TATA CHEMICALS LIMITED

TATA

Corporate Sustainability
Tata International Social Entrepreneurship Scheme

Alka Talwar Nov 09

Background

"*The Tata philosophy of management has always been and is today more than ever, that corporate enterprises must be managed not merely in the interests of their owners, but equally in those of their employees, of the consumers of their products, of the local community and finally of the country as a whole*"

J R D Tata

"*Central to the value system we adhere to in the Tata Group is our commitment to community development. This commitment is grounded in the belief that what we do must benefit the community and the nation.*"

- Ratan Tata, Group Chairman

Together we evolved…!

The purpose of Corporate Sustainability is to create 'collective value' for enhancing Human, Natural, Social, & Financial capital.

CS seeks demonstration of accountability to all Stakeholders;

and supports a Systems orientation to achieve Sustainability.

And so, CS Leadership is about role models who lead by example, and develop motivational means to inspire employees and other stakeholders……

……in order to give business a lasting and competitive edge.

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Corporate Sustainability

is about

Value creation that -

a. provides _lasting & enduring benefits_

b. serves a _larger_ purpose – local, national & global

c. all stakeholders find such engagement _meaningful_ and _worthwhile_

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"…….agendas for board meetings have data on sales, costs, profits, dividends, share value, customer relations, market share, et al, but seldom does one find data on what the enterprise is doing for its employees, for the community, for the environment. Where I do see such data, it is generally a paragraph or two mentioned in passing, unless it is a publicity document. If these three issues are of importance, I believe they must find a place in the weekly, monthly, quarterly or six-monthly statements of every enterprise"
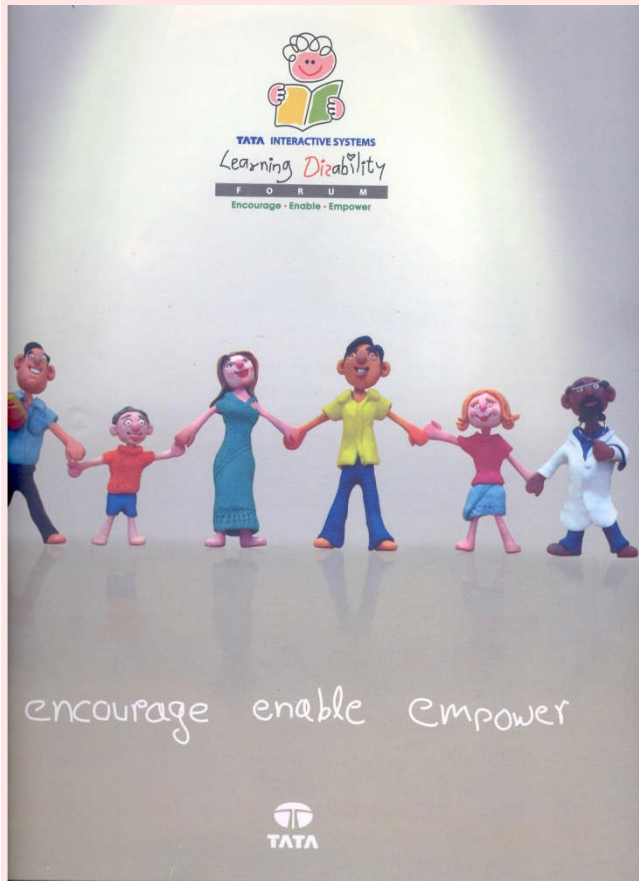
K. A. Chaukar, Chairman – TCCI,
addressing Calcutta Management Association

Core Business Strategy to meet needs of the 'poor'

Innovations to Serve – e-learning capability to serve Children with Disability!

• Tata Interactive develops a unique teaching process for children with Learning Difficulty / Disability (LD) using e-learning technology.

• A team of executives volunteer to develop this process and generate a business alternative. The Company has created the Learning Disability Forum to take this forward through stakeholder consensus.

The deeper issues are:

How can organizations deploy capabilities for serving a 'cause', create enabling conditions for Innovations to serve?

Innovations to Serve – In 40 hours illiterate reads Newspaper !

- Tata Consultancy Services develops a Computer Based program for the Andhra Pradesh and helps 20,000 persons

- This spreads to Tamil Nadu, Madhya Pradesh, Maharashtra, Uttar Pradesh and West Bengal

The deeper issues are:

How can Organizations be encouraged to 'study' really big problems?

How can Organizations build the 'capacity' like any other one?

Innovations to Serve – Safe Drinking Water for All !

- Tata Projects develops a sea water desalination & water related treatment plants.

- This spreads to Andhra Pradesh, Punjab, Rajasthan, Karnataka, Tamilnadu & Maharastra. 173 units have been supplied with 5 lacs beneficiaries.

- The Company has a co-operation agreement with Naandi Foundation to take this forward through its "Community Safe Drinking Water" programme.

The deeper issues are:

What processes do organizations have to encourage "social innovations"?

How do you identify and support employees who have passion for such breakthroughs?

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Innovations to Serve – Uday!

- Tata Chemicals along with TBSS helps the rural youth by establishing BPO units in the rural areas through helping them find employment and become contributors to the household income.

- Tata Chemicals establishes the Uday foundation to facilitate this and provide continuous training for new generation skills.
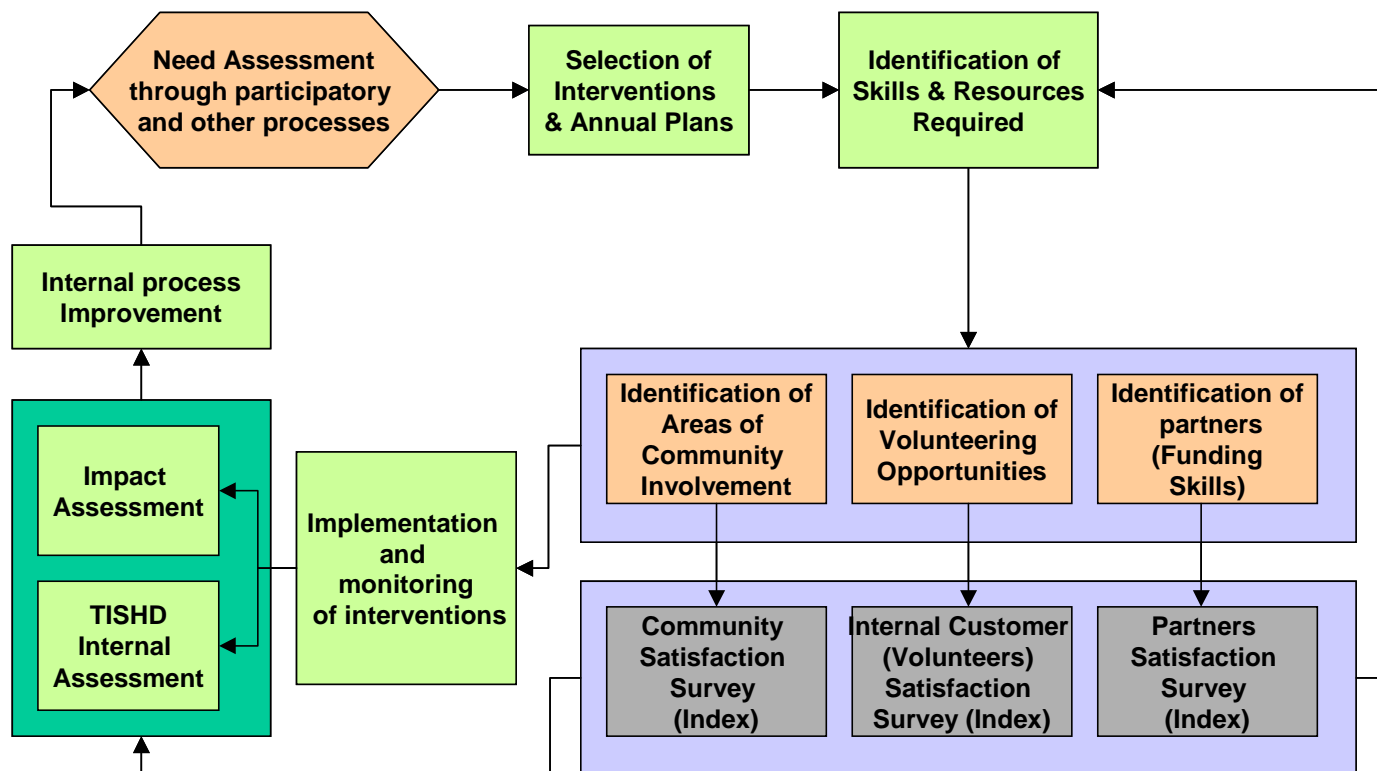
What are the process that lead to continuous engagement and delivery of innovative methods/ programs for overall sustainability

How do we create a pipeline of sensitized employee and future leaders in the organization

Corporate Sustainability

Tata Chemicals' – CSR Commitment

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Practice flow chart

- **Understanding their needs**
- **Prioritization of programs**
- **Networking and partnering**
- **Community development programs**
- **Sensitization and involvement of employees**
- **Listening and learning**

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Community Development Policy

Six Guiding Principles:

- Sustainable Programmes

- Participatory Development

- Transparency

- Partnering / Networking

- Knowledge Sharing

- Volunteering / Sensitization to community concerns

Community Initiatives: (Programmes)

Natural Resource Management
- Watershed Development
- Agriculture development
- Land reclamation
- Animal Husbandry Development

Income Generation
- Okhai –Handicrafts Development Program
- Self-help Groups
- Rural Enterprise Development Program

- **Services : Health Education & Infrastructure**
- Reproductive Health & Family Welfare
- Adult Education
- Medical Camps
- Infrastructure Development

The TISES Program

Aim:

To Provide opportunity for experiential learning to students from international universities thru' the unique corporate sustainability (CS) and social entrepreneurship projects of the Tata Group

- Promote an international understanding of India

- Bring international perspectives to Tata CS programs

Initiated with Students from

- **University of California, Berkeley**

- **University of Cambridge**

Tata Chemicals' TISES Projects - Berkeley

Mithapur : Project 1:

The area is extremely drought prone, where average annual rainfall is about 10 inch.

Water harvesting and watershed/ water management are some key intervention

More than 100 small and medium dams/ ponds, 1200 smaller structures

To establish a "Water Code" along with the community for Sustainable management of their water resource

- To create criteria for prioritization for use of water
- To create an understanding in the rural areas on total water available.
- To create a model for estimating total water available.
- To create an understanding on total water usage for irrigation and area under irrigation

Tata Chemicals' TISES Projects - Berkeley

Babrala : Project Title:

Agriculture is the main occupation 90% Households

Returns from agriculture is poor and interventions to improve returns would directly enhance household incomes

To integrate interventions that are Agri based for Sustainable Livelihoods

- To identify the various Farm & Non Farm practices & its inter-linkages in the village economy followed in the area
- To identify the involvement of the groups/ self-help groups for sustainable livelihood generation.
- The Make a suitable action plan for sustainable livelihood options based on on-farm activities.

Projects Cambridge

Project Title :

Financial Linkage and Monitoring System for Rural Entrepreneurship Development Programme (REDP)

Project Objective :

To identify a way that REDP graduates can receive funding for starting or upgrading businesses more rapidly and easily than they do today.

Relevance to our overall strategy : Livelihood focus, Improving the Project impact.

Project Title :

Business proposal for Leather/Rexene bag project and SHG Federation.

Project Objective :

To make a business/project proposal addressing long-term vision and goal for Rexene and leather bag unit.

Long-term plan for SHG federation

Relevance to our overall strategy : Livelihood focus, Women's empowerment

Projects Cambridge

Project Title :

Women's Economic Empowerment and Gender as a Community Concern

Project Objective :

•Conceptualize Women's Empowerment, taking account of the multi-dimensional aspects in the social, economic, political, legal and cultural spheres to com up with an accepted definition that can be measured and tracked

•Identify the pathways to achieving economic empowerment, the barriers faced, and the actors involved, at the individual, family, organizational and societal levels

•Determine the indicators and mechanisms for monitoring progress and impact of economic empowerment at the grassroots, organizational and policy/macro levels

Relevance to our overall strategy : Livelihood focus, Women's empowerment.

Projects Cambridge

Project Title :

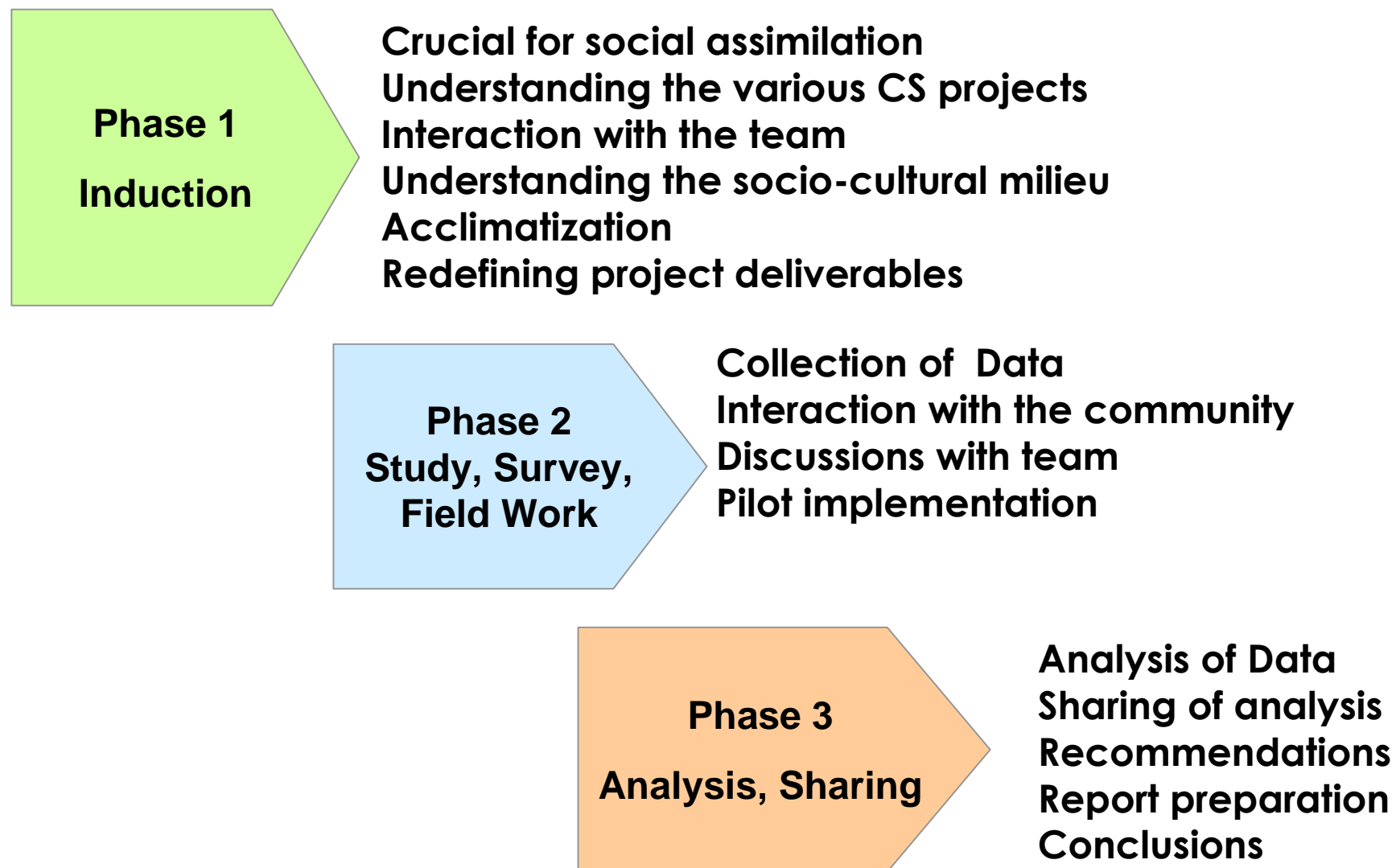**Income Enhancement through Animal Husbandry**

Project Objective :

• Collect base line data on the local livestock population.

• Discover why the UP region has not exploited the Amul model of co-operative dairy to the same extent as the Gujarat region.

• Explore opportunities for milk marketing through existing dairies.

• Identify the scope and feasibility for setting up a dairy unit in the area.

• Design a model of implementation that would be sustainable and profitable for the rural milk producers.

Relevance to our overall strategy : Livelihood focus, Doubling income project

Project Design

Phase 1

Induction

Crucial for social assimilation
Understanding the various CS projects
Interaction with the team
Understanding the socio-cultural milieu
Acclimatization
Redefining project deliverables

Phase 2
Study, Survey,
Field Work

Collection of Data
Interaction with the community
Discussions with team
Pilot implementation

Phase 3

Analysis, Sharing

Analysis of Data
Sharing of analysis
Recommendations
Report preparation
Conclusions

Opportunities to participate in other activities

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