



TATA MOTORS
Connecting Aspirations

TATA MOTORS' ANNUAL CSR

*Report
2018-19*

For more information on CSR connect
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MR. GUENTER BUTSCHEK

**CHIEF EXECUTIVE OFFICER
& MANAGING DIRECTOR,
TATA MOTORS**

“

The vision of 'all stakeholders wellbeing as the very purpose of our existence', as conceived by Jamsetji Tata, our Group founder, has percolated into all business aspects of Tata Motors. A sustainable business growth, which is inclusive to the community's happiness quotient, is integral to the Tata Group's philosophy.

”

FOREWORD

BY MD

My dear friends of the Tata Motors Community,

The vision of 'all stakeholders wellbeing as the very purpose of our existence', as conceived by Jamsetji Tata, our Group founder, has percolated into all business aspects of Tata Motors. A sustainable business growth, which is inclusive to the community's happiness quotient, is integral to the Tata Group's philosophy.

Living to this spirit, Tata Motors has been pioneering the corporate social responsibility agenda in all dimensions. Over the decades, our outlay on community development as well as the scope and depth of our operations have grown exponentially.

Through this Annual Report, I am happy to share with you some of the key highlights of our actions towards the CSR mission.

Our renewed focus on 'Deepening Sustainability', to build more resilience for those who need it the most. Key projects implemented - a systematic withdrawal plan, to be a neighbor of choice and further strengthen the brand, resource optimization and the investments to realize **'More from Less for More'**, a holistic intervention for the drivers of our commercial vehicles and a new exciting aspirational volunteering campaign.

Our contribution across the four thrust areas of Health, Education, Employability and Environment:

- 3,81,437 people benefitted from our health initiative **'Aarogya'**, which aims to curb malnutrition through facilitation of clean drinking water to remote communities and by provision of preventive/curative health services. **Over 90% of the acute undernourished children treated by Tata Motors are now in a healthy status.**
- 1,46,894 students were engaged through our education initiative **'Vidyadhanam'**, which focuses on improving the academic performance of secondary/college going students through targeted approach by instituting need-based financial support, special coaching classes, etc. **Our initiatives have led to an improvement in pass percentage from 55% in 2015 to 80% in the last academic year.**
- 1,06,038 people were trained through our employability initiative **'Kaushalya'**, which focuses on training unemployed youth in three segments viz. auto trades, non-auto trades and agriculture & allied activities. **56% of the people have found employment (or are self-employed) resulting in annual increase in family income by ₹1 lakh.** Our efforts in skill building are solving gender imbalances and promoting more women from the marginalized sections to participate in job opportunities.
- 11,17,186 new saplings planted across Tata Motors locations through our environment initiative **'Vasundhara'**. Under the Rural Development program, Tata Motors collaborated with 'Sahabag' - the CSR Cell of Government of Maharashtra to improve the quality of life of the 3000 tribal communities of Pathardi gram panchayat in Jawhar block of Palghar district.

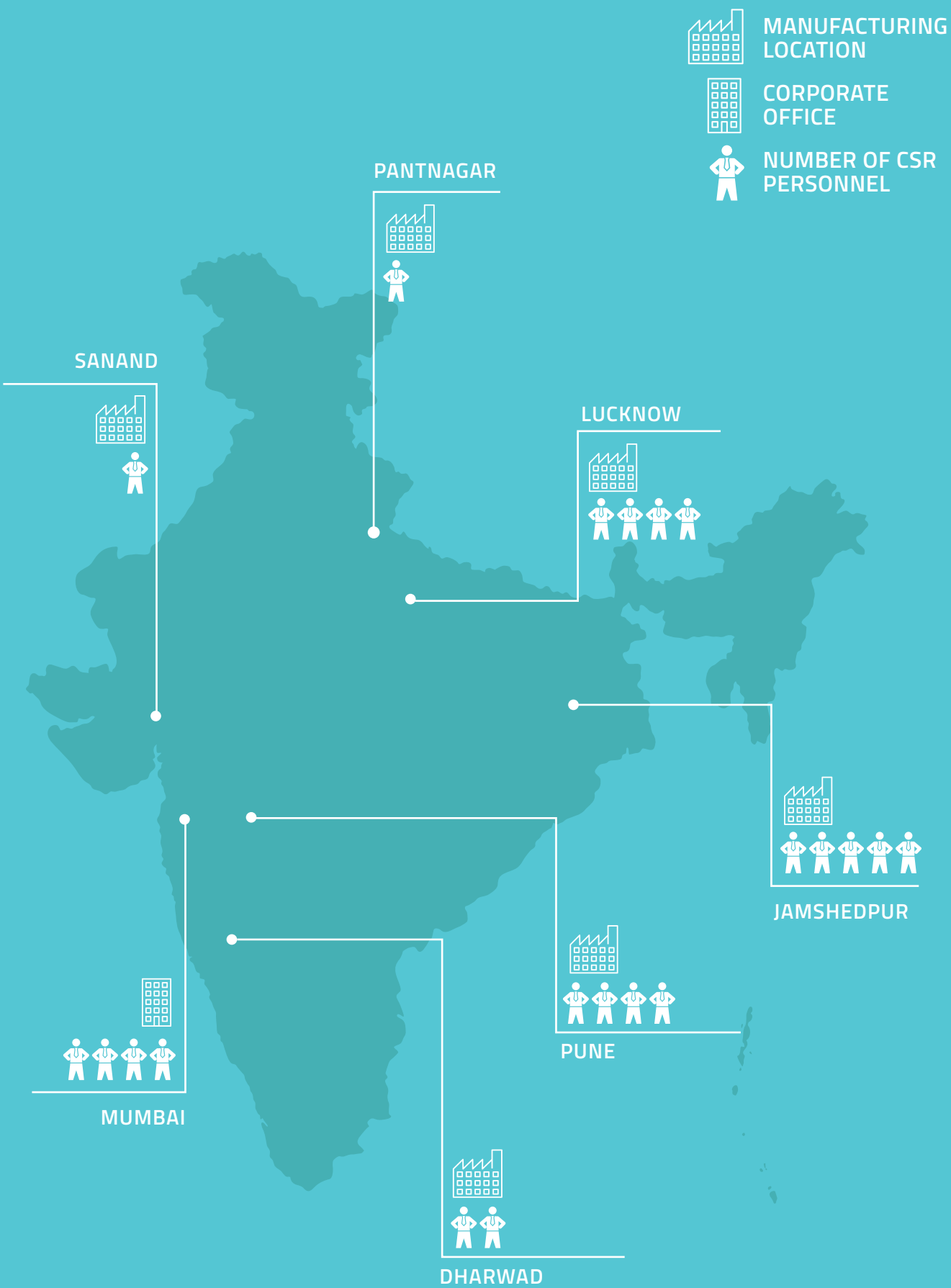
As an exceptional contribution to the national calamities, we extended our full support towards the flood-hit Kerala region.

In summary, we influenced the lives of over 7 Lakh people, out of which 40% of the total beneficiaries belong to the SC and ST communities. Over 40% of our employees (10,500) invested 60,000 volunteering hours for social issues. A proud honour - we won the Golden Peacock Global Award for Corporate Social Responsibility 2019.

I would like to take this opportunity to thank all our employees for their continued support in making a difference in the communities and societies we live in and serve to.

I look forward to the commitment, feedback and participation from all the stakeholders towards our Mission of 'innovating mobility solutions with passion to enhance quality of life'.

Best regards,
Guenter Butschek



OUR FOOTPRINT IN INDIA

ABOUT THE COMPANY

Part of the USD 100 billion Tata group, Tata Motors Limited a USD 45 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. It is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. With 'Connecting Aspirations' at the core of its brand promise, the company's innovation efforts are focused to develop pioneering technologies that are sustainable, provide enhanced purchase experience and deliver consistent quality of after Sales service to meet the evolving aspirations of the market and the customers. With its strong commitment towards providing smart, safe and zero emission transport solutions for personal and mass mobility, Tata Motors has developed a range of EV products that are specifically designed for our NewGen, environment-conscious customers. Tata Motors is further supported by Tata Group companies, bringing their unique and specialized offerings, to develop comprehensive solutions and build the future 'Smart Mobility, Smart City' ecosystem"

“ As an integral part of our commitment to Good Corporate Citizenship, we at TATA Motors believe in actively assisting in the improvement of the quality of life of the people in the communities, giving preference to local areas around our business operations. ”

Tata Motors follows the Tata philosophy that the community is not just any other stakeholder but is infact the very purpose of its existence. The involvement of senior leaders is decided at the CSR Committee of Board level based on the involvement having a potential impact which is worthy of their participation. The Board develops key policies based on value system that governs the way of conducting business with all stakeholders and ensures correct interpretations and implementation of policies.

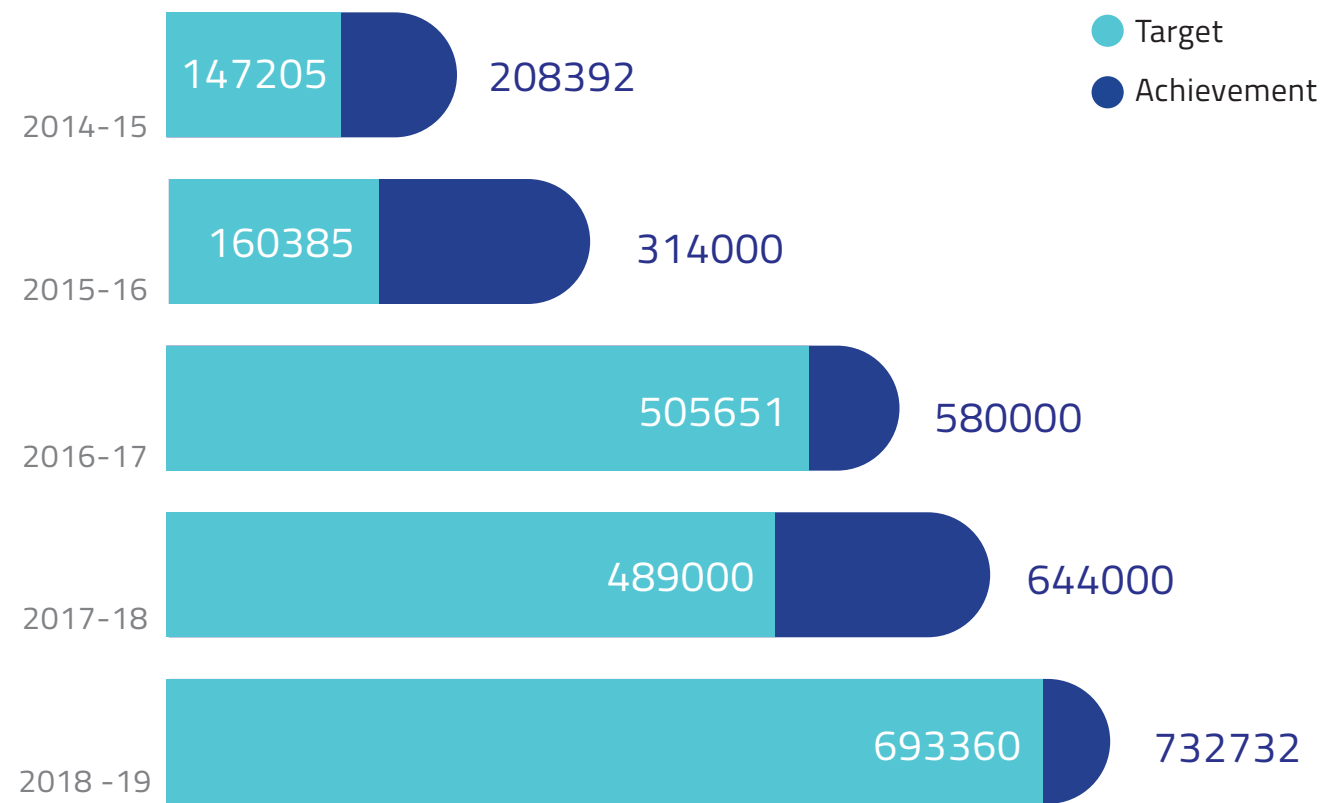
The CSR committee comprises of 2 Independent Directors and 2 Whole-time Directors. The Board in accordance with the Act constituted Corporate Social Responsibility (CSR) Committee to:

- Formulate and recommend to the Board, a Corporate Social Responsibility Policy which shall indicate the activities to be undertaken by the Company as specified in Schedule VII of the companies act;
- Recommend the amount of expenditure to be incurred on the activities referred to in the above point; and
- Monitor the Corporate Social Responsibility Policy of the Company from time to time

Senior Leaders believe that inclusive, equitable and holistic development of society is essential for nation building as also for sustainable growth of the organization. In line with the group's vision of inclusive development, the company's Affirmative Action (AA) Programme is an instrument to bring social equity by making the Scheduled Caste and Scheduled Tribe communities (with preference to women, physically challenged, single women etc.) as our focal points across all the CSR programmes. To action this, we have a Policy on Affirmative Action which provides equal opportunity through Education, Employability, Health, Essential Amenities which are housed with the CSR function, Employment with Human Resources and Entrepreneurship with Supply Chain Function.

5 YEARS JOURNEY HIGHLIGHTS

WHAT WORKED FOR US . . .



5 Year Roadmap (2014-19)

- To touch 1 million lives in 5 years*.
- Invest ₹ 125 crore of funds.
- Allocation of 40% beneficiary coverage and resource allocation for SC/ST communities.

Achievement in 5th Year

- Touched over 2.45 million lives till date
- 240% higher achievement than planned.
- Invested ₹ 105 crore till date
- Within 80% of planned budget

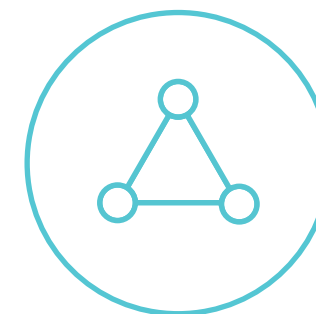
*Beneficiary targets revised (stretched in FY 2015-16, 2016-17 from original 5 year targets) and tapered in FY 2017-18 due to budget rationalization



Robust Strategy and Process



Forging right partnerships



The Business Connect

HARMONIZATION OF CSR PROGRAMMES

- Common Minimum Programmes harmonized initiatives across locations → offered cross learning → brought in speed & agility
- Standardized processes and performance based (with well defined milestones) payouts based to NGOs
- Proximity linked CSR programmes ensured better monitoring (coupled with IT enabled tools)

FORGING PARTNERSHIPS WITH ORGANIZATIONS HAVING SHARED VALUES

- Actively adopted the More from less for More approach- 40% resource mobilized from partners.
- Supported in bringing per beneficiary cost down from ₹ 740 in 2014-15 to ₹332.
- Enabled scale (2 lakhs in FY 2014-15 to 6.5 lakhs in FY 18).
- Overhead cost stabilized to 5% of total project cost (benchmark in industry).

LEVERAGING DOMAIN KNOWLEDGE AND CORE COMPETENCY

- Domain expertise auto trade ploughed in designing courses which were aspirational → high take off in the market
- Business partners and competition found value (key account customers & dealers/service stations)

COVERAGE & IMPACT

Outcome & Impact: Current and Aspirational



HEALTH

Where We Are

- 90% malnourished children brought to sustained healthy zone over the past 5 years.
- Zero incidence of malnutrition in selected slums.
- Water security ensured across 450 habitations.

Where we wish to be by 2021

- Ensure over 95% of the malnourished children are in a sustained healthy zone.
- Build disease resilient communities by bringing attitudinal and behavioral changes.
- Further strengthen the institutional health delivery service.
- Withdraw from old project areas and migrate to where required.



EDUCATION

- Pass % in government schools improved from 55% in FY 2015 to 80% in FY 17.
- Average scores in Math, Science and English are improved by 5%.
- 44% of class X students secured first class marks.

- Increase the pass percentage of government schools to 85% in board exams
- Delta improvement of 10% in Math, English and Science
- Ensure 25% of students get distinction and minimum 50% get above 60%
- Support high potential candidates across the entire spectrum of education



EMPLOYABILITY

- Placement has stabilized to 50% and 85% in selected trades post training
- 4% of trained youth started their own enterprise
- Increase in the annual income by ₹ 1 lakh

- Ensure the placement post training to be minimum 75%
- Ensure quality jobs
- Scale coverage in the auto sector
- Improve diversity in auto trades
- Encourage micro-entrepreneurship
- Make major projects self sustainable



ENVIRONMENT

- 85% survival of the saplings
- 90% plants are indigenous
- 27% reduction in wood demand due to adoption of fuel efficient cooking stove

- Ensure survival of trees above 85%
- Deepen linkages to livelihood through encouraging plantation of fruit bearing and commercial viable trees
- Increasing pan India reach of environmental awareness
- Furrow in the space of creating 'green jobs' through training

STRATEGY

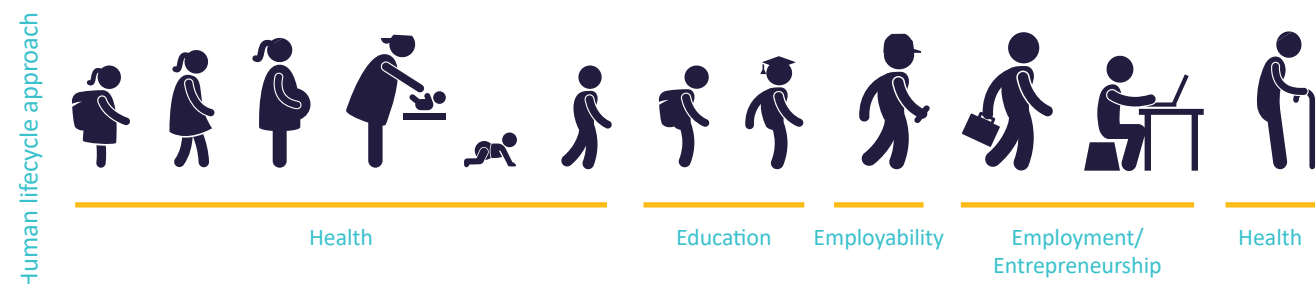
Our programmes echo the needs and aspirations of the community on one hand and those furthering Sustainable Development Goal Agenda and that of National Priority Need on the other hand. In 2014, the company charted a new strategy and harmonized the community development programmes and came up with proximity linked initiatives with impact focused interventions. The national priority agenda catered through the Common Minimum Programmes CMP and local needs and aspirations catered through the Locational Specific Programmes.

Tata Motors engages with stakeholders in designing and implementing the AA interventions. The inputs, and feedbacks from these stakeholders help in conceiving, planning, deploying and improving projects. The company engages with NGOs all-through the project life cycle beginning right from project conception.

Inclusion is the heart of what we do. Therefore, 40% of the coverage and resources are dedicated to the Affirmative Action programmes which focus on the development of the Scheduled Castes and the Scheduled Tribe.

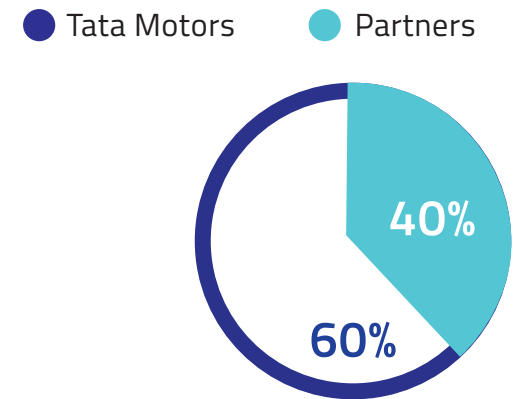
Our strategy adopts certain key guidelines which has given the company, confidence to move beyond “connecting aspiration” to “accelerate aspirations” of the communities

Adopting a Human lifecycle approach in programme design and deployment, enables horizontal integration: The ‘human lifecycle approach’ addresses issues and concerns of humans across their lifespan. For example, pre-natal care programmes focus on 0- 5 years of ages, education programme focus between 14-22 years of age, employability (18 to 35 years of age) and employment (18 to 60 years of age).



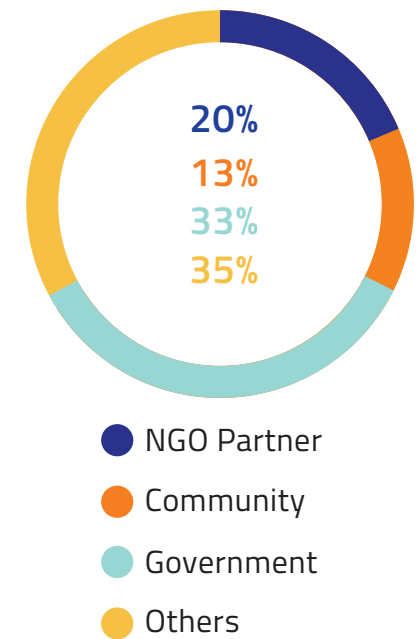
More from Less for More: This principle of innovative aggregation challenges both, the company teams as well as implementing partners, to achieve maximum impact by employing minimum resources to touch as many lives as possible. To action this, Tata Motors has forged many strategic partnerships with a range of partners, including educational and technical institutes, business partners, group companies, voluntary organizations, state and central governments. These partners collectively meet 40 % of the costs of the Tata Motors AA programmes.

SHARE OF TATA MOTORS CONTRIBUTION TO TOTAL PROJECT COST



Heads	Contribution in ₹ crore
Contribution by Tata Motors	₹ 20.39
Contribution by partners	₹ 13.43
Total Project cost FY 2018-19	₹ 33.82

SHARE OF CONTRIBUTION FROM VARIOUS PARTNERS



Select CSR programmes linked to business for scale and sustainability:

The employability programmes focus on automotive sector, which gives scale, impact and sustainability. Industrial Training Institutes implement the Auto service technician course which comprises of theory and practical (through on the job training). A dense network of Company's dealership and authorized service stations offer apprenticeship to the youth with market competitive stipend. A significant 84 % of the program's alumni have found jobs in the auto sectors on which 15 % of them have joined Tata Motors ecosystem. Similarly, the driver-training programme imparts driving skills on all category of vehicles. This programme contributes to the national pool of skilled drivers.

Since FY 2018-19, the strategic focus has been to tap into the resources available with the government through convergence of various schemes. The integrated village development programme of Pathardi grampachayat (Jawhar Taluka of Palghar District, Maharashtra) exemplifies the same where 85% of the resources flow from various government schemes and Tata Motors supplements with gap funding.

Institutional Strengthening by Leveraging technology for managing programme:

All company programmes, processes, baseline and MIS are online-enabled, helping Tata Motors to get real-time status and allowing the company to take corrective actions. One such example is the usage of mobile-based programmes with 186 Brihanmumbai Municipal Corporation (BMC) Schools. The programme's objective is to improve the academic performance of over 26000 students in class IX and X through coaching classes in math, science and English. In addition, the analytics from the App enables payments to the teachers thereby encouraging transparency and enhancing the governance.



HEALTH



Aarogya
Health is Happiness



3,81,437
Lives Touched

We believe that a good health is cardinal to human wellbeing and enables one to achieve life goals. A body of research establishes that malnourished children miss cognitive milestones, which reflects educational underperformance. In addition, 70% of health issues arise due to lack of safe drinking water and lot of man days are lost in procuring water in drought prone areas. With this background, Tata Motors has focused on combating malnutrition in children under five years age and providing safe drinking water especially in drought prone tribal hamlets/habitations. This year our health program has benefitted 3,81,437 people. Over 90% of the malnourished children are healthy on a sustainable level.

Work on Malnutrition focuses on improving the health of undernourished children below 6 years of age. Apart from providing supplementary diet and supplements to malnourished children, efforts are directed to work on preventive measures like enabling behavioral changes in communities, especially young mothers and parents through awareness sessions, providing antenatal and post-natal services. Added to these interventions are the curative health care services wherein the communities are serviced through diagnosis, administration of generic medicines and consultations. The company has created a strong cadre of community health workers who provide basic service at their doorstep. In Pune, Jamshedpur and Lucknow, the mobile medical van ferries the neighborhood on a regular basis and has arrested many health issues. As a result, the number of patients availing the services have reduced over time.



**MALNUTRITION
PROJECT**

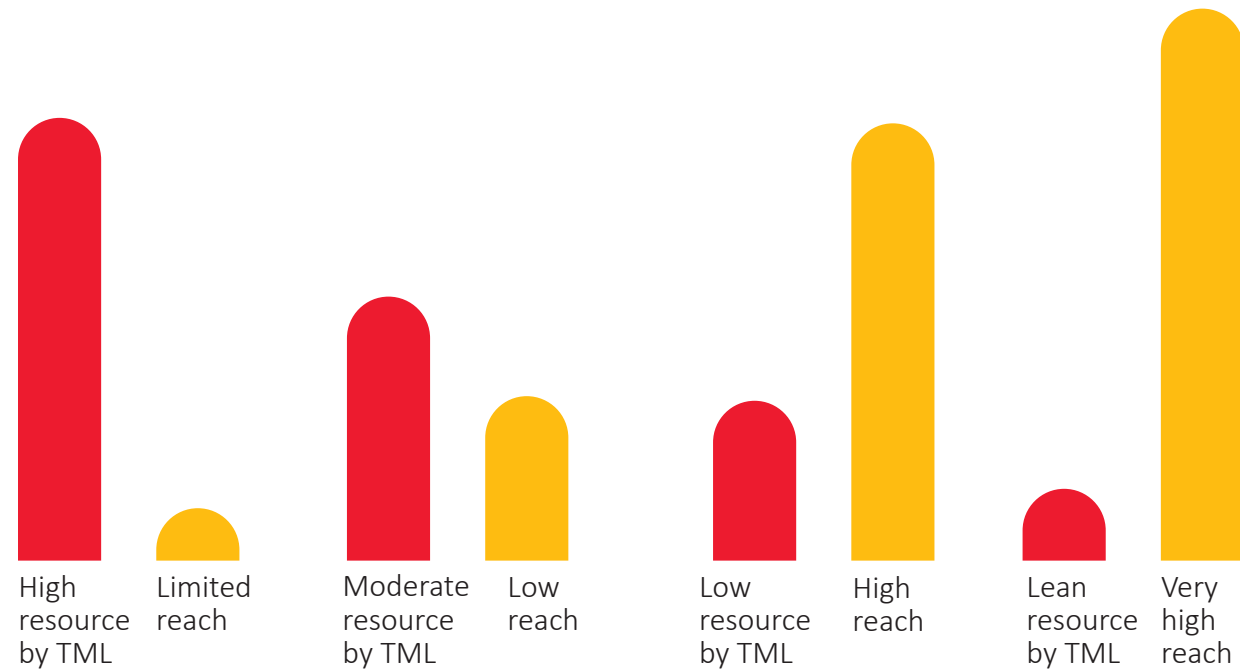
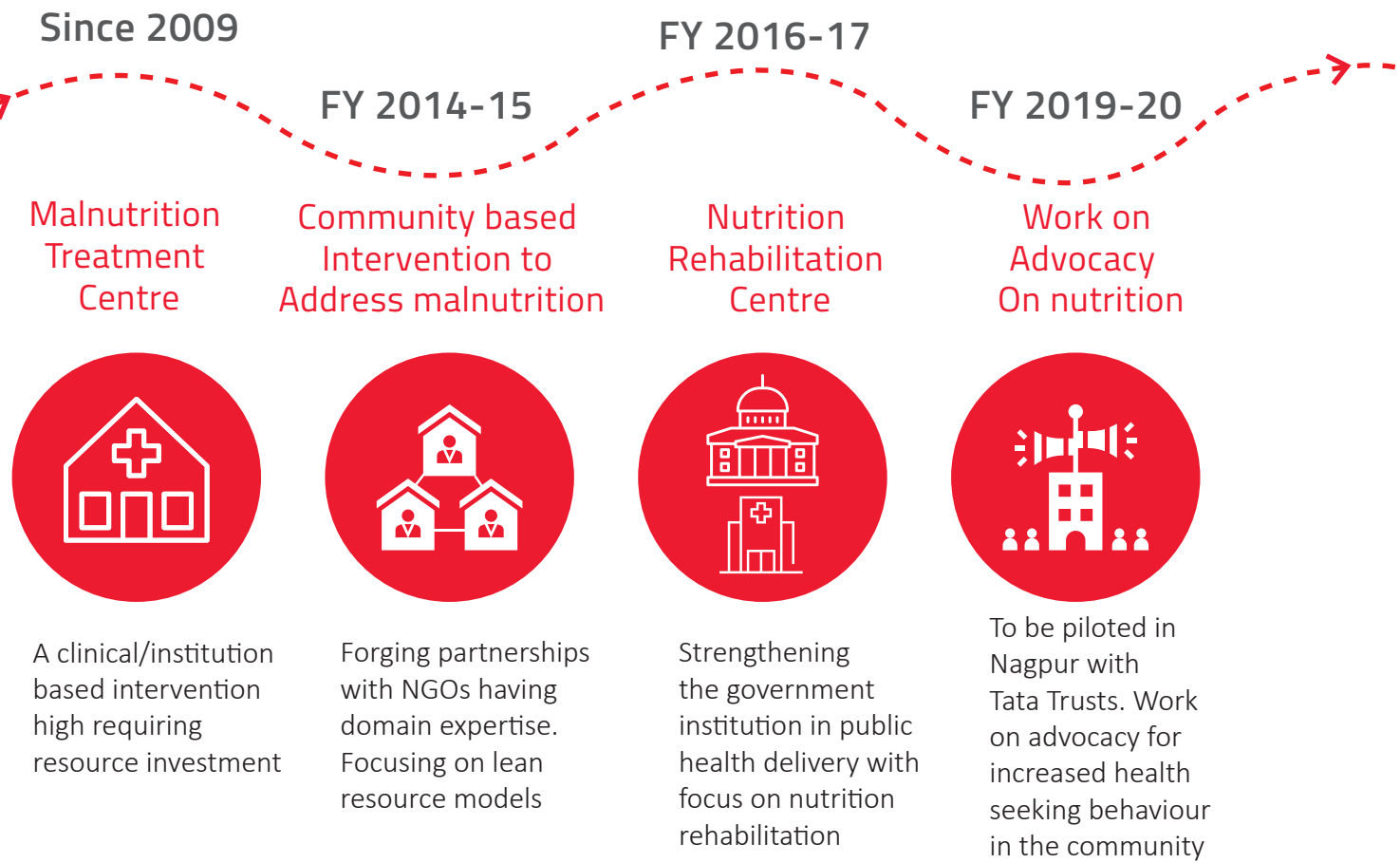


IMPACT

0 incidence of malnutrition in selected slums

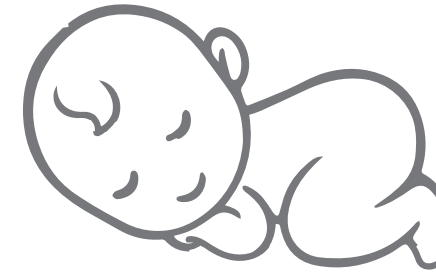
90% malnourished children brought to sustained healthy zone over the past 5 years

PROGRESSIVE DEPLOYMENT OF ADDRESSING MALNUTRITION INTERVENTION

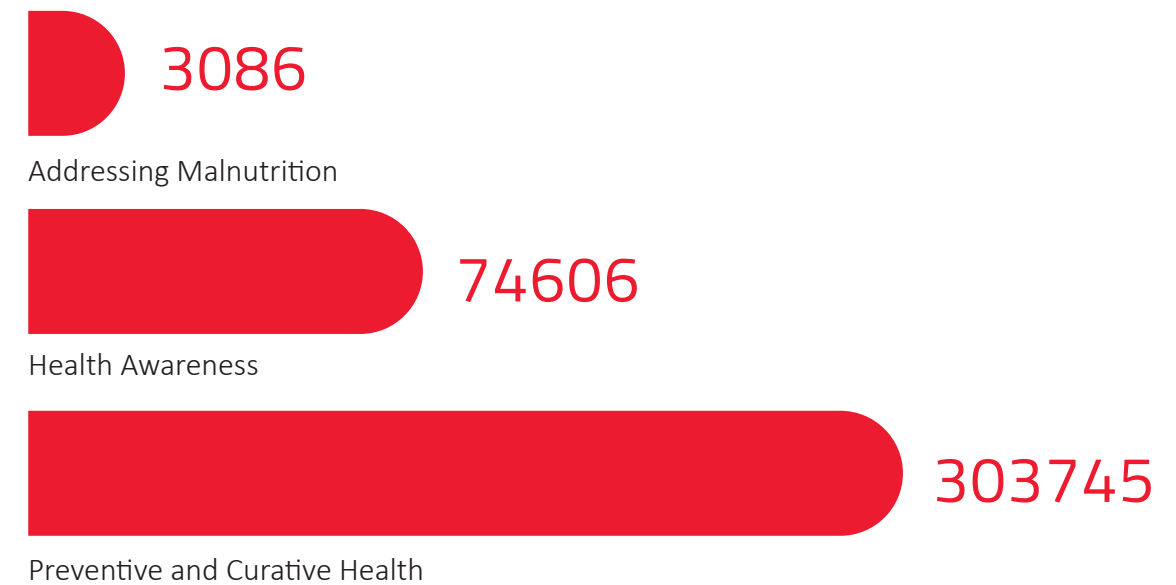


“ APPROACH & STRATEGY IN HEALTH ”

“ ACHIEVEMENT IN HEALTH ”



90% of malnourished children have moved to better health zone



SC/ST COMPOSITION (IN %)



PROJECT COMAL

COMBATING MALNUTRITION THROUGH COMMUNITY BASED APPROACH

In 2014, team Pune started working in Kalakhadag slum area, which had nearly 55% of the population hailing from SC/ST background. Basis of the high level of vulnerability of its residents, it started the malnutrition project with Snehdeep Jankalyan Foundation and Sneha Foundation. Inadequate water and sanitation facilities coupled with migrant population base yielded limited results. In due course, they also realized that most SAM children are from SC/ST category (close to 65%). The team quickly realized that until the communities are engaged in programme design and delivery, things would not change. Along with the government machinery (Department of Family & Child Welfare, RBSK, Hospital,) educational institute (Savitribai Phule Unv), experts (Inter Aide Development, India) the team devised a comprehensive Community Based intervention and named it CoMal (abbreviation for Combating Malnutrition) CoMal is a multi-pronged approach, which employs array of inputs. It includes administration of special feed (fortified) to SAM & MAM children on a daily basis by trained community link workers, training on health and hygiene, better cooking practices, Water-Health-Sanitation (WASH) to families having SAM/MAM children, building awareness and linkage of Government Schemes (through infotainment tools like skit, bharud. Awareness programmes employed culture appropriate methods to establish connect and engage with the communities. One of the hallmarks of the intervention has been that women from the community have volunteered to encourage others to participate in the programme. Shopkeepers selling junk food have discarded it from their shelves and have replaced them with nutritious food. They nudge the children to exercise better food practices. Apart from this, strengthening the institutional mechanism is key to the success of this programme. The team organizes capacity-building workshops for the ICDS personnel and equips the infrastructure of anganwadi for better services.



Impact

Over 95% malnourished children pulled to a healthy zone on a sustained basis. Two slums have not reported any single incidence of malnourishment in the past 2 years. These learnings have helped the team to cater to many more slum areas



KITCHEN GARDEN

REVIVING THE PRACTICE OF KITCHEN GARDEN IN TRIBAL FAMILIES IMPROVED THE HEALTH STATUS OF MALNOURISHED CHILDREN

Improvising on various models to address malnutrition, Tata Motors in partnership with Thane based NGO called Prasad Chikitsa experimented with revival of the traditional practice of maintaining a garden along with supplementary diet to families that had malnourished children. The family members were trained on scientific cultivation methods with improved variety (10 varieties) of seeds on a plot measuring one hundred square metre area. This simple intervention had far-reaching impacts.

FAMILIES WITH KITCHEN GARDEN

60% Families had children with better health.

FAMILIES WITHOUT KITCHEN GARDEN

30% Families had children with better health.

INCIDENCE OF MALNUTRITION RELAPSE

Lower

Higher

ANNUAL EXPENSE ON FOOD

Decreased

Constant

HOUSEHOLD INCOME

Improved by ₹ 3000 from the sale of produce from the kitchen gardens.

Remains the same with no improvement

LEPROSY - CURE AND REHABILITATION

Tata Motors has been working significantly towards eradication of leprosy in areas around Jamshedpur. We have our own in-house facility "Antyodaya Ashram" working towards eradication and rehabilitation of those contracted with leprosy. Every year, the CSR team surveys over 30000 households across Potka, Golmuri, Jugsalai and Dhalbhum sub-division of East Singhbhum, Jharkhand. Once the cases are identified, they are treated and provided with MDT (Multi Drug Therapy) and medical facility. It has contributed deeply in improving the quality of life of the leprosy affected through continuous health initiatives and providing indoor facilities to the patients every year. These interventions have arrested and brought down the incidence of leprosy in the sub-division.



MALNUTRITION TREATMENT CENTRE

Tata Motors has institutionalized an in-house malnutfacility to combat malnutrition in East Singhbhum in collaboration with the Government of Jharkhand. In the year 2009, joint consultative and ideation sessions between UNICEF, National Rural Health Mission (NRHM) and Parivar Kalyan Sansthan (PKS) of Tata Motors led to institute a state of the art Malnutrition Treatment Center (MTC). The admission, treatment, preparation of feed, methodology of feeding and hygiene, discharge and follow up treatments are maintained as per WHO protocol. The average stay of a child for treatment ranges from a minimum of 15 days to 20 days depending on the severity of the malnutrition. During the course of the treatment the child is given protein dense therapeutic feed called F75 and F100 complimented by supplementary food. Mothers are oriented and demonstrated on kangaroo care, hygiene, preparation of therapeutic and supplementary feed and exclusive breast feeding. During the stay the mothers are paid a daily wage compensation, free healthy meals and after discharge called upon for four follow up visits so that the child does not regress. Looking at its effectiveness, the government has replicated this model across the state.

Malnutrition Treatment Centre in Jamshedpur was the first of its kind in the state of Jharkhand and later became a model to replicate.

SUMANT MOOLGAOKAR DEVELOPMENT FOUNDATION

Sumant Moolgaokar Development Foundation is a company floated Foundation which works exclusively on providing safe drinking water to water stressed rural and semi-urban geographies in India.

It is powered through voluntary contribution of Rs. 20/month/employee and matching contribution by Tata Motors, the projects deployed through entities having domain expertise. The villagers contribute voluntary labour, locally available resources where construction work is required and donation of land to the community wherever applicable. Plant locations are mentored from the senior Leadership. In the year 2018-19 we have added 73 more projects.

Till date, close to 200000 citizens from over 505 water stressed habitations (70% of those who are tribal communities in Pune and Jamshedpur) have assured and safe drinking water available – 30 liters/capita/day. This has reduced drudgery of women who travel an average of 4 kilometers of distance to procure water. The enrollment and attendance of girls in rural schools have improved significantly. Also 15 drought prone villages are drought resilient villages. They also are in the aspiration of Osmanabad district, State of Maharashtra

200000

CITIZENS

505

WATER STRESSED HABITATIONS

30

LITERS/CAPITA/DAY

PHASE	FY	Total Projects	Total Villages
PHASE VII	2018-19	73	73
Total since 2010		607	505

- Projects deployed through entities having domain expertise
- Senior Leadership from Plant Locations mentor the projects
- Cross functional teams conduct regular assessment of the completed projects



WATER STRESSED TO WATER RICH

A small-parched hamlet nesting 200 citizens at an altitude of 5000 feet is water rich. The partnership between SMDf-GRASSROOTS has been providing enhanced quantities of clean safe drinking water to rural communities in the Himalaya for the past few years through introduction of Infiltration Wells or IW. The IWs are traditional methods of water conservation of mountain-people. IWs are deep, narrow mouthed wells that tap the water flowing through the semicircular permeable brick wall surrounding the well.

The participatory dialogue with communities led the design for the water supply system having integrated model of pipeline, infiltration well, water tank and water post. The water scheme in the village was able to serve the water needs of each villager and they are very happy to have such a sustainable water scheme. Along with the availability of water, the partner organization in collaboration with external agency & SMDf support enabled to construct 17 toilets in the village, which lead to every household having a toilet.



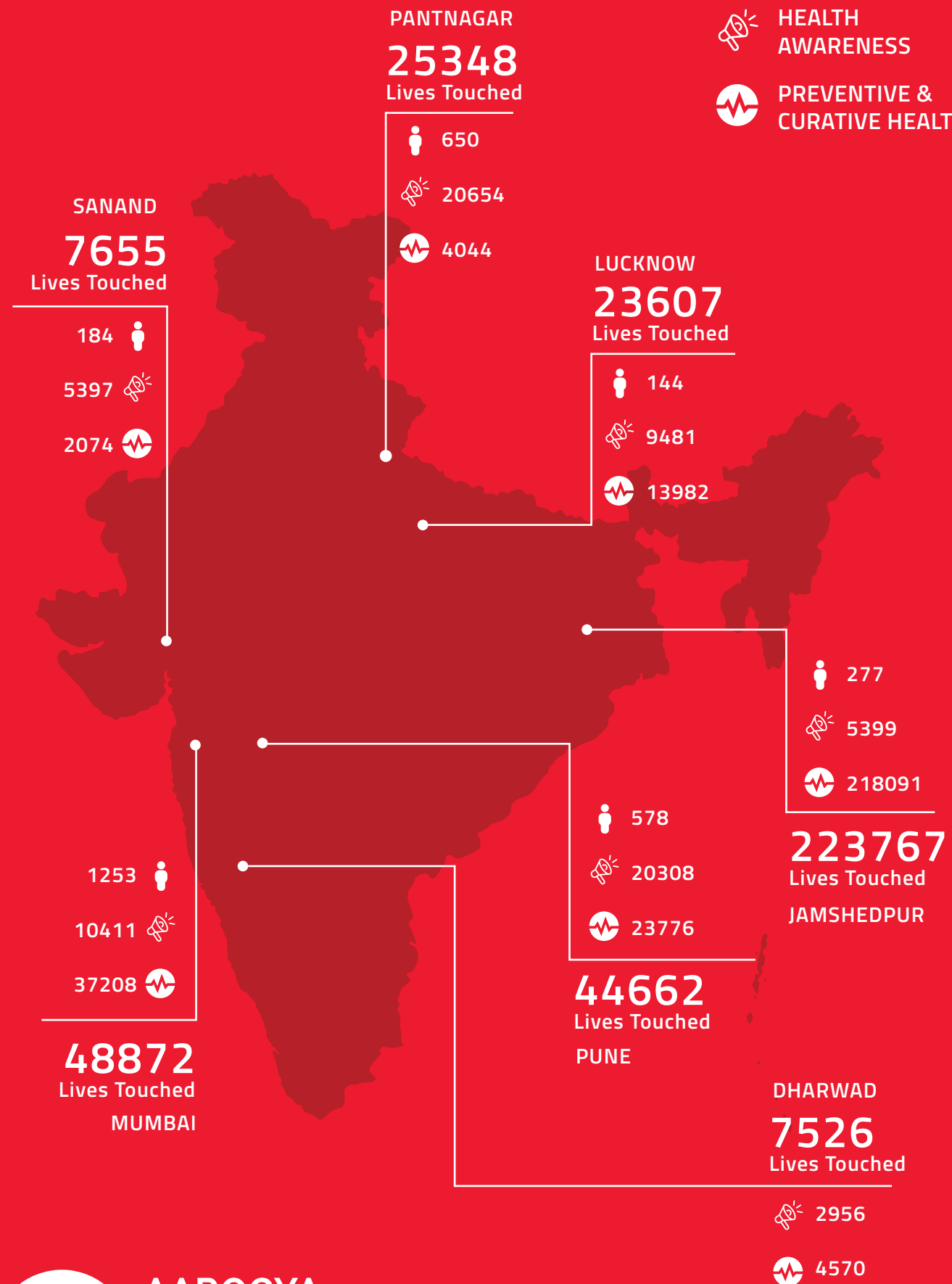
IMPACT

- Over 2 lakh villagers have access to clean drinking water (30 litres/person/day as per WHO guidelines)
- Significant reduction of Dysentery and other diseases
- Reduction in drudgery of women - Distance travelled to procure water (From Average 4 km/day to 200 m/day)
- Higher enrollment & attendance of girls in rural schools.
- 3 drought prone villages in Osmanabad are now Drought resilient
Total population is 5000 and SC/ST share is 50%



AAROGYA
REACH ACROSS
LOCATION

- ADDRESSING MALNUTRITION
- HEALTH AWARENESS
- PREVENTIVE & CURATIVE HEALTH





EDUCATION



Vidyadhanam
Knowledge is Wealth

© 1,46,894
Lives Touched

Education aids the development of an individual's cognitive, psychological and intellectual faculties that ultimately shapes his or her personality. Nearly 50% of students drop out of schools at secondary education levels as there is acute shortage of institutional support and resources. Therefore, Tata Motors has made a very conscious effort to target the middle school level where there is dearth of resources and a significant representation of SC/ST communities. Vidyadhanam, our education initiative, addresses needs in the entire spectrum of education, starting from middle school to higher learning. A targeted approach by instituting need based rolling scholarships/ financial support for financially challenged students, and organizing support classes for difficult subjects, value based life skills, sports as well as other co-curricular activities and plugging gaps in infrastructure at schools have gone a long way in improving scholastic performance and infusing confidence in children. Innovation has been way of life in our programs and most of the schools and students are very comfortable with technology, which is made available at their doorsteps. We have touched lives of 1,46,894 students. These initiatives have led to improvement in pass percentage of government schools from 55% in 2015 to 80% in the last academic year. Average score of the students has increased by 5% and 44% of the students have secured more than 60% marks in their class X board examination.

25% Increase in average pass % in government schools from FY 2015 (55%) to FY 2018 (80%)



IMPACT

5% Improvement in average scores in math, science and English

44% Of class X students secured first class marks in their exams

PROGRESSIVE DEPLOYMENT OF EDUCATION INTERVENTION

FY 2014-15



HIGH SCHOOL

Improving scholastic performance through classes in Math, Science, English



Partnership with Municipal schools+ Community Resource centres (for education) + equipping the infra with technology with Municipal schools

Mumbai 2014, Pune 2018



SENIOR SECONDARY LEVEL

Enabling children for higher education through IIT/NIT coaching



Partnership with Government Schools (JNVs) & equipping the infra with technology

Pan India



HIGHER EDUCATION

Enabling students at education for better performance through IIT/IAS/ Engineering



Mentorship, leveraging alums association for sustainability

Started in 2014 at IIT, Started in 2017 at IAS

FY 2019-20



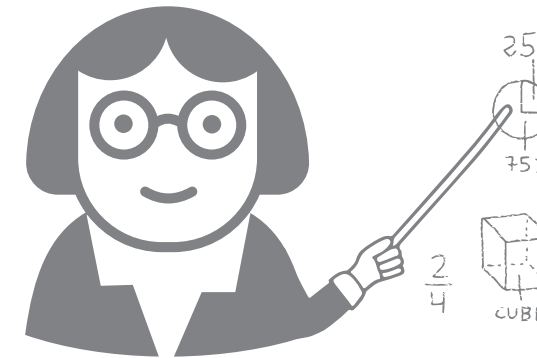
Broadening the base at Senior Secondary Levels in JNV school

To begin in 2019

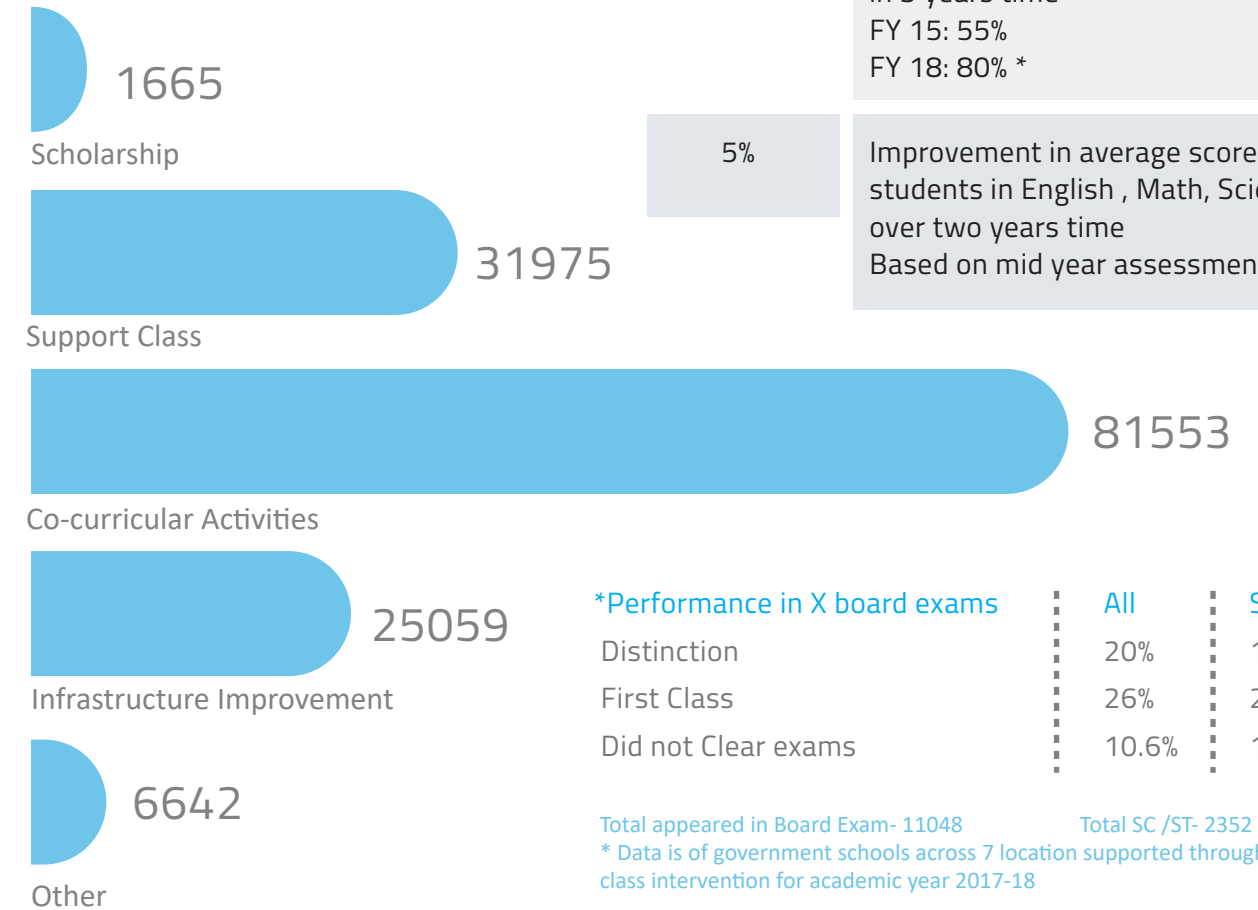
To be piloted

Need based Scholarship or financial assistance, soft skills, mentorship, (in select initiatives) across the spectrum since 2009

“ APPROACH & STRATEGY IN EDUCATION ”



COVERAGE - EDUCATION



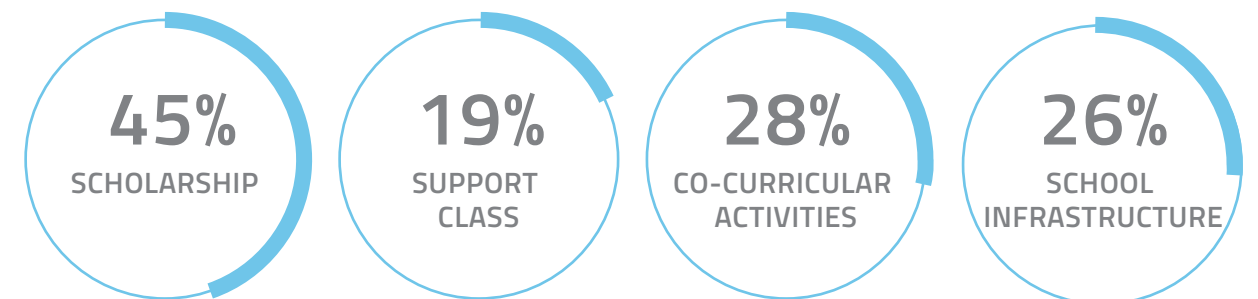
“ ACHIEVEMENT IN EDUCATION ”

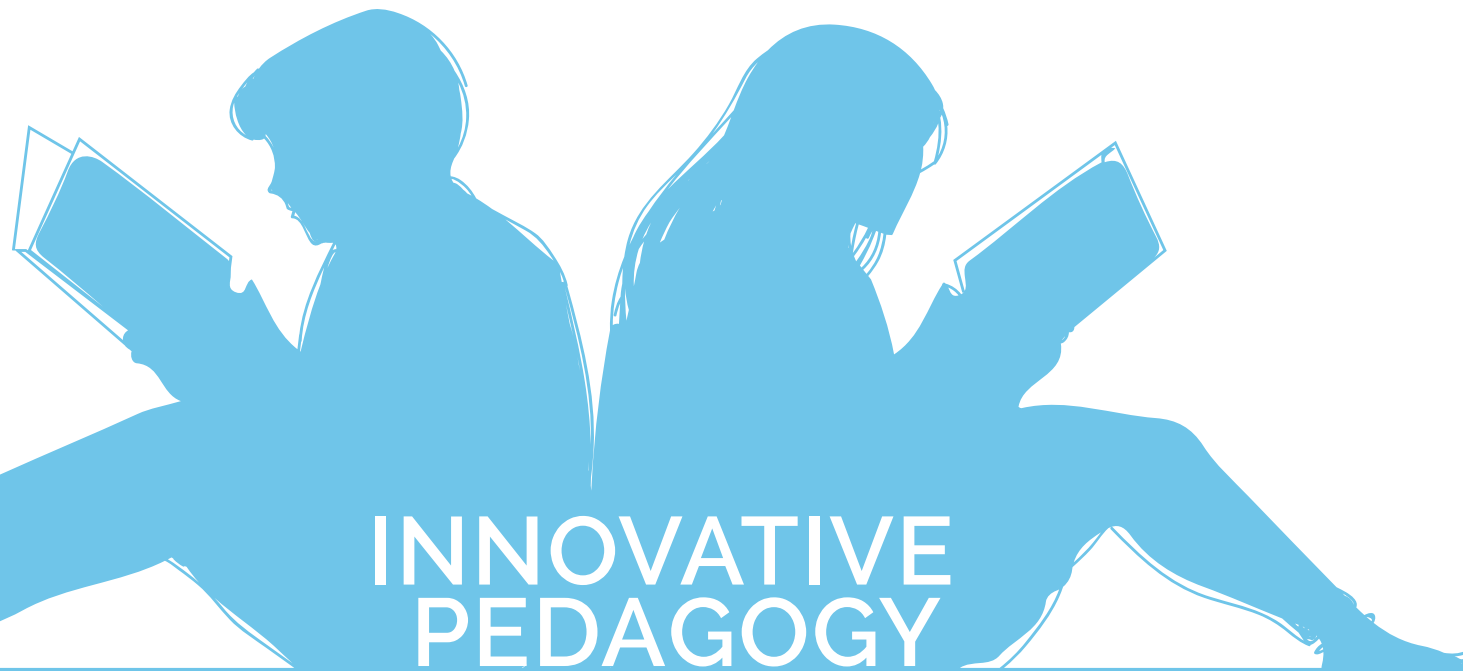
OUTCOME	
25%	Improvement in pass percentage of Govt schools in class X Board exams in 3 years time FY 15: 55% FY 18: 80% *
5%	Improvement in average scores of students in English, Math, Science over two years time Based on mid year assessment

*Performance in X board exams	All	SC/ST
Distinction	20%	17%
First Class	26%	27%
Did not Clear exams	10.6%	11.2%

Total appeared in Board Exam- 11048
Total SC /ST- 2352
* Data is of government schools across 7 location supported through support class intervention for academic year 2017-18

SC/ST COMPOSITION (IN %)





INNOVATIVE PEDAGOGY

A PEER TO PEER LEARNING AT AVANTI FELLOW

One of the hallmarks of improvement in pedagogy is the peer-to-peer learning methodology which has produced over 27 IITians and 38 NITians, 6 medical students from Jawahar Navodaya Vidyalayas. The programme leverages the strength of cohorts from class 11th and 12th and grooms them to take competitive exams. Started in Pondicherry with an NGO called Avanti Fellow with 92 students, the programme has evolved and replicated in the cities

of Pondicherry, Mangalore Dharwad and recently in Palghar. With 37% of the students from SC and ST category (159 SC/ST of 427 covered till date) and a conversion rate of over 70%, it surely is “accelerating the aspirations” of future leaders.

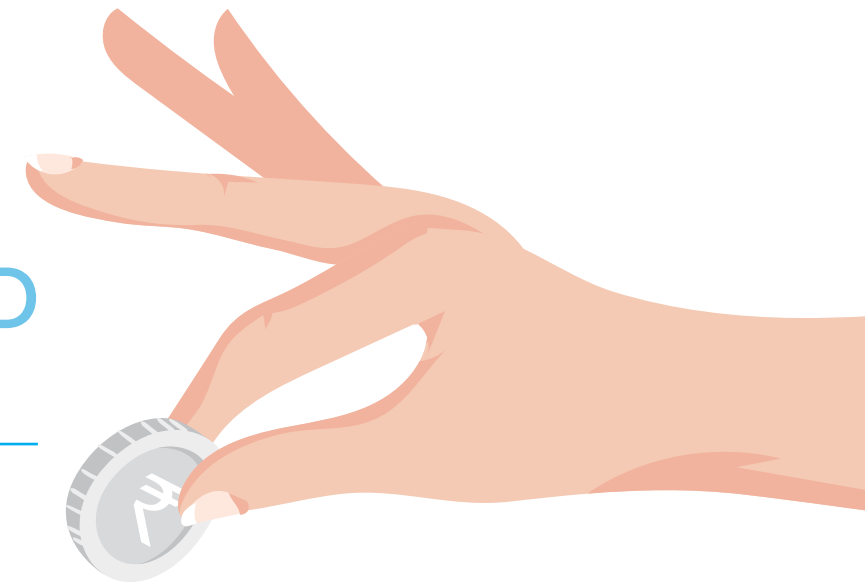
Year	Total pass out	Secured admission
2015-16	68 (23 SC/ST)	61 (18 SC/ST)
2016-17	65 (6 SC/ST)	56 (6 SC/ST)
2017-18	66 (11 SC/ST)	60 (10 SC/ST)

IMPACT

70% of the students supported by TML make it to the prestigious institute (as against a national average of less than 1%)

FINANCIAL AID PROGRAMME

INNOVATING SELF PERPETUATING MODEL THROUGH FINANCIAL AIDE PROGRAMME (FAP) AT IIT



Tata Motors along with the IIT Alumni Association have conceptualized a unique self-perpetuating model in which the students who are given financial aid voluntarily donate back the amount (post getting a job) they once received from the institute; thereby creating self-revolving fund. TML is the first corporate in India to support IIT Bombay under AA for FAP program. Apart from financial support, senior leadership from Tata Motors mentored them. Tata Motors stopped the funding in FY 2018-19.

Out of 111 students supported so far 23 (21%) belong to SC/ST category. Till date 43 students have graduated (12 belong to SC/ST category) of which most have found employment. The pass out students have voluntarily donated back nearly 10% of the corpus created by Tata Motors to the alumni association. This marks the early beginning of the project on a self-sustaining mode and completes the circle. With the help of TML, IITBAA similarly has replicated FAP at IIT Gandhinagar; Tata Samarth Scholarship programme - a joint collaboration between Tata Motors, Tata Communication and Tata Hendrickson, which began in 2014, and currently supporting 31 SC/ST engineers from 5 engineering colleges is seeding the idea of a self-perpetuating model.

IAS COACHING

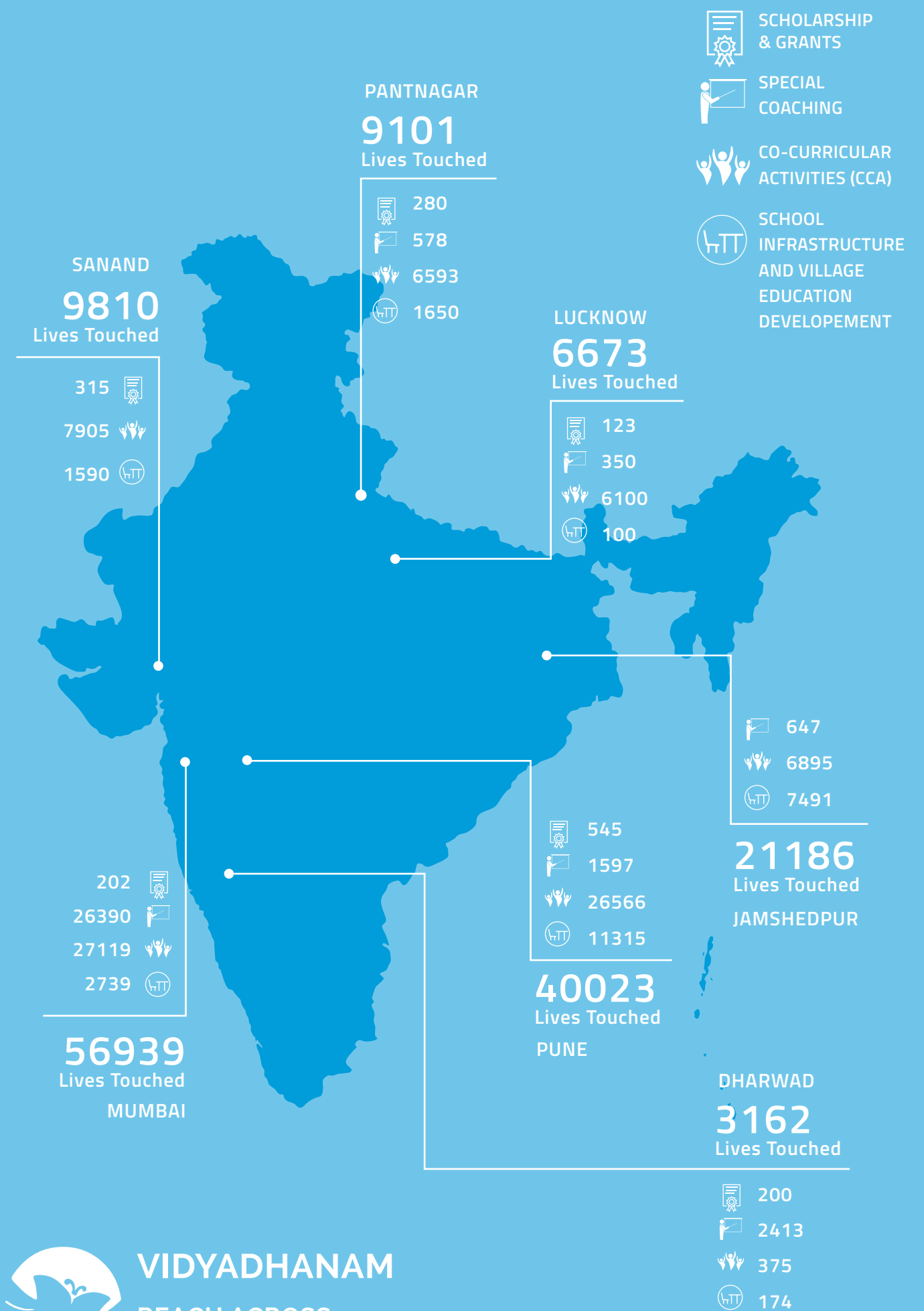
GROOMING YOUTH TO BE NOBLE BUREAUCRATS

This Project focuses on producing ethical and noble bureaucrats. It offers four-years of free, residential, professional quality coaching for UPSC Civil services entrance exams to select meritorious students from underprivileged socio-economic backgrounds selected from the network of Jawahar Navodaya Vidyalayas (JNVs) across the country. The students are selected through an assessment process on parameters like ethics, integrity and values. This initiative is managed by volunteers who are associated with Mangalore based NGO called India Now Foundation.

Once a potential candidate is identified, volunteers make home visits to identify the most suitable candidate. At present there are 109 children living in at Gurukul from 12 Indian states. Students avail distance learning degree from Mangalore University (for the first and second year students) and Annamalai University (for the third year students). In addition, students are given coaching for UPSC exams by reputed coaching institutes. It also facilitates all round development of the children with facilities for sports and music. Apart from academic performance; students are assessed on social service called 'durbal ki seva' which encourages them to give back to the society and in the process learn to work with government mechanisms.



VIDYADHANAM
REACH ACROSS
LOCATION



ASHA KIRAN SCHOOL FOR SPECIAL CHILDREN AND START

ASHA KIRAN, a school for special children housed in Jamshedpur that recognizes the special talent in each child and sensitizes the community about the needs of a differently abled. Established in 1978, the school is being managed by the AIWC (All India Women's Conference)- a women's organization (spouses of the employees of Tata Motors). The students are taught in the school till they attain an age of 20 years while they undergo life skill education to lead a normal life. The differently abled children studying at Asha Kiran School have also excelled in different fields like drawing, sports and performing arts at national and international levels. Thereafter they undergo a vocational skill training at the skilling center, START (Society for Technical Assistance and Remedial Teaching), to attain vocational skills to earn their livelihoods. As of now 110 differently abled children are working hard to achieve their developmental milestones.



Both these institutions stress on the abilities of the students instead of their disabilities and help them become socially self-reliant. Asha Kiran and START have established their reputation as one of the renowned and specialized institutions offering education with a personal touch for the mentally and physically challenged.

Jagriti Kumari, a student at Asha Kiran School is hearing impaired. With the support of the school, she has improved on her social skills, vocational skills, and self-care skills. Besides that, Jagriti had represented India in the World Winter Games held in Austria in 2017 and was recognized for her effort by the Chief Minister of the State. She is also a gifted artist and her work has been appreciated at various forums.



EMPLOYABILITY



Kaushalya
Skill is Power



1,06,038
Lives Touched

Our Employability (Skill Development) program focusses on training unemployed youth in three segments - auto trades, non-auto trades and agriculture & allied activities. As an approach, Tata Motors scope of Employability Programmes address this huge pool of school dropout unemployed youth. Also, these courses are available for the youth from our educational programme who have a dire need to support their families or don't wish to continue education. Given the limited opportunity to productively participate in the formal economy, our employability programmes "accelerate aspirations" of school dropout youth in sectors which provide opportunity to those undergone continuous formal learning and training (ITI and Diploma).

AUTO TRADE: Tata Motors leverages its domain knowledge automobile space and has designed courses (like auto service technician) which have been approved by Automotive Skill Development Council (ASDC). We leverage our dense network of Industrial Training Institutes for imparting training and over 6600 Dealers and Tata Authorized Service Stations (TASS) for On the Job Training (with commitment of stipend).

NON-AUTO TRADES offer host of vocational training courses which have high market demand.

AGRICULTURE AND ALLIED ACTIVITIES cater to the need of communities which fall beyond the 50 kilometer radius from the plant facilities (Jamshedpur, Pune, Palghar and Thane). The emphasis is on infusing new technology, better agricultural practices, livelihood programmes, animal rearing etc.

INSTITUTIONAL STRENGTHENING: Tata Motors regularly introduces and administers courses for the instructors and leadership of the training institutes (ITI and Polytechnique Colleges) and NGO partners. The modules range from technical, functional to soft skills. The company also bridges the resource gap by offering support through donation of equipment, revisions and upgrading courses.

IMPACT

56% trained youth find employment

4% of trained youth started their own enterprise

₹ 1 Lakh Increase in the annual income

Since 2003

FY 2013-14

FY 2014-15

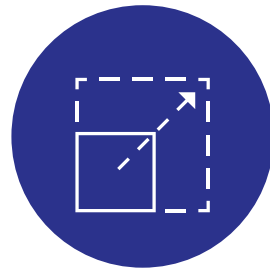
FY 2018-19

Resource intensive residential based skilling initiative.

Partnership with organisation having domain knowledge

Leveraging Partnership with organisation with shared resources

Work on proven models that are stable, replicable, scalable and sustainable



Skilling Courses at Ramakrishna Mission

Resource support for deployment for non auto & agricultural and allied

Rendering knowledge partnership for scale, sustainability for autotrades, lean operating models

Tapering of TML Resources through a timebound withdrawal strategy

RKM at Mumbai

Pratham, Sambhav Foundation, Vedanta Foundatio.

Deploying auto trade with existing partners. Facilitation with ASDC, Dealers et al

Leveraging resources with business partners for auto trade. Increase the user pay element in non auto trade



“ ACHIEVEMENT IN EMPLOYABILITY ”

4178
Auto Service Technician

4781
Driver Training(Novice)

3335
Non Auto Trade

3708
Agri & Allied

15923
Other Technical trade

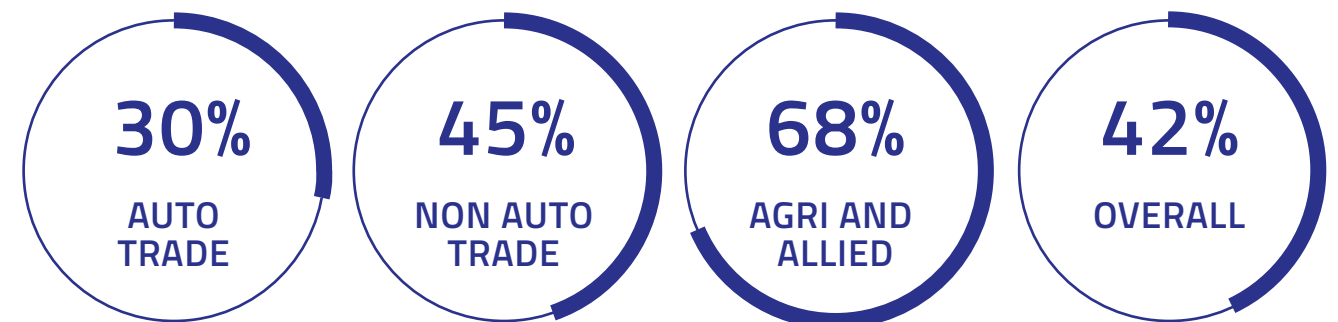
74113
Refresher Driver Training

TRADE	PLACEMENT	MONTHLY RENUMERATION
Auto Service Technician	85%	Rs 8000- 10000
Driving	35%	Rs 10000- 12000 involves local travelling
Non Auto Trade	53% employed and close to 10% Self employed.	Rs 7000- 8000 Placement in Vicinity
Agri & Allied	80% self employment	Rs 3000- 4000 Dairy,Mushroom, cultivation, poultry, goat rearing,jute bag making et al.

COVERAGE- EMPLOYABILITY

“ APPROACH & STRATEGY IN EMPLOYABILITY ”

SC/ST COMPOSITION (IN %)





SAINATH SAMBARE

FROM JOB SEEKER TO JOB GIVER

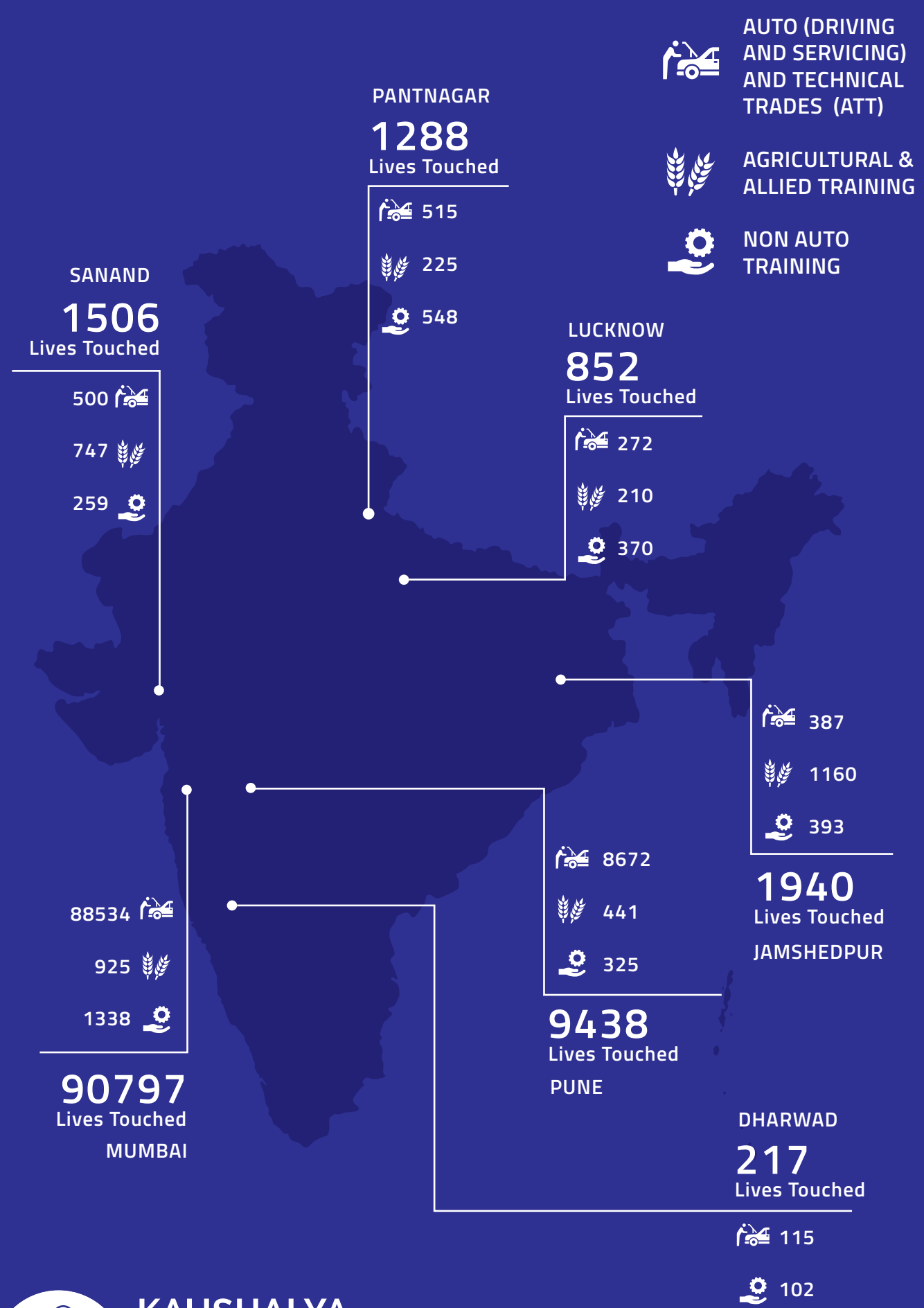
It was the summers of 2005 Sainath had just completed his class 10th and was exploring job opportunities, which could help him support his family of six, having a meagre landholding and worked part time as agricultural laborers.

He had heard about Ramkrishna Mission* in village Sakwar (a village 15 kilometers from his tribal village) through his villagers who came to avail medical facilities on a regular basis. Without giving a second thought, he took admission in a one-year residential course in carpentry where he was not just given technical skills but life skills which included service to the poor as well. Pressed with lean income flow, he joined Bhavani Furniture for ₹ 2000/ month immediately after completion of his training. He switched to many jobs to augment his income before taking a leap of faith by starting his own venture- Sai Art and Furniture at local centre in Manor in 2008. With work contracts he earned a name for himself, he has expanded his business by employing 6 more people mostly from Ramkrishna Mission and also extending apprenticeship to his juniors (14 students from different batches) with a reasonable stipend which takes care of their expenses. As on date, he has employed 4 of his juniors most of who are tribals. Today, Sainath is happily married and has two girls one of them goes to semi English medium school. He has also shifted to a new 5 room house which he constructed recently and has equipped it with all urban amenities. Though Sainath moves about in his car, he continues to remain grounded and does his own bit of charity by repairing the furniture of Zilla Parishad Schools on a pro-bono basis.

*Tata Motors has been supporting the skilling and health services extended by Ramkrishna Mission in rural Thane district since 2005.



KAUSHALYA
REACH ACROSS
LOCATION





DRIVING TO SUCCESS

DRIVER TRAINING PROGRAMME

Mahalakshmi.G is a daughter of a modest Dalit carpenter married to a painter who earns ₹8000/month in Vyasarpadi, Chennai. However, his income could not cater to the family needs and wherein they fell into the trap of borrowing money. Determined to work herself, she chanced upon the advertisement of job linked the driver training programme supported by Tata Motors. She enrolled in the programme without giving a second thought. She met many more women of similar background in her center run by A.B Trust (a social arm of Parveen Travels- a large logistics company that also needs trained set of drivers). Post her training she picked a loan, bought a car and has a monthly income of net ₹13,000. This has given her a confidence and she aspires to buy many more vehicles and run a fleet of her own. Like Mahalakshmi, 125 women (inclusive of 65 Dalits) were trained in FY 17-18 and all were placed with an average salary of ₹ 8000/month.

Similarly in Pune, Tata Motors ran an exclusive driver training batches of 50 women in partnership with Ambika Motors. In year 2018-19, the Pune team collaborated with Pimpri-Chinchwad Municipal Corporation (PCMC) and an exclusive batch of 50 SC women is in progress.

Apart from this, the driver training programme with Pratham in Mumbai focusses on upskilling novice drivers. They partnered with Ola Cabs (started in late 2017) and have been able to train and place 167 youth (of which 32% are SC/ST) who earn ₹ 15000/month. Annually, we trained close to 3600 youth under the novice driver training programme.

DRIVING TO DIGNITY

Mahalakshmi G. from Vyasarpadi, Chennai is a daughter of a carpenter and wife of a painter who borrowing money to run the family.

Determined to work herself, she chanced upon the advertisement of job linked the driver training programme supported by Tata Motors.



She enrolled in the programme and met many more women with similar background at center run by A.B Trust. Post her training she picked a loan, bought a car and has a monthly income of net ₹13,000.

This has given her a confidence and she aspires to buy many more vehicles and run a fleet of her own.

SKILLING WOMEN UNDER DRIVER TRAINING PROGRAMME

Name of the partner	FY 2017-18 Total trained	FY 2017-18 Total Placed	FY18-19
AB Trust, Chennai	125 trained inclusive of 65 SC/ST women	65 100% placed	60 inclusive of 21 SC/ST women- All placed
Ambika Motors, Pune	50 trained inclusive of 25 SC/ST women	20% placed	
PCMC, Pune	New partnership		50 SC women Exclusive batch All founds jobs



LEARN EARN & PROGRESS (LEAP)

BREAKING GENDER BARRIERS

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 be being a good technician (motor mechanic). Inspired by them, more girls have started taking admission to this course.

These girls are a part of Learn, Earn And Progress (LEAP) programme which imparts automatic 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 (and receive monthly stipend as well). Post training completion they are assessed by ASDC (Automotive Skill Development Council).

Over 80% of the trained youth found employment post training completion with average salary of ₹ 8000/, 4% of the youth have become entrepreneurs generating additional jobs for over 50 youth from the community. This has increase of annual household income close to 1 lac. The course gained popularity and the number of admissions shot to 1500 in 4 years' time and many are preferring it over courses offered by Government ITI.

A short duration courses of 3 months each have been added and close to 3000 youth (of which 40% belong to SC/ST category) are trained in partnership with Pratham and Tata Strive on annual basis. The placement is over 75% of all trained. These programmes generate employment in the Tata Ecosystem and are a classic case of strategic business connect.



Coverage

1612 youth (25% Trained in SC/ST)
1284 ~80% placed and
2% self employed

15% employed with
TML Dealers

Partners

40 private ITI across 13 states and
15 Tata Motors' Dealer

Resource Sharing

TML - 30%
Partners - 70%

Harnessing the ecosystem: Deepening Relationships

Employment Ecosystem School drop out youth trained in auto services technician course called Learn and Earn and Progress (LEAP).

The training has a component of On the Job Training (OJIT) at TML Dealer/Service stations.

Upon successful completion of training nearly 15% join Tata Motors ecosystem or in the auto industry

Synergising with Group Companies/entities: like Tata Strive, we have already started skill-building of youth at 8 different centres for auto sales executive and auto service technicians.

NGO PARTNER	TOTAL TRAINED 2018 -19	TOTAL PLACED 2018-19
Pratham - MMV	2087	1395
Tata Strive - MMV	780	518
Tata Strive - Auto sales	593	449
SKIP	954	470
TOTAL	4414	2832

DAIRY PROJECT

Ambe-Hathvij are two tribal villages located in Junnar block of Pune district. With marginal land holdings and poor rainfall, life for these farmers is at daily subsistence level which they augment gathering forest produce. Tata Motors rural development programme in Pune reached this village in early 2016. Responding to their aspiration of starting dairy business TML supported 62 households, belonging in AA community to established dairy project.

The dairy project started in FY18 with procurement of 62 indigenous, Murha, Jafrabadi breed which are the most climate fit for this region. The technical partner Shashwat offered its support to oversee the project. This is a resource sharing project where TML contributed ₹14 lac (41%) of the total project cost and remaining came as beneficiary contribution i.e. ₹20.5 lacs (59%). This has instilled higher level of ownership amongst the community. Tata Motors also arranged for training and capacity building of farmers followed by market linkage with Prabhat dairy.

Each family has engaged their family members in feeding cattle, milk production, manure collection followed by marketing of milk to Prabhat dairy. The implementation model is similar to many other dairy farms and is oriented by NGO partner. Milk is sold directly to Prabhat dairy twice in a day from their location and is sold to consumer through its sell point.

As of April 2018, the price of milk is ₹35 per litre, which provides income up to ₹8000, while in winter, when production reaches its peak, income level rises up to ₹12000 to ₹13000 per month. Additionally produced manure is utilized on their own farm, which also supports enhancing agricultural productivity. Tata Motors had supported nearly 400 farmers group on SRI in 2016 and had encouraged them for organic paddy cultivation. This initiative has not only provided gainful self-employment opportunity to their family members but also supported for improvement of nutrition status of families through their own consumption. These farmers are far more confident and self-assured as they are able to pay for their cattle feed, bank loan instalments, feed for non-milking animal and the running of their own household.

SHG WOMEN

SHG WOMEN LEVERAGE SOCIAL MEDIA TO MARKET THEIR PRODUCT IN LUCKNOW

The SHGs promoted by the company floated society in Lucknow have over 40 % members from SC background and are adept in working for Jute and Chikan. They have done very well in last 2 years with their products getting exposure on bigger platforms like Okhai and also being introduced to new customers who provide regular business.

Going a step forward, the team at Lucknow facilitated partnership with Okhai which added a new dimension to the way of doing business. With the help of the project, the products made by village ladies could reach a larger customer base through online market. A few agencies in the chain also approached the ladies subsequently to start giving their orders directly.

The team also started exploring Social Media (Facebook & Whatsapp) to reach out to wider market and as a result, one of the biggest and consistent customer has been acquired through Facebook

The SHGs have started making roughly ₹20000 per month for the last 5 months. This is mainly an impact of social media marketing. Around 50 women are directly impacted through these orders and their business





ENVIRONMENT



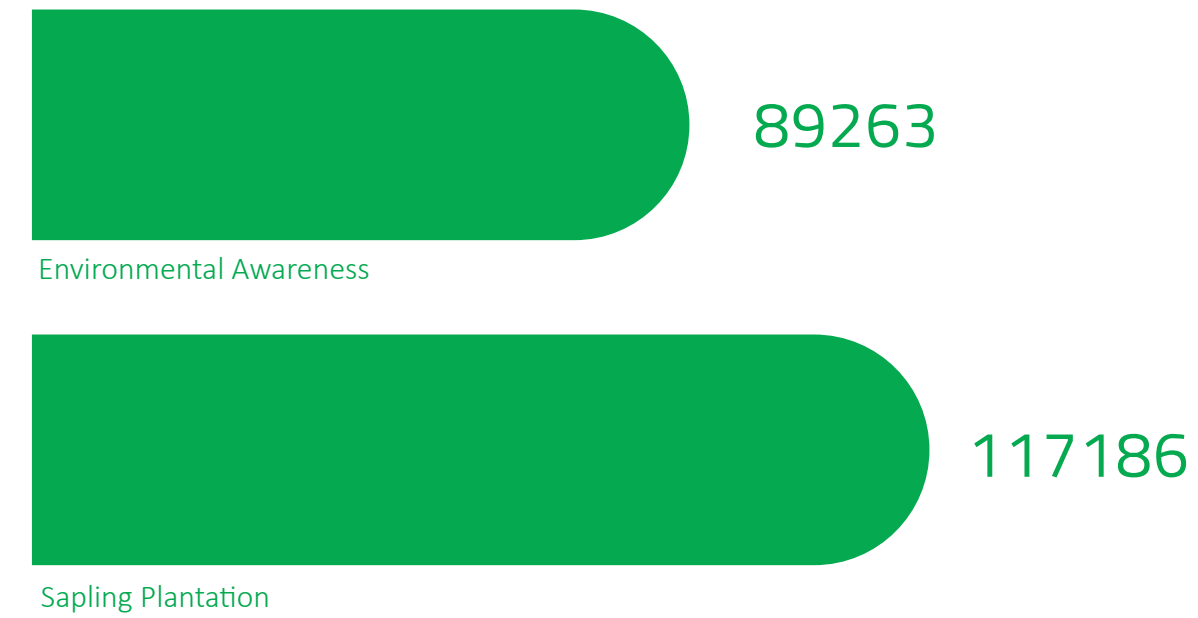
Vasundhara
Nature is Family



89,263
Lives Reached

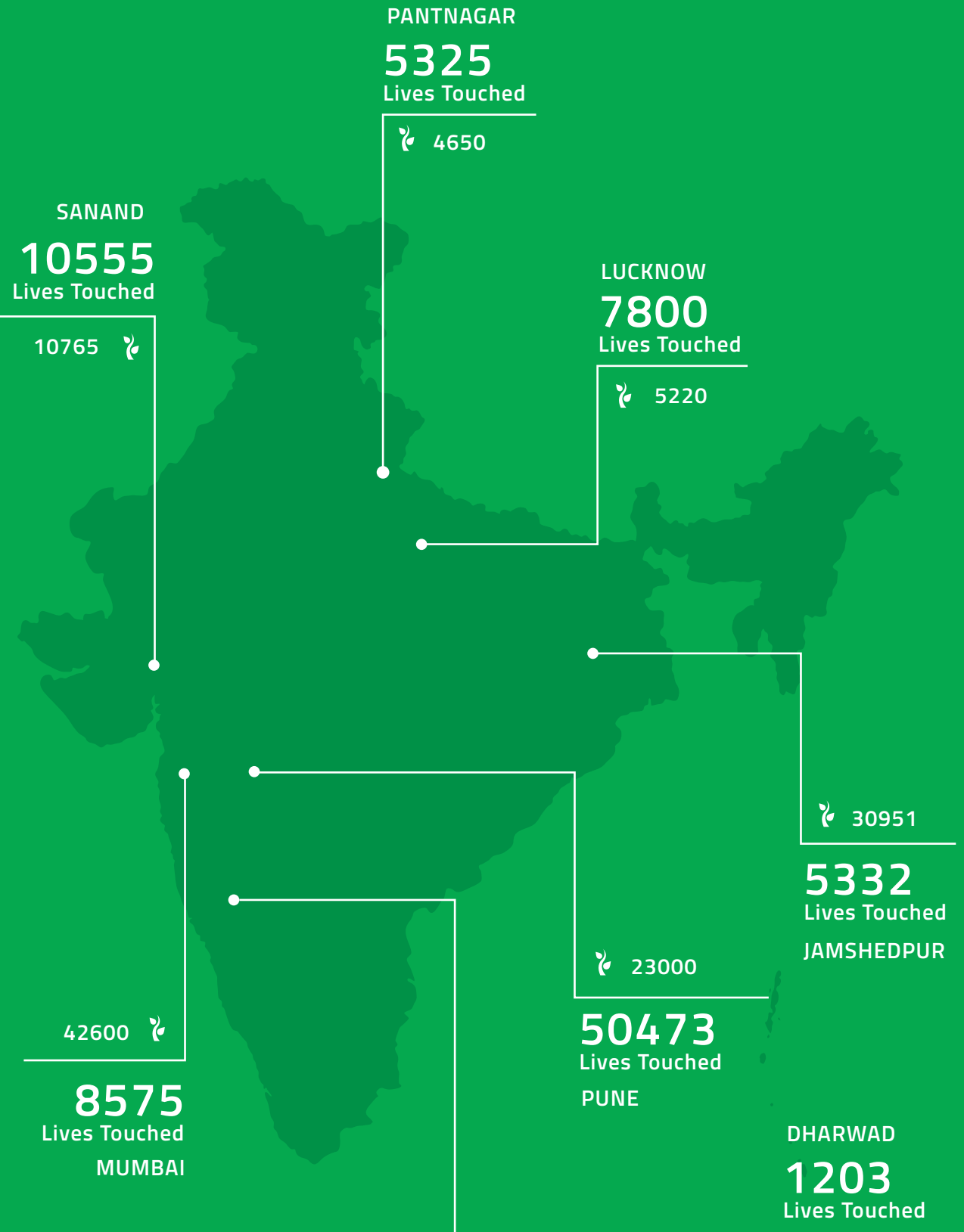
Through Vasundhara initiatives, our work on environment, we are making concentrated efforts to increase the green cover through sapling plantation on one hand and enhancing the environmental awareness levels in the community on the other hand. We planted 117186 saplings (of indigenous varieties) and ensured their survival rate is significantly high (85%). At few locations, these places have turned into microhabitats which host varied species of flora and fauna. Our environmental awareness programmes aim to sensitize young children and we have been able to reach to 89,263 persons.

ACHIEVEMENT IN ENVIRONMENT



- Survival rate is 80%
- 90% of the saplings are local species
- Fruit bearing trees have enhanced livelihood opportunities

Note: For sapling plantation- number of saplings
For Awareness- number of students



VASUNDHARA
REACH ACROSS
LOCATION

HEALTH & ENVIRONMENT FRIENDLY COOKING STOVES

THE CONTEXT

A daunting 67% of rural households use stoves (or chulhas) for cooking. Also, India is the largest consumer of fuelwood in the world accounting for nearly 40% of its energy need (Forest Survey of India Report 2011). Of all fuel options, wood and wood chips account for 77% and 20% share in for cooking in rural and urban areas respectively.

Usage of traditional cooking stoves lead to incomplete combustion, generation of wastage, emission of smoke which are harmful to humans and lead to depletion of trees.

The current consumption of fuelwood in India is about five times higher than what can be sustainably removed from forests and traditional stoves (chulhas) with faulty designs and inherent inefficiencies add to the problem. It is estimated 41% of India's forest cover has been degraded in the past decade - many areas which used to be considered dense forest are now considered open forest leading to decrease in per capita availability of forests from roughly 0.07 ha per capita in 1990 to 0.05 ha per capita in 2011 among lowest in the world. Implication on public health can be estimated from the fact that approximately 1.3 million people-mostly women and children die prematurely every year because of exposure to indoor air pollution from biomass. Apart from this, valuable time and effort are devoted to fuel collection instead of education and income generation.

YEAR IN HH	PROJECT COVERAGE
2016-17	Coverage: 2438 households
2017-18	Coverage: 6946 families covered



THE INNOVATION

The innovation is a locally manufactured device that comprise a mesh of hanging twisted tapes (seven twisted tapes having a width of 1 inch and twist of 180 degree

The twisted tape pack is retrofitted in the combustion chamber of the traditional cook stoves.

The design of the twisted tapes vary according to the design of the traditional cook stoves.

Durability is for 15 months

Impact of Innovation

The said innovation has been adopted by 9300+ families spread across 532 villages in one single year (2017-18). Based on the impact assessment covering sample size of 300 households (randomised), across 46 villages the immediate impact are as follows:

Environmental Impact:

Reduction in the demand of wood. This adds up to saving of 439 trees which help recycle 70 tonnes of oxygen and sequester 13 tonnes of carbon dioxide.

Economic Impact:

47 working days which translates to addition of nearly ₹13,000/- to annual family income.

Improvement in school attendance of girls:

This directly leads to better attendance of girls to schools leading to access to their right to education.

Health Benefits:

Better combustion has led to reduction in smoke and home pollution leading to better health.





AFFIRMATIVE ACTION



Aadhar
Unity is Progress

No. of SC/ST lives touched by 5 'E's

Essential Enablers:	1,88,091 Lives Touched
Education:	37,463 Lives Touched
Employability:	25,280 Lives Touched
Employment:	11% employees are from SC/ST community.
Entrepreneurship:	26 (SC/ST) vendors have been developed.

Tata Motors believes that inclusive, equitable and holistic development of society is essential for nation building as for sustainable growth of the organization. To promote inclusivity, Tata Motors has institutionalized Tata Affirmative Action Programme (TAAP) known as "Aadhar" that practices positive discrimination for Scheduled Caste (SC) and Scheduled Tribe (ST) in case of Employment and Entrepreneurship and higher coverage in CSR led programmes. Despite experiencing extraordinary business downturn over the years, the company continued its commitment to serve national interest by allocating funds for Corporate Social Responsibility of which 40 percent are dedicated towards Affirmative Action Programme. We have integrated Affirmative Action with CSR program to ensure its sustainability, review and guidance from the apex leadership of the company

The employment strategy focuses on the company's large temporary workforce in tandem with the vagaries of business cycle. With HR relaxing the age and marks criteria and encouraging a decentralized recruitment process through Tribal Industrial Training Institutes, the SC/ST percentage in temporary workforce has jumped from 20 percent in 2007 to 24 percent now.

We take conscious efforts to extend business to SC and ST. We have developed intensive engagement mechanism to identify and mentor AA vendors and because of this, the numbers of AA vendors and their business volumes are continuously rising. However, very less number of AA entrepreneurs are in core engineering process and to an extent, this restricts our efforts. As on date, 8 out of 18 active AA vendors are engaged as 'service vendors' and cumulatively, 72% of AA business value is with them. Only 10% of the AA business is with direct purchase and remaining 18% is again in-direct purchase excluding service. In FY 2018-19 we extended business worth ₹ 11 crore.

Tata Motors is also working out the concept of Integrated Village Development, which focuses on holistic development of a tribal village/hamlet. The project is in a pilot mode and the learning from the same will be used to replicate in appropriate tribal geographies.



SC & ST constitute 40% share in total beneficiaries and total CSR budget of Tata Motors budget spent for beneficiaries

SCRIPTING DEVELOPMENT

Integrated Village Development in Pathardi Gram Panchayat

Pathardi is a tribal village of nearly 700 households which is scattered in 6 hamlets under Jawhar Block of Palghar district (150 kilometers from Mumbai). Palghar was carved out of Thane district and has over 33% of tribal population and is infamous for high incidence of malnutrition having 32% share of hunger deaths of the Maharashtra State alone. With 65% literacy rates (higher for women), incidence of acute water shortage, high unemployment coupled with out-migration of youth, Pathardi lags behind in all developmental indicators. With this background Tata Motors along with Sahabghag- the AA cell of Government of Maharashtra decided to work on an Integrated Village Development approach which aims to work across themes of water, health education, livelihood, micro entrepreneurship, physical infrastructure and governance.

The 3 years plan was charted out after a rigorous baseline and need assessment (through PRA), clear roles and responsibilities of each stakeholder. We have chosen BAIF to be the implementing partner of all project by leveraging agencies who have domain expertise across the thematic area. The salient features of the project include-

01 BAIF, TML, TSMG and the Government of Maharashtra are collectively putting efforts to make this village a sustainable model village by ensuring the availability of all basic amenities at village level. The strength of the program is to leverage the resources through convergence of government schemes. To this effect, of the total budget of 16 crore for 3 years, 85% of the same has been mobilized from the government Schemes which has been formalized through a MoU with the District Collector.

02 TML is acting as a catalyst to boost up the process of the already existing government schemes for development purpose. Also, we are aggregating partnerships with like-minded organizations. Tata Consultancy has partnered for many Adult Literacy Programmes, engaged KEM Hospital, Suprabhat Mahila Mandal, Pragati Abhiyan for baseline assessment in health, education and peoples participation respectively.

03 We are creating real time monitoring and evaluation dash board to keep eye on every project related activities. It will assist to identify on-spot challenges, so that they can be resolved in less time.

To ensure sustainability, we are strengthening the Gram panchayat, forming new village level committees, capacity building of youth and putting an effort to create more local leadership. So that even after completion of this project they can lead their village towards development by their own.



WATER- de-siltation check dams, construction and repair of water storage tanks, repair of broken water pipelines and solar based water lifting device installed.



HEALTH-baseline on health status done, regular health check in all hamlets have begun (through the monthly Village Health and Nutrition Day- VHND). To improve nutritional status and bring food security, farmers have been encouraged to start organic kitchen gardening.



EDUCATION-baseline has been done, installation of e-learning through Navneet Foundation for learning through infotainment also complete (this included TOT for teachers)



LIVELIHOOD-soil testing and soil health dispensed to 340+ farmers, training on vegetable cultivation with seed support for 30 farmers, 165 families supported through wadi project (fruit bearing trees- each family supported through 200 saplings on their private land) and jasmine cultivation with support on making provision for water through jalkunds (farm ponds), training on SRI for improved paddy cultivation, formation of farmers producer group and crop insurance for 45 farmers.

Apart from this, health check-up for animal through vaccination and deworming done for 738 animals, 8 families supported for backyard poultry and 1 family through buffalo rearing. Added service the animal rearing needs, 2 youth from the village have been trained to be pashumitra. Also, 34 SHG Group formed with ₹ 15000 Inter-loaning support, which caters to 340 women members



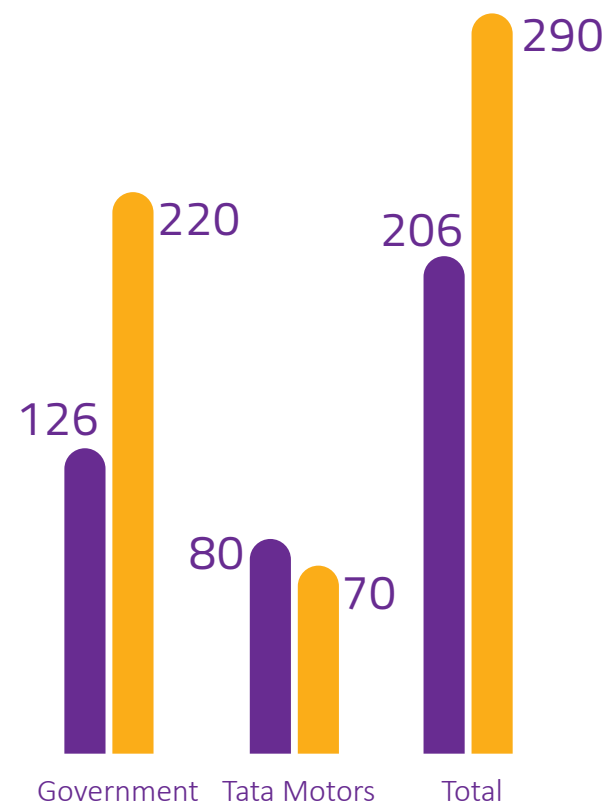
PUBLIC INFRASTRUCTURE-

In a short span of 7 months, we have been able to ensure public lighting by installation of 57 solar lights, construction of roads (500 meters), 2 functional toilets in schools, cremation ground, commitment for 131 houses under Pradhan Mantri Awas Yojna (work started for 90 families). Preparation for village resource centre, construction and repair of anganwadi and that of schools room is underway.

Till date government has invested ₹2.2 crore in the villager for various developmental projects.

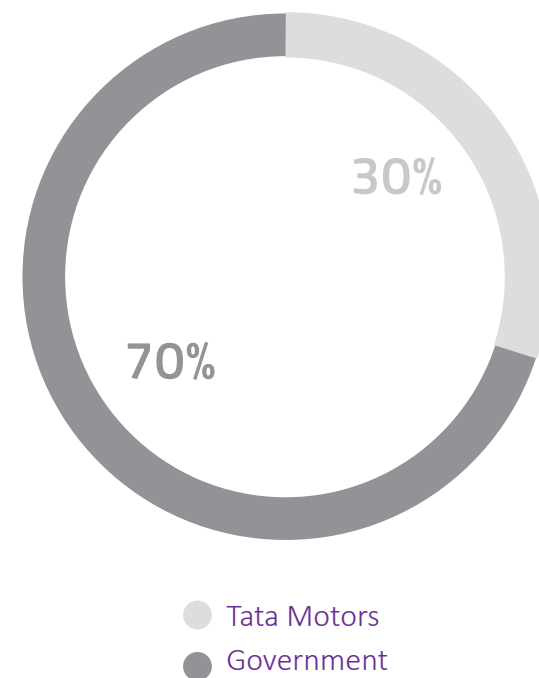
INVESTMENTS MADE

Investment For Integrated Village Development Programme



SHARED RESPONSIBILITY

Share of resources invested in Pathardi 2019



WORKING WITH NEIGHBOURING VILLAGES

SN.	Particular	No. of Participation	Gram Panchayat
1	Labor fair to enroll labors in BOCW board	1600	Jawhar Block
2	Agricultural fair	50	Sakur, Aaina, Kaulale, Dhanushi, Akhar
3	Awareness camp on skill development and employment opportunities.	20	Sakur, Dhanushi
4	Job Card Fair	30	Sakur and Dhanushi
5	Health Camps	50	Aaina, Akhar
6	Tree Plantation Drive	10	Aaina, Akhar
7	MGNREGA Awareness Camp	10	Akur, Aaina

Near-by Villages have also been considered for some interventions. The idea is to extend benefits to other Villages (wherever possible) in the block.





SCALING AND STRENGTHENING SCHOLARSHIP PROGRAMMES AT PANTNAGAR

Mr Rajesh Deshpande (General manager- NPI, mentor to Education vertical devised a mechanism to engage the students and institutionalized a selection process which led to 98 percent applying for the scholarship program

MAKING LEARN EARN AND PROGRESS PROGRAMME RELEVANT AND ASPIRATIONAL

Mr. Sastabhavan Kutty (Sr General Manager, VATS Group, ERC-Pune) and his team of 12 senior leaders have upgraded the course on auto service technicians which has not only become more relevant but aspirational as well.

CENTRAL MAINTENANCE TEAM, JAMSHEDPUR

The team has adopted a tribal village in Potka Block in East Singhbhum District of Jharkhand. They also mentor community entrepreneurship efforts by investing their domain expertise.

VOLUNTEERING



Seva
Unity is Progress

10500 – 10500 employees (40% of total workforce) invested 60000 volunteering hours for social development

95 – Fast trackers under Leadership One engaged in CSR projects for 8 weeks

106 – Managers signed up for Pro-Engage. Dedicated 6 months to address social causes



'WALKATHON' IN DHARWAD

During Tata Volunteering Week (TVW11), we had taken an initiative to bring awareness among people to ban the usage of plastic in the Dharwad City. In view of this, 'Walkathon' (Rally) was organized in the main street of Dharwad City. During the walkathon slogans, street play at prominent locations were displayed, the employees did distribution of alternative bags to people carrying plastic bags. The leading Kannada newspaper published articles on walkathon as well as coverage was made by FM 98.3. Display of alternative to plastic product was done to bring awareness among people and for sale at concession price at the function. In order to make the plant "Plastic Free" a 'Technology Day' was celebrated wherein various Vendors / Suppliers were present with their products alternative usage to ban plastic.

LAB TO LAND- VOLUNTEERING

Going ahead with the philosophy “more from less for more” we started working on a concept called “Lab to Land” project by engaging employee volunteers and inhouse resources and expertise of institutions like “Flora Horticulture Society” which has technical expertise in horticulture, agriculture and allied activities. Villages being primarily dependent on agriculture and allied activities for their livelihood are in search of such opportunities where the farming practices could be taken to the next level where mere livelihood option could turn into ways of prosperity. Tata Motors supported Flora Horticulture Society to come forward with their willingness to transfer technical know-how to these farming community. Our association with local communities and inherent strength of value led employees can always create a synergy for better results of our CSR initiatives.



The demonstration cum training facility in Jamshedpur at “Employee Volunteering Centre” acts as the hub of volunteering initiative by different employee volunteers who provide hand holding support to farmers covered under the project.

Till now total 1000 farmers have been identified and have undergone training on bee keeping, poultry, mushroom cultivation and organic farming. All the identified farmers are tribal farmers.

The approach is to make these farmers “agripreneurs” and to take them ahead of “livelihood security” to “prosperity” along with their traditional wisdom and skills in farming. Another dimension of this initiative is to make this entire initiative sustainable by means of building the skills of farmers and to devise localized solutions for their farms.

THE WAY FORWARD



Ensuring sustainability of key projects through systematic withdrawal plan

Continue to Leverage government schemes and resource to scale and deepen AA programmes

Entrepreneurial opportunities in the entire value chain.

Optimise resources by further deepening More from Less for More (MLM) approach

Increase in coverage of females in automotive trades



AWARDS AND RECOGNITION



“ WINNER OF
GOLDEN PEACOCK GLOBAL
CSR AWARD
FOR FY 2018-19 ”

Instituted by Institute of Directors (IOD)

“ AWARDED 4 STAR RATING IN THE
2GOOD4GOOD AWARDS FOR FY 2018-19
ECONOMIC TIMES ”



AWARDS UNDER TATA VOLUNTEERING PROGRAMME

- Highest participation for Phase 9
- Best Collaboration - Lucknow (for Phase 10)
- SPOC Hero- Mr. Mayuresh Kulkarni, Team CSR (for Phase 9)

Annexure 1:CSR Spend in Financial Year 2018-19

NUMBER OF LIVES TOUCHED



CSR SPENDS



S.No.	CSR project/ activity identified.	Sector in which the Project is covered	Projects/Programmes 1.Localarea/ others 2.Specify the state and district where projects or programs were undertaken	Amount outlay (budget) project/ programs wise	Direct	Overhead*	Cumulative spend up to the reporting period	Amount spent: Direct/ through implementing agency*
1	Skill Development and vocational skills in Automotive and Non-Automotive Sector	Employability Enhancing Skill Development	Karnataka- Bangalore Karnataka-Dharwad Maharashtra-Mumbai,Thane, Navi Mumbai, Pune. Gujarat- Ahmedabad Jharkhand- East Singhbhum Uttar Pradesh- BaraBanki, Lucknow Uttarakhand- Udham Singh Nagar	5.40	5.39	0.27	5.66	Direct = 0.17 Implementation Agency = 5.49
2	Promoting primary and secondary education in Rural and Socially/ Economically Backward communities.	Promoting Education	Karnataka- BangaloreKarnataka- DharwadMaharashtra- MumbaiMaharashtra- Mumbai,ThaneMaharashtra- Navi MumbaiMaharashtra- PuneGujarat- AhmedabadJharkhand- East SinghbhumUttar Pradesh- BaraBanki,LucknowUttarakhand- Udham Singh Nagar	8.54	8.27	0.41	8.68	Direct = 0.00 Implementation Agency = 8.68
3	Preventive and curative health services in Communities	Eradicating Hunger, Promoting preventive healthcare, Malnutrition, Promoting Preventive healthcare and sanitation and safe drinking water	Maharashtra- MumbaiMaharashtra- PalgharMaharashtra- PuneGujarat- AhmedabadJharkhand- East SinghbhumUttar Pradesh- Bara Banki,LucknowUttarakhand- Udham Singh Nagar	3.22	3.99	0.20	4.19	Direct = 0.00 Implementation Agency = 4.19
4	Ensuring environmental sustainability through awareness and protection of natural habitats	Ensuring environmental sustainability	Maharashtra- MumbaiMaharashtra- PalgharMaharashtra- PuneGujarat- AhmedabadJharkhand- East SinghbhumUttar Pradesh- BaraBanki,LucknowUttarakhand- Udham Singh Nagar	1.32	1.18	0.06	1.24	Direct = 0.00 Implementation Agency = 1.24
5	Rural Development	Rural development projects	Maharashtra-Mumbai, Maharashtra- Palghar	1.65	1.51	0.15	1.66	Direct = 0.00 Implementation Agency = 0.65
6	Drinking water project under SMDF	Safe Drinking water	Karnataka- Bangalore, Dharwad; Maharashtra- Mumbai,Thane, Palghar, Pune- Navi Mumbai; Gujarat- Ahmedabad; Jharkhand- East SinghbhumUttar Pradesh- Bara Banki,LucknowUttarakhand- Udham Singh Nagar.	0.00	0.65	0.00	0.65	
7	Administrative Overheads And Capacity Building Cost			0.20	0.32	0.00	0.32	
Total (Amount Figures are in ₹ Crore)				20.33	21.31	1.09	22.40	

Note: The CSR spends amount excludes ₹ 2.99 crore donated to Tata Community Initiative Trust (TCIT) for repair of infrastructure which was affected during the flood in Kerala (August 2018)



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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 2018-19

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 for 2018-19 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, Jamshedpur, 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 2018 to 31 March 2019.

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 2018 to 31 March 2019. Data and information outside this reporting period was not subject to verification. The sample projects selected involved a total spend of approximately INR 5.30 Crore representing approximately 24% of the total CSR spends for 2018-19.
- 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 Engagements (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 2018 to 31 March 2019 is not presented fairly, in all material aspects.

Nothing has come to our notice for us to believe that the data is not reliable. 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 (Registered)
India
10 May 2019



Annexure – I

The following projects were selected for the assurance engagement:

- Special Coaching Secondary Education with Global Education Trust- Mumbai
- Support to Educational Institution and Special Coaching with Shiksha Prasad Kendra (SPK)- Jamshedpur
- Non-Automotive Trades, Agri-allied Training, Drivers' Training (Novice) and Motor Mechanic Vehicle Training (MMV) with Samaj Vikas Kendra (SVK)- Lucknow