

## Corporate Sustainability Initiatives

### PUTTING PRINCIPLES INTO PRACTICE

*“Every Company has a special continuing responsibility towards the people of the area in which it is located. The Company should spare its engineers, doctors, managers to advise the people of the villages and supervise new development undertaken by cooperative effort between them and the Company.”*

– JRD Tata (1969)

Tata Steel's Vision 2007 states that the Company will continue to improve the quality of life of our employees and the communities we serve. This past year we addressed strategic and policy issues which lie at the heart of the changing face of our business and sustainable development. Our emphasis was on reviewing subjects of ethics and values; governance and mentorship that stood alongside leadership issues and social entrepreneurship. Placing corporate citizenship in the context of our commitment to our stakeholders we addressed sustainability and equality issues; networked with like-minded international and national non-profit organisations and allied with government to be a co-partner in the task of nation building.

### RELIEF DURING NATURAL CALAMITIES

“Employee volunteerism” was arguably the most identifiable trait that came to the fore, last year. A devastating fire ravaged the houses and belongings of the families of Agasiya village in Jharkhand. The employees of Tata Steel rushed with aid and contributions from their personal incomes. This act illustrated the spirit of employee volunteerism that is taking deep roots in our ethos.

Tata Steel in the year under review, through the Tata Relief Committee (TRC) continued to provide rescue, relief, rehabilitation and reconstruction services in locations across the country, affected by natural calamities.

The TRC along with the Government of Orissa jointly undertook the construction of 11 schools in the year. In Gujarat, it constructed 21 schools and 50 housing units. On the request of the Gujarat government, Tata Steel has also undertaken the construction of 50 additional housing units that will be completed shortly.

The TRC operating from Mumbai constructed 721 houses in Gujarat in coordination with the United Nations Development Programme (UNDP) and designated NGO - Centre for Environment Education.

### COMMUNITY INITIATIVES

**Health for all** : Improving the quality of existing services and expanding reach were focal interventions during the last year. Health check-ups and awareness programmes were conducted as per our ongoing commitment. Specific collaborative projects undertaken were :

- Child Survival, a project catering to mother and childcare, in collaboration with the American non-profit CARE.
- Population Stabilization, a routine family planning project with Government of India
- Operation *Muskan* – in collaboration with NGO - The Smile Train- treating of cleft lip cases in the state of Jharkhand is responsible for reintegrating marginalised people into society.
- “YARS” - Youth and Adolescent Reproductive Services, in collaboration with Planned Parenthood of USA caters to enhance knowledge and provides services for Reproductive Health issues.
- Specifically targeted programmes on HIV & AIDS in collaboration with Jharkhand State Aids Awareness Society.
- Project “Watsan” was to lift the sanitation and hygiene levels of the area, in collaboration with UNICEF and Jharkhand state government.

**Stimulating Economic Growth through Income Generation (IG)** : Assisting families in breaking out of the vicious cycle of illness, wage loss, indebtedness and poverty was the driving force for these programmes. Among the more significant projects were :

- Mission “Haryali” a project catering to provide irrigation for multi-cropping.
- Institutionalising activities for the promotion of indigenous tribal handicraft and generating income for families, served a dual purpose.
- Providing Technical Training programmes to Self Help Groups, linking them with Financial Institutions and assisting them in setting up Micro-enterprises.



**Empowerment** : Tata Steel supported and nurtured the formation of Self Help Groups, youth groups and village level advocacy groups creating a cadre of people who can take on leadership roles in their areas and promote sustainable development.

**Education** : Tata Steel uses education as a tool for empowerment and so addressed both child and adult education. Specific programmes run simultaneously throughout last year were :

- *Balwadi* classes for toddlers.
- Project *Sahyog* for school children.
- Project *Bloom* a bridge course for dropouts.
- *Sakhshar Samaj* - a computer aided Adult Literacy Programme.
- Tata Steel supported the setting up of the Xaviers Institute for Tribal Education at Adityapur, Jharkhand.

## ENVIRONMENT MANAGEMENT

Tata Steel is fully aware of the impact of its activities, products and services on the environment at a local and global scale. The Company's endeavour is not limited to compliance with applicable legislations but to go beyond compliance with minimisation of process waste; optimisation of recovery and recycling waste materials; phasing out of pollution prone old units and installation of state-of-the-art technology for preservation and protection of the environment.

Tata Steel Main Works has been re-certified to ISO-14001 standard in May 2003. Other facilities like Ferro Alloys Plant, Tubes Division, Sukinda Chromite Mines, Noamundi Iron Mines, West Bokaro Collieries and Joda East Iron Mines, Jamshedpur Town Division, Bearings Division and Jharia Collieries have also been re-certified for compliance to the requirement of International Standard ISO-14001:1996.

Tata Steel also, commissioned a facility for the recovery of waste gas from the Blast Furnace in collaboration with Project NEDO of the Government of Japan - the first of its kind in India.

## SPORTS & ADVENTURE

From excellent performance at sporting meets, to building of world-class facilities, Tata Steel was involved in multi-dimensional programmes including events, infrastructure development and national representation.

The Tata Football Academy cadets were a dominant force in the Indian Junior teams; the Archery cadets qualified for the Athens Olympics and several hundred children from various training centres, supported or run by Tata Steel, won medals at the state and national level championships.

In the continuing spirit of building world-class facilities for sports, a new eight lane polyurethane synthetic track was laid at JRD sports complex. Some major national events that the Company hosted were Tata Open Golf, Tata Steel International Chess Championship, 43rd Senior National Athletic Championship and JRD Tata International Invitational Football Championships.

Tata Steel Adventure Foundation (TSAF) offered a wide gamut of avenues to interact with nature and test one's spirit. In its ongoing role, TSAF organised and supported several expeditions this year for Company employees and community. It provided them with opportunities for activities such as mountaineering, parasailing, rock climbing, caving, environmental learning, obstacle courses, rafting, kayaking, field cooking and trekking.

## ART & CULTURE

For preservation and promotion of tribal cultures and their heritage, numerous festivals and events were conducted.

The aim is to create awareness and understanding, promote and preserve indigenous culture and beliefs, both among the various tribal communities and between tribals and non-tribals. "Jhunoor - a music and dance festival" and "Chou" dance lecture demonstrations were some of the initiatives started last year.

The facilities at the Tata Steel Tribal Cultural Centre - a one of a kind centre for the promotion of the life and times of the Tribals of Jharkhand were upgraded.

Tata Steel has been fortunate to be instituted by a visionary such as JN Tata, who inculcated the value of community and social service in the very fabric of the Company's existence. At Tata Steel, the principles of corporate social responsibility are firmly embedded not only as corporate policy but also as an important aspect of sustainable development.

Our current and future business decisions are, and will continue to be, greatly influenced by the values that strengthen our communities in which we operate.