



# CORPORATE Social Responsibility

Organise  
Synergise  
Scale

Report 2021-22

We at Tata Motors have embraced the opportunity for change presented to us by the churn of the pandemic years and intend to secure the gains that would have come much more gradually without the new trends that rapidly evolved due to the implementation challenges and adversities of COVID-19. Without doubt, the strength and resilience of our programmes were the foot soldiers of our agile response, the potential of which we explored and tapped to the fullest in times of adversity.

## Organise

Marshal. Align. Plan. Institute.

The strength of Tata Motors' CSR strategy and its programme design enabled the Company to marshal all available resources, especially via convergence of our programmes with Government schemes, to scale them up rapidly during the year. Our enduring partnerships with development experts and agencies have evolved to public private participatory models that encourage continuous change in enhancing the agility and future readiness of our programme. The strength that the Company's CSR programmes have shown by leaping ahead has emboldened all stakeholders to rethink their scale and character.

## Synergise

Alliance. Teamwork. Convergence. Coaction.

An aware organisation is an enlightened organisation. Tata Motor's Credo envisions its initiatives as going beyond mere delivery to work with partners and communities on "thinking big" and bold, being engaged and in owning them, while always ensuring that the programmes are implemented with empathy. Tata Motors' CSR programmes have interlinkages and synergies that allow it to ensure consistent engagement and flow of benefits to its communities over the lifecycle of the beneficiaries. By nature, these programmes are inclusive, converge the strengths of all programme partners and are empathetic to the aspirations of communities.

## Scale

Propel. Rate. Reach. Spread.

Being bold in their approach, our programmes take calculated risks, leverage the collective capabilities of all stakeholders, optimise use of technology so as to yield benefits that are much larger in impact than resources invested by the Company. Our philosophy of 'More from Less for More' is the fuel that has fired our capacity, especially in the last two years, to enhance the rate of growth of our impacts, outcomes and outputs to a pan India level. Our associations with all our partners have deepened, contributing to this expanding reach and impact of our CSR programmes. The Company's limited resources, part of which had to be committed to its response to COVID was responsible, in part, for it placing greater emphasis on its philosophy of 'More from Less for More'.

# CONTENTS

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## Organise.Synergise.Scale. Stories that inspire

This section celebrates the bravehearts who never gave up on their dreams and paved their way to what they are today. We bring few selected cases who represent the larger mass on their challenges, their efforts and finally achieving one of the major milestones in life. Along with the small narration of these individuals, this section also details the project, its elements and the NGO partners who play an equal role in shaping lives of individuals.

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## Sneak Peek: CSR Programmes at Tata Motors

This section presents a management summary of programmes, its scale, impact and geographical footprint through data. It also gives a visibility how the CSR programmes of Tata Motors balance international priorities by furthering Sustainable Development Goals, strengthening efforts towards addressing issues of national priority as articulated in Schedule VII of the Section 135 of the Companies Act (Companies Act 2013). This section will aide civil society organisations, academia, researchers to have better understanding of our work.

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## Disclosures: Transparency improves governance

This section presents the Director's report on CSR Activities of FY 2021-22, pursuant to section 135, of the Companies act 2013, and the companies [Corporate Social Responsibility Policy] Rules 2014, and an assurance statement by a third party that evaluates and assesses our CSR programmes, its compliance to guidelines outlined by Ministry of Corporate Affairs. These documents are the outcome of vetting our key processes such as baseline and need assessment that confirms relevance of programmes, due diligence of NGO partners,scrutiny of Memorandum of Understanding and its compliance and adherence with respect to program deliverables, CSR expenditure and most importantly program's impact on the lives of an individual. This section will aide the stakeholders, such as - Civil Society Organizationals, Government Agencies, etc. to appreciate the spectrum of our work.

# FOREWORD

## BY THE EXECUTIVE DIRECTOR

Dear Readers

Over years, Tata Motors has built a strong and valued reputation for caring for the communities it operates around. Our deep commitment to creating meaningful, impactful interventions along with the brand promise of "Connecting Aspirations", has shaped our journey of CSR, and helped us win appreciation from the communities across the country.

Since the Tata group was formed more than 150 years ago, it has served as the custodian of public good, dedicated to making a positive social impact. Aligned to the ethos of the group, we have been committed to corporate social responsibility way before the law mandated it for all profit-making companies. Tata Motors has remained committed and gone beyond the provisions of the law, pledging more than Rs 20 crores each year to the communities under various welfare programmes, even in the years when legal provisions did not mandate it.

Aligned to our philosophy of "More from Less for More", each year we augment our own efforts by effectively converging Government and non-governmental organizational resources with our own resources to ensure that the cumulative impact of various government schemes and our projects exceeds the sum of individual efforts. Our teams responded with agility to the numerous challenges to sustain the support to communities during the unprecedented COVID pandemic challenge, this is a true testament to the Tata culture and our credo, which emboldens and empowers us to stay strong against adversities. It is a matter of immense pride that many of our colleagues went beyond the call of duty to support our communities during this phase.

As a society, we faced unprecedented challenges over the last two years, but equally extraordinary has been the resilience which led to an unprecedented pace of transformation on multiple fronts, such as Digitalization during this phase. Thereby helping us to rapidly enhance the scale and reach of our programs. Our projects and programmes grew exponentially, benefitting from

the convergence of the vision and capabilities of all stakeholders and our drive to Organise, Synergise and then Scale them. We touched over 7.9 lakh lives with 34% of our employees being actively engaged in volunteering and devoting over 28,500 hours to our communities. We crossed the 80,000 mark in the number of COVID vaccinations administered and enabled over 1 lakh children to benefit from quality education in their schools.

Our flagship projects, such as ENABLE, LEAP, Affirmative Action and the Integrated Village Development Programme, are being recognized as benchmarks. We take pride in enabling a 10-fold increase in the students getting into elite STEM colleges; ~21% of the students coached under these programs got selected in top tier colleges (Top 10%; IIT, NIT, AIIMs etc) and ~6% secured the elite courses (top 2%) in these colleges. Going forward, we continue to stay committed to working towards education, skill development, employability, medical care and the environment.

I would like to sincerely thank all our partners, local, State and Central Governments, our implementation agencies and NGOs, developmental sector experts, advisors, colleagues and employees for working towards the common goals. We will continue to reimagine our programmes, seeking to find solutions that will have larger impacts, along with being scalable and replicable. We look forward to the continued support of each stakeholder in enabling us to touch more lives and create a meaningful impact.

Best wishes,

**Girish Wagh**  
Executive Director



# COMPANY OVERVIEW

## ABOUT THE COMPANY

Tata Motors Limited is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. India's largest and the only OEM to offer an extensive range of integrated, smart and e-mobility solutions, its strong global network of 134 subsidiaries, associate companies and joint ventures, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea, have operations spanning India, the UK, South Korea, Thailand, South Africa and Indonesia.

### Established in 1945

A USD 34 billion organisation it is a part of the USD 110 billion Tata Group

Tata Motors' focus on engineering and tech-enabled automotive solutions, catering to the future of mobility, has made it India's market leader in commercial vehicles and one among top four in the passenger vehicles market. From its brand promise of 'Connecting Aspirations' arises the Company's innovation efforts that aim at developing pioneering technologies that are both sustainable as well as well suited to the evolving aspirations of markets and customers.

State-of-the-art design and R&D centres located in India, UK, US, Italy and South Korea drive the Company's capability to bring new products to the market and fire the imagination of GenNext customers. Internationally, Tata Motors' commercial and passenger vehicles are marketed in countries, spread across Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

## MISSION

We innovate mobility solutions with passion to enhance the quality of life.

## VISION

By FY 2024, we will become the most aspirational Indian auto brand, consistently winning, by:

- Delivering superior financial returns
- Driving sustainable mobility solutions
- Exceeding customer expectations, and
- Creating a highly engaged work force

## CULTURE PILLARS

**BE BOLD**  
Agility  
Risk Taking

**OWN IT**  
Empowerment  
Owner's mindset

**SOLVE TOGETHER**  
Accountability  
Collaboration

**BE EMPATHETIC**  
Embracing Diversity  
Passion for Customers

# PERFORMANCE HIGHLIGHTS

**6,94,159**  
VEHICLES SOLD



**791,298**  
LIVES TOUCHED



**₹47,263.68**  
CRORE  
REVENUE



**₹ 23.7**  
CRORE  
TATA MOTORS  
CSR SPEND



**26** STATES  
**8** UNION TERRITORIES  
NATIONAL REACH



**52,351**  
TOTAL  
EMPLOYEES



PRESENCE IN  
**94**  
ASPIRATIONAL  
DISTRICTS



**25,588**  
PERMANENT  
EMPLOYEE  
STRENGTH



**28,558**  
VOLUNTEERING  
HOURS



**(6,374)**  
PROFIT BEFORE TAX/  
PRE-TAX PROFIT (bei)



**1.9**  
LAKH  
TREES PLANTED



KEY CSR HIGHLIGHTS

KEY COMPANY HIGHLIGHTS

# ORGANISE

## MARSHALLING INPUTS

Tata Motors has harmonised its CSR initiatives pan-India through a Common Minimum Programme across locations, while at the same time, in response to local need assessments, it has built agility and flexible into its CSR initiatives via Location Specific Projects.

	The Company's CSR programmes are <b>selected, planned and designed</b> based on inputs from its stakeholders and material issues identified via a structured process
	The CSR Programmes of Tata Motors are rolled out at <b>seven locations</b> across the country
	The <b>CSR policy and the CSR Strategy</b> of the Company act as guidelines for implementing the programmes across locations
	Local needs of the community
	India's National priorities
	UN Sustainable Development Goals

### EXTERNAL PRIORITIES

Our programmes not only strive to be inclusive, touching diverse segments of local communities but also accord due weightage to equity while addressing the needs of the less privileged, socially and economically challenged communities.

- India has a **high prevalence** of multidimensional **poverty and disparity** in and within communities
- Over **34%** of our children continue to **die hungry or starve**; India is considered the hunger capital of the world and our mothers suffer
- At least **25%** of school children (zero to 8 years) **do not have age appropriate cognitive skills** from poor health and hygiene
- Unemployment creates a push forcing over **54% of rural youth to migrate** outside their regions for work and occupy spaces in urban slums in megacities
- Only **30%** of our students **receive higher education** due to a high prevalence of school drop outs

(Source: UN Population Statistics database)

### CSR APPROACH

Tata Motors follows the proximity-linked approach for its CSR projects, which translates into a desired percentage of its CSR spend being allocated on the basis of the radial distance of communities from its plants.

### ALIGNING TO PRIORITIES

The expectations and needs of identified stakeholders help Tata Motors prioritise its strategy, policies and action plans in the area of economy, environment and society.

Tata Motors responds to these communities through programmes that resonates with the felt needs of communities. Interventions through health, education and skilling programmes are aimed at improving the quality of life of vulnerable communities occupying urban slums, Tata Motors' rural development programmes address issues of rural distress and climate refugees at source.

# SYNERGISE

## CREDO CONNECTS WITH ASPIRATIONS

Our Credo inspires us to work towards meeting the aspirations of our communities, proactively reaching out to local agencies and government authorities to address challenges and gaps so as to ensure that our programmes achieve maximum impact and are prejudicial to none.

	The elements of our credo have found great resonance in our CSR programmes because our ethos and culture flow into "how" we implement them.
	We have always been empathetic to the challenges faced by our communities, working on solving them together, been bold in our actions and have owned them by being committed to their success, confident of the outcomes.

### OUR CREDO



#### BE BOLD

Being responsible towards its communities is part of the Tata Motors ethos, a Company that has chosen to chart a path of its own by not limiting itself to statutory obligations but by setting stretched CSR goals and adopting an unconventional 'More From Less for More' philosophy.



#### OWN IT

Employee Volunteerism enables employees to develop a sense of ownership in the Company's CSR programmes. At the same time, community coaction results in beneficiaries developing a sense of ownership for the programmes and enabling Tata Motors to have a defined exit strategy, and allowing it to replicate its programmes elsewhere.



#### SOLVE TOGETHER

Strengthening governance in the community, convergence with Government schemes, engaging and partnering with key stakeholders, transfer of programme ownership to them, empowering communities through capability development and formation of associations to take care of themselves has embedded Tata Motors' business culture of Solving Together in its communities.



#### BE EMPATHETIC

The inclusive approach of Tata Motors through its Tata Affirmative Action Programme focusses on Scheduled Castes and Scheduled Tribes, on PwDs, women empowerment initiatives and Integrated Village Development Programmes to benefit the most vulnerable within identified communities.

# SCALE

## STRATEGY PROPELS SCALE

Tata Motors' process driven CSR strategy, based on six tenets or gears, allows it to constantly propel its programmes forward to enhance their spread and reach.

The Company had taken advantage of the opportunity that online technologies and stakeholder engagement provided to rescale its programmes, widening their canvas and establishing a pan-India reach through a variety of efforts, most importantly by digitising processes and embedding technology in them. Its programmes are successfully converging the capabilities of all relevant stakeholders, including collaborations with Governments, local bodies, implementation partners, Tata Motors and the beneficiaries themselves, to make them sustainable, replicable, agile and future ready across all geographies.

### Our CSR Mission

"Being a responsible corporate citizen driving inclusive growth, social equity, sustainable development and nation-building" is the stated purpose of Tata Motors.

## THE TENETS OF OUR CSR STRATEGY



### ADOPTING HUMAN LIFE CYCLE APPROACH

The Human Life Cycle Approach leverages the interlinkages of programmes to touch the entire life span of each beneficiary, progressing from health care and nutrition in infancy to education for the young, employability, employment and sustainable livelihoods for youth and addressing the health needs of the elderly. This approach ensures that the CSR programmes are horizontally linked to each other and initiatives span all age groups, offering age continuum.



### UPSTREAM & DOWNSTREAM LINKAGES

Tata Motors' network of business partners and associates, comprising its dealers and service centres across its value chain provide the strong business connect for its employability programmes. They provide on the job training to youth for nine months, pay two-thirds of the stipend, share their infrastructure for training and award a joint certification.

Tata Motors' strategic objective is to consolidate and focus programmes that have a high and meaningful impact on communities.

### PHILOSOPHY OF 'MORE FROM LESS FOR MORE'

Tata Motors has established multi-stakeholder partnerships, leveraged available expertise and technology, networked and developed resource frugal innovations so as to judiciously utilise resources and achieve greater impact, based on its belief in 'More from Less for More'.

### LEVERAGING ALL STAKEHOLDERS

Tata Motors' eco system has been drawn into its CSR efforts by engaging business partners across entire value chain.

### MEASURING SOCIAL CAPITAL

On a sustained basis, the creation of Social Capital is measured via socially appropriate impact measures such as Social Return On Investment (SROI) via third party assessment to measure the efficacy and effectiveness of its programmes.

### LEVERAGING TECHNOLOGY

Technology has been decisive in the Company's ability to upscale all its CSR processes and programmes and to achieve optimal efficiency and improve oversight.





**AAROGYA**

# HEALTH

## FOR A HEALTHIER INDIA

### AT NATIONAL LEVEL

Over **33 lakh children** in India are **malnourished** and more than half of them are severely malnourished.

There are **17.76 lakh severely acute malnourished children (SAM)** and **15.46 lakh moderately acute malnourished (MAM) children**

The states of **Maharashtra, Bihar and Gujarat** top the list with the **most number of malnourished children.**

(Source: SAM Report 2021, Women and Child Development Ministry)

# Our Approach: To bridging the gap

Our aim of building a stronger and healthier today and tomorrow for India's children is to address malnutrition among children, between birth and the age of six. In addition to augmenting diets and providing nutritional supplements to malnourished children, Tata Motors also focusses on behavioural change and awareness building in the community to accomplish sustained health. Tata Motors also extends preventive and curative health care services to both the infants and their mothers.

## FORTIFYING AGAINST MALNOURISHMENT



Malnutrition and related issues can be prevented if the community is saturated through awareness and interventions that address the first or golden 1000 days of a child.

At **Pune and Sanand**, Tata Motors has adopted a comprehensive approach to, on a sustained basis, make undernourished children achieve a healthy status via clinical as well psychosocial methods. Each year, nearly **600 malnourished children at Pune** receive nutritional supplements under the supervision of the Company's team, while the lives of **200 children at Sanand** are being positively impacted. In FY22, **95%** of malnourished children in Pune became healthy on sustained basis, Sanand has achieved **100%**.

### Organise.Synergise.Scale.

Tata Motors works with local government or municipal authorities in partnership with Non Government Organisations to leverage Government schemes, in the effort to make children healthy across entire wards in its communities.



### Approach Review:

The approach at Pune was reviewed along with SNEH Foundation and it was decided that the existing interventions needed to be layered further via awareness building and preventive health care services so as to induce change in the knowledge, attitude and practices of the families of malnourished children and in the community across the Pimpri Chinchwad Municipal Corporation-PCMC area, the defined geography for the project.

### Awareness through Anganwadis

Anganwadis were leverage to improve the Knowledge, Attitude and Behaviour (KAP) of families and communities on breastfeeding, nutritional practices, Water Access, Sanitation and Hygiene (WASH), family planning as well as Government schemes to improve maternal and infant health. Anganwadi Sevikas conducted the sessions for mothers, encouraging them towards higher adoption and prolonged breastfeeding as well as preparation of Ready-to Use Supplementary Food (RUSF) at home. Mothers were apprised of the importance of WASH practices, family planning and vaccinations to give their newborns and infants a healthier life. The Pune team targeted seven slums from Pune Lohiya Nagar, Tadewala Road, Janawadi and Kasewadi and Pimpri-Chinchwad Kasarwadi, Ota Scheme and Bhat Nagar. Over two consecutive years, an output study was conducted to measure the correlation between malnourishment and awareness building. The sample size for the study comprised 10% of the total beneficiaries covered and 100% sample coverage for families covered under the malnutrition project.



Of the 68 children that were earlier in the Red category, 132 Yellow, and none in Green, today there is only one child in the Red category, 79 are in Yellow and as many as 120 have moved to Green at Sanand.

### Preventive Care

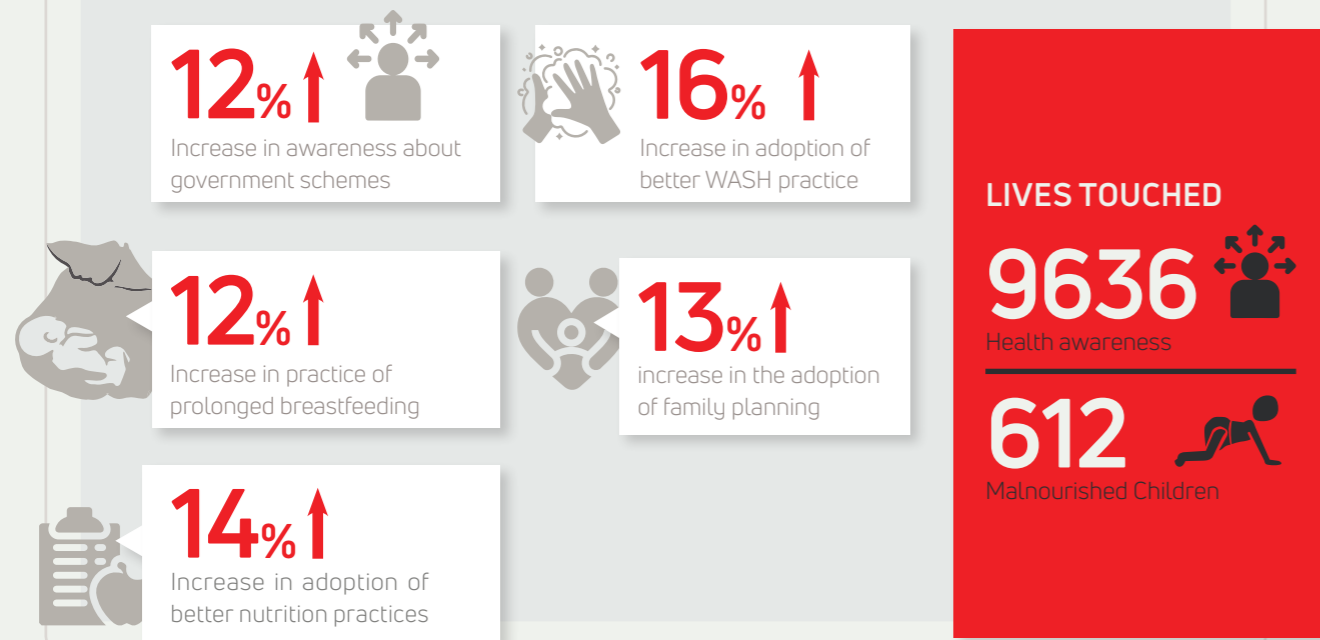
In collaboration with Manavseva Trust Sanand, Tata Motors rolled out its Malnutrition programme in Sanand a few years back. In 2021-22, a total of 200 children from 71 Anganwadis were covered. The programme encompassed Medicine Distribution, health checkups for children and expectant mothers, Mothers Meetings, besides awareness sessions for adolescent girls on laws against Child Marriage, childbirth gap as well as food demonstration at all 71 Anganwadis in Sanand block.

The topics covered by the Humjoli team extended beyond menstrual hygiene to the importance of menstruation, ill effects of early marriages, reproductive health, love and infatuation, sexual abuse and safety and menopause. Humjoli and SNEH provide adolescents a safe space to discuss issues that are a taboo among these communities because of the stigma attached to them. These sessions also prepare adolescents to face the world armed with better knowledge, strength and confidence on health.

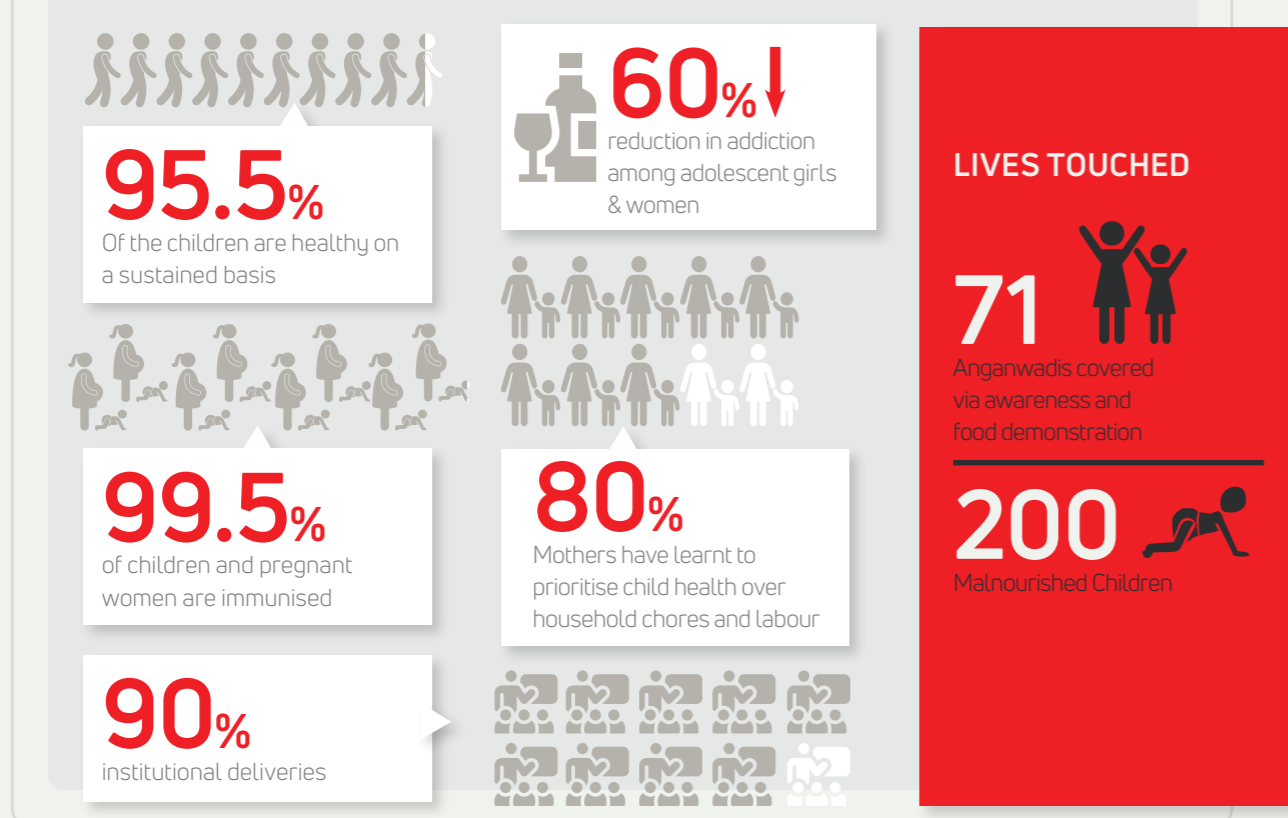




### PUNE: IMPACT THROUGH AWARENESS BUILDING



### SANAND: IMPACT OF MALNOURISHMENT PROGRAMME



### POSITIVE OUTCOMES

## Malnutrition Resolved Together



Sunita Singh and her twin infant sons were victims of irrational beliefs followed for generations by her husband's family that permitted new mothers only a single meal a day, while infants were branded with burn marks on their tiny bodies. Her sons, Kishan and Vishan were severely malnourished as Sunita herself was hospitalised and could not feed them. Hit hard by the pandemic, another young mother, Silai Sundi had neither the resources nor access to any source of livelihood to keep her stove burning. She is among scores of women in rural India whose lives grew excruciatingly challenging after the pandemic. This mother of an infant daughter could not sufficiently nourish her daughter who was born a mere 1.7 kgs.

#### ORGANISE. SYNERGISE. SCALE

Once the Anganwadi Sevika alerted the Tata Motors team to the plight of Sunita's children, the team responded rapidly to assist the mother and her children. They were immediately taken to the Malnutrition Treatment Centre (MTC) of Parivar Kalyan Sansthan, an NGO supported by Tata Motors, where issues ailing them were identified and the children treated for over three weeks.

Silai on the other hand was trained on infant care and taught to feed her child properly to improve her nutrition levels and health status, with the team continuously checking on her daughter to ensure her wellbeing.



In Sunita's village, Parivar Kalyan Sansthan (PKS) was deputed to visit the village and conduct health awareness programmes for all families, highlight fallacies associated with superstitions and underscore the importance of family planning and hygiene. PKS also ensured that Sunita was covered for the loss in income as a daily wage earner during the period.

Focussed efforts by the team have ensured that no family in the village now follows such irrational practices, registering a major success for Team Jamshedpur.



# COVID-19 Vaccination Reaches Remote Communities

## AT A NATIONAL LEVEL

- Over 190 crore COVID-19 vaccines have been administered in India
- 87 crore Indians are fully vaccinated
- Over 94% of India's adult population has received the first dose of the Covid vaccine and over 80% have received the second dose
- 63.0% of the country's population has been vaccinated against 60% worldwide

The culture of inclusivity was the determining factor in Tata Motors setting the target that no eligible person in its communities would be left unvaccinated against COVID-19. In order for the decision to vaccinate 100% of its communities around TML's operations to be effective, planned deployment of resources, convergence with Government efforts and rapid rollout was imperative.

## Organise. Synergise. Scale

Rather than take a standalone approach Tata Motors converged its efforts with that of local Governments to bridge gaps in their programmes and scale up their efforts. A critical gap was access to remote communities, which was bridged via the introduction of mobile vaccination vans, adding mobility and enhancing coverage of India's vaccination programme where Tata Motors operates.

Through the Sumant Moolgaokar Development Foundation, Tata Motors deployed customised, fully-equipped Mobile Vaccination Vans in October 2021. The Vans transported personnel and vaccines across rural areas and administered vaccines at the doorstep of beneficiaries.

## Role of each partner

The Company supported Government agencies in zones with vulnerable communities, an initiative that will continue for the next two years providing vans and human resources, after which it will extend support for generic health services. The Government is ensuring availability of vaccines, coordination between the health department, Block Development Officer (BDO) and Taluka Medical Officer (TMO), besides mobilising communities and supporting online registration (COWIN App). The Indian Red Cross Society is implementing the project via its State Chapters and Company-floated Societies, providing updates on coverage and impact. Red Cross will also implement generic health interventions after the two-year period is over for the succeeding five years.



# COVID VACCINATIONS SCALE

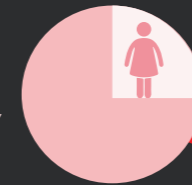
**80,100**  
COMMUNITY MEMBERS VACCINATED



**₹51.8 CRORE**  
To be leveraged from convergence with the Government



**45%**  
ARE WOMEN FROM SOCIALLY MARGINALISED SECTIONS OF THE SOCIETY



**₹6.3 CRORE**  
Cost effectiveness as compared to the traditional approach



**HIGHER ACCEPTANCE**  
Due to peer infused trust and confidence



**247**  
VILLAGES COVERED



**LOWER RISK**  
Of spread of Covid-19 due to decongestion



**6**  
DISTRICTS COVERED



**₹6.5 CRORE**  
to be invested by Tata Motors



**3.24 LAKH**  
Lives will be touched at the end of two years



**₹58.10 CRORE**  
Total Value to be generated



SCALE BY 2023-24

LIVES TOUCHED IN 2021-22



POSITIVE OUTCOMES

# Shortening Miles, Widening Smiles



Covid Vaccinations across communities in Lucknow district of Uttar Pradesh was low, especially among women and the elderly, largely due to the remoteness of some villages. But once the Company stepped in to strengthen the Government's vaccination effort, it took only 100 days for 12,000 vaccinations to be administered via a Mobile Medical Van that covered 35-40 kilometres in the rural areas everyday.

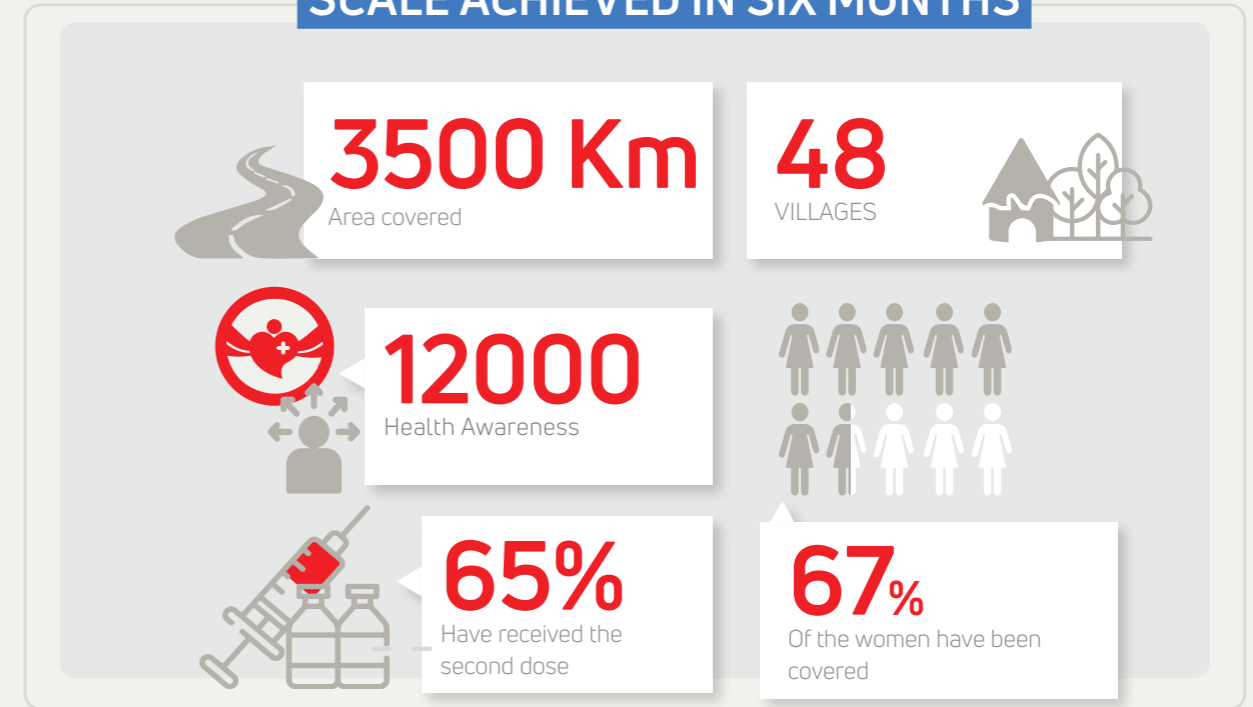
The Hon'ble Governor of Uttar Pradesh, Smt Anandiben Patel, flagged off the vehicle on November 23, 2021. Thereafter, with the support of the health team at Community Health Center (CHC), Chinhat, the District Immunisation Office and management of schools associated with Tata Motors, the vaccination programme was rapidly ramped up.

A door-to-door approach was adopted for villages in remote locations to ensure that the most vulnerable groups, the elderly, handicapped, persons with disabilities and destitute, were covered. With the support of school management, 98.5% school students in the age group of 15-18 years received the first dose of the vaccine, while another 1250 students in the age group 12-14 years received their first dose.

The introduction of the Vaccination Van influenced a delta shift of 35% in vaccine coverage in the rural areas, especially in underserved areas with limited accessibility to vaccination centres.



## SCALE ACHIEVED IN SIX MONTHS





VIDYADHANAM

# EDUCATION

## FOR AN EDUCATED INDIA

### AT NATIONAL LEVEL

The Indian Education System is one of the largest in the world with more than **1.5 million schools**, **8.5 million teachers** and **250 million children** from varied socio economic backgrounds.

The **pandemic** resulted in **250 million students** being affected due to school closures





It introduced several challenges in public and private schools, including a **rise in dropouts**, **learning losses**, and an **increase in the digital divide**.

(Source: KPMG Study Report 2021)

The proportion of children **not currently enrolled** in schools **increased from 2.4% to 4.6% in 2020-21**.

(Source: ASER Report 2021)

# Our Approach: To bridging the gap

	Tata Motors' multi-pronged approach for Education is deployed via targeted programmes and initiatives that focus on augmenting learning levels of secondary school students.
	The Company facilitates special coaching classes for Standard IX and X students and coaching for Medical and Engineering entrance examinations.
	The Company also provides need-based Scholarships to meritorious disadvantaged students from High School to the doctorate level at premium institutions, conducts sports and co-curricular activities, sessions on value-based life skills and fills gaps in school infrastructure to create a happy school environment.
	Each of these is intended to bridge gaps in the quality of education and infrastructures available in Government-run public schools.



## ENABLE-ING STUDENTS TO NAVIGATE THE DIGITAL DIVIDE

After the onset of the pandemic, rather than allow any child from its communities to be excluded from having access to education, Tata Motors opted to work with its stakeholders, set stretched goals, take unconventional routes and leverage digital platforms to ensure its initiatives continue unabated. The effort expended in doing so also opened opportunities to rapidly scale up its programmes.

### Organise. Synergise. Scale to ENABLE Digital Learning

The Engineering and NEET Admission Bridge Accelerated Learning Engagement (ENABLE) initiative of Tata Motors is an e-enabled remote learning programme that grooms and coaches students of Standards XI and XII from 477 Jawhar Navodaya Vidyalayas (JNVs) across the country to appear for JEE and NEET competitive examinations, for Engineering and Medical colleges, respectively.



JNVs are co-educational free residential government schools that house talented and meritorious students from Rural India, and are among the highest ranking CBSE schools. Its central governing committee, the Navodaya Samiti (NVS) has successfully nurtured academic aspirations among the students by ensuring 100% of their student's clear the CBSE board exams. However, training JNV students for leading professional institutes was a major challenge because private coaching classes for medical entrance tests and IIT JEE is unaffordable for the students. Tata Motors acknowledged this gap and joined hands with NVS to provide JEE and NEET coaching to all JNVs students from the science stream across India via the virtual mode.

The teachers, deployed by knowledge partners, Avanti Fellows and Ex Navodayan Foundation, broadcasted the classes to students' to the homes with homework and weekly tests during the COVID lockdown and the at-home learning phase. Now with in-school learning commencing, classes are conducted and broadcast live through YouTube by master teachers. The programme reaches out to each individually to ensure attendance and to monitor performance. Telegram app and WhatsApp are used extensively for grouping, communicating, doubt solving, etc. Teachers are constantly available online to respond to queries of students.




It began with a residential Centre for Excellence in Puducherry in 2014, later expanding to ~80 plus schools in 2019 by offering advanced coaching during the vacations (Summer and Winter) with rigorous doubt solving undertaken during the rest of the year. This programme went entirely virtual in 2021 post the Pandemic. Remote learning offered by Tata Motors now reaches 477 JNVs in 26 states and eight UTs. It was Tata Motors' agility in responding to the lockdown and school closure that led to the inception of this remote learning model that addressed the learning gaps and digital divide among JNV students.

### PROGRAMME IMPACT

**6%** of the students supported under **ENABLE** make it to the elite STEM Colleges as against the **national average** from the Public Schools which is less than **1%**



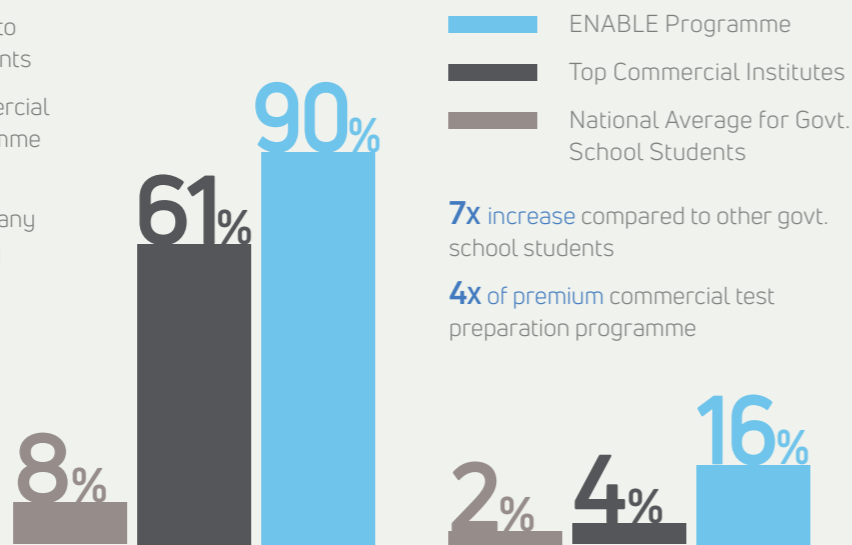
# The Enable Evolution Journey

CENTRE OF EXCELLENCE 	ADVANCED LEARNING MODEL 	SATELLITE MODEL-ENABLE 
<b>Year 2014-15 onwards</b> <ul style="list-style-type: none"> <li>4 Specialized teachers per school</li> <li>In person teaching by master teachers</li> <li>24*7 doubt solving</li> <li>Peer to Peer learning</li> <li>Mentorship by Alumina</li> </ul>	<b>Year 2019-20 to 20-21</b> <ul style="list-style-type: none"> <li>Toppers Batch for Advanced preparation</li> <li>400 students from 120 schools</li> <li>Residential classes during vacations</li> <li>Capacity building of Govt teachers</li> <li>High convergence model</li> </ul>	<b>Year 2021 onwards</b> <ul style="list-style-type: none"> <li>Studio broadcast to all 550 JNV 20,000 students</li> <li>High usage of technology, digital mode and apps</li> <li>High ownership by JNVs</li> <li>Rigorous monitoring mechanism for attendance and performance</li> </ul>
<p><b>100%</b> Success rate for JEE mains</p> <p><b>62%</b> get into IITs</p> <p>Improvement of scholastic performance</p>	<p><b>62%</b> Success rate for JEE mains</p> <p><b>18%</b> get into IITs</p> <p>Improvement of scholastic performance</p>	<p><b>42%</b> Success rate for JEE mains</p> <p><b>10%</b> get into IITs</p> <p>70% of the JEE Advanced qualified students got a rank of 10,0000 and above</p>

## COMPETITIVE ANALYSIS OF ENABLE WITH TOP COMMERCIAL INSTITUTES

Enable programme helped create a 10-FOLD INCREASE in access to careers in STEM

- 11x** increase compared to other govt. school students
- 1.5x** of premium commercial test preparation programme
- 200x** lesser cost per student as compared to any other top class coaching



Attend high employability STEM course (top 20%)

## POSITIVE OUTCOMES

# NEET Super Achievers

Both Deepak and Krishnanshu are sons of single parents. For neither was their hardship a hindrance in creating history at Jawahar Navodaya Vidyalaya (JNV).

Abandoned by his father at a very young age, Deepak and his sibling were raised by his mother from money earned by teaching at home. She was determined not to allow any obstacle to impede the progress of her children. Deepak's academic excellence allowed him to join JNV Prayagraj, where he had opportunity to join the Tata Motors sponsored NEET coaching provided by Ex Navodayan Foundation (ENF) and the Tata Motors Mumbai team.

guidance adversely impacted his physiological wellbeing. But the month prior to the NEET exams, when Krishnanshu came to reside at the ENF headquarters with a few of his classmates, turned the tide for him in helping him focus. From thereon, his sheer determination helped his secure admission to Maulana Azad Medical College (MAMC), New Delhi, among top #5 medical college in India.



Deepak achieved the unimaginable score of 715/720 in NEET 2020 and secured an **All India Rank (AIR) of #5**, becoming the first among students from the Tata Motors coaching programme and JNV ecosystem to enter AIIMS. Krishnanshu too is an icon, having cracked a remarkable score of 705/720 in NEET 2020 and an **All India Rank (AIR) of #53**.

Krishnanshu Tanwar, who belongs to a small, remote village in Bharatpur District of Rajasthan, lost his mother at the tender age of six years. A proud son of a Laboratory Technician and an inspiration for youth of his village, the opportunity to be coached at a formal centre was a-dream-come true and now clearing NEET to obtain a medical seat is nothing short of a fairy tale.

## Parents Support Malini's Dreams



Among those fortunate girls whose parents always supported their dreams, Malini Singh completed her schooling in 2021 from the government-run, Jawahar Navodaya Vidyalaya at Durg. In Standard XI Malini began aspiring to join an IIT and travelled to JNV Prayagraj to enrol in its Center of Excellence.

"It was a wonderful experience to study at Ex-Navodayan Foundation, Prayagraj. Daily study sessions and regular classes were conducted. DPP and other study material was provided, with proper doubt clearing and problem-solving sessions being immensely helpful. We were always motivated by our peers and teachers to study and achieve our dreams. All this helped me clear JEE Advanced and the Mains examination in my first attempt and to enrol in IIT," she says.

For Deepak, who was an average student till the Standard X Board Examination, the coaching, direction and guidance provided by his ENF teachers were the decisive difference. The structured programme also taught him to balance studies and hobbies well. Adept at both online and in-person learning, Deepak's belief in being focused and absorbing as well as learning as much as he could from his remarkable teachers was instrumental in enabling him to chart a new history at his institution.

Krishnanshu journey too was full of challenges, especially when the pandemic forced the Tata Motors sponsored NEET coaching to shift to the virtual platform. The remoteness of his village meant he had to struggle for last mile Internet connectivity. The loss of a peaceful learning environment, the advantages of peer learning or 24X7 availability of Ex-Navodayan Foundation (ENF) teachers for doubt solving and



# Coaching For Examinations

The challenge of entering the portals of an educational institution that will be a game changer in their lives is a herculean task for bright young minds from rural India. The Tata Motors team at Sanand had identified 20 tribal children from Viramgam town, another five from Devadthal villages and three students from Shahpur village as having the potential to not only be first generation graduates from their families but also go on to become highly qualified professionals.

Of the 150+ students who appeared for the examinations in Viramgam Taluka neighbouring the Tata Motors plant of Sanand, eight students qualified and were selected for admission to JNV, seven of who were mentored by Tata Motors. This was an exemplary achievement facilitated by the Tata Motors CSR team at Sanand.



In partnership with Astittva Foundation, Tata Motors inceptioned a pilot initiative aimed at coaching these 28 students to take the 2020 Jawahar Navodaya Vidyalaya Entrance Exams. But once the pandemic forced a lockdown across the country the future of these classes and the students was threatened.

Tata Motors met the challenge head-on. After the initial attempt to hold sessions in villages, with all COVID 19 protocol in place, failed and the examinations were postponed, it became increasingly difficult to sustain the interest and patience of either students or their parents who did not see value in the effort.

## ORGANISE. SYNERGISE. SCALE.

The team, along with the three mentors and four volunteers who were part of this journey, then conceived of avenues to keep the students engaged, motivated and energetic via activities such as sports and yoga rather than pushing them to focus solely on completing a syllabus. Volunteers from the

fields of dance, yoga, and sports took on the task of keeping the students engaged with digital platforms being leveraged each time a new wave brought about a spike in COVID cases.

Though tribal students from the villages could stay at home, they found it trying to cope with the pace of the academic preparation required. This is when the team began teaching the students the science of Time Management, helping them stay focused, cope with the needs of the syllabus required and to improve their grades, with mentors available to instruct all students at all times. These young tribal students found it difficult to cope with conceptual subjects, particularly Mathematics because of the lack of a strong foundation or knowledge of the subject. Novel but simple techniques were adopted to teach them the fundamentals of Mathematics to the standard required.

## POSITIVE OUTCOMES

# Dedication Determines Success

Bhagyashree Solanki's father, a modest street vendor, sells vegetables to make ends meet and support his family. Sunita Padhar from the tribal village of Shahpur also belongs to a family with modest means. Today, both girls are icons in their respective villages, being the first to join the Jawahar Navodaya School from their families and taluka, a result of the effort of the two girls and teachers at Tata Motors Coaching Centre.



A remarkable achiever, Bhagyashree's success is owed to her ability to persevere and ensure that her concepts were clear and doubts were always resolved. The most patient and dedicated among all students in her batch, her temperament attracted teachers and mentors alike to invest in coaching her.

Sunita Padhar's fundamentals in Mathematics were extremely shaky when she joined the coaching center-home established by Tata Motors at Sanand. It took inordinate hard work on her part, along with great effort and regular mentoring by her teachers, before she grew better at the subject and more confident of taking the entrance examination for Jawahar Navodaya School. When Sunita joined JNV, she achieved the honour of becoming the first student from her village to join the institution.

Bhagyashree's and Sunita's success has motivated many more students, resulting in the successful registration of more than

20 students for the JNV exam in 2022, compared to only five in 2020. Teachers too feel enthused with the success of the students and the outcome of their hard work.

The results of students in the past year, along with the effort invested by Tata Motors in generating greater awareness have led to a spurt in the number of students applying for the coaching classes. This year Viramgam Taluka has emerged as the second largest source of applications, with over 700+ application forms being received for the Jawahar Navodaya Entrance Exam.



## Vaishali Overcomes Odds



A bright, young Standard IX student, Vaishali Devram Waghmare was asked by her parents to dropout of school to help them with brick making. It was not before long that she fell prey to teenage temptations, eloped with a married man and went missing for some months.

On being located, Vaishali was brought back but made to live with her uncle's family by her parents. Here the mistreatment meted out compelled her to attempt suicide. This was when her situation caught the attention of the Tata Motors team and Vaishali experienced immediate respite.

The Pune team counselled Vaishali and her family. They were motivated to allow her to rejoin school, while Vaishali herself was encouraged to erase the memories of her tormented past and look ahead to completing her education and becoming economically self-reliant. Vaishali chose to battle the odds and is one of many beneficiaries of Tata Motors' Scholarship programme.

## Priyanka Abjures Informal Labour



The income of Priyanka Balshriram Navale father, the only formal working member of the family, was severely impacted due to the pandemic.

The incomes of her mother, grandmother and grandfather, all of who contributed to the family income also dried up, as all of them went without work or income on several days of the month. The adversities inflicted on her family by the pandemic forced Priyanka, who has a younger and older sibling, to discontinue her schooling in Standard VIII to help out on the family farm as well as work as informal help in households to support the family.

When the volunteers of Tata Motors Pune observed Priyanka's plight, they counselled her family urging them to send her back to school, supporting the effort with books and guidance to Priyanka with her studies. This girl child has now successfully registered for the Standard X examinations and is confident of clearing it with flying colours.

## Technology Aids Coaching

Students attending the Pre-Matric Coaching Centre (PMC), run by Tata Motors through Shiksha Prasar Kendra, were performing exceedingly well, benefitting under the daily guidance of the teachers, as they worked diligently to improve their academic performances. But the disruption caused by COVID-19 had brought their coaching classes to a halt, threatening to wreck their plans.

Prior to the pandemic, the Tata Motors team at Jamshedpur had launched free coaching classes for economically underprivileged rural students from Scheduled Tribes and Scheduled Castes communities, Other Backward Classes and others. But the pandemic added a seemingly insurmountable challenge to an already hard life. Their financial condition and lack of resources was certain to drastically impact their education.

### ORGANISE. SYNERGISE. SCALE.

The lockdown, containment measures, social distancing requirements and quarantines all made matters worse. Since the students could not venture out and it was undesirable for them to attend the classes physically as they did earlier, PMC took up the challenge to fit the classrooms into the screens of the computers and mobile phones of students. To mitigate the impact of the adversity and recoup for lost time, the PMC kept the students connected with online classrooms, without allowing them to lose interest. The introduction of online classrooms encouraged students to stay motivated and develop resilience against any pandemic-induced anxiety. The result of the earnest endeavours of the teachers at PMC is now evident in the grades secured by their students.

In the year 2019-2020, several students scored more than 80% marks, in matriculation, despite the challenges of COVID-19.



### PROGRAMME IMPACT

434

Total number of scholarships



607

students supported through remedial classes





# Scholarships Stem Dropouts

The COVID-19 pandemic had its harshest impact on the lives of those from vulnerable communities. While the impact on children is not readily evident, the impact of having the classroom and school environment taken away from them as well inequity inflicted by the digital divide is likely to be evident in the years to come. Some, especially girls, were even forced to work to augment family incomes or care for their siblings.

## PROGRAMME IMPACT

330

Girls were awarded scholarships



40%

Girls from AA communities



95%

Girls opted for higher education



At Pune, Tata Motors immediately took recourse to addressing this looming challenge. The Girl's Scholarship Programme it intended to stem dropout rates among girls from Standards VIII to X and delay marriage until the beneficiary attains 18 years of age. In addition, it aims to resolve complex problems associated with poverty such as forced labour, school dropouts, social injustices, or inequalities. Constant effort will also be made to guide and motivate children and their families into understanding the importance of education, with the need to be given a chance to have a brighter future.

### Organise. Synergise. Scale

In 2021, Tata Motors, Tata Auto Comp Systems Ltd and Forbes Marshall launched a joint initiative to offer a Girl's Scholarship Program for communities around Tata Motors' Pune operations.

The objective is to assist meritorious girls from lower income families to continue their schooling and to encourage them to pursue higher education, leading to career opportunities and to becoming financially independent.



## POSITIVE OUTCOMES

# Shower Plaudits For Varsha

Though all students the must be applauded for their consistent hard work and remarkable results, the brightest among them is Varsha Mardi, who went from being barely an average student to a star pupil.

This Standard VII student scored a mere 51% before joining the Pre Matric Coaching (PMC) Centre. However, she was one among those who never failed to attend classes and demonstrated immense dedication to academic pursuits. This motivated her teachers at the PMC to toil over her in preparing Varsha for her Standard X examinations. The effort expended on Varsha paid off when she secured 87% in the JAC 10th Exam (2019-2020) as well as was the topper in her school. Even though her family is economical hamstrung, the PMC ensured this was never a barrier in Varsha's success. She also awarded the Akanksha Scholarship from Shiksha Prasar Kendra (Tata Motors) for her outstanding performance, making her an inspiration for all other students.

# Resilience Triumphs Over Trauma

Inordinate trauma befell a young girl, the kind that would shatter any human being. But the young girl showed extraordinary resilience to rise above the adversities inflicted on her to now aspire to be a top civil servant and serve the country.

Born in 2006 to a close-knit joint family, Kritika's father Subodh Saxena was an employee of the Electrical Department while her mother taught women to sew. Kritika grew up surrounded by her grandparents, parents, maternal aunt and uncle as well as their families.

In a decision that proved most unfortunate for the entire family, they decided to travel by road for a religious event. Tragically, several members of the family were killed en route except for Kritika, her father, maternal aunt and grandparents. Kritika's younger brother Aditya suffered a brain injury that left him handicapped; only Kritika escaped unscathed. Soon her father and grandfather too succumbed to the heartbreak caused by the accident, shrinking a once happy family to now only three members, Kritika, her grandmother and maternal aunt.

An extremely promising student of Standard X at Sri Gurunak Girls Inter College Rudrapur, she excelled in the Scholarship Examination conducted by Tata Motors, Pantnagar & ISD and has been a recipient of a scholarship since last year. This girl with multiple talents constantly wins various competitions conducted by the Pantnagar team and those at the ISD, school, block, district or state levels.

An extremely mature child, Kritika uses her scholarship money to purchase books and other academic supplies,



taking full advantage during the second wave in April 2021 to attend Online classes run by ISD under the Tata Motors' Pantnagar CSR Special Coaching project. Kritika was exempted from tuitions because of her quick grasp of the syllabus from the online class and classes at school. Now confident of scoring over 90% marks in the High School Board Examination, Kritika has her sights set on becoming an IAS Officer and serving her country.





**KAUSHALYA**

# EMPLOYABILITY

**FOR A  
SKILLED  
INDIA**

**AT NATIONAL LEVEL**

India's employability index improved from **45.97% in 2020-21 to 46.2% in 2021-22**

The gender gap in employability is also improving with the pool of employable women steadily rising

**51.44% of women are highly employable while 45.97% of men are highly employable**

In 2022, **B Tech/ BE and MBA students** were found to be the **most employable**

The state of **Maharashtra, Karnataka and Tamil Nadu** had the **maximum hiring activity**  
(Source: India Skills Report (ISR) 2022)

# Our Approach: To bridging the gap



Tata Motors provides employability skill training especially to youth who dropped out of school in three areas ; Auto & Technical Trades, Non-Auto Training as well as Agri & Allied Training.



In the Auto Trades, the Company facilitates training linked to its business domains with Upstream & Downstream Linkages across its ecosystem of business partners and associates, comprising its dealers and service centres. Once candidates successfully complete the programme they receive a NSDC certificate, which improves their employment potential either in the Tata Motors' ecosystem or the open market. Engagement with community-based groups comprising women or farmers helps them earn supplementary income after training on agriculture and allied activities.

# Learn Earn and Progress ( LEAP )

The Learn Earn and Progress Programme (LEAP) imparts automotive skills (service technician) to youth from underprivileged communities. A flagship programme of the Company is has grown from being available at two institutes when initiated in 2013-14 to in 2021 being available at 60 institutes, with a footprint across 16 states. Preference is given to youth who have dropped out from Standards X and XII, who if they remain unskilled and unemployed, may be susceptible to unlawful activities.

Deployed via a public-private partnership model, LEAP is offered at member Industrial Training Institutes (ITIs) under Skills for Progress (SKIP), Tata Motors dealers and Authorised Service Stations (TASS).

**Programme Structure:** Trainees receive theoretical knowledge at the ITIs for three months, followed by nine months of on-the-job training with a stipend provided by Tata Motors and TASS. Once they complete their training, youth are assessed and certified by Automotive Skill Development Council (ASDC).

The pandemic brought all in-person training to a halt including skill development programmes under LEAP.

### Organise. Synergise. Scale.

Tata Motors' credo prompted it to work with its partners to sustain the programme by taking it online. Trainers were equipped with necessary skills to reach out to the youth under the "Dekho Sekho Padho" initiative. It instituted an innovative mechanism, which blended online and offline learning, to provide online training to youth and when feasible travelling to meet their trainees.

The flexible, online Level 1 learning phase for school dropouts, Dekho, comprises 15 days. Over the next 30 days, under the Sekho phase, Level 2 hands-on-training is provided, while the last phase or Parkho of seven to 10 days consists of a revision of levels 1 and 2.

From being limited to specific centres, the innovative blended avatar of Tata Motors' skilling initiative, which uses self-learning videos and reading material, allowed the programme to reach out to youth all across the country, including youth in remote areas where connectivity is questionable.

With vehicles getting more sophisticated, new elements are constantly being added to these courses and a NTTF accreditation has been added to the programme to ensure placement.



### PROGRAMME IMPACT

**12688**

youth have been trained under the programme since its inception in 2013

**80%**

of candidates secure employment



**₹8000**

average salary offered to the candidates, with women candidates being offered -Rs 1500 more.

**₹5000**

each is given to Scheduled Caste/ Scheduled Tribe (SC/ST) students and Rs 1500 to each woman student.



**4%**

of trained youth have become entrepreneurs, generating additional jobs for over 50 youth from the community.



# From Home Bound To Skilled Employees

Rural women were forced to compete with men for daily wage labour opportunities because of the job losses, rise in unpaid domestic work, limited or no work opportunities for the men of the house and limited mobility Covid-19 pandemic. Families were surviving on scarce resources and the sudden influx of job seekers within the village after the return of migrants imposed inordinate mental and physical trauma on rural women. The women of Ahmedabad district near the Sanand plant of Tata Motors were no different.

## PROGRAMME SCALE

215

Women trained as Sewing Machine Operators



102

Recruited by Arvind Mills



₹9000

Starting salary of the trainees



blocks of Ahmedabad district. Initially only a handful of girls and women obtained permission from their families to enrol despite many being willing to join. Their families were apprehensive about them living away from home for the residential training programme. Some even doubted their ability to acquire a new skill. But once the Tata Motors team counselled their parents and explained the future prospects of the women to their families, persuading them to enrol at the training centre, a wondrous journey began for the women.

Any apprehensions that the trainees held of their own capabilities were erased on first day of training, which focussed on instilling confidence in these rural women and making them believe in their basic abilities. Once all impediments to their progress were removed, the women thrived; their zeal to learn saw them attempt a wide range of garments in addition to acquiring the skill of running a business.

A group of confident 215 women finished the Sewing Machine Operator training successfully, marking the first step towards self-reliance. Of them 102 were recruited by Arvind Mills at a starting salary of Rs. 9000/- per month. But once again they faced the challenge on obtaining permission from their families to go out to work. Their struggle to break the shackles of dogma was compounded by the daily struggle to get to work and spend the day away from home. But as the women grew and began earning, these challenges soon ebbed away as family members appreciated the financial benefits of a stable income and the members of the community acknowledged the benefit of having confident, upwardly mobile, aware women within them.

The adverse economic impact on them was the driver for the Company to bolster an already popular, Non-Auto Trade Training programme of the Company, to provide much-needed succor. The Company's skill development and vocational training courses helped women in the district become employable, benefit from opportunities and attain financial independence.

### ORGANISE. SYNERGISE. SCALE.

The Company began actively promoting training under Kaushalya's Sewing Machine Operator (SMO) programme in the villages under Bavla & Viramgam



Each of these women are grateful to Tata Motors Ltd for providing them with the wonderful opportunity to chart out a better future via a career, an opportunity that has completely transformed their lives. Sonalben Rupaliya and Bhagvatiben Pagi say it all, "Tata Motors has given us a new life. Our confidence in our technical skills as a Sewing Machine Operator as well as an individual helped us join Arvind Mills and we feel proud that now we are supporting our families."



POSITIVE OUTCOMES

# Generating Livelihoods

Waste rice straws, a handful of lime powder and a few seeds have the ability to yield a harvest of financial independence, empowerment and more importantly preventing tribal farmers from having to migrate to towns in search of livelihoods when the rain-fed agricultural season ends.

In Junnar, most of the primitive tribal communities rely on rain-fed paddy cultivation because of the virtual non-existence of alternate livelihood opportunities. The onset of summer forces farmers to migrate to neighbouring construction sites where they work as manual labour.

**Organise. Synergise. Scale.**

Tata Motors took on the challenge of ameliorating their drudgery by co-creating various livelihood options in partnership with a local NGO, Shashwat. One such option was mushroom cultivation, which uses locally available materials- straw, lime and mushroom seeds in a controlled environment to trigger cultivation. However, the challenge was a paucity of capital to scale and standardise the process, besides harnessing the addressable market.

Tata Motors organised Women Self Help Groups, provided them training and the capital to start production. Shashwat worked with the Tribal Department to bring in an investment of Rs 10 lakhs for a building to house their production unit. The pilot project was in no time able to scale up as women from villages adjoining Aambe witnessed the change in the monthly incomes of women engaged in mushroom cultivation and its advantages of arresting out-migration.

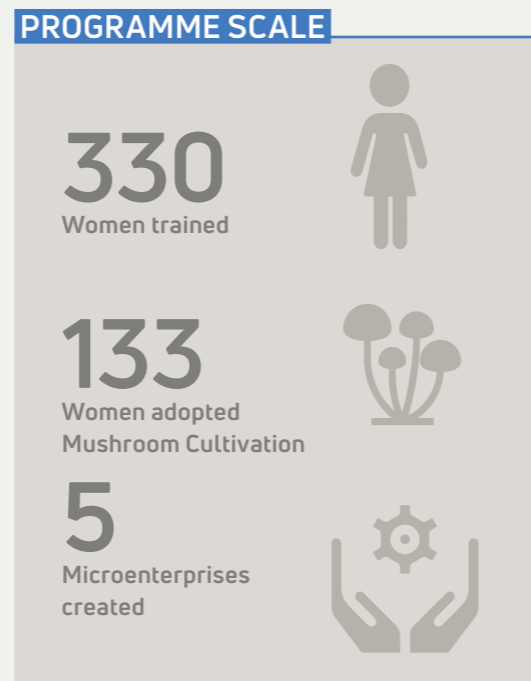
From one pilot, five such microenterprises supporting 133 women have emerged with a combined monthly production of about 100 kgs of mushroom supplied to markets and restaurants.

**LIVES TOUCHED**

**133** SHG MEMBERS

**₹30000** Women Monthly Income of each SHG

**100%** of the women are from Primitive Tribal Communities



POSITIVE OUTCOMES

# Organic Growth In Adversity

A small landholder from Jawhar block in Palghar District, Sandip quit school after Standard 12 to join his father, a beneficiary of Tata Motors' Wadi Project (horticulture on uncultivated land) to farm their land. Now himself a father of two, 32-year-old Sandeep and his joint family, eight members in all, live off their four-acre holding.



A calm, unruffled optimist, Sandip Panwar believes in every adversity proffering a window of opportunity. "We might not be able to see it sometimes but that doesn't mean we stop looking for it," he says. "Always focus on solutions when confronted with adversities," he emphasises providing a clue to his secret formula for success.



**Organise. Synergise. Scale.**

Just before the pandemic brought the country to a halt, Sandip had trained with BAIF under the IVDP project on preparing its organic fertiliser, Jivamrut, a product patented by BAIF. He utilised the training to set up his enterprise with Rs 26,000/- provided as seed capital by Tata Motors and -Rs 16,000/- from his own savings. Jivamrut products are organically manufactured using raw materials from the farm and village. The first tranche of Jivamrut was used on Sandip's farm and that of a few farmers known to him. Not only were the results heartening but the products also saved them -Rs 4000/- incurred each year to purchase costly pesticides. Encouraged by the feedback he received Sandip decided to expand his production with regular technical support from BAIF.

For Sandip, the lockdown was a boon because local farmers began buying fertilisers and pesticide from him. As the demand for his products kept increasing, production and distribution of Jivamrut grew sufficiently large to give Sandip a revenue of over Rs 2 lacs a year at a cost benefit ratio of 1:2.75. Sandip's aim now is to distribute his product across Palghar district and to take the organic farming message to all farmers, a need of 21st century as it maintains the quality of food we eat everyday and ensures not only better human health but also better soil health.



POSITIVE OUTCOMES

# E-DOST To Entrepreneurs

A striking frame, enthusiastic eyes and an indomitable spirit makes Vandana Chaudhari a magnet for any newcomer, especially as she turns to speak with great gusto about her journey of setting up a Customer Service Centre business.



"I faced many financial problems, but ever since I started working with E- dost and as a Haqdarshak, my financial problems have vanished," Vandana asserts. "It is exciting to work as an E - Dost because of knowledge and understanding one gains on online banking. I am thankful to Tata Motors and BAIF for providing me with the opportunity to work for people and for myself to generate a livelihood."

Adept at multi-tasking, Vandana harks back to when she began her initial training as e-dost via the entrepreneurship development livelihood programme run by BAIF and Haqdarshak, even as she continues to efficiently transact a government support scheme for a villager. Haqdarshak is a programme under the Integrated Village Development project funded by Tata Motors, to which Vandana attributes the positive changes in her life.

A member of the resource-poor, tribal community of Chouk Gram Panchayat in Jawhar Block of Palghar District in Maharashtra, Vandana's challenges were complex, multifold and restrictive. Though her father encouraged her to attend the local government school, its inadequate infrastructure and demands at home led to Vandana quitting her education after high school. Thereafter, Vandana was married to a seasonal migrant labourer, who moved to nearby towns in search of work after the agricultural season. Her husband was employed as a customer attendant in a mall in Thane, and life seemed to settle to an even keel, till COVID-19 hit them hard. As the state went into lockdown, Vandana's husband was bereft of a source of livelihood and the uncertainty of when he would be able to work again forced the family to head back to their village, with no income to sustain the family of five, which included, the couple, her in-laws and a child.

**Tata Motors stepped in to help supplement her husband's farm income by adding a farm pond and a fishing unit to his assets. He now earns an additional Rs 250/- to Rs 300/- per day. The couple actively participates in village committees and their family no longer seeks employment in towns.**

### Organise. Synergise. Scale.

Repeated encounters with resource persons from the BAIF community drew her to attend the livelihood-training programme. Her personality was a perfect fit for E-dost training, tech-enabled government authorised service providers for the Aadhar Enabled Payment System (AePS). These individuals help villagers avail, among other services, last mile banking services at their doorstep. During the lockdown Vandana earned considerable revenue from three months of business as an E-Dost.

An empowered Vandana sought to keep her journey moving forward and in November 2021, she enrolled as a Village Resource Person to, in partnership with Tata Motors and Haqdarshak, support Governance projects that help generate awareness and facilitate 'last-mile' service delivery of government welfare and financial services. Not only did she augment her family income by Rs 8,400/- but she also purchased a lamination machine and an Internet router to expand her small business.

POSITIVE OUTCOMES

# From Helpless To Helpful Caregiver

A talented youngster from Sarebhag Village in Pen, of Pune District in Maharashtra, Deepali suffered greatly at a young age when she lost her mother and in time, thereafter, her father remarried. Much as she wanted to become a nurse, Deepali's aspiration remained a distant dream because by the time she finished school, her alcoholic father could not afford a training course.



Soon after, Deepali quickly had to set aside her dejection as her father's health deteriorated and he was admitted to a Pune hospital. In four months, her father was gone and now Deepali lost her only source of support as neither her stepmother nor other family members offered any succour. But her dream of being a nurse egged her on to take on a job as an 'Assistant' at Pen Hospital. Her lack of experience resulted in her receiving a mere Rs. 1,000/-, which was insufficient for her to support herself.

It was via a pamphlet that Deepali learned about the 'General Duty Assistant' course supported by Tata Motors and Pratham. She wasted no time in contacting the team at the Panvel Multiskilling Center and was delighted to learn that she could immediately start the online theory classes. Deepali eventually turned out to be among the most brilliant students of her batch. After completing a one-month On-Job-Training at Amit Hospital in Pen, she evinced interest in Homecare and was selected by Phoenix Homecare Agency at a starting monthly salary of Rs. 15,000. Now she plans to pursue a full-fledged nursing course, all thanks to Tata Motors and Pratham.



## POSITIVE OUTCOMES

## Breath Of Fresh Air

He travelled a long distance from Bhopalganj in Uttar Pradesh to the 'City of Dreams', Mumbai in pursuit of a better life. The son of a bricklayer, Pankaj had studied till Standard 8 but the paucity of job opportunities in his village compelled him, like many others from his village, to migrate to Mumbai in search of work.



As he was set to leave, the nationwide lockdown was announced, which brought many sons of the soil back to villages like his. The deplorable financial status of his family soon outweighed any consideration Pankaj may have had of staying on in his village until the situation eased. As soon as an opportunity presented itself, Pankaj took the first train to Mumbai where he began working as a 'Helper Electrician'.

About six months later, when he had gained some confidence in the electrical trade, he learned of Pratham's 'Recognition of Prior Learning' programme for individuals like him, who had skills but lacked any

certification. He attended a course at the Chembur Multiskilling Center, which not only saw the quality of his work improve but generated a jump in his monthly income from Rs.11,000/- to Rs. 15,000/-. The second wave of COVID-19 made him see the value of attending the new 'Oxygen Concentrator' (OC) repair course launched by Tata Motors and Pratham. This short-term, online course, which taught him to use, repair and maintain the OC machine, proved to be a boon as he could attend the course from the safety of his home. Pankaj is extremely thankful for the opportunity to upgrade his skills and being able to keep abreast of market requirements.

## POSITIVE OUTCOMES

## Valiant Vicky

Vicky Karmali has welded a better future for his family with the support of his family. It is his valiance that made him venture out from his village, Sikni in Dulmi block of District Ramgarh in Jharkhand that brought about a change in their fortunes.

The younger son of a poor farmer, Vicky's father and elder brother met the daily needs of the family by toiling on their farm, labour that was insufficient to give them a good life.

Vicky, who had completed his Intermediate level, recognised that their small farm could not support a family of six. On searching for an alternative source of income, he chanced upon the option of doing a one-year course in Welding at IDTR Jamshedpur. He registered for the MSME, Government of India scholarship to pay for his training fee and secured financial aid from Vikas Samities (a NGO supported by Tata Motors) to cover his living expenses.

This sincere and disciplined young man took full advantage of the year-long theory and practical training programme at IDTR, Jamshedpur to get hands-on-training in welding, which made him industry ready. Today, Vicky is a proud employee of RSB Transmissions Ltd and earns a monthly salary of 13,000/-, money that has made life much easier for his family.



## Pinki's Tool To Progress

Making ends meet was not easy for Pinki Singh, a state-level Boxer and Football player, married to a restaurant cook. Hence, Pinki was keen to acquire a skill that could help her support the family. A Standard X graduate, Pinki opted to enrol for a Service Technician course because mechanics are well respected in her village.

Fortunately her family supported her decision to join the programme even though it led to a major change in her daily routine. After completing the daily household chores, Pinki travelled every day to the Regional Dealer Training Centre at Mithila Motors, a distance of six kilometers from her home.

This lady who packs a punch, completed the course with flying colors and was immediately recruited by Pragati Motors (TASS) for on-the-job training. Her salary of Rs 5,000/- per month even during these six months was a boon for the family. But her workmanship and zeal to learn more, prompted Mr Amit Singh, a partner at Pragati Motors, to assure her of a job after the training period. Pinki intends to open her own vehicle repair shop in her village soon.





**VASUNDHARA**

# ENVIRONMENT

## FOR A GREENER INDIA

### AT NATIONAL LEVEL

The total **forest cover** of the country is **7,13,789 sq km** or 21.71% of the geographical area of the country

The India State of Forest Report (ISFR) 2021 shows an **increase of 1,540 sq km (0.22%) of forest cover**, 721 sq km (0.76%) of tree cover and 2,261 sq km (0.28%) of forest and tree cover put together compared to the 2019 assessment

The total carbon stock in forests is estimated as 7,204.0 million tonnes, **an increase of 79.4 million tonnes compared to the 2019 ISFR**  
(Source: India State of Forest Report (ISFR) 2021)





# Our Approach: TO A GREENER INDIA



The protection and rejuvenation of our forested land requires action on multiple fronts.



While Sapling Plantation is critical to this effort, communities also have to be sensitised to protecting our green areas and to abjure from felling trees for use as fuel.

Tata Motors had been planting one lakh trees annually and now has taken an aspirational target to plant about five to seven lakhs saplings annually across its plant locations, enhance awareness on environment in school going children and to encourage communities to use non-conventional and renewable sources of energy to prevent the felling of trees.



# Sustainable Livelihoods Via Plantations

Tata Motors has developed a unique, nation-wide participatory model to plant over one million trees to benefit 4000 farmers across its locations. Partners in this process are the Government, beneficiary communities, NGO partners and the Company. The aspirational target is to ensure that in the next five to 10 years high yielding fruit trees begin reaping economic benefits for tribal communities, providing them with food and income security.



A Participatory effort: The Wadi approach emerged from participatory planning with tribal communities in the three Gram Panchayats of Jawhar and utilisation of available Government schemes through Government convergence. It is now being horizontally deployed in many other locations across Palghar district. The Model involves not only plantation of trees to provide employment opportunities and enhanced livelihoods for the families but fulfills the diverse environmental and social needs of soil conservation, water resource development, improved nutrition and quality of life.



## Organise. Synergise. Scale.

The travails of tribal communities in the country extend from poverty, lack of choices or opportunities to the absence of hope for a better life. A majority of them are small and marginal landholders who practice rain-fed subsistence farming resulting in low returns from agriculture and the inevitable challenges of fast depleting traditional resources, poor health, and lack of access to services requiring them to migrate for survival. To catapult them to a life of increased food and income security, improvements in the asset-base of the tribal population, reduction in the vulnerability of the tribal population to economic shocks, and a better quality of life Tata Motors had piloted a Wadi Model in the tribal regions of Jawhar of Palghar District in Maharashtra in partnership with BAIF Institute for Sustainable Livelihoods and Development (BISLD).

The pilot demonstrated significant improvements in the livelihoods and quality of lives of participating tribal families, outcomes that were replicable with the multifaceted benefits from it. The pilot project had given the community sustainable livelihoods, improved health, nutrition and resilience as well as has empowered the community. These benefits were achieved through initiatives that also contributed substantially to the enrichment of the environment.

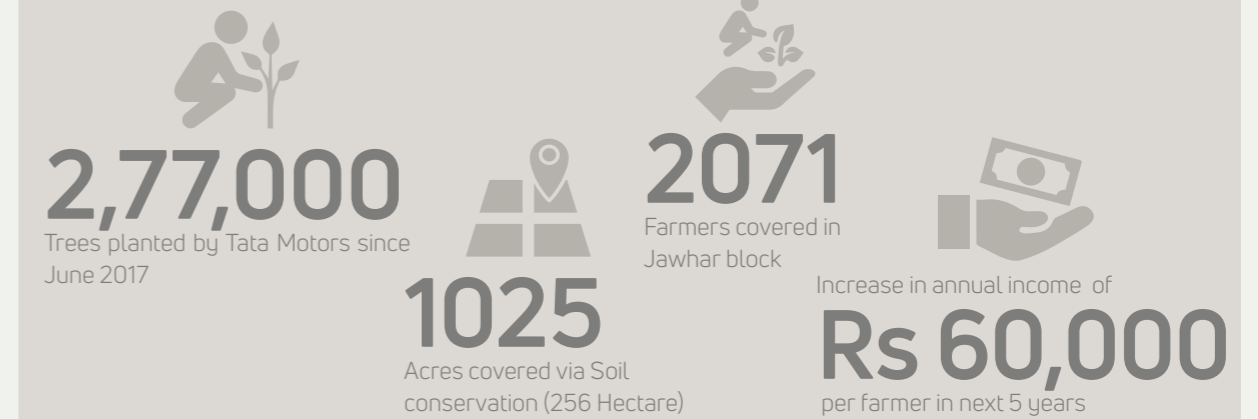
## A new Convergence Commitment to enhance Farmer Incomes

A new commitment to plant 5 lakh trees that would led to enhanced incomes for farmers was launched on World Environment Day 2021, in line with the theme for the year. This commitment includes providing livelihood opportunities through the BAIF Sustainable Livelihoods & Development (BISLD) project to farmers in existing project areas. This commitment will benefit another 1800 farmers.

The project envisages the establishment of nurseries, advance 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 saplings and, thereafter, over the next three years to care for them.

The Company hopes to transform 2000 acres of wasteland and make it cultivable, explore new farm allied enterprise opportunities for the farmers, prepare nurseries that provide high quality saplings, generate self-employment for the farmers, increase the cultivable area under the cultivation, liaison with Government officials to make beneficiaries aware of various schemes and create opportunities for sustainable sources of income for farmers.

## PROGRAMME SCALE



**The Wadi Model:** 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 underutilised land owned by each participating family, about 60 fruit trees (mainly mango and cashew) and 250 to 300 forestry trees (combination of timber, fodder and NTFP tree species) are established with the support of government schemes for families from villages of Jawhar block in the Palghar District. While Tata Motors provides saplings, the Government covers various costs under MNREGA and other welfare schemes, paying farmers wages for pitting, digging or gap filling and farmer ensures the after care of the saplings.

**Natural resource management:** Suitable soil conservation, water resource development, soil improvement and moisture conservation practices have also been introduced in the Wadis. Other location specific livelihood components include introduction of agriculture improvement,

crop diversification through cash crop promotion, along with tree-based farming.

**Value Chain Development:** The initiatives for aggregation, value addition/ processing and marketing of farm produce are being integrated into the programme. Farmers will be organised into farmer organisations that are involved in aggregation, processing and marketing of the farm produce, with capacity building being given prime importance under each component of the programme.

**Rural Non-Farm Initiatives:** It is planned that the benefits of these programme will be extended to cover landless families through various ancillary activities involving processing/ value addition to farm produce, small enterprises to supply saplings or fruit plants, production of vermicompost or petty shops.

# Trees Bear Fruits For Primitive Tribes

The Padhar community of Navapara in Devadthal village of Bavla Block in Ahmedabad District, Gujarat is among the most ancient tribes of the state, one of its five primitive tribal groups. The poorest of the poor, they subsist as small scale peasant farmers, landless labourers, fishermen or are engaged in cutting grass or digging roots sold in neighbouring villages. Tata Motors reevaluated its tree plantation programme with the objective of leveraging the effort to enhance the green cover across its locations and augment the income of farmers, including the Padghars.

## Organise. Synergise. Scale

Tata Motors Ltd (TML) took up the cudgels to bring positive change in the lives of rural communities by launching its reworked tree plantation initiative in Navapara. Over 9000 saplings, both local and forest species, were planted on six acres of common village land and along the banks of a check dam. To do so, a multi-stakeholder partnership was initiated between the State Forest Department, Dharti Charitable Trust (NGO partner) the community and the Company, a process that played a crucial role in the quality of the outcome because of its ability to institute a collaborative and interactive approach in circumventing various challenges that came up.

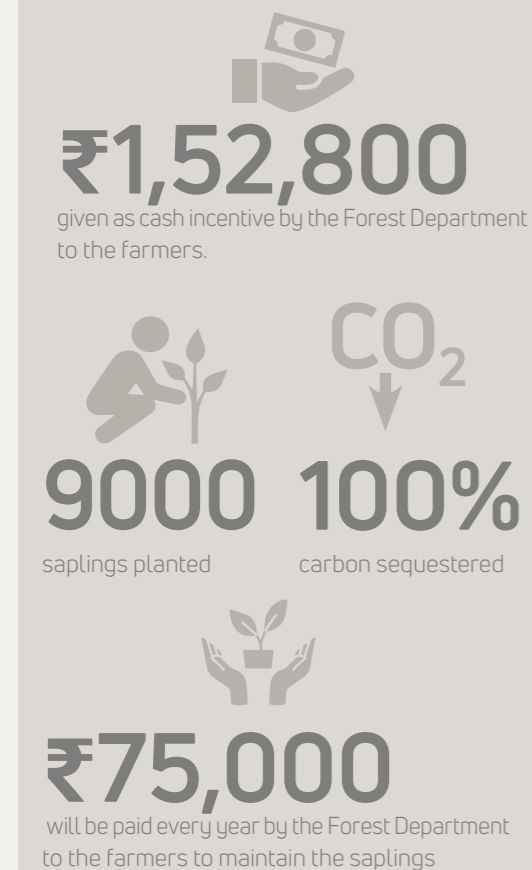
Members of the community, who were responsible for digging pits to plant the saplings, actively participated in the plantation drive. The 75-member Padhar Pachat Cooperative has taken on the responsibility of caring for the saplings over the next three years.

Though the Monsoon played truant, granting only a few sporadic showers between long dry spells, the challenging task of regularly watering the saplings and ensuring their survival was made feasible due to the support of the community. They collected funds to purchase a submersible electric pump for lifting water from a well for the plants.

To support the entire project, Forest Department's Social Forestry Division offered a cash incentive of Rs 1,52,800/- to tribal farmers, gave them high quality saplings, covered the cost of raising the plants and paid the labour cost for digging the pits and planting saplings. In addition, the Social Forestry Division is covering the maintenance cost for the plantation and will pay tribal farmers Rs 75,000/- per year over the first two years. This initiative has resulted in greater efficiency in the use of land and will benefit the farmers economically.



### PROGRAMME SCALE



# Convergence with Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)

## SOLVING THE PATHARDI PARADOX

Pathardi, a Tribal region of Jawhar block of Palghar Dist. in Maharashtra is just 117 Km away from the economic capital of India, Mumbai, but is always in news for its low socio- economic development indicators and the drudgery of the tribals to meet the basic needs including water. Being one of the highest rain fed area in Maharashtra, the hilly terrain washes away most of the rain water due to absence of water harnessing and storage structures.

The scarcity of potable and irrigation water makes life challenging for the people of Pathardi Gram Panchayat who are unable to tap other livelihood opportunities due to a lack of urban skills and no opportunities for vocational training locally. Hence, typically men migrate to neighbouring towns after the agricultural season is over in search of seasonal employment. COVID-19 resulted in a great amount of reverse migration, compounding the financial stress of the community. The women of Pathardi were themselves distanced from family decision-making or from contributing to village-level activities because of the time spent in fetching water or over household chores. The villages here also lack educational parity and the levels of learning are quite low.

However, this is before Tata Motors and BAIF introduced the Integrated Village Development Programme or Pathardi project in 2018. community. They collected funds to purchase a submersible electric pump for lifting water from a well for the plants.

## Organise. Synergise. Scale

The Tata Motors culture of 'Solve Together' and strategy tenet of 'More From Less for More' were the key behind this Public Private Partnership Model wherein work and funding under the Mahatma Gandhi National Rural Employment Guarantee Act or MGNREGA scheme was extensively leveraged in Pathardi. MGNREGA is an Indian labour law and social security measure that aims to guarantee the 'right to work'. It aims to enhance livelihood security in rural areas by providing at least 100 days of wage employment in a financial year to every household whose adult members are eligible to do unskilled manual work.

During Covid-19 Pathardi encountered reverse migration which led to high degree of unemployment. Tata Motors' effort for leveraging MGNREGA emerged as single handed solution for all these problems since this ensured the job availability for the villagers within their 5 Km of their vicinity that could earn them an income of Rs 238 per day. But this convergence wasn't a piece of cake. Job cards for villagers were needed for employment along with many other documentation and procedures. The Rojgar Sevaks, government representatives placed a crucial role in conducting house to house survey and camps for completion of all the documentations. With their support and of the implementation partner, BAID, Tata Motors overcame several ground level challenges like; approval of

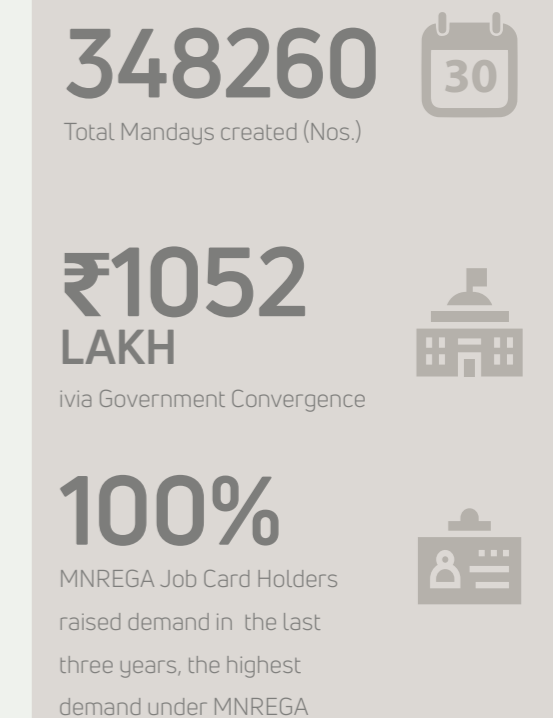
land owners to provide land for the MGNREGA work, timely submission of documents, end to end support, follow-up mechanism and financial support through MNREGA Scheme.

As a result of these combined efforts, 89,939 job days worth Rs 2.35 Crore were created for Pathardi Gram Panchayat under MNREGA scheme which was highest in the entire Maharashtra belt for year 2021-22.

## Impact:

1. Reduction in Migration
2. Increase in water capacity of village
3. Second crop farming
4. Raise in Village level income
5. Improvement in women life's quality
6. Basic Infrastructure availability in Village

### PROGRAMME SCALE



POSITIVE OUTCOMES

# Plantations Prevent Yashwant From Migrating

The agony of leaving his family behind and migrating outside his village in the quest for seasonal employment was all too familiar to Yashwant, the father of two children as he experienced it every year. There was little else this poor tribal farmer could do as his five-acre non-irrigated farmland in Siroshi Gram Panchayat of Jawhar block in Palghar District, over half of which comprised bare, rocky wasteland, could yield only one rain-fed paddy crop for his family.



Determined to change the course of his life, Yashwant was looking for opportunities to use his land more productively than to blame any quirk of fate. He readily came forward to enrol for a training programme conducted by the IVDP Wadi project of BSILD to provide farmers with practical inputs on multi-cropping and intensive cultivation.

Active counseling by the BSILD team ensured that Yashwant and his wife appreciated the holistic approach required to change their lives. Not only did he excel at the programme but also worked on his plan to dedicate two acres of land to horticulture and floriculture. His determination egged Tata Motors on to support him with saplings and in creating a farm pond to store water. Market linkages facilitated by BSILD yielded Rs 67,500 for Yashwant in the very first season from the sale of fresh chillies.

Mango and cashew plantation across the rest of his plot are expected to start fruiting by next year. They have the potential to augment his annual income by Rs 50,000 over the next 15 to 20 years. His enthusiasm and dedication has prompted Tata Motors and BSILD to commit to supporting him via a range of targetted interventions that would result in overall sustainable development for the family. Now a halo of confidence and hope has grown to cover this courageous tribal family of Siroshi village in Jawar.

Over the next several months Yashwant and his family are expected to build on their future via sustainable livelihood generation. He will not be required to migrate to support them. Linkages via Government schemes will make value added services available to them, sharing of innovative and advance farming technique will continue to improve their yields and income, the water capacity of his land will improve and Yashwant will be assured of a minimal viable income by tapping local markets to sell his produce.

PROJECT COMPONENTS

- Grow Mango and cashew plantations under the Wadi model,
- Create a small Farm ponds for perennial irrigation
- Practice fish farming Pisciculture in the pond
- Use solar pump to lift water
- Undertake floriculture around the pond and create a vegetable patch in the homestead
- Use MNREGA convergence to break the cycle of poverty

<b>Model Plot</b> created for groundnut cultivation	<b>Fish Farming</b> initiated in the farm pond	<b>Floriculture</b> added with Jasmine plants	<b>MGNREGA</b> support provided per month for labour work
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PROJECT IMPACT



“Since I dropped out of school in Standard IV, dedicated myself entirely to farming and working as seasonal labour in the neighbouring cities of Palghar, Nashik or Mumbai forcing me to leave my family and village behind. In 2021-22, I connected with the BAIF team and was apprised of Tata Motors’ Integrated Village Development Programme and decided to take advantage of it. We began with planting cashew and mango trees, followed by Jasmine plants and inter-cropping them with vegetables. The yield and income, which is about Rs 6000 to 8000 a month, from our Jasmine and vegetable crops, has enable my wife and I to envision education and a good future for our children.”

– Yashwant,  
Siroshi Gram Panchayat



# FOR A SELF RELIANT INDIA

## AT NATIONAL LEVEL

The 2022 Union Budget of India had **740 central sector (CS) schemes** and **65 (+7+) centrally sponsored schemes (CSSs)**

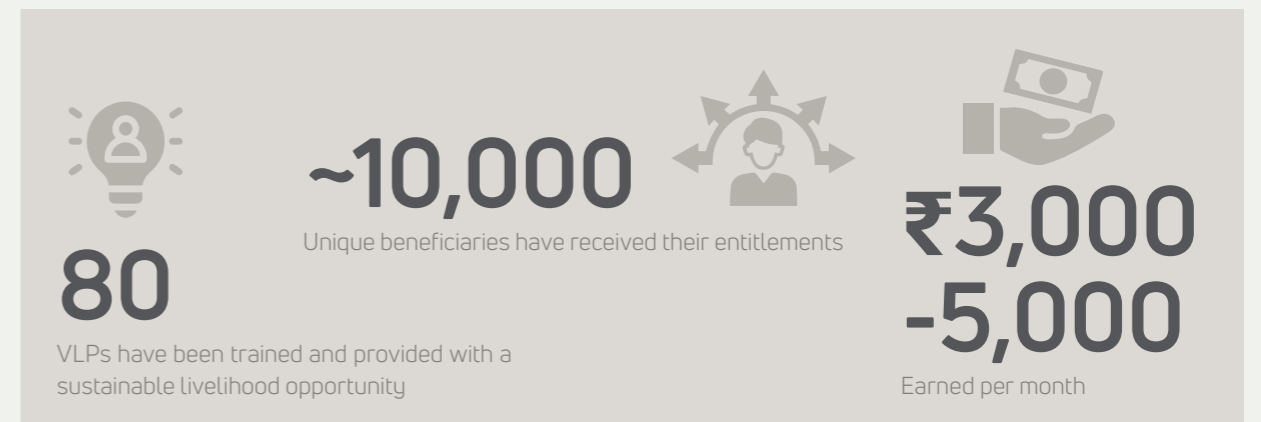
The Government of India allocated **~Rs 1.63 trillion** for welfare schemes last year

**PM Kisan** has an allocation of **~Rs 75,000 crore** of which almost **a third remained unutilised**

## Our Approach: To bridging the gap

Tata Motors' small cadre of 80 'Haqdarshaks' have been instrumental in connecting ~10,000 unique beneficiaries to a wide array of entitlements and benefits from the respective state and central government schemes. They strike at the very bane of the Indian state and the poor in the country.

	<p>Our aim of building a self-reliant India with sustainable livelihoods is to create a cadre of community-level entrepreneurs (known as VLPs) and to connect them with the Haqdarshak technology platform, which offers a sustainable livelihood opportunity for them as last mile emissaries</p>
	<p>The creation of knowledge products for the community ensures their participation, across ages groups and sections in the Government welfare process, community governance as well as offers a localised grievance redressal process for the project period and beyond</p>
	<p>The projects build awareness on sustainable village development through a convergence ecosystem</p>



While the Governments, Central and states, allocate large sums of money for the various welfare schemes, the other is unaware of them or unable to access them. Tata Motors aims at strengthening Governance and supporting citizens in accessing Government schemes. The project, in partnership with Haqdarshak, leverages the organisation's mobile app based technology platform to connect citizens with their eligible welfare schemes. A cadre of emissaries trained by Tata Motors provides last mile support for applications via enablers.

It has created a cadre of 80 village-level entrepreneurs (VLEs) in six states, Jharkhand, Maharashtra, Gujarat, Karnataka, Uttar Pradesh and Uttarakhand, who crisscross project villages, going door-to-door to help citizens discover and apply for schemes, all for a nominal fee, which becomes the income of the entrepreneur. The project also focuses on using the VLPs to enhance the future prosperity of the village.

### Organise Synergise Scale

The initial challenge was to convince the beneficiaries to productively manage their time so that they could devote it to being village-level entrepreneurs. Since most beneficiaries felt they did not have the time to venture beyond their own villages, the teams began by supporting and guiding them on time management, and to be more efficient. Once they evinced interest the next challenge was to train them to use the platform since a majority of them were first-time users of technology and their limited understanding of technology could lower their already low self-confidence. The Haqdarshak technology matches the citizen's profile to eligible schemes giving him or her a customised list of eligible schemes. Then the citizen is assisted in applying for the schemes via the last-mile support of a Haqdarshak VLP. Constant handholding and refresher training by the Tata Motors team was the answer to overcoming the technology hesitancy, which worked with them till they gained the confidence to navigate the platform and became self-

reliant. The next step forward was to increase the participation of women in village-level governance.

### Participation in Gram Panchayat Development Plan (GPDP)

The VLPs are trained on the process of creating the GPDP and are given specific tasks to increase the participation of villagers in the both making the plan and monitoring the work process. The GPDP trained provided by Tata Motors is empowering youth and women to become better leaders, who are knowledgeable about key components of a village development planning process and community governance, and have the ability to interactive with local stakeholders.

### Way Forward

The focus of the team is to ensure that this cadre of VLPs actively focus on high benefit value schemes, and grow to become master VLPs by identifying and training other VLPs in their villages. The VLPs are also being encouraged to liaison with stakeholders and government department to ease programme implementation. Their participation in the GPDP is aimed at greater involvement of communities in their respective villages in the village development. Over time the VLPs will be encourage to expand their area of influence to ensure that a greater number of citizens avail schemes and entitlements.

POSITIVE OUTCOMES

# Conduit Of Entitlements

For the women of Barabanki district near Lucknow, Uttar Pradesh, the threshold of their homes or their immediate neighbourhood is as far as they ventured out. But Sheela Devi, a resident of a small village named Muzaffar Mau in Deva Block was a little different, an attribute the Tata Motors Lucknow team identified during the pandemic when her husband lost his job and Sheela had to venture out.



Active in Self Help Groups of her village, Sheila became a member of 11 groups in the vicinity of her village to support her family, which was inflicted by extreme economic hardship by the pandemic. Her obvious connect to a large number of potential beneficiaries proved instrumental in the team tapped her potential and training her to be a VLP in January 2022.

In a mere few months, Sheila is earning ~Rs 3,000- 4,000 per month and has already helped over 200 citizens access government schemes and entitlements. She continues to augment her income by training village women in gula making, candle making, bee-keeping and other such crafts.

**“There are so many schemes in Uttar Pradesh that most people don’t even know about. My work includes going door-to-door to build awareness about various government schemes and helping people avail of these schemes by completing the paperwork. This has helped me developed a good relationship with government officials at the Block and District headquarters, which has increased my knowledge and confidence to a great extent.”**

– a confident Sheila exalts

# Able Minded Makes Her Able Bodied

Hard work and diligence have been the main stay of this woman from Amondi village of Ambegaon Block in Pune District. Notwithstanding the apparent limitation of a physical disability and the need to look after a family of four, in November 2021 Poonam Kale opted to become a VLP to support her family.

**“Through the three-day camp I was able to provide benefits from government schemes to ~150 individuals and earned ~Rs10,000/-. I do some face difficulties due to my leg while travelling and in conducting camps organised at night. But that has not deterred me from working hard or facing any challenge that comes my way. Today, I can proudly say that I have completed 801 applications and have earned ~Rs 35,000/-. I am thankful to Haqdarshak and Tata Motors for providing me with this life changing opportunity, ”**

–says an excited Poonam.



She travels to various villages in her vicinity to conduct camps aimed at helping people access Government schemes. This has made Poonam a role model for other VLPs in the area. To conduct one such three-day camp, Poonam stayed over away from home at a village to ensure its success. An honest, dedicated and responsible resource, Poonam now confidently approaches Gram Panchayats of different villages to encourage them to run similar, successful camps. She recently purchased a lamination machine from the profits generated by her Haqdarshak work, which benefits those who come to her. They save considerable time and effort expended earlier in searching for an alternative source to laminate documents that Poonam helps them apply for.

# PREFACE TO SECTION 2

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This section comprises of two sub parts:

## A

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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 and Volunteering at Tata Motors.

## B

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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

## MESSAGE FROM CHIEF SUSTAINABILITY OFFICER



Greetings from Tata Motors.

The last couple of years have been truly an extraordinary one for all of us. Each of us had to explore challenges we had never confronted in the past and we did so with empathy and fortitude.

At Tata Motors, we have tried to make the best use of our CSR funds to build a strategy focusing on Health, Education, Employability and Environment, leveraging on the philosophy of "More from Less for More" (MLM) to converge our efforts with Government Schemes, strengthening and scaling them to deliver impact and reach. As for example, this year we deployed an innovative tree plantation project linked to livelihood in parts of Maharashtra that were predominantly tribal areas. Over 1.2 lakhs Fruit & Forestry saplings were extended to over four hundred tribal farmers in partnership with the Government, which will enhance the earnings of these families. Similarly, we were able to help the Government by providing five customized and fully equipped Mobile vaccination Vans to reach remote rural areas and enable administering of COVID vaccines.

Technology has by far been the greatest game changer in the last two years and we leveraged it to the fullest in our Education programmes, enabling us to scale them Pan India, especially our flagship ENABLE project

(Engineering NEET Admission Bridge Accelerated Learning Engagement) aimed at rural and deserving students of Jawahar Navodaya Vidyalayas (JNVs) appearing for our country's most competitive and arduous engineering and medical college examinations. In 2021-22, 11,340 students from 500 JNVs in 26 states and eight Union territories of India were coached for the IIT-JEE and the NEET examinations. The co-ownership by Government and our knowledge partners under the MLM philosophy, has made it much more affordable, scalable and sustainable.

Our ecosystem of 6600 dealers and service stations, as well as our Government institutions are the force behind our employability programme in Auto trades. Over 30,000 of our youth were trained and 80% found employment via these nationally accredited programmes.

Despite all our successes, with our CSR programs, we are mindful that there is so much more to be done in several areas, each of which is demanding our resources and attention.

These opportunities and concerns propel us to continually visit our programme strategies, our interventions and our measurement processes, collaborating with all our stakeholders to find appropriate solutions to vexing questions.

Therefore, year after year we have the opportunity to report back to you, our readers, on the changes we have made along with the successes our beneficiaries and our teams have achieved.

The first half of the report brought to you the qualitative aspects of our interventions and the human stories associated with our programmes. This second part covers in greater detail their quantitative aspects, scale and spend. We look forward to your feedback and inputs.

Best wishes,

**SJR Kutty**  
Chief Sustainability Officer



# ADDRESSING GLOBAL DEVELOPMENTAL AGENDA THROUGH CSR PROGRAMMES AND IT'S CONNECT WITH SDGS

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, especially those from socially and economically backward groups, the underprivileged and marginalized. In our CSR journey towards achieving human development and excellence, we shall endeavour to deploy TATA Group CSR Programs and drive Affirmative Action (AA) agenda and other international development goals like Sustainable Development Goals (SDGs), in line with Schedule VII of The Companies Act, 2013. The table below illustrates the same:



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



Our Employability (Skill Development) program focusses on training unemployed youth in three segments viz. auto trades, non-auto trades and agriculture & allied activities. In Auto Trades we focus mainly on skills in driving and motors mechanics where Tata Motors as an organization has the domain expertise and business connect. 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.



As part of our Environmental stewardship, we are making concentrated efforts to increase the green cover through sapling plantation on one hand and enhancing the environmental awareness levels in the community on the other hand. We also encourage the community to adopt environmental friend and alternative sources of energy

## Linkage to SUSTAINABLE DEVELOPMENT GOALS

## Linkage of CSR Activities under Schedule VII of Section 135 of the Companies Act, 2013



# ADDRESSING GLOBAL DEVELOPMENTAL AGENDA THROUGH CSR PROGRAMMES AND IT'S CONNECT WITH SDGS [ Contd.]



The Health initiatives focus on addressing malnutrition in children who are between 0-6 years of age. Apart from providing supplementary diet and supplements to malnourished children, the focus has been to work on preventive measures like enabling behavioural changes in communities, especially young mothers and parents through awareness sessions, providing ante-natal and post-natal services. Added to these interventions are the curative health care services wherein the communities are serviced through diagnosis, administration of generic medicines and consultations. 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.



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 positive discrimination for the Scheduled Castes and Scheduled Tribes (SC/ST) communities. Apart from SC/ST communities, we also promote inclusion of women, Persons With Disability (PWD).

## Linkage to SUSTAINABLE DEVELOPMENT GOALS

## Linkage of CSR Activities under Schedule VII of Section 135 of the Companies Act, 2013



(i) eradicating extreme hunger & poverty



(iv) reducing child mortality & improving maternal health



(v) combating human immunodeficiency virus, acquired immune deficiency



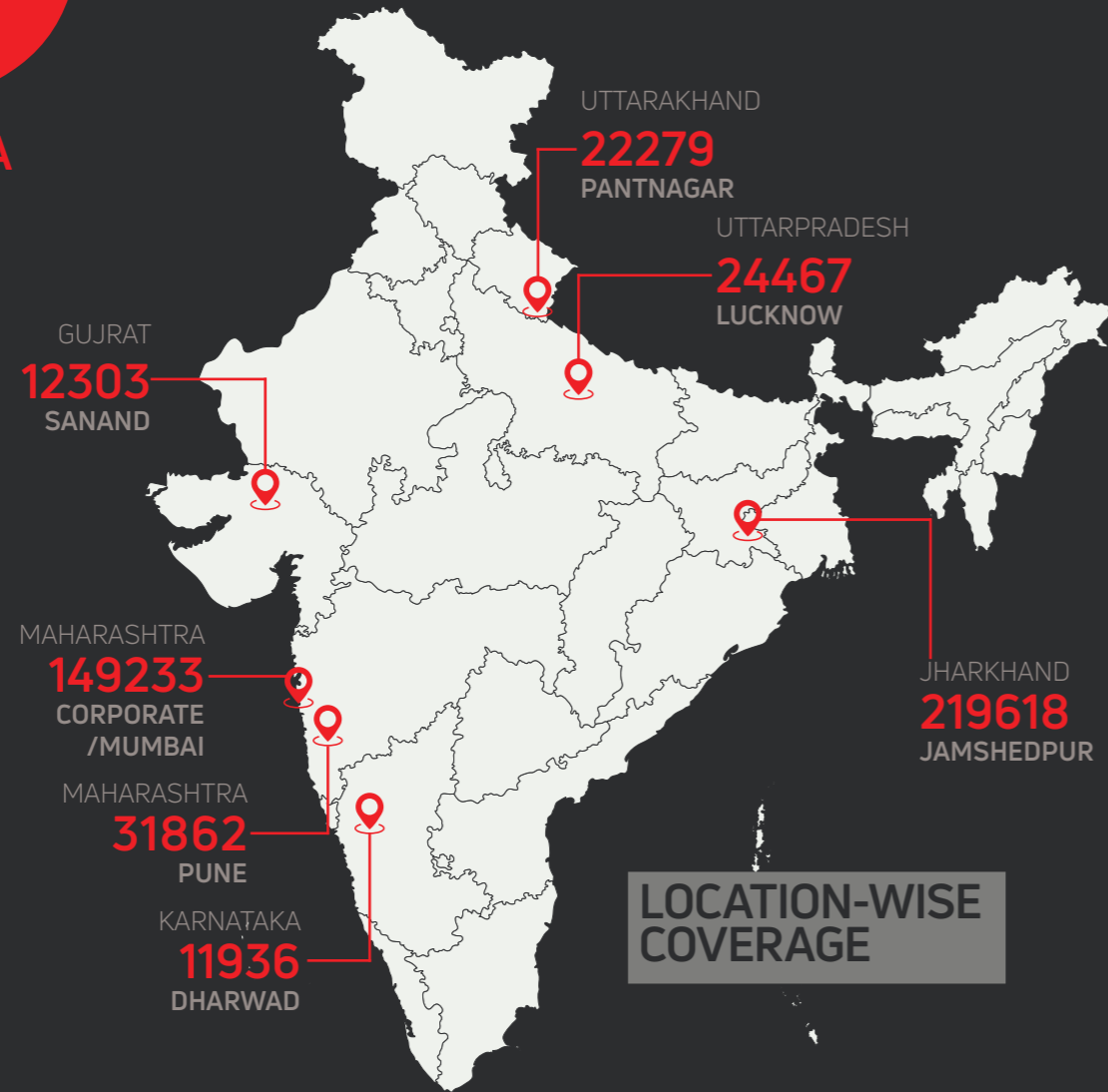
(iii) promoting gender equality & empowering women





AAROGYA

# HEALTH



LOCATION-WISE COVERAGE

## PROGRAMME OUTCOME

### OUTCOME: MALNUTRITION



67% of malnourished children in overall project areas are healthy



95-100% malnourished children are healthy in targeted communities in Jamshedpur, Pune and Sanand.

### OUTCOME: HEALTH AWARENESS



80% parents and women adopted better nutrition practice



60% people are aware about government schemes



20%↑ increase in the adoption of family planning

80% Women practice prolonged breastfeeding



32% adolescent girls have adopted healthy menstrual practice

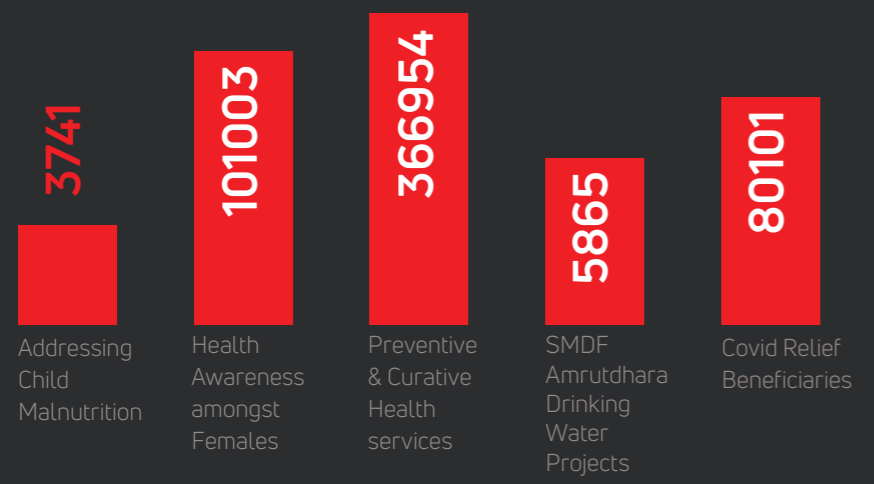


90% of the children were born via institutional deliveries



98% of children received the first dose of vaccination 82% received the second dose

## PROGRAMME SCALE



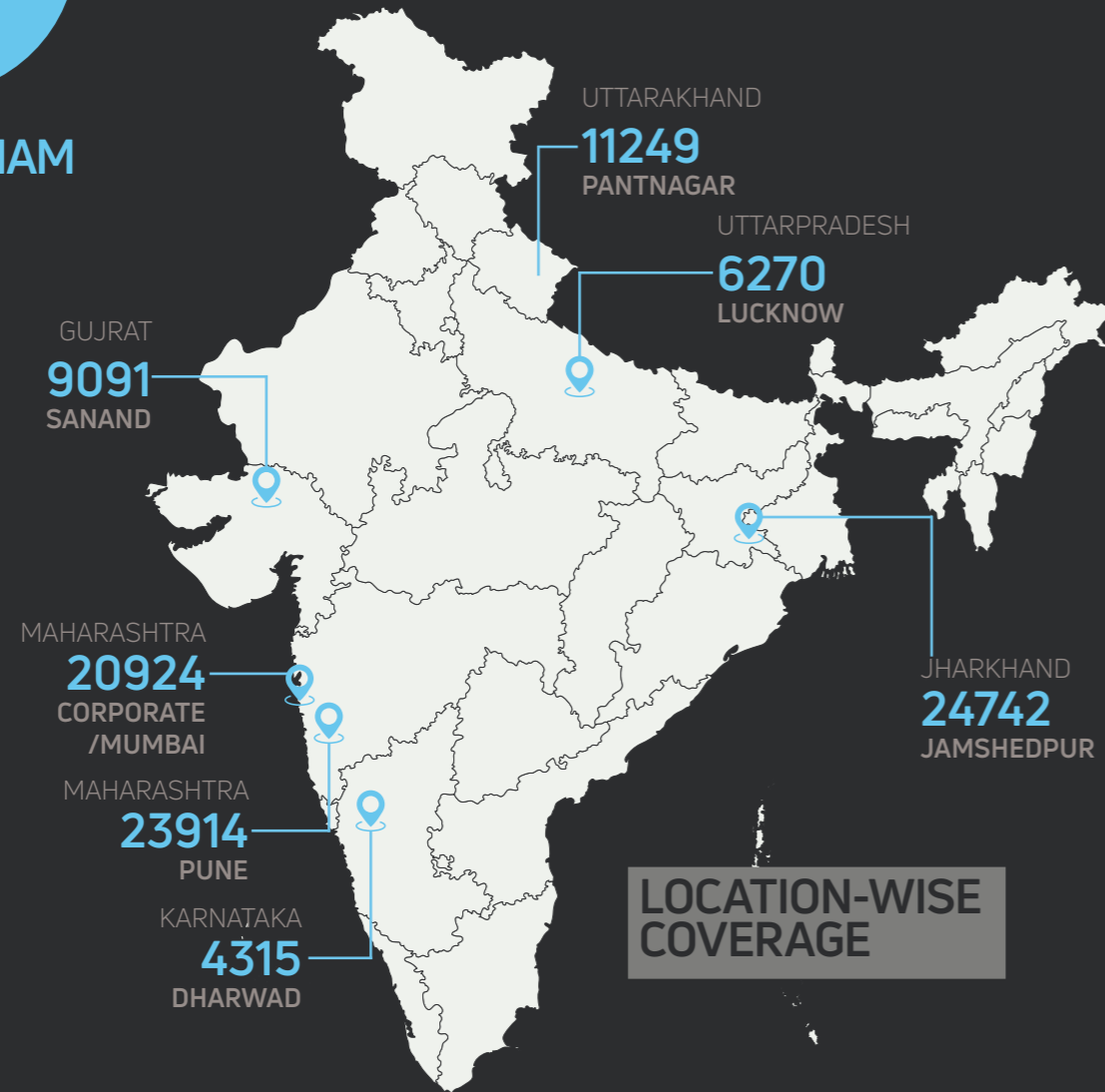
THE TOTAL COVERAGE UNDER HEALTH: 557,664  
\*includes COVID Vaccination and SMDF Water Project





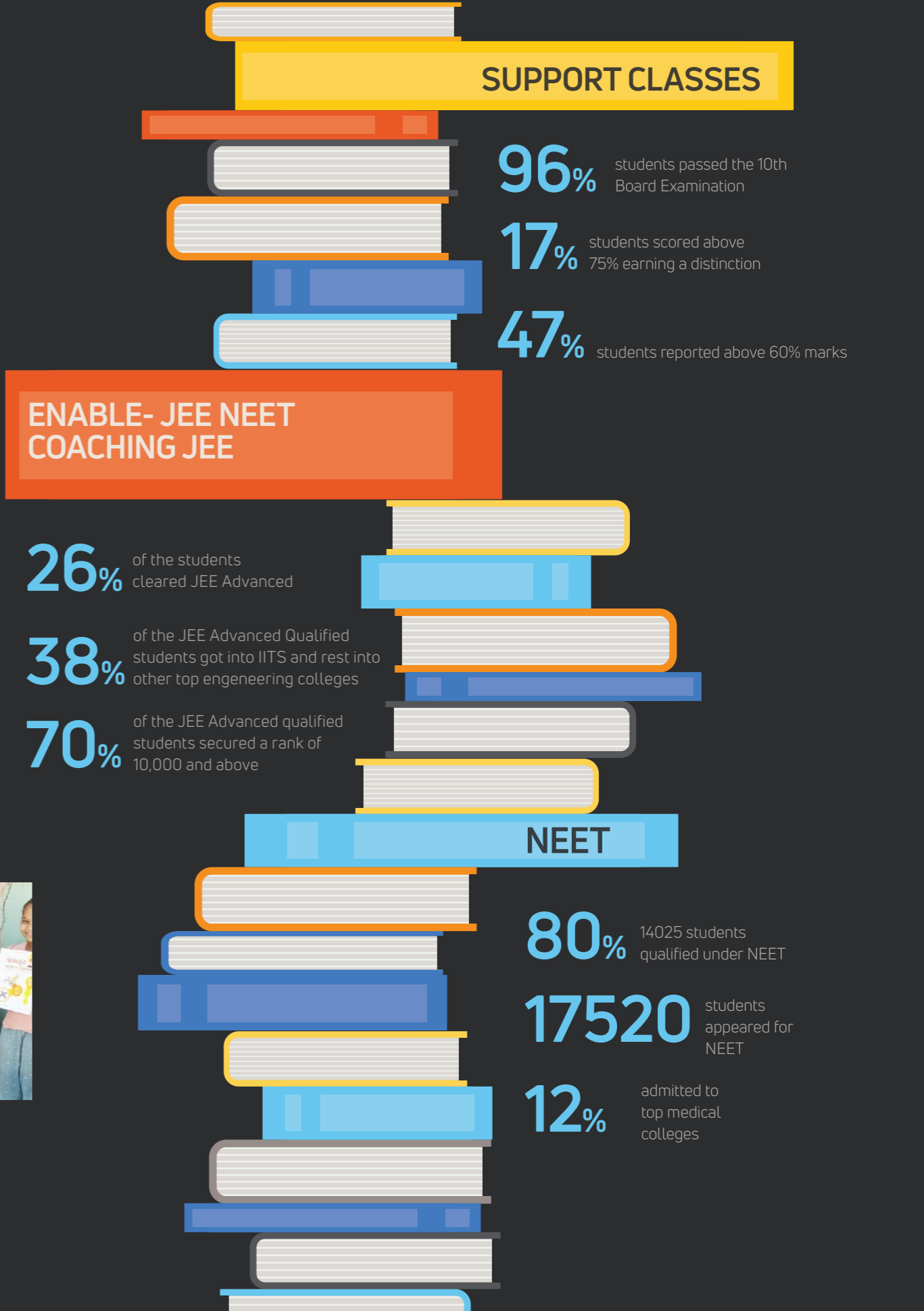
VIDYADHANAM

# EDUCATION



LOCATION-WISE COVERAGE

## PROGRAMME OUTCOME



## PROGRAMME SCALE



Special Coaching classes for secondary and higher secondary students

School Infra Improvement

Scholarships

Co-Curricular activities

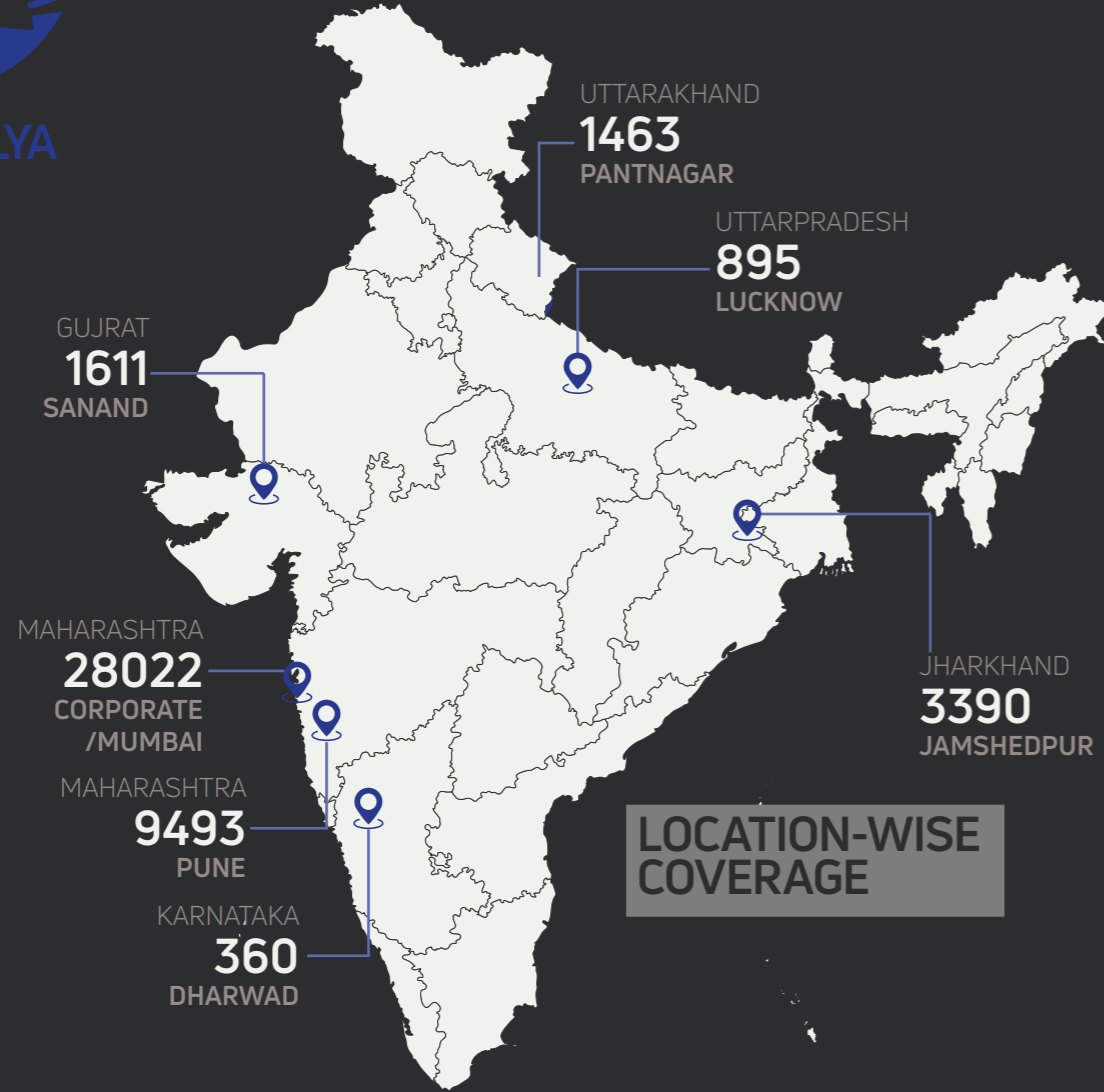


TOTAL LIVES TOUCHED **100,505**



KAUSHALYA

# EMPLOYABILITY



## PROGRAMME OUTCOME



**78%**  
of youths employed

**₹8,500**  
is the average salary of the youth



AUTO TRADES  
**79%**  
Employed



NON-AUTO TRADES  
**65%**  
Employed



AGRI AND ALLIED  
**90%**  
Employed



## PROGRAMME SCALE

6423

Agriculture, Allied Training and entrepreneurship Development

32339

Auto & Technical Trades (MMV, Refresher & Novice)

6472

Non-Auto Training

TOTAL LIVES TOUCHED **45,234**

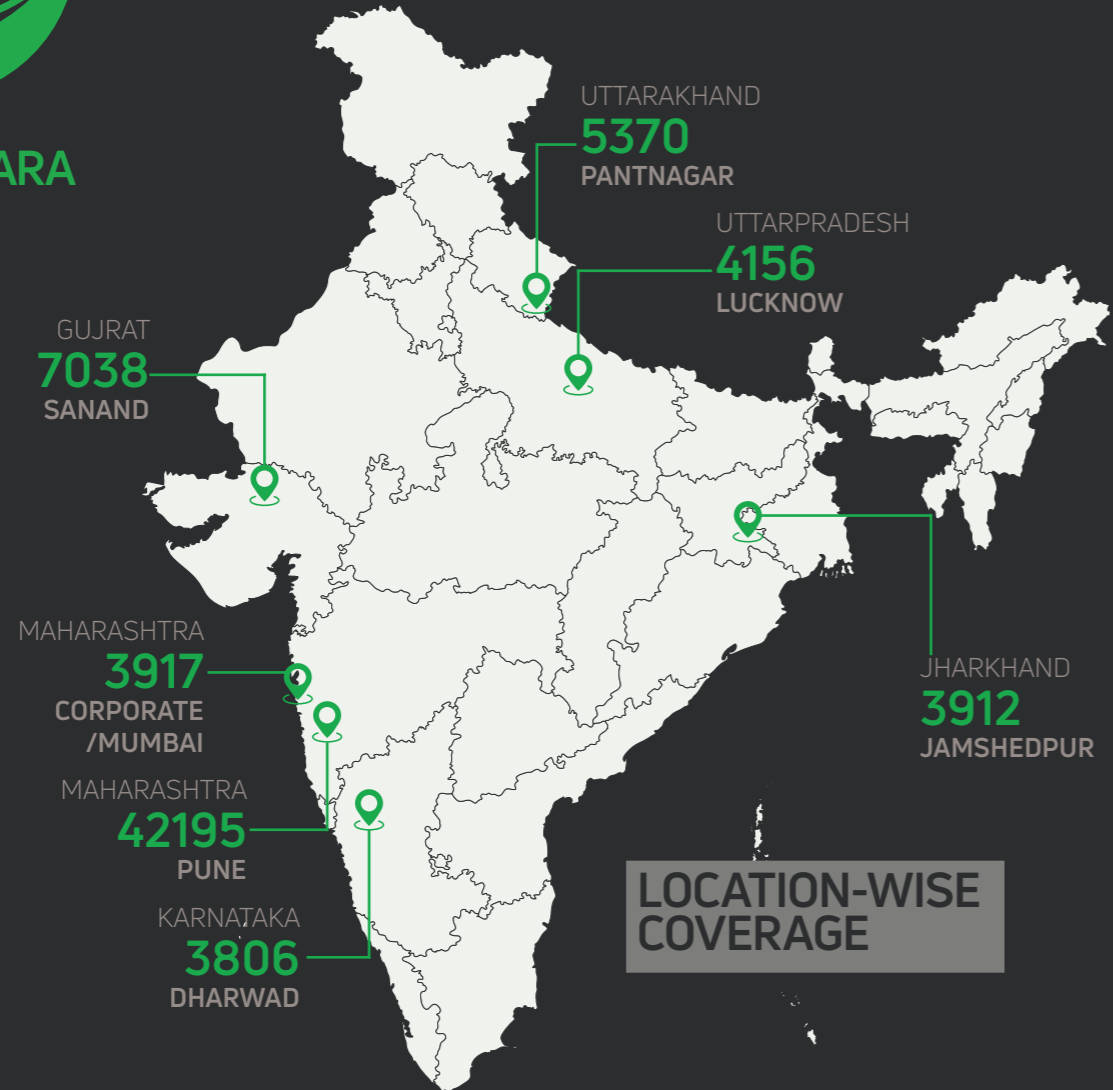




VASUNDHARA

# ENVIRONMENT

## PROGRAMME OUTCOME



LOCATION-WISE COVERAGE

# 87%

survival rate of the saplings

# 90%

of them are indigenous plants



## PROGRAMME SCALE

70394

Environment Awareness

192485

Tree Plantation (No. of saplings)

TOTAL LIVES TOUCHED 70,394





# AMRUTDHARA

## DRINKING WATER SOLUTION

### INITIATIVES under the programme

	<b>Providing Safe Drinking Water</b>
	<b>Water Security</b>

Through a self-managed foundation, the Sumant Moolgaokar Development Foundation (SMDF), Tata Motors has been providing safe drinking water in its communities since 2010. A national programme, Amrutdhara aims to create water security in communities.

The objective of Amrutdhara is to arrive at a sustainable drinking water solution in water stressed parts of the country. In year 2021-22, 5685 members were benefitted through water interventions with an investment of Rs 3.5 Crore.

## PROGRAMME OUTCOMES

- Every family has **30 litres of water/capita/day** within 200 metres of their residence in rural areas, especially in tribal hamlets.
- Significant **reduction** in communities contracting **seasonal diseases** such as scabies, dysentery has been seen. There is a visible change in water, health and sanitation practice of communities.
- Reduced drudgery for women who travelled 200 metres to 3 kilometres everyday to procure water.** This has led to increase in enrolment of girls in rural schools as young girls do not have to accompany their mothers to procure water from distant places.



# AADHAR

## AFFIRMATIVE ACTION

Tata Motors believes in creating an inclusive society and has instituted Affirmative Action under the brand called Adhaar. The Affirmative Action Policy enables positive discrimination for Scheduled Caste (SC) and Scheduled Tribe (ST) in case of Employment and & Entrepreneurship and higher coverage in CSR programmes.

The Company's CSR Strategy clearly spells out a due share of 40% beneficiary coverage and budgetary allocation to AA communities. Oversight on this initiative is maintained by the CSR committee of Board and is championed by Senior Leadership team across all plants.

The Affirmative Action Policy enables positive discrimination for Scheduled Caste (SC) and Scheduled Tribe (ST) communities in the following areas:

- Employment
- Entrepreneurship
- CSR programmes

The spirit of inclusion also extends to communities beyond the 50 kms radius of plant facilities via the Integrated Village Development Programme (IVDP), which aims at delivering

holistic development to a village based on an integrated approach. The Company partners with government agencies in driving village development. The programme is guided by the "More for Less From More" philosophy, which has led to the Government providing 70% of programme resources.

In year 2021-22, 40% per cent of the beneficiaries under TML's CSR programmes belonged to the SC and ST category and 40% of the financial resources were committed to AA initiatives .

The initiative ensures equal opportunity for socially and economically disadvantaged sections of society, promotes equal access to education, removal of social discrimination and enhances their employability and entrepreneurship abilities.



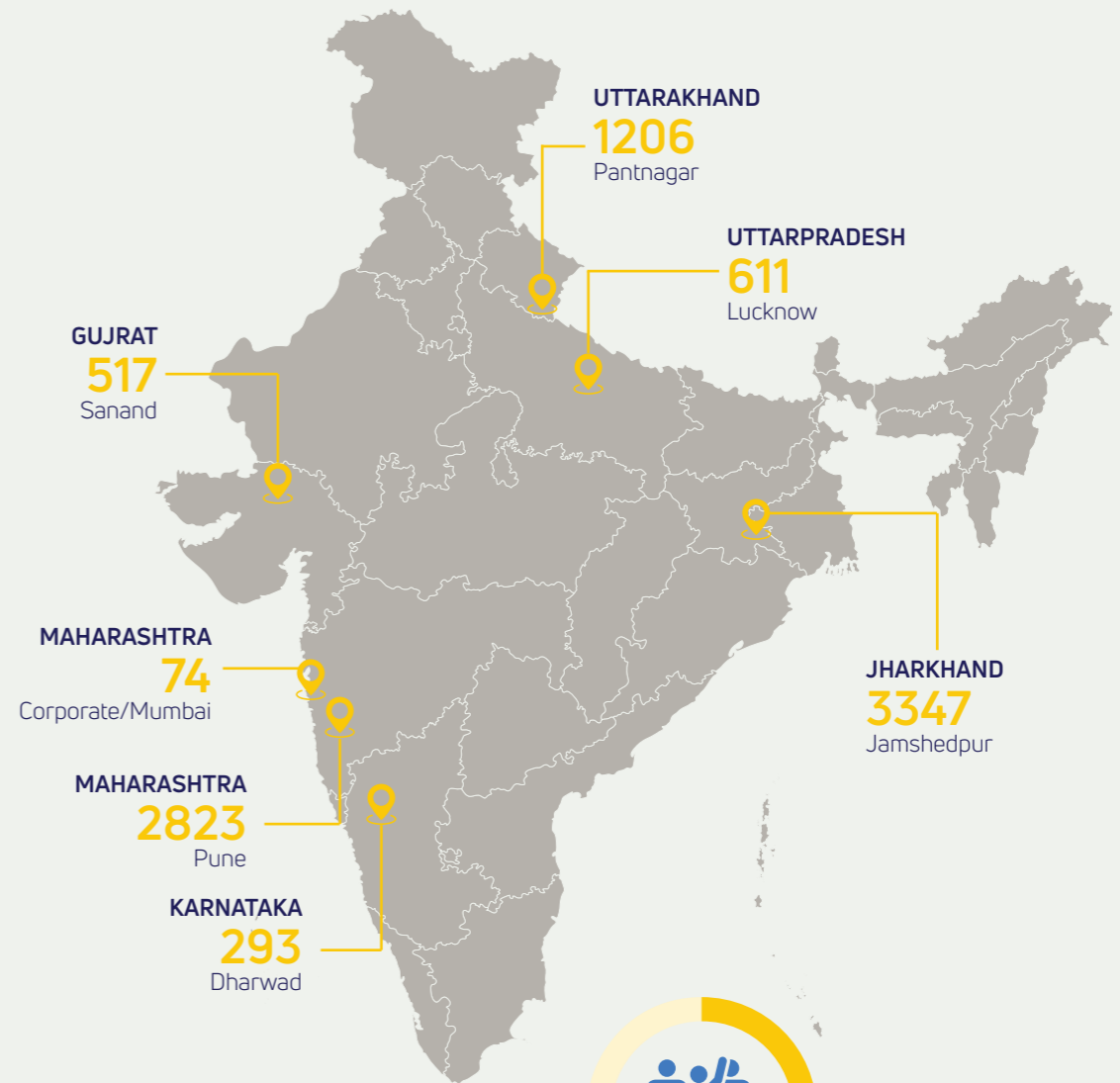


# VOLUNTEERING SEVA

Tata Motors employees retirees and their family members volunteer for various social causes throughout the year. Rigorous volunteering happens during Tata Volunteering Week (TVW), scheduled in March, starting from the birth anniversary of our Founder, Jamsedji Tata and then in September. Employees and their family member also offer pro-bono skill-based, professional services to voluntary organisations under Tata Group-wide 'PROENGAGE' format that extends over a period of six months.



## LOCATION-WISE COVERAGE



**34%**

of Tata Motors employees volunteered in year 2021-22

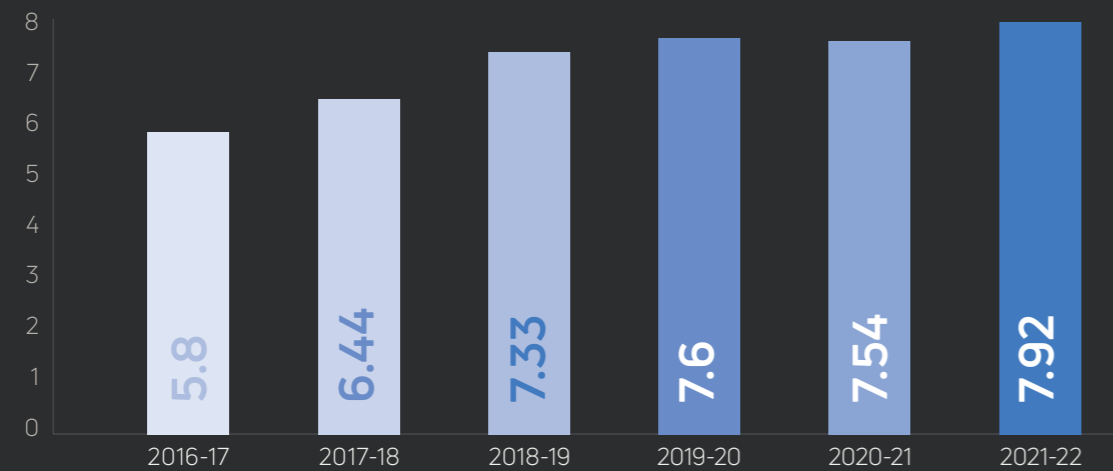


# SOCIAL INVESTMENTS

## Contribution of Various Stakeholders [FY 21-22]

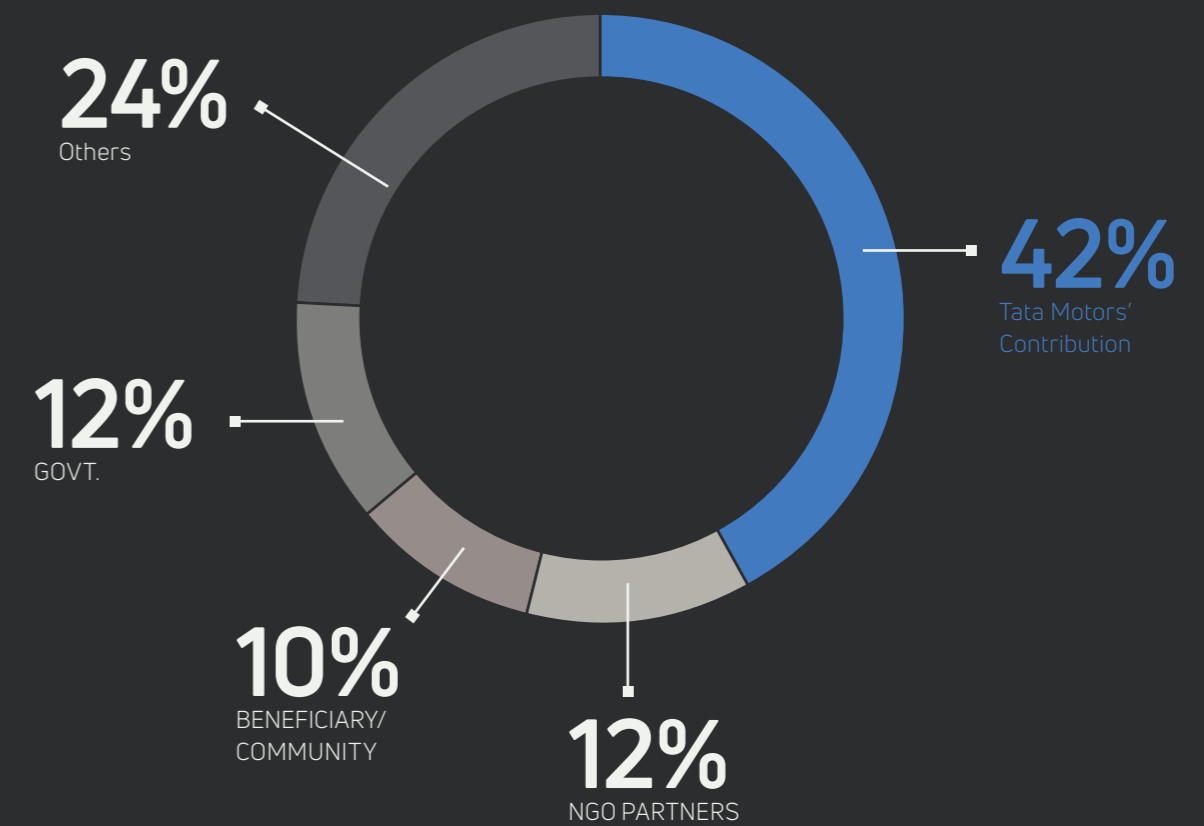
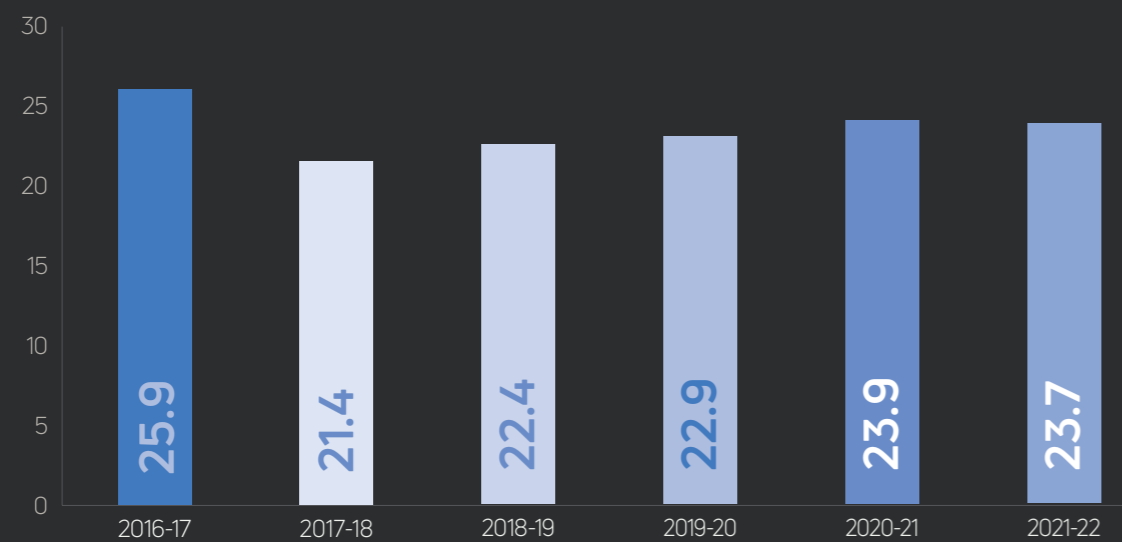
Tata Motors Touched **791,298 (7.92) Lakh lives** by investing **236,980,168 (Rs. 23.70) Crore** in 2021-22.

Year-wise Beneficiary Coverage [in Lakh.]



The aspirational district of Jamshedpur accounts for 50% of the beneficiaries covered under Tata Motors' CSR projects and programmes, especially its Rural Development activities. This excludes coverage related to TML's COVID response and initiatives.

Year-wise Spend [₹ in Crore]

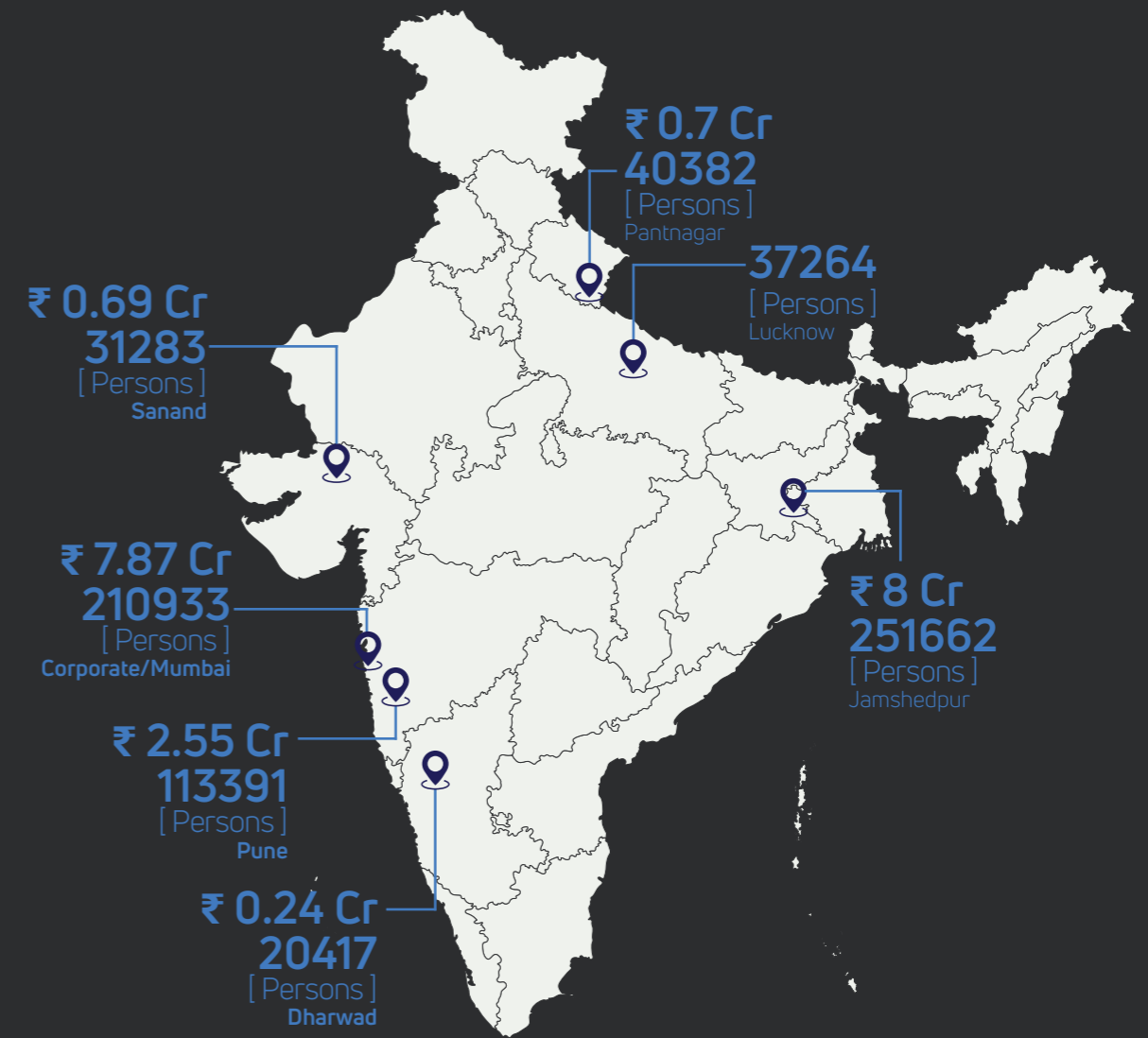


\*Based on Tata Motors' More from Less for More philosophy

# SNAPSHOT OF FOCUS AREAS INITIATIVES AND REACH

	CSR Spend	Reach [ Numbers]
 <b>HEALTH AAROGYA</b>	<b>₹4.59</b> Crore	<b>477,563</b> 
 <b>EDUCATION VIDYADHANAM</b>	<b>₹8.49</b> Crore	<b>100,505</b> 
 <b>EMPLOYABILITY KAUSHALYA</b>	<b>₹3.44</b> Crore	<b>45,234</b> 
 <b>ENVIRONMENT VASUNDHARA</b>	<b>₹1.23</b> Crore	<b>70,394</b> 
<b>RURAL DEVELOPMENT</b>	<b>₹2.49</b> Crore	<b>17,501</b>
<b>COVID RESPONSE</b>	<b>₹3.15</b> Crore	<b>80,101</b>
<b>TOTAL</b>	<b>₹23.7</b> Crore	<b>79,1298</b>

## CSR SPEND AND REACH BY LOCATION



## Annexure-2

### ANNEXURE - 2

#### Annual Report on Corporate Social Responsibility (CSR) Activities- FY 2021-22 [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 and Employability 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.

Weblink for Tata Motors India CSR Policy:

<https://investors.tatamotors.com/pdf/csr-policy.pdf>

Weblink for Tata Motors India Volunteering Policy:

<https://mytatamotors.tatamotors.com/Policy/ViewPolicyDetails>

###### (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): 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): Divers 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 2021-22, a total of 7.9 Lakh beneficiaries were covered through CSR programmes.

Sl. 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	Chairman (Non-Executive, Independent Director)	3	3
2	Ms. Vedika Bhandarkar	Member (Non-Executive Independent Director)	3	3
3	Mr. K V Chowdary	Member (Non-Executive Independent Director)	3	3
4	Mr Girish Wagh (appointed w.e.f July 1, 2021)	Member (Executive Director)	2	2
5	Mr. Guenter Butschek (ceased w.e.f. June 30, 2021)	Member (CEO & Managing Director)	1	1

\* entitled to attend CSR Committee meeting held during the year

3. 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. Details of Impact assessment of CSR projects carried out in pursuance of sub-rule (3) of rule 8 of the Companies (Corporate Social Responsibility Policy) Rules, 2014, if applicable (attach the report).

Not applicable to the Company, since the Company did not meet the criteria specified under Section 135(5) of the Companies Act, 2013.

5. Details of the amount available for set off in pursuance of sub-rule (3) of rule 7 of the Companies (Corporate Social Responsibility Policy) Rules, 2014 and amount required for set off for the financial year, if any

Sl. No.	Financial Year	Amount available for set-off from preceding financial years (in ₹)	Amount required to be setoff for the financial year, if any (in ₹)
		NA	

6. Average Net Profit of the Company as per section 135(5): ₹ (2,542 Crore)

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

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

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

(d) Total CSR obligation for the financial year (7a+7b+7c). - Nil

8. (a) CSR Spend or unspent for the financial year:

Total Amount Spent for the Financial Year. (in ₹ crore.)	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
23.70	NIL	-	-	Nil	-

(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	
Sl. 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		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		
				State	District						Name	CSR Registration number.	
1	Skill Development and vocational skills in Automotive and Non-Automotive Sector	Employability Enhancing Skill Development	yes	Andhra Pradesh	Vishakapatnam, Vizianagaram	1 yr	3.44	3.44	NA	NO	MITCON Foundation	NA	
				Chhattisgarh	Champa						Agnel Institute of Technical Training & Entrepreneurship Development		
				Goa -	Goa						Yashaswi academy for skills		
				Gujarat -	Ahmedabad, Vadodara						Y4D Foundation		
				Jharkand -	East Singhbhum						Shashwat Trust		
				Karnataka -	Bengaluru, Bijapur, Dharwad, Hassan, Honnavar, Mangalore						Junnar PRATHAM EDUCATION FOUNDATION		
				Kerala -	Ernakulam, Kannur, Kottayam, Thrissur, Tiruvananthapuram						Skills for Progress		
				Maharashtra	Mumbai, Nashik, Pune, Palghar, Thane						Ramkrishna Mission		
				Meghalaya -	Shillong, West Jaintia Hills, West Khasi Hills						Canara Bank		
				Orrisa -	Balasore, Mayurbhanj						Deshpande		
				Punjab -	Jalandher						Rural Self		
				Tamil Nadu -	Dindugal, Erode, Karur, Kumbakonam, Madurai, Thiruvallur, Nagapattinam, Thiruvannamalai, Tiruchirapalli, Villuppuram						Employment Training Institute		
				Uttarakhand-	Udham Singh Nagar						Sankalpa Rural Development Society		
				Uttar Pradesh -	Barbanki, Lucknow						Vikas Samities		
				West Bengal	Asansol, Bankura, Kolkata, Purba Medinipur						Sanand Education Trust		
											Islamic Study Centre		
											PARYAVARAN		
											EVAM JAN		
											KALYAN SAMITI		

(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	
Sl. 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		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		
				State	District						Name	CSR Registration number.	
1	Skill Development and vocational skills in Automotive and Non-Automotive Sector	Employability Enhancing Skill Development	yes	Andhra Pradesh	Vishakapatnam, Vizianagaram	1 yr	3.44	3.44	NA	NO	MITCON Foundation	NA	
				Chhattisgarh	Champa						Agnel Institute of Technical Training & Entrepreneurship Development		
				Goa -	Goa						Yashaswi academy for skills		
				Gujarat -	Ahmedabad, Vadodara						Y4D Foundation		
				Jharkand -	East Singhbhum						Shashwat Trust		
				Karnataka -	Bengaluru, Bijapur, Dharwad, Hassan, Honnavar, Mangalore						Junnar PRATHAM EDUCATION FOUNDATION		
				Kerala -	Ernakulam, Kannur, Kottayam, Thrissur, Tiruvananthapuram						Skills for Progress		
				Maharashtra	Mumbai, Nashik, Pune, Palghar, Thane						Ramkrishna Mission		
				Meghalaya -	Shillong, West Jaintia Hills, West Khasi Hills						Canara Bank		
				Orrisa -	Balasore, Mayurbhanj						Deshpande		
				Punjab -	Jalandher						Rural Self		
				Tamil Nadu -	Dindugal, Erode, Karur, Kumbakonam, Madurai, Thiruvallur, Nagapattinam, Thiruvannamalai, Tiruchirapalli, Villuppuram						Employment Training Institute		
				Uttarakhand-	Udham Singh Nagar						Sankalpa Rural Development Society		
				Uttar Pradesh -	Barbanki, Lucknow						Vikas Samities		
				West Bengal	Asansol, Bankura, Kolkata, Purba Medinipur						Sanand Education Trust		
											Islamic Study Centre		
											PARYAVARAN		
											EVAM JAN		
											KALYAN SAMITI		

1	2	3	4	5	6	7	8	9	10	11	12	13	
Sl. 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		Project duration. (in years)	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		
2	Promoting primary and secondary education in Rural and Socially/Economically Backward communities	Promoting Education	yes	Bihar - Delhi-Gujarat -	Patna New Delhi, Noida Ahmedabad, Gandhinagar	1 yr	8.49	8.49	NA	NO	College of Engineering ,Pune Suprabhat Mahila Mandal 'Swa'-Roopwardhinee Moinee Foundation Sevasahyog Foundation YOJAK Ex Navodayan Foundation Avanti Fellows Indian Institute of Technology - Gandhinagar Tata Institute of Social Sciences Swami Vivekananda Youth Movement Shiksha Prasar Kendra The Good Human Being Foundation Ganatar	NA	
				Jharkand - Karnataka - Maharashtra	East Singhbhum Dharwad Mumbai, Kolhapur, Palgarh, Pune, Sindhudurg, Thane								
				Puducherry;									
				Uttarakhand	Nainital, Udham Singh Nagar								
				Uttar Pradesh -	Barbanki, Lucknow								
				Pan India- JNV Schools									
3	Preventive and curative health services in Communities	Eradicating Hunger, Promoting preventive healthcare, Malnutrition, sanitation and safe drinking water	yes	Bihar - Gujarat - Jharkand - Karnataka - Maharashtra	Saran Ahmedabad East Singhbhum Dharwad Mumbai, Palghar, Pune, Thane Udham Singh Nagar	1 yr	4.59	4.59	NA	NO	Sneh Foundation Snehdeep Janklyan Foundation Ygrishi Shriram Sharma Acharya Charitable Trust NIRAMAYA HEALTH FOUNDATION LTH Silver Jubilee Research Foundation Family Planning Association of India Parivar Kalyan Sansthan Nav Jagrat Manav Samaj Namaste Life Sumant Moolgaokar Development Foundation Institute of Social Development	NA	
				Uttarakhand									
				Uttar Pradesh -	Barbanki, Lucknow								
4	Ensuring environmental sustainability through awareness and protection of natural habitats	Ensuring environmental sustainability	yes	Gujarat - Jharkand - Karnataka Maharashtra Uttarakhand -	Ahmedabad East Singhbhum Dharwad All district Udham Singh ngr	1 yr	1.23	1.23	NA	NO	Terre Policy Center Wildlife research and Conservation Society Gram Vikas Kendra Astittva welfare foundation Manav Seva Education & Charitable Trust	NA	
5	Rural Development	Rural development projects	yes	Maharashtra Gujarat	Palghar Bavla- Ahemadabad	1 yr	2.49	2.49	NA	NO	BAIF INSTITUTE FOR SUSTAINABLE LIVELIHOODS AND DEVELOPMENT Dharti Charitable Trust	NA	

1	2	3	4	5	6	7	8	9	10	11	12	13
Sl. 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		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.
				State	District						Name	
6	COVID-19 relief activities	Item no (i) and (xii) - promoting health care including preventive health care, eradicating hunger, poverty and malnutrition, Sanitation, making available safe drinking water and disaster Managemen	yes	Gujarat	Surendra Nagar, Ahemadabad	1 yr	3.15	3.15	NA	NO	Sumant Moolgaokar Development Foundation	
				Maharashtra	Pune, Satara							
				Jharkhand	East Signbhum							
				Uttar Pradesh	Lucknow, Barabanki							
				Uttarakhand	Uddham Singh nagar							
				Karnataka	Dharwad							

- (d) Amount spent in Administrative Overheads: **0.31 Crore**  
(e) Amount spent on Impact Assessment, if applicable- **Not applicable**  
(f) Total amount spent for the Financial Year (8b+8c+8d+8e): (0+ 23.39+ 0.31+ 0) = **23.70 crore**  
(g) Excess Amount Set off, if any

Sl. No.	Particular	Amount (in Rs.)
(i)	Two percent of average net profit of the company as per section 135(5)	Not applicable
(ii)	Total amount spent for the Financial Year	23.70 crore
(iii)	Excess amount spent for the financial year [(ii)-(i)]	Nil
(iv)	Surplus arising out of the CSR projects or programmes or activities of the previous financial years, if any	Nil
(v)	Amount available for set off in succeeding financial years [(iii)-(iv)]	Nil

Sl No	Preceding Financial Year	Amount transferred to Unspent CSR Account under section 135 (6) (in Rs crore.)	Amount spent in the reporting Financial Year (in Rs. crore)	Amount transferred to any fund specified under Schedule VII as per section 135(6), if any.	Amount remaining to be spent in succeeding financial years. (in Rs.)	
				Name of the Fund	Amount (in Rs).	Date of transfer.
	-	Nil	-	-	Nil	-

**(b) Details of CSR amount spent in the financial year for ongoing projects of the preceding financial year(s):**

1	2	3	4	5	6	7	8	9
Sl. No.	Project ID	Name of the Project	Financial Year in which the project was Commenced	Project Duration	Total amount allocated for the Project (in Rs.)	Amount spent on the project in the reporting Financial Year (in Rs)	Cumulative amount spent at the end of reporting Financial Year. (in Rs.)	Status of the project -Completed /Ongoing
	-	-	-	-	Nil	Nil	Nil	

**10. In case of creation or acquisition of capital asset, furnish the details relating to the asset so created or acquired through CSR spent in the financial year (asset-wise details).**

- (a) Date of creation or acquisition of the capital asset(s). Nil  
(b) Amount of CSR spent for creation or acquisition of capital asset. Nil  
(c) Details of the entity or public authority or beneficiary under whose name such capital asset is registered, their address etc. NA  
(d) Provide details of the capital asset(s) created or acquired (including complete address and location of the capital asset).

**There was no creation or acquisition of capital asset through CSR spent in FY 2021-22**

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

**Girish Wagh**  
**Executive Director**  
**DIN:03119361**

**Om Prakash Bhatt**  
**Chairman CSR Committee**  
**DIN:00548091**

Mumbai, May 12, 2022

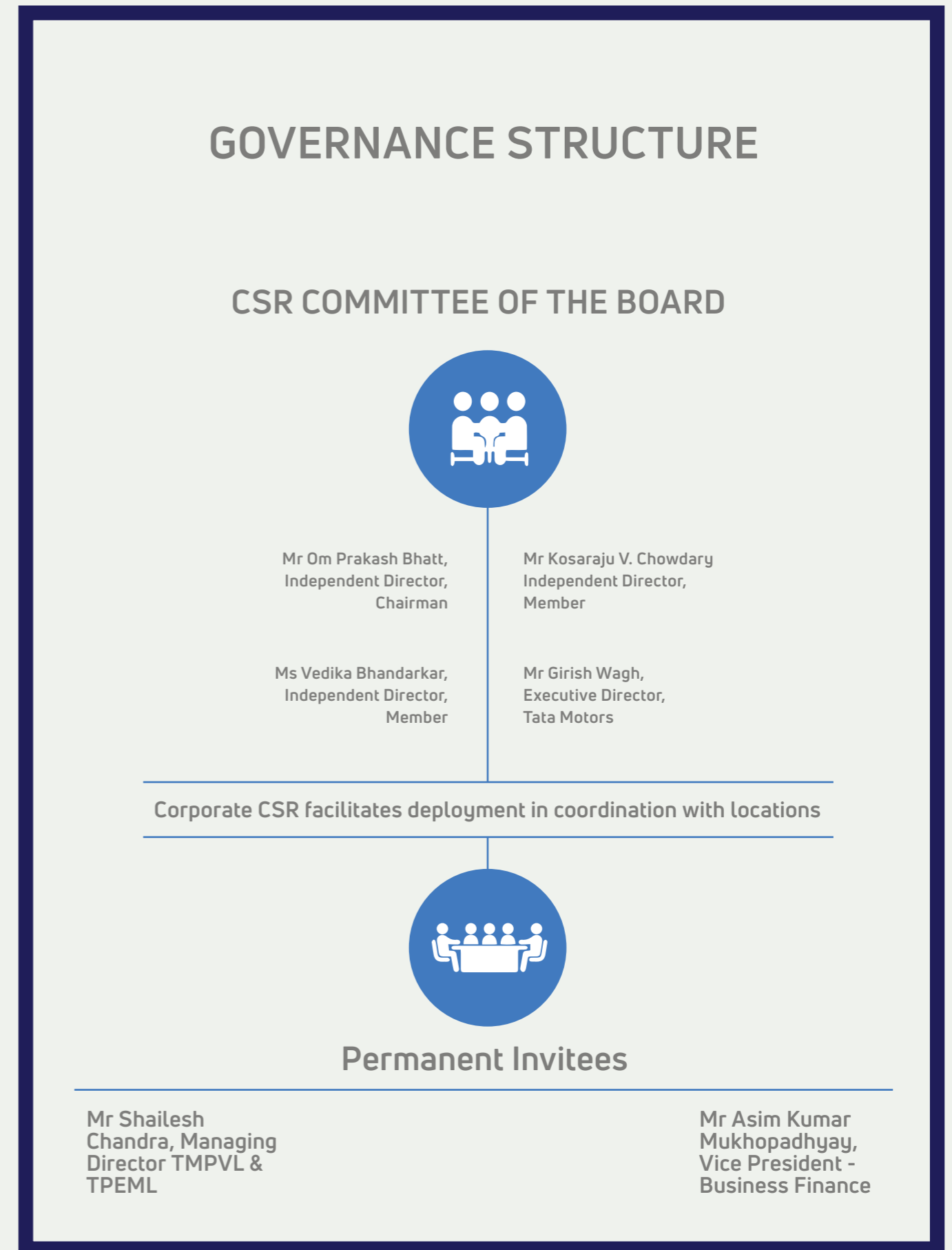
The CSR Programs and Projects for FY 21-22 along-with modality and schedule is given below:-

Cat.	CSR Programs	Sr. No.	CSR Projects	Reference Sr. No. of Schedule VII	Implementation Modality	Implementation Schedule				Monitoring and Reporting Schedule			
						Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
A	EMPLOYABILITY <i>Kaushalya*</i> (3)	1	Training in Technical & Automotive Trades	ii	DIR, TIAI, TIAE	•	•	•	•	•	•	•	•
		2	Training in Agriculture & allied trades	ii	TIAI, TIAE	•	•	•	•	•	•	•	•
		3	Training in Non-Automotive Trades	ii	TIAE	•	•	•	•	•	•	•	•
B	EDUCATION <i>Vidyadhanam*</i> (6)	4	Scholarships for secondary education/ Financial Aid for Higher Education	ii	DIR, TIAE, BP	•	•			•	•	•	•
		5	Fellowships	ii	DIR, TIAE	•	•	•	•	•	•	•	•
		6	Special coaching classes for secondary education & competitive entrance exams such as IIT-JEE, NEET, Civil Services	ii	TIAI, TIAE	•	•	•	•	•	•	•	•
		7	Co-Curricular activities	ii	TIAI, TIAE		•	•		•	•	•	•
		8	School Infrastructure improvement & Institutional Strengthening	ii	DIR, TIAE, GOVT		•	•	•	•	•	•	•
C	HEALTH <i>Aarogya</i> (4)	10	Combating Infant and Child Malnutrition	i	TIAI, TIAE	•	•	•	•	•	•	•	•
		11	Health awareness program for women	i	TIAI, TIAE		•	•	•	•	•	•	•
		12	Preventive and curative health services & Institutional Strengthening	i	DIR, TIAI, TIAE, GOVT	•	•	•	•	•	•	•	•
		13	Drinking Water - SMDF - Amrutdhara	i	TIAE	•		•	•	•	•	•	•
D	ENVIRONMENT <i>Vasundhara</i> (2)	14	Tree Plantation	iv	DIR, TIAE		•	•		•	•	•	•
		15	Creating Environmental Awareness & Adoption of Environmental friendly practices	iv	DIR, TIAE		•	•	•	•	•	•	•
E	Others	16	Need Based (Contribution to Prime Ministers National Relief Fund); Contribute to Tata Relief Committee for Disaster Response and COVID-19 relief efforts & aligning to Schedule VII. Special projects by convergence of Govt Schemes like Integrated Village Development Program	viii	DIR or TIAI or TIAE or BP, GOVT	•	•	•	•	•	•	•	•

Abbr.	Description
DIR	Direct: Tata Motors
TIAI	Through Implementation Agency - Internal: Company promoted Trust, Society
TIAE	Through Implementation Agency - External: NGOs - Trusts, Societies, Section 8 Companies, Academic & Research Institutes, Skill Development Agency, Other Resource Agencies
BP	Business Partners: Dealers, Vendors, Service Providers
GOVT	Government Agencies (Both Central and State)

**NOTE**

- 1: \* TATA Affirmative Action Program (TAAP) is focused on reducing inequalities faced by socially backward groups (Ref. Sr. No. iii of Schedule VII of The Companies Act, 2013)
- 2: All the projects will be implemented Pan India, on need basis.





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- Pune, Pantnagar, and Sanand offices/ locations.
- The review of CSR data was limited to the above locations.
- The scope of assurance is limited to CSR project and implementing partner levels.

**Independent Limited Assurance Statement to Tata Motors Limited related report on CSR projects provided by TML Corporate CSR Team for the Financial Year 2021-22**

To,  
**The Management of Tata Motors Limited**  
 Bombay House  
 24, Homi Mody Street  
 Mumbai 400 001 India.

**Introduction**

We ('KPMG Assurance and Consulting Services LLP', or 'KPMG') were engaged by the board of directors of Tata Motors Limited ('TML' or 'The Company') to provide limited assurance on the Annual CSR Report for the period covering 1<sup>st</sup> April 2021 to 31<sup>st</sup> March 2022 ('the Year' or 'the Reporting Period'). Our responsibility was to provide a limited assurance on the Report content as described in the 'scope, boundary, and limitations' below.

**Reporting Criteria**

The Company has developed the report based on the following:

- TML policy and strategy to implement a Common Minimum Programme and Location Specific Projects under CSR
- Documentation at TML CSR project sites, in accordance with Section 135 (2) of Companies Act, 2013 read with Companies (Corporate Social Responsibility Policy) Rules, 2014 ('CSR Rules, 2014') and Companies (Corporate Social Responsibility Policy) Amendment Rules, 2021 ('CSR Amendment Rules, 2021').

**Assurance Standards Used**

We conducted our assurance in accordance with the

- Limited Assurance requirements of International Federation of Accountants' (IFAC) International Standard on Assurance Engagement (ISAE) 3000, Assurance Engagements Other than Audits or Reviews of Historical Financial Information.
  - Under this standard, we have reviewed the information presented in the Report against the characteristics of reliability and free from material misstatement.
  - Limited assurance consists primarily of enquiries and analytical procedures. The procedures performed in a limited assurance engagement vary in nature and timing and are less in extent than for a reasonable assurance engagement.

**Scope, Boundary, and Limitations**

- Our scope of assurance includes CSR projects undertaken for the period of 01 April 2021 to 31 March 2022.
- The scope of assurance covers the assurance on select non-financial CSR disclosures based on documentation at TML CSR project sites, in accordance with Section 135 (2) of Companies Act, 2013 read with Companies (Corporate Social Responsibility Policy) Rules, 2014 ('CSR Rules, 2014'), Companies (Corporate Social Responsibility Policy) Amendment Rules, 2021 ('CSR Amendment Rules, 2021'), and TML policy and Strategy.
- The boundary of the Report covers the CSR projects under Common Minimum Programme and Location Specific CSR projects undertaken by its Corporate, Dharwad, Jamshedpur,

**Limitations**

Our assurance process was subject to the following limitations:

- Data related to Company's financial performance.
- Data and information outside the defined reporting period.
- Data review outside the above mentioned in the boundary.
- 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 above.
- Verification was limited to mutually selected sample CSR projects (refer to Annexure-i for the list of projects selected) reviewed during a detailed review for the period 01 April 2021 to 31 March 2022. Data and information outside this reporting period were not subject to verification. The sample projects selected for deep dive review involved a total spend of approximately INR 4.9 Crore representing approximately 20% of the total CSR spends for 2021-22.
- Any statement/ remarks/ comments indicating intention, opinion, belief, and/ or aspiration by TML were excluded from the scope of assurance.
- Verification did not include computation of net profit under section 198 of Companies Act, 2013 and TML's compliance with the Companies Act, 2013.

**Assurance Procedures**

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 Mumbai, Jamshedpur, and Pune locations. We have considered the report on CSR projects provided by TML's Corporate CSR team to obtain an understanding of the CSR processes and other engagement circumstances and to design assurance procedures that are appropriate in the circumstances. However, this exercise is not conducted 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



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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

**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 2021 to 31 March 2022 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 social and economic information in line with the requirements of the ISAE 3000 standard. 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), as well as the assurance firm (assurance provider), be independent of the assurance client, in relation to the scope of this assurance engagement, including not being involved in any activity other than cited as our responsibilities below.

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.

**Responsibilities**

The management of Tata Motors Limited is responsible for undertaking CSR projects as well as preparing the report on CSR projects, which is free from material misstatement of the information contained therein. This responsibility includes designing, implementing, and maintaining internal controls relevant to the maintenance of records of CSR projects at TML Corporate Team that are free from material misstatement, whether due to fraud or error.

Our responsibility is to examine the CSR projects undertaken by TML project sites as reported by TML Corporate team and to report thereon in the form of an independent limited assurance conclusion as described in the scope of assurance.

**Restrictions of Use of Our Report**

Our report should not be regarded as suitable to be used or relied by any party wishing to acquire rights against us other than TML for any purpose or in any context. Any party other than TML who



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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 TML for our work, for this independent limited assurance report, or for the conclusions we have reached. Our report is released to TML on the basis that it shall not be copied, referred to, or disclosed, in whole (save for TML's own internal purposes) or in part, without our prior written consent.



KPMG Assurance and Consulting Services LLP  
 Date- 8-July-2022



# TATA MOTORS

## CORPORATE SOCIAL RESPONSIBILITY (CSR) POLICY FY 21-22

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) agenda 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, 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 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. 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. 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