be responsive towards its key stakeholders- the communities, especially those from socially and economically backward groups, the underprivileged, marginalized and most vulnerable groups; focused on inter alia the Scheduled Castes and Scheduled Tribes, Persons with Disability, Women and the society at large.

In our CSR journey towards achieving human development and excellence, we shall endeavor to deploy Tata Group CSR Programs and drive Affirmative Action (AA) (within Health, Education and Employability) and other international development goals like Sustainable Development Goals (SDGs), in line with Schedule VII of The Companies Act, 2013 as recommended by the CSR Committee of the Board and approved by the Board from time to time.

In order to leverage the demographic dividend of our country, the Company's CSR efforts shall focus on Health, Education, Employability and Environment interventions for relevant target groups, ensuring diversity and giving preference to needy and deserving communities inhabiting urban and semi urban India. Company shall also develop a CSR annual action plan covering details of the program, manner of execution, modality of utilization, monitoring and reporting mechanism, and impact assessment, wherever applicable. The company would continue with its robust monitoring and evaluation processes of all the CSR projects and programme.

The corpus to be spent by Tata Motors on CSR shall include at least 2% of the average net profits of its India Operations for preceding three financial years. Any surplus arising out of the CSR projects or programs or activities shall not form part of business profits of the Company. The CSR Policy implementation shall be periodically reviewed and monitored by a two tiered Governance Structure comprising of Tier I – Board and CSR Committee of the Board, and Tier II- CSR Team comprising of Corporate Office, Manufacturing Plants and Commercial Offices.

CSR at Tata Motors shall be underpinned by 'More from Less for More' philosophy which implies striving to achieve greater impacts, outcomes and outputs from our CSR projects and programmes by judicious investment and utilization of financial and human resources, engaging in like-minded stakeholder partnerships for higher outreach benefitting more lives. The company shall disburse milestones linked payment to the CSR implementing partners.

We shall continue to nurture a vibrant culture of volunteering in our aspiration to leverage our core competencies and managerial, technological capabilities for CSR. We shall strive to bring innovation to our CSR initiatives and optimize their effectiveness while seeking to create a measurable impact of our CSR activities.

Signature

Chairman

**Mr. N Chandrasekaran**

Non Independent, Non-Executive Chairman

**Tata Motors**

# Thank you