



Empowering Communities



Tata Steel Odisha Project, Jajpur



“In a free enterprise, the community is not just another stakeholder in business but is in fact the very purpose of its existence.”

- J N Tata
Founder, Tata Group



“The wealth generated by Jamsetji Tata and his sons in half a century of industrial pioneering formed but a minute fraction of the amount by which they enriched the nation. The whole of that wealth is held in trust for the people and used exclusively for their benefit. The cycle is thus complete. What came from the people has gone back to the people many times over.”

Bharat Ratna JRD Tata
Chairman, Tata Sons,
1938 – 1991



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

Ratan N Tata
Chairman, Tata Group



H. M. Nerurkar
Managing Director

Corporate Social Responsibility has been part of the DNA of Tata Steel since the inception of the company over a hundred years ago. For us at Tata Steel, responsibility towards the environment and society is as important as is our responsibility to the financial health of the company.

It is towards this end that the company continues to be guided by the 'Triple Bottom Line' approach. Rehabilitation and resettlement of people who get displaced by large projects need to be handled with special care, empathy and compassion.

Industry, too, is responsible for improving the quality of life of project affected people and facilitating for them sustainable livelihoods. 'Tata Steel Parivar' has its foundation in this very philosophy.

Inspired by the values enunciated by its founder, Jamsetji Nusserwanji Tata, the Company considers the people displaced by upcoming Greenfield projects as part of its own family, the 'Tata Steel Parivar'. We are committed to improving the quality of life of the displaced. All efforts will be made to gainfully engage those who have the required skills and qualifications.

Those who can be trained will be trained by us to make them employable. Others will be helped to avail of self-employment opportunities. We will monitor each family's income at regular intervals with a view to ensuring that income levels post-displacement are higher than what they were earlier. The 'Tata Steel Parivar' scheme is an extension of what we have always been doing.

This time it is more focused, with special attention being paid to each individual family.





Community is the Purpose of our Enterprise

Building communities has been the primary purpose of business at Tata Steel. As its operations expand to new geographies, the Company continues to focus on settling sustainability standards especially through its contribution to the society at large. It has focused on empowering the communities to take advantage of the opportunities of industrialisation wherever it operated.

Tata Steel reaches out to the villages in the country with education, healthcare and livelihood through Tata Steel Rural Development Society (TSRDS), Tribal Culture Society, Tata Steel Family Initiatives Foundation, Community Development and Social Welfare, Tata Steel Sports Department and Medical services.



In Odisha, it serves 25,000 families in 500 villages with focus on health & hygiene, education, sports, livelihood, rural infrastructure and empowerment.

After signing the Memorandum of Understanding (MoU) with Odisha government for setting up a 6 million tonne integrated steel plant at Kalinga Nagar in Jajpur district, the Company initiated a survey in the periphery villages to know their aspirations for development.

Based on the feedback, a Community Development Plan has been designed to enable the local people to take advantage of the upcoming industrialisation in the locality.



Since its initial years in Odisha, Tata Steel has reached out to remote areas in the state with hospitals, schools, electricity, roads and bridges, income generation programmes, relief operations etc. Its social initiatives are spearheaded by Tata Steel Rural Development Society (TSRDS) and Tata Relief Committee (TRC).



Empowering Communities

Tata Steel works in partnership with local stakeholders to stimulate economic growth and development and to address local needs in Odisha. Local villagers are encouraged to participate to make the initiatives sustainable.

For empowering the communities, Tata Steel identified the key stakeholders in the upcoming project area in Kalinga Nagar. Subsequently, an Aspiration mapping was conducted dovetailing the expectation of the people from industrialisation.

Initiatives taken by Tata Steel in Odisha project area veer round Healthcare & Hygiene, Education, Infrastructure Development, Livelihoods, Empowerment, Civic & Community Services, Environment Management, Culture and Sports.

The steel major seeks to ensure that all members of society can benefit equally from the opportunities that industrial and economic development creates. This is only possible if there is universal access to livelihoods, healthcare, education, water, electricity and other basic services and amenities.

Tata Steel, therefore, works with the Government and other agencies, including major charities, to improve public welfare. It particularly seeks to help create conditions for a better quality of life for all sections of the community, especially women, people from scheduled tribes and castes and rural communities, who often face barriers to full economic independence and have limited opportunities.





Right to Information Drive Among Tribal Population

Over five thousand people, most of them tribals living in remote parts of Jajpur and Keonjhar districts of Odisha, are no longer ignorant about their rights and entitlements. Nor are they in the dark about various socio-economic welfare measures launched for them by the state and Union governments. They are now an awakened lot.

During the first phase of the six-month long campaign, Odisha Information Commission and Tata Steel Rural Development Society organised RTI awareness workshops in the Tata Steel's peripheral areas, like Sukinda, Bamnibal and Joda. More than 5,000 villagers of Jajpur and Keonjhar benefited from the process through women self-help groups, youth clubs and civil society organisations. Further, around 100 PRI members of Keonjhar and Jajpur districts also participated in the RTI awareness programmes.



Exposure Visit of Local PRI Members

Odisha lives in villages. For all-round development of the villages, the corporate bodies need to join hands with government to enable wheels of development to reach the rural areas. However, to ensure this, enriching the minds of the people's representatives and influential persons of the villages is a pre-requisite.

Taking a lead role in this field and to provide exposure and training for the members of Panchayatiraj Institutions (PRIs) on the "Role of PRI members in sustainable industrialisation", Tata Steel has been organising regular training programmes at Gandhi Labour Foundation (GLF), Puri. The PRI members from different parts of the state take part in such training programmes.

Established on 16th June 1999, GLF with its well-organised record of service, working round the clock to educate the rural people of the country with a view not only to improve their skills, impart knowledge of their rights and duties but also to make them better citizens and better human beings.





Health and Hygiene

It's said, health is wealth. So, extending better healthcare services to the people in its periphery rural areas has always been a priority in Tata Steel's periphery development and Corporate Social Responsibility (CSR) plan.

To achieve 'Healthcare for All', the Company has taken a number of initiatives like that of setting up of Hospitals in rural interiors, introduction of mobile healthcare units, health camps among others. Tata Steel's healthcare services have been reaching out annually to 4 lakh population in the interior villages of Odisha.

In a major step to extend health services in Kalinga Nagar area, Tata Steel has commissioned a state of the art Hospital at Gobarghati. The Hospital is envisaged to cater to the requirements of about 10,000 people in the periphery including the Tata Steel Parivars, the relocated families living in the rehabilitated colonies. In addition to this, two mobile health vans cater to the health service needs of the locality. Since Jajpur district happens to be among the Malaria prone districts of the state, Tata Steel has taken up a programme for distribution of medicated mosquito net in the affected areas of the district including Kalinga Nagar. Simultaneously, TSRDS is implementing HIV/AIDS prevention programmes.

Lifeline Express

Tata Steel has been organising Lifeline Express, the "Hospital on Wheels", in Odisha. This initiative is aimed at providing free surgical interventions in areas of post-polio deformities, hearing disorders, dental and eye problems of the people.

The sixth Lifeline Express was stationed at Jajpur Road Railway siding from 19th December, 2010 to 14th January, 2011. This was the sixth occasion that the Lifeline Express was hosted by Tata Steel in Odisha — and for the second time in Jajpur district.



Education

Tata Steel has built or facilitated the construction of 200 educational institutions in Jajpur district. To improve the educational infrastructure of schools in the neighbouring areas, the Company has taken up works like repairing and construction of buildings, construction of boundary walls, distribution of desks and benches to schools, apart from distribution of essential items to students.

To popularise education and provide a healthy environment for the students to pursue their studies,



Tata Steel is providing mattresses, pillows, blankets and trays to various residential schools located in Kalinga Nagar area. Besides, medicated mosquito nets, notebooks are also distributed to the school students by Tata Steel.

Under project 'Asha' Tata Steel Rural Development Society (TSRDS) is providing sports materials (Football, sports attire, Football shoes, Discus, Shot-put, Skipping ropes, Ring Balls, Carom Boards) to the students of various residential and non-residential schools in the neighbourhood of Kalinga Nagar.





Rural Infrastructure

Tata Steel has paid utmost importance to develop rural infrastructure. Through its widespread community outreach programmes, it aims at improving the quality of life of the people in remote locations.

Developmental initiatives undertaken by the Company in rural areas of Jajpur district including Kalinga Nagar include the improvement in the educational and health infrastructure, rural connectivity, drinking water supply, rural electrification among others.

Starting from setting up of Community Centers to empower the local youth, construction of concrete roads like Tomka-Mangalpur and road to Bhimtangar Village for facilitating better communication only proves the legacy of CSR.

Works like construction of poultry sheds and Market Complex (at Sukindagarh) was taken up to serve the local population. The setting up of electrical sub-station at Kaliapani under operation "BIJLI" and subsequent electrification of Ashok Jhar, a famous tourist spot by Tata Steel has enormously impacted Jajpur District.

Apart from helping in supply of electricity to four Gram Panchayats in Sukinda block covering 50 villages, the initiative has helped in creating an ambiance, which attracts tourists to Ashok Jhar.

Considering a request made by Gayatri Mahila Samiti, Tata Steel initiated a water treatment project at Bhimtangar village in Jajpur district. Under this scheme, the water emerging from mines are being treated making it useful for irrigation purposes.

Under project 'Pani', a large number of tube wells were dug in Sukinda and Danagadi block during last five years to solve the drinking water problem.

Livelihoods

Tata Steel ensures that opportunities for livelihood are facilitated for the project affected people in a sustainable way so that the community can make the optimum utilisation of available resources to meet their present need and keep it ready for the future generation as well.

For improving the employability of the youth around the project site, Tata Steel has made arrangements for training local youths who don't belong to the displaced families. As a result, 450 youths including 154 girls have received skill up-gradation training.

Out of them, 356 boys and girls have already got employment. They were trained in programmes in Sales & Marketing, Automobile repair, Hospitality Services, Mobile repairing among others.

The Company has helped tribal men and women to form 'Self Help Groups' and trained them in various kinds of income generation programmes like Livestock Management Training, Silkworm rearing, Bee Keeping,



Mushroom cultivation, Vermicompost manufacturing and Kitchen gardening among others.

Tata Steel has also helped build market linkages of their products in nearby markets ensuring them a good return for their investments and effort. The SHGs are provided financial assistance in the beginning to start any income generating activity.



Tejaswini: Stepping Stone to Empowerment

At Tata Steel, where the primary purpose of business is to improve the quality of life of people, all community-centric initiatives are focused on empowering stakeholders at the grassroots level and ensuring for them a better tomorrow. As part of its initiative to facilitate empowerment, especially for tribal women in Kalinga Nagar, the Company is proactively promoting their development through the Tejaswini initiative which is aimed at empowering women.

To empower women living in the peripheral villages of Kalinga Nagar, especially with regard to building capacities and raising their levels of confidence, Tata Steel has been organising the Inter-



Village SHG Tejaswini competition since last two years.

The continuous efforts of Tata Steel have helped in progress of the SHGs functioning in Kalinga Nagar area. Sarjam Sakam SHG of Trijanga Rehabilitation Colony, involved in raising nurseries and providing micro-finance, was awarded by the Hon'ble Chief Minister of Odisha, Shri Naveen Patnaik as one of the five best SHGs in Danagadi block.

Further, as part of this Tejaswini programme, members of the women SHG are also being trained in Gandhi Labour Foundation in Puri on various socio-economic issues at regular intervals.

Tata Steel Sports Feeder Centre, Duburi

To provide fillip to the tribal sports aspirants of rural and tribal areas of Odisha, Tata Steel set up Tata Steel Sports Feeder Centre (SFC) at Sansailo on April 14, 2008 on Odia New Year day. It seeks to identify and train the rural sporting talents of the state in Football and Archery.

Carrying forward the mandate, SFC has successfully managed to train about 330 sports persons, many of whom have managed to shine at the national level. Till date, 12 batches have been imparted training successfully. They are provided free of cost training in football and archery by coaches of national and international repute at the SFC which is equipped with the required infrastructure.

The successful names include Sk. Salem Ahmed, Rajesh Ray, Chandan Thappa, Gitanjali Mohanta, Niranjana Sardar, Ranjan Karua, Manas Champia, Deepak Kumar, Mangal Singh Munda, Balabhadra Munda, Subham Tudu, Mohan Hembram, Jitendra Majhi and Sunil Kumar Tudu among others.



Pragati Inter Village Football League

In order to nurture the rural sports talents and to inculcate the sportsman spirit among them Tata Steel is organising Pragati Inter Village Football league since October 2009. More than 60 teams from the nearby villages take part in the competition.





Preserving Cultural Heritage

The culture and ethos are important for preservation of cultural heritage of the community. As measures in that direction, Tata Steel celebrates Odia New Year Day and Maha Bisuba Milan at Duburi in Jajpur district on 14th April every year. Thousands of villagers from the peripheral villages participate in this function.

Apart from tribal dance and music, events like debate, essay writing, drawing and Rangoli competitions are organised three days prior to the main function. Further, to sustain tribal culture, the Company facilitates celebration of festivals like Maghe, Baha and Jomnama.



Dignitaries Interacting with Communities in Kalinga Nagar ...



Hon'ble Chief Minister Shri Naveen Patnaik
visiting Danagadi rehabilitation facilities



Mr Soumya Ranjan Patnaik, Editor, Sambad,
interacting with members of Tata Steel Parivar in Kalinga Nagar



Mr Tathagata Satpathy, MP and Editor, Dharitri,
visiting Tata Steel rehab. colony in Kalinga Nagar



Mr P K Mohapatra, I.A.S, RDC
visiting the Hospital at Gobarghati rehab. colony



Mr Jagadananda, State Information Commissioner
visiting Tata Steel rehab. colony in Kalinga Nagar



Padmashree Tulsi Munda, Mr. A. V. Swamy and other GRG
members visiting Tata Steel rehab. colony in Kalinga Nagar



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