



TATA MOTORS
Connecting Aspirations

CORPORATE SOCIAL RESPONSIBILITY REPORT 2018





TATA MOTORS
Ankur
Beyond business...Touching lives...



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CEO & MD'S NOTE

Greetings to my colleagues!

The name 'Tata' is an inspiration for all of us, resonating our extraordinary commitment to the larger community. 'Connecting Aspirations' - the brand promise of Tata Motors connects this purpose to the fullest. It stands for the bigger vision, beyond the core requirement of running the business sustainably.

What could be a better reflection of this commitment than seeing our colleagues go an extra mile to participate in relief and rehabilitation measures, moving 'out of comfort' zones to provide comfort to the neediest ones and volunteering passionately to the TWV activities. CSR is not just a statement but an integral part of our DNA. It feels proud to lead an organization where people live and breed such philosophy.

Our actions also followed our intent, of making a definite impact on the long-term value for the community we serve. For instance, this year, we touched lives of **6,44,000 people** across the identified thrust areas of health, education, employability and environment. We streamlined our approach to bring speed and agility in our programme delivery. To make the process inclusive, we sought feedback from community members, collaborated with academic institutions / agencies working at the grass root level and the extended corporate ecosystem.

A step change was introduced in 2015, when we as responsible corporate citizens, aligned our CSR strategy with the Sustainable Development Goals (SDG), laid down by the United Nations. Happy and proud to report that on this aspect, we have already addressed fifteen of the seventeen SDGs, and have demonstrated remarkable progress with our latest achievement being the nutrition initiatives undertaken at Jamshedpur, earning us the 'Industry Champion' award (instituted jointly by the Government of Jharkhand and UNICEF).

Let me recap the year gone by, with some of the highlights on the four pillars of CSR at Tata Motors:

- Our health initiative 'Aarogya' which aims to curb malnutrition, facilitated availability of clean drinking water to remote communities and provided preventive/curative health services, covering **2,909 malnourished children** and **3,13,303 people** for health services.
- Our education initiative 'Vidyadhanam' which focuses on improving the academic performance of secondary/college going students, engaged in disbursing scholarships to the needy/ meritorious students, while facilitating them with special coaching classes. We sanctioned **9,612 scholarships** and supported **28,078 students** with special coaching in FY 2017/18. Our school infrastructure improvement initiatives continue to enhance the learning environment for the students.

- Our employability initiative 'Kaushalya' which aims to address high rate of unemployment by skilling people in automotive, non-automotive, agricultural & allied trades. The initiative also supports women empowerment by introducing them in traditionally male dominant industries. In the year 2017-18, **12,031** and **3,484 people** underwent automotive and non-automotive

trainings respectively.

- Our environment initiative 'Vasundhara' which promotes environmental consciousness among school students encouraged sapling plantation and distribution of renewable energy products. Outcome - **1,03,746 new saplings planted** across locations with **56,161 people** covered under environmental awareness program.

We made conscious efforts to involve and promote SC/ST communities through our affirmative action programme called 'Aadhar'. 40% of our CSR efforts are earmarked for Aadhar initiatives. Guided by the philosophy of 'More from Less for More' (MLM), our engagement with other members of the Tata Motors ecosystem, i.e., dealers, channel partners, vendors, ensured wider reach and better utilization of existing resources.

Another highlight of 2017 has been our attempt to leverage technology tools for enhancing our execution efficiency. We deployed mobile applications that could track real time performance of our trainers and programmers. We could encourage individual entrepreneurs to develop new solutions best suited to meet the local challenges.

Lot of good work has been done in the last year and we must continue to keep raising the bar, leveraging onto the strategic partnerships and engagement with our stakeholders.

I take this opportunity to thank all of you for your continued support, enthusiasm and commitment towards the cause of community development.

Best Regards

Mr. Guenter Butschek,
Chief Executive Officer & Managing Director,
TATA Motors



TATA MOTORS CSR

Tata Motors Group is a leading automobile manufacturer with a portfolio that includes a wide range of cars, sports vehicles, trucks, buses and defence vehicles. With its presence in more than 175 countries Tata Motors is a responsible corporate citizen.* Guided by the philosophy of inclusive community development, meaningful social engagement has been at the heart of the corporate social responsibility efforts.

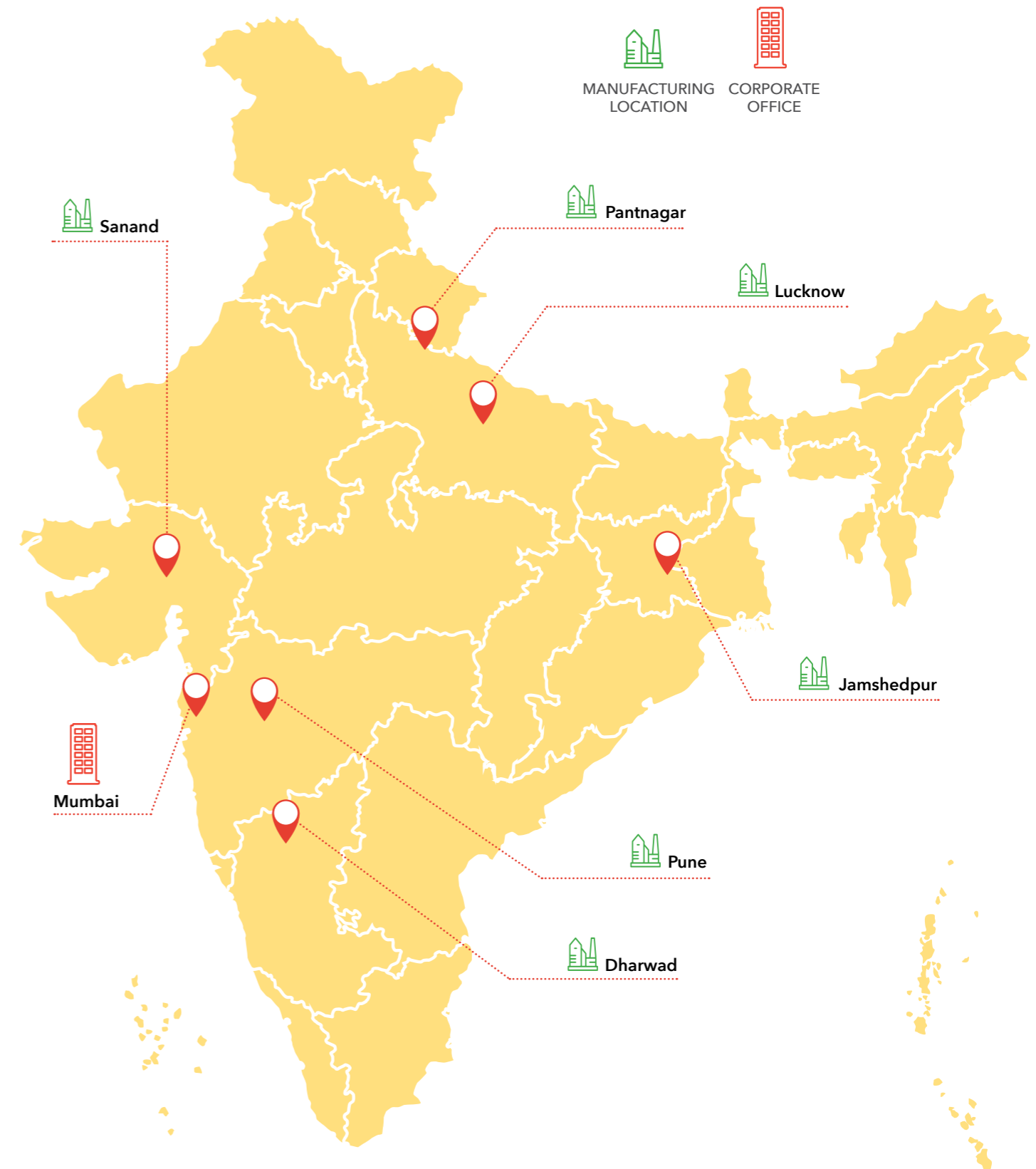
Pan India presence (six manufacturing

locations and one corporate location) helps in engaging with diverse social groups and maximising social welfare footprint by deploying Common Minimum Programmes across these locations. The thrust areas of these programmes are - Health (Aarogya), Education (Vidyadhanam), Employability (Kaushalya) and Environment (Vasundhara). Inclusive development is ensured through our affirmative action programmes (under the umbrella of Aadhar initiatives) for the marginalised SC/ST communities.



Visit www.tatamotors.com to learn more

PRESENCE OF TATA MOTORS IN INDIA



EVOLUTION OF CSR

1945

Tata Motors established

1950s

CSR began with rural development initiatives at Jamshedpur
Focus on - infrastructure development / community service provider approach

1994

Community Development Programme - Lucknow

1966

Integrated rural development programmes - Pune

2009

Corporate Social Responsibility programmes - Sanand

2010

Corporate Social Responsibility programmes - Pantnagar

2014

Corporate Social Responsibility programmes - Dharwad

2011

Corporate Social Responsibility programmes - Mumbai

Pre 2014

Programmes were philanthropic, business agnostic and geographically scattered

2013

Companies Act mandates CSR

2014

Shift in Tata Motors approach to CSR

1. CSR harmonised across locations
2. Proximity linked (focus on urban poverty issues)
3. Multi stakeholder partnerships
4. Robust CSR business connect for win-win and long term sustainability
5. Introducing life cycle approach in CSR programmes
6. Consolidation of the existing programmes under the umbrella of Ankur and 4 thematic areas - Health (Aarogya), Education (Vidyadhanam), Employability (Kaushalya) and Environment (Vasundhara)

CSR programmes at Tata Motors further the Sustainable Development Goals agenda

2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	6 CLEAN WATER AND SANITATION	4 QUALITY EDUCATION	1 NO POVERTY	13 CLIMATE ACTION	7 AFFORDABLE AND CLEAN ENERGY	10 REDUCED INEQUALITIES	17 PARTNERSHIPS FOR THE GOALS
Addressing Malnutrition	Awareness on health Curative & Preventive Health	Providing safe drinking water Work on Sanitation (LSP)	Scholarships Support Classes Co-curricular Activities Infra Development	Employability Programmes Auto Non Auto Agri & Allies	Sapling Plantation Awareness Building	Promotion of non renewables	Tata Affirmative Action Programme	Beneficiaries Government VO's Business Partners Academia Corporate Peers

Other SDGS Addressed through CSR

SDG 5: Gender Equality, SDG 8: Good Jobs and Economic Growth, SDG 15: Life on Land

SDGS Addressed through Business

SDG 9: Innovation & Infrastructure, SDG 11: Sustainable Cities & Communities, SDG 12: Responsible Consumption

SDG not addressed

SDG 14: Life after water

CSR AT TATA MOTORS

APPROACH, PRINCIPLES AND GUIDELINES



Philosophy

More from Less for More implies striving to achieve scale by judicious utilization of resources, to achieve greater impact. It is realised by forging partnerships and leveraging technology.



Approach

Tata Motors adopts human lifecycle approach by offering age continuum CSR programmes which are horizontally linked to each other.



Engagement of Tata Motors' Eco-System

Engaging business partners in the entire value chain.



Measuring Impact

Adoption of socially appropriate impact measures like SROI.



Business Connect

Employability programmes have business connect.



Volunteering is part of organisational culture which drives the philosophy of giving back to the society at Tata Motors. Seen here are volunteers participating in cycle rally to generate awareness on sustainable lifestyle.



DRIVING SOCIAL CHANGE

Overall CSR coverage in the financial year 2017-18



644000
lives touched



TATA MOTORS
Aarogya

376310
lives touched



TATA MOTORS
Vidyadhanam

101454
lives touched



TATA MOTORS
Kaushalya

98661
lives touched



TATA MOTORS
Aadhar

(Affirmative Action)
**40% of the
CSR budget
and
beneficiaries**



TATA MOTORS
Vasundhara

56161
lives touched

103746
saplings planted

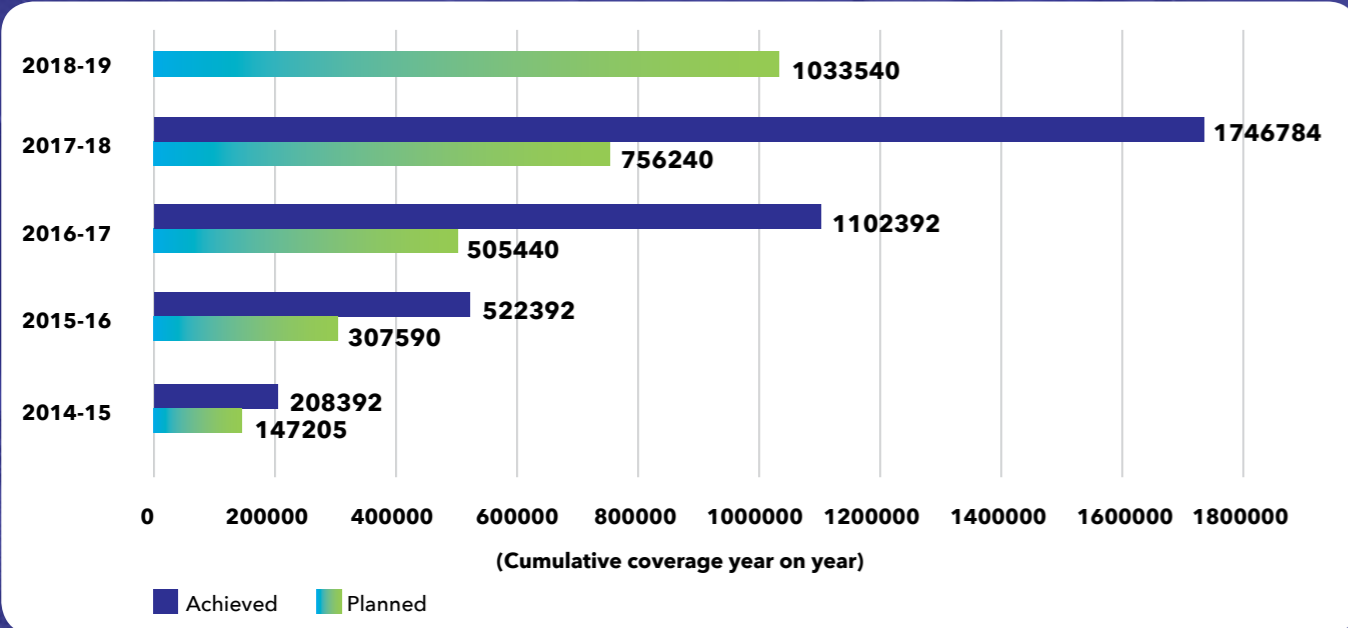


TATA MOTORS
Seva

9706
employees invested
45000 volunteering
hours

40%
of permanent
workforce

CSR PERFORMANCE SINCE 2014



5 year Strategy:
Impacting 1 million lives

Impacted 1.56 million lives till date ~174% achievement against target

By Investing 125 crore

Invested 85.69 crore till date ~68.5% of total budget

Over next five years

Within 4 years ~20% time saved

Achieved within 68.5% of the target budget by employing More from Less for More philosophy



JAMSHEDPUR

1. Wide reach and deep social engagement
2. CSR strategy and role has evolved from service provider to enabler
3. Pioneered initiatives replicated by government (MTC and Leprosy treatment)
4. Floated societies to implement CSR programmes



Highlight of the year

Addressing malnutrition through Malnutrition Treatment Centre (MTC)

Pioneer in institutionalising PPP model for Malnutrition Treatment Centre (MTC). The model is replicated by the government across Jharkhand (**at 87 centres**) and other states. The initiative also received the best corporate award in corporate SDG by UNICEF and government.

PUNE

1. Unique employee engagement platform of community development centres which engage over 30000 employees and their family members
2. Strong culture of employee volunteering amongst employees and their families
3. Focused on Integrated Rural Development Programme
4. Eradicated Malaria in Rajgurunagar block in 2000



Highlight of the year

Promoting renewable energy through Hybrid Energy Systems

A hybrid energy system is installed in Bhausaheb Raut Vidyalaya (student strength: 170), Ghotawadi, Khed to meet the electricity and water needs of the school. This renewable energy system operates on solar and wind energy and generates 5KW electricity. The system ensures that even during extreme weather conditions (monsoon), electricity is available in school and saves Rs 8400 annually on electricity bills.



LUCKNOW

1. Has conceptualised and delivered high impact projects (ascertained through SROI)
2. Programmes under each vertical are linked with government initiative/department for greater synergy
3. CSR programmes have earned goodwill of the community around



Highlight of the year

Health at your doorstep through Paramedic Stewards

More than 130 youth with basic education were trained by Wockhardt Foundation and Tata Motors as general duty assistants. The aim of the training is to equip them with patient care skills post which they can assist in caregiving for elderly people and patients at homes and hospitals. This initiative has created a body of paramedics who function as health stewards.



SANAND



Highlight of the year

Enlarging the scope of Vidyadhanam

Vidyadhanam scholarships cater to students from the entire block. This is a joint programme run in collaboration with the Government of Gujarat.



PANTNAGAR

1. Early adopters of new CSR strategy and initiators of Common Minimum Programme post 2014
2. Closely works with district administration for development initiatives
3. Highest volunteering engagement of employees



Highlight of the year

Women empowerment at Pantnagar

400 women from slums around the Pantnagar plant were trained in job oriented skills by Kaushal Vikash Kendra. 52% of them belonged to SC/ST communities and were first generation learners. **This has enabled augmenting monthly income by INR 3000.** The programme is strengthened through IT enabled platforms and monitored by personnel from ICDS.



PAN INDIA SCALE MUMBAI

1. Works on a scale of nationwide footprint



Highlight of the year

Leveraging technology for special coaching in BMC schools

Over **23000** Students (9th and 10th standard) across **155 Brihanmumbai Municipal Corporation schools** are coached in Mathematics, Science and English in partnership with Global Education Trust (part of Mahesh Tutorials MT Educare). This programme is managed and monitored through a mobile application which enables scheduling of classes and capturing real time performance data.



DHARWAD

1. The youngest plant to embark on CSR journey



Highlight of the year

Technology driven pedagogy through Tabs

This initiative encourages peer to peer learning in government schools where groups of 3-4 students receive a digital tablet preloaded with educational videos. **Over 2270 students have benefited** from this initiative over the last two years. One of the partner school (Government High School Kurubagatti) achieved 100% pass percentage in board examination.



PROGRAMMES



TATA MOTORS
Aarogya



TATA MOTORS
Vidyadhanam



TATA MOTORS
Kaushalya



TATA MOTORS
Vasundhara



TATA MOTORS
Seva



TATA MOTORS
Aadhar

AAROGYA



Why we do it ?

- Alarming high rate of under nutrition and child stunting among children in India
- 38% children under 5 years are affected by stunting (children too short for their age due to lack of nutrients, suffering irreversible damage to brain capacity)
- More than half the women of reproductive age in the country suffer from anaemia (Global Nutrition Report, 2017)

Our Strategy

- Programmes to address malnutrition and undernutrition through RUTF and nutritious breakfast
- Collaboration with ICDS and other implementing partners to hold sessions for pregnant and lactating women
- Health awareness drives to stress on adoption of preventive measures



IMPACT



Total
376310
lives touched

Addressing malnutrition

- 89% of the malnourished children are in healthy zone
- 90% of SC/ST children are healthy

2909 lives touched

Health awareness

- Visible behavioural change in communities (health and hygiene awareness, WASH knowledge, attitude and practises)

60098 lives touched

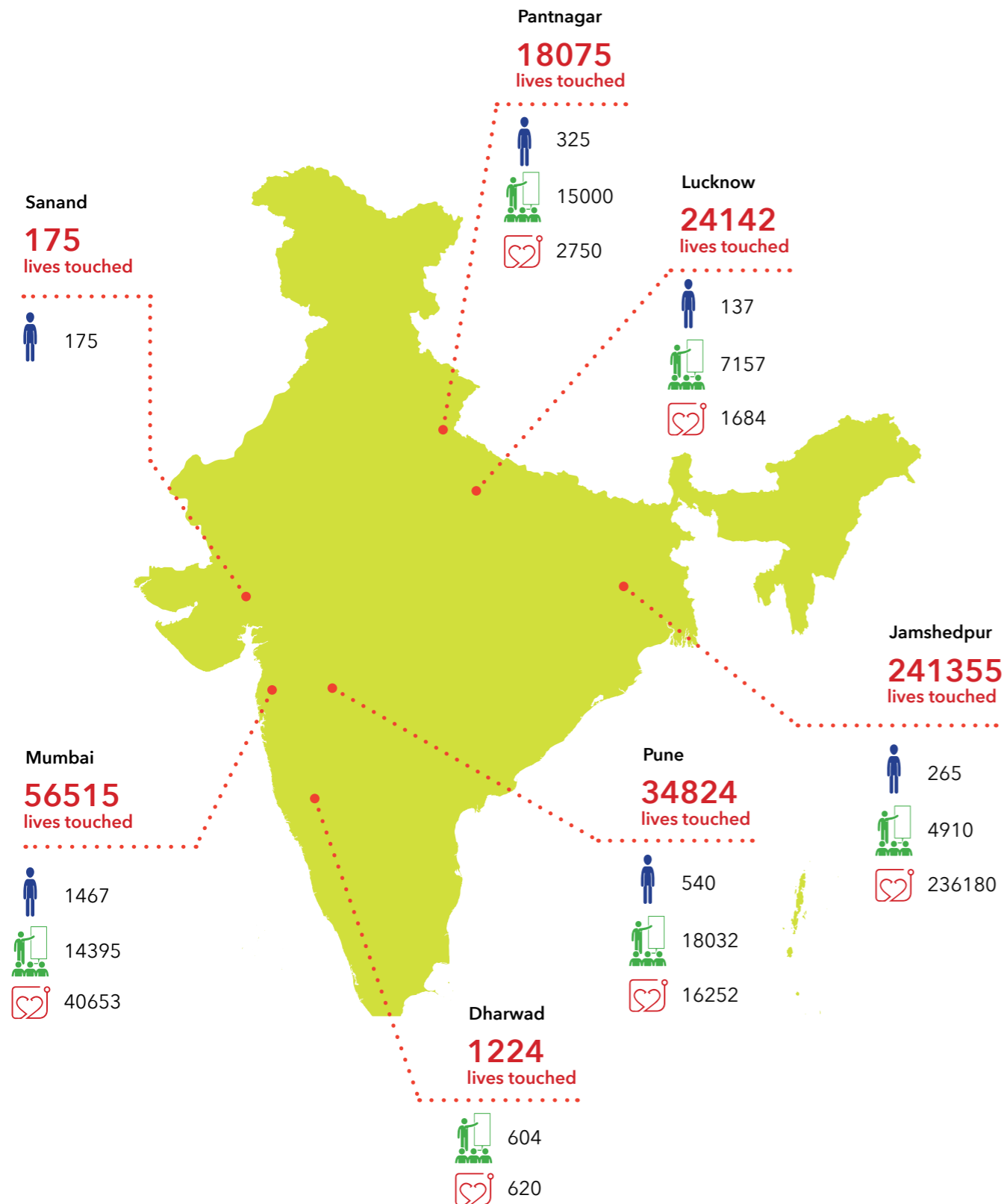
Preventive and curative health

313303 lives touched



AAROGYA

Reach across locations



MAKING PALGHAR NUTRITIOUS, ONE CHILD AT A TIME

Palghar is known as malnutrition capital in western Maharashtra. In 2016, the tribal district recorded 557 child deaths. Along with Prasad Chikitsa, the initiative to combat malnutrition in Palghar has transformed the health of children in 20 anganwadis. The approach to reduce malnutrition rate incorporates both curative and preventive measures. The curative measures consist of Ready-to-Use-Therapeutic-Food (RUTF) for children with SAM (Severe Acute

Malnourishment). They are administered Medical Nutritional Therapy under the expert guidance of Chota Sion Hospital. To ensure the children receive adequate care after improvement of their health status, they are also provided with milk and multi-vitamins at anganwadis. Health talks are held every week for adolescent girls, pregnant women and lactating mothers. To track their progress anthropometry of children is done on regular basis.

More than 88% of the malnourished children have moved to healthy zone.



DAY CARE CENTRE AT PANTNAGAR

Rampur and Shiv Nagar slums that neighbour the Pantnagar plant were found to have high number of malnourished children. To support their nutritional needs, improve health status in the district and encourage control feeding, a day care centre was established in collaboration with ICDS, district officials, Institute of Social Development (ISD) and medical practitioners. The centre facilitates outreach services through a team of medical and nutrition experts, provision of nutrition THR

on fixed days for SAM and MAM children residing in the project area. The day care centre under the supervision of the ICDS serves 50 SAM/MAM children, where they are monitored regularly and receive monthly medical consultancy.

To leverage the services in the rural pocket, mobile outreach health camp was conducted in 5 cluster pockets of the district providing medical, nutrition and referral services to the SAM/MAM children on monthly basis.

Mobile outreach health camp provided services to more than 250 SAM/MAM children in the rural pocket of the district Udhham Singh Nagar.



AMRUTDHARA



National drinking water programme through Sumant Moolgaokar Development Foundation (SMDF)

Why we do it ?

- 163 Million Indians lack access to safe drinking water (World Bank)
- 210 Million Indians lack access to improved sanitation
- 21% of communicable diseases are linked to unsafe water

Our Strategy

- Ensuring availability, accessibility and absorbability of water in water stressed villages
- Innovate context specific water solutions
- Instilling ownership and sustainability through community contribution

How do we fare ?

- Made water available to 2 lakh citizens spread across 413 villages
- Per capita availability is ~ 30 litres clean water/person/day (as per WHO standards)
- Distance saved to procure water is equivalent to 22 round trips from earth to moon
- Improved enrollment ratio and attendance of girls in schools



DROUGHT MITIGATION AT OSMANABAD

Osmanabad district falls in Marathwada region and was facing drought for the fourth consecutive year. SMDF along with Paryay undertook the project of water conservation by reviving the age old practices of nalla deepening to augment the water storage capacity of the structure. The field team selected three villages - Wagholi, Nagjarwadi and Shingoli which faced severe water scarcity, high rate of migration, decreasing cultivable land on one hand and willingness of villagers to pool in resources on the other hand. The team worked to cater to immediate requirements through building and repair

of existing infrastructure, introduction of better farming practises and inputs, long term solutions through capacity building to ensure sustainability of the projects and formation of monitoring and maintenance committees.

Nallas were deepened and the farmlands were improved with bunds and farm ponds in the three villages for better catchment. The villagers participated in the infrastructure development phase by shram daan. Combination of availability of better inputs and irrigation increased the crop yield in the villages. A total of 293 farmers were impacted by the project.

Village Name	Kharif Season	Rabi Season
No. of Farmers Benefitted	249	389
Acre of land Irrigated	453	787
Total Production in Quintal	2247.95	7562
Previous Production in Quintal	805.55	1833
Per Acre Productivity in Qtl. Prv. Year in Qnt.	20.16	57.74
Per Acre Productivity in Qtl. This Year in Qnt	55.11	1221.61



- 7.5 km nallas been dug and deepened with storage capacity of ~25 crore litres of water
- Recharged 201 wells, 303 bore wells, 20 hand pumps
- Soil moisture improvement on 730 acres of land
- ~1.6 times (Rabi and Kharif crops) improvement in production
- Over 40 kms of farm bunding has facilitated in-situ water conservation resulting in double/multi cropping
- ~ 5000 lives positively impacted
- Has arrested out migration of youth to 40%



VIDYADHANAM



TATA MOTORS
Vidyadhanam

Why we do it ?

- Focus on ensuring universal primary education led to considerable neglect of secondary and senior secondary education
- 47 million students drop out by standard 10th due to lack of finance and guidance
- Enrollment in class 10 is 77%, but enrollment in class 11 is only 52% (Institute for Policy Research Studies (PRS))
- Only 53% of all 14-year-olds can read a simple text in English and 44% can perform a simple division (National Achievement Survey (NAS), 2014)

Our Strategy

- Intervention in the entire spectrum of education
- Financial assistance to socially and economically vulnerable students
- Support classes in Mathematics, English and Sciences
- Developing school infrastructure to foster better learning environment



IMPACT



Total
101420
students
benefitted

Co-curricular activities
48847

School infrastructure and
village education development
14585

Special coaching
28078
Average 5% improvement in
marks among students

Scholarships and grants
9910



HOLISTIC EDUCATION DEVELOPMENT



Tupudang is a tribal hamlet which fares poorly across the human development indicators. Six more such villages shared the fate of Tupudang in the East Singhbhum district of Jharkhand. Team Jamshedpur took on itself to alter the developmental landscape across these seven villages by instituting programmes which cater to health, education and livelihood. Improvement of educational standards was identified as the top priority as it was found that pass percentage and enrollment ratios were low, drop out rate among students was high, and the school had poor infrastructure. Coupled with this was prevalence of apathy towards education in the community resulting in poor governance at schools. To address these challenges Tata

Motors adopted a holistic approach which included instituting need based scholarships for students (especially for girls); introduction of support classes to augment learning in English, Mathematics and Science and improvement of school infrastructure through basic amenities like water, sanitation and classroom furniture. Tata Motors also started night schools to encourage adult learning. This infused interest in parents towards education. To bring in efficiency in school management Tata Educational Excellence Programme (TEEP) was introduced. TEEP follows a graded and time bound approach to management of schools thereby institutionalising better management and governance practises.

These interventions have created history on many counts

- None of the schools had students dropping out which was **40%** two years back
- Pass percentage of the students improved to **96%** from a dismal **65%**
- Enrollment for higher studies was unprecedented
- **100%** Rate of enrollment in primary section and anganwadis
- **1000** SC/ST students benefitted
- **620** Adults joined adult literacy classes
- **1542** Students attended support classes
- Regular parent teacher meetings
- Installation of suggestion/complaint boxes



TATA SAMARTH SCHOLARSHIP

Tata Samarth Scholarship is a mentorship based rolling scholarship programme jointly instituted by Tata Motors, Tata Communications and Tata Henderickson. The objective of this programme is to support bright young budding engineers from economically weak and socially disadvantaged sections of the society. Till

date 100 scholars have been supported financially, imparted soft skills and intense mentoring from the senior leadership of these companies. Of these, 54% are from SC/ST communities and 42% are women. 3 Samarth scholars found employment at Tata Motors upon completion of their graduate degree.

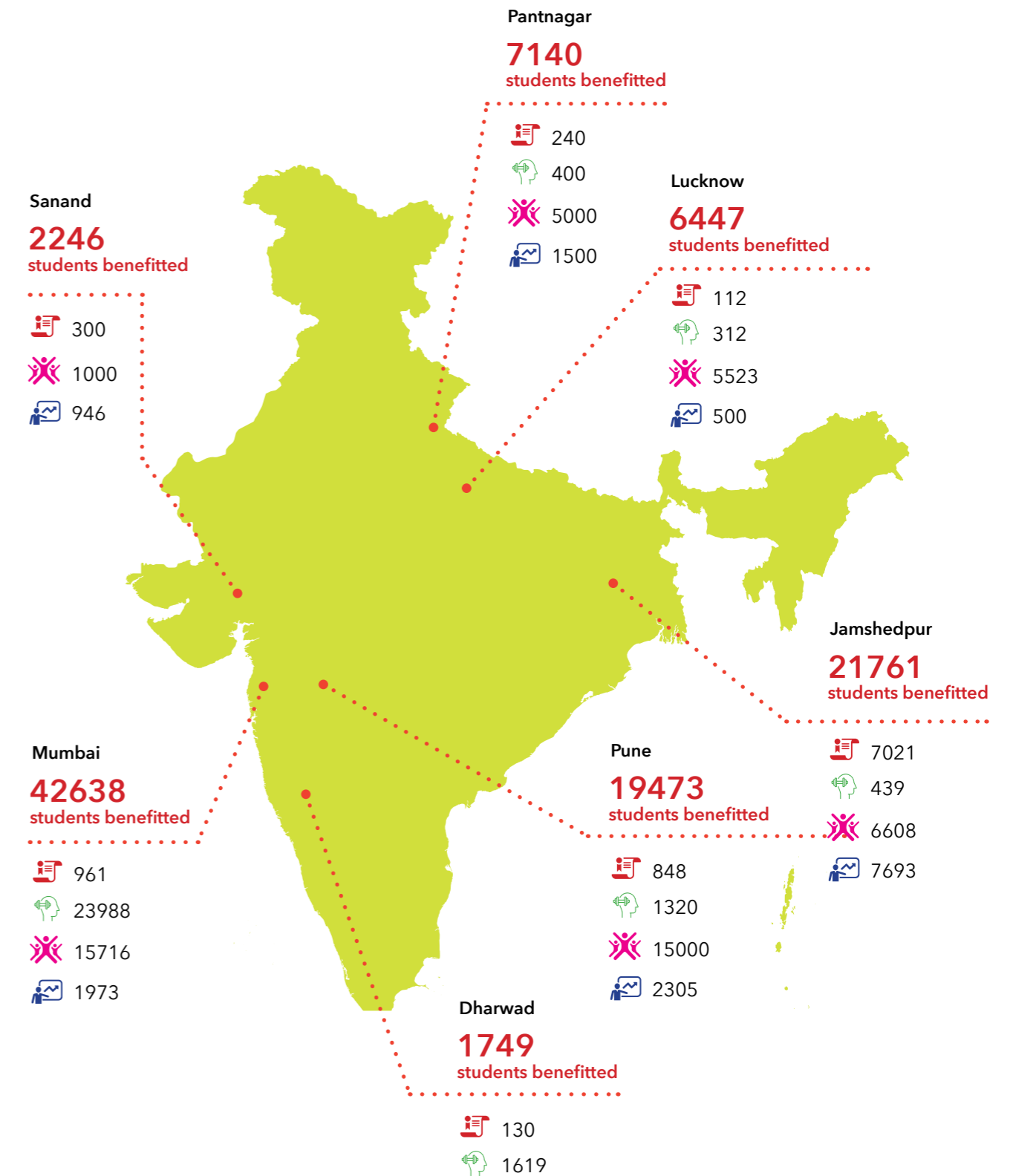
Features of Samarth Scholarship

1. Scholarship worth **INR 25000/ year**
2. Mentoring from Senior Leadership of Tata Motors, Tata Communications and Tata Henderickson
3. Inputs on soft/life skills
4. Internships and projects at Tata Motors and Tata Communications

VIDYADHANAM

Reach across locations

- Scholarships and Grants (SG)
- Special Coaching (SC)
- Co-curricular activities (CCA)
- School infrastructure and village education development (SIVE)



KAUSHALYA



TATA MOTORS
Kaushalya

Why we do it ?

- Only 2.3% of the workforce has received formal skills training
- ~ 12 million youth between 15 and 29 years of age are expected to enter India's labor force every year for the next two decades
- Auto and auto component industry expected to have shortage of 35 million workers by 2022

Our Strategy

- Leveraging domain expertise in automotive trade through knowledge creation
- Resource lean approach
- Deep business connect especially at sales and services touch points
- Engaging ecosystem
- Automotive and non-automotive skilling courses
- Agricultural and allied skilling initiatives
- Entrepreneurship development

DRIVING THEIR WAY TO BREAK GENDER BARRIERS



81685 people are trained through this programme across the country

IMPACT



Total
98660
people skilled

Agriculture and allied training

1461 people trained

Auto (driving and servicing) and technical trades

93715 people skilled

- **57%** employment / self employment among youth trained
- **54%** of the placed youth belong to SC/ST communities
- Annual income of the beneficiaries increased by 1 lakh rupees

Non- auto training

3484 people skilled

Renugadevi is a mother of two school going children in Villivakkam Block of Tiruvallur District of Tamil Nadu. Her husband's meagre earning as an auto rickshaw driver was insufficient for running the household. She learnt of the driver training programme with AB Trust, a driver training partner of Tata Motors from her friend and without any second thought enrolled herself. At the driver training centre, she felt reassured when she saw other women who chose this path. "I was very excited to learn with the simulator" - exclaimed buoyant Renugadevi. In her 40 days training, along with driving skills their batch was taught soft skills which she found was equally useful in life. Upon completing her training she was offered job by a well known cab service. Some of the participants from the batch were employed at shopping malls as valet parking stewards. As part of the driver training programme, Tata Motors trained an exclusive batch of 120 women as drivers of which 50% belong to the SC/

ST communities. Apart from augmenting their annual income by 1.2 lakhs they have rediscovered themselves. With new found confidence they hope for a better tomorrow.

Adding another feather to the driver training programme, Tata Motors in partnership with Pratham and Ola have leveraged on each others' capability to provide placement linkages to trained set of drivers in Mumbai. This programme focuses on grooming novice drivers on nuances of cab service with an earning of over Rs 15000 per month.

The flagship driver training programme is conducted across 75 locations in India with the help of 38 partners. Tata Motors helps in developing infrastructure and equipping at these institutes, the trainers are trained by Tata Motors employees. To ensure that facilities at these training centres meet the global standards, the centres are equipped with simulators for better learning and dexterity. The programme has two modules: novice driver and refresher driver training.



BREAKING GENDER STEREOTYPES

81685 people are trained through this programme across the country

Automobile is considered to be a male dominant industry and girls trained at Little Flower institute in Kerala are trying to break this notion. These female trainees are altering the perception that women cannot undertake heavy duty work especially when it comes to being a good technician (motor mechanic). These girls are seen fully greased while attending to a vehicle breakdown brought at Popular Motors. The customers are found awestruck. In the course of nine months of OJT (On-the-Job Training) these girls have proven their mettle as they have already been offered placement with Popular Motors. They also earned huge respect amongst the participants who

showcased their skills during the technical festival held at Kolkata.

These girls are part of Learn, Earn and Progress (LEAP) programme which imparts automotive skills (service technician) to school dropout youth. This is a one year course jointly run by Tata Motors and dealers. Students get theoretical inputs in industrial training institutes for three months and are placed with dealers to get hands on training through an OJT with Tata Motors dealers and Tata Authorised Service Stations (TASS) for nine months. Post training completion they are assessed by ASDC (Automotive Skill Development Council).

Total trained **1037**

Total placed **84%**

14% pursuing higher education

2% self employed



ENGAGING STAKEHOLDERS IN THE ECOSYSTEM FOR LEAP PROGRAMME

Role of **TATA MOTORS**

- Develop course curriculum
- Train the trainers
- Equip the centre / upgrade infrastructure
- E-enabled course certified by DGET
- Support 1/3rd of the stipend during the On-the-Job Training (OJT) component
- Award joint certification



Role of Training Centres

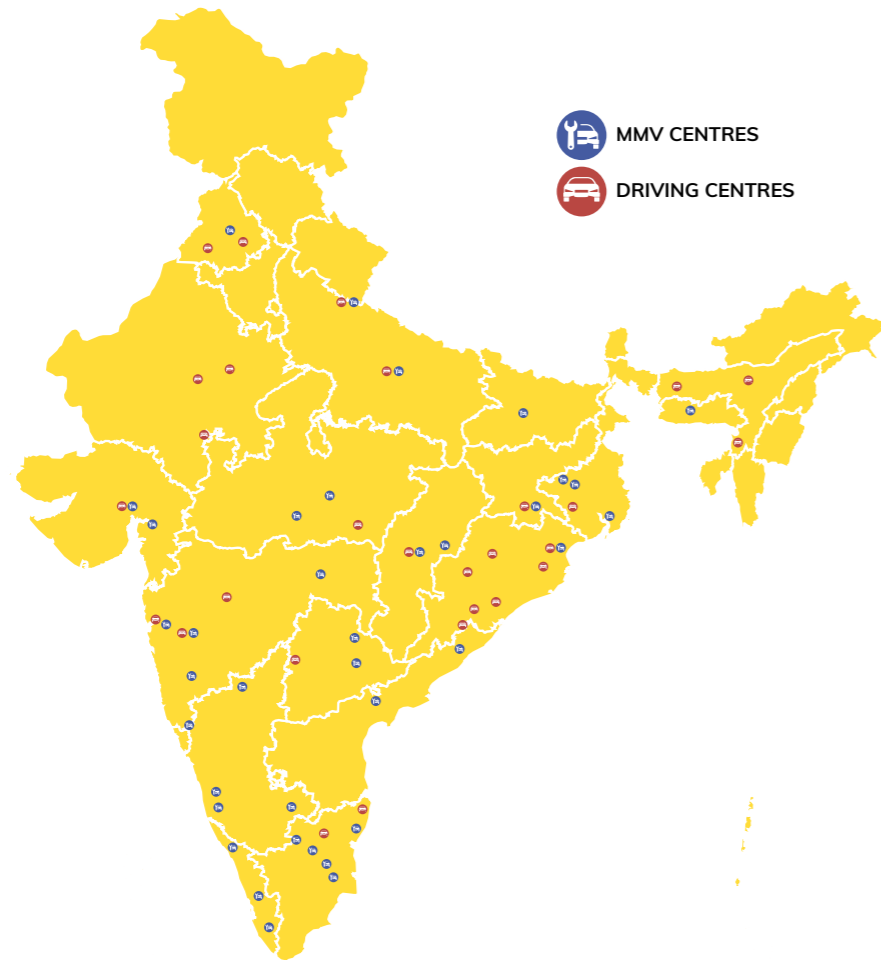
- Mobilise students
- Impart classroom training for first six months
- Administrative support
- Refresher training to students
- Award joint certification



Role of **TATA MOTORS dealers**

- Provide OJT for 9 months
- Support 2/3rd of the stipend during the OJT
- Share faculty / training infrastructure
- Award Joint certification

SKILLING FOOTPRINT



Driver Training	Service Technicians	Other Auto Related
38 Partners	33 Institute Partners	160 Partners (ITI + polytechnic colleges)
Across 75 locations	Across 55 locations	Over 200 locations

LAB TO LAND

Nurturing women agripreneurs



Lab to Land is a unique approach for promoting sustainable livelihood among farming community in seven identified tribal villages of Jamshedpur. The rural population is predominantly engaged in agriculture and completely dependent on rainfed irrigation. In absence of quality inputs and technical know-how these farmers fail to grow quality produce and remain susceptible to nature's vagaries (rain, pest infestation and crop failure). Due to their over dependence of monocropping, they are solely dependent on single source of income. Collaboration with Flora Horticulture Society aims to train these farmers as agripreneurs. The project partner brings high end technical know-how and

infrastructure comprising of training labs & demonstration centres and experience based learning of various pilot projects. Livelihood security is ensured by diversifying efforts in income generating activities like bee keeping, duck & quail farming, mushroom cultivation, fruit plantation and pisciculture. The incubation phase of new projects at Flora ensure their high performance when implemented on the lands of the farmers. On the land granted by Tata Motors, several farming innovations are tested which were developed in laboratories by the technical partner. Technical know-how and quality inputs are shared with the beneficiary farmers and sustainability



is ensured by upskilling them. The project with a coverage of 100% tribal farmers and more than 80% female beneficiaries upholds the Affirmative Action policy and simultaneously meets the larger agenda of inclusion and women empowerment.

The business interests of the company are linked with peaceful and harmonious relationship with different stakeholders including the neighbouring communities. It also facilitates meaningful engagement of employees in CSR initiative.

Till date 254 tribal farmers (196 female and 49 male) have attended training sessions. 100% farmers are engaged in fruit plantation activities whereas 30% of the farmers are engaged in vocations like mushroom cultivation and pisciculture.

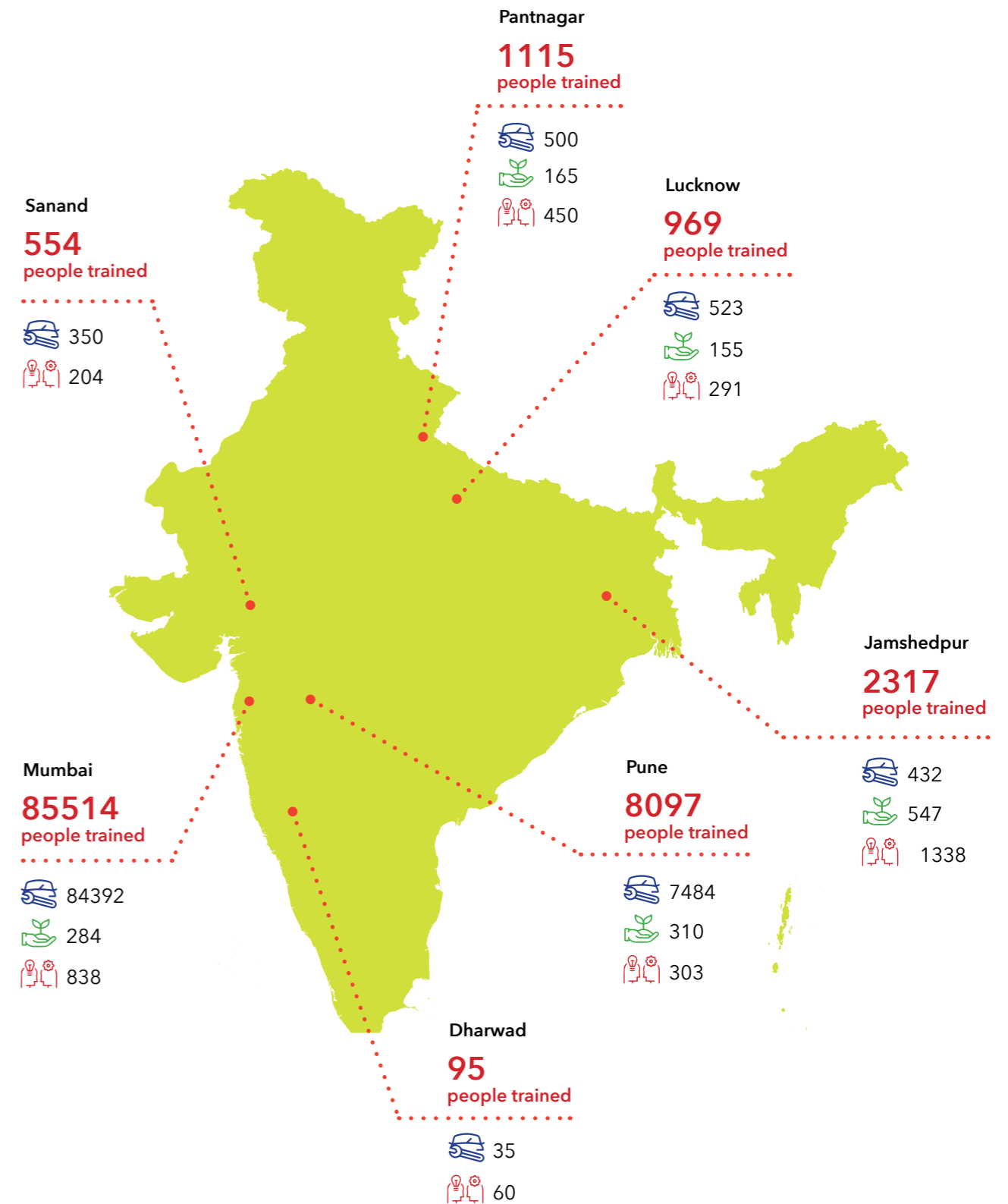
FIRST HARVEST OF MUSHROOM CULTIVATION YIELDED APPROXIMATELY 20 KG PER FARMER WORTH INR 6,000 PER MONTH.



The project is poised to scale up and reach **1000** farming households across **7 villages** and enhance their income level by **INR 12,000 - INR 15,000 per month** by the year 2019.



KAUSHALYA Reach across locations



SKILL PRO



Skill Pro is a unique initiative rolled out in 2015 that engages international community members. Channel partners identify unemployed candidates for Motor Mechanic training who are trained to develop as technically qualified professionals with career growth options. The candidates undergo a 6-month training at the Service Training Centre in Jamshedpur plant and earn monthly stipend.

The candidates are certified by Tata Motors upon successful completion of the training. The OJT component of the training is taken care of by the channel partner in the home country of the candidate and the candidates are often absorbed by the distributor in their workforce. Since 2015, 71 students (67 boys & 4 girls) from 9 countries have been trained as a part of this programme.



VASUNDHARA



Why we do it ?

- Globally carbon dioxide emissions have reached record high of 40 billion tonnes
- Greenhouse gases emissions need to be reduced in order to maintain the temperature change of 2%
- Need to promote sustainable ways of living among younger generation

Our Strategy

- Promotion of use of renewable energy
- Environmental awareness campaigns

IMPACT



Environment awareness
56161 lives touched

Saplings planted
103746

85% survival of saplings planted

90% of the saplings are local species



STORY OF SMRITI VAN (URBAN FOREST)



15 acres of land near Warje, Pune was transformed to an urban forest with the help of TERRE Policy Centre and Forest department. The local residents planted saplings in the memory of their family members thus earning the forest its name. The forest department collaborated through construction of water storage structures for

watering the plants and laying the jogging track. Over the past two years this 15 acre patch is flourishing with rich biodiversity which includes **28 varieties of birds, 15 varieties of butterflies and 10 varieties of reptiles**. It has emerged as a mini lung in the area and attracts over 1000 visitors on a daily basis.

ENVIRONMENT OLYMPIAD

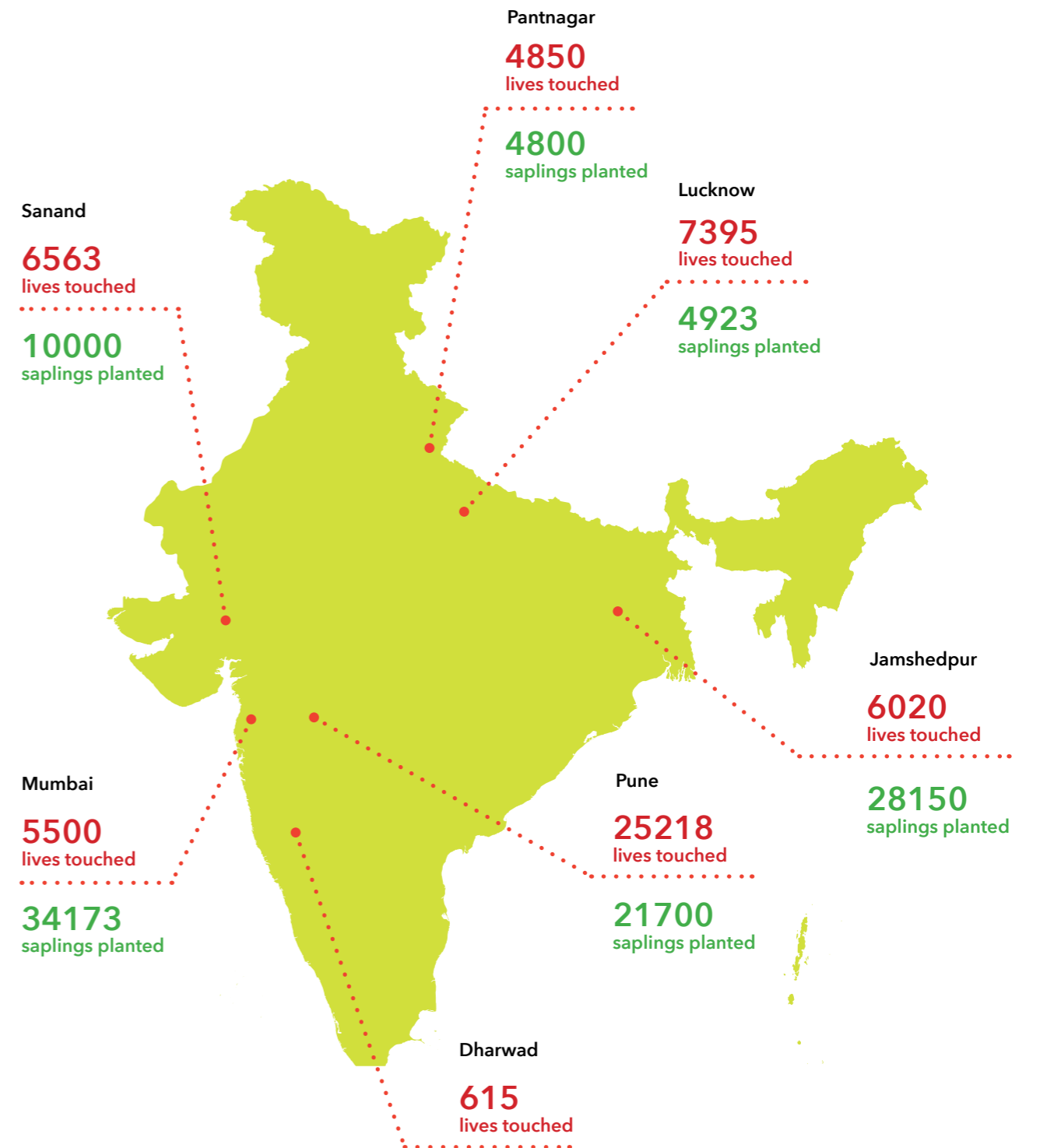
To sensitise future generations on environmental issues and infuse a sense of social responsibility by adopting sustainable lifestyle an environmental olympiad was organised in collaboration with TERRE policy. More than 125000 students took the online quiz which was available in 5 different languages. Students from classes V to VIII participated in the olympiad and Tata Motors collaborated with the west region

team to ensure its success in Maharashtra. To ensure greater reach an online portal was set up for registration and study material was disseminated in 5 languages. 25000 students from Maharashtra participated in the olympiad and 58% of them were girls. To sustain this, many schools have started eco clubs which work on the issues of waste management, water management and reduction in usage of plastic.



VASUNDHARA

Reach across locations

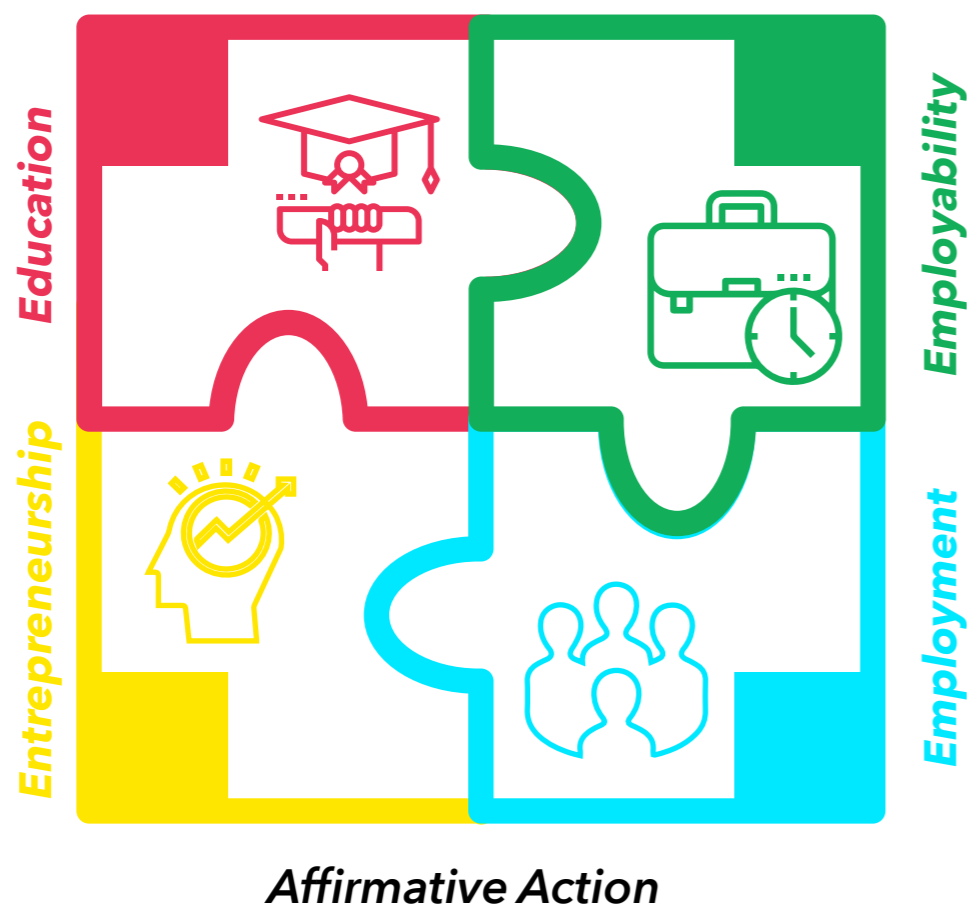


AADHAR



Tata Motors strives for inclusive development through its affirmative action programmes under the umbrella of Aadhar. Affirmative Action focuses specifically on dalit and tribal communities and as a strategy it ensures

40% beneficiary coverage and budgetary allocation from its CSR expenditure. The initiative falls under the direct purview of the CSR committee of board and is championed by senior management across all plants.



Aadhar coverage in Education and Employability

	AA nos.	AA%
Education	21511	21%
Co-Curricular activities	11453	23%
Scholarships	1092	42%
School Infra Improvement	2642	18%
Sp, Coaching - Secondary	21511	16%
Village Edu Development	11453	0%
Others - Higher Education financial Support, Entrance exam coaching, Tata Samarth Scholarship & Fellowships	1092	23%
Employability	7898	37%
Agri. & Allied Training	1234	84%
Auto & Technical Trades	1467	18%
MMV	1208	31%
Non - Auto Training	1919	55%
Novice	2070	48%

EMPLOYMENT

How do we ensure inclusion in employment?

- Mapping diversity in workforce since 2007 through employee self declaration
- Positive discrimination through relaxation in age and marks criteria for SC/ST candidates in workforce and apprentice programme
- To ensure higher SC/ST composition in workforce Tata Motors focuses its recruitment drives in tribal dominated areas
- Provided with subsidised boarding and lodging facility post joining Tata Motors (for apprentices)

6675 SC/ST employees in workforce

34% of the apprentices/trainees belong to SC/ST communities

Direct Employment		In-Direct Employment		
18% are from SC/ST community				
Permanent Workforce	Temporary+ Contractual+ Apprentices	17% in NEEV	13% with TML Tier 1 suppliers	28% & 14% in Sanand and Pantnagar vendor parks
Or 8.2% are from SC/ST community	28.67%			





ENTREPRENEURSHIP

Tata Motors engages with SC/ST entrepreneurs with an objective to extend business both within and outside its ecosystem.

The capabilities of these vendors are enhanced through training and mentoring.

Quality cost and delivery being equal, preference is given to SC/ST vendors over others.

Till date, 27 vendors have been developed. Cumulative business worth 42 crore has been extended till date.

10.8 crore business to 20 vendors in 2017-18.

HORIZON ENTERPRISES

Mr Kanifnath Jawale heads Anom Enterprise whose company supplied oversized safety shoes to Tata Motors. Tata Motors connected him to DICCI and groomed him to diversify their operations to supplying hand gloves, bags and other items. This resulted in an increase of his revenue to well over 6 lakhs annually. In 2015, Tata Motors

referred Anom Enterprise to Thermax and John Deere which resulted in an increased income of 3.5 lakhs annually. In 2016, Mr Jawale registered a new enterprise - Horizon Plastic Industry that produces plastic moulds. He was also connected with Tata Capital which funded 18 lakhs towards his capital costs.

SEVA



The volunteering activities undertaken by employees fall under two formats - TVW and Pro-Engage. Tata Volunteering Week refers to month long volunteering activities that employees and their family members,

retirees, channel partners, dealers and vendors participate in. Pro-Engage is a pro bono volunteering assignment where employees invest their professional / domain expertise to address social issues.

TVW 9 Volunteer Participation

Location	Total number of employees volunteered	Achievement % (MOR) as on 1 February 2018/ Total number of employees volunteered
Lucknow	841	48%
Sanand	123	13%
Jamshedpur	1763	36%
Pune	5001	41%
Dharwad	197	68%
Pantnagar	1681	87%
Mumbai	102	5%
TOTAL	9706	40%

PULSE POLIO DRIVE

As part of Tata Volunteering over 300 employees in Pune volunteered to further the mission of eradicating polio from the country. To action this they organised an awareness drive through cycle rally and administered polio drops at various polio centres and sub centres. Family members of employees also participated in these drives.

Through this drive the team was able to reach out to 30000 citizens in Pune.

AWARDS



Tata Motors Jamshedpur Industry Champion for SDGs award (Nutrition)
(instituted jointly by Government of Jharkhand and UNICEF)

★★★

Affirmative Action Jury Award

★★★

Best CSR Head under Best Auto Makers CXO's (World Auto Makers)

★★★

Tata Volunteering Week Award (Phase 8)

★★★

2 good and 4 good (Economic Times)

★★★

COLLABORATIONS

Tata Motors firmly believes in partnering with other corporates for knowledge & resource sharing and leveraging on core strengths of each partner for maximising the impact of CSR programmes. Corporate, Institute and NGO partners share the same core values and vision for empowering communities through participatory and inclusive approach. This synergy ensures that the programmes of such partnership have higher degree of sustainability and greater impact.

80

Partners working on pan India scale



PARTING NOTE

It is a moment of pride for all of us to witness the successful incorporation and implementation of the *More from Less for More* philosophy in our CSR interventions. And the 'more' has also involved 'more partnerships' in 2017, with involvement of larger number of participants. These partnerships have not only forged stronger relationship with community but also created a greater impact. We touched more than 6,44,000 lives during the course of the year.

Four years ago, we undertook the task of restructuring our CSR programmes and interventions to further the agenda of Sustainable Development Goals. Consolidation of the existing programmes, target setting, developing framework for new partnerships, monitoring and impact measurement were some key components of the new roadmap we developed to ensure a structured approach to CSR. We should be particularly proud that even in the face of (understandable) budget cuts in the CSR funding, our beneficiary coverage and national footprint continues to grow.

Incorporation of technology at both implementation and measurement phase has increased the efficiency of our programmes. This step has facilitated the availability of real time data, which helps

improve and course correct our initiatives. For us, no development story can be complete unless it ensures inclusion and diversity. The affirmative action initiatives under Aadhar have been instrumental in bringing the SC/ST communities on equal footing. Almost half of our beneficiaries across all the verticals belong to socially marginalised communities and we have witnessed an improvement in their standard of living.

After my retirement as Board member, to pass the CSR baton is an emotional moment for me. On 19 September, I delivered the K.R.Narayanan Memorial lecture in Canberra. I mentioned how both President Narayanan and I were recipients of Tata scholarship, which helped us continue with our higher education. I mentioned as to how President Narayanan, a Tata scholar, bestowed the honour of Padmabhushan on Ratan Tata, head of the Tata family and me, another Tata scholar in the same ceremony at Rashtrapati Bhavan in the year 2000. I explained to them the significance of that sublime moment. I also told the audience about how proud I felt that I had the privilege of chairing the CSR committee. I look at my association with our CSR committee as one of the most precious opportunities in my life.

As I say goodbye, I look back on the progress we have made so far. It is heartening to see the commitment of the entire Tata Motors leadership, as also that of the entire Tata Motors family for inclusive social development. We have many more miles to go. I am sure in this journey ahead, we will continue to remember, be guided and be inspired by the spirit with which Jamsetji Tata pioneered the CSR movement in India, with the establishment of Tata Trust in 1892.

Dr Raghunath Mashelkar
Erstwhile Non Executive, Independent Director & Chairman,
Corporate Social Responsibility Committee Tata Motors Ltd.



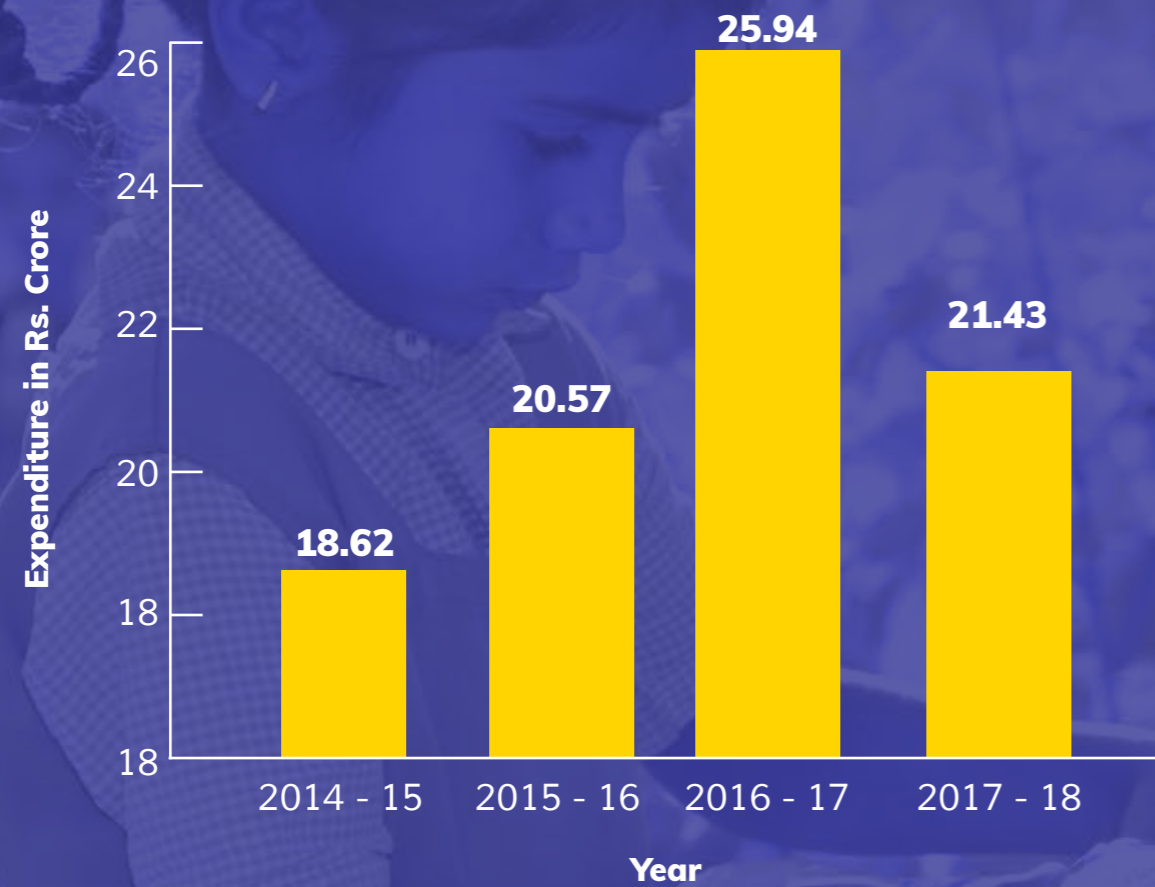


WAY FORWARD

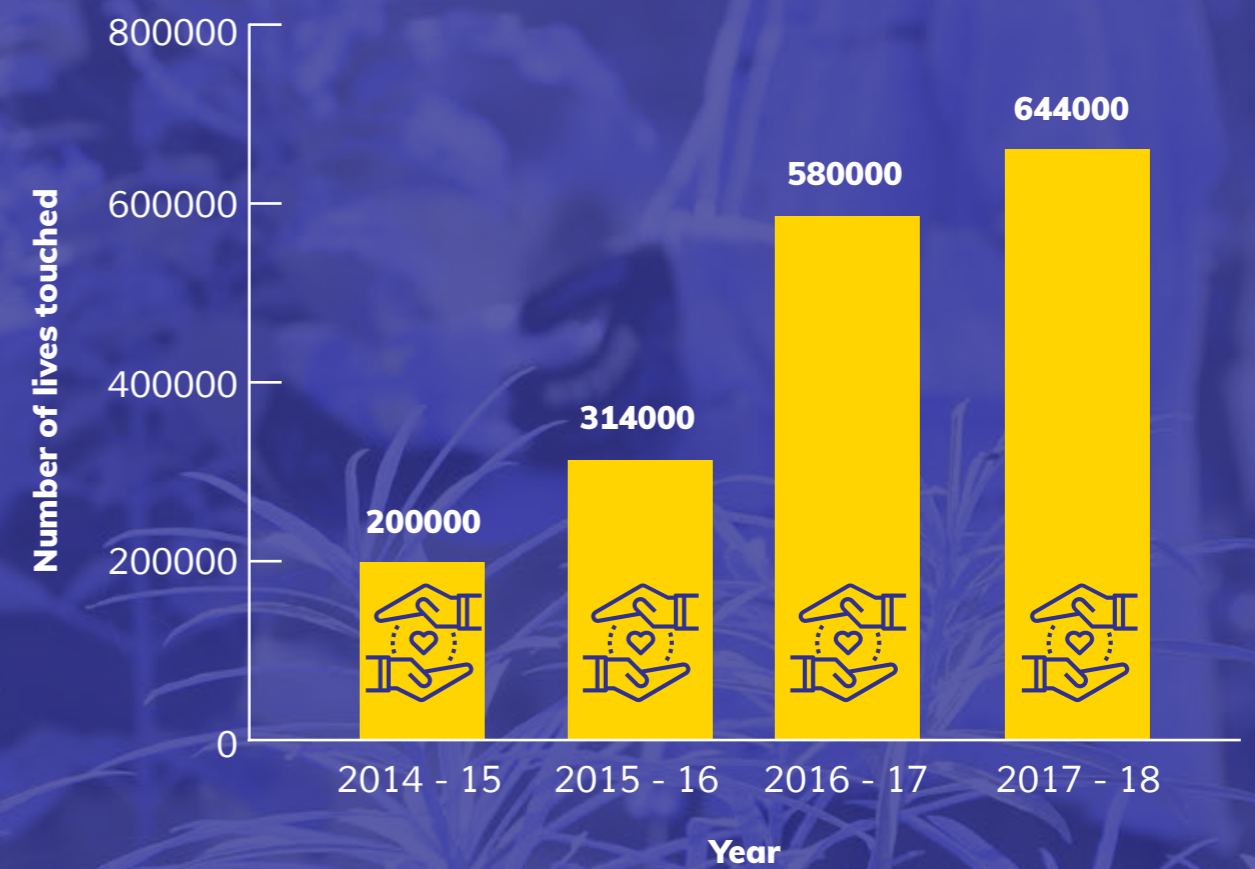
Collaboration is the key word for the upcoming year. To maximise national footprint of our programmes and strengthen ties with communities it is important to identify and partner with like-minded corporate, educational and social organisations. Tata Group companies have always extended

their support to our initiatives and deeper engagement with them shall be explored in the coming year. Technology will play a greater role in programme execution and monitoring. It will also be effectively deployed to improve the educational and agricultural initiatives.

CSR SPENDS



NUMBER OF LIVES TOUCHED



CSR SPEND IN THE FINANCIAL YEAR 2017-18

S.No.	CSR project/ activity identified	Sector in which the Project is covered	Projects/Programmes 1.Local area/ others 2.Specify the state and district where projects or programs were undertaken
1	Skill Development and vocational skills in Automotive and Non-Automotive Sector	Employability Enhancing Skill Development	2. Karnataka- Dharwad Maharashtra- Mumbai Maharashtra- Palghar Maharashtra- Palghar, Thane Maharashtra- Pune Gujarat- Ahmedabad Jharkhand- East Singhbhum Uttar Pradesh- Bara Banki, Lucknow Uttarakhand- Udham Singh Nagar
2	Promoting primary and secondary education in Rural and Socially/ Economically Backward communities	Promoting Education	2. Karnataka- Bangalore Karnataka- Dharwad Maharashtra- Mumbai Maharashtra- Mumbai, Thane Maharashtra- Navi Mumbai Maharashtra- Pune Gujarat- Ahmedabad Jharkhand- East Singhbhum Uttar Pradesh- Bara Banki, Lucknow Uttarakhand- Udham Singh Nagar
3	Preventive and curative health services in Communities	Eradicating Hunger, Promoting preventive healthcare, Malnutrition, Promoting Preventive healthcare and sanitation and safe drinking water	2. Maharashtra- Mumbai Maharashtra- Palghar Maharashtra- Pune Gujarat- Ahmedabad Jharkhand- East Singhbhum Uttar Pradesh- Bara Banki, Lucknow Uttarakhand- Udham Singh Nagar
4	Ensuring environmental sustainability through awareness and protection of natural habitats	Ensuring environmental sustainability	2. Maharashtra- Mumbai Maharashtra- Palghar Maharashtra- Pune Gujarat- Ahmedabad Jharkhand- East Singhbhum Uttar Pradesh- Bara Banki, Lucknow Uttarakhand- Udham Singh Nagar
5	Rural Development	Rural development projects	2. Maharashtra- Mumbai Maharashtra- Palghar
6	Drinking water Project under SMDF	Safe Drinking water	Maharashtra- Mumbai Maharashtra- Palghar Maharashtra- Pune Gujarat- Ahmedabad Jharkhand- East Singhbhum Uttar Pradesh- Bara Banki, Lucknow Uttarakhand- Udham Singh Nagar
7	Administrative Overheads And Capacity Building Cost		
Total			

* amount figure in 0 crore

Amount outlay (budget)* project/ programs wise	Direct*	Overhead*	Cumulative spend upto the reporting period	Amount spent: Direct/through implementing agency*
5.41	4.28	0.24	4.52	Direct = 0.32 Implementation Agency = 4.20
11.89	9.92	0.51	10.43	Direct = 0.10 Implementation Agency = 10.27
3.64	2.72	0.18	2.90	Direct = 0.07 Implementation Agency = 2.83
1.71	1.30	0.08	1.38	Direct = 0.00 Implementation Agency = 1.38
1.00	1.00	0.00	1.00	Direct = 0.00 Implementation Agency = 1.00
0.00	0.60	0.00	0.60	
0.70	0.59	0.01	0.60	
24.35	20.41	1.02	21.43	







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Annexure II

Independent Limited Assurance Statement to Tata Motors Limited related report on CSR projects provided by TML Corporate CSR Team for the Financial Year 2017-18

To,
The Management of Tata Motors Limited
Bombay House
24, Homi Mody Street
Mumbai 400 001
India.

We were engaged by the board of directors of Tata Motors Limited ('TML' or 'The Company') to provide limited assurance on the Report on CSR projects provided by TML's Corporate CSR team against documentation at TML project sites, in accordance with Section 135 (2) of Companies Act, 2013 read with Companies (Corporate Social Responsibility) Rules, 2014 ('CSR Rules, 2014').

Tata Motor's Responsibilities

The management of TML is responsible for undertaking CSR projects as well as preparing the report on CSR projects, which is free from material misstatement of the information contained therein.

This responsibility includes designing, implementing and maintaining internal controls relevant to the maintenance of records of CSR projects at TML Corporate Team that are free from material misstatement, whether due to fraud or error.

Our Responsibilities

Our responsibility is to examine the CSR projects undertaken by TML project sites as reported by TML Corporate team and to report thereon in the form of an independent limited assurance conclusion as described in the scope of assurance. We conducted our engagement in accordance with International Standard on Assurance Engagements (ISAE) 3000, *Assurance Engagements Other Than Audits or Reviews of Historical Financial Information* issued by the International Auditing and Assurance Standards Board. The standard requires that we comply with applicable ethical requirements, including independence requirements and that we plan and perform the engagement to obtain a limited assurance about whether the report is free from material misstatement.

The assurance was conducted by a multidisciplinary team including professionals with suitable skills and experience in auditing social and economic information in line with the requirements of ISAE 3000 standard. Our work was performed in compliance with the requirements of the IFAC Code of Ethics for Professional Accountants, which requires, among other requirements, that the members of the assurance team (practitioners) as well as the assurance firm (assurance provider) be independent of the assurance client, in relation to the scope of this assurance engagement, including not being involved in any activity other than cited as our responsibilities below. The Code also includes detailed requirements for practitioners regarding integrity, objectivity, professional competence and due care, confidentiality and professional behaviour. KPMG has systems and processes in place to monitor compliance with the Code and to prevent conflicts regarding independence. The firm applies ISQC 1 and the practitioner complies with the applicable independence and other ethical requirements of the IESBA code.

The procedures selected depend on our understanding of the CSR projects being undertaken by TML and other engagement circumstances, and our consideration of areas where material misstatements are likely to arise. Our work included the following procedures involving a range of evidence-gathering activities as explained below:

- Interaction with the TML Corporate CSR Team, TML Senior Management and CSR operational teams at the corporate office and unit level, employees of TML promoted societies/ trusts and foundations and, local beneficiaries;
- Assessment of CSR projects undertaken by TML project sites against records at TML's Corporate CSR team ;
- Testing the reliability of underlying data and information provided by TML Corporate CSR team with the documents and practices being followed on site.

As part of the verification process, we have conducted site visits to Mumbai, Pune, Jamshedpur, Pantnagar, Bengaluru, and Lucknow locations.

In obtaining an understanding of the CSR processes and other engagement circumstances we have considered the report on CSR projects provided by TML's Corporate CSR team in order to design assurance procedures that are appropriate in the circumstances, but not for the purpose of expressing a conclusion as to the effectiveness of TML's process or internal control over the records of CSR Projects at the TML Corporate CSR team.

Our engagement also includes: review of the practices followed by TML CSR project sites against processes recommended by TML Corporate CSR team and best practices, in the circumstances of the engagement and the reasonableness of the estimates made by TML.

Our scope of assurance includes CSR projects undertaken for the period of 01 April 2017 to 31 March 2018.

The procedures performed in a limited assurance engagement vary in nature and timing from, and are less in extent than for, a reasonable assurance engagement. Consequently, the level of assurance obtained in a limited assurance engagement is substantially lower than the assurance that would have been obtained had a reasonable assurance engagement been performed.



Limitations in Conducting the Assurance

Our assurance process was subject to the following limitations:

- Verification was limited to mutually selected sample CSR projects (refer Annexure-I for the list of projects selected) reviewed during site visits for the period 01 April 2017 to 31 March 2018. Data and information outside this reporting period was not subject to verification. The sample projects selected involved a total spend of approximately INR 5.72 Crore representing approximately 27% of the total CSR spends for 2017-18.
- Any statement/ remarks/ comments indicating intention, opinion, belief and/ or aspiration by TML were excluded from the scope of assurance.
- Verification did not include computation of net profit under section 198 of Companies Act, 2013 and compliance with Companies Act, 2013.

Assurance Standards and Guidelines Used

We conducted the assurance in accordance with:

- Limited Assurance requirements of International Federation of Accountants' (IFAC) International Standard on Assurance Engagement (ISAE) 3000, Assurance Engagements Other than Audits or Reviews of Historical Financial Information
- Report on CSR projects provided by TML Corporate CSR team as well as CSR processes recommended by TML Corporate CSR team.

Our Conclusions

Our conclusion has been formed on the basis of, and is subject to, the matters outlined in this report. We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

Based on the procedures performed and evidence obtained, nothing has come to our attention that causes us to believe that the report on CSR projects provided by TML Corporate CSR team for the period 01 April 2017 to 31 March 2018 is not presented fairly, in all material aspects.

Nothing has come to our notice for us to believe that the data is not reliable. Minor data transcription and calculation errors were detected but the same were resolved during the assurance process. In accordance with the terms of our engagement, this independent limited assurance report has been prepared for the board of directors of TML solely in connection with report on CSR projects provided by TML Corporate CSR team, and for no other purpose in any other context.



Restrictions of Use of Our Report

Our report should not be regarded as suitable to be used or relied by any party wishing to acquire rights against us other than TML for any purpose or in any context. Any party other than TML who obtains access to our report or a copy thereof and chooses to rely on our report (or any part thereof) will do so at its own risk. We accept or assume no responsibility and deny any liability to any party other than TML for our work, for this independent limited assurance report, or for the conclusions we have reached. Our report is released to TML on the basis that it shall not be copied, referred to or disclosed, in whole (save for TML's own internal purposes) or in part, without our prior written consent.

Santhosh Jayaram
Partner & Head
KPMG
17 May 2018



Annexure – i

The following projects were selected for the assurance engagement:

- Addressing malnutrition and improving health awareness with SNEH Foundation- Pune
- Addressing malnutrition with Institute of Social Development (ISD)- Pantnagar
- Competitive exams coaching for standard XI and XII with Avanti Fellows- Mumbai
- Learn, Earn and Progress (LEAP) program on MMV training with Skills for Progress (SKIP) – Mumbai
- Support to Educational Institution with Shiksha Prasad Kendra (SPK)- Jamshedpur
- Financial Aid Program with IIT Bombay Alumni Association (IITBAA)- Mumbai
- Non-Auto training with Vikas Samitis (VS)- Jamshedpur
- Non- Auto trades training with Samaj Vikas Kendra (SVK)- Lucknow



To know more about our CSR programme mail us at csrmumbai@tatamotors.com

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