

## Corporate Sustainability Initiatives

As global initiatives in promoting responsible business gathers momentum, Tata Steel stands proud as a pioneer of social and environmental initiatives, not just in India, but in the world as well. Tata Steel strides forward in this direction with renewed commitment by integrating its economic, environmental and social performance.

Tata Steel subscribes to the nine principles of Global Compact and reports its performance against each of these principles in its Annual Corporate Sustainability Report based on Global Reporting Initiative Guidelines. In the year under review, the Company continued its endeavour to improve the quality of life of its employees and the communities it serves through structured stakeholder engagement. This year, Tata Steel has shared nearly Rs. 39 crores of the wealth it generated for the welfare of the people.

### THE NATION - DISASTER MANAGEMENT

Extending its solidarity to the country, Tata Steel has come to the aid of the cyclone-ravaged in Orissa and constructed over 435 houses for them. It has set up 13 schools that also act as cyclone shelters in the affected villages. In Gujarat's Rapar Taluka, Tata Steel has constructed 21 school buildings.

In its immediate vicinity, Tata Steel has started a rehabilitation programme for the victims of a severe hailstorm that affected the rural areas in

Singhbhum district (East and West) in March, 2003. The project, which costs about Rs. 1.60 crores, will provide 5,000 victims with shelter. Soon after the natural disaster, Tata Steel also distributed plastic sheets for quick relief in these areas.

### THE COMMUNITY – HEALTHCARE

Tata Steel has been promoting safe motherhood and child survival in collaboration with CARE in 162 villages, all of which have a community health fund. While the infant mortality rate in this region has been reduced from 96/1000 to 54/1000 in four years, the immunisation coverage for children between 0-2 years of age has also increased from 11 per cent to 65 per cent in the last year.

Operation *Muskan*, an unusual endeavour in which Tata Steel participated, has helped put back a smile on 200 small faces. Free cleft lip and palate surgeries were carried out for rural children. Apart from providing the villagers with medical aid for general ailments, almost 600 cases of tuberculosis have also been treated and free hospital-based surgery has been provided for more than 1,200 cataract patients.

Apart from this, more than one lakh people have had the assistance of two mobile medical units,

five homeopathic clinics, five acupressure clinics and other programmes of Community Health run by Tata Steel.

The Company has also joined hands with UNICEF's Water and Sanitation (Watsan) programme and has been implementing it in 202 villages by installing tubewells and constructing low cost toilets. In fact, Betakochoa, which is under this project, can well become a model of development for the entire country with its progress in agriculture, child education, health and sanitation.

Tata Steel has also taken measures towards improving awareness of reproductive health. It has undertaken the education of more than a 1,000 students in schools and has organised local health *melas* for adolescents. More than 3,500 people between 12 to 24 years of age have benefited due to these efforts. Forty-two trained distribution agents are currently involved in the social marketing of contraceptives.

## **SOCIAL DEVELOPMENT**

### **Agriculture**

Tata Steel has not restricted itself to interventions at the time of calamities alone but has rendered long term benefit to villages around Jamshedpur. In the year under review,

the Company has helped the cause of agriculture by making multi-cropping possible in the rural areas through better irrigation management facilities. An income of almost Rs. 70 lakhs has been generated from cash crops and has benefited more than 1,200 households.

Encouraged by its success in this field so far, Tata Steel has initiated an ambitious effort to extend its know-how to 1,000 acres of land under the *Mission Hariyali*.

### **Income Generation**

Tata Steel's faith in helping people help themselves has had a lasting impact in its areas of operation. In 2002-03, the Company was a catalyst in the formation of 73 self-help groups for income generation projects.

The Company has intervened with technology and expertise and introduced banana cultivation and supported marigold cultivation. Also, 45 farmers have improved their yield by 150 per cent because of the High Yielding Varieties (HYV) paddy seeds provided on exchange by Tata Steel. Other schemes include animal husbandry projects, pisciculture, poultry farming, mushroom farming, sapling sale, carpet weaving, rope making and handloom.

The Company has helped rural women combat the socio-economic bias against them in matters of enterprise through self-help groups.

The 73 groups, formed in 2002-03, have accumulated savings of Rs. 10 lakhs for loans and micro enterprises.

### **Education**

Efforts to empower the needy have included arming them with training and skills. While 30 tribal women have been trained as birth attendants at the Tata Main Hospital, another 30 students have been sponsored for advanced computer training. Tata Steel has also enabled more than 2,750 youths from the town *bustees* pursue employment by giving them vocational training.

The Company runs a novel project which makes it possible for local tribal youths to compete with their counterparts for a career. This year, a batch of 49 students have undergone intensive residential training at Tata Steel in all aspects of the corporate world.

More than 1,000 children below five years of age are being prepared for formal schools at *Balwadis* run in rural areas by Tata Steel. Meanwhile, pre-primary education has been imparted to 1,512 urban children through the 50 Bal Vikas classes.

### **Aids Awareness**

Tata Steel has added a new feather to its cap for its efforts in spreading awareness of AIDS, which has been a focus of a lot of concern and activities globally. The Company has been awarded the Global Business Coalition Community award for its initiatives in the prevention and control of HIV/AIDS.

The Company has emphasised increasing alertness among school-going children for the greatest and most lasting impact. More than 1,500 focus group programmes have been conducted. Tata Steel even started a programme for a 'Safe Highway' with the Orissa Aids Control Society on a 100 km stretch. More than 300 AIDS awareness programmes were also conducted among *bustee* dwellers in Jamshedpur.

### **ENVIRONMENT MANAGEMENT**

Towards the containment of the global warming menace, Tata Steel has reduced the emission of greenhouse gas by 2 per cent and specific energy consumption by 3.92 per cent in 2002-03. Its efforts towards protecting the environment have also included decreasing raw material and water consumption by 3.5 per cent and 1.6 per cent respectively. Waste reuse and recycling have increased from 72.6 per cent in the previous year to 79 per cent during the last year. The Company has continued to demonstrate keen

awareness of the impact of its activities on its surroundings.

## **SPORTS**

Tata Steel has adopted a proactive approach to health by promoting sports. Sportspersons associated with Tata Steel have won medals at Asian and Commonwealth Games. Jamshedpur has also hosted a number of national and international events ranging from chess to cricket in the last year.

The Tata Archery Academy has trained 11 rural tribal youths, and the Tata Football Academy has

sent out its cadets to national and international events. Almost 16,000 people have been provided training in 15 disciplines and they have participated at all levels. In fact, Tata Steel has had more than 100 medals to its credit.

While winning is a way at Tata Steel, as much effort goes into winning the faith of the Company's community. Through its many-layered links with society at large, Tata Steel has demonstrated, for one more year, its steely resolve to stand tall as a model social corporate citizen.