

Community Initiatives

In the year under review, the Company, continuing its thrust as a good corporate citizen, has concentrated on –

- (a) Relief in parts of India which are affected by natural calamities;
- (b) Community and rural development;
- (c) Empowerment; family initiatives and
- (d) Sports.

The Company's social commitments involve a network of development programmes. As a good corporate citizen, the Company has identified itself with the growth and development of the nation, aiding it in times of natural calamities and providing benefits to the needy. Tata Steel shared nearly Rs. 39.2 crores of the wealth it generated for the welfare of the people.

THE NATION – DISASTER MANAGEMENT

Sensitive to the devastation caused by the earthquake in Gujarat, Tata Steel ensured timely relief worth Rs.3.6 crores during the last year for the Gujarat earthquake victims in rebuilding Gujarat. During the year under review, construction of 20 schools at a cost of Rs.3.5 crores is being undertaken by the Jamshedpur group of Tata Companies.

THE COMMUNITY – HEALTH CARE

To meet the limitations of its mobile curative clinics, Tata Steel in collaboration with Impact India Foundation and Indian Railways hosted the Lifeline Express – World's first hospital on rails, effecting a permanent improvement in quality of lives of over 15,000 patients with post polio deformities, hearing disabilities, facial and eye related disorders. The 740 bedded Tata Main

Hospital (TMH) at Jamshedpur, handles an average of 2300 patients everyday in the Outdoor Patients Department. Complementing TMH are 9 dispensaries handling an average of 2800 patients daily. The Company also aids and manages a specialised cancer hospital, a blood bank, 14 special clinics, two de-addiction centres. The mobile health clinics managed by the Rural Services, Tribal Services and the Community Development and Social Welfare Department meet health requirements of the larger community.

RURAL DEVELOPMENT

Agriculture being the primary source of livelihood, thrust on farm based activities receives specific attention. A special mention of the Pani Panchayat in Betakocha – located 14 km from Jamshedpur needs to be made. The project revealed the potential resilience of the villagers, especially the women. Empowered by the interventions from TSRDS, reiterated by their faith in togetherness, the group shut down 4 brick kilns operational in their area which were eroding their arable land. Supported with the irrigation facilities provided, an additional 105 acres was restored and cropped.

The Tribal Culture Centre at Jamshedpur established in 1990 is an embodiment of its commitment to the preservation and revival of tribal culture, customs and arts. Notable collaborators include the Tribal Welfare Research Institute, Ranchi; Xavier Institute of Social Service, Ranchi; Action Aid and the Indian Institute of Public Administration.

WOMEN'S EMPOWERMENT

With a view to promote healthy families, housewives are oriented through the Domestic Management Programme which focuses on

generating awareness on rights based issues, health issues, time management and maintenance of household equipment etc. During the year under review, 24 programmes for employees' family and 7 programmes for the community were organised taking the total to 186 programmes since 1996, covering nearly 15,453 housewives. In consonance with the National Policy of Women's Empowerment, 220 women self-help groups were formed in the rural hinterland and the adjoining bustees of Jamshedpur inculcating a savings habit in approximately 2,500 village women. Besides, economic and social empowerment, the initiative helped to establish credit worthiness of the groups while encouraging them to evolve into groups handling micro – enterprises.

ENVIRONMENT MANAGEMENT

The commitment to preservation of ecological balance is reflected in the Company's Environmental Policy which pledges to integrate sound environmental policies, programmes and practices as an essential element of corporate management.

- Years ago before bio-diversity and ecosystem became buzzwords, Tata Steel was environmentally conscious. An average operating expenditure of Rs.100 per ton of crude steel is incurred on maintaining environment control systems. A total amount of Rs.7,500 crores has been incurred over the last 2 decades on upgraded environment friendly technologies. Energy consumption in the steel works has reached an all time low at 7.4 Gcal / tcs. Steps like increasing by-product energy recovery, automation, on line measurement and controls have been initiated to bring down energy rate to

reduce global warming.

- Reduce, recycle and reuse percentages have shown an uptrend through segregation and reprocessing of wastes.
- Nearly 72% of the solid wastes generated gets recycled / reused in main processes.

FAMILY WELFARE

Centre for Family Initiatives – through the Tata Steel Family Initiatives Foundation (TSFIF) operates 27 clinics in Jamshedpur and serves over 6 lakh people, including non-employees.

SPORTS – A WAY OF LIFE AT TATA STEEL

Tata Steel's contribution to the promotion of sports gets illustrated in its philosophy – "Sports - a Way of Life". Eleven international and ninety national awards were added to the sports department's existing record tally of medals.

Working through Community Development and Social Welfare and the Rural & Tribal Services Division, sports was extended to peripheral urban and rural communities as well. In a special drive to keep sports alive within the tribal communities, the Tribal Cultural Society has instituted sports scholarships. 37,789 youths have received specialised coaching and assistance to participate in various meets at regional and national levels. 304 of these sports persons were spotted as having potential talent subsequently have been given financial assistance. Coaching camps and assistance to participate in national and international Meets. To provide opportunity to the differently abled, annual sports is organised through the Community Development & Social Welfare Department.