

Interview with Mr Anil Sardana

Managing Director, Tata Power speaks about the company's Akshay Urja Deep project and other CSR initiatives...

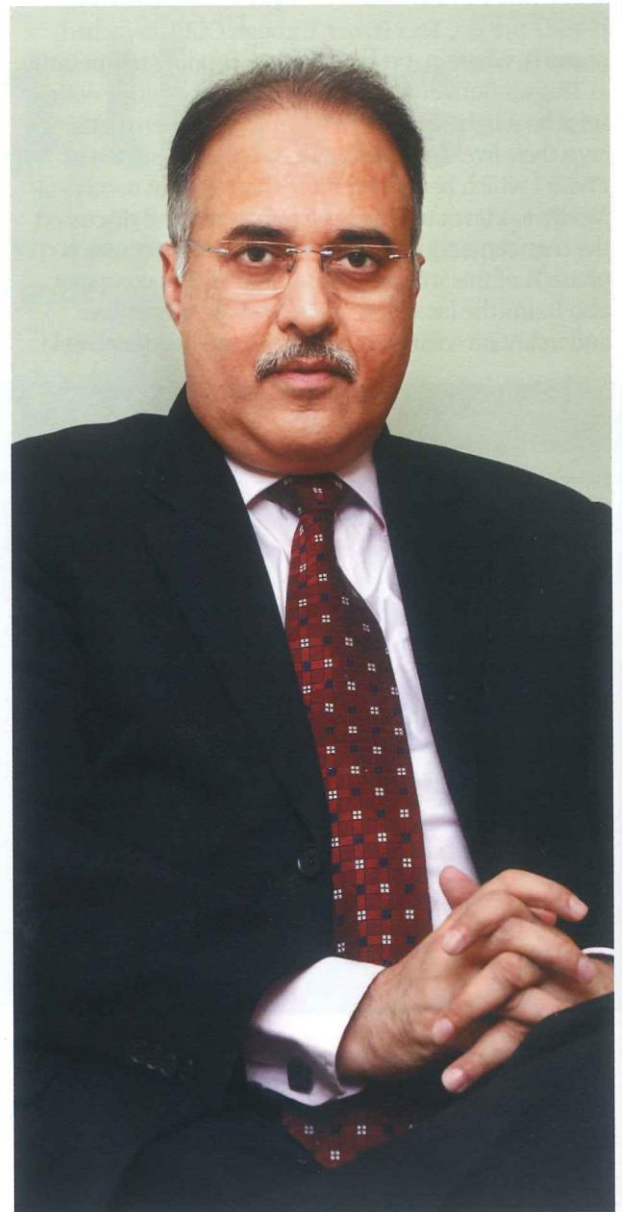
Elaborate on the Akshay Urja Deep project being carried out by the company and what initiatives are undertaken under this project?

Tata Power's project, Akshay Urja Deep is one of a kind initiative in Gujarat and is a need based devised by the company as per the needs expressed by the end-user of Tata Power's services. It is aimed to improve the quality of life amongst the fishing community and the programme has been appreciated and endorsed by the state government and Commissioner of Fisheries of Gujarat. Basically, Akshay Urja Deep project is a green solution of lighting fishing boats using solar energy, improving livelihood profitability and hence working towards an ecological future for the fishermen in the Mundra region of Kutch.

After successful completion of phase I which benefitted more than 65 boat owners at Modhva, Tata Power analyzed and discussed the requirements of the local fishermen, post which, phase II of this initiative was initiated. The company also trains the local fishermen to efficiently utilize and maintain solar boat lights. Till date, 131 boat owners residing temporarily at Tragadi Bunder have been identified and provided with solar boat light systems in order to help them better earn their livelihood. This system has benefitted local boat owners in Bhadreshwar, Tuna, Vandi, Luni, Sanghar and Tragadi. With the help of this project, the total hours of productivity of the fishermen has increased by 100 per cent. Moreover, environmental benefits due to the replacement of kerosene from the lamps and electricity generation without pollution have also been witnessed.

How has the community living around the company's Mundra UMPP project in Gujarat benefitted through Tata Power's community development programmes?

Tata Power has always strived towards sustainable development of the community in and around the projects and has executed a systematic strategy that has benefitted the villagers from Tunda, Vandh,



Modhva, Tragadi Bunder, Mota Kandagra, Nana Bhadiya, Nani Khakhar and Moti Khakhar villages in Mundra and Mandvi taluka. The company has implemented a multi-dimensional community development programme which focuses on health, education, income generation and livelihood restoration, infrastructure development, energy conservation and natural resource management.

The following activities have been undertaken by Tata Power for the community living around Mundra UMPP project in Gujarat:

Project Sujaan: The project is aimed towards reinforcing the education system to 27 schools of Mandvi block of Kutch district in an endeavour to empower the future generation through value added computer aided literacy. Project Sujaan was initiated by CGPL through an agreement with Hole-in-the-

Wall Education Ltd. (Hiwell), a joint venture of NIIT Ltd. and the International Finance Corporation (Part of the World Bank Group) in 2011. Tata Power has also partnered with the government under the Kanya Kelvani program to create awareness amongst the community members and encourage parents to admit their children to school. The project has been successful in educating more than 3000 students across 27 schools.

Project Shiksha Sarathi: The company focuses on educational excellence for children in its communities by arranging varied programmes for school children and enhancing their educational experiences. The programme covers schools of Mundra and Mandvi block, where learning camps and community libraries have been set up. The company reaches out to children to improve their attendance and learning levels under the Block Excellence program. The project is operational in 84 schools across 50 villages and has benefited more than 8000 students.

Project Utkarsh: It is a holistic community development programme catering to the needs of the community through their active participation. The company has developed safe drinking water facilities by installing RO plants, aided the saving of rural energy and water management by construction of check dams, creation of Adarsh Anganwadis, establishment of milk collection centres, as well as farming and drip irrigation activities.

Project KALP (Gaushala), (cattle rearing): The company has provided an innovative and replicable model by building gaushalas (animal shelters) and establishing fodder supply centers in two panchayats of Mundra, Gujarat. These Gaushalas are built on 14 acres of land where daily supply of fodder is provided. The villagers have benefitted as livestock numbers have risen and income of villagers has increased by 19-24 per cent.

Project Swachh Jal, Jalamani and Arogya: The company aims to provide safe drinking water for all and has implemented the following:

- **Project Jalamani-** It evolved through a partnership with Water and Sanitation Management Organisation for the provision of safe drinking water in schools across 6 villages through installation of RO plants.
- **Project Swachh Jal-** 11 community RO plants have been installed in villages in order to improve the life of communities living in surrounding villages.
- **Project Arogya-** It provides health services to the deprived at their doorstep through sanitation and health camps, medical advice and treatment in 11 villages.
- **Self Help Groups (SHG):** Since 2008, CGPL has been engaged in forming women SHGs in the

surrounding communities of their operations. The first SHG was formed in Tunda Vandh village and the number of SHGs has now reached 45 groups across seven villages of Mundra and Mandvi taluka in Kutch. This initiative provides support to 445 women of the villages by initiating micro finance and capacity-building activity. CGPL formed bank linkages, offered credit support and provided training and capacity-building workshops along with handholding support to these women to start their own ventures.

What is the significance of corporate social responsibility (CSR) at Tata Power?

The philosophy of corporate social responsibility (CSR) as practiced by Tata Group is a legacy of its founders. The multitude of community initiatives the group has sowed and fostered from its earliest days flows from this wellspring of voluntary, as opposed to obligatory commitment. Tata Power, following these thoughts has taken up various community initiatives and has set up a dedicated community relations (CR) department that is guided by its senior leadership and Sustainability Advisory Council. Pursuing an inclusive approach, Tata Power invests for community development and devotes skill and time of employees under its Employee Volunteer Program.

Tata Power believes in integrating its business values into operations to meet the expectations of its stakeholders. Communities, ranging from those villages around its plants to those employed by its contractors and suppliers, constitute important stakeholders. Tata Power aims to continue to serve its communities by:

- Ensuring they benefit from the company's presence by proactively responding to their needs.
- Providing assistance during time of disasters.
- Building and strengthening community institutions including Gram Panchayat, which will enable them to realize their rights and entitlements.
- Working in partnership with NGOs, State and Central bodies to widen the reach and leverage each partner's individual experience and expertise.
- Encouraging its employees to volunteer their time for society.

Besides education, environment and health, which are the areas that Tata Power focuses on or is targeting to focus on in the near future?

Tata Power has identified the five thrust areas that helps it streamline its community relations efforts, share learning across the multiple locations that it operates in and enable initiatives to make a

difference at a regional/state or national scale. The following five thrust areas have also been aligned to the national and global framework on community development. The thrust areas include:

- Augmenting rural primary education system
- Building and strengthening healthcare facilities
- Enhancing programs on livelihood and employability
- Building social capital and infrastructure
- Nurturing sustainability for inclusive growth

Tata Power is pursuing initiatives across all the identified thrust areas. Presently, Community Relations initiatives are positively impacting lives through formation of Village Development Advisory Council (VDAC), installation of roof rain water harvesting systems, value chain analysis, establishing revolving funds at the start of the farming season, exposure visits, regular meetings, SHG formation, drinking water and sanitation facilities, school-level interventions, and distribution of boat lights, fishing nets and marketing equipment.

Tata Power aims to ensure a sustainable future for women by providing livelihood options and employability by adopting a multi-faceted community development programme to encourage the formation of self-help groups (SHG). The main objective of such SHGs is to implement various income generation and skill upgradation trainings to help the women of the village to lead a better quality life. The company has undertaken the following activities for the betterment of the community:

Information sessions and a 'sakhi mandal' scheme was introduced which helped in sensitizing the community about the importance for SHG's. A programme was carried out to offer credit support through bank tie-ups to encourage women to initiate their own ventures. The company introduced micro finance programmes for the alleviation of poverty and at the same time empower women, and have benefitted nearly 90 women so far. Involved more than 40 women in an exposure familiarization visit to Tata Chemical's Mithapur plant and provided them a first-hand insight into the workings of SHGs in that area. Tata Power announced a special programme, 'Vartika' which promoted value-added traditional embroidery crafts and also developed market linkage for women to increase their earnings and livelihood profitability. Awareness programmes on several prevalent social issues such as domestic violence, group strength, etc. are organized for the SHG's

Tata Power also provides support to 467 fishermen of Modhva by providing better fishing nets, uninterrupted drinking water to the communities, better access to sanitation and maintaining the health and hygiene of the fishing community. The company has formed a partnership with

Aga Khan Rural Support Program India and Fisheries Management Resource Centre to protect and enhance the livelihoods of the traditional marine fishing communities of Kutch through strengthening and scaling up the cooperative institution of fish workers.

Kindly share with us the company's outlook for 2014?

At Tata Power, CSR is an integral part of business vision and has a century old sustained legacy of contributing to the social wellbeing of the key communities and nation building. Under Tata Power Sustainability Model, care for community is one the key aspect derived from company's values-care. The initiatives for community development is well aligned to the community need and well defined as per company community relations as part of business presence for CSR. Also, Tata Power employees are the key brand ambassadors in sustaining community developing initiatives by volunteering as a part of nation building. Tata Power Community Development Trust is the development arm of Tata Power, which also executes the development plan and activities as per CSR strategy. The community development initiatives are undertaken in 5 thrust areas impacting half million lives positively in seven states of India. These are:

- Augmenting rural primary education system (Vidya)
- Building and strengthening health care facilities (Arogya)
- Enhancing programs on livelihood (Samridhhi) and employability (Daksh)
- Building social capital and infrastructure (Sanrachna)
- Nurturing sustainability for inclusive growth (Akshay)

Tata Power will continue to work for the betterment and upliftment of the community in and around its operations and project areas.

What percentage of the company's profits/ net sales are dedicated for CSR activities?

Tata Power CSR initiatives are a part of Tata Group Social Philosophy. Presently, it is reaching out to half million lives in the vicinity of its business presence across. It envisages enhancing its outreach to one million lives by fostering linkages with partners for convergence of competencies and resources and demonstrating a multiplier effect on positive impact on community - the neighbour of choice. More platforms for engagement will be rolled out for Tata Power employees to engage on a sustainable manner and continue to nourish and handover the legacy generations after generations.