

Accelerating change, leveraging synergies

Commitment to social development and shared prosperity is deeply embedded in the Tata ethos. At Tata Motors, we develop our Corporate Social Responsibility (CSR) policies, strategies and programmes aligned with the national priorities and UN Sustainable Development Goals.

Tenets of our CSR Strategy

Adopting the Human Life Cycle Approach

The Human Life Cycle Approach leverages the inter-linkages of programmes to touch the entire life span of each beneficiary, progressing from health care and nutrition in infancy to education for the young, employability and sustainable livelihoods to youth and addressing the health needs of the elderly. In this way, initiatives span across the age continuum.

Measuring social capital

Social Capital created is measured via socially appropriate impact measures such as Social Return on Investment (SROI) via third party assessment to measure the efficacy and effectiveness of our programmes.

Upstream and downstream linkages

Tata Motors' network of business partners and associates provide the strong business connect for its employability programmes. For example, they provide on-the-job training to youth for nine months, pay two-thirds of the stipend, share their training infrastructure jointly provide certification.

Leveraging all stakeholders

Our CSR outreaches leverage Tata Motors' ecosystem by engaging business partners across the entire value chain.

Philosophy of 'More from Less for More' (MLM)

We have established multi-stakeholder partnerships to access a wider set of communities by efficient and judicious use of available resources for creating higher and sustainable impact based on our belief of 'More from Less for More'.

Leveraging technology

Technology has improved our ability to upscale all our CSR processes and programmes and to achieve optimal efficiency and improve oversight.



₹20.81 crore

CSR SPEND

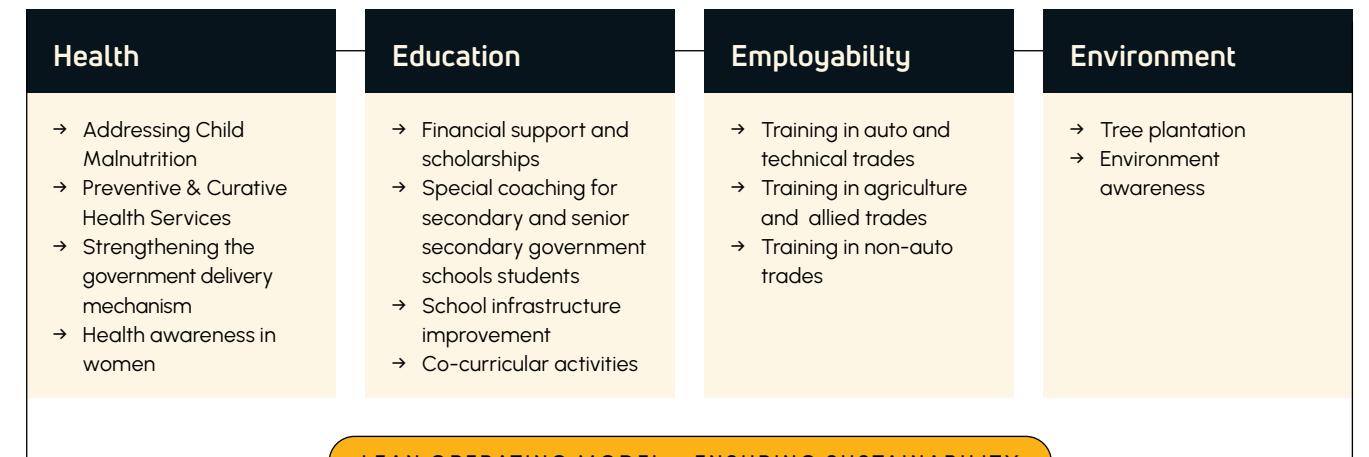
35,756

HOURS VOLUNTEERED BY EMPLOYEES

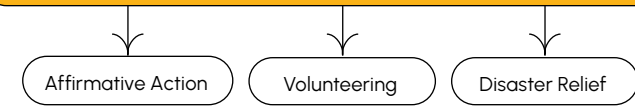
OUR CSR DESIGN RESTS ON THE MLM PHILOSOPHY. WE COLLABORATE WITH DEVELOPMENT EXPERTS AND AGENCIES FOR BOTH SKILLS AND SCALE. OUR INITIATIVES FOLLOW A CONVERGENCE MODEL, USING EXISTING GOVERNMENT SCHEMES TO PARTNER WITH STAKEHOLDERS AND TRANSFER OWNERSHIP THEREBY EMPOWERING LONG-TERM CAPABILITY DEVELOPMENT.

Our CSR initiatives are aligned with the Common Minimum Programme (CMP), which applies to all such developmental work carried out across India while also serving local interests through Location Specific Projects (LSP). The wide spectrum of goals covered tests our agility and flexibility leading to innovation and presence across the development ecosystem.

Focus areas



LEAN OPERATING MODEL – ENSURING SUSTAINABILITY



SOCIAL: COMMUNITY



Arogya (Health)

Arogya is a health initiative for the community that addresses malnutrition in children between the formative of 0 to 6 years. Under this programme, supplementary diets and supplements are provided. We enable behavioural changes in communities, especially among young mothers and parents through awareness sessions, antenatal and postnatal services. We also facilitate curative health care services where communities are serviced through diagnosis, administration of generic medicines and consultations.

FY23

₹3.38 crore

SPENT ON THE AROGYA PROGRAMME

5,31,137

PEOPLE BENEFITED



Kaushalya (Employability)

Kaushalya is our skill development programme for unemployed youth. The programme covers auto trades, non-auto trades, agriculture and allied activities, among others. Under the 'Learn and Earn' model of training, students with ITI/ 12th pass background are taken and trained on curriculum specifically designed for the automotive industry. After completion of diploma they get jobs with auto dealers, retail network, vendors and channel partners. At financial year end, 8000 students enrolled into the programme with a gender diversity of 24%.

Other CSR outreaches involve community-based groups of women and farmers, with opportunities being given to them for generating supplemental pay through agriculture.

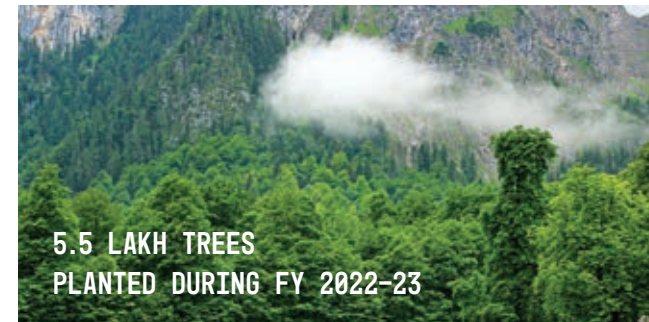
FY23

₹3.9 crore

SPENT ON THE KAUSHALYA PROGRAMME

28,896

PEOPLE BENEFITED



5.5 LAKH TREES
PLANTED DURING FY 2022-23

Vasundhara (Environment)

We strive to minimise our impact on the environment through a range of green initiatives like promotion of renewable resources, creation of carbon sinks through large-scale sapling plantation, construction of water conservation structures and building awareness among the communities. In FY 2022-23, we planted 5.5 lakh trees. We also planted 90% saplings of indigenous varieties and worked towards maintaining the survival rate as high as 90%. Through these initiatives, we could convert numerous locations into micro-habitats for diverse varieties of flora and fauna. We strive to sensitise people, especially younger children about the environment, and were able to reach 98,045 people.

CSR spend

₹ IN CRORE

FY23	20.81
FY22	23.70
FY21	23.90

Lives impacted

IN LAKH

FY23	8.01
FY22	7.92
FY21	7.54

FY23

₹3.97 crore

SPENT ON THE VASUNDHARA PROGRAMME

98,045

PEOPLE BENEFITED



Vidyadhanam (Education)

Our multi-pronged approach towards education is deployed via targeted programmes and initiatives that focus on augmenting learning levels of secondary and higher secondary government school students. We facilitate special coaching classes for secondary section and coaching for Medical and Engineering entrance examinations for senior secondary. We also provide need-based scholarships to meritorious disadvantaged students, conduct sports and co-curricular activities, sessions on value-based life skills and fills gaps in school infrastructure to create a happy school environment. Each of these is intended to bridge gaps in the quality of education and infrastructure available in government-run public school.

FY23

₹8.05 crore

SPENT ON THE VIDYADHANAM PROGRAMME

1,07,722

PEOPLE BENEFITED

SOCIAL: COMMUNITY



₹1.16 crore

SPENT ON RURAL DEVELOPMENT PROGRAMME IN FY 2022-23

35,068

PEOPLE REACHED

Rural development programmes and governance

In rural development, we deploy the Partnership Convergence Model, whereby we leverage the available resources of an area and drive development through convergence with government schemes. We also utilise government schemes like MNREGS to make an impact at scale across India. Along with development, we also empower the communities and strengthen the governance mechanism of local institutions to ensure improved last-mile awareness and delivery of government welfare schemes.



Employee volunteering

Tata Motors employees retirees and their family members volunteer for various social causes throughout the year. Rigorous volunteering happens during Tata Volunteering Week (TVW), scheduled in March, starting from the birth anniversary of our Founder, Jamsetji Tata, and then in September. Employees and their families also offer pro-bono skill-based, professional services to voluntary organisations under the Tata Group-wide 'PROENGAGE' format that extends over a period of six months.

FY23

35,756

HOURS DEDICATED BY EMPLOYEES TO SOCIAL CAUSES

PLAN FOR FY24

1 million

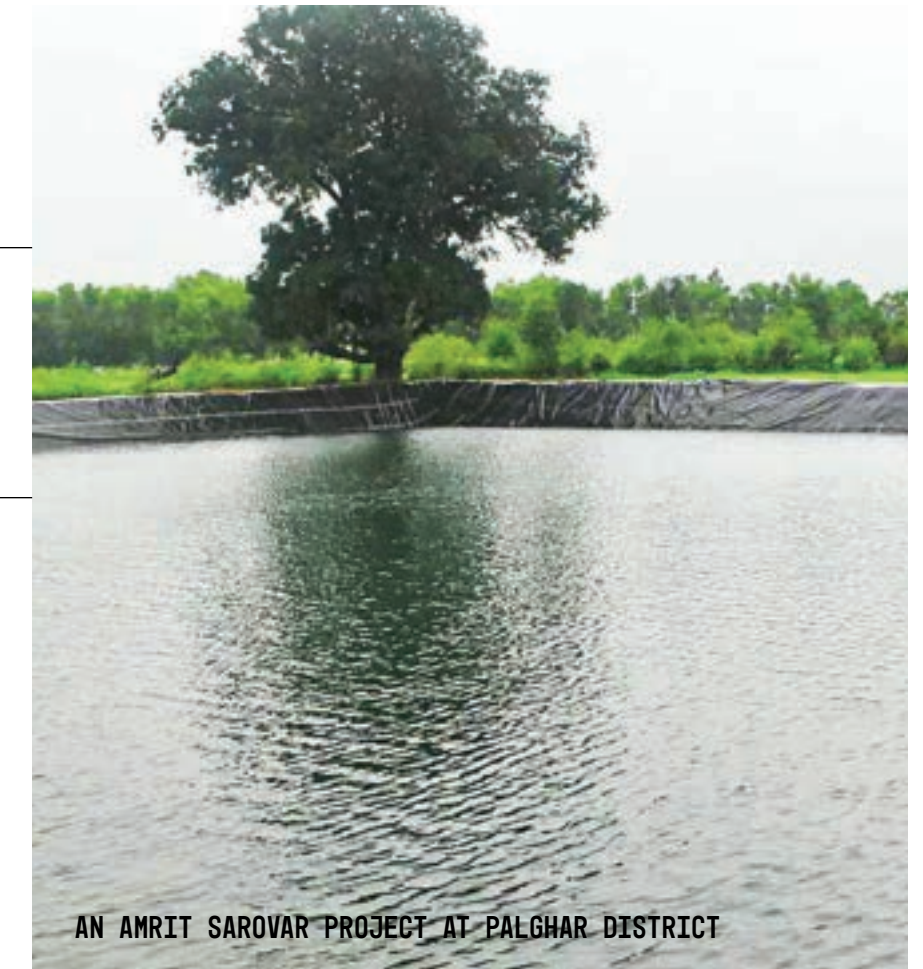
SAPLINGS IN PALGHAR DISTRICT

₹30 crore

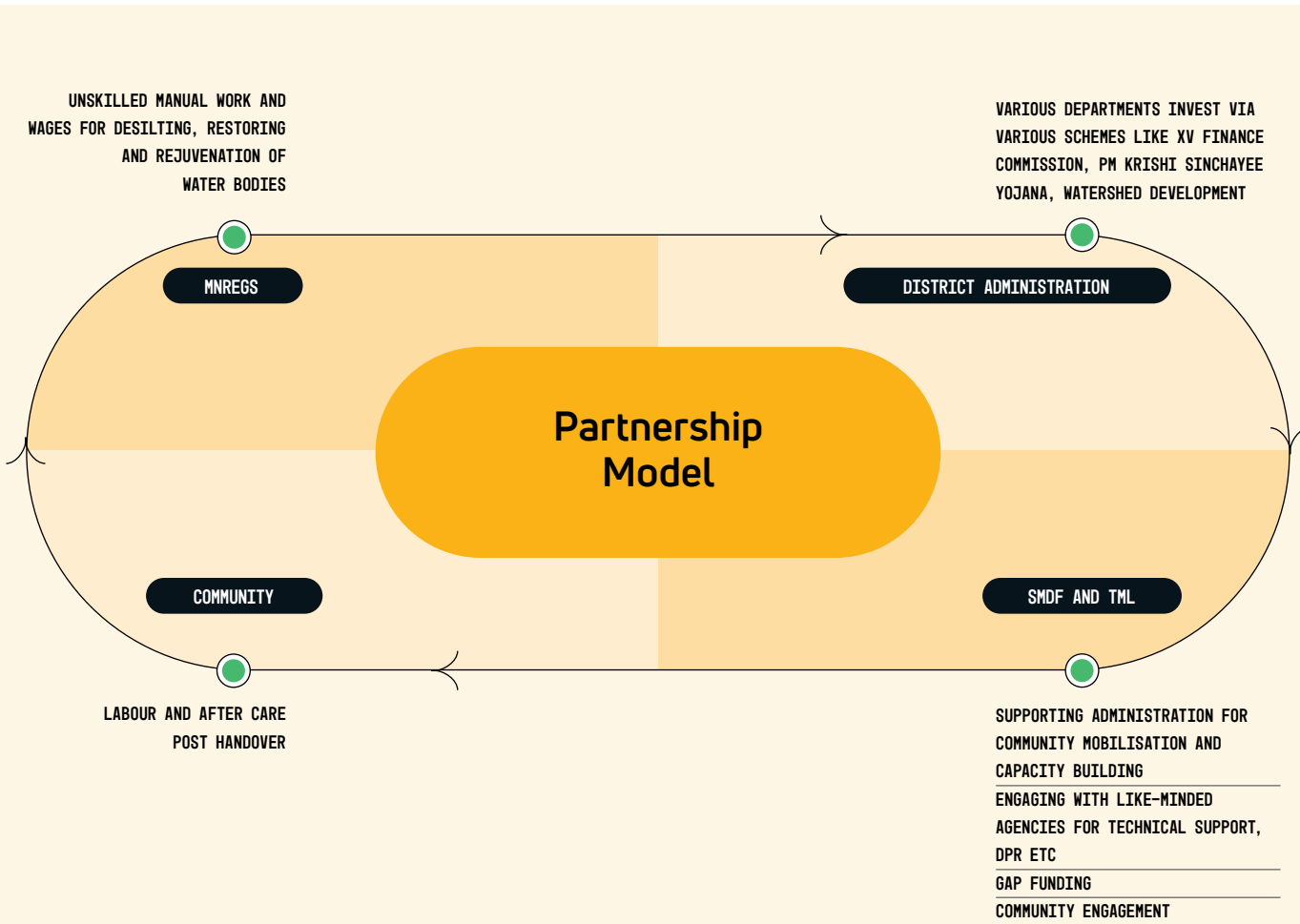
MNREGS SUPPORT FOR LABOUR WORK AND AFTER CARE

100

AMRIT SAROVAR'S REJUVENATION



AN AMRIT SAROVAR PROJECT AT PALGHAR DISTRICT



SOCIAL: COMMUNITY



TML-sponsored NEET coaching centres create a level playing field for medical aspirants



Abandoned by his father at a very young age, Deepak and his sibling were raised by his mother who earned by giving home tuitions. Determined to educate her children, she did all she could to ensure that the children could continue with their studies. Deepak's academic excellence led to him joining JNV Prayagraj, where he had the opportunity to join the Tata Motors-sponsored NEET coaching provided by Ex Navodayan Foundation (ENF). For Deepak, the coaching, direction and guidance provided by his ENF teachers made a definite difference.

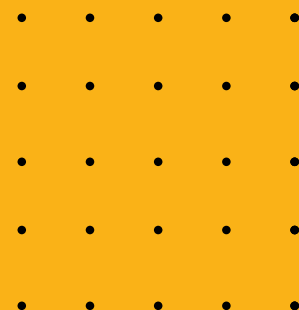
Deepak achieved 715/720 in NEET 2020 and secured an All India Rank (AIR) of #5, becoming the first from the Tata Motors coaching programme and JNV ecosystem to enter AIIMS.

Krishnanshu Tanwar, who belonged to a small, remote village in the Bharatpur district of Rajasthan, lost his mother when he was only six years old. Academically bright, Krishnanshu got the opportunity to be coached at the Tata Motors sponsored NEET coaching centre, though the pandemic forced him to shift to the virtual platform. The remoteness of his village meant he had to struggle with internet connectivity. However, just a month prior to the NEET exams, Krishnanshu resumed studies at the ENF headquarters.

From thereon, his sheer determination helped Krishnanshu crack NEET 2020 with a remarkable score of 705/720 and an All India Rank (AIR) of #53, securing admission in the Maulana Azad Medical College (MAMC), New Delhi, among the top 5 medical colleges in India.



Seed funding organic farming start-up



Sandip trained with the BAIF Development Research Foundation, an NGO based near Jawhar in Palghar District of Maharashtra, and was a pioneer in agricultural development. He was trained in preparing organic fertiliser, Jivamrut, a product patented by BAIF. He utilised the training to set up his enterprise with a seed capital of ₹26,000 provided by Tata Motors, and another ₹16,000 from his own savings.

Jivamrut products are organically manufactured using raw materials from the farm and village. The first tranche of Jivamrut was used in Sandip's farm, and by a few other farmers. Not only were the results heartening, but the product was worked out to be a lot cheaper than chemical pesticides. Encouraged by the feedback he received, Sandip decided to expand his production with regular technical support from BAIF.

The lockdown led to positive outcomes. Local farmers began buying fertilisers and pesticide from him as procurement from outside became a problem. As the demand for his products kept increasing, production and distribution of Jivamrut grew sufficiently large and revenues crossed ₹2,00,000 per year. Sandip now aims to take the message of organic farming to all farmers—for better human and soil health.

SOCIAL: COMMUNITY



JLR

Engage for Good is a part of our three-pronged sustainability strategy and focuses on acting as a global corporate citizen to take care of the communities and environments in which we operate to make a positive impact. This is done by reducing inequalities, promoting education and mitigating climate change.

Community engagement

We gain momentum in our community engagement activities through partnerships with NGOs, employee volunteering, vehicle supply and project funding. We also supply vehicles and share technology to support conservation and humanitarian projects across the globe. Through our volunteering programme, we encourage and enable our UK employees to contribute to local community development. Our policy enables UK employees in our Company to volunteer for up to 16 working hours per year.

British Red Cross and International Federation of the Red Cross

Our long-standing partnership with the British Red Cross and the International Federation of the Red Cross (IFRC) was first established in 1954. The current focus is on supporting emergency crisis affected by floods and other weather-related events such as heavy rain, wind and snow, house fires and power cuts. Alongside the supply of vehicles, our funding enables the training of volunteers, and provides essential items. Our support spans the globe, strengthening risk reduction and developing emergency response mechanisms, helping reduce disaster and humanitarian risks for the most vulnerable areas.

Enhancing community resilience

Supported Community Resilience Teams (CRT) in New South Wales, Australia to identify people of influence in small communities to map resources and strengths, and connect them with one another to ensure the community is prepared for disruption.

In Italy, we have supported the creation of integrated urban disaster preparedness and response plans, mapping urban services' capacity helping communities transform information into emergency response plans.

In Nepal, we have supported communities to increase the resilience of their people, services and institutions.

Disaster Relief Alliance

We are an honorary partner of the Disaster Relief Alliance (DRA), whose contributions help with global disaster preparedness, as well as responding quickly to emergencies across the globe.

Recently, the British Red Cross released £30,000 from DRA to support the humanitarian relief response during the Turkey and Syria earthquakes.

Humanitarian relief efforts in action



JLR's contribution to the British Red Cross Ukraine Crisis Appeal and transportation support to the IFRC have made a significant impact on the lives of those affected by the conflict. The donation of £20,000 provided vital resources for vulnerable individuals fleeing their homes and seeking refuge in a safe place. The mobilisation of 23 vehicles from the UK and Europe ensured that individuals were transported safely from Ukraine border to Moldova. Furthermore, the six vehicles that remain on loan in the field continue to support ongoing relief efforts.

DONATED 1,000 EYE CARE KITS AND £144,578 WORTH OF OPHTHALMIC MEDICAL EQUIPMENT.

BENEFITTED MORE THAN 2,60,000 YOUNG PEOPLE SINCE INCEPTION.

Agroforestry educational programme with Toré Institute

In partnership with the Toré Institute, we created an agroforestry educational programme for 550 children aged 7-14 in a public school located near our Itatiaia manufacturing plant, with a focus on sustainability. The programme teaches children about reforestation and composting, and also provides them with the opportunity to plant and grow their own food. Through this initiative, we aim to promote sustainability and environmental awareness among the younger generation.

China Soong Ching Ling Foundation

The 'Journey for Vision Programme' started a new journey in Qinghai Province. The programme carried out vision screening for nearly 30,000 children, providing 300 children with free surgical treatment. Since its launch in 2014, the initiative has covered seven Chinese provinces, investing nearly £3.3 million.

'Give her a Crown, South Africa'

This is a female empowerment platform in South Africa that utilises the power of storytelling and the arts to combat gender inequality and promote female empowerment. To date, we have supported six female artists with a bursary, as well as female-owned production companies, female students, female journalists, and influencers.