

Corporate Sustainability Initiatives – 2005-06

“I do believe that we, in the Tata Group, have held a view and a sense of purpose that our companies are not in existence just to run our business and to make profits but that we are responsible citizens over and above our normal operations”.

— **Ratan Tata, Chairman, Tata Group.**

Tata Steel has consistently benchmarked itself against global norms in all its endeavours, including its initiatives in the social and environmental areas. It is one of the first in India to adopt the stringent ‘triple bottom line’ guidelines under the Global Reporting Initiatives in reporting its performance not only in the economic but also the environmental and social aspects of its operations and submitting it for the scrutiny of international agencies and to be compared with global corporate entities. Tata Steel’s Corporate Sustainability Report for 2004-2005 was judged as “one of the strongest reports filed by any corporate from the emerging economies”.

Taking on this responsibility towards society and the environment has inspired the Company to contribute to a more sustainable society and also maintain its sensitivity to the local values and the heritage of the indigenous people living near its area of operations so that progress and well being also ensure cultural continuity and societal balance. In keeping with these beliefs and continued focus on its “Vision 2007”, Tata Steel has endeavored to commit itself to greater community welfare and social development through various corporate and social initiatives in the year 2005-06.

DISASTER RELIEF

Tata Steel has strived to bring relief and hope of a better life to the suffering victims of natural disasters since 1934 and in the year gone by it has continued to render this service to the victims of the Tsunami and the devastating floods caused by heavy rains in Orissa.

Tata Steel through the Tata Relief Committee (TRC) and as a part of the Tata Group’s overall initiatives for the Tsunami victims, adopted a holistic and long term approach for providing help to rebuild the lives of the affected people in the coastal districts of Nagapattinam, Kanyakumari and Cuddalore in Tamil Nadu. TRC provided extensive relief to over 10,000 families by setting up of relief camps and desalination plants for the fishing community. In the second phase of these initiatives it also conducted reconstruction and rehabilitation programmes during the period under review, where multi-purpose community centres-cum-rain shelters, a 100 ‘in-situ’ houses in the fishermen’s colony and 800 housing units in Nagapattinam were built. Rural Knowledge Centers, rain shelters, temporary dwellings, followed by permanent constructions, were established in Kanyakumari, Tirunelveli and Cuddalore. TRC provided boats for the fishermen so that they could resume their means of livelihood and become self reliant. The relief work went a long way in helping the people rebuild their lives.

In yet another endeavour to assist the state of Orissa during natural calamities, the Company, in co-ordination with the district administration, responded with immediate relief services in four blocks of the Jajpur district in Orissa when 2400 families were affected by heavy rainfall in the area.

COMMUNITY INITIATIVES

Civic services

In line with its commitment to develop and maintain the city of Jamshedpur where more than 75% of the population are not employees of the Company, Tata Steel endeavoured to address the most critical of civic amenities, water, to further improve the quality of life of the residents of Jamshedpur and adjoining non-lease areas. It set up a mega water supply project under which filtered water facilities were extended to the residents of Uliyan and Bhatia Bustee. This 32 km pipeline network is a unique concept in Citizen-Private Partnership model benefiting more than 20,000 residents. Tata Steel also set up 116 tube wells benefiting 1800 households in the nearby rural communities and has conducted extensive awareness campaigns for saving and optimizing usage of water and also the use of water harvesting practices amongst the public.

The Sukinda Chromite Mines, in Orissa, saw the completion of its ‘Operation BIJLI’, a special project which has facilitated the supply of electricity to 20 villages under four gram panchayats, by the construction of an electrical sub station.

Health

Tata Steel has consolidated its association with Lifeline Express, India’s first hospital on rails, over the past 25 years by sponsoring health camps in Jharkhand and Orissa. The tenth Tata Steel sponsored Lifeline Express tour, at Sini Railway Station in FY ’05-06, enabled more than 2500 patients with optical problems as well as orthopedic, ENT and congenital deformities from West Bengal, Orissa, Bihar and Jharkhand to avail free medical treatment.

Furthering its partnership with the Jharkhand Government and its people, Tata Steel is committed to contribute Rs. 25 crores every year, for the next 30 years, to a government-run Health Insurance Scheme for the State’s Below Poverty Line (BPL) families who would avail a medical insurance umbrella at zero cost.

Centre for Family Initiatives

Tata Steel, through the Tata Steel Family Initiative Foundations (TSFIF), organized a mega AIDS Awareness campaign during the Trucker’s Utsav 2005 which touched over 3000 truckers, one of the most vulnerable target groups of society. Continuing its crusade against HIV/AIDS, the Company also conducted health camps to provide check-ups and treatments wherein a very large number of truckers came in for health consultations and were treated.

Under the HIV/AIDS awareness programmes conducted by the Company counseling sessions at Sneha Kendras (counseling centres), targeted intervention projects and awareness building programmes were held in rural as well as urban areas. 100% high risk population across 22 villages and 100% high school children in 72 villages were covered under awareness programmes on HIV/AIDS.

The Centre conducted family welfare programmes which provided interventions through sterilization, spacing and counseling sessions. Awareness of Reproductive Health was also generated through various programmes amongst adolescents. 12,000 permanent family planning operations were conducted by the Company.

Tata Steel, through its agency the Tata Steel Rural Development Society (TSRDS), also ensured treatment of one lakh patients through mobile clinics and immunization of 81.2% children in 197 villages in the period under review.

Contributing towards developing the health infrastructure of the rural areas in the State, Tata Steel has constructed an Intensive Care Unit (ICU) at the Government hospital at Bolangir, Orissa at a cost of Rs. 20 lakhs, to provide immediate emergency services for the first time in the area. It has also set up a unit in Ranchi to address the health care needs of the villages in Arki block near Ranchi.

Training and Education

The TSRDS covered 6500 illiterate adults in peri-urban areas of Jamshedpur in its Adult Literacy Programme, in addition to nearly 2000 children from under privileged section of the society from different busteers who were imparted pre-primary education through Tata Steel's Bal Vikas Classes, in association with the Jharkhand Education Project in FY '05-06.

To promote skill development, training of youths from different busteers around Jamshedpur were imparted training in computers, motor driving, plumbing and electrical jobs.

The Company's involvement in the sustained development of Orissa State continued over the financial year through its new education projects. It set up the JN Tata Technical Education Centre to impart technical skills among the youth of Orissa so as to improve their employability in industry. Tata Steel, in collaboration with the Government of Orissa, also launched a project for setting up the Institute of Mathematics and Applications to promote the culture of mathematical competence at all levels in society.

EMPOWERMENT

To take the process of development much beyond the creation of economic wealth, Tata Steel Rural Development Society (TSRDS) sought to galvanize entire villages towards a better quality of life. The mechanisms used by the Society to sow the seeds of opportunity included Self Help Groups, Early Childhood Educational programmes, Youth Leadership Programmes, Camp Schools for dropout tribal girls, Farm Level Training, Training of Rural Artisans, Marketing Rural Handicrafts, Promotion of Sporting Talents etc.

Project UDAY was an important Empowerment activity launched by the Jamshedpur unit. Villages selected for the project, benefited through Self Help Groups, skill development among the youth, inculcation of the habit of attending school among the village children and improved farming and livestock management techniques.

INCOME GENERATION

Tata Steel strengthened its initiatives in various areas of Income Generation to further the objective of economic value creation and economic self-reliance of the villages in the vicinity of its operational areas. The primary tools used by the TSRDS to encourage its target groups to earn a better livelihood were : Irrigation projects, Agri Extension projects, Animal Husbandry, Krulier Farming, Floriculture, Vocational Training etc. Promotion of economically viable industries

including rural handicrafts and other cottage Industries among the rural people were also taken up by the Company.

TRIBAL CULTURE

Tribal Cultural Society (TCS) of Tata Steel continued to support and inculcate the culture and heritage of various tribes of the region among the tribal youth and urbanized tribal communities. It organized all important tribal festivals with their traditional aspects and tribal dance, drama, music and song competitions which were conducted by the tribal communities, thereby giving them an opportunity to develop and sustain the unique richness of their culture.

SPORTS

The importance of sports as a means to achieve wider social and economic outcomes has been increasingly recognized by the Company over recent years. In response cadets from Tata Steel's sports academies continued their excellent performances in FY 2005-06.

Several cadets of Tata Football Academy, Tata Archery Academy and Tata Athletics Academy made successful international representations and came out winners in events like Asian Indoor Championship, Bangkok, Athletics Championship, Thailand and the Senior National Archery Championship, Jamshedpur.

Some of the major events hosted by Tata Steel to promote sports were Senior Women National Boxing Championship, Tata Steel National Ranking Archery Championship, 5th JRD Tata Half Marathon, Special Olympics and Tata Steel AFI Athletics Meet.

SAFETY AND ENVIRONMENT

Tata Steel is committed to continual improvement in environment performance by setting sound environmental objectives and targets and by integrating a process of review at every stage of production, services and new projects.

Tata Steel notched a commendable 9 out of 10 points for environment and safety in ratings by World Steel Dynamics.

Simultaneously, the Company achieved a reduction in Green House Gas Emission, Specific Energy Consumption, Suspended Particulate Matter (SPM) by improving operational practices and introduction of the state-of-the art Pollution control facilities in its various processes and units.

Addressing pressing concerns on the water issue, Tata Steel held a countrywide debate and panel discussion on "Responsibility of preventing conflict over water rests with the Government". "Water is life", a seminar on rainwater harvesting, was also held in Bangalore to create awareness on the topic.

Continuing Commitment

Tata Steel has always underlined its commitment to Corporate Social Responsibility in all its business and operations in every location. The improved results of its efforts towards greater social betterment give the Company an impetus not only to continue but better its endeavours to meet the growing needs and concerns of all its stakeholders and fulfill its role as a corporate citizen. We are proud that we continue to live by the tenet laid out by the founders and the leaders of the Tata Group.