TATA POWER

CORPORATE SOCIAL RESPONSIBILITY
& REHABILITATION AND RESETTLEMENT

Annual Report 2008-09

Lighting up Lives!
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Managing Director's Message

Tata Power believes in establishing a long-term sustainable relationship with the communities it interacts with. With a presence of over a century in the energy sector, Tata Power has undertaken numerous initiatives to ensure holistic development of communities in its areas of operation.

Recently, setting up of the Tata Power Community Development Trust has been a major step in the direction of institutionalizing our CSR efforts and ensuring a focused approach to meet the developmental needs of the community.

Our efforts for community upliftment in the hydros area of Maval and Mulshi has led to the setting up of the Computer Training & Learning Centre as well as conducting a large number of Healthcare activities. In our upcoming UMPP project at Mundra, special care is being taken to meet the requirements of the neighbouring villages through establishment of Gashalas, Vocational Training Centres, Animal Vaccination Camps and many other initiatives. We have also undertaken a Green Belt Initiative for enrichment of the soil and improvement of crop yields in the Mundra region.

Many activities and awareness programmes for HIV/AIDS, Energy Management and Environment Conservation are regularly conducted in the Mumbai License Area, where a large number of employees across all centres, volunteer to be a part of the CSR movement.

Going ahead, we look forward to many more such activities. Our activities have been carried out with a lot of zeal and enthusiasm, and we are sure that Tata Power shall continue this endeavour of “Lighting up many more lives” in the days to come.

Prasad Menon
Managing Director
Over the past 100 years, Tata Power has come a long way in meeting its commitment of becoming one of the most admired Power & Energy Companies in the country. In the course of treading this path, Tata Power’s presence has impacted the lives of numerous communities around its areas of operation.

In its endeavour of caring for the safety, environment and well-being of customers, employees and communities, Tata Power has established the ‘TATA Power Community Development Trust’ with a view to create an environment that ensures Sustainable Community Development.

Tata Power’s support for initiatives in the field of Self Help Groups, building of community infrastructure, environmental awareness, energy clubs and vocational training are just a few to name in the persistent pursuit for sustainable human development, which is of quintessential importance to rural communities.

Tata Power emphasizes a lot on employee involvement in the form of volunteering. This movement is gaining momentum over a period of time with a large number of Tata Power employees strengthening the CSR activities across the country. In the coming years, Tata Power looks forward to conducting more activities which can involve and benefit from the synergies of communities, Government, volunteers and CSR movements.
The CSR Department at Tata Power strives to align its activities and programmes with the Company’s overarching Vision, Mission and Value Statements. The Department has highlighted the key aspects of the Vision, Mission and Value Statements, which are in direct compliance with the activities:

**Vision:**
To be the most admired Integrated Power and Energy Company delivering sustainable value to all stakeholders

**Mission:**
We will become the most admired Company delivering sustainable value by:
- Providing world class power and energy solutions that exceed customer expectations.
- Innovating and deploying cutting edge, eco-friendly technologies.
- Capitalizing on global opportunities and exploring synergy in the entire value chain.
- Empowering our employees and creating an environment for them, to perform at their highest potential.
- Caring for the safety, environment and well-being of employees and communities.
- Ensuring profitable growth and enhancing value to stakeholders.

**Values:**
Integrity, Agility, Respect for People, Collaboration, Empowerment, Trust

**CORPORATE SUSTAINABILITY POLICY**

At Tata Power, our Sustainability Policy integrates economic progress, social responsibility and environmental concerns, with the objective of improving the quality of life. We believe in integrating our business values and operations to meet the expectations of our customers, employees, partners, investors, communities and public at large.
- We will uphold the values of honesty, partnership and fairness in our relationship with stakeholders.
- We shall provide and maintain a clean, healthy and safe working environment for employees, customers and the community.
- We will strive to consistently enhance our value proposition to the customers and adhere to our promised standards of service delivery.
- We will respect the universal declaration of human rights, International Labour Organization’s fundamental conventions on core labour standards and operate as an equal opportunities employer.
- We shall encourage and support our partners to adopt responsible business policies, business ethics and our code of conduct standards.
- We will continue to serve our communities:
  - By implementing sustainable Community Development Programmes through public/private partnership in and around its areas of operation.
  - By constantly protecting ecology, maintaining and renewing bio-diversity and wherever necessary for conserving and protecting wild life, particularly endangered species.
  - By encouraging our employees to serve communities by volunteering and sharing their skills and expertise.
  - By striving to deploy sustainable technologies and processes in all our operations and use natural resources efficiently in our facilities.
- We will also help communities that are affected by natural calamities or untoward incidence, or that are physically challenged in line with the Tata Group’s efforts.

The Management will commit all the necessary resources required to meet the goals of Corporate Sustainability.

**CSR: THE TRIPLE BOTTOM-LINE APPROACH FOR SUSTAINABLE DEVELOPMENT**

Tata Power CSR follows the Triple Bottom-Line Approach in order to ensure that the activities carried out in the community are sustainable in nature. Hence, the three pillars it rests on are as follows:
- Adding Economic Value: Activities that lead to generation of income and restoration of livelihood of the community members.
- Harmonizing Environmental Factors: Activities that nurture the spirit of energy management and environment conservation.
- Building Social Capital in the Community: Community development through improvement in Rural & Urban Infrastructure, Health Check-ups and imparting education to community members.

Activities under each pillar are conducted by formation of teams of dedicated CSR members as well as volunteers from Tata Power and the community.
Tata Power aims at sustainable community development in all areas which are impacted by the operations of the Company. It works incessantly in its endeavour to add economic value, build social capital and harmonize the environmental factors in the communities, it interacts with.

The Areas of Operation of the Company are segregated as below:

- **License Area**
  - Hydros
  - Trombay
  - Transmission
  - Distribution

- **Maharashtra Projects**
  - Alibaug

- **Western Projects**
  - Coastal Gujarat Power Limited, Mundra

- **Eastern Projects**
  - Maithon
  - Jojobera
  - Haldia
  - Belgaum
  - Naraj Marthapur

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| THERMAL POWER | HYDRO POWER | WIND POWER | TRANSMISSION BUSINESS | SED | DISTRIBUTION BUSINESS |
### Focus on Thrust Areas and Activities

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Thrust Area</th>
<th>Activities</th>
</tr>
</thead>
</table>
| **Adding Economic Value** | Income Generation/ Livelihood Restoration | • Rural BPO  
• Employability Training/Resource  
• Self Help Groups | • Agriculture  
• Horticulture  
• Pisciculture  
• Animal Husbandry |
| | Healthcare | • Medical and Veterinary Camps  
• Reference for surgery | • Training paramedical persons |
| | Infrastructure | • Pick up sheds  
• Support to village governance  
• Road repairs and development  
• Sanitation facilities | • Building Educational Infrastructure  
• Building Health Infrastructure  
• Building Community Infrastructure  
• Drinking water schemes |
| | Education | • Assisting in Primary/Secondary Education  
• Language Training  
• Literacy/Adult Education | • Computer skills  
• Scholarship  
• Knowledge Centres |
| | Social Welfare | • Sports/Cultural/Fraternization  
• Emergency Relief | • Volunteering Activity (other than thrust areas) |
| **Harmonizing Environmental Factors** | Energy | • Rural Electrification  
• Biomass projects  
• Gobar Gas plants / repairs | • Smokeless Chulas  
• Energy Clubs  
• Energy Conservation  
• Electrical Safety Programmes |
| | Environment | • Afforestation  
• Watershed Development  
• Biodiversity conservation | • Environmental Awareness  
• Natural Resource management  
• Pollution Control Coordination |
With an aim to streamline all the CSR Activities of Tata Power as well as institutionalize its efforts; Tata Power has established the Tata Power Community Development Trust (TPCDT). Going ahead, the Company looks forward to channelising all its CSR-related activities through the Trust. This shall help Tata Power to serve the community in a more focused manner as well as collaborate with external organizations, to support the Community Development endeavours of Tata Power.

Key Objectives of TPCDT are:

- Advancement and propagation of education and learning in all its branches, especially research work in connection with medical and industrial problems for the establishment, maintenance and support of colleges, schools or other educational institutions, professorships, scholarships, prize and fellowships in any branch of science, arts or commerce, or in assisting students to study whether in India, or abroad, either by payment of lumpsum, payment of periodical sums and by loans free of interest or at nominal interest.
- Relief to the poor, including the establishment maintenance and support of institutions or funds for the relief, any form of poverty including relief of any distress caused by the elements of nature, such as famine, fire, flood, earthquake or any other calamity.
- Giving medical aid and relief, including the establishment, maintenance and support of hospitals, dispensaries, convalescent homes, rest-houses, recreation centres and institutions or funds for medical aid and relief or the promotion of health and hygiene.
- Giving aid to any charitable institution.
- Establishing, supporting, maintaining and granting aid to gauahalas and other institutions working for the protection and preservation of animals and birds.
- Advancement of any object of a general public utility viz energy conservation, environment and ecology, natural resource management, entrepreneurship, sports, development, general public causes etc not involving the carrying on of any activity of trade, commerce or business or any activity of rendering any service in relation to any trade, commerce or business for a cess or fee or any other consideration, irrespective of the nature of use or application or retention of the income from such activity.
CSR Activities in Mumbai License Area

HYDROS  ADDING ECONOMIC VALUE

TATA POWER - NASSCOM Knowledge Centre

The Knowledge Centre was set up by Tata Power in collaboration with Microsoft-NASSCOM. The centre was inaugurated on 14th November 2008 at Mulshi, with the motive of imparting computer training to the Rural Community. The learning centre has been named “Chala Shikuya” (Let’s Learn). The training programmes conducted in this centre include basic computer skills, adult literacy, mother and child care, healthcare and assistance in school curriculum.

The following programmes are conducted as a part of the Knowledge Centre training coverage:

i) MSUP Microsoft Unlimited Potential
   - Coverage includes training in MS Office and internet usage.

ii) Adult Literacy
   - “Praud Lesson” developed by TCS. With the help of this program an illiterate person, can start reading Marathi in 45 days.

iii) Healthcare
   - “Health Mela” is a flash based movie donated by NASSCOM and is targeted at imparting information regarding AIDS and HIV.

iv) Mother and Child Care
   - Shishu Samrakshak (SSK) is a movie that talks about mother and child healthcare, (from birth) to school going age.

The programmes are being promoted and run with the help of MITCON. There are five systems that have been instituted in the centre. The families in the 54 villages surrounding the Mulshi dam can enrol themselves at the Knowledge Centre by paying a minimal fees of Rs. 100 per family per annum. The admissions are open after every 3 months.

During the first phase of admissions, 42 families were enrolled for availing the facilities at the Knowledge Centre. A total of 60 members visited the Knowledge Centre for attending various programmes. Out of these 28 were male and 32 were female. Following table shows the participation from various age groups:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 - 10 years</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>11 - 16 years</td>
<td>24</td>
<td>14</td>
<td>38</td>
</tr>
<tr>
<td>17 - 45 years</td>
<td>3</td>
<td>15</td>
<td>18</td>
</tr>
</tbody>
</table>

The participation of the 60 students across different programmes is as detailed below:

<table>
<thead>
<tr>
<th>Programme/Lesson</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSUP</td>
<td>20</td>
<td>16</td>
<td>36</td>
</tr>
<tr>
<td>Computer Basics</td>
<td>7</td>
<td>11</td>
<td>18</td>
</tr>
<tr>
<td>Azim Premji course</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Praud - TCS</td>
<td>0</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>60</strong></td>
</tr>
</tbody>
</table>

SUCCESS STORY

The biggest success story for the KNOWLEDGE CENTRE is a 4.5 year old student. Her name is Rutuja Ramesh Pasalkar. She used to come to the centre with her elder sister and did not know anything about computers. At first, she was shown the “Meena’s program” to acclimatize her with the computer working and soon she showed a lot of interest. Her learning curve has been very steep. She started off with MS Paint and now is adept at handling it as a tool. There has been tremendous progress both in terms of her retention capacity and the application of new tools that are taught to her. She has learnt how to operate Notepad and WordPad and demands the teachers to teach her MS Word with symbols. Her progress is a great achievement for the centre.
Aakash Pravin Thakor, IXth standard student at Senapati Bapat School, Mulshi says -

“When I first came to Mulshi, I was very bored. At that time I asked my father to buy me a new computer or else allow me to join some class in either Pirangut or Paud. The fees for those classes were Rs. 2000/- to Rs. 3000/- and it was not affordable for everyone. Within a month, Tata Power inaugurated the Computer Learning Centre at Mulshi. The fees they charge is very less and can be easily afforded by even the poor people.

In the classes that I joined at Pirangut, I didn’t understand many of the things that were taught. But since the time I joined the “MSUP” classes at Knowledge Centre, I am learning a lot of new things about the computer and other tools like MS Word and Powerpoint. The teachers in Knowledge Centre are very friendly and they teach us very well. They act like elder sisters to us and solve all our doubts without getting irritated. I am very happy to have come here and learn from the teachers.

I am very thankful to Tata Power for making such a wonderful learning opportunity available to all of us.”

Amruta Ramesh Pasalkar, VIIIth standard student at Senapati Bapat School, Mulshi says -

“In today’s era, computer has become a need and every higher job demands computer literacy. We students have realized that it is necessary to get trained in such courses. It is not only the young women but also the old people who are finding it useful. I am grateful to Tata Power for giving us this learning opportunity.

After attending the course at Knowledge Centre, my interest to seek computer education has increased. I would have rarely got a chance to know about Information Technology and work on computers. This sponsored education has helped me gain more clarity about IT and explore the other avenues.”

Computer Knowledge Centre at Mulshi: Literacy for villagers from 5 years to 45 years.
Training Programmes for Employment Generation
With a view to help village youth secure employment, need based training programmes were started in various disciplines like rural technician, welding, tailoring, computer literacy, horticulture, light motor vehicle (LMV), paper products etc.

NGO’s like Kherwadi, MITCON, ARCHELINFOBIZ, Horticulture Training Centre have partnered with us.

More than 400 students [Boys and girls] in various disciplines are trained every year. Over 50% trainees are able to secure jobs or become self employed.

Ms. Smita Dattatreya Kumbhar from Khopoli had undergone training in tailoring at Kherwadi Training Centre, Khopoli. After the successful completion of the course, she approached the bank to avail loan for purchasing sewing machine.

Smita now earns around Rs. 2500/- to Rs.3000/- per month

Distribution of Fruit Plants and Fingerlings

Distribution of Fruit Plants: Fruit grafts are distributed to the farmers, which are planted in their fields. Fruits are harvested and sold by the farmers.

Distribution of Fingerlings: Fingerlings bred at Walwan fish farm and Government hatcheries are released in village ponds for providing nutritive food to the villagers and also to generate additional income.

Success Stories - Tailoring
Tata Power imparts training to young boys and girls in various fields. One such training programme for the girls and women was the tailoring programme run by Tata Power, with the help of Kherwadi Social Welfare Association.

Students from Bhutan learning about Mahseer breeding.
**Impact of activity:** Tata Power distributed 4 tins of fish [4000 fingerlings] to a Self Help Group at Bhivyuri village. The fishes released were Rahu and Katla. The SHG was asked to take care of the pond. The cost incurred for release of fish was Rs. 2000/- The harvesting was done after 11 months. The fish harvested from the pond fetched Rs. 15,000/-.  

With this result, the villagers and other farmers have started requesting for fingerlings to be released in their village ponds. Every year, Tata Power releases over 1,00,000 fingerlings in and around 17 villages in its catchment areas.  

**Distribution of Mango Grafts at Bhira:** On Saturday, 26th July 2008, a team of volunteers went to villages around Bhira Power House to distribute mango grafts to the villagers. The mango grafts were brought from Lonavala nursery. Announcement of this activity in the department, enthused a number of volunteers to come forward to participate.  

The team along with the Sarpanch of Patnus Grampanchayat went to Vitthalnagar, where the Sarpanch distributed the mango grafts to the villagers. The Manager of Bhira Power Station, encouraged the villagers to plant and save more number of trees.  

Saplings were also distributed in Adivasiwadi, Bahirichwadi, Phansidand, Golawadi and Mhasewadi in Bhira and Patnus totaling a distribution of 500 mango grafts amongst 215 villagers.

**Success Story:**  
Tata Power distributed paddy seeds of Hybrid variety (Karat - 5) each to nearby villages in this rainy season. After the harvest, the farmers were invited to share their experience.  

![Distribution of Mango grafts to the farmers for income generation.](image)

The farmers mentioned that they harvested 1.5 % more yield in rice production and better husk quality as compared to what they had harvested earlier with old farming techniques and poor seed quality. Expertise from Tata Power and Dr. Hardikar from Agriculture University helped them improve their production.
BUILDING SOCIAL CAPITAL IN THE COMMUNITY

Drinking Water Scheme for the benefit of the Community

Tata Power has been supporting drinking water schemes in remote villages of Hydro stations. This year 7 villages from Mulshi catchment with a population of over 5000 villagers will enjoy the benefit of clean drinking water. The Company has contributed Rs 10.48 lakhs towards this noble cause.

10% Contribution for drinking water scheme at Mulshi

At a function held at Mulshi on 14th November 2008, the cheques were distributed by Honourable MLA, Shri Sharad Dhamale and Tata Power officers in the presence of BDO, Panchayat Samiti Members, Sarpach and villagers.

Infrastructure Development for better accessibility and education

Infrastructure Development has been provided for better connectivity from remote villages to the nearest town. For employment, medical, educational and market needs, construction of roads was found to be necessary. Tata Power has till date asphalted and repaired over 150 km of roads in Hydro lake areas.

Construction of class rooms and teachers rooms in villages has helped the villages to provide proper education to the children. Over 50 class rooms and teachers rest rooms have been constructed so far.

Shelter for the villagers pickup shed at Mulshi

Where there is a will, there is a way. Asphalting of roads in the interiors

State Transport pick up sheds has provided shelter to the villagers during heavy monsoon and summer heat. More than 15 pickup sheds have been provided so far.

Healthcare Awareness Campaigns and Medical Camps

Villages based in the remote areas were lacking the basic medical aid. The medical camps in the area helped in providing basic medical needs, identifying patients with cataract & other related diseases and guiding them accordingly.

Weekly medical camps are planned for the benefit of the villagers. The medicine is distributed free of cost and the cataract patients are also operated free of cost.

“Phirta Davakhana” - Mobile Van for medical treatment

Medical camps are held by Company’s doctors and Cataract operations are carried out at MIMER hospital in Talegaon. Over 3000 cataract patients have been operated to date.

Other Activities

Smokeless Chulas: As part of the conservation of Natural Resource Programme, smokeless Chula designed by ARTI is installed in villages for better efficiency.

Flood relief: Aid in the form of medical care, shelter, food and transport is provided to the flood affected villagers

Training in making food products: Making food products with the available raw material in the villages and selling them in the market with the help of MITCON.
HARMONIZING ENVIRONMENTAL FACTORS

Afforestation

While providing high quality reliable power and service to its consumers, Tata Power is playing the role of a guardian, in enhancing and preserving the greenery in the catchment areas in and around 6 lakes in Maharashtra, covering 400 sq kms. These lakes contribute around 500 MW of power to Mumbai and adjacent areas. Indiscriminate deforestation and change in land use pattern could shorten the life span of these lakes, and hence protection of the natural environment is of utmost importance, in addition to being a national priority.

The catchment areas of Hydro lakes receive heavy rainfall spread over 3 to 4 months. Heavy rains erode the soil resulting in accumulation of silt in the lakes, thus decreasing its water holding capacity.

Large scale deforestation by the villagers to cater to their needs for fuel wood requirements has denuded the catchment area and has also made them barren. Deforestation has also resulted in decreasing the population of indigenous plants, affecting the flora and fauna.

With over Rs.25 lakhs as annual allocation for afforestation, the entire effort is to undertake plantation of indigenous species of flora. The efforts are also made to undertake plantation of fuel wood species especially on fringe areas of catchment. This is essential as large number of people reside on fringe areas of these catchment forests. The fuel wood plantation provides them with necessary wood thus reducing pressure on natural vegetation of the catchment. Afforestation is being undertaken since 1970. The land was barren when the Company started its operations. However, with systematic plantation efforts, the results are clearly visible for those who visit the site. The canopy of the forest is now over 10 metres. Afforestation has helped us in many ways. Firstly, it has increased the water retention capacity, thus rejuvenating numerous wells of 107 villages down stream of the catchment, benefitting about 20,000 people. Secondly, the fauna of the area has increased significantly. Thirdly, it has provided us with great ambience to undertake environmental education activities.

A target of planting 6 to 7 lakhs of saplings is set every year. Since 1979 to date, the Company has planted over 130 lakhs of saplings in its catchment area.

Participation of college students and villagers in the afforestation programmes

A large garden is developed at Walwan which is primarily used for environmental education activities. The Company allocates approximately Rs.50 lakhs each year towards the maintenance of the same. Besides environmental education, we also impart training on medicinal plants to the farmers of neighbouring villages. The training is primarily aimed at research and development and providing market linkages. This has helped farmers in the villages to undertake plantation of medicinal plants and providing agriculture. The garden is also a unique model for promotion of organic farming as no pesticides and fertilizers are used in the garden and the nursery. We have also started developing part of nursery for endangered flora including endangered medicinal plants.
Pisciculture
As part of eco-restoration and eco-development, Pisciculture was undertaken in 70’s for ecological improvement of the lakes, breeding, conserving and rehabilitating the endangered fish species, Mahseer and Indian Trout. The conservation of the endangered Mahseer by Tata Power at Lonavala includes 4 out of 6 valid species, of which one is the world famous Golden Mahseer from the Himalayan region. National recognition for its outstanding achievement in this field has come from various quarters and organizations in the country, making this one of the biggest conservation efforts known in India.
Tata Power commenced breeding Mahseer in 1970 and since then has done pioneering work in breeding and conserving 4 valid species of Mahseer. Tata Power has developed a simple Breeding and Hatchery Technology for production of fry and fingerlings on a large scale, and have till date produced over 10 million seeds of Mahseer and distributed them all over the country.

The details of our Fisheries programme are as follows:
- Artificial propagation of endangered Mahseer. Over 95.00 lakhs fry and fingerlings produced since 1970.
- In situ and ex situ conservation of the Mahseer species.
- Over 15.00 lakhs fry and fingerlings distributed to Government and angling agencies for conservation programme.
- Ecological improvement of lakes through fisheries. 3 species of Indian major carps and 3 species of Chinese carps were introduced in lakes.
- Breeding of Indian Trout Barilius bala for conservation.
- Rural development through Pisciculture (Income Generation).
- Training fishery scientists from India and abroad (over 600).

Biodiversity
The catchment area around the lakes is blessed with number of flora and fauna. Leopard, porcupine, mouse deer, pangolin, soft shell turtles, are common visitors of our site. A quick half day trip can yield a bird list of about 100 species, 16 species of butterflies and 22 species of reptiles. 55 species of plants have been identified within Walwan garden. The number is however grossly under estimated. Looking at the potential for diversity of the flora and fauna, the Company has undertaken efforts to document the biodiversity of the entire catchment.

Owls and Butterflies
The unit at Walwan also undertakes rescue and rehabilitation for young orphaned or injured wildlife. Several endangered species such as mouse deer, pangolin, sambar, snakes (cobra, Russel's viper, rat snake etc.), several soft shelled turtles, egrets and red spur fowl, have been rescued and rehabilitated so far.
One of the unique features of our site is an annual migration of Striped Tiger Butterfly. Over 50000 striped tiger butterflies congregate each year at one specific location, within our premises. This site has been marked for its long term monitoring and protection and is a unique phenomenon which occurs in very few places in the world. In India, this phenomenon has been recorded from Parambikulam Wildlife Sanctuary in Tamil Nadu, Aralam Wildlife Sanctuary and Kurinjikutti-Medanchal. The species found there were Common Crow and Blue Tiger Butterflies. Common Monarch migration is well documented in USA and Mexico where there are dedicated sanctuaries for them.
Two small water bodies are now developed for providing habitat for the migratory water birds. A small hide provides unique opportunity for bird lovers to see them without disturbing them. Large number of water birds visit these water bodies.
Book on “Birds of Lonavala and Khandala”

A book on ‘Birds of Lonavala and Khandala (including some butterflies, reptiles, amphibians and mammals)’ was launched on 29th September 2008 at Hotel Joss at the hands of Mr. J C Daniels - Honorary Secretary of the Bombay Natural History Society, in the presence of Mr. Prasad Menon - Managing Director, Tata Power and Dr. Anil Mahabal - Joint Secretary, Zoological Survey of India Pune. The launching was attended by important persons from the Tata Group, BNHS, and well known personalities from the field of Ornithology.

The book is a joint venture by Tata Power and Ela Foundation, Pune. It is authored by well known conservationists from diverse walks of life - Dr. Satish Pande, Vivek Vishwasrao, Niranjan Sant, Pramod Deshpande and is specially conceived in a format of pocket guide easy to carry in the field.

The book highlights 328 bird species 9 species of which are threatened birds, 11 species are endemic to the Western Ghats and 11 species which are endemic to India. The book also covers 25 species each of important butterflies, reptiles, amphibians and mammals. The book also identifies threats to fauna and recommends conservation measures.

Environment Education

Creating environment awareness amongst school children and school teachers has become very important. Around 3000 students and 200 school teachers visit the Walwan garden every year to learn about different types of medicinal plants, indoor and outdoor plants, gardening techniques etc. Experiments on medicinal plants are also carried out at Walwan garden, to help create awareness and help farmers cultivate the crop.

Phulora Workshop at Tata Power Environmental Centre, Lonavala

Phulora was a one day workshop organised by Tata Power on 15th May 2008, at Tata Power Environmental Centre, Lonavala, near Walwan Dam. The main objective of this workshop was to understand the progress of the students who were trained through Tata Power’s sponsored horticultural training programme.

In all, 55 students, consisting of beneficiaries of the horticultural training programme and their family members came for the workshop. They were from the areas of Khopoli, Maval, Mulshi and Bhiwandi.

Environment learning programme for the school children at Walwan Garden

Tree plantation programme

Phulora - Feed back and Interaction from the students

Mrs. Anita Jori explained how she benefited from HTC’s training and started implementing it in her own farm. Mr. Dattatraya Dashrath Khengle, a successful entrepreneur in polyhouse agriculture, shared his experience of his motivation in starting his own business. He described the procedures and the necessary requirements for starting up a business. He also shared the problems he faced in the process and the eventual success that he enjoys today. He urged the remaining students to start out on their own, given all the help and training from Tata Power and the bank.
IMPACT ASSESSMENT: MAVAL & MULSHI
The results for Maval are as follows:
*The details for calculation of CSI, awareness and sustainability index is on page no. 55

### SATISFACTION INDICES - CALCULATOR

<table>
<thead>
<tr>
<th>Break-up of Satisfaction &amp; Awareness of Villagers across Thrust Areas</th>
<th>Satisfaction Index</th>
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<tbody>
<tr>
<td>Infrastructure</td>
<td>79%</td>
</tr>
<tr>
<td>Income Generation</td>
<td>77%</td>
</tr>
<tr>
<td>Education</td>
<td>83%</td>
</tr>
<tr>
<td>Health Care</td>
<td>96%</td>
</tr>
<tr>
<td>Energy</td>
<td>98%</td>
</tr>
<tr>
<td>Environment</td>
<td>90%</td>
</tr>
<tr>
<td>6 THRUST AREAS</td>
<td>87%</td>
</tr>
<tr>
<td>Satisfaction Index On Addressing the Needs of the PAVs by Tata Power</td>
<td>99%</td>
</tr>
</tbody>
</table>

### AWARENESS INDICES - CALCULATOR

<table>
<thead>
<tr>
<th>Break-up of Satisfaction &amp; Awareness of Villagers across Thrust Areas</th>
<th>Awareness Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>100%</td>
</tr>
<tr>
<td>Income Generation</td>
<td>100%</td>
</tr>
<tr>
<td>Education</td>
<td>100%</td>
</tr>
<tr>
<td>Health Care</td>
<td>100%</td>
</tr>
<tr>
<td>Energy</td>
<td>100%</td>
</tr>
<tr>
<td>Environment</td>
<td>100%</td>
</tr>
<tr>
<td>6 THRUST AREAS</td>
<td>100%</td>
</tr>
</tbody>
</table>

### SUSTAINABILITY INDICES - CALCULATOR

<table>
<thead>
<tr>
<th>Break-up of Sustainability of CSR Activities across Thrust Areas</th>
<th>Sustainability Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>77%</td>
</tr>
<tr>
<td>Income Generation</td>
<td>79%</td>
</tr>
<tr>
<td>Education</td>
<td>81%</td>
</tr>
<tr>
<td>Health Care</td>
<td>88%</td>
</tr>
<tr>
<td>Energy</td>
<td>87%</td>
</tr>
<tr>
<td>Environment</td>
<td>20%</td>
</tr>
<tr>
<td>6 THRUST AREAS</td>
<td>76%</td>
</tr>
</tbody>
</table>
The results of Mulshi are as follows:

**SATISFACTION INDICES - CALCULATOR**

<table>
<thead>
<tr>
<th>Break-up of Satisfaction &amp; Awareness of Villagers across Thrust Areas</th>
<th>Satisfaction Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>75%</td>
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<tr>
<td>Income Generation</td>
<td>23%</td>
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<tr>
<td>Education</td>
<td>52%</td>
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<tr>
<td>Health Care</td>
<td>55%</td>
</tr>
<tr>
<td>Energy</td>
<td>60%</td>
</tr>
<tr>
<td>Environment</td>
<td>76%</td>
</tr>
<tr>
<td><strong>6 THRUST AREAS</strong></td>
<td><strong>57%</strong></td>
</tr>
<tr>
<td><strong>Satisfaction Index On Addressing the Needs of the PAVs by Tata Power</strong></td>
<td><strong>69%</strong></td>
</tr>
</tbody>
</table>

**AWARENESS INDICES - CALCULATOR**

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<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>86%</td>
</tr>
<tr>
<td>Income Generation</td>
<td>40%</td>
</tr>
<tr>
<td>Education</td>
<td>75%</td>
</tr>
<tr>
<td>Health Care</td>
<td>71%</td>
</tr>
<tr>
<td>Energy</td>
<td>84%</td>
</tr>
<tr>
<td>Environment</td>
<td>97%</td>
</tr>
<tr>
<td><strong>6 THRUST AREAS</strong></td>
<td><strong>76%</strong></td>
</tr>
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<tbody>
<tr>
<td>Infrastructure</td>
<td>95%</td>
</tr>
<tr>
<td>Income Generation</td>
<td>80%</td>
</tr>
<tr>
<td>Education</td>
<td>89%</td>
</tr>
<tr>
<td>Health Care</td>
<td>81%</td>
</tr>
<tr>
<td>Energy</td>
<td>83%</td>
</tr>
<tr>
<td>Environment</td>
<td>61%</td>
</tr>
<tr>
<td><strong>6 THRUST AREAS</strong></td>
<td><strong>82%</strong></td>
</tr>
</tbody>
</table>
TRANSMISSION & DISTRIBUTION

BUILDING SOCIAL CAPITAL IN THE COMMUNITY

Jan Jagruti Abhiyan
Transmission Division jointly with CSR Group successfully organized Jan Jagruti Abhiyan in Mumbai on 28th, 29th and 30th January, 2009 to educate school children, residing in the vicinity of high voltage Transmission Lines on the safety aspects to be followed, the Do's and Don'ts, thereby reducing the accidents and Transmission line tripping.

In addition, this year, Cable Operator’s Meet was organized at Dharavi on 27th January 2009.

Dr. R.Y. Bhangle conducting health check-up

their medical officers to assist our staff. These camps were possible due to the active involvement of Management, Union and all Volunteers.

School check-ups
Since children are the future of our country and their health is of primary importance, check-up of primary school children was undertaken at Netivali municipal school. A total of 110 students were the beneficiaries. Acute illnesses were given free treatment and advice was given regarding personal hygiene.

Parents were informed regarding Refractory errors and other ailments. Follow up was done with teachers to ensure that the advice was followed.

AIDS Awareness Programmes
Since AIDS is prevalent in the age group of 15-25 years, as part of National Campaign to spread awareness amongst target population, awareness programmes were organized for students of Model College and Manjunath College during AIDS week from 1st December to 7th December 2008. 150 students and 10 teachers attended this interactive session.

Informative handouts were distributed to the students.
Similar programme was organized for employees on World AIDS Day at Ambernath receiving station.

Public awareness campaign on electrical safety

A team of 25 Volunteers were involved in visiting 8 schools which covered 5100 students and in organizing Cable Operators meet which was attended by 17 Cable Operators from 7 Service Providers.

Health Camps
As a part of CSR, 7 Health Camps were organized at Pisavli, Chetana, Govind wadi, Sagarli, Kamba and Varap for the benefit of communities, surrounding our Transmission camp at Kalyan and Ambernath.

A total of 1300 patients were given free medicines and advice. These camps were organized in association with K.D.M.C and Panchayat Samiti, who provided services of
**TROMBAY**

**ADDING ECONOMIC VALUE**

**Mahila Utkarsh Yojana**

With a view to generate employment for women at Trombay, Mahila Utkarsh Yojana has been set up at Gavanpada. There are many training courses provided at the training centres, namely Mehendi, Tailoring, Fabric Painting etc.

Small workshops are also conducted such as Value Education, Woolen Rangolis and Awareness of Domestic Violence and Rights of Women have also been conducted. A lecture on Attitudinal Changes towards Girls Employment and its Importance was organized and was well received by the community.

The Beauty Courses have helped in employment of women in the Gavanpada area. The average class size of these courses is 20-25 women and 6 courses have been organized this year.

**Trawlers for Fishermen at Trombay**

Tata Power, Trombay has given two Trawlers to the fishermen in Mahul area (Mahul Matsya Vyawasaya Vividh Karyakari Sahakari Sewa Sanstha Limited) on 15th November 2008 vide the Memorandum of Agreement signed between Tata Power and the Mahul fishermen. As per the Memorandum, the Company has agreed to give them five trawlers. Each trawler costs approx. Rs. 35.00 lakhs.

The primary reason for providing the fishermen with trawlers was to ensure sustainability of their livelihood as the trawlers help the fishermen to reach out to high seas. This has helped them in getting a better yield, which has enhanced their monthly earning potential.
IMPACT ASSESSMENT: TROMBAY
The results of Trombay are as follows:

**SATISFACTION INDICES - CALCULATOR**

Break-up of Satisfaction & Awareness of Villagers across Thrust Areas | Satisfaction Index
--- | ---
Income Generation | 92%
Energy | 100%
Health Care | 88%
3 THRUST AREAS | 93%

**AWARENESS INDICES - CALCULATOR**

Break-up of Satisfaction & Awareness of Villagers across Thrust Areas | Awareness Index
--- | ---
Income Generation | 100%
Energy | 100%
Health Care | 95%
3 THRUST AREAS | 98%

**SUSTAINABILITY INDICES - CALCULATOR**

Break-up of Sustainability of CSR Activities across Thrust Areas | Sustainability Index
--- | ---
Income Generation | 89%
Energy | 100%
Health Care | 100%
3 THRUST AREAS | 93%
Building Social Capital in the Community

Computer Education Classes
Zila Parishad schools at Dherand Thermal Power Project, Alibaug (DTPP) site were visited and problems of the children were discussed, with the view to plan CSR initiatives in the near future. Pratham NGO has been engaged for running basic computer education for school children. They have trained village girls and around 200 children have benefited so far from Dherand Shahpur village.

Sports:

Kabaddi Tournament was organized to encourage the youth and establish a rapport

At the end of the year, as a result of Tata Power's continuous interaction with the villagers, a healthy relationship has been created with the Land Owners and the Company has attained the set target of collecting 526 Coal Based Power Plant acceptances - Consent Letter which is a fruitful achievement of DTPP. Going ahead, landowners are looking forward for a positive impact on their community due to the entry of Tata Power.
MUNTRA

Coastal Gujarat Power Limited (CGPL) CSR activities started along with the construction activities at site for the project. In the initial stage, exercise for building of relationship with the communities were carried out by way of frequent meetings with the villagers, sarpanch and senior villagers. During this period the Company’s ideology, its commitment towards the society and TATA working culture were introduced to them.

During this process, major requirements of the community were identified with their help. Based on this data, activities were defined and planned. The area identified for carrying out these activities were restricted to 4 villages viz. Tunda, Vandh, Mota Kandagara and Nana Bhadiya.

ADDING ECONOMIC VALUE

Building of Gaushalas

Tunda and Vandh villages are the main project affected areas, as majority of the land allotted to the Company came from these 2 villages. The land consisted of Government waste land, private farming land and grazing land for the cattle. The villagers' main concern was allotment of grazing land to the project. Majority of the people staying in these villages are engaged in occupation of animal husbandry and agriculture. As such, their main requirement was a permanent arrangement for the cattle of their villages.

Considering their requirement, the Company decided to start fodder distribution to the animals of both these villages. This activity was started from 2nd May 2008, in presence of villagers and Company representatives. The total number of cattle which are being provided fodder is 851.

To carry out this activity in a more systematic way, it was decided to form a Trust consisting of villagers and Company representatives. It has been planned to construct a Gaushala on 13 acres of land, provided by the Company. This will have the facility of a covered shed, warehouse to store the fodder, water trough, office etc.

Due to this activity, about 330 families of village Tunda and Vandh have been benefited. The milk production of their cattle has also increased as better quality of fodder is being provided regularly to the animals.

The Gaushala project at village Tunda and Vandh has to date procured 1003.530 m/t of dry fodder. It was decided to provide green fodder 4 times in a week. Accordingly, green fodder procured to date is 81,350 mts.

Going Ahead: As a part of sustainable development of Gaushala project, it is planned to construct Animal dung Biogas Project at village Tunda Vandh and Mota Kandagara. Through this project, biogas for the villagers’ cooking fuel requirement can be met. Electrification for street light and other common utility can be provided through this project.

Support to other villages:

The construction of Gaushala at Mota Bhadiya is being done by the villagers. Based on their request for material, the same was approved and provided to them.
Success Story:
**Name:** Varjang Vanka Rabari, Age: 45  
**Village:** Vandh  
**Occupation:** Animal Husbandry

His words: Sufficient fodder is being made available to the animals. The animals have become healthier due to regular supply of the fodder. Production of milk has gone up. Earlier production of milk was 6 litres a day, now it has increased to 7 to 7.5 litres a day. The rate of milk has also increased from Rs 16/- per litre to Rs 21/- per litre. The Company arranged for the vaccination of the animals.

**Fodder Distribution**
Mota Kandagara village also came up with the requirement of fodder for their animals. Based on the Tunda and Vandh model, the Company agreed to their demand and the activity of fodder distribution was started from January 21, 2009 in the presence of villagers, local MLA and Company representatives. The total number of cattle which is being catered is about 2118. This activity has benefited 425 households in the village, with a population of about 3000. The villagers have been able to increase the production of milk and the rate of milk has also gone up, due to increase in the demand for milk. At Mota Kandagara fodder distribution centre, the Company has provided 116.770 m/t of dry fodder and 21.320m/t green fodder.

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**Institute of Livelihood, Education and Development Programme (ILead) Centres for Vocational Training**
Another major activity started by the Company at village Mota Kandagara and Nana Bhadiya is the establishment of a Vocational Training Centre in association with 'Aide et Action'. The training centres were started at Mota Kandagara and Nana Bhadiya.

---

CGPL has initiated this programme for the development of ILead Centres (Institute Of Livelihood Education And Development Programme) with the aim of providing 100% employment to the community people, falling in the age group of 18 to 35yrs. Depending upon the need of the market, the training modules are formulated and training is imparted to the drop outs and unemployed youth to strengthen the capacity of the local community. The market scanning and need assessment was done by 'Aide et Action' in the month of January 2008.

A number of courses have been started in these centres, viz., courses for Computer Operators, Electrical and Home Appliances, Computer Hardware and Beautician. The details of the courses conducted and the number of beneficiaries is shown in the chart.
**Mota Kandagara:**

<table>
<thead>
<tr>
<th>Batch Start Date</th>
<th>Courses Offered At The Centres</th>
<th>Students Enrolled Total</th>
<th>Male Students Enrolled</th>
<th>Female Students Enrolled</th>
<th>Drop Out</th>
<th>Total</th>
<th>Total Pass Out Students</th>
<th>Students Under Training</th>
<th>Students Employed</th>
</tr>
</thead>
<tbody>
<tr>
<td>01-07-08 to 30-09-08</td>
<td>Computer Operator</td>
<td>28</td>
<td>24</td>
<td>0</td>
<td>4</td>
<td>24</td>
<td>28</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>01-07-08 to 30-09-08</td>
<td>Ele. &amp; Home App.</td>
<td>23</td>
<td>20</td>
<td>0</td>
<td>3</td>
<td>26</td>
<td>20</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>01-09-08 to 30-11-08</td>
<td>Computer Hardware</td>
<td>50</td>
<td>39</td>
<td>0</td>
<td>11</td>
<td>39</td>
<td>39</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>01-11-08 to 31-01-09</td>
<td>Ele. &amp; Home App.</td>
<td>23</td>
<td>23</td>
<td>0</td>
<td>0</td>
<td>23</td>
<td>23</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>01-12-08 to 28-02-09</td>
<td>Beauty Parlor</td>
<td>20</td>
<td>0</td>
<td>20</td>
<td>0</td>
<td>20</td>
<td>20</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>178</strong></td>
<td><strong>122</strong></td>
<td><strong>38</strong></td>
<td><strong>23</strong></td>
<td><strong>155</strong></td>
<td><strong>139</strong></td>
<td><strong>38</strong></td>
<td><strong>13</strong></td>
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</table>

**Nana Bhadiya:**

<table>
<thead>
<tr>
<th>Batch Start Date</th>
<th>Courses Offered At The Centres</th>
<th>Students Enrolled Total</th>
<th>Male Students Enrolled</th>
<th>Female Students Enrolled</th>
<th>Drop Out</th>
<th>Total</th>
<th>Total Pass Out Students</th>
<th>Students Under Training</th>
<th>Students Employed</th>
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</thead>
<tbody>
<tr>
<td>01-12-08 to 28-02-09</td>
<td>Computer Operator</td>
<td>27</td>
<td>7</td>
<td>20</td>
<td>0</td>
<td>27</td>
<td>0</td>
<td>27</td>
<td>NA</td>
</tr>
<tr>
<td>01-12-08 to 28-02-09</td>
<td>Beauty Parlor</td>
<td>18</td>
<td>0</td>
<td>18</td>
<td>0</td>
<td>18</td>
<td>0</td>
<td>18</td>
<td>NA</td>
</tr>
<tr>
<td>01-12-08 to 28-02-09</td>
<td>Computer Hardware</td>
<td>17</td>
<td>17</td>
<td>0</td>
<td>0</td>
<td>17</td>
<td>0</td>
<td>17</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>62</strong></td>
<td><strong>24</strong></td>
<td><strong>38</strong></td>
<td><strong>0</strong></td>
<td><strong>62</strong></td>
<td><strong>0</strong></td>
<td><strong>62</strong></td>
<td><strong>NA</strong></td>
</tr>
</tbody>
</table>

**Direct Employment Generation**

CGPL has provided 29 shops and cabins inside the project area to villagers of Tunda, Vadh, Mota Kandagara and Nana Bhadiya. Due to this, direct employment to the families of the 29 villagers has been provided.

**Success Story:**

- **Name:** Rabari Sarang Vanka, **Age:** 38,
- **Village:** Vadh
- **Previous occupation:** Casual labour
- **Present occupation:** Owner of tea stall and provision store
- *His words:* Previously worked as casual labour in the village. Presently set up a shop. Daily income from this shop is Rs.4500/- out of which net income is Rs 500/- due to which my family position has improved considerably.

- **Village:** Vadh, **Taluka:** Mundra-Kutch
- **Occupation:** Farming and animal husbandry
- **Present occupation:** Maintenance work awarded at labour colony, green belt development at field hostel and manpower supply work.
- *His words:* Previously I used to work as farmer and supply milk to the local people. My agricultural land has been acquired for the CGPL project. After the work started here, I have been awarded the work of manpower supply, maintenance work at labour colony and green belt development at field hostel. My monthly income has gone up substantially and I thank CGPL for the same.
Self Help Groups
Self Help Groups at village Tunda, Vandh, Mota Kandagar and Nana Bhadiya have been formed. To date, 11 such groups have been created in all these villages. Total number of females involved in this activity are 173. The members of this group consist of widows 20, below poverty line 67, handicapped 4, scheduled caste 13, Muslims 23, other backward class 87 and general 50. Total savings made by this group to date is Rs. 53,820/- All the SHG’s have bank accounts at Mota Kandagar Dena Bank. Regular monthly meeting of the members is conducted by the CSR staff. These groups will be linked to micro finance activity in future.

Development of Speed Breakers at village Mota Kandagar
A request was made by the village Gram Panchayat and other village community to the CGPL to take up this activity. Company felt the need, due to the increase in the traffic because of industrialization and keeping in mind the participative model, CGPL has mobilized the village resources for the construction of 10 speed breakers.

Construction of Roads and Speed Breakers in Tunda and Mota Kandagar Villages
The road connecting to the Tunda village from Mota Kandagar was in a very bad state. Due to increase in traffic, there was a need to reconstruct this road. The village sarpanch and villagers requested for reconstruction of this road. The cement concrete road was constructed by the Company. The work of the cement concrete road was completed on January 15, 2009 and made operational. It has benefited the whole village of Tunda and Vandh, as well as others using it.
Social Infrastructure Development

Village Nana Bhadiya is situated on the western side of the project site. The first activity as part of infrastructure development plan was undertaken at this village. During the Participatory Rural Appraisal (PRA) at this village, villagers requested to fence the crematorium which is being used by all the communities. The same was sanctioned and the activity was completed.

Fencing of crematorium Nana Bhadiya

Construction of rooftop at Vandh primary school was carried out since the school building did not have sufficient classes to accommodate the students and there was a need to cover the open area, available in the school premises.

Restoration of roof at primary school, Vandh

RCC Road connecting Mota Kandagara, Tunda and Vandh

The project was dedicated to village Tunda as the entry point activity and was taken up in Public-Private Partnership Model, where villagers gave support by supervising, providing locally available resources and private partnership in the form of having financial sharing by the neighbouring power plant.

Village Level Committees (VLC)

Formation of village level committees has been carried out in Tunda, Vandh, Nana Bhadiya and Mota Kandagara. The objective of forming these committees is to have close interaction with the villagers and involve them in developmental activities.

Four VLCs have been formed in the village to take up the development sustainable work of the community. All the work related to village development will be taken up by this committee.
Medical Camps

A large number of medical Camps and health-related activities which have been carried out in the project affected villages:

- Malaria Camp at site, labour Colony and villages
- Bone Mineral Density Camp
- Breast Feeding week celebrations and awareness programme
- Nutrition week celebration and Healthy Baby Competition
- Camel vaccination camp
- AIDS awareness drive, distribution of condoms, capacity building programmes which include street plays and rallies
- Disability certification camp and rally on World Disability Day
- Foot and Mouth disease camp for cattle of Tunda and Vandh
- Health and Hygiene drive in the schools
- Polio vaccination drive in collaboration with District Administration
- Monthly medical camps

Medical camps have been held at village Tunda, Vandh, Mota Kandagar and Nana Bhadiya. The camps are being held in consultation with the Company’s Chief Medical Officer and a local private hospital. To date, 12 medical camps have been organized in all these villages, covering 979 villagers.

Vaccination camps for the animals were done with the help of veterinary department of Government of Gujarat. At Tunda and Vandh FMD (Foot and Mouth Disease) camp was organized for cows and buffalos. A total number of 759 animals were covered in this camp. Camel vaccination camp at Vandh was held in association with the veterinary department of the Government of Gujarat, when 485 camels were vaccinated.
Health Awareness Programmes

Health awareness programmes like personal health and hygiene, celebration of nutrition week, First Aid training to High School students of Nana Bhadiya and celebration of breast feeding week have been conducted in the villages.

An AIDS awareness programme and a Street Play were conducted at village Tunda, Nana Bhadiya and CGPL Labour colony area. There were 585 beneficiaries of this programme. In continuation with this programme, it has been planned to install condom vending machines at Labour Colony area with the help of NACO (National AIDS Control Organisation) and GSACS (Gujarat State AIDS Control Society).

HARMONIZING ENVIRONMENTAL FACTORS

Dew Harvesting

Dew Harvesting is initiated at the project site. Dew harvesting is simply taking advantage of water vapour in the atmosphere to harvest clean and potable water through condensation, a passive process that allows water particles to return to the earth in a pure form.
Impact Assessment: MUNDRA
The results for CGPL Mundra are as follow:

### SATISFACTION INDICES

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<th>Break-up of Satisfaction &amp; Awareness of Villagers across Thrust Areas</th>
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<td>Education</td>
<td>81%</td>
</tr>
<tr>
<td>Health Care</td>
<td>77%</td>
</tr>
<tr>
<td>4 THRUST AREAS</td>
<td>80%</td>
</tr>
<tr>
<td>Satisfaction Index On Addressing the Needs of the PAVs by CGPL</td>
<td>73%</td>
</tr>
</tbody>
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<td>Health Care</td>
<td>80%</td>
</tr>
<tr>
<td>Energy</td>
<td>70%</td>
</tr>
<tr>
<td>Environment</td>
<td>72%</td>
</tr>
<tr>
<td>6 THRUST AREAS</td>
<td>79%</td>
</tr>
</tbody>
</table>
MAITHON

Background
As a CSR initiative, Maithon Power Limited (MPL) is supporting development activities in villages within 10 kms. radius in a phased manner, to inculcate harmonious relationships with the community and bring about an overall development in the area. The focus areas identified on critical analysis of need assessment study are:
- Community health and hygiene
- Basic education
- Livelihood and self employment opportunities
- Infrastructure development

ADDING ECONOMIC VALUE

Promotion of Livelihood and Self Employment

To promote livelihood and self employment amongst youth, the following activities were carried out:
- Motivation campaigns.
- Nomination of candidates amongst awardees and wards of awardees for technical training primarily based on following criteria.
  - Must be an awardee or ward of awardee.

Candidates list from the report of Kavya Communication.
- Must be at least Class VIII pass.
- Age between 18 to 25 years.
- Development of scope document for implementing agencies.
- Coordination with various agencies for implementation of the livelihood project.
- Convergence with Swarn Jayanti Gram Swarojgar Yojna for development and promotion of rural business models.

Cycle Rally : Youth Listening ‘mantra of success’ just before getting started

Street play in progress

Motivation for conducting the activity
The problem of unemployment in the area is staggering, with only 15.91 % of the total population involved in employment for more than 6 months in a year, (Ref. census 2001). Even amongst this, most of the people are engaged as casual or agricultural labour. The reason behind it is lack of skill and employability. The situation of agriculture is also not very impressive. Most of the cultivators use age old technology and severely lack irrigation facilities. The women in the areas are highly marginalized with only 2% involved in any economic activity other than agriculture and traditional family work, according to the socio-economic survey done by XISS. Further, with upcoming of the projects, opportunities will be created for employment of manpower, accessory and petty business. This opportunity can be used to enhance employability skills of the youth and engage them in gainful employment.
Target Population and Beneficiaries
Project affected people (PAP), wards of PAP, village youth and women in adjoining villages.

Achievements and milestones of the livelihood and self-employment programme
Figure: Details of engagement of the local people

Local people / agencies engaged under Contractors

<table>
<thead>
<tr>
<th>Major Contractors</th>
<th>Local People</th>
<th>Sub Contracts Awarded</th>
<th>Vehicle</th>
<th>Local Suppliers</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIMPLEX INFRASTRUCTURE LIMITED</td>
<td>549</td>
<td>40</td>
<td>11</td>
<td>52</td>
</tr>
<tr>
<td>L &amp; T, ECC Division</td>
<td>118</td>
<td>5</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>L &amp; T, NC &amp; PV</td>
<td>123</td>
<td>4</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>BSS, Security Services</td>
<td>25</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ILFS</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>830</td>
<td>44</td>
<td>21</td>
<td>71</td>
</tr>
</tbody>
</table>

About Rs. 4.5 Crores volume of work given to Local People / agencies upto Dec’08

Future plans
- Technical training to PAP or wards of PAP to meet manpower requirement during project and O&M phase.
- Promotion of farm and non-farm based income generating opportunities.
- Coordination with the Government and banks for promotion of entrepreneurs in the area.
- Promotion of women SHG and their involvement in economic activities.

BUILDING SOCIAL CAPITAL IN THE COMMUNITY

Community Health and Hygiene Camps
A total of 15 camps are planned for the first year on rotational basis covering all the nine villages adjoining MPL project site boundary. The locations were identified based on need, population and distance from other Government medical facilities. On an average, one camp provides services to 150 villagers. Along with the health services, counselling and awareness sessions are also taken up during the camp.

These camps cater to the general need of the community and also create mass awareness on health issues. These health camps disseminate health services by reaching out to the villages.

Goal: To ensure total well-being of the villagers through medical, health and educational interventions and awareness generation programmes.

The following health services will be provided in these health camps:
- Free diagnostic services
- Free check-up and counselling
- Free medicine distribution
- Awareness building and information dissemination through health counselling
- Referral services
Motivation for conducting Health Camps
The condition of health services in the area is not as good, which is apparent from both need assessment survey done by AISD and socio-economic profile prepared by XISS. Almost 79.4% of the pregnant women have not taken tetanus injection and most of the infants are not vaccinated.

Situation analysis of Health Services in the Area
The various dimensions of the health related problems in the area are as follows:
- No health centre nearby
- No health check-up camp
- Large proportions of non-institutional delivery
- Lack of awareness regarding various water borne and vector borne diseases
- Unaffordability of health services from DVC’s hospital

Target Population and Beneficiaries
General community with special focus on women, children and senior citizens.

Achievements and Milestones
13 Camps were organised covering all the nine villages and provided free health services to 1728 patients.

Table 1: Details of Health Camp organised

<table>
<thead>
<tr>
<th>Date</th>
<th>Place</th>
<th>Patients Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/8/2008</td>
<td>Upper Dombhui</td>
<td>107</td>
</tr>
<tr>
<td>23/08/2008</td>
<td>Dombhuil Palarpur</td>
<td>207</td>
</tr>
<tr>
<td>20/09/2008</td>
<td>Kamardih</td>
<td>145</td>
</tr>
<tr>
<td>27/09/2008</td>
<td>Madandih</td>
<td>147</td>
</tr>
<tr>
<td>18/10/2008</td>
<td>Kanshiran</td>
<td>120</td>
</tr>
<tr>
<td>25/10/2008</td>
<td>Paludih</td>
<td>110</td>
</tr>
<tr>
<td>15/11/2008</td>
<td>Durgapur</td>
<td>105</td>
</tr>
<tr>
<td>29/11/2008</td>
<td>Barbendia</td>
<td>115</td>
</tr>
<tr>
<td>13/12/2008</td>
<td>Purni</td>
<td>206</td>
</tr>
<tr>
<td>21/12/2008</td>
<td>Ratanpur-Lukudih</td>
<td>105</td>
</tr>
<tr>
<td>24/01/2009</td>
<td>Sana</td>
<td>205</td>
</tr>
<tr>
<td>7/2/2009</td>
<td>Palarpur</td>
<td>185</td>
</tr>
<tr>
<td>14/02/2009</td>
<td>Beldanga</td>
<td>116</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1728</td>
</tr>
</tbody>
</table>

Future plans
Continuing this activity over the next year, 12 health camps will be organised, once a month, covering all adjoining villages, on rotational basis. Along with it, specialised camps like blood donation camp and eye check-up/cataract operations will also be organised.
Support for Basic Education

To improve educational status and ensure quality education of the schools in the area, following steps will be taken:

- Distribution of benches and desks in the schools
- Weekly classes in schools by volunteers for the project
- School repair
- Organising festive events in the schools, like drawing competition, sports day, celebration of national days or festivals, organising cultural programmes, etc.

The primary motivation for conducting this activity is that most of the schools in the area require repair works and lack basic infrastructure like benches, desks etc. Quality of education is also not very good because of lack of proper skills in teachers. To ameliorate this situation and improve overall education scenario in the area, intervention is initiated.

Broad objectives:

- To ensure quality education to the children in the area.
- To provide assistance in developing good educational infrastructure in the area.

Target Population and Beneficiaries

Children (5-14 yrs) of the villages.

Achievements: Celebration of Independence Day

Independence day has been celebrated at the New Primary School, Dambuli on 15th Aug '08 to sensitize children on the importance of the Independence Day.

Following activities were carried out

- Drawing competition
- Distribution of flags, sweets etc. to children
- Prabhat Phery in the villages and project site area
- Flag hoisting in the school premises
- Prize distribution

Figure: Villages covered under Basic education

Basic Education - Schools Covered

The celebration of 15th Aug (Independence Day) started with Prabhat Phery in the village and project site area (MPL site office)

Drawing Competition was held among students of class II to class V on 14th Aug 2008, in school premises.

Flag Distribution & Hoisting: 50 flags were distributed to small children on the Independence Day. The Flag was hoisted by the President, Mr. C. Hansda of GSS (Gram Siksha Samiti)

Guiding Children in solving problems
Future plans
This process will continue and be extended in schools within 3 kms. radius in next phase.
- Boundary wall and shed will be provided to 3 schools falling under the category.
- Training of teachers on pedagogy is planned to enhance teaching standard and help them make education interesting and effective.
- Organising inter school competition during National Days.

Support for Basic Infrastructure
To cater to the need of water resources and road, primary focus was given to it, and the following activities were carried out:
- Installation of bore wells: Drinking water
- Renovation of refurbishment of ponds: Water resources for domestic use
- Repairing of road patches: Road infrastructure

Background of the availability of water in the community
The whole region seems to be a water scarce zone, especially in the context of portable and safe drinking water availability. All the 21 hamlets have identified drinking water scarcity as one of their critical needs. Almost 65% of the hamlets in Zone A have ranked this problem as their problem number 1 or 2 (i.e., very severe problem). Besides that another 35% of the hamlets in Zone A, have ranked this as their problem number 3 or 4 (i.e., moderately severe problem). Thus, in order of priority, this appears to be the problem of the area, which the community feels, was addressed first.

Target Population and Beneficiaries
General community, especially women of the villages adjoining MPL Project site.

Achievements and Milestones by conducting that activity

Infrastructure Developed by MPL

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Village</th>
<th>No. of Borewells</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bathandang</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Beldanga</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Dambhiun</td>
<td>12</td>
</tr>
<tr>
<td>4</td>
<td>DambhuinPalapur</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Durgapur</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Gangpur</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>Jashpur</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>Kanshitann</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>Lukudih</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>Manguridih</td>
<td>3</td>
</tr>
<tr>
<td>11</td>
<td>Palarpur</td>
<td>2</td>
</tr>
<tr>
<td>12</td>
<td>Paludih</td>
<td>3</td>
</tr>
<tr>
<td>13</td>
<td>Purni</td>
<td>3</td>
</tr>
<tr>
<td>14</td>
<td>Ratanpur</td>
<td>2</td>
</tr>
<tr>
<td>15</td>
<td>Sana</td>
<td>1</td>
</tr>
<tr>
<td>16</td>
<td>Madandih</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>41</td>
</tr>
</tbody>
</table>

Ponds Renovated

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the Village</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Madandih (RanaTola)</td>
</tr>
<tr>
<td>2</td>
<td>Kashitanr</td>
</tr>
<tr>
<td>3</td>
<td>Kashitanr</td>
</tr>
<tr>
<td>4</td>
<td>Palarpur</td>
</tr>
<tr>
<td>5</td>
<td>Kamardih</td>
</tr>
<tr>
<td>6</td>
<td>Sana</td>
</tr>
<tr>
<td>7</td>
<td>Dambhuin</td>
</tr>
<tr>
<td>8</td>
<td>Dambhuin</td>
</tr>
<tr>
<td>9</td>
<td>Purni</td>
</tr>
</tbody>
</table>

Road Repair

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Patch</th>
<th>Kms</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Purni</td>
<td>2 kms</td>
</tr>
<tr>
<td>2</td>
<td>Nirsha Jamtara</td>
<td>1 kms</td>
</tr>
<tr>
<td>3</td>
<td>Kamardih</td>
<td>1 kms</td>
</tr>
</tbody>
</table>
Figure 4: Village covered under infrastructure support

Infrastructure Development

Before

After

Road Repair (Kamardin - Lower Beldanga)

Ponds renovated in Palarpur, Kanshiran, Madandih and Purni villages respectively

Benches and Desks provided to school
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Activities</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MPL Saddhavana Cup (Football Tournament)</td>
<td>20 teams from different villages participated in the tournament.</td>
</tr>
<tr>
<td>2.</td>
<td>Plantation Drive on Gandhi Jayanti</td>
<td>Plantation drive at Jharabara mandir through Shram Daan (Volunteers).</td>
</tr>
<tr>
<td>3.</td>
<td>Movie show for labourers</td>
<td>At Simplex and L&amp;T labour colony.</td>
</tr>
<tr>
<td>4.</td>
<td>Fencing of religious place</td>
<td>Jharabara mandir.</td>
</tr>
<tr>
<td>5.</td>
<td>Prabhat phery by children</td>
<td>On Independence day.</td>
</tr>
<tr>
<td>6.</td>
<td>Cultural programme</td>
<td>During the visit of the MD.</td>
</tr>
<tr>
<td>7.</td>
<td>Participation in local festivals</td>
<td>Jharabara Mela, Makar Sakranti</td>
</tr>
<tr>
<td>8.</td>
<td>Celebration of Founder's day of TATA Group with School Children</td>
<td>Founder’s day of TATA Group was celebrated in Palarpur Middle School, in which documentary movie on TATA Group history was shown to school children, followed by drawing and essay competition and prize distribution.</td>
</tr>
</tbody>
</table>

Sadhavna Cup

Plantation drive on 2nd Oct (Gandhi Jayanti) through Shram Daan

Large number of volunteers participated in plantation drive carried out at Durgasthan (Plakhse of Bhoomi Pujan) and pond bunds in Dombhui village
### IMPACT ASSESSMENT - MAITHON

The results for Maithon are as follows:

#### Satisfaction Indices - Calculator

<table>
<thead>
<tr>
<th>Break-up of Satisfaction &amp; Awareness of Villagers across Thrust Areas</th>
<th>Satisfaction Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>88%</td>
</tr>
<tr>
<td>Income Generation</td>
<td>86%</td>
</tr>
<tr>
<td>Education</td>
<td>90%</td>
</tr>
<tr>
<td>Health Care</td>
<td>87%</td>
</tr>
<tr>
<td>4 THRUST AREAS</td>
<td>88%</td>
</tr>
</tbody>
</table>

Satisfaction Index On Addressing the Needs of the PAVs by Maithon Power 87%

#### Awareness Indices - Calculator

<table>
<thead>
<tr>
<th>Break-up of Satisfaction &amp; Awareness of Villagers across Thrust Areas</th>
<th>Awareness Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>98%</td>
</tr>
<tr>
<td>Income Generation</td>
<td>99%</td>
</tr>
<tr>
<td>Education</td>
<td>97%</td>
</tr>
<tr>
<td>Health Care</td>
<td>98%</td>
</tr>
<tr>
<td>4 THRUST AREAS</td>
<td>98%</td>
</tr>
</tbody>
</table>

#### Sustainability Indices - Calculator

<table>
<thead>
<tr>
<th>Break-up of Sustainability of CSR Activities across Thrust Areas</th>
<th>Sustainability Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>89%</td>
</tr>
<tr>
<td>Income Generation</td>
<td>88%</td>
</tr>
<tr>
<td>Education</td>
<td>84%</td>
</tr>
<tr>
<td>Health Care</td>
<td>96%</td>
</tr>
<tr>
<td>Energy</td>
<td>74%</td>
</tr>
<tr>
<td>Environment</td>
<td>83%</td>
</tr>
<tr>
<td>6 THRUST AREAS</td>
<td>86%</td>
</tr>
</tbody>
</table>

---

CSR Annual Report 2008 - 09
JOJOBERA
BUILDING SOCIAL CAPITAL IN THE COMMUNITY

Organization of Eye Camp

An Eye-Camp was organized by Tata Power, Jojobera at Gadra village on 03.12.08 where eleven persons were medically checked and two out of them underwent cataract operation at Jamshedpur Eye Hospital, with the help of Ramakrishna Vivekananda Society.

Mr. P L Manrekar, DGM (O&M)-Jojobera interacting with a cataract patient

Health Check up of villagers

Allopathic Medical Camps, which are organized quarterly by Tata Power, Jojobera at Baragadra village where there is a good response from the community. More than 150 patients are given medical treatment every time, by renowned and specialist doctors, whom the villagers trust.

Both the places are very near to the plant (approximately 2 to 4 kilometers away) and the residents of these areas are mostly unemployed and very poor. People and political leaders of these areas were always approaching the plant personnel for doing some welfare activities in terms of medical facility in this area to help the poor residents, who were unable to go to a good doctor for check-up and were not in a position to even buy medicines. These areas were visited by the senior officials, who decided to carry out the medical camps for the residents of these areas on a regular basis, which not only cured the sick patients of this area, but would also help to improve the health of the community, residing near the plant.

Almost every month, Homeopathic medical camps and Allopathic camps are conducted, where around 1500-2000 poor people get free treatment and are given medicines for the past four to five years.

Repair and Reconstruction of Road

Homeopathic Medical Camps are organized every month by Tata Power, Jojobera at Chhota Gobindpur at Samudayik Vikas Kendra where there is a huge response from the community. More than 115 patients are given medical treatment every time by renowned & specialist doctors, whom the villagers trust.

The main road from the Jojobera Power House to Tata Steel's Tubes Division was very unsafe. The said road was repaired and reconstructed jointly along with other divisions of Tata Companies.
Workers’ Education Programme

For quite some time, there were repeated requests from the residents of Govindpur to construct / repair roads in their locality and to install hand pumps. People of Govindpur had requested for construction of the main road from Tata Power turning to the end of the bus stop in Govindpur.

On visiting the area, it was found that the roads were in very bad shape. These roads were constructed by Tata Motors nearly thirty years ago as a welfare measure and since then they had not been maintained regularly.

Further, people of Govindpur area were suffering because of poor drinking water facility. The area of Govindpur is located very close to our plant and a lot of contract labour come from this area to work in our plant.

Moreover, due to severe monsoon and ongoing construction activities, lots of potholes have been formed on the peripheral roads of Jojobera Power Plant.

It was proposed to repair a portion of the road and install 4 hand pumps in Govindpur area. The road repair work was taken up after monsoon and the hand pumps were installed. This was seen as a positive move towards community welfare in the area by Tata Power and District Administration as well.

Construction of bore wells and repair of roads in Govindpur area

Jojobera constructed a deep bore-well and Community Hall at Khaerbani village respectively as shown in the figure.

More bore-wells are being constructed at the identified nearby villages as per their needs.

Other Social Welfare Activities
Jharkhand, other ministers of the states along with our Managing Director and Dr. Jamshed J. Irani, Director - Tata Sons.

Benefits of providing solar electrification to the villagers were appreciated by almost all leading newspapers at that time and it was a new life and wonderful experience for the villagers as well. Villagers started teaching their children in the evening and also started other positive activities to uplift the lives of the villagers.

**HARMONIZING ENVIRONMENTAL FACTORS**

**Solar Street and room lamps**

In the year 2003, there were directives from the top management to look out for a place where there was no electricity at all, even after 56 years of independence and that is how Khairbani Village came to the Company's notice. This village is only 4.5 kms away from the plant and till 2003, there was no electricity in this village. The challenge was taken up and the villagers were spoken to several times. Finally a society of villagers was constituted, which included 5 villages. A NOC was to be obtained from the Deputy Commissioner, East Singhbhum for installation of solar street lights and then it was decided to put up 38 street solar lights in the village and around 115 solar lanterns were distributed amongst the villagers in a function, which was chaired by the then Chief Minister of
HALDIA
BUILDING SOCIAL CAPITAL IN THE COMMUNITY

Homoeopathy Medical Camp

In November 2008, the Haldia unit organized a Homeopathy medical camp in front of the Tata Power main gate, amongst the local villagers and contract workmen. Over 150 patients registered for check-up. The motivation for this activity was the fact that no medical camp was organized till date and homeopathy is more popular amongst villagers.

The target population and beneficiaries were local villagers and contract workmen. Villagers and contract workmen were highly benefited and they demanded to regularize the same.

Voluntary Blood Donation Camp

A voluntary Blood donation camp was organized in collaboration with Haldia State Blood Bank. Total 45 donors were recorded.

HIV-AIDS Awareness Campaign

An HIV & AIDS awareness campaign was organized in January 2009 at site amongst all contract labour and staff. The same was organized by Haldia Vigyan Parishad, a NGO group working at Haldia on the AIDS project. Magic show, quiz and awareness programmes were conducted. The event aimed at growing awareness amongst all contract labour and staff working at site.

Local contract workmen and staff were the prime beneficiaries of this activity. AIDS awareness was spread amongst all and Tata Power received an overwhelming response.

HARMONIZING ENVIRONMENTAL FACTORS

Energy Conservation Awareness Programme

Energy Conservation Awareness Programme was held in December 2008 at St. Xavier's Higher Secondary school. Nearly 200 students participated along with the principal and teachers of the school. The same was a great success. The primary aim of this activity was to instill awareness amongst local school students.

The target population was local schools and colleges. After completion of the activity, an appreciation letter was issued to the Haldia Unit.
BELGAUM

BUILDING SOCIAL CAPITAL IN THE COMMUNITY

Distribution of Note Books and Stationary at Primary School

As part of Divisional CSR activities programme, note books and pencils were distributed to poor children on 12.06.2008 at Kannada Government School Mall hole, Vantamuri, Dist. Belgaum. They are rehabilitated from Hidkal Dam site from where the plant gets water. Farmers are uneducated and cannot afford to send their children to school. 240 nos, note book and pencils were distributed to 60 children of standard I to V.

Participation in Pulse Polio Camp organized by Rotary Club Belgaum

As a socially responsible organization, there was active participation in the pulse polio programme conducted by Rotary club of Belgaum, which created awareness amongst the society. Approximately 200 children benefitted by this programme.

Blood Donation Camp organized inside the plant on Founder's Day

On the Founder's day celebration, a blood donation camp was organized inside the plant in association with KLES Hospital, Belgaum. Around 38 persons donated blood including contract employees, vendors and Tata employees.

Awards for various Competitions conducted on the World Environment Day celebration
On the World Environment Day celebration, various competitions were organized by the local Pollution Control Board for school and college children and prizes were sponsored by Tata Power to create awareness about environment amongst school and college students.

**HARMONIZING ENVIRONMENTAL FACTORS**

**Green Belt Development inside plant premises**

Energy conservation awareness programme organized for school children up to high school level. The programme covered more than 700 students of various schools to create awareness on energy crises in today's scenario and importance of energy conservation.

**Distribution of Technical Books to Local Polytechnic college library**

As a part of the plant's Sustainability programme and being socially responsible organization for Energy conservation and helping them to acquire technical knowledge, the Company looked into serving the community in its vicinity, to propagate the importance of energy conservation in today's scenario. Approximately 2000 students will be benefited.

In view of this, books related to electrical/energy field were distributed to 5 colleges in Belgaum.

It is proposed to provide a bore well to a school at Kanburgi village where the plant is situated and approximately 700 students will benefit.
NARAJ MARTHAPUR

ADDING ECONOMIC VALUE

Sponsorship Students for Industrial Training
Enhancing employability of youth by imparting Technical Education is identified as one of the thrust area in the Project affected villages of Naraj Marthapur Power project in Orissa. This initiative will also address the problem of livelihood restoration of some of the land losers. It was decided to support 15 students financially for a two year full time recognized ITI course. Tata Power provided support for Admission fees, Course fees, Tuition fees, Instruments & Consumable, Examination fees, Uniform and Books.

54 applications were received from the interested candidates who were in the age group of 18-21 covering all the four villages through the Anchalika Praja Sangram Manch (APSM). Institute has been selected based on evaluation of the infrastructure, NCVT affiliation, faculty etc along with some of the guardians of students. 15 students from the 54 applications were selected based on criteria like Merit, Land loser, Age, Economic status, SC/ST/OBC etc and were admitted on 25th November, 2008. Progress of the admitted students is being monitored through regular reports received from the institute and periodic interaction with the students and their parents.

It is also planned to provide similar support to some of the school drop outs from the villagers for short term technical courses like Rural technician, mobile mechanic, electrician etc. A local NGO has been entrusted the job of identifying, selecting the students based on similar criteria, admission to appropriate institutes and providing employment after training.

Women Self Help Groups

In the Project affected villages of Naraj Marthapur Power project in Orissa, there are 21 registered Women Self Help Groups but unfortunately none of them were functioning due to various reasons. All of them have defaulted in returning the loans to Banks. But the large number of WSHGs having total membership of more than 250 women highlighted the enthusiasm and potential of women power that can be tapped for adding Economic Value. Talking to some of the members of the WSHGs confirmed this fact and it was evident that with some help and guidance these WSHGs can be revived and made vibrant and active.

With this objective, XIMB was entrusted with the job of conducting a study with following scope of work:
- Assess the present status
- Identify areas for capacity building Managerial & Technical
- Organize skill development plans
- Enterprise Development Training
- Bank/Credit linkage
- Market linkage

After assessing the status of all the 21 WSHGs, XIMB conducted a 2 day training programme on entrepreneurial development, which was attended by 43 members of WSHGs. Members showed interest in mushroom cultivation and appliqué making. A one month training programme is being arranged for mushroom cultivation through local Master Crafts Men as there is a good market for the product in nearby twin cities of Cuttack and Bhubaneswar. Skills required for this cultivation is simple and can be acquired fast. The same can be applied immediately to get a monthly income of Rs. 6000/- to Rs. 7000/- within one month of training.

Tata Power will organize the training to members of WSHGs. At the end of training, one tool kit and raw material required for first cycle of production will be provided to each of the trained member.

HARMONIZING ENVIRONMENTAL FACTORS

Solar Light Installation
Project affected villages of Naraj Marthapur Power project in Orissa are situated in between twin city of Bhubaneswar and Cuttak but does not have the basic infrastructure facility like proper road, street lighting, sanitation, primary health centre etc. Even though all the five villages are having electric supply from CESU, a state Government undertaking, the street lighting is poor. Hence providing 15 solar power street lights in the villages is identified as CSR activity to be implemented on priority.

15 locations for installing the lights were done with concurrence from APSM, an apex organization representing all the directly affected and peripheral villages, and village Governance. Some of the lights are installed in villages which do not have electric supply thus bringing up smiles on the faces of villagers - 'An initiative that truly lighted up the lives of villagers for the first time'. Also, it is a boost to use renewable source of energy.
India stands at a critical point in its HIV/AIDS epidemic. The HIV epidemic in India is still largely concentrated in high-risk populations such as sex workers and injecting drug users. However there is growing risk of spreading the epidemic to the low-risk general population through bridge populations such as clients of sex workers, truckers and migrant workers. The UN Population Division predicts that India will suffer 12.3 million HIV/AIDS-related deaths between the years 2000 and 2015, which will have a significant impact on India’s socioeconomic growth. In-depth programmes with groups at risk and bridge populations present the best opportunity to prevent the expansion of the epidemic to lower risk populations.

This requires a multisectoral approach, including the involvement of Indian industries and companies. As the HIV/AIDS is impacting the adults in age group of 18 to 54 yrs which is the core of human resources for any industries. Identifying this need the TATA Power Company Ltd. started implementing HIV/AIDS awareness programmes through employee volunteers in Mumbai. However the need had risen to expand the programme beyond awareness to the provision of preventive services and products and linking awareness to care. As per the guidelines of mainstreaming in NACP III, Company strategically decided to take the HIV/AIDS programmes to a higher stage by integrating the prevention programme into the ongoing VCT to care and support programme in partnership with Population Services International (PSI).

**Impact of last six months : May’08 to Feb’09**

- **Total Visits:** 1981
  - C Only: 73
  - C & T: 1266
  - Doctor services: 542
  - HIV Positive: 120
  - Male: 978
  - Female: 252
  - Couple: 38
  - Male: 91
  - Female: 29
  - Referred for further Rx: 103

Population Services International (PSI) is an International Non Governmental Organization (NGO) working in the field of family planning, HIV/AIDS, reproductive health, control of diarrheal disease, control and prevention of malaria, micro nutrient deficiencies and waterborne illnesses. Established in 1980, PSI/India is a registered Indian Trust with the mission to deliver affordable and accessible health products and to disseminate innovative and culturally appropriate behavior change communications that enable low income and vulnerable people to lead healthier lives. In India, PSI is implementing result oriented HIV/AIDS programmes in Maharashtra, Tamil Nadu, Karnataka and Andhra Pradesh.

In Mumbai, PSI is implementing HIV/AIDS interventions with high risk population like commercial sex workers in red light district of Kamathipura and high-risk trucker population at Cotton Green in Mumbai. With the support
from TATA power, PSI build upon its comprehensive HIV/AIDS project targeting truckers, helpers and high risk individuals at risk of HIV/AIDS at Cotton Green truck terminal being implemented since 2001. TATA Power's support not only sustained the comprehensive intervention for a hard to reach needy population but also strengthened the employee volunteer programme of TATA Power, thus proving to be a good example of Corporate Sustainability for the other Corporates to follow. More than 30,000 individuals were reached with the messages on HIV/AIDS prevention services and reducing risk towards HIV/AIDS through this intervention, more than 1,200 truckers and helpers were counselled and tested at the Cotton Green VCT centre and more than 150 of those who were tested positive referred for care and treatment centres.

TATA Power employee volunteers work with PSI outreach workers to conduct HIV/AIDS awareness activities within the truck terminal and refer clients for HIV testing and counselling. TATA Power volunteers spend four man days every month for the HIV/AIDS activities. Additionally, PSI makes the mobile VCT services available in the areas where TATA Power volunteers conduct awareness programmes. More than 30 employee volunteers from TATA Power participated in the field activities along with PSI outreach workers to promote healthy behaviour and HIV testing among the high risk target population. The volunteer base of TATA Power increased from 25 before the intervention to 60 in the last month. The intervention saved the life of 1,200 individuals who walked into the VCT centre and walked out of the VCT centre with the risk reduction plan. At the same time, the intervention helped more than 150 individuals who were tested HIV positive to get an entry for care and treatment services.

The visionary TATA Power management envisages that the HIV/AIDS programme can be extended to further steps by integrating prevention programmes into VCT, care and treatment initiatives in the intervention areas. TATA Power will forge partnerships with local NGOs, Government centres and community based organizations. The lessons learned from the model will be documented and disseminated with other Corporates and stakeholders.

This is an ideal model of public private partnership that PSI and TATA Power are jointly implementing. The partnership was conceived last year and has started showing its fruits now; the year two will be consolidating this partnership and showcasing the success to the external world. This pioneering CSR initiative is truly an example of Corporate Sustainability and hence it is necessary that the project continues in the next phase.

### Achievements vs. Targets

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Targets (15th May’08 to 14th May’09)</th>
<th>Achieved (May’08 to March’09)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of volunteers from TATA Power trained in interpersonal communication</td>
<td>30</td>
<td>32</td>
</tr>
<tr>
<td>Total number of individuals reached through on ground communication</td>
<td>40,000</td>
<td>49,727</td>
</tr>
<tr>
<td>Total number of clients counselled and tested for HIV at the cotton green clinic</td>
<td>1,200</td>
<td>1,266</td>
</tr>
<tr>
<td>Total number of HIV positive clients referred for care and treatment services</td>
<td>100</td>
<td>103</td>
</tr>
</tbody>
</table>

### Health Impact Based on data till Dec’08

- WHO calculates Health Impact in terms of DALYs (Disability adjusted life years)
- In simple terms with our intervention how many man years we could save from morbidity and mortality?
- With the DALY calculator PSI calculates disability adjusted life years
- With the TATA Power project total 139 life years were saved during May’08 to Dec’08

### Awareness Activities

![Graph showing Awareness Activities]

**Future Plans:**
- To continue to provide the high quality services at the cotton green VCT clinic
- To coordinate and begin the involvement of TATA Power volunteers to work with PSI outreach workers to promote the VCT services
- To begin to show the documentary on PSI at the TATA Power offices
- To organize a training programme for TATA Power volunteers on designing and implementing a street play
- To plan to establish a clinic cum VCT centre at Mahul area
UPCOMING PROJECTS - GREEN BELT IN PARTNERSHIP WITH INTACH

CGPL is setting up a 4000 MW plant in Kutch on a 10 sq.km. coastal site with stringent environmental conditions which include the development of a green belt, for dust control, and other green areas on at least 33% of the site. The project is in partnership with The Indian National Trust for Art and Cultural Heritage (INTACH). The task is especially challenging as it is an arid zone and water scarcity is a major constraint.

Instead of carrying out the task in a routine manner an imaginative plan has been developed to overcome the challenges while simultaneously creating livelihood and economic opportunities for the villagers of adjacent villages Vandh, Tunda and Nana Bhdya from whom the land for the project was acquired as a major CSR initiative.

The areas proposed to be greened have been divided into several zones each with its own assemblage of plant species featuring tree species and shrubs native to the area. The species have been chosen on the following basis:

a) indigenous species to ensure healthy and sustained growth with minimal aftercare
b) habitat for rare, endangered and threatened species of the Kutch region this is an indirect service to the regional ecology
c) the species have been chosen to generate non-timber forest products as follows:

i) Herbal medicines based on leaf, bark, fruits [eg. below]:
   a. Emblica officinalis- fruit
   b. Salvadora persica- twigs
   c. Azadirachta indica- leaf, bark, twigs, seeds
   d. Terminalia chebula- Root, leaves, seed and oil
   e. Aegle marmelos- leaf, fruit
   f. Calotropis gigantica- root bark, flowers
   g. Boswellia serrata- bark, oleo resin
   h. Ocimum sanctum- leaf, inflorescence

ii) Herbal cosmetics based on leaf, bark, fruits [eg. below]:
   i. Acacia sinuate- hair wash
   j. Acacia auriculiformis- shampoo powder
   k. Aloe vera- skin care
   l. Emblica officinalis- hair oil
   m. Azadirachta indica- hair and skin care
   n. Aegle marmelos- hair and skin care
   o. Wrightia tinctoria- hair and skin care
   p. Rubia cordifolia- skin care, anti stress oil

iii) Processed fruit products- as cottage industry. E.g., pickles and preserves
   q. Coriandrum sativum
   r. Capparis decidua
   s. Emblica officinalis
   t. Carissa carandas
   u. Zizyphus spp.
   v. Phoenix spp.
   w. Grewia spp.

iv) Herbal dyes
   x. Indigofera tinctoria (blue dye)
   y. Rubia tinctoria (red dye)
   z. Rubia cordifolia (red dye)
   aa. Accacia spp. (tanning)

Apart from the above several other plant species are being introduced which can be utilized for community use and also be developed in to cottage industry.

It is proposed to farm out the various planting zones to villagers cooperatives and NGOs to nurture the plants and subsequently harvest the produce under sustainable working plans, impart training to villagers for preparing the products and subsequently help in a professional marketing effort.

Another economic opportunity for the villagers would lie in the initial removal of the invasive ‘kikar’ tree and conversion of the same into charcoal - this aggressive specie prevents other indigenous vegetation from taking root.

In addition, macro-water harvesting designs are to be implemented by NGOs to create a freshwater interface against saline water intrusion, which is an indirect service to the community as well.

BNHS - MUD FLAT ECO - SYSTEM

Scope of study
1. Systematic documentation of biodiversity of mud flats, sandy shores and mangroves of Bhuj region
2. Assess the seasonal changes in biodiversity structure of these habitats
3. Establish protocols for monitoring

Rationale
Bhuj coastline is rich in marine biodiversity. The mudflats and mangroves are also home to many species of migratory waders. Though the terrestrial biodiversity has been documented by many organizations, very little information is available on marine biodiversity. The proposed study will undertake biodiversity assessment of this region.

BNHS - ECOLOGICAL STUDY OF FLAMINGOS IN SEWRI BELT

Tata Power, in collaboration with Bombay Natural History Society (BNHS) shall be carrying out a study on Flamingos in the tidal waters of Mahul creek and the nearby areas close to Sewri and other areas in Mumbai.

The salient features of the study are as follows:
1. Estimate the population of Flamingos (both Lesser and Greater Flamingos) near Trombay Power Plant, Sewri
2. Study the food and feeding habits of both species of Flamingos
3. Study the effect of pollution on the population trends of Flamingos near Trombay Power Plant, Sewri
4. Reasons for migratory Flamingos coming to Trombay Power Plant, Sewri Belt
5. Effect of climate change on the migratory pattern of Flamingos
One of the prominent features of Tata Power CSR is its volunteering initiative, wherein Tata Power employees engage in activities pertaining to community development and upliftment. Not only does this sensitize the employees about social, economic and environmental conditions of the communities existing around the plant locations, but it also helps in providing a platform where community members can interact with the employees and feel closer to the Company.

The volunteering activities are undertaken in a very structured manner at Tata Power. Any employee who wishes to undertake any volunteering activity is required to complete a detailed application process to ensure that the Company can benefit from the volunteer in an optimum manner. The online system which forms a part of the Company Intranet ‘Sangam’ also provides a feature to capture any volunteering activity conducted for review purposes.

**VOLUNTEER ENGAGEMENT PROGRAMME**

- Identify, engage & recognize any willing employee who wishes to contribute
- Register Employee Talent
- Keep a track of each employee’s performance - Volunteering days spent, achievements, self appraisal
- Involvement of senior leaders in key activities - while launching or review of activities & personal

**Non-Monetary Recognition System**
- Highlighting Significant Achievement
- Organize Training for employees
- Communication of Calendar of activities well in advance

Some of the key volunteering activities undertaken by Tata Power employees have been AIDS Awareness Campaigns and Energy Conservation Programmes in Schools

Volunteering effort put in 2008-09 is as follows:

**COMMUNITY VOLUNTEERING POLICY & SCHEME**

**Mission:** To facilitate the process of improving the quality of life of people in selected areas of operation.

**Introduction to Volunteering:** Any action by an individual and informal group or an organization that is not prompted by external pressure or self interest can be termed as “Voluntary Action”. However, such action should have a purpose, goal, cause, concern and vision propelling it. Voluntary action is prompted by dissatisfaction with the prevailing social order or conditions of a specific group and is guided by an urge to improve it. Volunteerism is one of the ways in which citizens can increase mutual support, thus making the democratic system work more effectively. The trends and changes emerging in the work of volunteerism indicate that it is becoming an important means of providing human services and responding to human needs. Volunteering enhances social sensitivity to human needs, which enables and propels employees to understand and discover “the joy of giving”.

**Objective:** To provide a forum and encourage employees to volunteer for Corporate Social Responsibility.

**Scope:** This policy is applicable to all employees of The Tata Power Company Limited.

**Policy:** Tata Power is committed to create a culture of volunteering by encouraging, engaging and recognizing employees’ contribution in terms of their time and talent towards improving the quality of life of people in selected areas of Company’s operation.
Process:
- A volunteer shall identify the area of volunteering based on his/her interest and inform the CSR Dept. The volunteering activities will focus on the Triple Bottom Line approach which qualifies into areas such as: Energy, Environment, Education, Health, Emergency Management, Orphanage, Visually Challenged, Senior Citizen Home, Home for Destitute and Benchmarking / MIS.
- An employee can volunteer for a maximum of 2 areas only. Priority 1 and Priority 2.
- Based on the areas selected by volunteers, Groups will be formed accordingly, who in turn will select their Leaders and Deputy Leaders.
- Nodal officers will be assigned to the areas from the CSR group.
- Group leaders of the various areas will formulate their calendar of events/projects and will select volunteers accordingly.
- Volunteering for activities shall be outside regular working hours, unless the Group Leader has sought prior permission from the Department/ Division/ SBU Heads.
- Process of volunteering will be monitored and tracked through the “Website Volunteering” in Sangam. This will include Registration of Volunteers, indenting volunteers for various activities and accounting for the man hours of volunteering.
- As Reward and Recognition, a certificate of appreciation will be awarded to employees on the Volunteers Day who put in specific hours of volunteering annually as follows:

Volunteering hours certified by Group Leaders:
- 8 - 20 Hours: Division Heads
- 20 - 50 Hours: SBU Heads
- 50 - 75 Hours: Head CSR and R&R
- Above 75 Hours: VP(HR)
- Best Volunteer - Managing Director
- Based on the efforts put in by volunteers, the Best Volunteer is selected under the Best Volunteer Scheme, who is entitled for a paid visit to any NGO, within India.

Guidelines:
- Family members of the employee can also volunteer for CSR. However, they shall not be eligible for the “Best Volunteer Award”.
- Employees working in CSR Department will not be eligible for certificates or “Best Volunteer Award”.
- The CSR activities shall be widely communicated and publicized in the Transmission Lines and other News Letters.

Roles and Responsibilities:
- Employees - Volunteers for CSR
- Group / Deputy Group Leaders - Formulation of activity calendar, ensuring volunteering activities implementation, monitoring manhours and budget of the group.
- Corp. CSR - To detail feedback of volunteering in Tata Power through Website Volunteering, besides mapping the flare and trend of volunteering.
- Corp CSR - To map training needs for organizers, key members/facilitators and arrange for the requisite training.
- Process Owner - Responsible for overall process coordination of all activities pertaining to volunteering.
- Head (CSR and R&R) - Ownership of guidelines.

HIV/AIDS AWARENESS PROGRAMMES & RALLIES

The HIV/AIDS programme of Tata Power is built on its traditional volunteerism approach. Tata Power employees who are boosted with the strong feeling of social responsibility join the volunteerism movement. Tata Power volunteers began HIV/AIDS awareness programme way back in 1990s, with few volunteers. Many more joined the volunteer movement understanding the importance of the cause of HIV/AIDS. The Company approached MDACS to provide scientific training programs for Tata Power volunteers. With the technical support from MDACS and leveraging resources from local NGOs like FADA (Forum Against Drugs), the Company structured its HIV/AIDS awareness programme targeting workforce, communities.
around its plants, college students and high risk population like truckers. The dedicated Tata Power volunteers conduct the HIV/AIDS programme activities beyond the regular work hours. Methodology of awareness programmes consists of street shows, quiz and nukkad natakas. Total awareness programmes are conducted and individuals are reached through awareness programmes.

The visionary Tata Power Management has envisaged that the HIV/AIDS programme can be extended to a further step by integrating prevention programmes into VCT, care and treatment initiatives in the intervention areas. Tata Power will forge partnerships with local NGOs, Government centres and community based organizations. The lessons learnt from the model will be documented and disseminated to other Corporates and stakeholders.


In the financial year 2008-09, the Company strategically developed to take the HIV/AIDS programmes to a higher stage by integrating the prevention programme into the ongoing VCT, care and support as per the guidelines under NACP III. Tata Power partnered with Population Services International (PSI) a local NGO implementing VCT programme with strong linkages, with care and treatment services.

PSI implements the VCT programme in one of the largest truck terminals in the heart of Mumbai city. TATA Power volunteers work with PSI outreach workers to conduct HIV/AIDS awareness activities within the truck terminal and refer clients for HIV testing and counseling. TATA Power volunteers spent four man-days every month for the HIV/AIDS activities. Additionally, PSI makes the mobile VCT services applicable at the area where TATA Power volunteers conduct awareness programmes. Total 450 clients are counseled and tested at the VCT centres since the inception of the extended program in May’08. Overall HIV positivity rate at the clinic is recorded as 13.7% indicating that awareness programme and VCT services are targeted to a high risk population. Overall 62 HIV positive clients were referred for care and treatment services to the network of Care and Treatment Services created by PSI.

Slogan chants at Khopoli market during the Rally

300 college students from Purandhare College, Lonavala and KMC College, Khopoli participated in the 2 Suraksha rallies. The students showed active participation and chanted HIV/AIDS awareness slogans and distributed educational material along the Rally route. Special awareness programmes were conducted by our volunteers for these students and professors after the rallies. Healthy interactive sessions prevailed at these programmes. A HIV/AIDS Quiz was also held where students were awarded prizes.

Principal Mali of Purandhare College appreciated Tata Power for these awareness campaigns and said more of these rallies and programmes should be conducted to combat the deadly disease.

HIV/AIDS awareness programmes were conducted at Lonavala Railway Station, Lonavala Market, Shilphata market and Khopoli market. The audience learnt about HIV/AIDS through informative power point presentations and films. Pamphlets and Condoms were also distributed at these programmes. Surveys conducted at these programmes revealed that more such programmes should be organized.

Dr Jitendra Gupta of Khopoli said “These programmes were good for the public”. At one such survey, 132:50 man hours were put in by our volunteers in these 8 sessions benefiting 1885 community members consisting of college students, professors and general public.

The Health group consisting of 60 volunteers, from Trombay, ET&A, Dharavi, Kalyan, Bombay House, Maharashtra Project Cell, Estate and Ambernath, is...
celebrating its Golden Jubilee of programmes. It has already crossed its target for the year 2008-2009 and has conducted 68 HIV/AIDS awareness programmes benefiting 11,022 community members putting in 1,509 man hours of community service. The programmes which are mainly done after office hours and in the evenings by our volunteers have benefited truckers, cleaners, college students, Mumbai Police, CISF, Home Guards, Tata Power employees, school teachers, migrant workers, villagers and slum dwellers.

Success Story: How Tata Power CSR has impacted and saved life of those vulnerable to HIV/AIDS

Ramvilas, a 39 yrs old truck driver hailing from Uttar Pradesh works with a transport Company at Cotton Green. One day, while he was waiting for his turn to load his truck and leave for Kanpur, he came across a puppet show play on HIV/AIDS performed by the outreach workers of Population Services International and employee volunteers of TATA Power Company Ltd. The puppet show play focused on giving information about HIV/AIDS and how individuals become vulnerable to HIV/AIDS because of their high risk behaviour of having multiple partners. Ramvilas could relate the puppet show character with his own life, as being on constant move and away from the family, he used to indulge in multiple sexual relationships at Dhabas, Red light areas on his route of travel. The street play made him think about his risky practices and he immediately interacted with the outreach workers and volunteers of PSI and TATA Power. The outreach workers further explained him about the risk of HIV/AIDS and explained him to visit the Saadhana voluntary Counseling and Testing centre at Cotton Green run by PSI with support from TATA Power Company, as a CSR initiative.

Ramvilas took a step of visiting the Saadhana Clinic. He was worried that he might have contracted HIV/AIDS and now from him, his wife and children will get infected. The counselor at the Saadhana Clinic greeted him and made him feel comfortable. The counselor assured him that he is there to help him and the talk between them will be kept completely confidential. Counselor and Ramvilas interacted in a counselling room for 45 mins where the counselors explained him about the HIV/AIDS, how it is transmitted, how people contract HIV/AIDS and how one can save himself from HIV/AIDS. Counselor had personalized counseling with Ramvilas on the risky practices he indulged in past and present. The counselor helped Ramvilas to come up with a risk reduction plan by which he could reduce his risk for HIV transmission. The counselor prepared him for the HIV test. After testing, counselor again took him to the counseling room and explained him about his result, he was negative for HIV. Counselor revisited the risk reduction plan along with him. He walked away from the clinic with a risk reduction plan by which he can reduce his risk of HIV transmission. Ramvilas realized that it was his second birth and he decided that he will now never indulge in to high risk behavior. From this experience Ramvilas referred ten of his friends to the Cotton green Saadhana clinic for HIV counseling and testing.

Like Ramvilas, thousands of truck drivers and helpers at Cotton green are getting benefited by the Public Private Partnership (PPP) project implemented by PSI with support from TATA Power.

ENERGY CLUBS AND ENERGY AWARENESS PROGRAMMES

In the month of April 2007, Tata Power (Trombay) CSR Head called a meeting at Trombay which was attended by a group of approximately 12 employees. In the meeting, The CSR Head suggested that some CSR activities should be carried out in the interest of the society and gave team the responsibility of educating the society in Energy Conservation and Safety.

After taking the challenge of educating society in Energy Conservation and Safety, internal three meetings were carried out in which the programme was worked out. Initially, all came to an understanding that for spreading awareness the best media would be children in the range of Std VII to IX and so it was decided to pass on information about electricity, Tips on saving power, electrical safety and, above all, it was decided to carry out the activity through practical demonstrations and power point presentations.

The energy conservation group i.e. URJA immediately started with the process and keeping the age of students in mind, a programme was chalked out in simple terms of passing information on importance of natural resources
such as oil, gas and coal, importance of energy conservation and safety and so power point presentation was worked out. Taking into consideration children’s mindset, understanding their level and interest in the subject, the presentation was prepared in Hindi, English and Marathi to spread awareness across sections. In addition to a CSR film on JRD Tata and a cartoon film on energy conservation was also planned. Then energy conservation and safety programme was presented in various schools, for Company employees and parents.

The quality of programme and its effective presentation has made us successful in reaching out to school children and sensitizing them to conservation of energy and other natural resources. The success of the programme has made Energy conservation and Safety, the best CSR programme in Tata Power.

Till date from period of June 2007 to Feb 2009:
1. No. of programs covered- 65
2. Total No. of participants covered -13700

The programme started with a handful of people of just 12 and today its strength is of 72 which is growing stronger and stronger.

For the year 2009-2010, the group plans to take programme feedback session and collect data on energy saved, to check the effectiveness of the programme.

TEACH INDIA INITIATIVE

The Teach India initiative, started by the Times Group, strives to make a difference to the vast population of India that has been deprived of the right to basic education. The aim of Teach India is to provide a platform to the various members of society who, irrespective of their personal and professional standing, feel a strong desire to give back to society and participate in building a nation based on more solidarity and justice by providing basic education to the undereducated children and adults of India. The drive is aimed at connecting educated individuals with the specialist providers the NGOs that work tirelessly to bring more children under the umbrella of basic education.

Objectives:
1. Raise Awareness on the state of education in India gaps, challenges and possible solutions - and talk about sustainable public policies that can have a positive impact on the literacy rate of India
2. Inspire, motivate and mobilize people to volunteer for education and be more socially active citizens
3. Build a more cohesive and inclusive society based on trust and reciprocity through bridging people from different backgrounds in order to fight discrimination and marginalization
4. To contribute towards reaching the Millennium Development Goal of achieving universal primary education by 2012, which will require the involvement of not just the Government but also the citizens of the country

The volunteers have to give at least 2 hours a week for a minimum of 3 months, in imparting non-formal primary education to underprivileged children/students. Teaching took place at identified locations from July 2008 in Mumbai arranged by various NGOs based on the timings or locations indicated by Volunteers in proximity to their homes/office.

Tata Power has participated at Corporate level in this programme. All the Volunteers participated wholeheartedly and made this programme a big success. This was appreciated by “Times of India” group. 28 Volunteers from Tata Power have volunteered for this process and are working hand-in-hand to ensure a better future for the children in Maharashtra. As of February, 2008 twelve volunteers have already been accommodated by the Times Group and work is on to include the other sixteen volunteers as well. The personal account of Mr. Sanjay Damle throws light on the activities conducted by them.
b. What you want to be?: One day I asked all students what they would like to be when they grow up. Many of them wanted to become a Doctor, Policemen etc with valid reasoning for helping the society to become a better place to live in. However I was shocked to hear from one of the students who wanted to become a terrorist, this was nothing but outcome of the undue publicity given by newspapers and media to terrorists. I could convince him logically that becoming a terrorist is not a good choice. Thereafter, he understood the gravity of terrorism and the harm it does to the society, and subsequently agreed to become a Policeman.

Two points should be noted here
1. Even though they are underprivileged, they want to serve the society
2. Our newspapers and media are distorting the minds of young ones

c. One girl student did not respond freely to my questions neither did she come forward to write on the black board. However, by the end of the session she happily told me “Sir you did not scold or punish anybody, I thought otherwise and so did not respond to the question”. I clarified that I wish to transfer the knowledge in the easiest way possible. This reveals mental blocks in the young buds and how it can be addressed through proper interaction.

An advertisement appeared in newspaper in July 2008 in Times of India coming out with a great initiative of teaching the unprivileged children in India.

I was about to enroll myself as an individual. Concurrently I came to know that our Company is also participating in this movement as Tata Power Corporate initiative. I enrolled myself for the same as a Tata Power employee. Subsequently, TOI conducted counselling sessions in coordination with different NGOs in the month of Aug’08. I got associated with an NGO “Reach Education Action Program (REAP)”. I was asked to coordinate with volunteers from REAP to identify the school where I will able to do teaching, based on my time availability and school’s requirement. I could identify one school in Shantinagar, Kalwa for teaching.

I started teaching in the month of Sep’08 on Saturday (which is my off day) and during my PL for 3-4 hrs. On the first day, when I visited the school, I was uncomfortable with the plight and the school children who were sitting in minimum space required in one of the houses made of tarpaulin whose ceiling was only 4ft height. Students were in the group of 2 yrs to 16 yrs with no decent clothing. Environment was stinking and a question came to my mind “How I will be able to complete my assignment of teaching for four months in such environment?” This activity continued and was a great experience for me. I will share a few touching moments out of many that I had.

a. Sharing Culture: The whole group of twenty had a common painting box, which was kept with the “Didi” and everybody shared it happily. Just imagine a normal child who would not share anything with his own sibling. Just imagine if everybody on this earth started sharing resources happily in this way many of the environmental problems would be solved in fraction of a second.

I had many such moments during this teaching assignment and will continue this great and noble activity. I also have come to a conclusion that through continuous interaction and contact with budding children, we can change the mindset and transform the young ones into responsible future citizens.
BOMBAY NATURAL HISTORY SOCIETY
GREEN GOVERNANCE AWARD

Tata Power being conferred with the “Green Governance Award” by Bombay Natural History Society. Mr. Banmali Agrawala receiving the award, on behalf of Tata Power.

HOW DO YOU MOTIVATE YOUR STAFF TO UNDERTAKE THESE ACTIVITIES DESPITE THE CONSTRAINTS

We have well defined Sustainable and Environmental policies in place. The Company has emerged as a pioneer in the Indian power sector, with a track record of performance and front runner in introducing state-of-the-art power technologies. Amidst this vast arena, our commitment to social responsibility, and well designed sustainable programmes on biodiversity conservation, afforestation, pisciculture and the results thereof has encouraged us to look at the constraints pragmatically.

We do have a good system of recognizing and encouraging talent which helps us in motivating people to contribute for the betterment of the community and environment. Awards like Green governance strengthen our belief and keep us going in our endeavours.

WHAT EFFORTS DID YOU MAKE TO ENSURE SUPPORT OF THE LOCAL COMMUNITY FOR YOUR INITIATIVES

We are committed to serve our communities by implementing sustainable community development programmes through public/private partnerships in and around our areas of operations. Tata Power, in consultations with the communities, has initiated CSR activities in Healthcare, Education, Environment, Vocational Guidance, and Infrastructure Development in the region.

HOW DO YOU SEE THE SPIN OFF BENEFITS OF THESE INITIATIVES

The Vocational programmes have helped in employment, Health care has created awareness in health and hygiene, Afforestation and pisciculture programmes have helped in employment generation. As regards environment, the flora and fauna has increased in the area. We have started tracking results and have recently come up with a book on the Birds of Lonavala & Khandala.

HOW WILL YOU ENSURE CONTINUITY OF THESE INITIATIVES

As mentioned earlier our well defined policies and our long term partnership with the communities will help us in ensuring sustainability and continuity of the initiatives.

ANY COMMENT OR SUGGESTION

We are delighted that we have been chosen for the BNHS Green Governance Award. That will certainly help us in our resolve towards environmental concerns and social responsibility in a true Tata spirit. At the same time, we are aware of the challenges ahead and the success will depend on our ability to deliver value to our stakeholders in a sustainable manner.
BOMBAY CHAMBER CIVIC AWARD

Tata Power being conferred with the “Bombay Chamber Civic Award” by Bombay Chamber of Commerce and Industry. Dr. G. Baghasingh receiving the award on behalf of Tata Power.

GLOBAL CASE WRITING COMPETITION

The case study titled 'Tata Power CSR and Sustainability' has received the second prize at Global Case Writing Competition organized by Oikos Foundation. It is a prestigious award at the international platform, since the competition covered the top business schools of the world. The results of the competition are flashed on European Case Clearing House (ECCH) Website, and the case will also get coverage in the Harvard Business Review.

The prize distribution ceremony will be held at Chicago, USA, in August 2009.

SECOND INTERNATIONAL CONFERENCE ON CSR AT JAKARTA, INDONESIA

The Indonesia Business Link organized the Second International Conference on Corporate Social Responsibility in August 2008 at Jakarta, Indonesia. The theme for the workshop was "Partnersing with stakeholders - making CSR work".

Affirmative Action

Education:
• 5 FAEA Scholarships
• Out of a total of 37 Trade Apprentices engaged during this year, 40% belong to SC/ST category as against 21% last year.

Employability:
• To meet our manpower requirements and upgrade the skills / employability of the students, we have entered into partnership with ITI, Jawahar in Thane district which is a predominantly SC/ST area. Government of Maharashtra has agreed to develop it as a Centre of Excellence in electrical trade.
• These activities have been carried out through the Vocational Training Centre at Kherwari and iLead Centres at CGPL, Mundra.
• In addition, we have also entered into partnership with ITI, Mulund. We are in the process of developing various short/long duration training/programmes to cater to the needs of SC/ST students.
• Vocational Training imparted to 144 SC/ST students of Mundra, Lonavala(Kherwa), Bhira and Mulshi areas on Computer literacy, Electrician, Rural technician, Wireman, Tailoring and English Speaking
• At the iLead Centre at CGPL, 18 SC/ST students have already undergone Vocational Training courses and 41 more are currently studying at the two centres Mota Kandagara and Nana Bhadiya.

Entrepreneurship:
• Two Labour Cooperative Societies have been formed to undertake various jobs on contract basis in the Company as well as other nearby Companies in the hydro region. 60% of 56 members of this society belong to SC/ST category.

Employment:
• We have inducted 8.02% SC/ST trainee officers out of a total of 137 from the Campus. These trainees will be absorbed in the regular cadre of Tata Power after one year of training.
• A BPO is being established at Lonavala in collaboration with Tata Business Support Services with 100 seats, which will include 50% SC/ST category.

A presentation on CSR benefits for the Business society was given by DGM (CSR and R&R), which was received very well.
The CSR Division at TATA Power has carried out Impact Assessment of all the initiatives carried out in different locations. Based on this, the following Indices have been developed:

1. **Community Satisfaction Index**: This indicator measures the extent to which beneficiary villagers’ expectations of the activity have been fulfilled. Quality and usefulness of the activity are important in this measurement.

2. **Community Awareness Index**: This indicator measures villagers’ familiarity with a particular activity and the impact of the Company on the lives of the villagers. For a high score, there should be few or no complaints of the Company from the community.

3. **Community Sustainability Index**: This indicator measures the extent to which the activity can be sustained. Both parties see a value in continuing the activity in the long run. Here, long term partnership between the Company and community is the goal.

4. **Community Need Index**: This index measures the welfare and environmental conditions of the beneficiary villages. This is somewhat similar to the UN’s Human Development Index (HDI) that measures Human Development across countries, and assists Management in resource allocation to most needy thrust areas and most needy villages.

These Indices are measured across different Thrust areas and Activities. Also, an overall index is computed for the Company’s Community Involvement in its area of operation. The index computation is currently under progress.

Community Satisfaction, Awareness and Sustainability Indices have been computed for TATA Power CSR at different project locations. The process involves development of a set of parameters across different thrust areas. Community members are involved by taking their feedback across these parameters and are normalized to compute the final Indices.

**Community Need Index**: The Community Need Index has also been computed for 7 villages in the Hydros community. The process involves identification of certain parameters across different thrust areas and calculation of the value of these parameters. These are then normalized to obtain the final Community Need Index.

**List of potential parameters for calculation of CNI:**

<table>
<thead>
<tr>
<th>Infrastructure</th>
<th>Environment</th>
<th>Livelihood</th>
<th>Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distance from nearest water source.</td>
<td>State of the local environment (i.e. air quality, level of deforestation, land pollution)</td>
<td>Income per capita</td>
<td>Distance from nearest medical facility / doctor</td>
</tr>
<tr>
<td>Distance from nearest main road / town</td>
<td>Receptivity and awareness of environmental initiatives.</td>
<td>Literacy rate</td>
<td>Number of sick people in villagers. (ie. Cataract patients, skin infections)</td>
</tr>
<tr>
<td>Availability and reliability of electricity supply</td>
<td></td>
<td>Unemployment rate</td>
<td>Life expectancy</td>
</tr>
</tbody>
</table>
The following parameters were taken:

- **Infrastructure index**: Distance from nearest water source, Distance from nearest main road / town
- **Environment index**: Awareness and Receptivity of environmental initiatives (based on survey results)
- **Livelihood index**: Income per household (based on survey results)
- **Health index**: Distance from nearest doctor

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Max. Value</th>
<th>Kolewadi</th>
<th>Bhajaon</th>
<th>Khandshi</th>
<th>Shirde</th>
<th>Somwadi</th>
<th>At. Post Male</th>
<th>Sambhavle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distance from nearest clean water source (m)</td>
<td>2000.00*</td>
<td>500.00</td>
<td>750.00</td>
<td>750.00</td>
<td>1000.00</td>
<td>500.00</td>
<td>500.00</td>
<td>750.00</td>
</tr>
<tr>
<td>Nearest water source index</td>
<td>-</td>
<td>0.250</td>
<td>0.375</td>
<td>0.375</td>
<td>0.500</td>
<td>0.250</td>
<td>0.250</td>
<td>0.375</td>
</tr>
<tr>
<td>Distance from nearest town/road (km)</td>
<td>30.00*</td>
<td>11.00</td>
<td>12.00</td>
<td>8.00</td>
<td>16.00</td>
<td>14.00</td>
<td>7.00</td>
<td>2.00</td>
</tr>
<tr>
<td>Distance from nearest town/road index</td>
<td>-</td>
<td>0.367</td>
<td>0.400</td>
<td>0.267</td>
<td>0.533</td>
<td>0.467</td>
<td>0.233</td>
<td>0.067</td>
</tr>
<tr>
<td>Infrastructure index</td>
<td>-</td>
<td>0.308</td>
<td>0.388</td>
<td>0.321</td>
<td>0.517</td>
<td>0.358</td>
<td>0.242</td>
<td>0.221</td>
</tr>
<tr>
<td>Distance from nearest medical facilities (km)</td>
<td>30.00</td>
<td>11.00</td>
<td>12.00</td>
<td>8.00</td>
<td>16.00</td>
<td>14.00</td>
<td>12.00</td>
<td>12.00</td>
</tr>
<tr>
<td>Health index</td>
<td>-</td>
<td>0.367</td>
<td>0.400</td>
<td>0.267</td>
<td>0.533</td>
<td>0.467</td>
<td>0.400</td>
<td>0.467</td>
</tr>
<tr>
<td>Income per household</td>
<td>5000</td>
<td>1786</td>
<td>2115</td>
<td>1906.25</td>
<td>1312.50</td>
<td>2600</td>
<td>4000</td>
<td>3745</td>
</tr>
<tr>
<td>Livelihood index</td>
<td>-</td>
<td>0.643</td>
<td>0.577</td>
<td>0.619</td>
<td>0.735</td>
<td>0.480</td>
<td>0.200</td>
<td>0.251</td>
</tr>
<tr>
<td>Environmental Awareness Score**</td>
<td>1.0</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>14 / 33</td>
<td>16 / 88</td>
<td>-</td>
<td>141 / 297</td>
</tr>
<tr>
<td>Environmental index</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.424</td>
<td>0.182</td>
<td>-</td>
<td>0.475</td>
</tr>
<tr>
<td>Community Needs index ***</td>
<td>-</td>
<td>0.439</td>
<td>0.455</td>
<td>0.402</td>
<td>0.584</td>
<td>0.407</td>
<td>0.281</td>
<td>0.343</td>
</tr>
</tbody>
</table>

**CSR Allocation System:**

<table>
<thead>
<tr>
<th>Index (x)</th>
<th>Kolewadi</th>
<th>Bhajaon</th>
<th>Khandshi</th>
<th>Shirde</th>
<th>Somwadi</th>
<th>At.Post Male</th>
<th>Sambhavle</th>
<th>Cumulative (z)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>0.308</td>
<td>0.388</td>
<td>0.321</td>
<td>0.517</td>
<td>0.358</td>
<td>0.358</td>
<td>0.242</td>
<td>2.492</td>
</tr>
<tr>
<td>Health</td>
<td>0.367</td>
<td>0.400</td>
<td>0.267</td>
<td>0.533</td>
<td>0.467</td>
<td>0.400</td>
<td>0.467</td>
<td>2.901</td>
</tr>
<tr>
<td>Livelihood</td>
<td>0.643</td>
<td>0.577</td>
<td>0.619</td>
<td>0.735</td>
<td>0.480</td>
<td>0.200</td>
<td>0.251</td>
<td>3.505</td>
</tr>
<tr>
<td>Environment</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.424</td>
<td>0.182</td>
<td>-</td>
<td>0.475</td>
<td>1.081</td>
</tr>
</tbody>
</table>

- In our example here, Department sets aside 15% for environment, 20% for infrastructure, 30% for health and 35% on livelihood activities
- Max. score for our 7 villages is 200pts. Based on the CNI, we can attach points to each thrust area of each village.
- The Office managing the villages needs to score 50 points in a year. Management office must decide which activity they need to do to score these points.

<table>
<thead>
<tr>
<th>Points (y)</th>
<th>Kolewadi</th>
<th>Bhajaon</th>
<th>Khandshi</th>
<th>Shirde</th>
<th>Somwadi</th>
<th>At.Post Male</th>
<th>Sambhavle</th>
<th>Max. points (v)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>4.9</td>
<td>6.2</td>
<td>5.1</td>
<td>8.3</td>
<td>5.7</td>
<td>5.7</td>
<td>3.9</td>
<td>40</td>
</tr>
<tr>
<td>Health</td>
<td>7.6</td>
<td>8.3</td>
<td>5.5</td>
<td>11</td>
<td>9.7</td>
<td>8.3</td>
<td>9.7</td>
<td>60</td>
</tr>
<tr>
<td>Livelihood</td>
<td>12.8</td>
<td>11.5</td>
<td>12.4</td>
<td>14.7</td>
<td>9.6</td>
<td>4.0</td>
<td>5.0</td>
<td>70</td>
</tr>
<tr>
<td>Environment</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>5.1</td>
<td>2.2</td>
<td>-</td>
<td>5.7</td>
<td>30 (13*)</td>
</tr>
<tr>
<td>Cumulative</td>
<td>25.3</td>
<td>26.0</td>
<td>23.0</td>
<td>39.1</td>
<td>27.2</td>
<td>18.0</td>
<td>24.3</td>
<td>200 (183*)</td>
</tr>
</tbody>
</table>
I was also involved in preparing a Road Map for the operations of the upcoming Tata Power Community Development Trust. This was also a very enlightening experience, wherein I worked with the CSR team and many other stakeholders in estimating the requirements of manpower, funding, organization etc.

Overall, I cherish the memories that I take along with me from this Project. In future, I would love to be involved with the Company in whatever manner possible in their endeavour to ‘Lighten up the Lives’ of the community and society.

The 10 weeks in Mumbai last summer was an adventure of a lifetime for the group of Singaporean university students participating in the Tata Group’s 2008 International Internship Program (IIP). I was among the lucky few from my university chosen by the Group for the programme and I spent 10- weeks working in the CSR Department of the Tata Power Company. I would unreservedly say that it was one of the best 10-weeks of my life.
In the initial weeks, I did my research and explored various ways CSR activities could be evaluated. I studied the CSR activities done by the Company and was pleasantly surprised by its rich heritage of philanthropy and community service. Surely, the world would be a far better place if Corporates decide to give to society the way the TATA Group of Companies does. During this time, the CSR department was also helpful in creating the framework for the project and gave me the much needed flexibility and support to carry out the project. Eventually, I came out with a group of experimental indices to measure and reflect the requirement of CSR activities among the beneficiary villagers.

At Lonavala, where I collected data, I had the pleasure and privilege of visiting the village beneficiaries of Tata Power CSR initiatives. I also had the opportunity to ride in the Company sponsored medical van and followed the doctor doing his rounds. In each village we visited, a crowd would typically congregate around the medical van and receive free checkups and medication from the doctor. My fellow intern friends and I also had the opportunity to visit several other villages and study the impact of projects done on the local populations. This included computer classes for girls, income generation activities and educational facilities for the villagers. Having being an urban resident all my life, I was glad that I was given the opportunity to visit the beautiful Lonavala region and interact with the villagers.

Heading back to Mumbai after collecting the data, I remembered telling myself that being there and doing what I was doing made me the luckiest intern in the world.

PRAVEEN UPADHYAYA (TAS MANAGER WHO WORKED ON A 7-WEEK CSR PROJECT WITH TATA POWER)

My seven weeks at Tata Power as a part of the Corporate Social Responsibility Team (CSR) consisted of visiting the different villages around the five dams in the Maval, Mulshi areas, and to propose a roadmap of CSR activities there. The idea was to go to each of the villages, interact with the villagers and develop an understanding of community activities in the villages. I and Major Kishore Paliwal (CSR Head at Mulshi), who has just joined the organisation got hold of an old weather beaten Trekker and spent almost all our day on the ground, trying to understand the various issues from the village's perspective.

It was an enlightening experience. Within every few kilometers as we passed from one village to another issues changed, new problems emerged, perceptions changed. Some of these were very positive towards Tata Power's CSR initiatives, some neutral and others negative. While some villages there were ample signs of progress and prosperity, there were those that had to struggle even to meet their basic needs like water and occupation.

The issues in these areas are multifaceted, there are no clear answers. However, the approach of the CSR division of facing them head on by trying to engage with the community through a personal touch is sure to make Tata Power once again a part of their lives, as it once was.

KARTIK SURESH (TAS MANAGER WHO WORKED ON A 7-WEEK CSR PROJECT WITH TATA POWER)

The project description for my CSR stint with Tata Power stated “Implementation of CSR strategy developed for Mulshi”. The task seemed pretty hands on and challenging. I took all the inputs from my TAS colleague Praveen who had conducted a survey and proposed an action plan for the future. The feeling that I had before joining at work was kind of mixed very excited about being given the opportunity to get some actual job done; but also a little apprehensive about what the expectations were from a 7 week stint.

The first meeting with Col. Tewari was on 19th January 2009 and the discussion made me realize the extent of responsibility that he wanted me to shoulder. The job started on Day 1 and ever since then it has been a very enriching 45 days for me. The major task was to promote the culture of Self Help Groups (SHGs) in the catchment areas of Maval & Mulshi. The SHGs were the best way to enable the villagers towards sustainable development. I underwent a training program at an NGO in Ganeshpuri regarding SHG formation and their progress. The learning
from the sessions and the visits to villages cemented the importance of SHGs and gave me new guidelines to work on. Along with Dr. (Maj) Paliwal, we hired the 5 volunteers from Maval & Mulshi each and started our own new institution “Prema” that promotes SHGs in Maval & Mulshi. The experience of running this small unit, developing our own training materials, syndicating the efforts with Panchayat Samiti & local banks and conducting sessions with villagers has been very unique. I would always cherish the achievement of having boosted the self confidence of our SHG volunteers who have gone ahead and started 3 new SHGs in Mulshi Taluka and reformed other existing ones.

Apart from the SHG formations, I got to learn a lot about several Govt. schemes that have been drafted for the benefit of villagers. I thoroughly enjoyed the experience in terms of the brainstorming sessions with CSR team, visits to the officers at Zilla Parishad in Pune and discussions with other NGOs regarding development of some schemes for community development. As an achievement on this front, we drafted the healthcare plan for Mulshi & Maval, prepared a proposal of a scheme for promotion of Gobar Gas units and tied up with an NGO for continuing our Mobile Medical Van facilities in Maval & Mulshi. The first hand experience of how an organization lives in a symbiotic relation with its surrounding villagers, Government, political forces and other agencies was one of the key take aways for me from this stint.

I am very grateful to Col. Tewari for giving me this opportunity. I am thankful to the entire CSR team Mr. Bharat, Ms. Anjali, Mr. Vivek for sharing their experiences & insights with me. The stay at Mulshi would not have been so eventful without the company of Dr. Paliwal. There has been a lot of learning from each person I have interacted with and would cherish the memories from this stint for a long time to come.

VARUN PANDE (IT ENGINEERING STUDENT WHO INTERNED WITH TATA POWER CSR FOR 1 MONTH)

As an engineering student it was a dream come true to be chosen as an intern for a prestigious Company like TATA Power that has a very old history and played a major role in shaping the future of independent India. During my five week Internship with TATA Power, I had been with the CSR and R&R. My main task was the analysis, evaluation and automation of potential processes for the identification of the key communities and then calculation of the CSI (Community Satisfaction Index) and CNI (Community Needs Index). Thereby, the main focus was to provide a data driven decision, and outputs in a demographical form, that could be supported by using Microsoft Excel.

The project started with data gathering, classification of the considered processes and their evaluation as well as the construction of a Graph (using word). After this followed automating the entire system online using DOT NET/Java script. Before I started with my Internship, I had never been in the Corporate sector. I was only a student until now with only theoretical knowledge and did not have any practical experience in working in any Company. Hence, one of my biggest tension was whether I would be able to work on an equal footing with the other experienced colleagues and accomplish the Internship successfully. I really did not know what to expect and what was expected out of me. It was with a little fear in my heart and awe that I prepared myself to go to Tata Power. However, all these fears were laid to rest as soon as I entered the Company.

I was surprised to see how much easier it was to work inside the Company and my experiences in day to day life helped in my work. As time flew, even this got better. During my studies in school/college, I learnt a lot about cultural differences and diversity, but even if this provided a good theoretical basis it could never replace the real experience. I always wanted to know, how I could combine the different fields of my study course and my special interest at this time. I learnt that if one’s theoretical knowledge is related to real projects, they can become a very interesting learning experience.

The automation of the CSR Processes project was multipurpose and I was able to apply nearly every field of my study course to some aspect. Moreover, I was able to acquire knowledge in many fields. I hardly knew about the pre-condition to understand the requirements of a project. As an IT (Information Technology) Engineer, my responsibilities spanned from understanding the processes to helping in creating various processes and the automation of the whole system. I can say, that the decision to accept the challenge an Internship in a new, large Company was absolutely right. It didn’t only give me a new work experience, but also gave me the opportunity to extend my personal horizon. It was indeed a month of fun and learning. TATA Power did “Light up my Life”.
IES Management College and Research Centre is a paradigm of academic excellence unremittingly sought by IES and has become one of the premium B-schools.

In their endeavour to shape and develop business leaders for the Corporate world, through superlative contemporary management education, IES Management College provides an excellent research & development platform and also delivers an entire suite of Management Development programmes for the Corporate world. IES has ensured that small steps result in giant leaps thereby being committed to ‘Value Addition Through Education’ True to its long tradition, we at IES manage to cope with challenging pressures of continued interaction with industry and society periodically organise conferences, industry meets among which include Udaan, Insight, R.Y.T.H.M, Marketing Conference, Finance Conference and HR Conference.

We the students of IES Management College, got an opportunity to work in a CSR project defined by Col Prakash Tewari (Retd.) for our summer project. The project was on an exploratory research for preparing a benchmarking model of CSR activities of TATA Power Company Limited. Out of the three areas of functioning of TATA Power for its CSR activities, this research was conducted only in Hynro areas and for the villages which came under the catchment areas of the dams built by TATA Power.

This project also gave us a platform to adapt and implement the different models being made for benchmarking CSR activities and also a need assessment model i.e. Community Needs Index on the basis of Human Development Index for the preparation of CSI i.e. Community Satisfaction Index, covering with the analysis for 7 of those 107 villages.

At the end of our summer project, we were able to summarize the requirements of these communities from the Company and also in which areas the Company needs to concentrate for community welfare, keeping in mind the triple bottom line approach for CSR.

Our journey with TATA power was indeed a great experience.

I am a fourth year graduate student in the UC San Francisco/UC Berkeley Joint Graduate Group in Bioengineering, and this summer I will be working as a CSR Intern with Tata Power for 8 weeks on an integrated watershed project in the Shinwata/Mulshi areas outside of Lonavala, Maharashtra. I will be working for Tata Power through the Tata International Social Entrepreneurship Scheme (TISES), a collaborative effort between UC Berkeley’s Blum center for Developing Economies, the University of Cambridge’s Judge Business School, and the Tata Group Companies. I believe working as a CSR intern with Tata Power will be a tremendous opportunity for me, as I can use my knowledge and skills as an engineering student in a way that has an immediate impact on the society and quality of life in India. As a CSR intern I will be able to foster friendship between myself and the Indian people that will leave lasting impressions on me and on those whom I help for years to come. On my return to the United States I can use my knowledge and experience as a CSR Intern to educate people about Indian culture in order to create understanding between the US and India. This is very important to me and is what inspired me to work as a CSR Intern, as I feel that there is a need in the United States for more cultural exchange and dialogue between American citizens and everyday citizens of foreign countries, especially non-Western countries such as India.

My experience as a CSR intern with Tata Power will be my first trip to India and I am curious to see what it will be like living in India for two months and interacting with the local people. I am also interested in what preconceptions and stereotypes the local villagers have about Americans and the West, and I am hoping my interaction with them will change their opinions about the United States for the better. Most of all, I am really excited to be immersed in Indian culture and interact with the Indian people. I have been studying Hindi at UC Berkeley and as an undergraduate student and I am thrilled to be able to finally use the language to communicate with people in India. While I know that most Maharashtrians speak Marathi, I am hoping some people I meet will also understand some Hindi and I can try and express myself without the need of a translator. I firmly believe that working as a CSR intern will have a deep and lasting impact on me and will change my perspective of the world and my understanding of what it means to be an Indian living in rural India.
Looking Ahead 2009-10

➢ License Area
  ● Rural BPO
  ● MS Digital Inclusion
  ● HIV/AIDS
  ● Health Camps
  ● Water Shed Management
  ● ITI

➢ Naraj Marthapur
  ● Rural Electrification
  ● Medical Camps
  ● Vocational Training ITI
  ● Computer Training

➢ Maithon
  ● Street Lightning
  ● Modular Toilets

➢ Mundra
  ● Fodder
  ● 1 Lead
  ● RWH, Check Dam
  ● Medical/Health
  ● Bull Purchase
  ● Tie Up With ITI

➢ Jojobera
  ● Allopathy, Blood, Homeopathy
  ● Borewell
  ● Classroom, Aid, Donation

➢ Dherand
  ● Computer Learning Centres

➢ Haldia
  ● School Library
  ● Village Sanitation
  ● Social Welfare
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<tr>
<th>THRUST AREA</th>
<th>HYDROS</th>
<th>TROMBAY / T&amp;D</th>
<th>MUNDRA</th>
<th>DHERAND</th>
<th>NARAJ MARTHAPUR</th>
<th>MAITHON</th>
<th>JOJOBERA</th>
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<tr>
<td>HEALTH CARE</td>
<td>* Medical Camps * Eye Camps * Cataract Operations * HIV/AIDS Awareness * Health Program</td>
<td>* Medical Camps, Cataract, Vision, HIV/AIDS Program</td>
<td>Medical Camps, Eye Camps</td>
<td>Medical Camps, Eye Camps</td>
<td>Medical Camps, Eye Camps</td>
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<td>EDUCATION / VOCATIONAL TRAINING</td>
<td>* Technical Training Through Khavadi, ITI * Digital Inclusion Schools</td>
<td>* Computer Training to Municipal Schools * Mentoring and Scholarship</td>
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<td>Technical Training Through ITI Computer Education</td>
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<tr>
<td>ENVIRONMENT</td>
<td>* Afforestation, Nursery * Fisheries * Environment Education * Interpretation Centre * Accessing Bd</td>
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<td>Afforestation</td>
<td>Afforestation Awareness Trips to Jojobera</td>
<td>Afforestation</td>
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<tr>
<td>NATURAL RESOURCE MANAGEMENT</td>
<td>* RWH * Watershed Shed Management</td>
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<td>Dew Harvesting</td>
<td>Drinking Water Projects</td>
<td>Drinking Water Schemes</td>
<td>Bore Wells</td>
<td>-</td>
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<tr>
<td>INFRASTRUCTURE</td>
<td>ITI Mulshi, Asphalting of Roads * Class Rooms, Teachers Rooms, Bus Shelters</td>
<td>Sulabh Toilets</td>
<td>Sanitation, Crematorium Fencing,</td>
<td>-</td>
<td>-</td>
<td>Repair/ Building Schools Road Repair</td>
<td>Community Hall, Bus Shelter, Drinking Water</td>
</tr>
</tbody>
</table>
CSR Team

Standing left to right: Dr. G Baghasingh, Anjali Wazir, Col. Prakash Tewari (Retd), S.H. Dalvi, S.C. Kuikarni, P. Fernandes, Saurabh Sharma, Bharat Nadkarni, Vrinda Ghude, R.R. Kamat, Sujit Sengupta, Rajib Sarkar, Dr. Kishore Paliwal, A.S. Rege