

Spinning the invisible web of 'goodness'

Tata Power believes that 'goodness' is a powerful thing. For over a hundred years, Tata Power has been an intricate part of India's growth story, aiming beyond its own growth and development to promote and sustain the communities at large, spreading infinite invisible goodness through a number of outreach and green initiatives.

Sustainability as a business practice has become ubiquitous these days, implemented with zeal at companies, and often used in conjunction with 'green movement' and 'corporate social responsibility'. To most companies, sustainability remains a way to showcase their corporate social responsibility, completely divorced from their core business objectives. But people's familiarity with the subject is largely fleeting. A mishmash of sustainability tactics does not add up to a sustainable strategy. There is a strong need to promote 'sustainability' from the generic 'check the box' approach to a strategic seat at the

boardroom. Integrated sustainability is the first step towards conserving nature and developing the communities at large, and a holistic approach should be adopted so that the interdependence of various elements can be understood.

The philosophy of Social Responsibility as practiced by Tata Group is a legacy of its founders. The multitude of community initiatives the group has sowed and fostered from its earliest days flows from this wellspring of voluntary, as opposed to obligatory commitment. Tata Power, following this philosophy, has taken up various community initiatives and pursues an inclusive approach, investing in community development

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and skill building initiatives of stakeholders at large. At Tata Power, we believe that 'goodness' is a powerful thing. It has the ability to touch lives and often change it for the better. For over a hundred years, Tata Power has been an intricate part of India's growth story, aiming beyond its own growth and development to promote and sustain the communities at large, spreading infinite invisible goodness through a number of outreach and green initiatives.

Community initiatives

As a company, Tata Power believes in integrating its business values into operations to meet the expectations of its stakeholders. Communities,

ranging from those villages around its plants to those employed by its contractors and suppliers, constitute our important stakeholders. Tata Power aims to continue to serve its communities by:

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

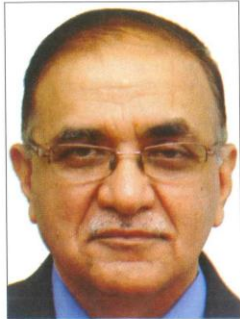
We are pursuing initiatives across all the identified thrust areas. Presently, Community Relations initiatives are positively impacting lives through formation of Village Development Advisory Council (VDAC), installation of roof rain water harvesting systems, value chain analysis, establishing revolving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

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

- ▶ Information sessions and a 'sakhī mandal' scheme was introduced which helped in sensitizing the community about the importance



'Mahseer Conservation' program



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for SHG's.

- A program was carried out to offer credit support through bank tie-ups to encourage women to initiate their own ventures.
- Introduced micro finance programs for the alleviation of poverty and at the same time empower women.
- Tata Power announced a special program, 'Vartika' which promoted value-added traditional embroidery crafts and also developed market linkage for women to increase their earnings and livelihood profitability.
- Awareness programs on several prevalent social issues such as domestic violence, group strength, etc., are organized for the SHG's.

Tata Power also provides support to a number of fishermen of Modhva by providing better fishing nets, uninterrupted drinking water to the communities, better access to sanitation and maintaining the health and hygiene of the fishing community. The Company has formed a partnership with Aga Khan Rural Support Program India and Fisheries Management Resource Centre to protect and enhance the livelihoods of the traditional marine fishing communities of Kutch through strengthening and scaling up the cooperative institution of fish workers.

We have implemented various health initiatives such as mobile medical services, specialised health camp and Awareness on hygiene and diseases, in the areas around our operations. In addition, we are also

invested in building and renovating educational infrastructure, providing education materials, imparting computer education and special coaching to the community children living around our plant sites.

CSR is an integral part of our business vision and has a century old sustained legacy of contributing to the social wellbeing of the key communities and nation building. Under Tata Power Sustainability Model, Care for Community is one the key aspect derived from Company's Values-Care. The initiatives for community development is well aligned to the community need and well defined as per Company Community Relations as part of business presence for CSR. Also, Tata Power employees are the key brand ambassadors in sustaining community developing initiatives by volunteering as a part of nation building. Tata Power Community Development Trust is the development arm of Tata Power Company which also executes the development plan and activities as per the CSR strategy.

Sustainable initiatives

Tata Power has taken up several initiatives for increasing awareness on environment protection and management. Tata Power started off over thirty years ago with eco-restoration and eco-development programs in its area of operation in the Western Ghats, particularly in the catchment areas of the lakes in Mawal and Mulshi Talukas. Since then, over 70 lakh saplings of 60 tree



takeaways

- Sustainability as a business practice is being implemented with zeal at companies, and often 'used in conjunction with 'green movement' and 'corporate social responsibility'.
- There is a strong need to promote 'sustainability' from the generic 'check the box' approach to a strategic seat at the boardroom.
- Integrated sustainability is the first step towards conserving nature and developing the communities at large, and a holistic approach should be adopted.
- It is important to include a sustainable development agenda in all functions of business and policies to avoid destabilizing the planet. After all, there are no rehabs available for a tired, spent earth.



species have been planted in the area. The program was intensified in 1995. Over 6 lakh trees, mainly evergreen and indigenous species, are being planted regularly, enriching the flora and fauna of the surrounding hills. A green belt has also been raised around the Trombay Thermal power plant and nearby hillsides.

Industrial growth has its effects on biodiversity and, therefore, corporates should play a major role in reversing the trend of biodiversity degradation by imbuing 'conservation' as a corporate value. The Mahseer Conservation Program by Tata Power is a case in point that has lent a new lease of life to the fast depleting golden mahseer in what can be described as the biggest Indian conservation effort after Project Tiger. Mahseer are the world's hardest fighting fish and can grow up to 2.75 metres (9 feet) in length, and easily weigh 35 to 40 kg. But according to a 2010 report, the golden mahseer is estimated to have declined by more than 50 per cent in recent years and, without any intervention, the population might further dip down to 80 per cent in the future.

After carrying out thorough

research of the fish in its natural habitat, we transported healthy mahseer from its Himalayan habitat to our facility at Lonavla near Mumbai. The fish needed to be acclimatized to the changed environs and higher temperatures. They also needed to be reared for three years, until they reached maturity and were ready to breed. After carrying out several experiments, our biodiversity experts at the hatchery spiraled down on two species of the breed - the Deccan mahseer and the golden mahseer.

After the initial vigilant monitoring of the mahseer's behavior, the first batch of eggs, approximately 14,000, was procured through a process known as dry stripping. These were artificially fertilised and about 10,000 were brought to maturity. Over the years, the project has gained momentum and has successfully produced in excess of 10 million seed of Mahseer. Today, the project is the biggest breeding stock of mahseer in India, and produces four to five lakh mahseer seed every year. The hatchery also sends fish every year to rivers in a dozen states, including Karnataka, Punjab, Haryana, Andhra

Pradesh and Assam, in an attempt to introduce the golden mahseer in other parts of the country.

Involving all stakeholders and multiple business functions in companies' green initiative makes 'sustainability' as a practice more meaningful. There lies a certain interdependence between societal and company's overall performance, and engaging stakeholders in joining a company's sustainable efforts achieves optimal results. Tata Power actively engage with governments, consumers, suppliers, subsidiaries, investors, and academics to help build a society that is driven by strong solutions in the face of the modern world's many sustainability challenges.

No, sustainable economic development will not be easy. But yes, it is an inevitable responsibility of all institutions - businesses and government bodies alike - to achieve the same with better planning, favorable policies and effective execution. It is important to include a sustainable development agenda in all functions of business and policies to avoid destabilizing the planet. After all, there are no rehabs available for a tired, spent earth.