

Building Together A Million Dreams

Partnerships Amplify Impact



About the report

This CSR report endeavours to acknowledge and celebrate the important contribution of our partners, not-for-profit organisations, community-based organisations, local, state and national-level administrations, as well as all our community members, who have, over the years, contributed immensely in enabling the CSR programmes of Tata Motors to be successful. These partnerships have helped us achieve scale and impact, especially in the last couple of years, when many of our marquee programmes expanded across India, with the Company being able to judiciously limit its outlay, truly investing in the philosophy of "More from Less for More". This year, together, we have built a Million Dreams.

The report is divided into three sections:

Section 1: Building Together a Million Dreams - this section celebrates our long-term partnerships with not-for-profit and community-based organisations as well as the Government, which has paved way for where we are today. For this report, we selected projects that represent the larger journey of these partnerships, their challenges, along with their efforts to allow us to reach a new, most satisfying peak of reaching a **Million Lives this year**. Apart from a narration on these projects, the **Amplifying Efforts** section celebrates the NGO partners and the Administrative representatives by sharing their perspective, as they play an equal, and at times more than equal role, in shaping the lives of people we impact.

Section 2: CSR Programmes at Tata Motors - This section presents a management summary of our pan-India flagship programmes, with their scales, impacts and geographical footprint through data. It also brings to you an overview of the linkages our CSR programmes have with the Sustainable Development Goals (SDGs) and our endeavour to contribute to this monumental global effort. In doing so, we are also serving and strengthening our national priorities as articulated in Schedule VII of Section 135 of the Companies Act, especially in aspirational districts. This section will aid civil society organisations, academia and voluntary organisations to get a better sense of what we do.

Section 3: Disclosures - This includes an assurance statement based on a third-party assessment of our CSR programmes, ensuring compliance to the guidelines of the Ministry of Corporate Affairs. It also represents the high value we accord to transparency and corporate governance. We ensure that our key processes, such as baseline and need assessments to confirm the relevance of programmes, due diligence of NGO partners, scrutiny of Memorandums of Understanding and our compliance to them, along with adherence with respect to targets, achievements, reporting on beneficiary coverage and CSR expenditure, are scrutinised annually. This section will also aid civil society, government and law enforcement agencies to appreciate our spectrum of work.

About the theme

Building Together

It is the mission and passion of Tata Motors to "...enhance the quality of life" of those it serves. This singularity of purpose has found reflection in our CSR goal, and given rise to a key aspiration: "to improve the quality of life of the communities we engage with."

Each of our organisation-wide projects and programmes, in various parts of the country, have been made possible due to the invaluable expertise and relentless cooperation of implementation partners, bolstered by the support, network and resource commitments of local government agencies. Each of them demonstrated faith and brought synergy to our purpose. This convergence of purpose multiplied our energies manifold, with each partner working as a force multiplier in our chosen thrust areas. Hence, our partnerships and associations have grown in size, year-on-year, allowing us to work in tandem as one team.

Amplifying Efforts

With every passing year our partnerships have grown from strength to strength, allowing our collective resolve to firm. **Year-on-year, our partners provided increased impetus, ensuring that our collaborative projects surpassed sizes and scales that would have been inconceivable had we ventured to implement them on our own.**

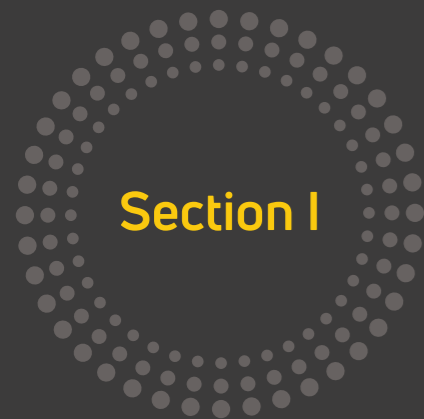
We are grateful to them for investing their efforts, committing to every milestone, and taking on our projects from planning to execution. We thank our partners for ensuring their effectiveness, impacts and positive outcomes. **Each project represented in the report is a tribute to our teams, which form our strength, as well as the sure foundation of the success of our CSR interventions.**

Million Dreams

In celebrating the role of our partners and capturing the journey of our partnership projects, this reports also captures the result of our outreach, an effort that touched **10.03 lakhs beneficiaries in 2023-24**, in effect enabling us to help realise a million dreams.



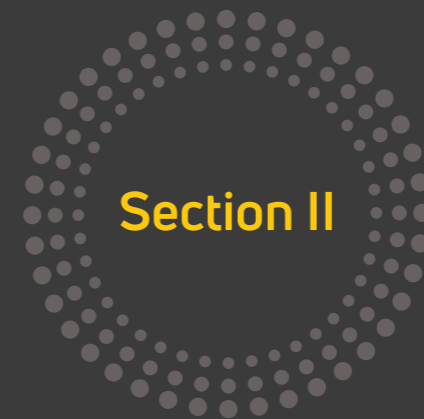
Contents



08

BUILDING TOGETHER A MILLION DREAMS

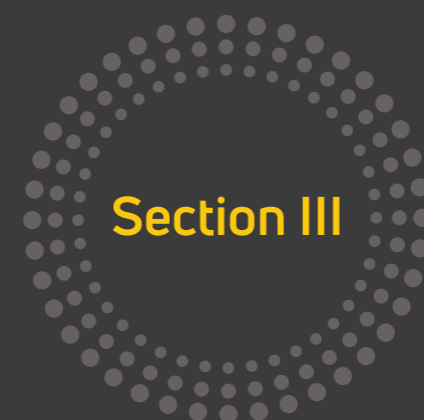
Executive Director's Foreword	04
Note from the Managing Director, TMPVL and TPEML	05
HEALTH	
An alliance to achieve better health	10
EDUCATION	
Joint effort for Joint Entrances.....	20
EMPLOYABILITY	
Building New Career Paths for Youth.....	34
ENVIRONMENT	
Planting a greener tomorrow.....	44
RURAL DEVELOPMENT PROGRAMME	
Coalition for Self-Sustainable Villages.....	54
WATER	
Access to Water Transforms Villages.....	68



74

MANAGEMENT REPORT

Note from CSR Head	75
Linkage of programmes to SDGs and National Priorities.....	76
Pan India Footprint and Impacts of programmes.....	77
Volunteering.....	90
Social Investment	94



96

GOVERNANCE

Annexure 2 from Directors Report on CSR Spent for FY 2023-24.....	97
CSR Assurance Statement by KPMG.....	100
CSR in the News.....	102
CSR Policy 2023-25.....	104



From Executive Director's desk

Girish Wagh

Executive Director

Dear Stakeholders,

Across the worlds of science, technology, music, business, and, of course, the automotive industry, we find stellar examples of strategic alliances that have achieved remarkable success. Such alliances are forged on a confluence of intent, shared purpose, goals, and value each partner brings, forming the foundation to achieve magical results.

Our CSR philosophy, 'More from Less for More', emphasized the convergence of strengths across the government, non-government, and private sectors to aspire for greater scale and impact, which otherwise could not have been achieved as an individual team. We deeply appreciate our stakeholders and their dedicated teams for uniting with us under One Vision and collaborating as One Team to amplify our efforts toward realizing our aspiration of achieving a Million Dreams.

In FY24 we collectively touched 10.03 lakh citizens through our community programmes. Our partnerships flourished, paving a path for stronger relationships and a sustainable impact.

Aarogya, our healthcare initiative, improved the health of 85 per cent of malnourished children from underserved communities. Our collaborative education programmes, like Engineering and NEET Admission Bridge Accelerated Learning Engagement (ENABLE), are at the forefront of reducing the digital divide by empowering the students in government schools in getting into institutes of higher learning. This academic year, around 5000 students appeared for the JEE examination, and around 27 per cent cleared the MAINS, and around 200 got into IITs, NIIT, and other Government colleges.

Our Wadi programme, deployed in partnership with the

government, comprises the planting of fruit and forest saplings and creates sustainable livelihood opportunities for the tribal communities in Maharashtra. To increase the green cover, we planted 11.3 lakh saplings with a survival rate of 90 per cent.

The rejuvenation of 106 water bodies in rural Maharashtra has increased the water table in the water-stressed region. We successfully replicated the rural development model in Pune, Sanand, and Jamshedpur, increasing our footprint from a couple of Gram Panchayats to eleven of them.

This power of collective efforts is incomplete without mentioning the contribution of our employees. In FY 24, employee volunteering participation at Tata Motors jumped to 59 per cent from 40 per cent in FY23. Our employees volunteered over 117,000 hours of service, nearly 5 hours per employee, impacting the lives of nearly 50,000 people.

Last but not least, it is our partnership and deep alliance with our communities, which underscores the success of all our programmes. Without their unfettered willingness to embrace our vision and work with our teams as one, we would not have been able to achieve this scale and reach.

I would like to dedicate this report to all our strategic partners, leaders in our Governments, local district and block authorities, our enthusiastic field teams, who are our soldiers, our communities, and employees for believing in **Building Together a Million Dreams**.

Sincerely,

Girish Wagh



Message from Managing Director

Shailesh Chandra

Managing Director-TMPVL and TPEML

Dear Stakeholders,

Financial Year 2024 marked a significant chapter for Tata Motors Passenger Vehicles as we continued to deepen our relationship with our customers and the communities that we serve. Over the past few years, our CSR programmes across Health, Education, Employability and Rural Development have expanded in scale, and the new vistas we explored in water conservation and tree plantations, linked to livelihoods, have shown promising outcomes and impacts in the lives of the villagers.

Our collaborative approach, with a sharp focus on the 'More for Less for More' philosophy, is strengthening the impact of our initiatives across stakeholders. We have made significant progress with LEAP, our employability initiative based on an enduring partnership between our dealer network and ITIs. LEAP has set a benchmark within the automotive industry and serves as a model that is being adopted widely to the benefit of our employed youth.

Our sustainable Rural Development programmes are uplifting and empowering the rural, tribal communities near the plant locations. In partnership with Dharti Charitable Trust, in Sanand, we addressed the development issues, arrested migration and transformed a barren Navpara village inhabited by a primitive tribal community. These interventions have created livelihood opportunities, education infrastructure and provided access to water in this tiny hamlet of the Ahmedabad district. Similar projects can be observed across all other plants.

Last year, we made significant strides on water conservation. With the support of our partners NAAM Foundation, we rejuvenated 106 water bodies in water-stressed regions of

Maharashtra, with a special focus on the tribal belt of the Palghar district. The sustained impact has encouraged us to partner with the Government of Maharashtra to rejuvenate 350 water bodies across 10 districts in Maharashtra.

Today, Tata Motors stands poised to creating a lasting impact and achieve social excellence, not only in proximate communities, but also across the larger ecosystem that it engages with. Agility, judicious utilisation of resources, adoption of technology and robust governance models are the core pillars, which is bolstering our goal of intensifying our engagements across the board.

In FY25 we are eager to intensify and address the larger issues affecting our communities. One of our core objectives is also to work on cause-related issues relating to biodiversity, for example, the man-elephant conflict in identified sanctuaries. As the theme of the report mentions, partnership will be the core of all these efforts that will help scale our programmes and transform more lives.

These audacious goals would be incomplete without the support and commitment of all our partners and employees. While we work shoulder-to-shoulder with our partners, the inspiring tales of employee volunteering at Tata Motors make this journey equally fulfilling and satisfying. Their belief in our vision has given us the confidence to become more ambitious and take on bigger challenges.

Regards,

Shailesh Chandra

About the Company

Tata Motors Limited, a \$44 billion organisation, is a leading global automobile manufacturer, offering a diverse portfolio of smarter, integrated and safer mobility solutions. A leading commercial vehicle manufacturer and among top three in the passenger vehicles market in India, the Company is recognised for its world-class quality, originality, engineering and design excellence. As on March 31, 2024, its operations spanned 125 countries across India, North America, China,

Europe and the UK with a network of 86 subsidiaries, ten associate companies, four joint ventures and two joint operations.

The Company is pioneering India's transition to electric vehicles, shaping the future of mobility in India. The Company's sustainability strategy calls for "equity and just transition for all our stakeholders."

Business Highlights (India)



VEHICLES SOLD
9,49,164
UNITS



REVENUE
71,878
(RS CRORE)



PROFIT AFTER TAX
7,842.02
(RS CRORE)



TOTAL EMPLOYEES
(PERMANENT)
60,113



11%
FEMALE IN TOTAL
WORKFORCE



RENEWABLE ENERGY (RE 100)
40%
INDIA OPERATIONS

CSR Highlights (India)



CSR SPEND
21.59
RS. CRORES



NATIONAL REACH
26 STATES
08 UNION
TERRITORIES



PRESENCE IN
94
ASPIRATIONAL DISTRICTS



LIVES TOUCHED
10.03
LAKH

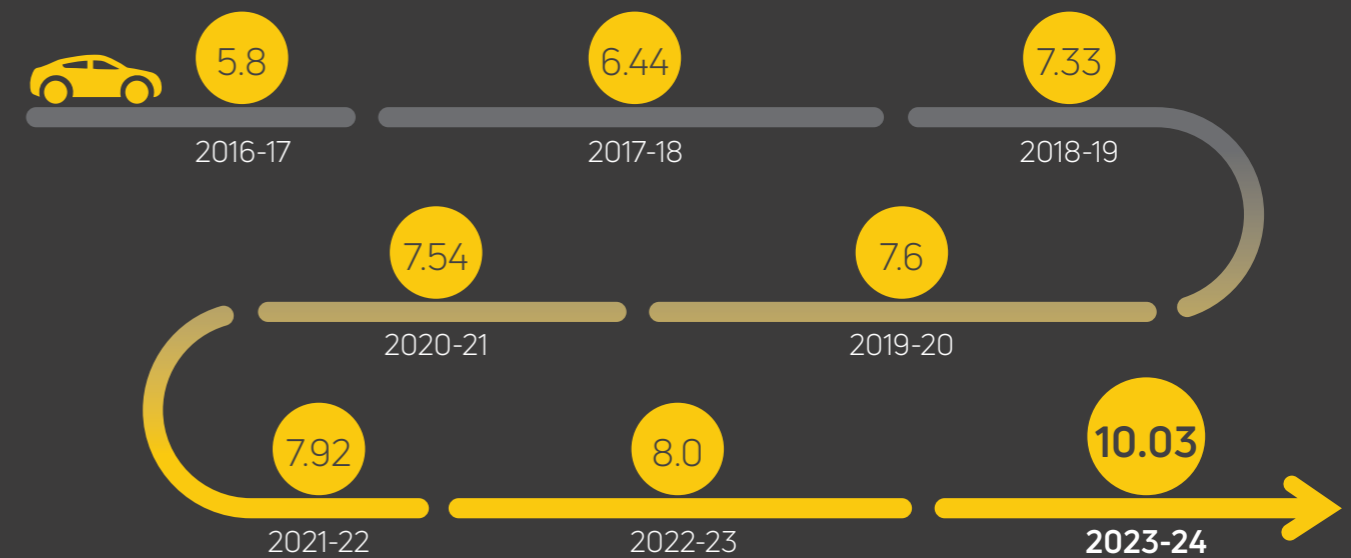


SC AND ST AMONG OVERALL
BENEFICIARIES
44%



VOLUNTEERING
1.17 LAKH HOURS
59% EMPLOYEES
PARTICIPATION

The CSR Journey Number of Lives Touched (In Lakhs)



CSR Strategy

The Sustainable Development Goals (SDGs), enunciated in 2012 at the United Nations Conference on Sustainable Development, provided a multi-stakeholder framework to ensure an inclusive development in addressing sustainable development challenges. Tata Motors, too, revisited the CSR strategy to ensure that “no one is left behind” in the communities we serve.

It was in 2014 that when we harmonised all our CSR programmes focussing on Common Minimum Programmes

and the Proximate Communities, with four key Guiding Principles: (i) One-Tata Motors approach, (ii) Human Life Cycle approach, (iii) More from Less for More (MLM) philosophy and (iv) Business linkages (for the programmes). To fulfil our Enhanced Aspirations we again recalibrated the CSR approach in 2021 keeping synergies and partnerships at its core, to widen reach, enhance shared value and deepen impact, and accelerate adoption of digital intervention for scale, improved efficiency and governance.

Six pronged CSR strategy

Tata Motors’ six pronged CSR strategy balances the needs and aspirations of the community, Sustainable Development Goals and the National priorities through its common minimum programmes to seeds sustainability.

The six tenets of Tata Motors’ CSR strategy are:

<p>Adopting human lifecycle approach</p>  <p>Approach</p> <p>Tata Motors adopts a human lifecycle approach by offering age continuum CSR programmes, which are horizontally linked to each other.</p>	<p>Philosophy of more from less for more</p>  <p>Philosophy</p> <p>More from Less for More implies striving to achieve scale by judicious utilisation of resources, to achieve greater impact. It is realised by forging partnerships and leveraging technology.</p>	<p>Leveraging all the stakeholders</p>  <p>Engagement of Tata Motors’ Eco-System</p> <p>Engaging business partners in the entire value chain.</p>
<p>Upstream & Downstream</p>  <p>Linkages to Businesses</p> <p>Employability programmes have business connect.</p>	<p>Measuring social capital</p>  <p>Measuring Impact</p> <p>Adoption of socially appropriate impact measures like SROI.</p>	<p>Optimising the efficiency</p>  <p>Leveraging Technology</p> <p>In all CSR processes and programmes</p>





An alliance to achieve better health

It is heart wrenching for any mother to see her child suffer due to malnutrition. Data available from the National Family Health Survey (NHFS) 2015-16 enumerates that 35.70 per cent of India's children under the age of 5 years are underweight. The NHFS 2015-16 also states that 58.7 per cent of our country's children below the age of one year are anaemic. **The Ministry of Woman & Child Development continues to make a concerted effort to combat this challenge because malnutrition remains a major health problem in all developing countries, including India.**

A key focus area of Tata Motors' Health Programme, Aarogya, is Addressing Malnutrition.



Hero Projects and Partners Celebrated



Prevention of Malnutrition

Parivar Kalyan Sansthan (PKS), Jamshedpur, Jharkhand: A frontrunner in the area of community health for over four decades, it plays a key role in the Company's efforts to prevent malnutrition among children and improve the health status of the mother and child.

Institute of Social Development (ISD), Uddam Singh Nagar, Uttarakhand: The Company's implementation partner in Pantnagar, ISD helps rural communities, especially children in remote hilly reaches, access basic health care amenities so as to improve their nutritional status in a district besieged by malnutrition in children.

Collaborating to nurture the young

Parivar Kalyan Sansthan (PKS) makes the difference

Partnership Background: Established in 1984, Parivar Kalyan Sansthan (PKS) leads the charge for implementing the Company's community health interventions across communities residing in proximity to its first and oldest plant in Jamshedpur, Jharkhand. Promoted by Tata Motors, in the last 40 years, the NGO has relentlessly focussed on addressing child malnutrition among TML's communities, worsened by poverty and limited healthcare access in remote areas. To provide focussed care to malnourished children, in 2009 PKS established a facility for indoor care, Malnutrition Treatment Centre (MTC) with support from Tata Motors.

Strategic Objective: Enhancing healthcare access and awareness among communities around the Telco Colony of Tata Motors Jamshedpur.



PARTNERSHIP JOURNEY

Project Partners: Parivar Kalyan Sansthan, District Health Department (Government of Jharkhand) and Tata Motors Limited



Public Private Partnership Initiated:

The severity of malnourishment among children across its target communities in East Singhbhum prompted Tata Motors to support PKS in its endeavour to collaborate with District Health Department, Government of Jharkhand in setting up an indoor facility.



The objective of this triad of partners was to create a two-bedded Malnutrition Treatment Centre (MTC) to treat children with Severely Acute Malnourished (SAM). Set up in 2009 by PKS, Tata Motors extended financial support, technical expertise, and a robust operational framework for the MTC. The collaboration enhanced PKS's ability to scale its operations, improve service delivery, and innovate in response to community needs.



Leveraging Government Network:

In addition to material support received from the Company and the Government, *Parivar Kalyan Sansthan* has since 2014 leveraged the Government's network of *Anganwadi* Centres and workers to prevent the incidence of malnutrition. It combats factors causing poor nutrition status among children via

Community-Based Treatment programmes. The training provided by PKS allows *Anganwadi* workers to address Moderately Acute Malnourished (MAM) among children by improving health awareness among mothers, promoting better personal hygiene and nutrition, as well as placing emphasis on family planning for adequate spacing in order to ensure better maternal and neonatal health outcomes among infants.



« Convergence Amplifies Efforts »

In 2023-24, the District Administration continued to fund 10 beds at PKS MTC, while Tata Motors allocated CSR funds to support an equivalent number of beds. **Convergence between the three partners has made the 20-bed MTC the largest facility dedicated to treating malnutrition among children in East Singhbhum district of Jharkhand.** Recognised as the 'Best MTC' in the state, PKS MTC's unique approach includes community mobilisation and conveyance facilities to commute to the MTC, which ensures early identification and intervention for SAM/MAM children in its target group, along with community-based preventive and curative healthcare services.

The comprehensive care offered by MTC results in the bed occupancy rate at the facility continually exceeding 100 per cent. It also consistently sets benchmarks in community outreach and recovery in the district and state.

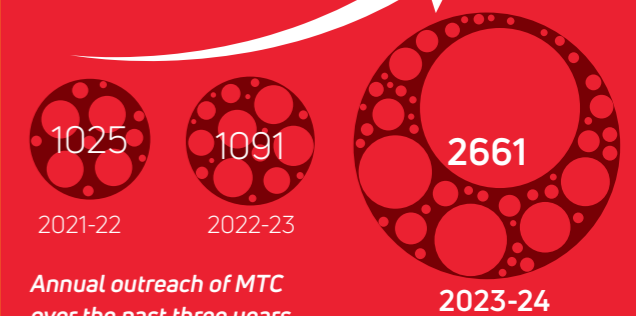


In 2023-24, PKS focussed greater effort in extending the reach of its healthcare services to remote areas. It increased its training and capacity-building programmes for *Anganwadi* workers, aimed at improving their ability for early identification, monitoring of SAM/MAM children, and ensuring timely treatment. As a consequence, PKS MTC achieved a more than two-fold growth in outreach.

IMPACTS AND OUTCOMES

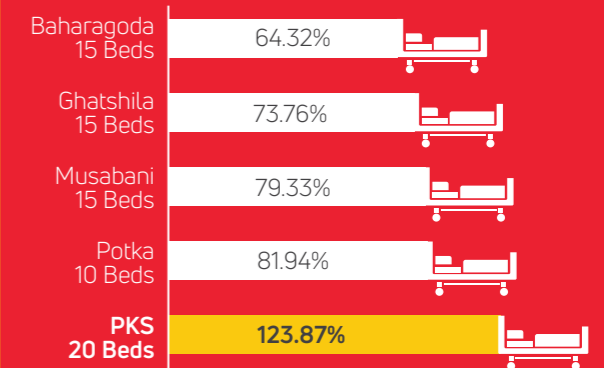
PKS' health initiatives have had positive socio-economic impact with its health awareness campaigns empowering women, substantially increasing their participation in community health activities, as well as in enhancing their socio-economic status.

MTC Outreach



Annual outreach of MTC over the past three years (Number of women reached)

Average Bed Occupancy Rate of MTCs across districts*



- 5,500 children have been reached and treated at PKS MTC since its inception.
- 98 per cent recovery rate has been recorded
- 2nd rank in the annual state level assessment conducted by the Government of Jharkhand

Case Study

Partners make Mahadev strong

His parents named him after a mighty god with the hope that the little child would have his namesake's qualities, including robust health. But three-year-old Mahadev from Burma Mines Basti, Jamshedpur was severely undernourished, resulting in frequent bouts of ill health.

His parents, Mohan and Manisha, both of who are daily wage earners struggled to meet their most basic need of putting food on the plate, never realising that all Mahadev required was nutritious food. Though concerned about Mahadev's lack of appetite, weight loss and frequent infections, they remained helpless in the face of their inability to understand its cause or afford sustained medical treatment to ensure he gained good health.



A partner steps in
Rani Mukhi, a Community Health Worker referred Mahadev's parents to Parivar Kalyan Sansthan's Malnutrition Treatment Centre (MTC) in Jamshedpur, sharing with them information on access to free treatment for malnourished children at the facility.



- COLLABORATIVE INTERVENTION**
- Mahadev was diagnosed with severe acute malnutrition at MTC where a tailored nutrition plan was drawn up for him, along with immediate medical care and daily monitoring being mandated.
 - Once therapeutic food addressed his specific nutritional needs, Mahadev began to recover; simultaneously Manisha received medical attention, free iron tablets, food, and a daily wage of INR 130/- to compensate for her loss of daily wages.
 - Manisha was also educated on nutrition, food preparation, and hygiene in order to support Mahadev's recovery and prevent future malnutrition.
 - The staff at MTC demonstrated preparation of balanced meals with local ingredients to her, emphasising the need for a diverse diet to aid Mahadev's growth.

Team effort pays off

Within days, Mahadev's health improved, resulting in him gaining 1.5 kgs, becoming more energetic, and showing eagerness to engage with other children. Regular check-ups and monitoring ensured prompt treatment for any associated health issue.

The 20-bed facility, dedicated to reducing child mortality rates, once again proved its effectiveness via Mahadev's physical and psychosocial growth. Staff at the centre trained his caregivers in effective feeding and caring practices to address the acuteness of his malnutrition.

The efforts of the Anganwadi workers and the support of PKS saved Mahadev's life, empowered his parents with the knowledge to ensure he maintains good health, and allowed them to return to work. Reassured about the future of their child, Mahadev's parents have now become advocates of the MTC within their community.

PARTNERS PERSPECTIVE

The primary issue addressed is child malnutrition, worsened by poverty and limited healthcare access in remote areas. Tata Motors PKS MTC has been outstanding in our district. Their innovative approach to addressing malnutrition through community outreach, mobilisation and seamless healthcare delivery sets a benchmark for others. We are keen to collaborate further to enhance the capacities of other MTCs in East Singhbhum.

The collaboration with Tata Motors & PKS has demonstrated that combining resources from public and private sectors can lead to substantial improvements in healthcare delivery. Key learnings include the importance of strong community engagement, the effectiveness of providing end-to-end support for patients, and the impact of continuous monitoring and personalised care plans.

- **Dr. Jujhar Manjhi**, Civil Surgeon, East Singhbhum

The health camp at Khakripara Girls School stands out as a particularly memorable experience. The camp was designed to provide essential health check-ups to women of the village, many of whom had never undergone such examinations before.

We set up one camp at the school for different tests, including vision, weight, and blood pressure. The event was not only about diagnosing health issues but also about educating women on the importance of regular health check-ups and maintaining a healthy lifestyle. The gratitude and enthusiasm of the participants were truly heart-warming and highlighted the significant impact of our efforts.

- **Sushmita Shaw**, Senior Manager – Tools, Jamshedpur Plant



Shared responsibilities for healthy children

Parvarish Kendra leads the way for malnutrition free futures

Partnership Background: The Tata Motors plant at Pantnagar was established in 2007. Soon thereafter, it inked a partnership with Institute of Social Development (ISD) to implement its CSR initiatives. **During the need assessment conducted by ISD in proximate communities, it connected with the District Level Officer of ICDS (Integrated Child Development Dept), who flagged malnutrition as a major problem among children in these communities.** In 2016-17, under Tata's Arogya Project, the first *Parvarish Kendra* (Care Centre for Kids) was established in partnership with ISD as an innovative intervention based on a unique model of coordinated work.

Strategic Objective: To provide nutritious food to Severely Malnourished and Acutely Malnourished Children.



PARTNERSHIP JOURNEY

Project Partners: Institute of Social Development (ISD), Government of Uttarakhand and Tata Motors Limited



Public Private Partnership Initiated:

Malnutrition puts children at the risk of falling ill frequently, refusing to eat, becoming irritable and gradually losing weight, a time when medical intervention becomes necessary to ensure immediate treatment of the child. Malnutrition also results in their learning process slowing down. However, the cost of medical treatment and the prospect of loss of wages often forces parents, also battling extreme poverty, to delay any treatment.



Initially, ISD, the Integrated Child Development Dept and Tata Motors engaged in a series of brainstorming sessions on the process to be adopted to battle malnutrition among children in proximate communities. **This process led to the concept of *Parvarish Kendras* (Care Centres) being designed. The brainstorming sessions also yielded standards to be followed while operating them, besides defining individual responsibilities for each of the three partners.**



Leveraging Government Network:

Responsibility for the successful operation of the centre was assigned to ISD. **It was jointly decided with the Government ICDS Team that**

their *Anganwadi* workers and assistants (*Sahayikas*) would be deputed to the parenting centre on six working days in a week. While the assistants would prepare and serve nutritious food to the children, the *Anganwadi* workers were entrusted with the responsibility of monitoring the health of the children and improving hygiene levels adopted by mothers who came to the centre with their children.



« Convergence Amplifies Efforts »



Once the partnership was initiated, as a team, ISD and Tata Motors team sought to strengthen existing Government resources, engaging with *Anganwadi* workers, supervisors and the District Programme Officer – Child Development & CDPO. *Anganwadi* Workers and supervisors were trained by the partners to identify malnourished children and educate their mothers on nutrition, along with the steps to be taken to break the cycle of malnutrition. The trained *Anganwadi* Workers were also responsible for monitoring the weight and height of children on a daily basis and encouraging parents to bring them to the centre.

Once parents start visiting the Centre with their children, the medical and nutritional needs of the malnourished child were met, freeing parents from the burden of onerous medical expenses.



Site Selection for Centres: To identify the areas to be targeted, '*Manthan Workshops*' were organised under the leadership of District Programme Officer – Child Development & CDPO. Based on learnings from these workshops, *Parvarish Kendras* were established in slums with the highest number of malnourished children registered by their *Anganwadis*.



In 2023-24, the partners operationalised two *Parvarish Kendras* at Pantnagar. The *Parvarish Kendras* attend to malnourished children in 16 *Anganwadi* Centres in all.



IMPACTS AND OUTCOMES

Active participation by all three project partners, namely Tata Motors, ISD and Child Development Department of Uttarakhand, led to 400 malnourished and severely malnourished children being targeted in 2023-24 for treatment at the *Parvarish Kendras* via regular visits, to make them malnutrition free within six months.

In partnership with District Child Development Department, a special initiative was taken during the year to treat 50 malnourished and severely malnourished children. About 70 per cent of the 50 children targeted are now malnourishment free. Nutrition kits were provided to the other 350 kids, leading to 38 per cent of these children also becoming malnutrition free.

Total No of Kids registered in <i>Parvarish Kendras</i>	Total No of kids moved to healthy/normal zone	% of kids moved to healthy/normal zone
2017-18		
54	28	51%
2018-19		
49	29	59%
2022-23		
25	07	28%
2023-24		
50	27	54%

Case Study

From Struggle to Strength

Rishabh makes a remarkable comeback

At the tender age of one year, Rishabh fell seriously ill and had to be hospitalised. The economic hardships that the family faced had impacted Rishabh's nutrition and health. In a commonplace occurrence among malnourished infants, even after hospitalisation his health continued to decline. As he struggled with frequent bouts of illnesses, began to refuse and was unable to hold his food, vomiting frequently. Consistent ill-health impacted Rishabh's growth, leading to his weight dropping and him not gaining in height, leaving him stunted.

Eventually, he became severely malnourished, withdrew from other children and preferred to stay silent and inactive. The family's financial condition, which depended on his father's wage of INR 9,000/- as a labourer, made it difficult for them to seek specialised care or provide the nutrition required by him.



A partner steps in

It was a Government *Anganwadi* worker, Amitabh Pal, who spotted Rishabh, introduced his mother, Sarasvati Devi, to the *Parvarish Centre* and began taking them there regularly. Initially, Rishabh cried a lot, refused food, and vomited anything he was given. However, Rishabh's mother and the *Anganwadi* worker at the Centre refused to give up on him, dedicating time and attention to constantly coaxing Rishabh to eat.

COLLABORATIVE INTERVENTION

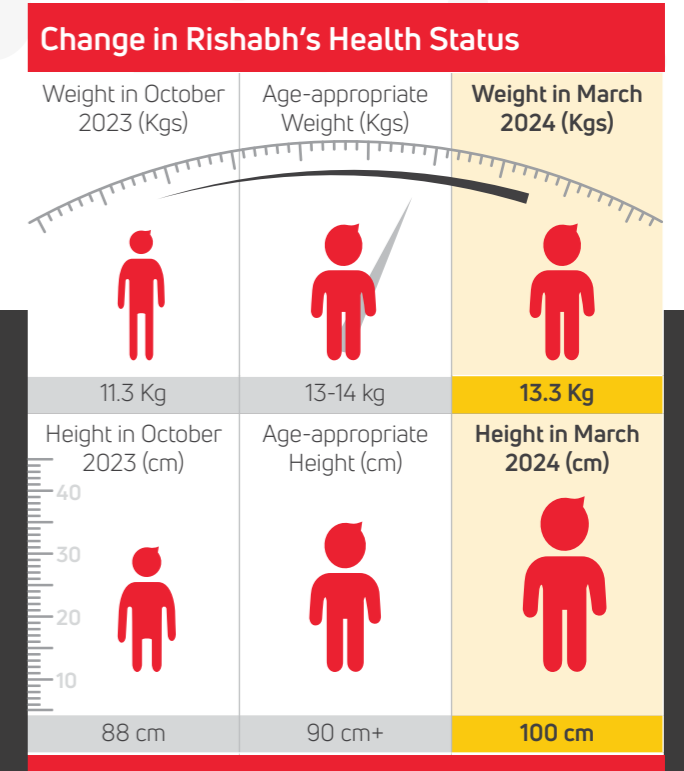
- Nutritional Support:** Rishabh was given hygienically prepared, nutritious meals tailored to his preferences. At the *Anganwadi* Centre he was fed milk, eggs, porridge, and fruits regularly.
- Health and Hygiene Education:** Sarasvati Devi was educated on the importance of hygiene, such as washing her hands with soap before feeding her child, while the children were also taught to do so through play.
- Regular Monitoring and Support:** Consistent health check-ups and monitoring of Rishabh's growth and development, along with social interaction and play among children focussed on improving his social and emotional health.

Team effort pays off



The guidance of the team and the efforts of the *Anganwadi* worker at the Centre and his mother eventually induced a remarkable change in Rishabh. Very quickly they began noticing that the nutritious meals, prepared hygienically and with great care, were making a difference to his well-being.

His weight and height increased remarkably to age-appropriate levels, and he became more active and social. Rishabh also began eating well, no longer vomiting his food out. The *Anganwadi* Centre's consistent effort and innovative approaches to nutrition and health education made a world of a difference in Rishabh's life. Within six months of regularly visiting the Centre, Rishabh's moved from being malnourished to a normal child.



PARTNERS PERSPECTIVE



The *Parvarish Kendras* set up by Tata Motors and ISD have had a positive impact on the community. Often children suffer from malnutrition because parents are unable to create or provide a balanced,

nutritious diet for their children. By bringing their infants regularly to the *Parvarish Kendra*, they are gradually made aware of good practices, while nutritious food is made available to their infants. Thereafter, not only do parents take care of their children but become aware of their health needs. Awareness also ensures that they take the children for health check-up camps so that children do not suffer from any kind of fever or persistent ailment. - **Asha Negi**, Child Development Project Officer (CDPO) - Rudrapur City




ISD's work experience with Tata Motors has strengthened the organisation, as well as increased our knowledge and understanding of social development. Inspired by the concept of MLM at Tata Motors, we have also been able to create a long-term relationship

and rapport with Govt. departments in the district and state of Uttarakhand. - **Binduvasini**, Project Director, Health (Reducing Malnutrition) and Skill Development



This transformation would not have been possible without the dedicated support of the *Parvarish Kendra* and the deep commitment of Tata Motors, ISD and District Child Development Department. - **Sarasvati Devi**, Mother of Rishabh



Education

(VIDYADHANAM)

Joint effort for Joint Entrances

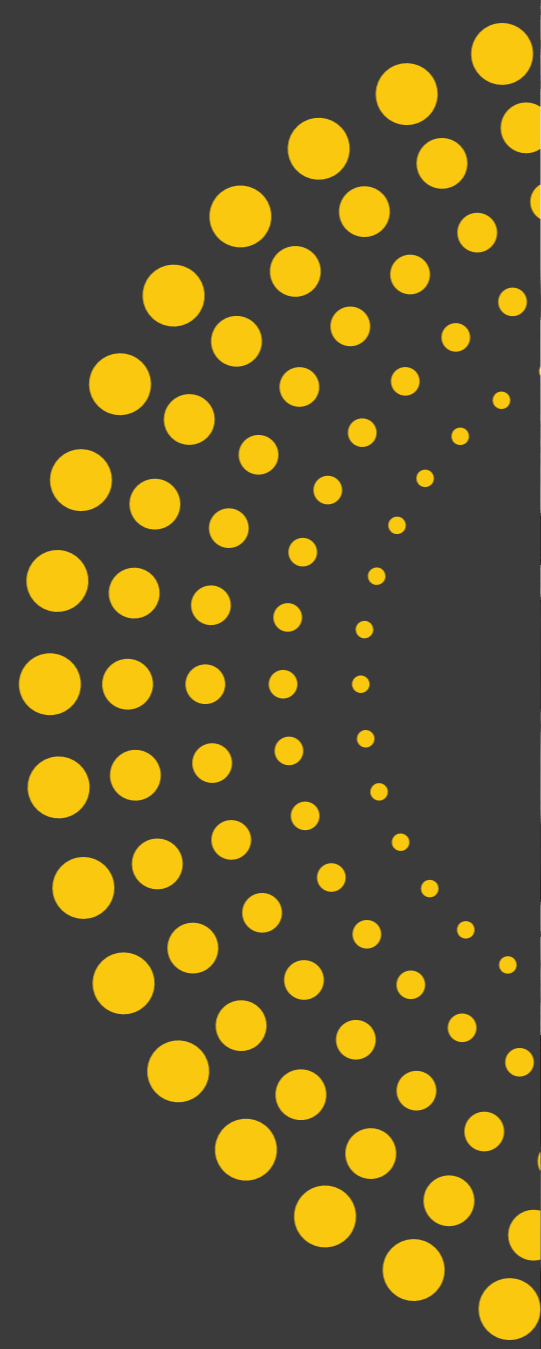
Education opens up a whole new world of opportunity, yet millions of youth in our country are deprived of quality education that would allow them to realise their potential. A means to a better future, education can break cycles of intergenerational poverty and illiteracy, changing the lives forever of our youth.

As per a notice by the National Testing Authority, 24.06 lakh students registered for NEET 2024 as against 20.87 lakh students last year. The highest number of registrations received were from the states of Maharashtra and Uttar Pradesh. Almost half these students belong to socially or economically challenged families, underscoring the hope and burning desire among our children to leverage education as a means to transforming their lives.

Tata Motors and its partners are intent on enabling children from socially or economically marginalised communities to realise their academic dreams.



Hero Projects and Partners Celebrated



ENABLE

Jawahar Navodaya Vidyalaya (JNVs): free, co-educational, residential government schools, they work with Tata Motors to help fulfill professional aspirations of their talented students from rural India.

Ex Navodayan Foundation: A team of IITians and expert medicos, the Ex Navodayan Foundation supports the Company's goal of providing underprivileged students free of cost high quality coaching for the JEE/NEET examinations.

Avanti Fellows: Avanti provides high-school students, aspiring to excel in the JEE/NEET examinations, free test preparation programmes, mentorship and career services.

Pre Matric Coaching Classes

Shiksha Prasar Kendra, Jamshedpur, Jharkhand: a key partner, it enhances access to quality education for high school students from local communities

Swami Vivekananda Youth Movement: its focus on equitable education is aligned with Tata Motors' endeavour to leverage education in building a brighter future for the next generation.

ENABLE-d students craft bright futures

Partnership Background: The Engineering NEET Admission Bridge Accelerated Learning Engagement (ENABLE) Programme is an e-enabled remote learning programme that trains students of Standards XI and XII in 550+ Jawahar Navodaya Vidyalayas (JNVs) across the country to appear for the Engineering (JEE) and Medical (NEET) entrance exams.

A joint effort between Tata Motors and Navodaya Vidyalaya Samiti (an autonomous organisation under the Department of School Education and Literacy, Ministry of Education Govt. of India), this collaborative effort also has two exceptionally committed knowledge partners, Avanti Fellows and Ex-Navodaya Foundation. All four stakeholders work together to achieve the common goal of ensuring a high enrolment rate for underprivileged children in the premier institutes such as the IITs, NITs and AIIMS.

Strategic Objective: Help deserving students qualify for premier Engineering and Medical institutes.



PARTNERSHIP JOURNEY

Project Partners: Jawahar Navodaya Vidyalayas (JNVs), Navodaya Vidyalaya Samiti, Avanti Fellows, Ex-Navodaya Foundation and Tata Motors Limited.



Public Private Partnership Initiated:

Navodaya Vidyalaya Samiti is specifically tasked by the Government of India to identify talented children from rural India, and provide them with education that is equivalent to the best private schools, through residential schools called Jawahar Navodaya Vidyalayas (JNVs). **The focus of the JNVs is on students from families' with challenging socio-economic conditions.** Every year, about 30 per cent students admitted into JNVs are from SC/ ST communities.



The genesis of the Company's Engineering NEET Admission Bridge Accelerated Learning Engagement (ENABLE) lies in physical coaching classes. These were first introduced in partnership with Avanti Fellows in 2013-14 in JNV Puducherry and then at Mangaluru, where it was successfully run for five years. This model was then scaled up via in-house advanced coaching classes during vacations, for meritorious students from 200+ JNVs.



Leveraging Government Network:

In concurrence with the Navodaya Vidyalaya Samiti, after the COVID-19 outbreak the

partners decided to develop an online platform to reach students while they were at home. Launched in time for the JEE Examinations, these virtual classes were followed by homework and weekly assessments tests. **In 2021, these classes evolved into a remote learning model, the Engineering NEET Admission Bridge Accelerated Learning Engagement (ENABLE) covering 557+ JNVs in 27 states and eight Union Territories, touching the most underserved students from Standards XI and XII**



« Convergence Amplifies Efforts »



The responsibility for the current Hybrid Learning Model of ENABLE, which reaches all 557+ JNVs, is shared by the Government Navodaya Vidyalaya Samiti along with knowledge partners, Avanti Fellows and Ex Navodayan Foundation (ENF), as well as Tata Motors. Launched in January 2021, this programme prepares science students of Standards XI and XII for Engineering and Medical examinations. It has an in-school learning phase with classes conducted and broadcasted live on YouTube by master teachers, along with live interactions via platforms of the Knowledge Partners. Representatives of Tata Motors and the Knowledge Partners also make personal visits to the schools.

Schools and JNVs provide the infrastructure required to run these online classes, whereas live classes along with weekly tests and reports are the responsibility of the project partner. **Currently, ~18,000 students are coached each year under this programme.**



IMPACTS AND OUTCOMES

In 2023-24, 27% students from the ENABLE online programme qualified for IIT JEE, with each of them likely to obtain admission into engineering colleges or graduation course in various streams. A summer retention programme, similar to the board exam retention initiatives by Navodaya Vidyalaya Samiti, was introduced in 2022-23 for students with the highest scores in JEE Mains. It provides intensive six week coaching to them to prepare for the JEE Advanced Examinations

ENABLE IN A NUTSHELL



JEE Exam for Engineering entrance

4753 Students appeared for JEE MAINS

27% Qualified in the JEE MAINS

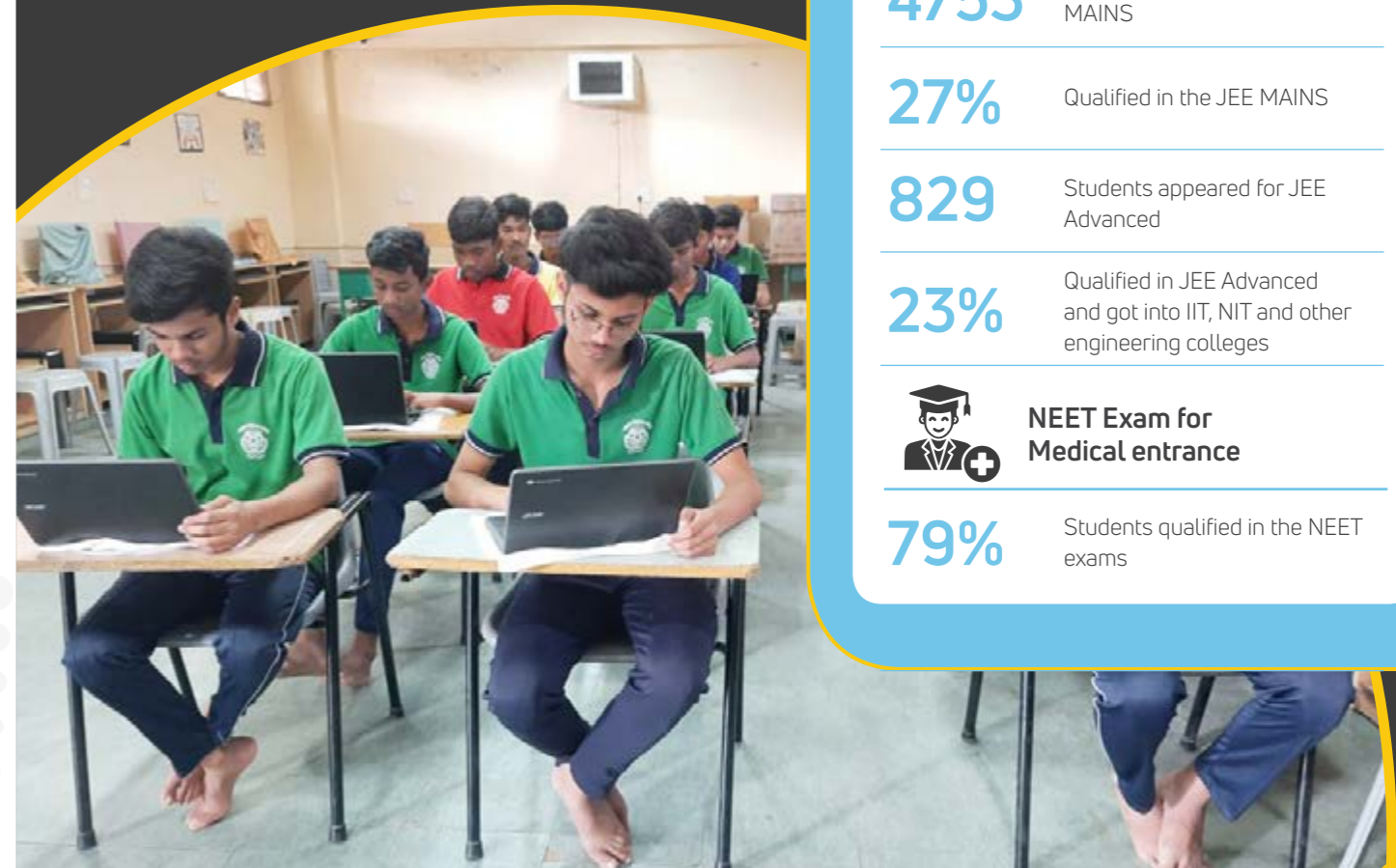
829 Students appeared for JEE Advanced

23% Qualified in JEE Advanced and got into IIT, NIT and other engineering colleges



NEET Exam for Medical entrance

79% Students qualified in the NEET exams



Case Study

Dreams within their grasps

Student leverage ENABLE to rise beyond limitations

Racing to win by merit: Nikhil Vellari grew up in Bhavnagar district of Gujarat in a middle class family. His father is an LIC agent and mother is a housewife. Determined to achieve his career plans, Nikhil migrated from Bhavnagar and joined JNV Gandhinagar to pursue Computer Science. The teachers and academic atmosphere here proved to be exactly what Nikhil was seeking. **Once he joined JNV Gandhinagar in Standard XI, he was introduced to the ENABLE programme. Nikhil began attending its regular weekly classes during the remedial time given to students, along with its weekday classes.**



Classes and tests conducted by the ENABLE knowledge partners helped Nikhil gain great clarity in difficult concepts, formulas and theories. This motivated him to practice via the monthly tests, benefit from building a strategy and understand the time management skills needed. The continuous discipline he maintained by attending the online

classes and taking the tests led to Nikhil scoring 96.08 percentile in the JEE Main exam. Among the top scoring students in his batch, Nikhil was eligible for intensive coaching, mentorship and counselling conducted by ENABLE's Knowledge Partners at the JNV Nagpur, under the Pune region.



Unrelenting Focus

Nikhil was initially amazed when he heard of the summer retention programme, during which Tata Motors Ltd and Avanti fellows provide intensive coaching and practice tests at one central location. He immediately enrolled in these classes conducted over six weeks prior to the IIT JEE Advance Examination. The unrelenting focus of the summer retention programme helped Nikhil crack IIT JEE with a rank of 900.



Team effort pays off



Persistence to JEE Perfection: Aditya Verma, the son of a teacher at Jawahar Navodaya Vidyalaya (JNV), Panchmahal in Gujarat and a student of the school, had been encouraged throughout his life by the academic environment at home to work hard and dream big. He always imagined himself as an engineer, constantly solving the modern world's problems.

Aware that he would require help for the JEE Main and Advanced Examinations, when selected Aditya enrolled for ENABLE's Online Coaching Classes. By the sheer dint of hard work, Aditya scored a phenomenal 99.08 per cent in the JEE Mains, which allowed him to progress to take the IITJEE Advanced examination.

At the JoSSA counselling Nikhil applied for his dream course and institute, computer science engineering at IIT Kanpur.



Practice Made Perfect: Aditya enrolled for ENABLE's online crash course for JEE Advanced and mock tests conducted by Navodaya Vidyalaya under the programme, aside from mentally

preparing himself to develop the skills and patience required to take them. **He practiced the previous years' question papers continuously and attempted each and every test that Avanti conducted.** The tests and coaching gave him the confidence to perform well in the examinations, eventually enabling him to score a 160 percentile and rank 1412th in IITJEE Advanced examination.

Aditya is now at IIT Roorkee, a position he secured in the very first JoSSA Counselling Round. He gladly attributes this achievement and privilege to support from the partners of the ENABLE programme.



PARTNERS PERSPECTIVE



TML believed in us and partnered with us when Ex-Navodayan was taking the first steps to help students get admission to institutes of higher learning. It handheld us to streamline processes, strengthen the organisation, and seek CSR collaborations from other companies such as Tata AIG, Tata Power DDL, amongst others. This invaluable mentoring has enabled us to connect with more students aspiring for JEE/NEET exams.
- **Nagendra Singh**, Managing Trustee, Ex Navodayan Foundation (ENF)



TATA Motors Limited is one of our earliest partners starting in 2012. Avanti Fellows was a very small organisation at that time but the faith that Tata Motors showed in us was catalytic in building the organisation. From funding our first centre in Jawahar Navodaya Vidyalaya in Puducherry to supporting the scale up of the ENABLE programme across the entire Jawahar Navodaya Vidyalaya system, to now supporting 20,000+ students. TML's commitment to building a national scale program that extends the benefits of test preparation, and college access to every child in the country is inspiring and commendable. To us, Tata Motors Limited is an important partner and strategic collaborator, in addition to being an anchor long-term supporter of our work. - **Akshay Saxena**, Founder and CEO, Avanti Fellows

Multi-faceted approach to quality education

Shiksha Prasar Kendra (SPK) interventions mitigate socio-economic challenges

Partnership Background: Shiksha Prasar Kendra (SPK), established by Tata Motors Limited in 1980-81, has since been dedicated to enhancing education standards in Telco (Tata Motors) Colony and communities encircling it. This longstanding partnership with Tata Motors has played a pivotal role in making quality education available to students lacking access to it.

SPK adopts two principle modes to ensuring that the potential of meritorious students is not limited. These are Pre Matric Coaching (PMC) via physical classes at PMC centres and financial support via Akansha Scholarships.

Strategic Objective: Enhancing access to quality education to meritorious students around the Tata Motors Colony in Jamshedpur



PARTNERSHIP JOURNEY

Project Partners: Shiksha Prasar Kendra and Tata Motors Limited



Partnership Initiated:

Government schools battle a chronic lack of resources and significant delivery challenges, including inadequate infrastructure, lack of qualified subject teachers in Science and Mathematics teachers, and low student attendance. Upper High School (UHS) Rajdoha, a government school in Rajdoha, East Singhbhum, Jharkhand was no different. In 2014, Shiksha Prasar Kendra (SPK), promoted by Tata Motors, initiated a collaboration with UHS Rajdoha to conduct Pre-Matric Coaching classes at the school.



Over the last 10 years, students who attended these PMC classes have achieved a remarkable success rate of 100 per cent in the SSC Board Examinations. Over 80 per cent of students attending these classes now obtain a first division in high school. Year after year, the learning outcomes of students from PMC classes in SPK supported schools have improved, which annually benefits 800 students today.



Leveraging A Larger Network:

Subsequently, this intervention was expanded to include improvements in school infrastructure and various co-curricular activities to build a conducive learning environment for students. Among its interventions were scholarships under the National Means Cum Merit Scholarship, Chief Minister Scholarship Scheme, and Akanksha Scholarships, all of which require a minimum attendance of 60 per cent and academic scores of 70 per cent. Today, UHS Rajdoha led by its headmistress, Mukul Kumari and ten educators, support ~400 students from Standards I to X in realising their true potential.



« Convergence Amplifies Efforts »

To motivate students to aspire for holistic, all round development, SPK organises various activities and encourages them to participate in quiz competitions, drawing contests and rural sports events in government schools in rural locations. **These foster a cohesive learning environment that has touched over 8,000 students.**



Rural Sports Utsav: Shiksha Prasar Kendra (SPK) collaborates with the Tata group company, Tata Power and employee volunteers from Tata Motors, Tata Power, JAMIPOL and TCS in Jamshedpur to organise the Rural Sports Utsav, which promotes the holistic development of rural government school children through sports.



Education Excellence: Part of the Tata Education Excellence Programme (TEEP) conducted by Tata Steel since 2016, **SPK leverages its holistic approach to improve school-level processes, management systems and student outcomes in all SPK-supported schools.**



Psycho-Social Counselling Project: With the support of NIMHAS, Bengaluru, SPK is running an awareness project on psycho-social counselling at 28 schools in Jamshedpur.



SPK's Pre Matric Coaching classes cater to **950+** students from over **32** schools and 30+ villages.



The number of students who pass their board examinations in the 1st Division has witnessed an increasing trend.



76 per cent students achieve a 1st division in 2023-24



Case Study

Support marks turning point

Economic challenges, a common thread

Though from different villages and communities in Jharkhand, the lives of Babita Samad of Sarjamda, Debasish Munda of Bhatin village and Soni Deogam from Janigora have distinct parallels.

Each of them was born into a family with limited means in a rural area of the state, and attended Government Schools in the vicinity of their villages. Though compelled to support a large family on limited means, their parents were determined to put their children through school, struggling to help their children hold on to their dreams. Babita's parents are illiterate farmers, while Debashish's father, a farmer and civil labourer, had studied up to high school as had his mother, a homemaker.

The economic struggle of each of their families prevented them from having the liberty of accessing quality education but all three were determined to overcome this barrier.

Eventually, fortune did favour the brave, while each student followed their different paths to connect with the Pre-Matric Coaching (PMC) classes run by Tata Motors.



Babita enrolled in PMC classes at Tupudang in Class VIII after witnessing a promotional activity for them in her school. Soni discovered the PMC programme through her elder sister, who had also attended them, while Debasish learned about the free pre-matric coaching centre in Rajdoha in Standard IX, through his school in Kalikapur.



Each of them also went on to become recipients of the Akanksha Scholarship. Babita was awarded the Akanksha scholarship three times, which alleviated her financial burdens and allowed her to focus on her studies. Debashish received the Akanksha Scholarship Tata Motors' Shiksha Prasar Kendra scholarship from 2022 to 2024. Soni received the prestigious Akanksha Scholarship twice, in Standards VIII and X. She used the scholarship funds to buy study materials and support her father when he suffered bouts of ill-health.



Team effort pays off



Improved Academic Performance: Pre-Matric Coaching (PMC) classes conducted by Shiksha Prasar Kendra, Tata Motors proved to be a turning point in all their young lives. Rigorous work with the teachers helped Babita improve her academic performance and go on to achieve 76 per cent in her Standard X exams. Strong family support and the motivation received at SPK's PMC allowed Soni to excel in the Standard X board exams, scoring an impressive 89.2 per cent. Debasish's perseverance and hard work at the PMC paid off when he scored 92 per cent in his Standard X board exams in 2022-2023. He also excelled in extracurricular activities, winning a quiz competition where he represented UHS Rajdoha.



Enrolled in Higher Education Courses: Babita is now pursuing a B.A. in Economics at Karim City College and is enrolled in B.Ed. Studies at Graduate College, Jamshedpur. Soni is pursuing a Diploma at the Government Polytechnic in Adityapur, while Debashish is enrolled in the Science Stream at S.P. Inter College. Their stories highlight the transformative impact of the educational initiatives undertaken jointly by SPK and Tata Motors.



Over **3,600** underprivileged students have been awarded scholarships by SPK since 2009-10



PARTNERS PERSPECTIVE



I have been associated with Shiksha Prasar Kendra (SPK) since 1998, marking 26 years of dedicated service. Throughout my tenure, SPK has consistently worked to enhance educational access and quality across the Jamshedpur region. From the outset, Tata Motors has been a steadfast supporter of SPK and its programmes. This collaboration between Shiksha Prasar Kendra and Tata Motors has significantly advanced education and socio-economic development in the region, serving as a prime example of effective corporate social responsibility initiatives. - **Sunil Barik**, Project Officer (Social Worker), Shiksha Prasar Kendra



The dedication and expertise of the SPK instructors have greatly benefited our school, and we are deeply grateful for their partnership. This collaboration has not only bridged academic gaps but has also empowered our students and community, laying the foundation for a brighter future. - **Mukul Kumari**, Headmistress, UHS Rajdoha

Fostering a Resurgent India

Partnership Background: Tata Motors Limited (TML) plays a pivotal role in facilitating Swami Vivekananda Youth Movement's (SVYM) endeavour at Dharwad to nurture the human potential and cultivate a talent pool primed to actively contribute to the nation's progress and development. This collaboration is based on a shared vision of both organisations, that of driving sustainable development and building a brighter future for India. TML's sustained support allows SVYM to accelerate access year on year to educational opportunities, while empowering students to become agents of positive change in society.



PARTNERSHIP JOURNEY



Project Partners: Swami Vivekananda Youth Movement (SVYM) and Tata Motors Limited



Partnership Initiated:

With the aim of enhancing student learning outcomes Special Coaching Classes were launched in 2015 in two schools in Dharwad. Conducted before or after school hours, it catered to ~360 students. These remedial classes targeted students who fell below their grade level academically. The success of this endeavour encouraged SVYM and Tata Motors to deepen their engagement.

Thereafter, the support of Tata Motors allowed SVYM to expand its interventions to now cover 11 Government High Schools and 2,598 students in Dharwad. Along with Special Coaching Classes, it also focusses on improving school infrastructure, taking a more holistic approach to education by complementing the core academic curriculum with laboratory setups to provide students with a well-rounded learning experience.



SVYM has established both Student Driven Learning Centres (SDLC), comprising audio-visual content loaded on tabs, and Teacher Driven Learning Centres (TDLC). It is strengthening science laboratories and providing hands-on science materials in government-run schools to deliver quality education to students.

A third aspect of this engagement is financial support for marginalised and dropout students, based on merit and

exceptional academic performance, to make education more accessible to those who otherwise struggle to afford it.



Leveraging A Larger Network:

Continuous engagement with stakeholders by SVYM has led to a significant increase in participation of parents, SDMCs (School Development and Monitoring Committees), and members of communities, translating into stakeholders taking on greater responsibility, and contributing in greater measure to improvements in these institutions as well as the future sustainability of these endeavours.



« Convergence Amplifies Efforts »

Rise in stakeholder participation: Stakeholder engagement by SVYM has led to the creation of School Development and Monitoring Committees in all 11 schools. In 2023-24, members of these SDMCs collaborated with SVYM and Tata Motors to renovate the boys' and girls' toilets in their schools. In addition, support for civic construction of science laboratories was provided by SDMC members and the school management at GHS Narendra, GHS Tadakod and GHS Chikkamalligawad.



Livelihood Linkages: In the quest to provide training and enhance employability prospects especially for girls, employees of Tata Motors helped SVYM conduct a survey of unemployed and marginalised members in the community. They will be connected with Viveka Rural Livelihood Centre, a unit of Swami Vivekananda Youth Movement, for fashion designing and beautician courses offered by the centre.

SVYM facilitates the training of teachers in various schools, including hands-on learning incorporating practical activities, workshops, and simulations. This training is allowing teachers to experiment with new strategies and gain confidence in applying these methods in their classrooms.



Remedial Classes: In 2023-24, School Facilitators of SVYM conducted Remedial Classes for 1,254 students, of who 544 were boys and 710 were girls. These classes are designed for students who fall below their academic grade level. The classes are conducted before or after school hours to provide extra tuition.

- 77 per cent (623) students passed their SSLC (2023-24) examination.
- 220 students registered for the NMMS (National Means cum Merit Scholarship) Examination
- 3 students were selected for scholarships in 2023-24



Case Study

Lifting burdens off little shoulders

Dropping out to care for his family: The collective weight of his family's responsibilities was on young 16-year-old Mylarappa shoulders including that of two sisters, a mother and grandmother. Residents of rural Karnataka, the family had always struggled financially but this challenge became acute when Mylarappa's father began ailing.

A student of the intervention school under the School Education Program of the Swami Vivekananda Youth Movement (SVYM), Mylarappa was now compelled to devote time to meeting his family's financial needs, preventing him from being able to attend school more than twice a week.

In October 2023, the school facilitator decided to visit Mylarappa's home to discuss his prolonged absence from school with his mother and grandmother. This led to the ladies understanding



the importance of encouraging him academically and lifting the onus of their financial needs off his shoulders, especially with the SSLC exams then approaching.



The intervention and focus of SVYM on Mylarappa's potential not only secured a commitment from his family to allow him to attend school regularly but also reignited his enthusiasm for learning. Motivated to attend school and encouraged by the constant support of the school facilitator, Mylarappa now set clear goal's for himself.



Team effort pays off



The combined efforts of the SVYM school facilitator and the family created a foundation for Mylarappa's hard work to pay off. **With support from Tata Motors, Mylarappa diligently prepared for his SSLC exams, achieving a commendable 65 per cent.** He now aims to pursue higher education, which reflects his innate thirst for knowledge and commitment to grow. He is now confident that his family will support him in pursuing his academic dreams.



Mylarappa's life underscores the crucial role SVYM Schools and Facilitators play in supporting students. The willingness to explore the challenges students face beyond academics enables them to address underlying socio-economic factors that can cause them to drop out of school. SVYM is enabling students like Mylarappa to reach their full potential. He now hopes that his elder sister too will receive support in continuing her studies.



PARTNERS PERSPECTIVE



"By addressing the lack of science laboratories and hands-on science materials, the project has addressed an area hampering the learning outcomes of students and their academic performance."

– Siraj Sab M Hudemani, Deputy Project Coordinator, Department of Education, Dharwad



Tata Motors Limited (TML) plays a pivotal role in facilitating this noble endeavour through its corporate social responsibility (CSR) initiatives. By providing support to SVYM's efforts, TML demonstrated its commitment to fostering educational opportunities and empowering individuals to become agents of positive change in society. This collaboration underscores the shared vision of both organisations in driving sustainable development and building a brighter future for India. – Jayakumar K, Project Director, SEP, SVYM





Employability

(KAUSHALYA)

Building New Career Paths for Youth

As one of the world's most populous countries, with a sizeable population in the age group of 18 to 29 years, the number of young individuals joining the workforce in India is making employment a pressing issue. **On the flip side, our youth emerging from various educational institutes lack the vocational skills that makes them ready to be hired in the industry.**

The National Skill Development Council (NSDC) had estimated that 35 million skilled workforce is required in the automotive sector alone by 2022. At the same time nearly 31 million people are unemployed in India, as per the data released by Centre for Monitoring India Economy. Recent data from a survey conducted by Qness Corp highlights a notable uptick in women's participation in the manufacturing sector, particularly in the automobile industry.

Tata Motors is making a concerted effort to skill our youth in both Auto and Non-Auto Trades.



Hero Projects and Partners Celebrated



Learning and Earning Programme

SKIP: A consortium of technical institutes, it has been at the forefront of expanding the reach and efficacy of the Company's employability training programme.

ITIs: Leading the charge for skilling India, they offer an automotive engineering diploma programme, specially designed by Tata Motors, which gives youth an assured pathway to a sustainable livelihood.

Rights Based Collectives

Shashwat Sanstha: With deep roots across Pune district in rural Maharashtra, the organisation has enabled Tata Motors to work extensively with indigenous and tribal communities in establishing a sustainable source of livelihood from forest produce.

A LEAP built on trust

Youth take gigantic steps forward for sustainable livelihoods via Learn, Earn and Progress (LEAP).

Partnership Background: Learn, Earn and Progress (LEAP) is a flagship social responsibility programme of Tata Motors designed to impart auto trade skills in Motor Mechanic Vehicles (MMV) to youths from underserved communities. Implemented with the support of Government Industrial Training Institutes, Skills for Progress (SKIP) and the Company's network of dealers, it is aimed at skilling youth in automotive trades. Selected individuals are predominantly those who have dropped out of school in Standards X and XII, and lack skills to be employed. If not skilled and employed, they could be exposed to illicit activities or may experience exploitation as part of the unskilled workforce.

The LEAP Programme skills these youths on the Motor Mechanic Vehicle and makes them ready for employment not only in Tata Motors' ecosystem but in the larger Auto industry.

Strategic Objective: The LEAP Model was designed to provide sustainable livelihoods, especially to unskilled youth from disadvantaged sections of the society.



PARTNERSHIP JOURNEY

Project Partners: Industrial Training Institutes, Skills for Progress (SKIP), Tata Motors' Dealers & Authorised Service Stations and Tata Motors Limited.



Public Private Partnership Initiated:

Learn Earn and Progress (LEAP's) objective is to impart auto trade skills to unemployed youths from underprivileged communities.

Tata Motors is the knowledge partner for the one-year course, providing training content for the three-month theory training classes to SKIP's member institutions, predominantly ITIs. Subsequently, the network of Tata Motors dealers or Tata Authorised Service Stations provides nine months of On-Job-Training (OJT) with a stipend. During these nine months, concurrent theory classes are also conducted once a week at the respective ITIs. Once their training is complete, students are assessed by Automotive Skills Development Council (ASDC). **With its footprint in 16 states, LEAP trains around 1500 youth annually, ~80 per cent of who get placed with or outside the Tata Motors ecosystem.**



Leveraging Government Network:

The LEAP Model was designed with Tata Motors' CSR philosophy of 'More from Less for More' (MLM) in mind. The philosophy focusses on striving to (a) achieve greater outcomes and impacts in TML CSR projects and programmes, (b) by judicious investment

and utilisation of financial and human resources via engagement with like-minded stakeholder partnerships, (c) for higher outreach and to benefit more lives.

From two institutes in 2013-14, the programme has evolved, become stable, and has been adopted by 60 ITIs based on a Standard Operating Procedure. Operational on a Public-Private-Partnership Model, any technical institute can adopt and deploy the model.



« Convergence Amplifies Efforts »



As a multi-stakeholder partnership, LEAP stands out because of its strategy of connecting existing stakeholders, optimally utilising capacities in the existing facilities of various partners to maximise outcomes for all the stakeholders.

- A significant segment of LEAP's beneficiaries are first generation Learners
- Nearly 24,500 youths have been trained since inception
- In line with advances in automotive technologies an additional 30-hour course has been introduced
- The overall intake of youth in 2023-24 was 2,863.



Scalability: Aside from a greater number of institutions associated with SKIP joining the project, the benefits of LEAP have prompted not only Tata Motors Dealers but dealers of competitors to implement the programme as well.



Replicability: In Tata Motors, the project was initially supported only by its Commercial Vehicle Business Unit, but its value and business success also attracted the Passenger Vehicle Business Unit to join it in 2019, influencing the entire Tata Motors ecosystem.



IMPACTS AND OUTCOMES



On an average 1500 youth trained via the Auto Course each year



80 per cent of the youths are employed post training in the automobile industry



4 per cent of youth trained are now entrepreneurs



Entrepreneurs, primarily garage owners, have generated 50 additional jobs for youth from the community



Case Study

Friends connect youth to LEAP

Vivas Ghorai and Suvhodip Das are both alumni of Don Bosco Technical Institute (DBTI), Kolkata. Vivas graduated from the course in 2017, while Suvhodip finished more recently in May 2024.

Among the youngest, it was exigent for 20-year-old Suvhodip to find employment to support his family of six, all of who depended on his father's wages as a daily earner. He had hoped to pursue an undergraduate course but the plight of his family compelled him to seek a short-term course that would lead to employment. A dear family friend then mentioned DBTI to Suvhodip, who immediately researched the institute and turned up at its doors.

From a middle-class family of four, it was taxing for Vivas to find stable employment due to the lack of skills or requisite educational qualifications. Though keenly interested in automobiles, inadequate technical expertise prevented him from finding employment in the automotive industry. Fortunately, a recommendation by a friend took him to Don Bosco Technical Institute, Kolkata, where he enrolled for the LEAP Programme in 2017.

At DBTI, both Vivas and Suvhodip received comprehensive training in automotive repair and maintenance, attended theoretical lessons on engine repair, electrical systems, brake systems, and customer service. They also gained hands-on experience in the workshop, resulting in Vivas becoming extremely proficient in diagnosing and fixing various vehicle issues and acquiring the necessary skills to pursue a career as an Automobile technician.

The labs, technology, support and training received at DBTI, a SKIP institution, allowed both to gain in-depth know-how. This, coupled with work hard and constant guidance from their mentors and instructors, has allowed them to craft steady progress.



Team effort pays off

When he completed the year-long programme, Vivas experienced a significant improvement in the placement opportunities available to him. His valuable skills immediately led to a job at "Renault Vibarant Motor" in Nungi, Kolkata in 2018 as a "Junior Technician". In six months, he moved to "Ganges Ford" at Maheshtala, then two years later to "Osl Volkswagen (Arupota)". Based on his skills, two and a half years later, the now 24-year-old Vivas is employed as a Basic Service Technician at "PPS Volkswagen", where he earns INR 15,000/-. This steady income gives his family a safety net and has significantly improved their financial status. Vivas now inspires hope for a brighter future within his community.

During his programme at DBTI, Suvhodip learnt about an advance training course in the automobile sector. He reenrolled at DBTI for it, which further improved his placement prospects. Today, Suvhodip ably helps his father support his family.



PARTNERS PERSPECTIVE



SKIP's partnership with TATA Motors to implement LEAP, its flagship programme, has inspired dropout youth to pursue a career in the automotive industry. The Tata Motors LEAP programme has witnessed remarkable success. This impactful programme is a beacon of social responsibility, significantly bridging the skills gap and reducing unemployment. - Rev. Bro. CP Joseph, Director, St. Francis ITI, Borivali, Mumbai

Tata Motors conducted a training programme for the trainers both in IC engines as well as EV vehicles so that the trainers become conversant with the new development in the automobile sectors. Few of the talented trainees were given special training in the Tata Motors plant. Even the heads of the institutes were upskilled and reskilled through the various Management Development Programmes conducted at various plants of Tata Motors.


Once the training is over, students are able to earn something with their work. This is the happiest moment of their lives - becoming an earning and contributing member of society. Their status in the family and society changes. Fr Jose, Don Bosco Technical Institute, Park Circus, Kolkata


Since 2013, Skills for Progress (SKIP) has been implementing LEAP (Learn, Earn and Progress). The flagship programme of Tata Motors has created a huge impact in alleviating poverty and unemployment among young people in India. LEAP touches the lives of 5000+ youth annually, directly and indirectly, and has also connected institutes with many more corporates and industries because of the Tata Motors brand name. - Dr F Joseph Stanley, General Secretary, SKIP

Rights-based collective improves livelihoods

Partnership Background: Junnar and Ambegaon talukas in Pune district of Maharashtra have abundant forest cover. The livelihood of the tribals who reside in this beautiful, verdant but undulating landscape is predominantly rain-fed paddy cultivation during the agricultural season.

During the lean season, tribal families gathered and dried *hirda* berries, while men also migrated to cities in search of a livelihood. When Tata Motors and its partner *Shashwat Sanstha* connected with the tribal community to find a way to support their livelihood, it identified the opportunity to help them develop an enterprise, based on a right-based collective, with youth from the villages employed by it trained to procure and sell the berries.

 Bhimashankar sub-tribal belt produces 600-700 tonnes of *hirda* berries annually, a non-timber forest produce. It finds use as a raw material in ayurvedic medicines, leather tanning, biofuel, boiler industry and others. During the non-farming season, tribal families in the belt gather and dry *hirda* berries, 95.8 per cent of which is produced from proprietary land area and 5.8 per cent collected from the tree land. Till 2014, they sold it to Shabari Tribal Finance and Development Corporation as a source of livelihood. Once the Corporation discontinued purchase of berries, private buyers filled the vacuum as Gram Panchayats had failed to step in to sustain the business.

 Despite having first and natural rights over forest produce, tribals were not permitted by the government to undertake commercial purchase or sale of *hirda*. In what seemed a contradiction, traders from beyond the region were permitted to benefit from bulk purchases made at well below fair prices.

As individuals sellers, tribal farmers faced exploitation when attempting to sell their *hirda* berries even forcing them to frequently cross the hilly terrain of the region with their stocks on their heads or to make distress sales.

Strategic Objective: : livelihood generation and prevention of forced migration.


PARTNERSHIP JOURNEY

Partners: Farmer Producer Organisation, *Shashwat Sanstha*, Tribal Department - Shabari Corporation and Tata Motors Limited

 **Public Private Partnership Initiated:** *Shashwat Sanstha* collectivised the farmers into 26 Self Help Groups and a Farmers Producer Group (FPG) - Bhimashankar Farm and Forest Producer Company, to enable them to engage in commercial transactions. The FPG comprising 400 families and 2000 individuals was registered in 2017. Thereafter, they were trained and mentored on entrepreneurship skills, business operations and financial assistance to run the *hirda* business.

It was also decided that once the FPG broke even it would use


their profits as seed capital or an investment in a new FPG, thereby perpetuating the process of livelihood generation for another group of farmer families.


 **Leveraging Government Network:** A capital-intensive business, in the first two years of operations it earned a moderate profit due to lack of capital for purchasing the *hirda* berries.


The FPG received an immense fillip in December 2022 when the Government extended seed capital of INR 1.14 crores via a sanction from the Tribal Department - Shabari Mahamandal for their first bulk purchase of *hirda*.

« Convergence Amplifies Efforts »

Bhimashankar Farm and Forest Producer Company used part of the money to purchase 40 weighing scales and provide financial capital to male and female volunteers. To add value to the product, a *hirda* extraction machine was obtained to powder the dried berries.


 **Growth Strategy:** Under the guidance of partners, the FPG then scaled up its activities to four *talukas*. As many as 42 youths were employed to gather *hirda* from nearly 6,700 farmers. This resulted in additional revenue of INR 4 crore.


 **Market Survey for Linkages:** Linkages were established with bulk buyers in Vashi, Mumbai. *Shashwat Sanstha* provided farmers with logistics & transport for the negotiations. The same process is now being encouraged for other forest and local produce, among them being indigenously produced rice.

 **Storage Facilities:** *Shashwat Sanstha* has helped the FPG identify two sites to develop warehousing facilities, which will help augment their business from 140 tonnes to 300 tonnes.

IMPACTS AND OUTCOMES

The impact is being experienced at two levels by the beneficiaries.

 **At household-level** After the FPG stepped in, the family income of the farmers increased by 25-30 percent, enhancing the revenue of all 5,000 families by INR 3,000 – 4,000/- per month during three months of the *hirda* season.

 **At Community-level** The project, which commenced with 300+ families across 11 villages in 2020, has been scaled to 5,000+ families across four *talukas*. The real-time, fair price being provided to farmers has resulted in a revenue of INR 4 crore in the last four years. In-situ collection of produce has reduced transportation costs and loss of daily wages, while migration, which was ~30 per cent has been arrested.

Hirda trees start bearing fruit after 25 years. Long-term sustainability of this source of livelihood and the FPG is also being ensured with a nursery being created to raise *hirda* saplings for future generations.



Case Study

Success founded on ethical practices

The creation of a Farmers Producer Group led to 42 people being fully employed by it from among the beneficiaries. Each of them now has a second line of income. Among them is Bharat Digambar Gute, a resident of Gharghar in Naneghat region of the Junnar taluka, a tribal area to the west of Pune district and Narayan Bhokte of Ambegaon in Pune district.

About two years ago, Bharat, a BSc in Agriculture, began working with *Shashwat Sanstha*, responsible for implementing the programme. **This association was key to Bharat receiving regular guidance from Budhaji Dhamse, founder of *Shashwat Sanstha*, who motivated him to perceive farming as a business.** He was connected with Bhimashankar Farm and Forest Producer Company Ltd and trained to meet farmer families from five to six villages, including his own village. Bharat began travelling across their length and breadth, instilling confidence amongst the people on the ethical practices to be followed by the FPG in the procurement of *hirda*.

Bharat visited ~16 villages in 2023-24, strengthening his bonds with ~700 families, which led to 25 tonnes of baal *hirda* being procured by

him at a fair price. In the last year, Bhimashankar Farm and Forest Producer Company purchased 156 tonnes of *hirda*, including 134 tonnes of baal *hirda*, amounting to business worth INR 2 crores over the months of May to August for the volunteers.

The overall trade in the humble *hirda* berry in 137 villages in 2023-24 was ~2,150 tons of baal *hirda* and over 2,500 tons of *motha hirda* (Bhadoda) sold for ~INR 55-60 crores in the three talukas of Ambegaon, Junnar and Rajgurunagar in Pune district.



Team effort pays off

Each of the volunteers traded in *hirda* berries ranging from INR 10-28 lakhs, a first in their lives in managing such large amounts. They maintained digitised records and were also given the opportunity to engage with traders at larger marketplaces such as Vashi, Junnar, Pune and Ahmednagar. **Farmers within the FPG received INR 160 -190/- per kg of baal *hirda*, correctly weighed and procured at their doorstep, thus eliminating the need for them to undertake the labourious process of carrying *hirda* from village to village to sell their crop.**

Volunteers such as Bharat and Narayan brought transparency to the trade, earned the trust of farmers by providing them formal receipts, and created awareness on continuing malpractices used in the trade.

The assurance that farmers will get a fair price because of Bharat's association with Bhimashankar Farm and Forest Producer Company Ltd is helping Bharat expand his business network, offering him a second source of income and providing him employment within his village.

Tata Motors has also provided entrepreneurial training to 10 women self-help groups in the region, who were encouraged to grind the *hirda* to procure a better price. They now sell ground *hirda* to traders in Gujarat.



PARTNERS PERSPECTIVE



This association has empowered me to grow my business and helped my family to prosper. I am extremely grateful to Bhimashankar Producer Company for giving me the opportunity to become a businessman.
- **Bharat Digambar Gute**, Volunteer, Bhimashankar Farm and Forest Producer Company Ltd



Within four months from May - August, semi-literate volunteers took a giant leap of selling *hirda* worth more than INR 2 crore. The company earned better margins by selling *hirda* in the local markets. Though the net profit was significant, the company was able to reach to far-flung villages in the region and purchase *hirda*.

The sapling we planted with the help of Tata Motors has grown into a huge tree and is growing towards prosperity. Government support has helped strengthen this tree, thus spreading its branches in the neighbouring regions.
- **Budhaji Dhamse**, Founder, Shashwat Sanstha

Environment

(VASUNDHARA)

Planting a greener tomorrow

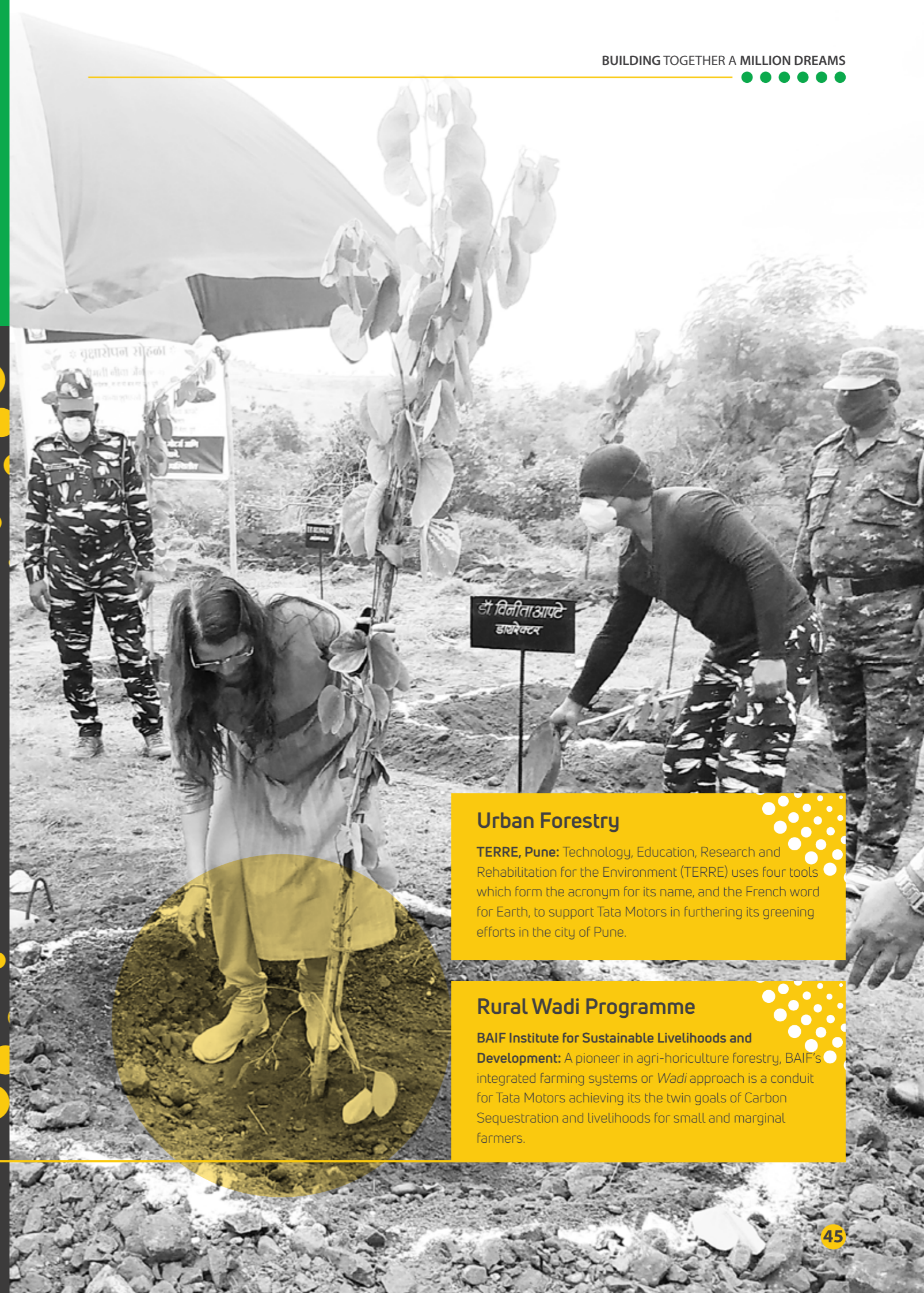
India's National Forest Policy 2018 mandates that 33 per cent or one-third of the country's geographical area should be under forest or tree cover. The total forest cover of the country currently is 713,789 square kilometre, which is 21.72 per cent of the geographical area of the country.

An analysis by Teere Policy states, 14 grown up trees can produce sufficient oxygen for the lifetime for one person.

Enhancing tree-cover in urban and rural areas is part of Tata Motors' larger sustainability efforts, including that of Carbon Sequestration.



Hero Projects and Partners Celebrated



Urban Forestry

TERRE, Pune: Technology, Education, Research and Rehabilitation for the Environment (TERRE) uses four tools which form the acronym for its name, and the French word for Earth, to support Tata Motors in furthering its greening efforts in the city of Pune.

Rural Wadi Programme

BAIF Institute for Sustainable Livelihoods and Development: A pioneer in agri-horiculture forestry, BAIF's integrated farming systems or *Wadi* approach is a conduit for Tata Motors achieving its the twin goals of Carbon Sequestration and livelihoods for small and marginal farmers.

Urban Forestry raises green sanctuaries

TERRE and Tata Motors work to reclaim barren lands to nurture healthy communities

Partnership Background: It is the shared values of patriotism, loyalty and integrity, which brought together Tata Motors & TERRE as partners, bonding them in a journey to conserve the environment and serve the Earth. A sustainable tree plantation programme was launched in collaboration with Government of Maharashtra's Forest Department and Tata Motors, with TERRE responsible for implementing it. This partnership has resulted in barren tracts of land in and around Pune not just being greened but converted into a green sanctuary for local residents of the area. In addition, they provide livelihood to women employed as caretakers.

Strategic Objective: Green barren "urban areas" in and around Pune.



PARTNERSHIP JOURNEY

Project Partners: TERRE, Forest Department, Government of Maharashtra and Tata Motors



Public Private Partnership Initiated:

The launch of Tata Motors' environment programme, 'Vasundhara' led to a series of plantation and environment education initiatives both in urban and rural areas. A key project under the environment programme was greening of barren areas into urban forests in and around the Pune, a sprawling city known for its moderate climate. A thriving industrial hub and an emerging business center, steady development inevitably adds momentum to Pune's decreasing biodiversity and deteriorating air quality.

In 2014, on a pilot basis the Forest Department, Government of Maharashtra, Tata Motors and TERRE Policy Centre instituted a Public-Private-People Participation model to reforest a barren, encroached area that was being degraded further due to illicit rock mining, and also used as a dumping ground for waste by locals. TERRE was entrusted with spearheading the sustainable tree plantation programme at SmrutiVan Warje in urban Pune to cover a vast tract of 16.5 hectares of forest land.



Leveraging Government Network:

Once the Forest Department provided the sanction required to reclaim the encroached land at Warje, in 2015 TERRE began planting mature indigenous trees with a high survival rate and known for their resilience, to ensure minimal after care and low input costs.

From 2015 to 2017, 9,500 trees were planted and a 95 per cent survival rate ensured, with the active participation of local citizens. In 2017, the project began being scaled up and has since covered eight urban forests, and a cumulative area of 200 hectares of forest land across Pune, hosting 1.25 lakh trees. The afforested sites include Warje, Mhalunge, ARAI, Pachgaon Parvati, Wadachi Wadi, SRPF Group 5 & 7 Daund, Kothale and Kodit. SRPF Group 5 and 7 Daund and Kothale.



Localised Governance and Livelihood Linkages:

The partners selected local women to look after the forests and allowed them to reap produce from the trees as common property for local use. This curtailed potential abuse, while giving the caretakers additional income and encouraging them to protect the trees.



« Convergence Amplifies Efforts »



IMPACTS AND OUTCOMES



The 1.25 lakh trees planted by the partners together sequester 3 lakh kilograms of Carbon annually. The once barren Warje land alone contributes 5,62,000 kgs of Oxygen every year, reducing Carbon dioxide in the atmosphere. The impact created by the Warje Urban Forest led to the project being awarded the SIAM Award in 2019.

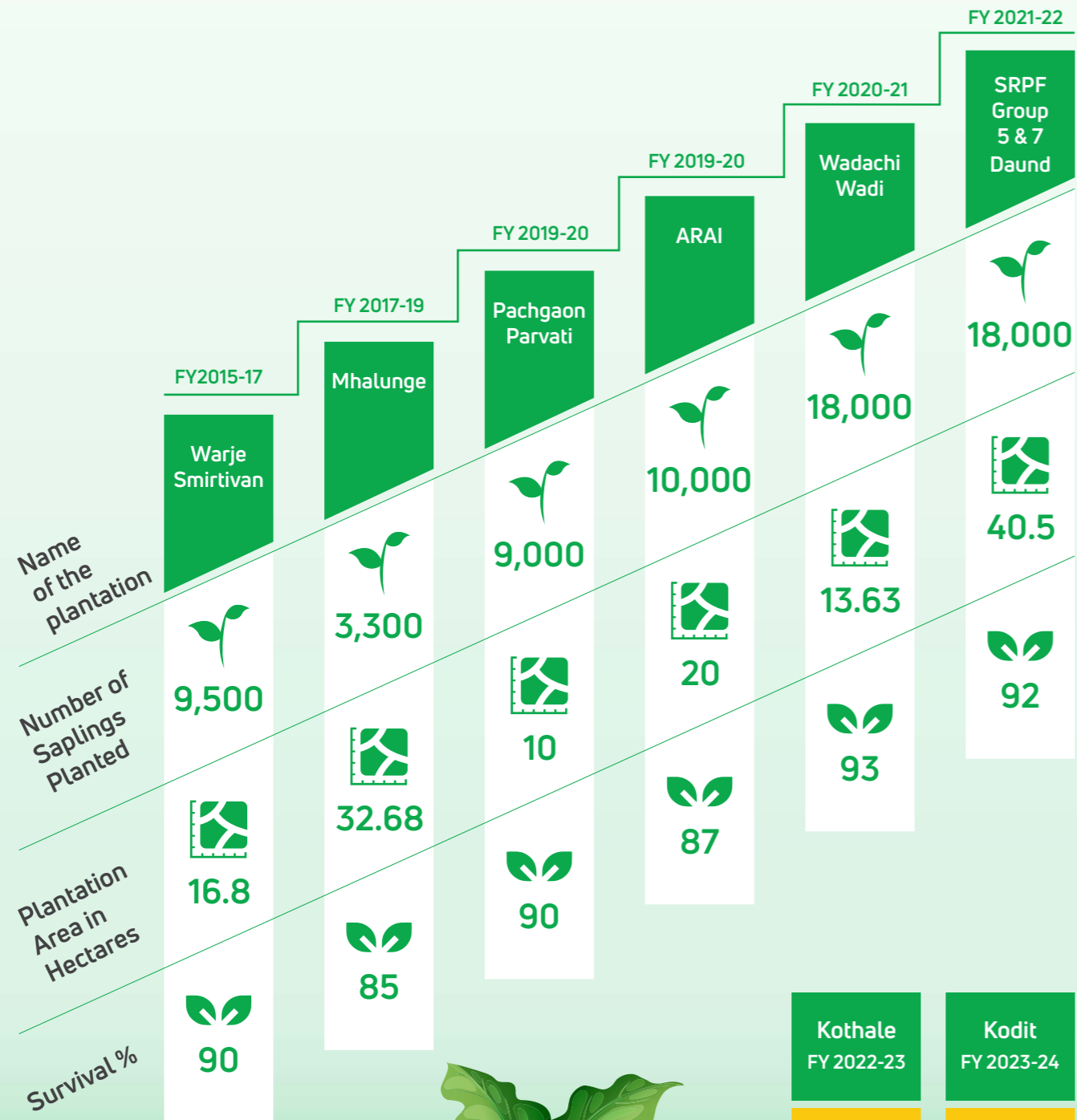


The air quality has improved significantly, along with the biodiversity and soil quality of the areas. This has led to an increase in footfall with local people visiting these verdant, open areas every morning and evening. At the same time, the barren land has been saved from illegal encroachment.



TERRE and Tata Motors have, over the past decade, converted eight urban forestry sites into microhabitats with the ability for self-revival and rejuvenation, at low resource outlays for care, protection and expansion.

The Tata Motors model has been replicated by other corporates in Dolvi and Kaarav in Alibag, Raigad district.



	Kothale FY 2022-23	Kodit FY 2023-24
Number of Plants Planted	12,500	20,000
Plantation Area in Ha.	13	21



PARTNERS PERSPECTIVE



"TERRE is the only NGO known to everyone for substantial work in greening the hills, rejuvenation of old wells in vulnerable areas, creating awareness around the world & transition in solar energy. The success of SmrutiVan Warje has set a precedent for similar initiatives in other urban areas, showcasing the potential for urban forestry to enhance city landscapes and community well-being. COVID-19 brought a new dimension to our partnership that began in 2015. We helped communities at the grassroots level. Our awareness programmes built a strong bond with the school children and teachers. We work hard, we struggle to get the results, we churn the subjects and finally, we achieve success, that's the story of our partnership. TERRE Policy Centre is profoundly grateful for the collaboration with Tata Motors. This partnership has not only enabled significant environmental improvements but also strengthened community resilience. Without the support, guidance and faith Tata Motors has in us, TERRE would not have reached where we have. Together, we look forward to continuing this journey towards a greener, more sustainable future for society."

- **Dr Vinitaa Apte**, Founder & Director, TERRE Policy Centre



Rural Wadis nurture million+ trees

Wadi Model expands green cover and generates sustainable livelihoods for villagers

Partnership Background: An integrated tribal development scheme, the Wadi model promotes tree-based farming on degraded and underutilised lands via the integration of fruit and forestry trees with suitable intercrops. The first such initiative by Tata Motors was piloted in 2018-19 across the tribal regions of Jawhar in Palghar District of Maharashtra, in partnership with BAIF Institute for Sustainable Livelihoods and Development (BISLD). The project emerged from a participatory planning exercise undertaken with tribal communities in the three Gram Panchayats of Jawhar. It leveraged the government scheme intended for economic upliftment of the farmers owning one acre of land. To replicate the Wadi programme at scale, Tata Motors envisioned planting One Million saplings to cover all of Palghar district, extending to all its blocks.

Strategic Objective: Plant one million trees to strengthen biodiversity, curb distress migration, and create sustainable livelihood opportunities for the tribal communities



PARTNERSHIP JOURNEY

Project Partners: Government of Maharashtra, BAIF and Tata Motors Limited



Public Private Partnership Initiated:

In 2023-24, Tata Motors entered into a MoU with the Government of Maharashtra to plant one million saplings under Mahatma Gandhi

NREGA across the entire Palghar district, greening all its blocks based on the Wadi model. At a granular level, the partners sought to achieve this target by planting ~ 100 fruit trees (mainly mango and cashew saplings) and ~100 forestry trees (a combination of timber, fodder and NTFP tree species) on each acre of underutilised land owned by each participating farmer.

The project envisaged identification of farmers willing to augment livelihoods by participating in the Wadi project via tree plantation. The team also gave farmers willing to further supplement their incomes the option to create nurseries to nurture the saplings up to a height of 1.5 to 2 feet. As a strategy to expand its reach, the project partners, Tata Motors, BAIF and the Government booked grafts well ahead of the Monsoon season, and used Government convergence for payment of wages to farmers for the labour invested in pitting and planting the saplings.



Government Network Leveraged:

Tata Motors provided saplings to the farmers and coordinated with the government, while BAIF provided the technical and implementation expertise to train farmers on digging, pitting, planting and aftercare. A significant part of the project cost over a span of three years is funded by the Government via MNREGA. Each farmer gets Rs 1.2 lakhs for aftercare of saplings from MNREGA, which is directly linked to their survival rate.



« Convergence Amplifies Efforts »



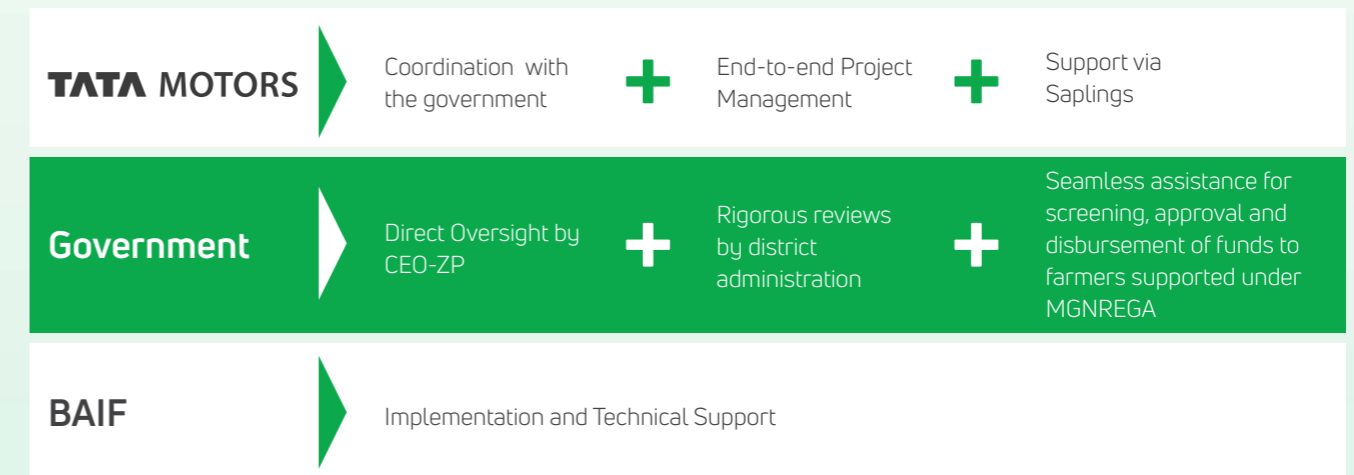
Community Participation: Sustainability of the Wadi model demands consistent handholding by the technical partner and participation by the local community. Immediately after the MoU was signed, ~6,000 farmers were identified in eight blocks of Palghar as per the MNREGA criteria. The total area covered was 1,233 hectares. To reduce the cost to be incurred in plantation and distribution of saplings, nurseries were developed in six locations, predominantly for mango saplings. Cashew saplings were sourced from districts with high survival rates to combat higher mortality rates among locally nurtured ones.

At the onset of the Monsoons season, the saplings were transported to the beneficiaries by Tata Motors and transplanted by them under the supervision of BAIF.

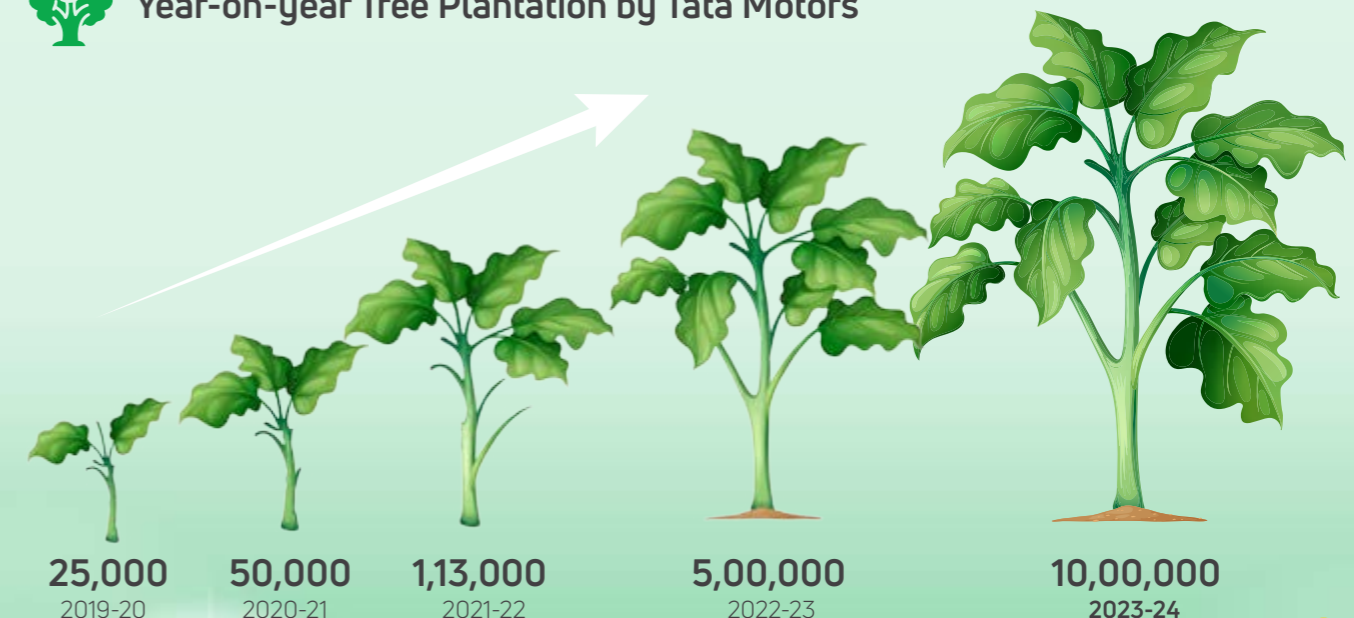


Criteria for selection of farmers: Four criteria were applied: (i) they must belong to the BPL category, (ii) own one acre of land, (iii) have access to water, and (iv) must not have been a beneficiary of a similar scheme till three years before being a part of this project.

Roles and Responsibilities of Stakeholders



Year-on-year Tree Plantation by Tata Motors



Case Study

Barren land to sea of green

Life was a constant struggle for Vishnu Navshu Gond. While he owned four acres of land in the heart of Jangalpada hamlet, Chauk village in Tah-Jawhar regions of Maharashtra, the 52-year-old farmer from a Scheduled Tribe could cultivate only rice, *nagli*, and *udid* on two acres. The remaining two acres lay barren year-round, unproductive, and seemingly devoid of any potential.

Educated only till Standard VIII, Vishnu's primary occupation remained restricted to traditional farming practices on his land. In the absence of adequate water resources, Vishnu was forced to rely solely on rainfed agriculture. Thus, the crops he managed to grow were barely sufficient to feed his family, leaving no surplus for sale in the market. As his land remained unproductive for a major part of the year, Vishnu migrated to Nashik and Thane for work during the off-season. Income from this seasonal labour was meagre, barely enough to meet the basic needs of his family.



A vision for change

Determined to turn the tide of destiny, Vishnu actively sought avenues to improve his earnings, and destiny did favour this brave farmer. He connected with BAIF's representative, then implementing the *Wadi* project and began attending their training sessions as well as visited various demonstration plots. He constantly absorbed the inputs provided and showed great enthusiasm for learning new practices. In 2018, he was inducted as a beneficiary under the *Wadi* project. Cashew and mango saplings were provided and he was trained to plant them and care for them by the team.



Team effort pays off

The impact was profound. Vishnu's crop yield saw a substantial improvement, leading to increased profitability and income growth of over 50 per cent in the next few years.

Embracing New Opportunities: His dedication to learning and adopting new techniques transformed his farm into a thriving enterprise. In 2023-24, Vishnu earned Rs 61,400/- from the sale of Chilli, Cucumber, Cashew production & Fish rearing

Deeper Engagement: When BAIF and Tata Motors introduced a pilot project on Integrated Village Development in the region, Vishnu was once again at the forefront, eager to join hands with the team. He provided land for the construction of a lined farm pond measuring 20 x 20 x 4.5 metres, equipped with a 0.5 HP motor, and a drip irrigation kit. The water body gives him consistent access to water year-round, allowing him to cultivate seasonal vegetables and experiment with fish farming.



PARTNERS PERSPECTIVE



Through its partnership with TML, BAIF has gained experience in organising the convergence funding from the mainstream Govt programmes via a systematic approach. During FY 2023-24, about Rs.4.36 crore of funds were leveraged through the convergence of MNREGS and various other Govt schemes. This has helped create a multiplier effect in extending the livelihood benefits to the community. During the last two years, 1.5 million trees have been planted with tribal families securing their livelihood in the long run.
- *Vijaya Jadhav*, Deputy Collector, MNREGS, Palghar



IMPACTS AND OUTCOMES

Individual-Level: Vishnu now successfully grows high value crops, fruits and rears fish on his once barren two acres while cultivating crop-year-round on the rest of his land.

	Gross Income (₹)	Sources of Additional Incomes
2021-22	40,000/-	Chilli + Fish
2022-23	53,000/-	Chilli + Mango + Fish
2023-24	61,400/-	Chilli + Cucumber + Fish

Community-Level: Vishnu's success did not go unnoticed by his community. His transformation inspired farmers around him, who continue to be trapped in the cycle of traditional agriculture and seasonal migration, to embrace change. This shift has had a positive ripple effect, reducing migration rates and improving educational prospects for their children.

Project Impact since 2018

- ~1.7 million trees planted as of date
- 13,000 farmers benefitted in the region
- 13,000 acres of unutilised farmland converted into productive *Wadis*
- Nutrition-rich fruits from the *wadis* have improved health and nutrition levels of the Below Poverty Line (BPL) families in the region
- Arrested migration in the region
- Encouraging tribal youth to adopt technology-based farming practices



Rural Development

(INTEGRATED VILLAGE DEVELOPMENT PROGRAMME)

Coalition for Self-sustainable Villages

In encouraging the Tata group companies to reach out to their proximate rural communities, the former Chairman of the Tata group, J R D Tata had stated, "industry could not be an island of prosperity in a sea of poverty." Among the very first structured interventions undertaken by the group was a Rural Development Programme based on the understanding that the village is the smallest, grassroot level unit of economic development.

In the past few decades, India has launched several programmes and missions for rural development, specifically those aimed at developing its villages covering livelihoods, health, rural infrastructure, water, roads, green cover, electrification, digital access, and the like.



Hero Projects and Partners Celebrated



Integrated Village Development

BAIF Institute for Sustainable Livelihoods and Development: Having adopted the Gandhian approach to rural prosperity, BAIF collaborates with Tata Motors in furthering on-going mainstream programmes for holistic development via Government schemes.

Samaj Vikas Kendra: Committed to the holistic development of marginalised rural communities in the districts of Lucknow and Barabanki, Samaj Vikas Kendra has enabled Tata Motors to create rural infrastructure, skill youth and empower women.

Dharti Charitable Trust: A catalyst for the betterment of rural communities, it has enabled Tata Motors to achieve sustainable improvements in livelihoods of the tribal community in Navapara, Gujarat via non-auto trade training and agri-extension initiatives.

Interventions Aimed At Villages

PARTNERSHIP JOURNEY

Project Partners: Government of Maharashtra, BAIF Institute for Sustainable Livelihoods and Development, and Tata Motors Limited

Project Objective: To augment overall security and diminish vulnerability of rural India by leveraging the existing resources through multi-stakeholder partnerships

The Integrated Village Development Programme is Tata Motors' holistic approach to engaging with the rural communities. Initiated In 2018, in the tribal block of Jawhar in Palghar district of Maharashtra, the interventions focus on areas such as water, agriculture, livelihoods, women empowerment, skilling and entrepreneurship development, education, healthcare, and Infrastructure with a specific focus on strengthening local governance. In strategic alignment with the government schemes and active engagement with the local stakeholders, the programme has maximised impact, fostering sustainable change across six villages in the region.

Public Private Partnership Initiated:

The collaborative effort of four stakeholders, the Government of Maharashtra, Tata Motors, BAIF, and the Pathardi Gram Panchayat, this partnership addresses issues such as sustainable livelihood opportunities, water scarcity, low agricultural productivity, malnutrition, lack of access to basic medical services and limited access to higher education faced by the community. In a rare instance, the district administration of Palghar has formally entered into a MOU with Tata Motors to assure benefits to the community.

BAIF provides techno-managerial support based on its experience of working with tribal communities. While the Pathardi Gram Panchayat mobilises the village community. The cooperation and trust of the village community has played a crucial role in preparing and implementing the development plan. The gram panchayat ensured active participation of the village community by creating awareness about various schemes and initiatives.

Leveraging Government Network:

The district administration stepped in to mobilise government funds through various schemes such as MGNREGA, Agriculture Development, Tribal Development Department, Panchayat Samiti, etc. The project interventions have been linked to 48 government schemes, sourcing total funds amounting to Rs 13 crore since its inception. It demonstrates alignment to 13 Sustainable Development Goals and nine thematic areas at the gram panchayat level, setting a highly replicable model of rural development in similar contexts. The project in Palghar is an excellent example of a person-agnostic sustainable model of rural development.



« Convergence Amplifies Efforts »

Within a short span of time, the project reached out to more than ~3,000 participants from the tribal communities across six villages. It enabled them to improve their income, adopt sustainable agricultural practices, practice environmental conservation and build their resilience.

IMPACTS AND OUTCOMES

Village Development

- The poverty quotient has reduced from 72% during the project initiation to 41%
- Reduced their vulnerability to economic shocks due to diversification of sources of income through agriculture livelihoods and skill entrepreneurship
- Nearly 45% of villagers migrated for nearly three months, which has now reduced to 25% and that too for a month.
- Total of INR 4.32 crore convergence through Govt. schemes
- Improved asset base for 75% families

Health & Sanitation

- 100% water availability in project areas
- Over 3,500 villagers got access to clean water
- Farm production has increased with more time devoted to agriculture
- Dugger of women has reduced. They had to walk 3-5 kms one way to fetch water. Now, they have time for children, engage in economic activities and support in field work.
- Malnourishment has almost been curbed

Education

- Reconstructed toilets in four schools offered hygienic facilities to over 270 children
- 100% children go to Anganwadis

Livelihoods

- 186 villagers obtained employment at the local-level, thus providing them livelihood opportunities in the vicinity of their homes and preventing migration
- An overall increase of 60% in annual household income of villagers
- Nearly 80 farmers became lakhpati through TML's intervention
- Empowered women with income generation opportunities



Case Study

From Scarcity to Abundance

Dongarpada's transformation impacts all generations

Background: Nestled in the rugged reaches of Maharashtra, 16 kilometres from Jawhar, lies the remote village of Dongarpada. Perched high on a hill, the village has long been synonymous with severe water scarcity. **Part of the Pathardi Gram Panchayat in Jawhar Taluka, it constitutes a tribal population with 72 per cent below Poverty Line families.** For decades, life in Dongarpada revolved around the relentless search for water.

Villagers, including pregnant women and school children, would spend four to five precious hours each day trekking to distant sources for fetching water. During the scorching summer months, this gruelling task would become a round-the-clock necessity. As a result, children were forced to miss school, adversely impacting their education. Even nursing mothers were forced to neglect their infants in the quest for water. Frail elderly residents bore the additional burden of incurring or compounding physical ailments as a result of their daily trek to fetch water from the valley.

Maharashtra and BAIF Institute. The first priority of the intervention was addressing Dongarpada's critical water shortage, especially as village women and members of the water management committee had voiced their concerns at numerous meetings, consistently emphasising the need for a sustainable solution.

This extreme adversity was not only a strain on the daily lives of Dongarpada's residents but also impacted the village's social dynamics. The harshness of its living conditions made it difficult for young people, especially men, to find life partners, isolating the community socially.

Partnership sought to overcome water scarcity: The severity of the crisis motivated Sumitra Sole, when elected Sarpanch of Pathardi Gram Panchayat, to take on the challenge of addressing it. At every forum, she drew the attention of local authorities to the plight of Dongarpada's villagers, particularly the elderly who constantly endured joint pains, backaches, and severe fatigue to undertake repeated arduous trips to Ramkhind and Pathardi, the adjoining villages, to fetch water, so that younger family members could pursue productive activities.

Government Network Leveraged: In response to her determination and the severity of Dongarpada's challenges, in 2018 the creation of a pond was initiated there by Tata Motors in collaboration with the Government of



Team effort pays off

A dream takes shape: The efforts of Tata Motors and BAIF led to a substantially large community farm pond with a capacity of 15 million litres being constructed in Dongarpada. The farm pond, measuring 45x45 metres, proved to be a game-changer. All it took was a single monsoon for the pond to fill up to capacity, drastically reducing the time and effort needed to fetch water.

The villagers adopted judicious and efficient water management practices, transporting water directly and limiting themselves to using only what was necessary. The arduous trips to to fetch water, once fraught with difficulties, became a thing of the past. At the same time, the excessive strain on those sources was eliminated, bringing a sense of relief to the entire community.

IMPACTS AND OUTCOMES

- The farm pond's success marked the beginning of a new era for Dongarpada. It saved the villagers three to four hours a day, freeing up time for education, childcare, and other productive activities.
- Today, Dongarpada stands transformed. Thanks to the partnership between the Government of Maharashtra, BAIF Institute and Tata Motors, the physical hardships associated with fetching water are a distant memory. Clean, accessible water has improved the health and well-being of villagers, creating a happier and more cohesive community. What's more, the once insurmountable challenge faced by young people, of finding life partners, has also been resolved as improved living conditions in the village are attracting prospects from other villages.

PARTNERS PERSPECTIVE



In my view, a close collaboration of the social sector organisations with corporates brings in complementarity in strengths of both. The stakeholder management, resource

mobilisation and operational efficiency coupled with philanthropic wisdom of many corporate leaders such as the leadership of Tata Group has ability to transform the socio-economic landscape through the social sector organisations like BAIF having professional approach in addressing the social and environmental issues along with a strong grass-root connect. Joint efforts in facilitation for scaling up the successful community development pilots through mainstream Govt programmes can create a larger impact. Therefore, the role of the local as well state Government agencies is also very important in creating larger scale social impact.

- Dr. Bharat Kakade, President, BAIF



During the months of March to April, when water scarcity was at its peak, women were compelled to travel to Ramkhind to fetch water. However, now 15 million litres of water are being conserved in a 1-acre area during the Monsoon. This initiative has greatly benefited 196 households and 843 people in Dongarpada. The land dedicated for this purpose was owned by Shankar Sonu Wagh.

The women of our drought-stricken villagers, along with the village community, had united to create a sustainable water source for drinking. Today, 435 women in the village have benefited from this initiative. Furthermore, 3,872 villagers were provided with employment opportunities when the structure was created. They received daily wages according to the rate of INR 438/- per day. A total amount of INR 21,77,166 was spent on this endeavour by the government.

- Sumitra Sole, Sarpanch, Dongarpada

Collectives Drive Transformation

Partnership Background: *Samaj Vikas Kendra (SVK)*, a society promoted by Tata Motors engaged in the Integrated Village Development Programme to reach all stakeholders in proximity to its Lucknow plant. SVK has been the vehicle of change for Tata Motors, with villages considered the unit of development. Its sustained engagement and drive has led to promotion of Self Help Groups, capacity building of women and income generation activities. SVK and Tata Motors leverage social security schemes to help target groups benefit from the livelihood missions.

Strategic Objective: To empower rural communities via the adoption of different technologies and government inclusions for a self-reliant and prosperous village.



PARTNERSHIP JOURNEY

Project Partners: *Samaj Vikas Kendra* and Tata Motors Limited



Public Private Partnership Initiated:

Samaj Vikas Kendra operates in 24 villages in proximity to the Company's Lucknow plant, across the districts of Lucknow and Barabanki.

The population in these village comprises heterogeneous communities, though predominantly Scheduled Castes. The main sources of livelihood here include agriculture, small grocery shops, petty vendors and agri labour on farms or other sectors. The patriarchal mindsets of most families and the responsibilities placed on women leaves them with very limited options to explore alternative sources of income.

To encourage integrated livelihood development for rural women, SVK initiated the creation of Self-Help Groups in 2007. It was a time when it was difficult for the women to attend SHG meetings due to the opposition from within their families. Discussions and deliberations to identify opportunities available within their reach led them to be trained in thread craft, popularly known as 'Chikankari'. SHG members underwent handholding training and capacity-building session on SHG management, record keeping, bank linkages and business development plan.



Government Network Leveraged:

A new dimension was added to the alternate income generation activities when the

government announced schemes to promote the craft. In 2023-24, a community-level monitoring framework and employee volunteers at the grassroots level helped SVK scale up its reach. Process improvements to enhance the efficiency and efficacy of the project were provided by Tata Motors.

During the year, SVK undertook village infrastructure development such as construction of drainage & roads, school building, water systems and sustained livelihood projects.



« Convergence Amplifies Efforts »

The Company's "Anubhuti" drive, since the beginning of 2023-24, led to first time employee volunteers engaging in social activities across different themes. This resulted in 45 per cent new volunteers participating in its programmes, giving a filip to SVK's reach. It covered 2,000 villagers with a 25 per cent improvement in employee volunteering.

The initiatives undertaken by SVK have led to a positive socio-economic impact on the villages with improved incomes for farmers, jobs for students and increased participation of women in alternative livelihood generation activities.



IMPACTS AND OUTCOMES



15 Government Schools were renovated and rebuilt, improving safety and hygiene



15 kms of road was constructed for safe and risk-free movement



Engaged with 500 rural women to provide alternative livelihoods through jute work, on-job chikankari work and handicraft products



120 safe potable drinking water facilities constructed to benefit 10,000 villagers in rural areas



60 per cent of dropout youth and eligible villagers were trained in various trades to provide them sustained livelihood opportunities on a contractual basis in factories and farms.



Case Study

Manju becomes self-reliant

Background: A young woman of 35 years, Manju from a scheduled caste family from Deva block of Barabanki, UP, grappled with the socio-economic limitations. The male members of families such as hers depend on irregular wages from ad hoc work as wall painters, employed for only 10-12 days in a month. To support them, women in the family tend to their small patch of agricultural land, cultivating vegetables and cereals. The produce is insufficient to cover the family's annual needs.

The social structure in the village restrained Manju from venturing beyond it in search of a skill that would augment this 11-member family's income.



Project Intervention: Manju participated in a community Self Help Group (SHG) meeting organised in her village by Tata Motors and *Samaj Vikas Kendra*. The interest and enthusiasm shown by Manju led to her being co-opted as a member of the SHG. **Over time she grew confident enough to travel out of the village and join the *Swashakti Kendra* (livelihood training centre run by *Samaj Vikas Kendra*).** In six months, she began attending vocational training programmes on stitching, chikankari and development of jute bags.



Team effort pays off



Today, a self-assured and confident Manju can develop jute bags of marketable quality on demand. She serves as the coordinator for exhibitions and stall shows on livelihood products at the Tata Motors plant, Block Office and other institutions.

products, institutional support in marketing of products, and recognitions at various forums.



The intervention by *Samaj Vikas Kendra* and Tata Motors has transformed Manju's life, giving her the desired dignity and respect. **The family has seen a 20 per cent increase in their income, which has allowed them to increase the cultivable land available to them.** In addition, Manju's enterprise has ensured growing access to markets for her



PARTNERS PERSPECTIVE



The opportunity that the *Samaj Vikas Kendra* (SVK) team has to learn from Best Practices followed by Tata Motors, such as TBEM, TQM and SDT, enables us to achieve process improvements that elevate the efficiency and efficacy of our projects.

Tata Motors' engagement through the school support system has resulted in the holistic development of the school. While the support classes have improved the academic performance of students. The recent addition of digital learning has enhanced their learning experience. Additionally, continuous engagement with the employees of Tata Motors leads to mentorship and guidance, thus improving the aspirations of our students. - **Neerja Verma**, Principal, Government Middle School, Moordabad, Deva Block, District Barabanki



Tata Motors and the various projects of have helped transform lives of our community. Their support has enabled us to address the key challenges faced by our panchayat. The interventions of *Samaj Vikas Kendra* and Tata Motors have led to improvements in drainage, health and hygiene across the village. In addition, school infrastructure, basic health care and street lighting have been augmented. We now have a mobile OPD van delivering health services at our doorstep and light posts for street lighting. - **Briender Yadav**, Gram Pradhan

Partners Arrests Rural Migration

IVDP interventions help tribals find alternate employment in their village

Partnership Background: For the last six years, Dharti Charitable Trust has been working closely with Tata Motors to uplift and empower the underprivileged rural, tribal community of Navapara in Devathdal Gram Panchayat of Bavla block in Ahmedabad district. This partnership focuses on enhancing the capacity of the Padhar community, encouraging them to augment household incomes and alleviate poverty.

Strategic Objective: To curtail migration, which had a cascading effect on all the socio development indicators of the village



PARTNERSHIP JOURNEY

Project Partners: Dharti Charitable Trust, Central Workers Education Board, Government of Gujarat and Tata Motors Limited

Baseline Status: Scores of residents from Navapara returned home during the COVID pandemic. This influx brought to light its sizable migrant population, all employed in various parts of the country. At the same time, it also brought into sharp focus the paucity of healthcare and education infrastructure, along with its depilated condition even where it existed. In the ensuing months, limitations in augmenting livelihoods via agri interventions also proved extremely challenging, as the area is largely dependent on the Monsoons. A baseline survey further highlighted the abysmal status of education, livelihood opportunities, sanitation, health & nutrition, access to water, women empowerment and environment in Navapara village.

Employability and Entrepreneurship: Dharti Charitable Trust and Tata Motors also encouraged entrepreneurial and activity-oriented skills among the rural unemployed. The Trust took up the challenge of training this rural community, especially its youth and women in skills aimed at creating small enterprises that would provide self-employment.



Public Private Partnership Initiated:

Tata Motors partnered with Dharti Charitable Trust to launch an Integrated Village Development Programme to address these development issues. The partners sought to uplift and empower the underprivileged rural tribal community, one of five primitive tribal groups in the state. The objective was to transform the barren hamlet of Navapara, inhabited by a primitive tribal group with 230 households and a population of 1,240, into a vibrant community, full of hope and aspirations.

Construction of Water Body: With the support of Sumant Moolgaokar Development Foundation (SMDF) and Tata Motors, Dharti Charitable Trust sought to address the lack of irrigation water for farm-based livelihoods by constructing a water body in the village.

« Convergence Amplifies Efforts »

The wide network of partners has allowed Dharti Charitable Trust, responsible for community awareness, mobilisation and project implementation to deploy IVDP interventions that address all the challenges of the hamlet.

Educational Initiatives: Support classes for JNVST, night classes for students, development of sporting skills, self-awareness programmes, emotional learning and personality development.

School Infrastructure: An Anganwadi Centre was constructed in the hamlet and its school infrastructure renovated.

Water Access: Desiltation of the existing 2.5 km check dam led to the depth of the water body increasing to 166026.27 m³, creating a storage capacity of 16,60,28,270 litres of water. Simultaneously, 39 saline borewells in the vicinity were rejuvenated to provide sweet water to the community. In the first year itself, villagers obtained better yields from the crops, especially paddy, wheat and mustard.

Farm & Fishery Based Livelihood: Fishery Development Committee was formed and training camps were conducted to enhance the knowledge of fishery management, impacting 190 of 230 the households in the village.

Women Empowerment & Skill Development: Women SHGs were trained in sewing and 120 families developed kitchen gardens.

Health Care: Sustained efforts to improve health awareness among women is seeing an uptick in Anganwadi Services including ante-natal and post-natal check-ups by women.

IMPACTS AND OUTCOMES

The interventions by Dharti Charitable Trust in Navapara have resulted in fewer villagers migrating to towns for work as livelihood opportunities have steadily grown in the village. Local bodies have been created to facilitate interventions in education, fishery & check dams agriculture development and intensification, rural development, and health care & sanitation.

Fishery has become the key source of Income, **190 households engaged in fishery**

120 households have kitchen gardens

40 per cent decline in migration

Round the year **access to water**

80 per cent women covered by ANCs

Over 20,000 saplings planted

Children are attending **Anganwadis**

10 per cent decline in the rate of school drop outs

Improvement in nutrition and health status of the families



Case Study

Life changing experience for tribal hamlet

Baseline Status: A few years ago, Navapara tribal hamlet in Devathal village lacked water, forcing farmers like Ishwarbhai Bharabhai Padhar of the Padhar community to grow and harvest only one crop, that too in a limited area. The 63-year old tribal resident of Navapara recalls the difficult challenges that his community faced, grappling year-after-year with low agricultural productivity due to infrequent rains and insufficient irrigation water. Farmers suffered severe losses and struggled with meagre income.

Without a water supply system, the hamlet depended on a water system operated in the main Devadthal village, a distance of 2 kms from it. Even the drinking water resources that existed were sparse. The enormity of the challenges and the demands of survival forced families from the hamlet to migrate in search of work, eventually causing the children to drop out of school.



Interventions by partners:

The first activity that the partners opted to undertake was desiltation of the hamlet's water body with support from Sumant Moolgaokar Development Foundation (SMDF). The impact was an increase in its depth and storage capacity of water, making significantly larger quantities of water available and accessible to the community. Over a few seasons, the quality of life of the tribal community improved with the increase in availability of water for domestic use and decrease in the workload of women.



Team effort pays off



In the past, crops would wither, suffering from deficient rains. Therefore, farm productivity and production were abysmally low. As drought was a regular phenomenon, many families would migrate to neighbouring places in search of sustenance.

De-siltation of water bodies helped recharge 60 percent of the wells in the hamlet. The tribal community no longer battles for drinking water and has sufficient water for irrigation purpose.



After the intervention by Dharti Chaitable Trust and Tata Motors, the hamlet has seen considerable increase in the area under cultivation. There has also been a significant increase in agricultural production, thereby increasing the incomes of the locals.



PARTNERS PERSPECTIVE



Since the last five to six years we have been working closely with Tata Motors to implement various programmes. I am particularly proud of our Integrated Village Development Programme to uplift and empower the underprivileged rural tribal community of Navpara in the Ahmedabad district. Under its Affirmative Action Policy, Tata Motors partnered with us to transform a barren hamlet, inhibited by primitive tribal groups, into a vibrant community of hope and aspirations.

- **Kanti Makwana**, President, Dharti Charitable Trust



Fishing is among our principle sources of livelihood. The rise in ground water levels in the area has increased our fish catch as well as the weight of our fishes as they are in water over a longer duration. Most families in our village, who consume fish, now get to eat fish.

The 20,000 saplings planted on the banks of the water body is also adding to the income of our community. Availability of economic opportunity and growth in livelihood sources in the village has led to an eight per cent decline in the outward migration of tribals. Our people have increased their earnings as has prosperity in the village. TML is a blessing for the tribal villagers and all of us are very grateful to the partners for giving us a better lifestyle and livelihood.

- **Ishwarbhai Barabhai Padhar**



Water

Access to Water Transforms Villages

In 2023-24, about 30 per cent of India's villages or 87,000 of them faced an acute water shortage. **Of the 788 districts in India, 540 grappled with water stress as per data released by India Meteorological Department, forcing most of their communities to remain dependant on rain-fed agriculture.**

To celebrate and commemorate 75 years since India's independence, the Government of India launched *Azadi Ka Amrit Mahotsav*. Unique campaigns under it included *Amrit Sarovars* to develop and rejuvenate 75 *Amrit Sarovars* (ponds) in every district of the country.



PARTNERS PERSPECTIVE

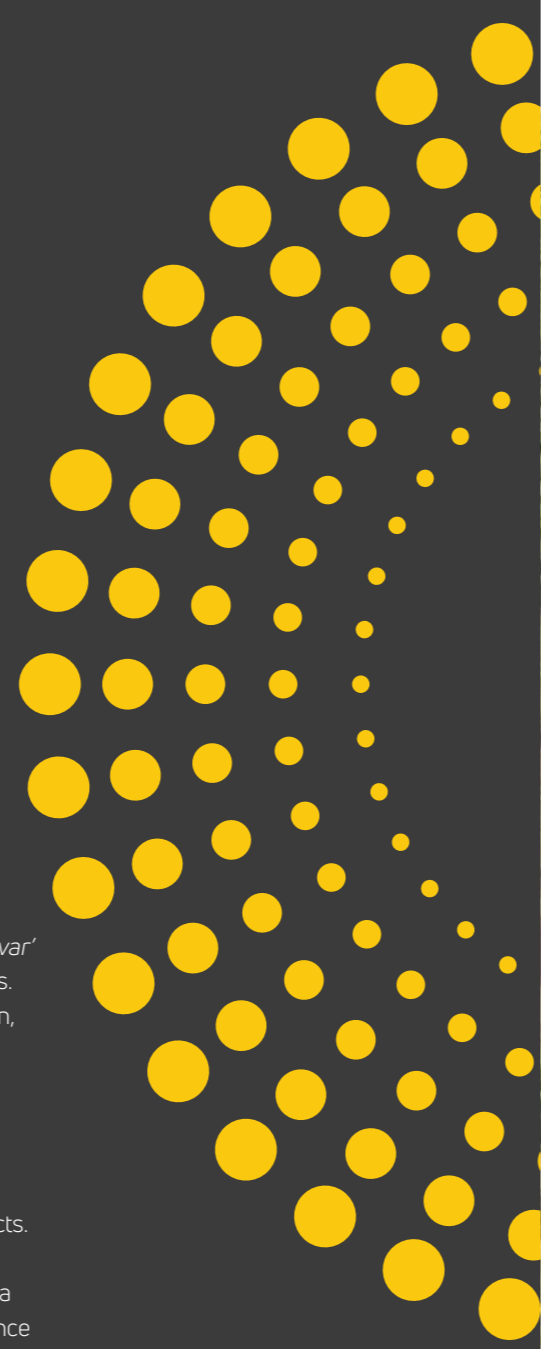


In 2023 Government of Maharashtra launched an ambitious initiative '*Gaal Mukta Dharan, Gaal Mukta Shivar*' to increase water capacity of old dams and water bodies. Thanks to the support of Tata Motors, NAAM Foundation, and other organisations who have made this a people's movement, in 2023 we could create water storage equivalent to eight (8) lakh tankers.

Tata Motors is currently working in the Palghar, Pune, Satara, Chandrapur, Latur, Beed and Ahmednagar districts.

I want to particularly highlight the commendable work undertaken in Pune, Beed and Satara districts. Tata Motors and the partner NGOs are implementing this project with a team spirit. The *Gaal Mukta Dharan, Gaal Mukta Shivar* programme assumes significance in the context of reducing the impact of recurring droughts in Maharashtra.

- **Sunil Chavan**, Former Secretary, Soil & Water Conservation Department, Government of Maharashtra



Rejuvenation of Water Bodies

NAAM Foundation: Committed to rejuvenating water bodies across the drought prone districts of Maharashtra, the Foundation's water conservation efforts and long-term remedies to droughts resonate with Tata Motors' objective of improving rural livelihoods via assured access to water.

Joint Actions Rejuvenates Sarovars

Desilted water bodies induce prosperity across rural communities

Partnership Background: Tata Motors had joined the national mission for rejuvenating ponds or *Amrit Sarovars* in 2023-24, and assumed responsibility for creating 100 *Amrit Sarovar* water structures in Maharashtra across the Palghar, Pune, and Satara regions. It closed the year having rejuvenated 106 such water bodies.

Inspired by this success, in 2024 the Government of Maharashtra also signed an MoU to partner with Tata Motors to rejuvenate 350 water bodies across 10 districts in the state in 2024-25 under its '*Gaal Mukta Dharan* and *Gaal Yukta Shivar*' scheme. The acute and recurrent droughts faced by Maharashtra had prompted the Government of Maharashtra to initiate the scheme, aimed at increasing the water capacity in old dams and water bodies.

Strategic Objective: To restore and build water structures in rural areas leading to increase in water capacity and enhanced water availability.



PARTNERSHIP JOURNEY

Project Partners: Government of Maharashtra, NAAM Foundation, Sumant Moolgaokar Development Foundation (SMDF) and Tata Motors Limited



Public Private Partnership Initiated:

A Memorandum of Understanding (MoU) was signed between Tata Motors (Sumant Moolgaokar Development Foundation), NAAM

Foundation and MGNREGA Department, Government of Maharashtra for developing 100 reservoirs under the *Amrit Sarovar* Mission. The tripartite agreement paved the way for 100 sites to be identified and water bodies to be rejuvenated in Palghar, Pune and Satara districts, with special focus on the tribal blocks.

Subsequently, Government of Maharashtra launched *Gaalmukt Dharan Gaalyukt Shivar Yojana*, a community-based desiltation programme, to increase water capacity in old dams and water bodies. Supporting the government's effort towards water security in Maharashtra, the project was scaled up to cover 350 sites in eight districts of Palghar, Pune, Satara, Chandrapur, Ahmednagar, Beed, Solapur and Dhule. These sites will be implemented in 2024-25.

NAAM Foundation was entrusted with the task of providing necessary project development inputs, while Tata Motors took on the responsibility for technical assistance, material support

and training. Under the scheme, the Government's MGNREGA Department was responsible for paying Rs 31 per cubic meter to NAAM Foundation for desiltation, and Rs 35 per cubic meter to the farmer for silt transportation to their farms, which enhanced the fertility of the soil.

The revival and rejuvenation of water bodies is intended to enhance agricultural productivity, raise the water table, provide access to potable water, make irrigation water available throughout the year, and mitigate the impact of droughts and water scarcity in rural areas.



Leveraging Government Network:

Regular meetings and reviews were conducted with all District Collectors, the District Nodal Officer for the project. Relevant resources were stationed at the Nodal offices, while regular site visits ensured seamless implementation and progress of the project in communities located in the rural belts of Palghar district, Maharashtra, one of the most under-served populations in the state.

« Convergence Amplifies Efforts »

Access to clean water is the foundation for a healthy and prosperous rural community. It is a key input for economic production and growth, particularly in the agricultural sector (Source: World Bank).

Stakeholder and their roles



Government MNREGS Department: Wages for unskilled manual labour and desilting work for restoration and rejuvenation of water bodies



NAAM Foundation: Implementation of the project via de-silting and deepening of natural water bodies



Community: Post-handover labour and after care

TATA MOTORS

Tata Motors and Sumant Moolgaokar Development Foundation: Community mobilisation and capacity building, engaging with like-minded agencies for technical support, DPR, excavation work, etc. Support the creation of community engagement spaces and tourist spots

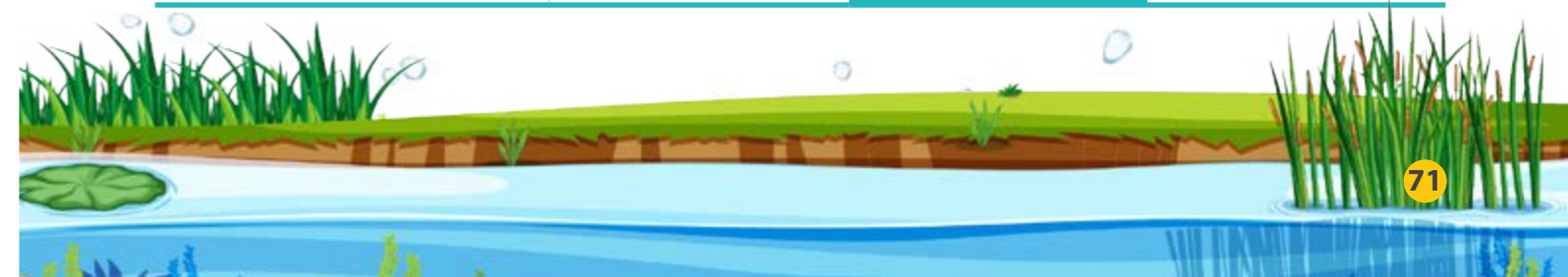


IMPACTS AND OUTCOMES

Collaborative teamwork ensured the project was successfully implemented with 106 sites completed at the end of the year. Tata Motors and NAAM Foundation excavated and rejuvenated water bodies, creating ~ 1,860 million litres of water capacity, in water-stressed regions across three districts in Maharashtra. The Government funds covered 30 per cent of the project costs.

Evolution and Scale

	FY19	FY 23-24	FY 24-25 (projected)
Number of water bodies	1 Community pond	106 Amrit Sarovars rejuvenated	~350 Water bodies
Administrative Area	1 Block	3 Districts	10 Districts
Per Unit Spend by TML	Rs 30 lakhs per water body	Rs 3 lakhs per water body	Nil
Convergence Funding	100 per cent TML funded	~30 per cent via the Govt scheme	100 per cent Govt funded
Water Capacity created	0.4 million litres	~ 1,860 million litres	~ 7,000 million litres



Case Study

Pond rejuvenation makes saline water sweet

Chikoo (Sapodilla) orchards, a serene seashore, and old Parsi bungalows surrounding the village town of Gholvad, is home to traditional farmers such as Sanjay Khot, who grow the fruit as their principle source of their livelihood. Gholvad also offers a beautiful weekend getaway for Mumbaikars. However, the three-hour road trip from the city to enjoy nature's beauty has the power to break the reverie jolted as every tourist is confronted with the stark reality of water shortage across Palghar district, where Gholvad village is located.

Farmers in Gholvad, which is situated on the Arabian Sea coast, have been using saline water from their wells and the only village pond to grow *chikoo*s, the main produce of this land. Salinity levels in the water have also led to several health problems for the villagers. Farmers including Sanjay Khot grappled with dwindling water levels in wells from the month of February onwards. Despite the consistent need for water in their orchards for two harvests in the year, in January- February and in May-June, he along with other farmers in the village could barely manage the basic water needs through April and May for the harvest in May-June. Hence, they were left with no choice but to wait for the onset of the Monsoon for the next crop cycle.

A few years ago, the village panchayat had funded a pipeline to transport water from a dam, at a distance of ~15 km from Gholvad. Though it did address a fraction of the water problem, fulfilling part of the water needs of villagers, it came with its attendant problems of high electricity bills and logistics.



Team effort paves the way

Under the *Amrit Sarovar* Mission, the Government of Maharashtra chose to develop water reservoirs in the water-stressed tribal belt of Palghar district. Thereafter, 75 sites were identified in the Palghar district for ponds to be revived and developed as *Amrit Sarovars*. Gholvad was among the 75 sites where the Government of Maharashtra had converged its efforts with Tata Motors and NAAM Foundation. In 2023-24, Gholvad's existing village pond was cleaned, desilted, and rejuvenated.

Today, 46-year-old Sanjay Khot is a relieved man. His two farms, 7 km apart, have a different story to tell from just six months ago. The salinity of the water in his well has reduced considerably, while the water table in it, along with the surrounding area, has improved. "This year my well did not go completely dry in May. Our *chikoo* trees flowered a second time and I enjoyed the fruits of one more crop cycle. The revived pond has reduced the time and money spent on sourcing water for the village. The large pond also has the potential of becoming a tourist spot, thus offering additional livelihood opportunities to the villagers", says he.

PARTNERS PERSPECTIVE



"NAAM Foundation was founded in 2015 in response to a severe drought and farmer suicides in Maharashtra. Upon realising that the primary cause of farmer suicides is water scarcity, NAAM Foundation started focusing on water conservation. It began cleaning and desilting water ponds in rural Maharashtra to increase their storage capacity.

Societal principles of the Tata Group and Tata Trust's contribution to society have been an inspiration for the NAAM Foundation since its inception. Our first partnership with Tata Motors was to rejuvenate water bodies in the Palghar district under the *Amrit Sarovar* scheme, which has now been extended to Pune and Satara districts. Today, we are working as one team in 10 districts across Maharashtra to improve access to water in villages.

The trust and mutual understanding in working with Tata Motors has bolstered our confidence to work in new geographies. In the first eight years since we began, NAAM Foundation developed more than 650 water bodies. But together with Tata Motors, we are now poised to rejuvenate over 350 water ponds in just one year. Our dream was fulfilled only because of their unconditional support, encouragement, and guidance at every step.
- **Ganesh Thorat**, CEO, NAAM Foundation



Gholvad village has been grappling with the problem of potable drinking water for over two decades now. Since 2005, the village panchayat has invested in a water connection from a dam in its vicinity, but we continued to struggle for water in the face of several challenges. *Amrit Sarovar* Mission was a boon as we lacked the financial muscle and manpower to desilt the sole pond in the village. The rejuvenation of our pond has increased its water capacity considerably. At the same time, we have observed that the salinity of water within a 5 km radius of the village has improved and the water table has risen. Farmers now have sufficient water for irrigation.
- **Rajendra Kumar Bhugad**, Sarpanch, Gholvad Gram Panchayat

Section II

MANAGEMENT REPORT

Note from CSR Head.....	75
Linkage of programmes to SDGs and National Priorities.....	76
Pan India Footprint and Impacts of programmes.....	77
Volunteering.....	90
Social Investment	94



Note from CSR Head

Vinod Kulkarni
CSR Head

Dear Tata Motors' family,

People's President A P J Abdul Kalam has said, "Excellence is a continuous process and not an accident". In FY24 Tata Motors has positively impacted a MILLION lives. This commendable feat is certainly not an accident.

This milestone stands as a testament of the collective commitment of all our plant locations and the steadfast support of our leadership both at the corporate and plant levels. This success is also not ours alone, it is the result of invaluable partnerships we forged and the relationships we have built with our NGO partners, the Government Administration, our communities, and like-minded organizations.

Together, we aligned out interventions with the Sustainable Development Goals (SDGs) and National Priorities, and developed processes and adopted technology to create a sustainable model of social excellence. In doing so we carefully assessed community feedback to build resilient societies and empower underserved communities.

This relentless process of excellence has enabled Tata Motors to drive efficiencies and scale the programmes to widen its reach. This report captures the impacts and outcomes of this journey with our partners as we surpassed some bumps and enjoyed small victories along the way.

Our Malnutrition Treatment Center in Jamshedpur reported more than two-fold growth in its outreach as Parivar Kalyan Sansthan extended the healthcare services to the remote areas of East Singhbhum district.

In Pantnagar, the Parvarish Kendras, established in partnership with the Institute of Social Development, nurtured and attended to malnourished children in 16 anganwadis.

ENABLE, our education programme offers coaching and counselling via a digital platform to 18,000+ students at no cost. Thus students can achieve their true academic and professional potential via admissions into India's premier education institutions.

On the other hand, physical coaching classes Dharwad are also making a tremendous difference to the quality of education available to students enrolled in Government schools.

In the Pune district, Maharashtra, we guided Shashwat Sanstha

to collectivise tribal farmers and form a Farmers Producer Group to procure and sell hirda berries. From over 300 families in 2020, this initiative now covers more than 5000 families across four talukas in the district.

In 2018, Tata Motors engaged with BAIF to initiate a holistic programme for empowering rural communities and addressing their socio- economic development needs. While our engagement has now deepened to five-gram panchayats in the Jawahar block of Palghar district, we have replicated this initiative in proximate communities of other plant locations.

Samaj Vikas Kendra, which operates near our Lucknow plant, has brought about a shift in social mindsets, encouraging women to participate in livelihood generation and financial decision-making via self-help groups. Dharti Charitable Trust, in Sanand has arrested migration by 40 per cent and created new sources of livelihood for a primitive tribal community in the Navpara village near Sanand.

Since 2018, around 1.7 million trees have been planted aiming at enhancing rural India's green cover and providing 7,500+ tribal families with secure livelihoods in the long run.

An equally impactful partnership was forged two years ago with the NAAM Foundation the Government of Maharashtra. Together we have rejuvenated 106 water bodies and created a water capacity of around 1860 million litres.

The profound process of excellence was not restricted to community engagement initiatives alone. The company leadership initiated a series of transformative measures to encourage employee volunteering, making it an integral part of the company's culture.

With 59% employee participation, we achieved a significant increase in Per Capita Volunteering Hours (PCVH), from 1.3 hours to nearly 5 hours.

The magnificent showcase of teamwork towards a shared has been immensely fulfilling. We will continue to take guidance from our experienced partners to jointly facilitate efforts to scale up successful community development pilots and programmes through our efforts as well as via mainstream Government programmes to create a larger impact.

Linkages of Programmes with SDGs, ESGs and National Priorities



HEALTH
AAROGYA

Aarogya, the health programme of Tata Motors, focusses on eradicating malnutrition among children, health awareness among females, preventive & curative health services, institutional strengthening as well as drinking water projects.

The Company is intent on eradicating malnutrition among children as a means to building a stronger and healthier India today and tomorrow. It partners with Governments to scale up efforts on health-related challenges by aligning its initiatives with national and state policies and programmes such as the National Health Mission, the Integrated Child Development Services (ICDS), and the Rashtriya Bal Swasthya Karyakram. Its partners enable it to implement its malnutrition prevention programmes with the Government at both the block and district levels via detecting and diagnosing malnutrition, administering generic medicines and offering free consultations.

In 2023-24, Tata Motors achieved over 91% success in improving health of malnourished children in targeted states.

Environmental



Social



Governance



Schedule VII

- Eradicating extreme hunger and poverty
- Reducing child mortality and improving maternal health
- Combating human immunodeficiency virus, acquired immune deficiency virus
- Promoting gender equality and empowering women



EDUCATION
VIDYADHANAM

Equitable access to quality education and professional technical education are key priorities for the company's **Vidyanam** programme for education. The programme encompasses all aspects of these priorities via Special Coaching classes for secondary school students; coaching for competitive examinations for higher secondary school students; school infrastructure improvement; co-curricular activities; and financial aid. The Company fills resource gaps for resource deprived schools, amplifies resources and focusses on improving performance of students.

The Company's pan India collaboration with JNV Schools has improved the overall performance of students in the entrance examinations to engineering and medical colleges and various Board-level examinations.

In 2023-24, of the students coached via ENABLE a total of 23% got admission into IIT, NIT and other engineering colleges.

Social



Governance



Schedule VII

- Promotion of education
- Promoting gender equality and empowering women



EMPLOYABILITY
KAUSHALYA

Tata Motors' targets employability for youth via **Kaushalya**, a programme designed to train unemployed youth in auto trades and non-auto trades. It collaborates with institutes of repute for courses in retail, hospitality, white goods repair, agriculture & allied activities, drivers training and the like.

Auto Trades: A key priority of the Company's CSR Strategy is to establish a strong business connect for its programmes. The success of technical and automotive trades training intervention is a result of this approach. The Company is supported by a consortium of Industrial Training Institutes, along with over 6,600 Tata Motors Dealers and Tata Authorised Service Stations (TASS).

Non-auto trades: Tata Motors focusses on non-auto trades that have a high market demand. It has helped design NSDC recognised vocational courses for NGO partners to impart training to youth within a 50 km radius of its plant facilities. Farmers are trained on better agricultural practices, the *Wadi* model, Integrated Farming System and the like to augment farmer incomes.

In 2023-24, a total of 30,006 youth were trained, 24,444 of who were placed with an average salary of INR 10,000/- per month.

Social



Governance



Schedule VII

- Employment enhancing vocational skills
- Social business projects
- Eradicating extreme hunger and poverty
- Promoting gender equality and empowering women



ENVIRONMENT
VASUNDHARA

Tata Motors' **Vasundhara** programme is creating environment awareness among school children as well as regenerating rural and urban ecosystems

In collaboration with NGO partners, the Government and the community, Tata Motors is augmenting tree cover and creating urban forests or rural *wadis*. Its unique participatory model has clearly defined objectives, besides clear roles and responsibilities. Hence, the outcomes have been extraordinary with the tree cover continuing to rapidly grow, bolstered by a high survival rate of saplings.

In 2023-24, the Company achieved a 100% survival rate for the 11,37,089 saplings planted.

Environment



Schedule VII

- Ensuring environmental sustainability

AAROGYA

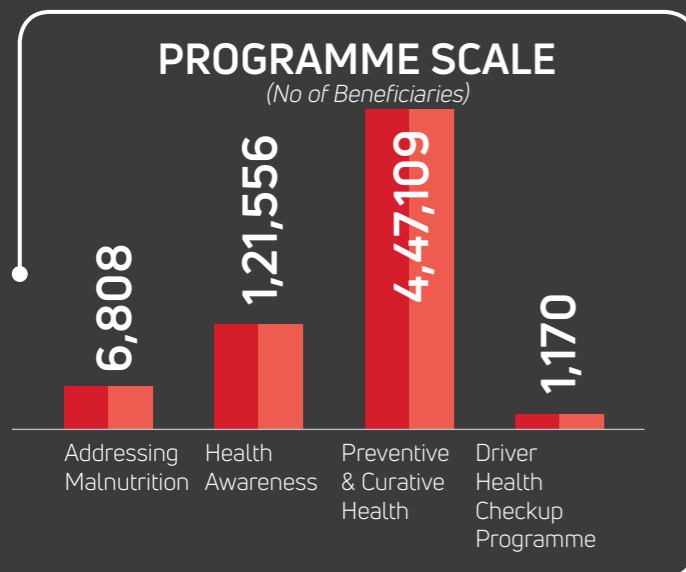
(HEALTH)

To address malnutrition in children between the ages of zero to six years, Tata Motors intervenes by providing supplementary diet and nutritional supplements. Its focus has been to augment preventive measures that enable behavioural changes in communities, especially young mothers and parents, through awareness sessions, providing ante-natal and post-natal services. It complements these interventions with curative health care services to serve communities through diagnosis, administration of generic medicines and consultations with medial professionals.



KEY INTERVENTIONS

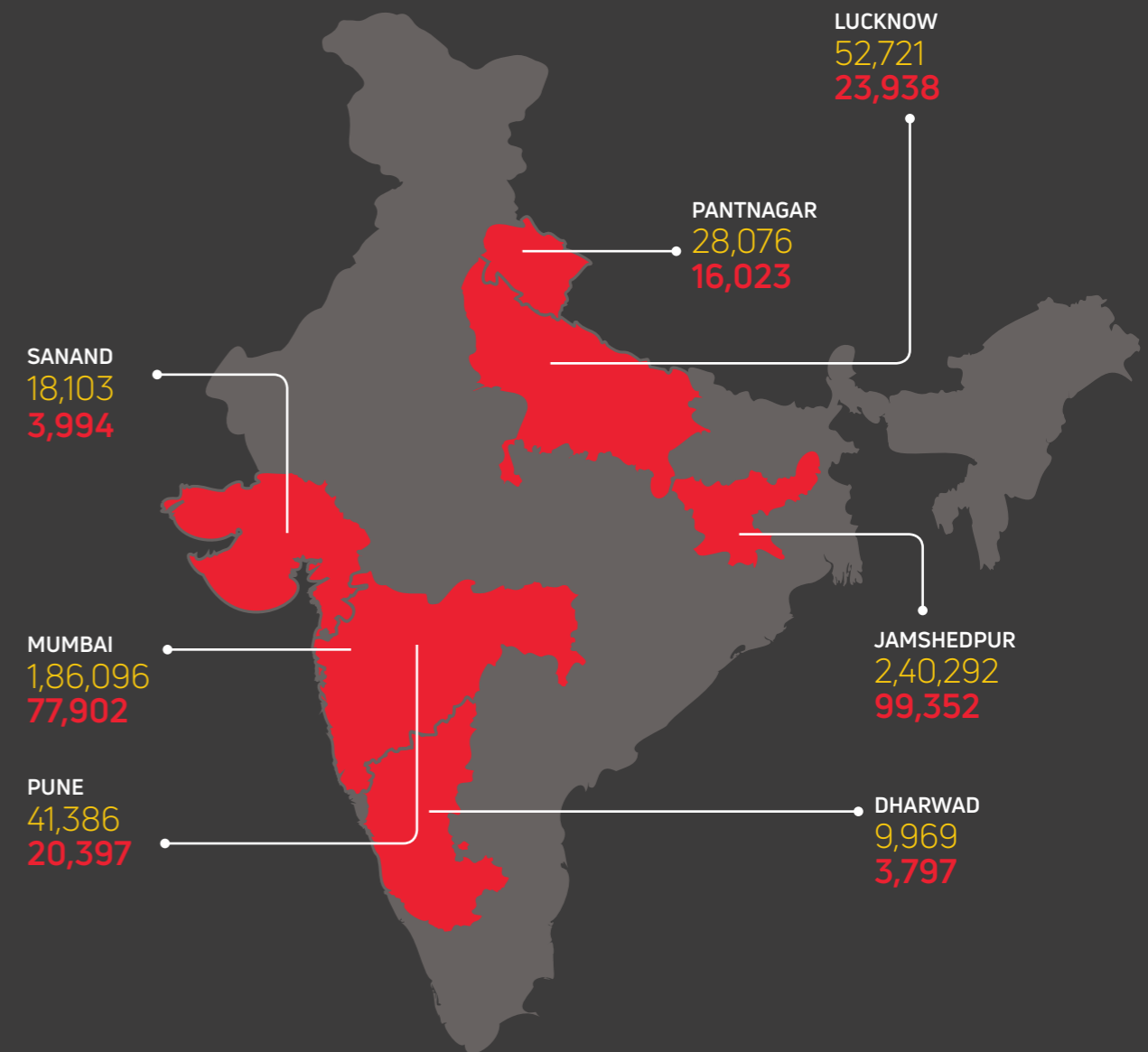
- Addressing Malnutrition
- Health Awareness
- Preventive & Curative Health
- Driver Health Checkup Programme



- ### PROGRAMME IMPACTS
- 6,808** Malnourished Children covered
 - 85%** Of Malnourished Children became healthy
 - 90%** Institutional Deliveries
 - 100%** Beneficiaries have Ayushman Bharat Card
 - 93%** Children were immunised in a timely manner* (unable to track those migrating from urban slums)
 - 80%** Reduction in Anemia among women

Location – Wise Coverage (Map)

- Total Number of Beneficiaries
- AA Beneficiaries







VIDYADHANAM

(EDUCATION)


The Company's Educational programme is engineered to induce holistic development in secondary school students. Its targeted approach includes interventions for need-based rolling scholarships/ financial support for students from socially and financially challenged families, support classes for subjects such as Mathematics, Science and languages, digital classrooms, online coaching for professional entrance examinations to reputed engineering and medical institutes, life skills, sports and other co-curricular activities. The Company also plugs gaps in infrastructure across schools in proximity to its operations, which has improved the scholastic performance of their students.

KEY INTERVENTIONS

-  Co-Curricular Activities
-  Scholarships - School & Higher Education (Tata Samarth scholarship & Fellowship) & any other financial support
-  School Infrastructure support
-  Special Coaching – Secondary School (Others & Coaching for Professional Course Entrance exam)

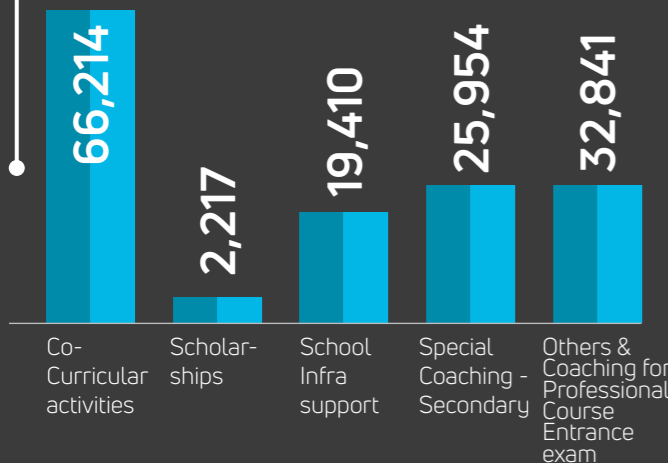



1,46,636
No of beneficiaries








41%
AA beneficiaries

PROGRAMME SCALE



(No of Beneficiaries)

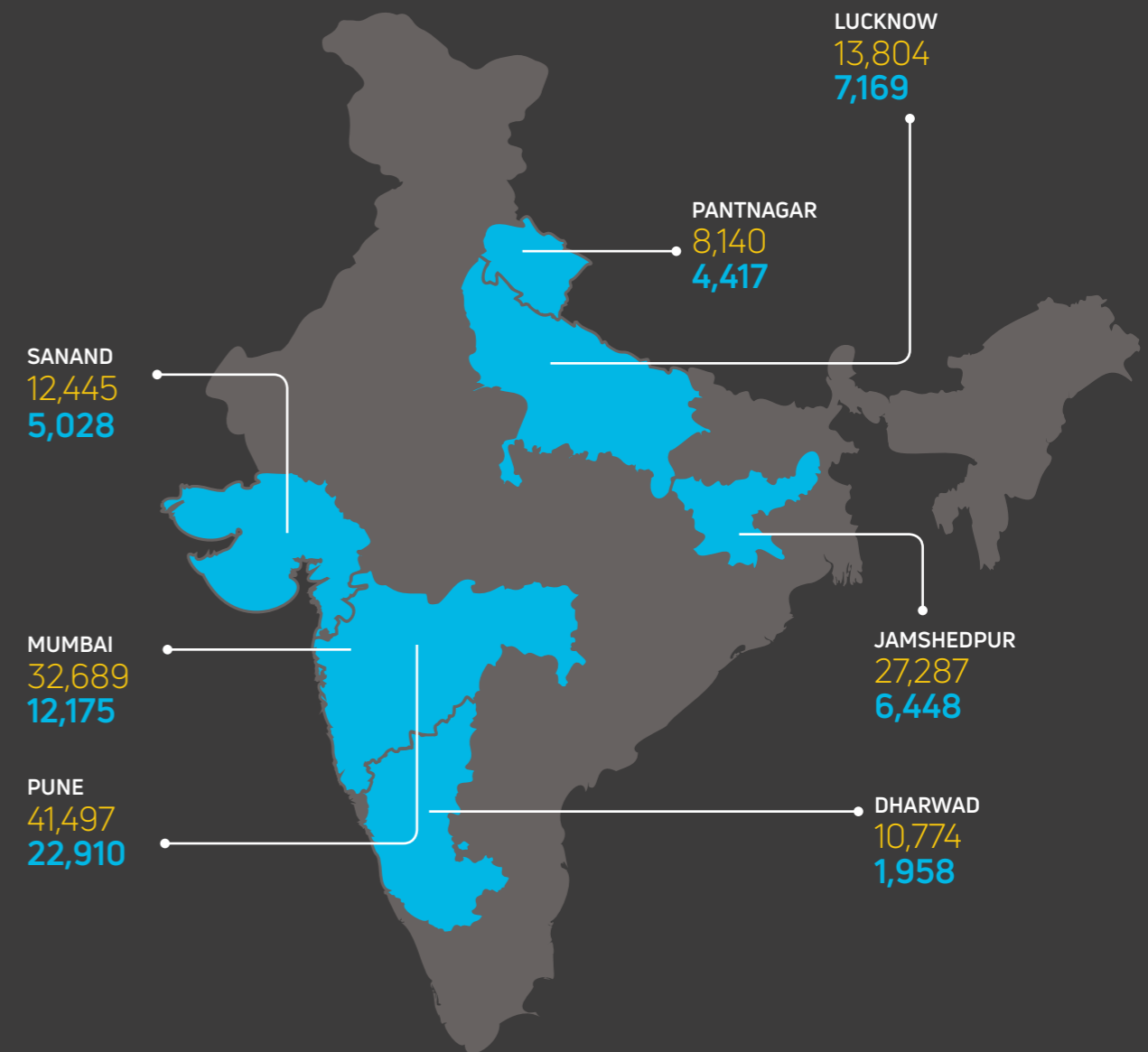


PROGRAMME IMPACTS

- JEE Exam for Engineering Entrance**
 -  **4753** Students appeared for JEE MAINS
 -  **27%** Qualified in the JEE MAINS
 -  **829** Students appeared for JEE Advanced
 -  **23%** Qualified through JEE Advanced and got into IIT, NIT and other engineering colleges
- NEET Exam for Medical entrance**
 -  **79%** Students qualified in the NEET Exams
 -  **94%** Students from the support classes passed their Xth Board Examination

Location – Wise Coverage (Map)

-  Total Number of Beneficiaries
-  AA Beneficiaries



KAUSHALYA

(EMPLOYABILITY)

The pressing need for youth to find employment has led to **Kaushalya**, the Company's employability programme to consistently augment its scope. Via tie-ups with technical institutes, Tata Motors offers youth Agriculture & Allied Training, skilling in Auto & Technical Trades (MMV, Refresher & Novice), Entrepreneurship Development opportunities and Non-Auto Training. The Auto Trade courses focus mainly on skills in driving and motors mechanics where Tata Motors as an organisation has domain expertise and business connect. On completion of their training most of which are NSDC certified, they find ready employment either in Tata Motors' ecosystem or in open market.



KEY INTERVENTIONS

Agri. & Allied Training

Auto & Technical Trades (MMV, Refresher & Novice)

Entrepreneurship Development

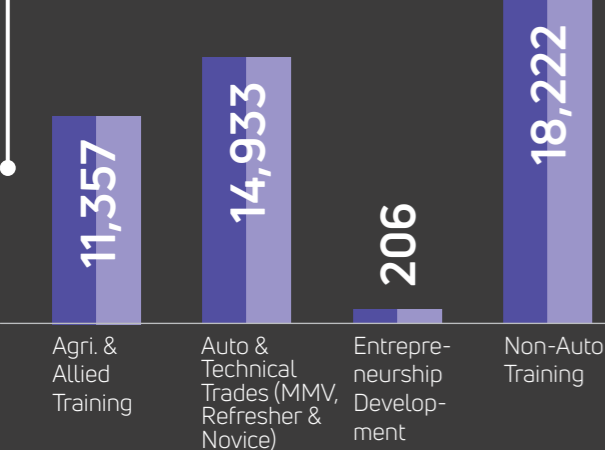
Non-Auto Training

31,503
No of beneficiaries

53%
AA beneficiaries

PROGRAMME SCALE

(No of Beneficiaries)



PROGRAMME IMPACTS

74%
of those trained in Auto trades were placed with an average salary of INR 12,300/- per month

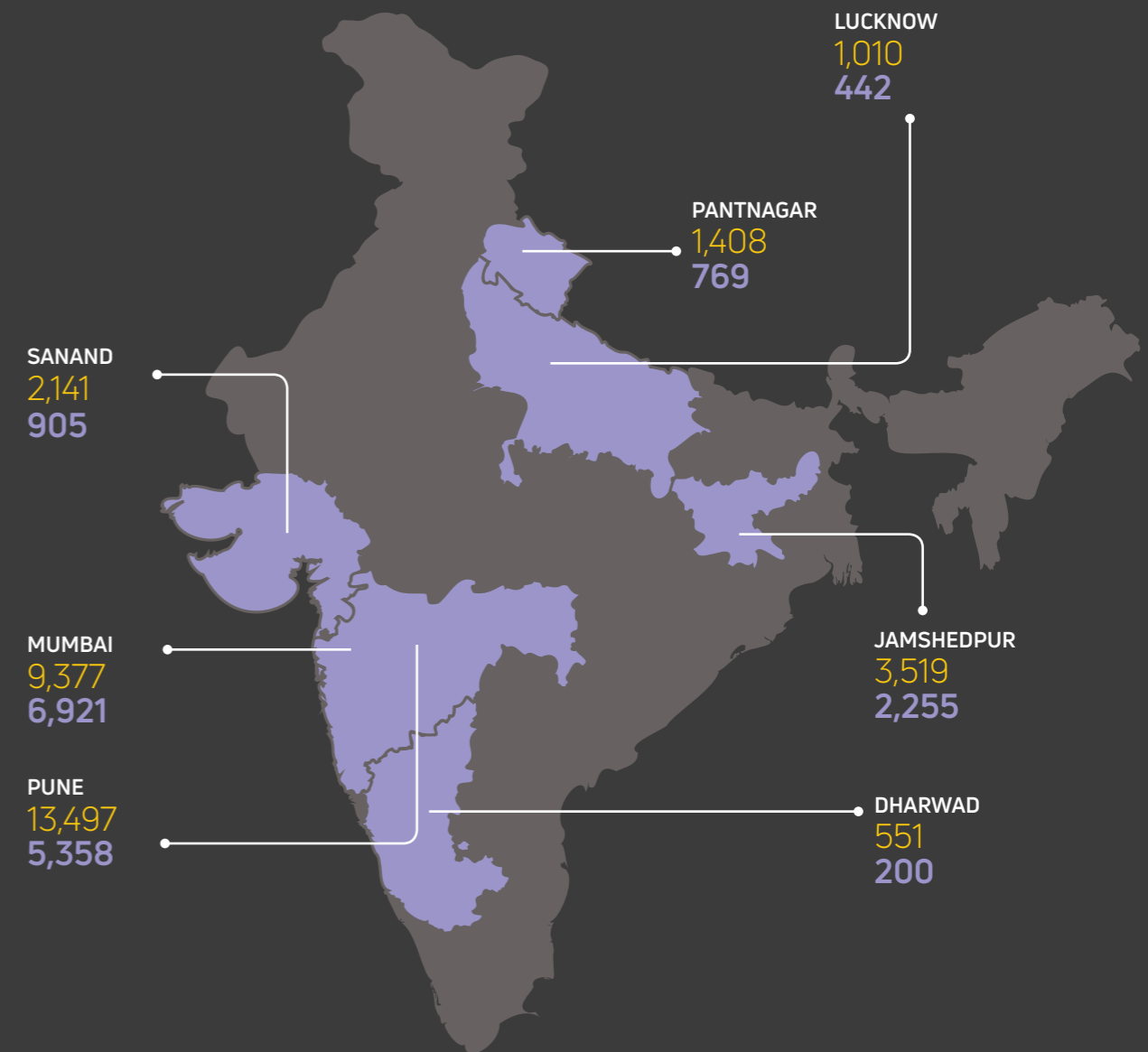
71%
of youth trained in Non Auto trades found employment with an average salary of INR 9,133/- per month.

96%
of the farmers trained in Agri and Allied trades were placed with an average salary of INR 7,640/-per month.

80% Average of those trained versus employed

Location – Wise Coverage (Map)

Total Number of Beneficiaries
 AA Beneficiaries



VASUNDHARA

(ENVIRONMENT)

Intent of setting a benchmark in environment stewardship, Tata Motors is making concerted effort to increase the tree cover in both urban areas and rural communities where it operates. It undertook wide-scale plantation of saplings during the year, which is also part of its larger sustainability goal of Carbon Sequestration. The microhabitats created by it in Pune are thriving urban forests. The Company's environment awareness programme for school students has converted them into green champions and keen emissaries of environment conservation.



KEY INTERVENTIONS

Environment Awareness

Tree Plantation

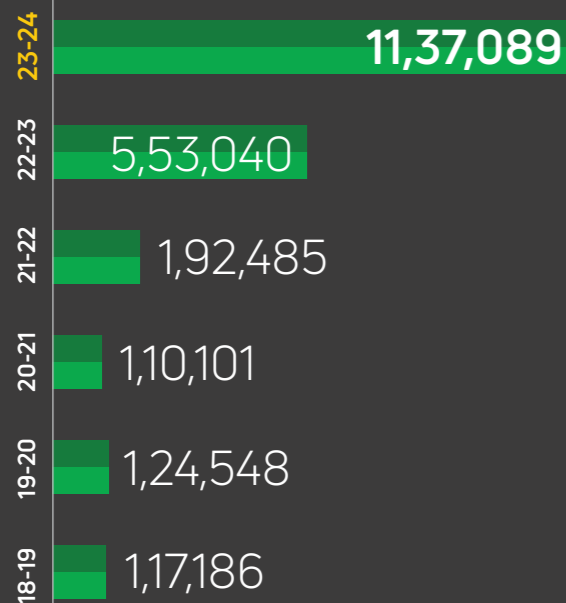
11,37,089
Saplings Planted

1,47,828
Individuals covered via Environment Awareness

29%
AA beneficiaries

PROGRAMME SCALE

Saplings planted year-on-year



PROGRAMME IMPACTS

Environment Awareness

72%
Schools have adopted green practices

30%
Use of paper bags/cloth bags as compared to 10% in previous years

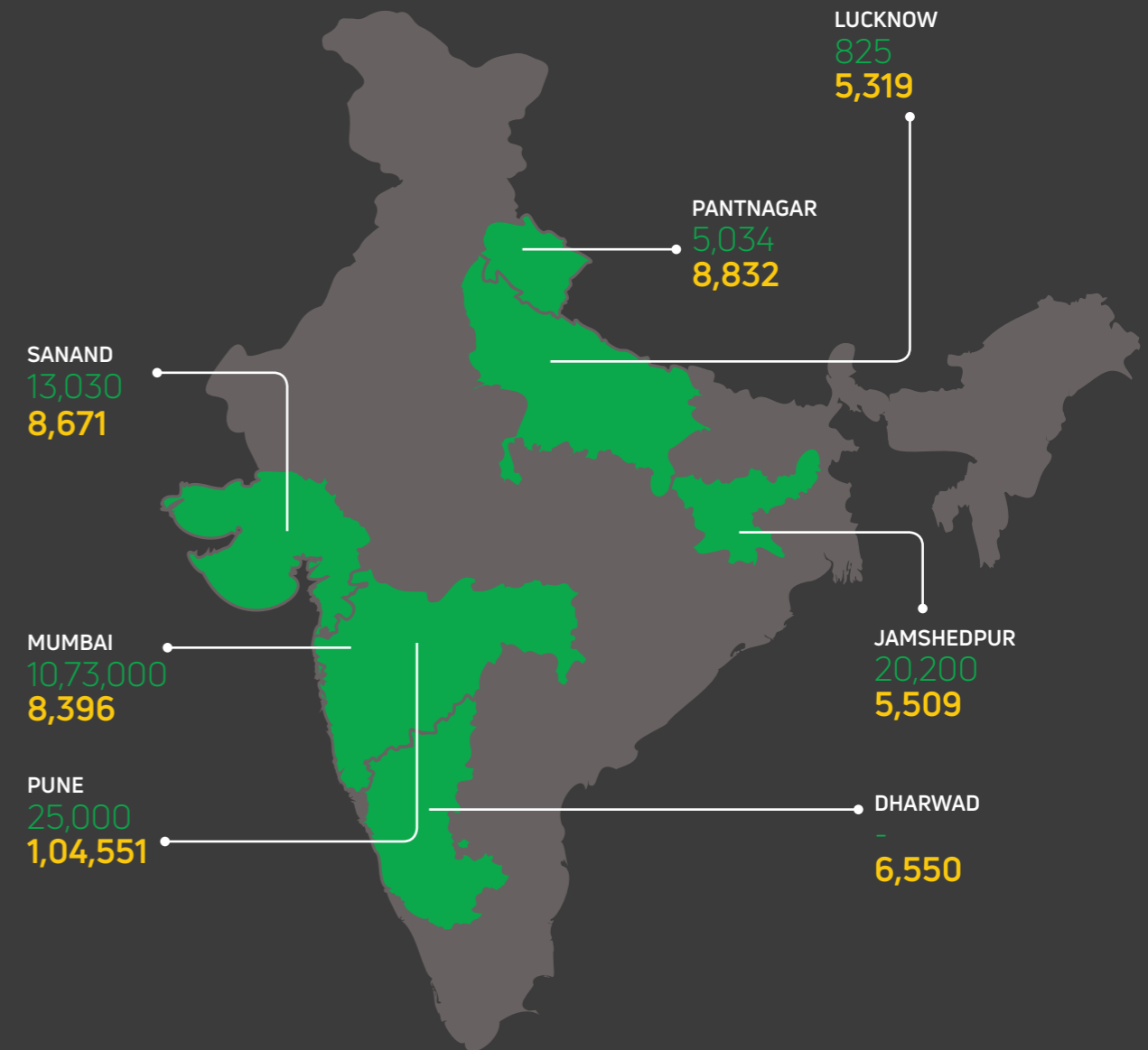
Tree Plantation

90%
Average survival rate of saplings

90%
Indigenous variety of trees

Location – Wise Coverage (Map)

Number of saplings Planted
 Individual covered via environment awareness



RURAL DEVELOPMENT AND WATER

Aimed at accelerating the overall economic growth of a village by adopting a holistic approach to village development, Tata Motors leverages public resources via convergence with government schemes to reach whole Gram Panchayats and blocks in Jharkhand and Maharashtra. Communities are made active participants in the programme to maximise impacts and ensure project sustainability.

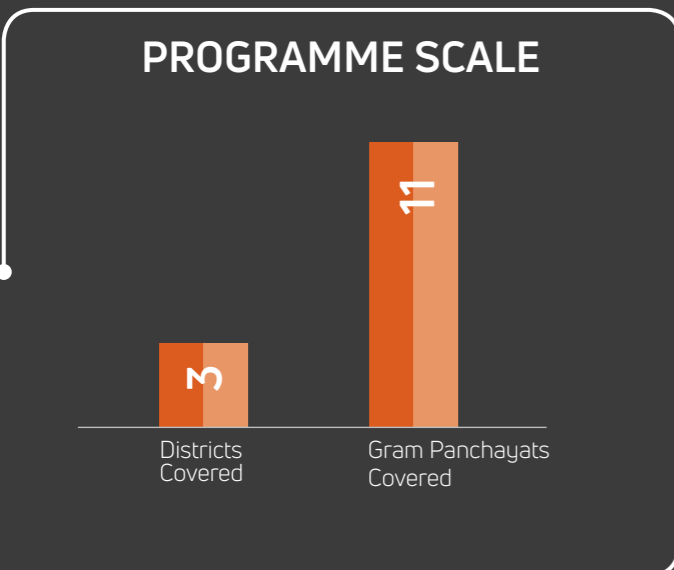
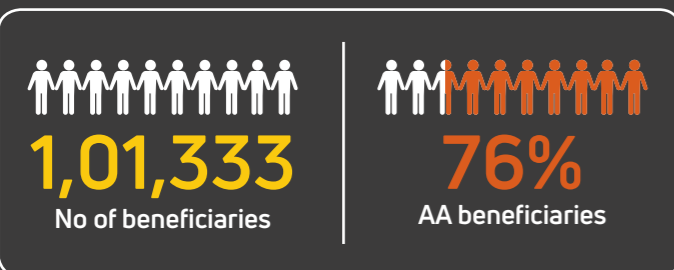


KEY INTERVENTIONS

Integrated Village Development

Rejuvenation of water bodies

Livelihood generation



PROGRAMME IMPACTS

Jawhar block of Palghar district

- Average income of farmers in five Gram Panchayats **increased by 60%**, with 30% from farm-based activities
- **30 farmers** became lakhpati farmers in 2023-24
- Migration reduced from 45% to 25%
- **100% water availability all-year-round** compared to 57% earlier
- **90% of malnourished** children are healthy

Pune

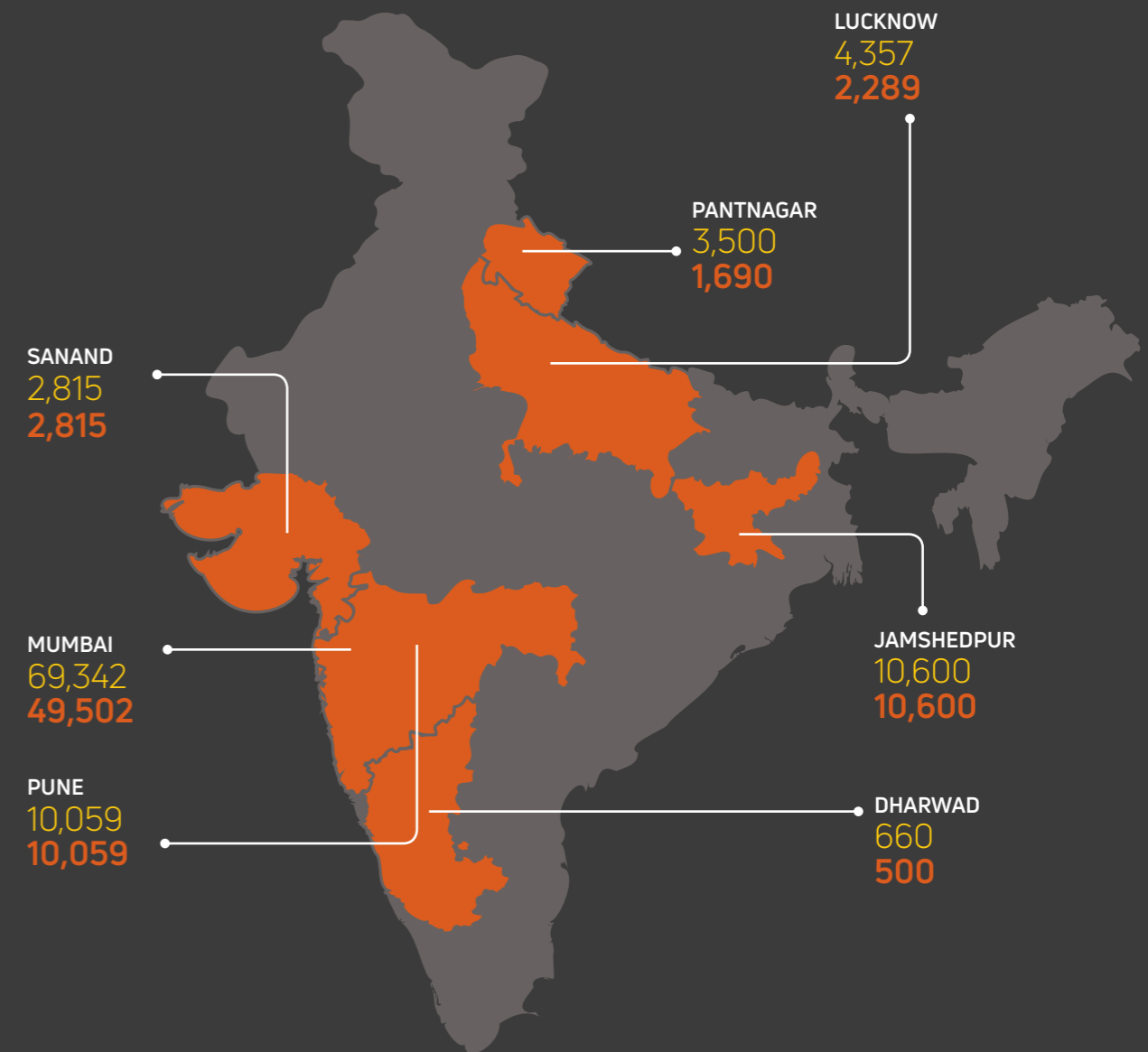
- **20 million litres of water** storage capacity increased across 5 Gram Panchayats

Devarthal, Sanand

- **20% of the villagers** in one Gram Panchayat lifted out of BPL category
- **60% increase in income** through agriculture
- Migration reduced by **40%**
- **100% availability** all-year-around with **150** borewells recharged

Location – Wise Coverage (Map)

Total Number of Beneficiaries
 AA Beneficiaries

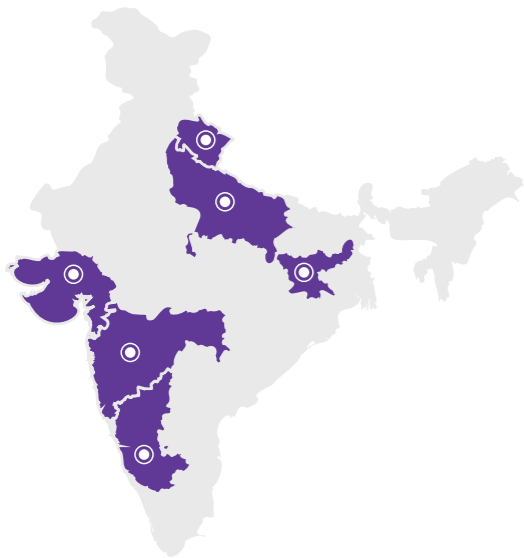


AADHAR

(AFFIRMATIVE ACTION)

Tata Motors is committed to empowering socially and marginalised communities, via access to Education, Employment, Employability, Entrepreneurship, and Essential Enablers. **In 2023-24, 44 per cent of the beneficiaries of the Company's programmes belonged to AA communities, amounting to a total of 4,42,315 individuals.**

Particular attention was paid to tribal communities across geographies so as to enhance their farming skills, improve yields, create linkages with the markets, and offer supplementary livelihood opportunities.



Reach across AA Beneficiaries

Location	Reach (No of AA beneficiaries)
MAHARASHTRA (Corporate/ Mumbai)	1,65,996
JHARKHAND (Jamshedpur)	1,10,685
KARNATAKA (Dharwad)	7,712
GUJARAT (Sanand)	14,722
MAHARASHTRA (Pune)	79,346
UTTARAKHAND (Pantnagar)	27,404
UTTAR PRADESH (Lucknow)	36,450
Total (Number of AA beneficiaries)	4,42,315

AMRUTDHARA

(SUMANT MOOLGAOKAR DEVELOPMENT FOUNDATION)

What began in 2010, in an effort to provide a low-cost community-managed safe drinking water solution for chronically water-stressed villages in the districts of Almora and Nainital in Uttarakhand has grown manifold especially in the last year. It achieved its highest number of projects, largest scale of projects, the highest number of villages and the highest number of lives in 2023-24.

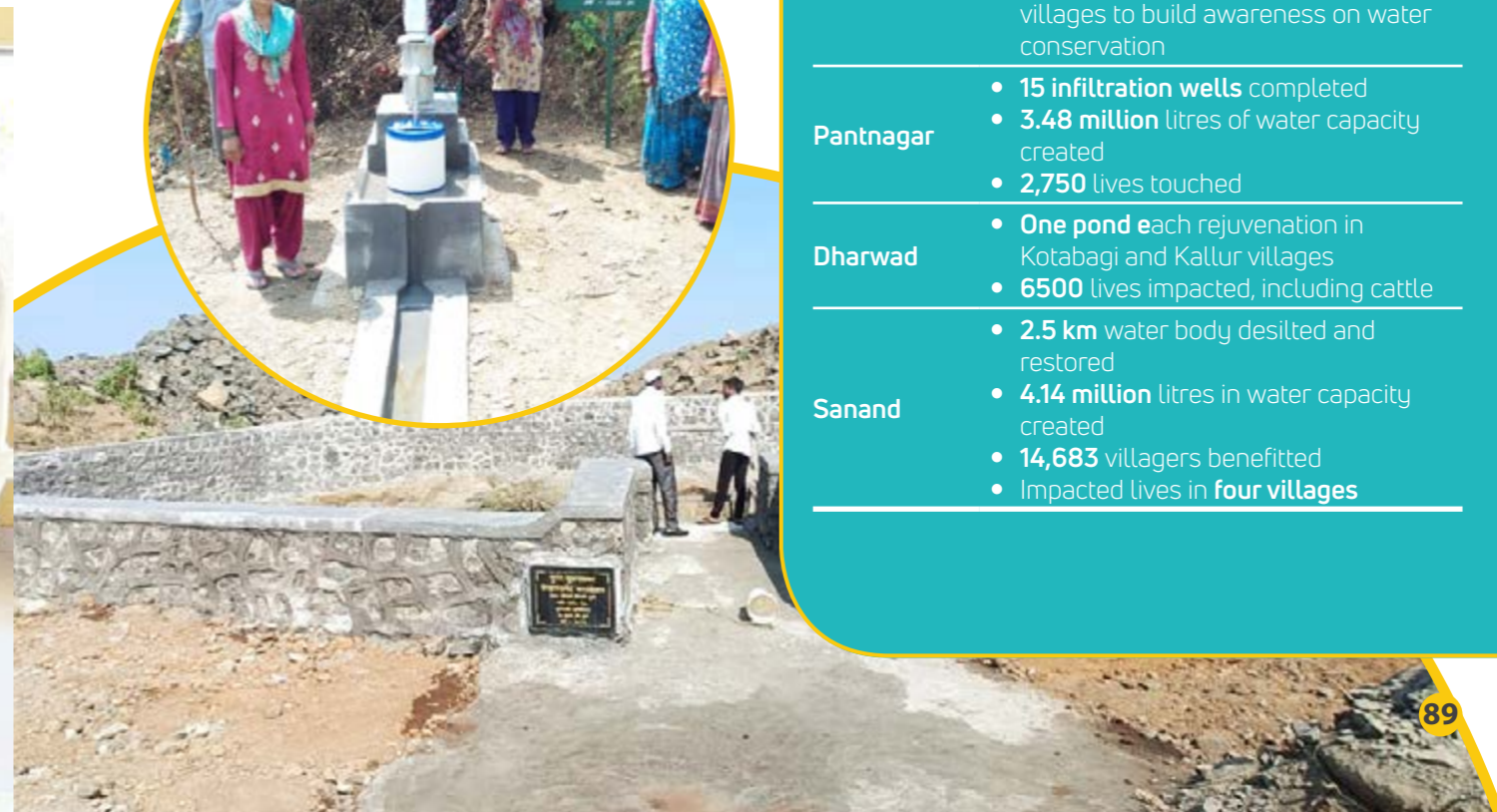
Tata Motors partnered with The Government of Maharashtra in implementing the National Programme, Amrit Sarovar, which aims to build or revive 75 water bodies in each district of the country. This project was funded by SMDF since it found resonance in the objective of Amrit Sarovar.

At the same time, SDMF continued to implement its water projects, jointly funded by the employees of Tata Motors with a matching contribution from the Company, across all its locations.



Location Water Projects Implemented in 2023-24

Jamshedpur	<ul style="list-style-type: none"> 15 RO plants installed on land donated by villagers on a 'user-payee' model Three water bodies rejuvenated 2.12 million litres of water capacity enhanced
Pune	<ul style="list-style-type: none"> 21 Amrit Sarovars created in Pune and Satara districts 46,000 villagers benefitted 50 villages benefitted
Corporate	<ul style="list-style-type: none"> 106 Amrit Sarovars rejuvenated in Palghar district 20,000 families benefitted Double cropping enabled in 500+ villages
Lucknow	<ul style="list-style-type: none"> 11 water projects completed, including five rainwater harvesting projects 2.5 million litres in ground water recharge capacity created 6,500 people in eight villages benefitted Conducted capacity building programmes and groomed 18 jal mitras Organised Jal Samvad Yatra in 15 villages to build awareness on water conservation
Pantnagar	<ul style="list-style-type: none"> 15 infiltration wells completed 3.48 million litres of water capacity created 2,750 lives touched
Dharwad	<ul style="list-style-type: none"> One pond each rejuvenated in Kotabagi and Kallur villages 6500 lives impacted, including cattle
Sanand	<ul style="list-style-type: none"> 2.5 km water body desilted and restored 4.14 million litres in water capacity created 14,683 villagers benefitted Impacted lives in four villages



SEVA (VOLUNTEERING)

Volunteering is pivotal to the Company's endeavour to give back to society for the greater good. Therefore, in 2023-24 a concerted drive was undertaken to enhance the role that Tata Motors' employees, retirees and their families play by devoting their time and energy to society. The Leadership conducted sensitisation programmes on Volunteering across locations.

Volunteering has been cascaded as a measurable parameter in the Balanced Score Card of plant heads and people managers, with ownership for participation by 50 per cent Employees on Rolls and four PCVH. Each sensitisation session conducted by the Company's Chief Sustainability Officer (CSO) was attended by over 50 employees in the location. During the session, context setting was undertaken by the CSO while directional inputs were provided by the Plant Head. Detailed plans have been developed by departmental and functional heads for year-round volunteering.

In 2023-24, Tata Motors also adopted a differentiated approach to Volunteering, with white collar employees being encouraged to leverage their professional expertise and skills for volunteering, while blue collar workers contributed via their rich experience, deep connect with communities and participation in various activities.

**OUTCOMES
IN 2023-24**

15,007
Employee volunteered

1,17,400
Man-hours of Volunteering clocked

47,145
Citizens benefitted

4.6
Hours per capita or per employee



Our volunteering heroes

Compassion echoes in tribal land



Mangesh Joshi, Team member - Production Services & Tool Procurement

Deep in the heart of the dense forests of Melghat, Maharashtra, where the trees are the only witness to tales of resilience and hardship of their inhabitants, lives a man whose name had now become synonymous with compassion and hope. Mangesh Joshi's journey is one of determination and unwavering resolve.

On a fateful day over 25 years ago, the tragic news of deaths due to hunger among tribal children in the remote corners of Melghat reached Mangesh. The bit of information pierced through him to shake his soul, making it a call to action for Mangesh. That pivotal moment altered the course of his life forever.

With determination and resolve coursing through him, Mangesh began rallying his friends to launch 'dhadak mohim' - rescue camps - held during the unforgiving Monsoon season to provide aid to the isolated communities of Melghat. Armed with the desire to make a difference, these volunteers ventured into unknown terrain, carrying with them a flicker of hope for these communities.

Over the course of two decades since then, Mangesh and his band of volunteers have effected a veritable transformation in the lives of those he reached out to in tragic circumstances. They not only addressed immediate hunger and related health issues but also paved the way for sustainable development of the communities.



- Grain banks were established to ensure food security
- Sustainable farming techniques were taught to mitigate the impact of drought
- Job training programmes were initiated to empower the youth with skills for a brighter future

Mangesh's efforts have not gone unnoticed. He has been joined by scores of youth, inhabitants of the sprawling landscape of Melghat, nurtured by the seeds of change sown by their benefactor, to blossom into a network of local change agents known as "boko mitr" or young friends. Inspired by Mangesh's unwavering commitment, they too have assumed the mantle of compassion, becoming beacons of hope within their own communities.



Champion of sensitisation

Shyam Sunder Singh
General Secretary, TML Worker Union

A people's man with a generous heart, Shyam Sunder Singh enjoys connecting with communities' to help them resolve real time issues. Over the last two decades or more, he has spearheaded the "Anubhuti" drive in the Company's Lucknow plant, which attempts to engage first time volunteers from within the employees of Tata Motors in its social activities.

Over the course of his work, in an area that has innumerable development challenges, Shyam Sunder has gained remarkable experience in addressing diverse social causes. From combatting the high risk of road accidents via road safety awareness sessions in the villages, creating awareness on the need to conserve water and planting saplings to save our planet, he has done it all. He reaches out to the severely impoverished in the winter months by distributing blankets to protect them from the winter chill and makes sure children do not drop out of school due to the lack of educational material.

Shyam Sunder draws employees of the Company's Lucknow plant into different theme-based volunteering activities of *Anubhuti*. As a result, the participation of new volunteers consistently exceeds 45 per cent. His active participation in the last year improved employee participation by 25 per cent and has enabled employee volunteers from the Company to reach 2000 villagers.

But a man such as him, who places greater score on caring for others, insists that this experience has only enriched him as a person. He derives great satisfaction from giving back to society, getting to know and learn about stakeholders, delving deep into community issues and applying himself to understanding community-level government schemes to create benefits at large.



Saving only for one's needs

Amod Dikshit, DGM - HDT

From a small village near Varanasi, giving back to society was deeply ingrained in him as a young child and is, perhaps, a part of his DNA. Amod Dikshit's tryst with caring for communities began when he saw his father give to those around him, particularly to local communities. Amod's father would always donate surplus farm produce to workers working on his fields and to the village community. The philosophy of saving only as much as the family needs and donating the balance had a long-lasting impact on his young mind.

On joining the Company, Amod began participating regularly in its volunteering activities as well as undertaking social activities at a personal level as well. He supported his our house help in small ways, and then went on to independently become associated with a NGO. Inspired by him, Amod's wife conducts free summer baking classes for women in the neighbourhood. This new skill has helped them cross mental hurdles to even use baking as a livelihood opportunity. The

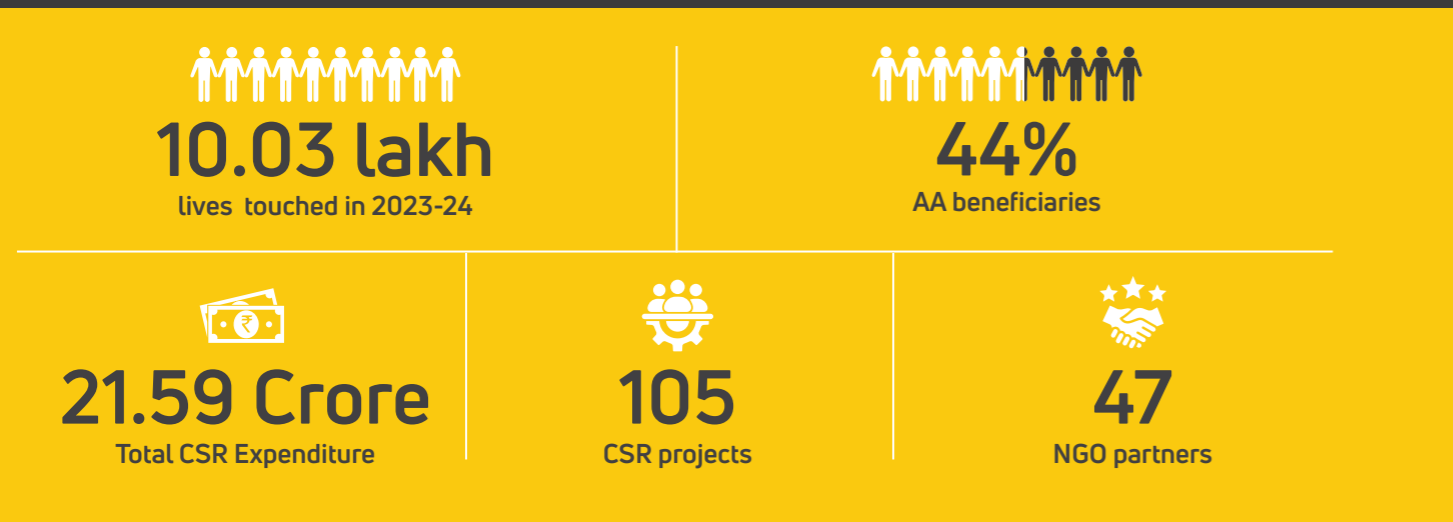
inspiration Amod received from his father was passed on by him to his daughter, who is part of a NGO that focusses on food distribution. Volunteering, therefore, is now a way of life for the entire family.

At work as well, Amod leverages every opportunity to participated in the social activities thoroughly enjoying all the volunteering programmes, while first at Pune and now in Sanand. In his current capacity, Amod led from the front when Company volunteers visited Navapara village, Bavla Taluka, Ahmedabad District, to contribute to a drinking water facility for school children.

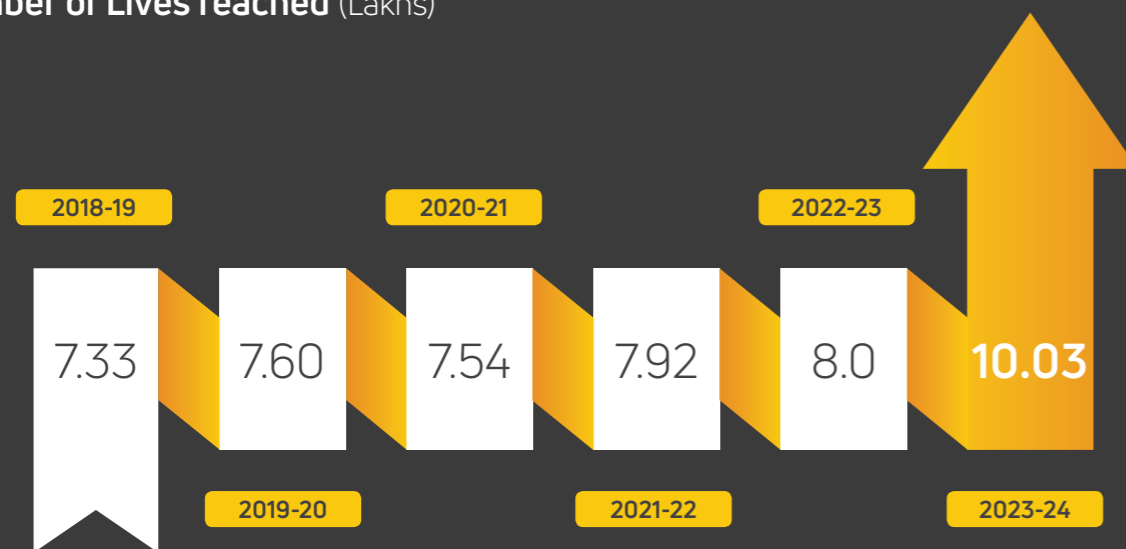
In what turned out to be an enriching experience, the visit gave Amod deeper understanding of the community, its people, and their customs. The opportunity to meet residents and learn about their way of life was both enlightening and humbling, further reinforcing his commitment to contributing positively to lives in a meaningful way.



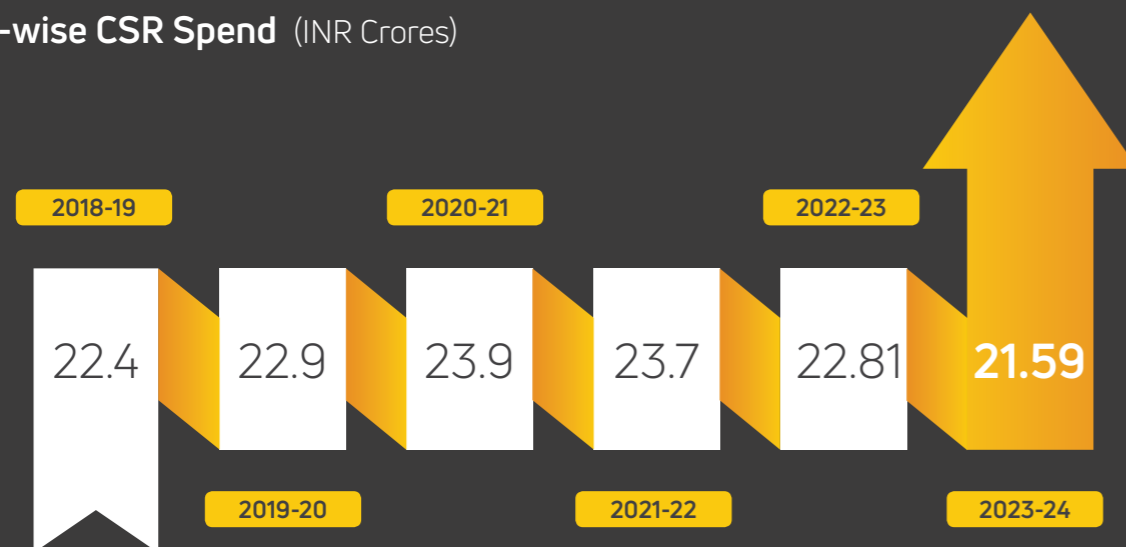
Social Investments



Number of Lives reached (Lakhs)



Year-wise CSR Spend (INR Crores)



Programme and Location-wise CSR Spend and Reach



CSR Focus Areas	AAROGYA (Health)	VIDYADHANAM (Education)	KAUSHALYA (Employability)	VASUNDHARA (Environment)	RURAL DEVELOPMENT
CSR Spend (Rs Crs)	40,263,096	92,730,682	30,199,037	33,364,869	16,145,400
Reach (Numbers)	5,76,643	1,46,636	31,503	1,47,828	1,01,333
% of AA Beneficiaries	43%	41%	53%	29%	76%

Total CSR Spend 215,870,678 (INR)	Total Reach 10,03,943 (Numbers)	% of AA Beneficiaries 44%
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Section III

GOVERNANCE

Annexure 2 from Directors Report on CSR Spent for FY 2023-24.....	97
CSR Assurance Statement by KPMG.....	100
CSR in the News.....	102
CSR Policy 2023-25.....	104

Annexure-2

Annual Report on Corporate Social Responsibility (CSR) Activities

[Pursuant to Section 135 of the Companies Act, 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014]

(i) **A brief outline of the CSR policy of the Company:**

1. **Overview:**

(i) **Outline of CSR Policy:** As an integral part of our commitment to good corporate citizenship, we at Tata Motors believe in actively assisting in improvement of the quality of life of people in communities, giving preference to local areas around our business operations. Towards achieving long-term stakeholder value creation, we shall always continue to respect the interests of and be responsive to our key stakeholders - the communities, especially those from socially and economically backward groups, the underprivileged and marginalized; focused on inter alia, the Scheduled Castes and Scheduled Tribes and the society at large. In order to leverage the demographic dividend of our country, Company's CSR efforts shall focus on Health, Education, Environment, Employability and Rural Development interventions for relevant target groups, ensuring diversity and giving preference to needy and deserving communities in rural, semi urban and urban India. CSR at Tata Motors shall be underpinned by 'More from Less for More People' philosophy which implies striving to achieve greater impacts, outcomes and outputs of our CSR projects and programmes by judicious investment and utilization of financial and human resources, engaging in like-minded stakeholder partnerships for higher outreach benefitting more lives.

(ii) **CSR Projects:** All the CSR projects are undertaken under four major thrust areas and the Rural Development space termed as Integrated Village Development Initiative, these are namely;

1. Aarogya (Health): Addressing child malnutrition; health awareness among females; preventive & curative health services and institutional strengthening, drinking water projects;
2. Vidyadhanam (Education): Scholarships; Special coaching classes for secondary school

students; competitive exams coaching for higher secondary school students, school infrastructure improvement; co-curricular activities; financial aid;

3. Kaushalya (Employability): ITI partnership & allied-auto trades; Motor Mechanic Vehicle (MMV); Training in retail, hospitality, white goods repair, agriculture & allied trades and Drivers training – novice and refresher;
4. Vasundhara (Environment): Tree plantation, environmental awareness for school students;
- 5: Rural Development such as Integrated Village Development Programme (IVDP) in Jharkhand, Maharashtra.

Additionally, our CSR interventions augmented water availability in identified districts of Maharashtra through the Amrutdhara Project. In the year 2023-24, over one million i.e., 10,03,943 beneficiaries were covered through the Company's CSR programmes.

(iii) **Employee Volunteering:** Volunteering is one of the key initiatives that we have chosen to enable our most valuable assets, our people our employees to give back to the society by channelizing their time and expertise towards societal good. Over and above directing professional expertise and rich experience towards pressing environmental and social issues, volunteering enhances social cohesion and strengthens communities. Through this institutionalized volunteering initiative, employees associate and engage with important causes such as Tree plantation, environment and health awareness, mentoring youths etc and create a positive impact on the lives of many. In the year 2023-24, 15,007 employees volunteered for 1,17,400 man-hours and benefitted nearly 47,145 citizens.

2. Composition of CSR Committee:

Sl. No.	Name of Directors	Designation/ (Nature of Directorship)	Number of meetings of CSR Committee during the year	
			Held	Attended
1	Mr K V Chowdary (Chairman)(1)	Chairman, Non-Executive, Independent Director	3	3
2	Mr Om Prakash Bhatt(2)	Member, Non-Executive, Independent Director	3	3
3	Mr Girish Wagh	Member, Executive Director	3	3
4	Ms Vedika Bhandarkar(3)	Member, Non-Executive, Independent Director	3	2
5	Mrs Usha Sangwan(4)	Member, Non-Executive, Independent Director	3	1

1. Appointed as a Chairman of the CSR Committee with effect from January 1, 2024.

2. Ceased to be a Chairman and continues to be a Member of the CSR Committee with effect from January 1, 2024.

3. Ceased to be a Member of the CSR Committee with effect from January 1, 2024.

4. Appointed as a Member with effect from May 15, 2023 and ceased to be a Member of CSR Committee with effect from January 1, 2024.

3. Web-links of Composition of CSR committee, CSR Policy and CSR projects approved by the board are disclosed on the website of the Company at:

Composition of CSR Committee :

<https://www.tatamotors.com/organisation/our-leadership/>

CSR Policy:

<https://www.tatamotors.com/wp-content/uploads/2024/04/csr-policy.pdf>

<https://www.tatamotors.com/corporate-responsibility/governance/>

CSR Projects:

<https://www.tatamotors.com/corporate-responsibility/working-with-communities/>

4. Provide the executive summary along with web-link(s) of Impact Assessment of CSR Projects carried out in pursuance of sub-rule (3) of rule 8, if applicable: Not applicable.

5. (a) Average Net Profit of the Company as per Section 135(5): (₹1780.60) crore

(b) Two percent of average net profit of the company as per Section 135(5): Not applicable.

(c) Surplus arising out of the CSR projects or

(d) programmes or activities of the previous financial years: Not applicable.

(d) Amount required to be set off for the financial year, if any: Not Applicable

(e) Total CSR obligation for the financial year (5b+5c+5d): Nil

In view of the losses incurred by the Company in the preceding years, as per the provisions of Section 135 of the Companies Act, the Company is not mandated to incur any expenditure on CSR activities. However, as a matter of its commitment to the society and to continue and nourish the CSR activities initiated earlier, the Company spent an amount of 21.59 crore on CSR activities in accordance with its CSR Policy.

6. (a) Amount spent on CSR Projects (both Ongoing Project and other than Ongoing Project): ₹21.27 crore

(b) Amount spent in Administrative Overheads: 0.32 crore

(c) Amount spent on Impact Assessment, if applicable: Not applicable

(d) Total amount spent for the Financial Year [6(a)+6(b)+6(c)]: ₹21.59 crore

- (e) CSR amount spent or unspent for the Financial Year: (in ₹crore)

Total Amount Spent for the Financial Year	Amount Unspent				
	Total Amount transferred to Unspent CSR Account as per Section 135(6).		Amount transferred to any fund specified under Schedule VII as per second proviso to Section 135(5).		
	Amount	Date of transfer	Name of the Fund	Amount	Date of transferw
21.59	Not Applicable				

- (f) Excess amount set off, if any: (in ₹crore)

Sr. No.	Particular	Amount
(i)	Two percent of average net profit of the company as per section 135(5)	Not applicable
(ii)	Total amount spent for the Financial Year	21.59
(iii)	Excess amount spent for the financial year [(ii)-(i)]	Nil
(iv)	Surplus arising out of the CSR projects or programmes or activities of the previous financial years, if any	Nil
(v)	Amount available for set off in succeeding financial years [(iii)-(iv)]	Nil

7. (a) Details of Unspent CSR amount for the preceding three financial years: (in ₹crore)

Sr. No	Preceding Financial Year	Amount transferred to Unspent CSR Account under Section 135(6)	Balance Amount in Unspent CSR Account under Section 135(6)	Amount spent in the reporting Financial Year	Amount transferred to any fund specified under Schedule VII as per section 135(5), if any	Amount remaining to be spent in succeeding Financial Years. (in)	Deficiency, if any
					Amount	Date of Transfer	
NIL							

8. Where any capital assets have been created or acquired through CSR amount spent in the Financial Year:

Yes NO

If yes, enter the number of Capital assets created / acquired: Not Applicable

Furnish the details relating to such assets created/ acquired: Not Applicable

Furnish the details relating to such asset(s) so created or acquired through CSR amount spent in the Financial Year:

Sr. No.	Short particulars of the Property or asset(s) (including complete address and location of the property)	Pin code of the property or asset(s)	Date of creation	Amount of CSR amount spent	Details of entity/ Authority/ beneficiary of the registered owner
(1)	(2)	(3)	(4)	(5)	(6)
NIL					

9. Specify the reason(s), if the company has failed to spend two per cent of the average net profit as per section 135(5): Not Applicable

Girish Wagh
Executive Director
DIN:03119361

K V Chowdary
Chairman - CSR Committee
DIN: 08485334

Mumbai, May 10, 2024



KPMG Assurance and Consulting Services LLP
 Building No. 10, 4th Floor, Tower-C
 DLF Cyber City, Phase - II
 Gurgaon - 122 002 (India)

Telephone: +91 124 338 9000
 Fax: +91 124 338 9001
 Internet: www.kpmg.com/in

Limited assurance on the Annual CSR Report of Tata Motors Limited for the Financial Year 2023-24

To,
The Board of Directors of Tata Motors Limited,
 Bombay House, 24, Horni Modi St, Fort,
 Mumbai, Maharashtra 400001

Independent Limited Assurance Report to the Board of Directors of Tata Motors Limited

We ('KPMG Assurance and Consulting Services LLP', or 'KPMG') were engaged by Tata Motors Limited ('client' or 'the Company') to provide an independent limited assurance on the Annual CSR Report for 2023-24 prepared in accordance with the Companies (Corporate Social Responsibility) Rules, 2014 ('CSR Rules, 2014') for the period from 1 April 2023 to 31 March 2024 (the 'year' or the 'reporting period'). Our responsibility was to provide a limited assurance on the report on CSR projects as described in the scope, boundary and limitations below.

Assurance Scope and Boundary

The scope of limited assurance covers select non – financial data pertaining to the CSR projects for FY 23-24 based on reference criteria as mentioned in the table below:

Reference Criteria
<ul style="list-style-type: none"> Project monitoring and implementation Relevance for project beneficiaries and stakeholders Project exit strategy and sustainability Alignment with CSR Policy of Tata Motors Limited Project progress towards targets defined Project alignment with Sustainable Development Goals

The reporting boundary of assurance covers TML's CSR project reported in the Annual CSR Report 2023-24

Management's responsibilities

Management is responsible for the preparation and presentation of the Annual CSR Report in accordance with the criteria under the Companies (CSR Policy) Rules, 2014, and the information and assertions contained within it; for determining Tata Motor Limited's objectives with respect to CSR performance and reporting as described in the Section III of the Annual CSR Report, including the identification of stakeholders and material issues; and for establishing and maintaining appropriate performance management and internal control systems from which the reported performance information is derived.

Management is responsible for preventing and detecting fraud and for identifying and ensuring that the Company complies with laws and regulations applicable to its activities. Management is also responsible for ensuring that staff involved with the preparation and presentation of the description and Annual CSR Report are properly trained, information systems are properly updated and that any changes in reporting encompass all significant business units.

KPMG Assurance and Consulting Services LLP, an Indian limited liability partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG - International Cooperative ("KPMG International"), a Swiss entity

KPMG (Registered) is a partnership firm with Registration No. BA-62465 converted into KPMG Assurance and Consulting Services LLP (a Limited Liability Partnership with LLP Registration No. AAT-0317), with effect from July 23, 2022

Registered Office: Lodha Excelus, 1st Floor Apollo Mills Compound, M. J. Jeebhani Marg, Malabar Hill, Mumbai - 400 011



KPMG Assurance and Consulting Services LLP
 Building No. 10, 4th Floor, Tower-C
 DLF Cyber City, Phase - II
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Our responsibilities

Our responsibility is to carry out a limited assurance engagement and to express a conclusion based on the work performed. 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. That Standard requires that we plan and perform the engagement to obtain limited assurance about whether the Report is free from material misstatement.

The firm applies International Standard on Quality Control 1 and accordingly maintains a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

We have complied with the independence and other ethical requirements of the Code of Ethics for Professional Accountants issued by the International Ethics Standards Board for Accountants, which is founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behavior.

Procedures performed

A limited assurance engagement on Annual CSR Report 2023-24 consists of making inquiries, primarily of persons responsible for the preparation of information presented in the Annual CSR Report, and applying analytical and other evidence gathering procedures, as appropriate.

These procedures included:

- Inquiries of management to gain an understanding of the Company's processes for determining the material issues for TML's key stakeholder groups.
- Interviews with senior management and relevant staff at the group level and selected business unit level concerning sustainability/CSR strategy and policies for material issues, and the implementation of these across the business.
- Interviews with relevant staff at the corporate and business unit level responsible for providing the information in the Annual CSR Report
- Review of the CSR Assurance checklists on the CSR Projects provided by the Company listing down the reference criteria used
- Conducted a desk-based analytical procedures for the CSR projects based on the assurance checklist prepared by the Company and obtaining a process understanding of the systems and procedures from a perspective of completeness of the CSR projects mentioned in the CSR Report.
- Gained an understanding of the appropriateness of various assumptions, estimations and materiality thresholds used by the Company
- Undertook five physical site visits for deep dive. We selected these sites in consultation with TML based on the CSR project spent in these sites and more number of beneficiary outreach
- Compared the information presented in the Annual CSR Report to corresponding information in the relevant underlying sources to determine whether all the relevant information contained in such underlying sources has been included in the Annual CSR Report.
- Read the other information presented in the Annual CSR Report to determine whether it is in line with our overall knowledge of, and experience with, the CSR performance of the Company.

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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, and consequently the level of assurance obtained in a limited assurance engagement is substantially lower than the assurance that would have been obtained has a reasonable assurance engagement been performed.

Limitations

- Data related to the Company’s financial performance.
- Data and information outside the defined reporting period.
- Data outside the operations mentioned in the assurance boundary above unless and otherwise specifically mentioned in this statement.
- The Company’s statements that describe the expression of opinion, belief, aspiration, expectation, aim to future intention provided by the Company and assertions related to Intellectual Property Rights and other competitive issues.
- Strategy and other related linkages expressed in the report.
- Mapping of the report with reporting frameworks other than those mentioned in the reporting criteria above.
- Aspects of the report other than those mentioned in the scope and boundary above.
- Review of legal compliances.
- We will not, pursuant to this letter, perform any management function for you nor make any decision relating to the services provided by us in the terms of this letter. You are responsible for making management decisions, including accepting responsibility for the results of our services.
- Our scope and associated responsibility exclude for the avoidance of doubt, any form of review of the commercial merits, technical feasibility, accuracy, compliance with applicable legislation for the project, and accordingly we express no opinion thereon. We have also not verified any likelihood, timing or effect of possible future oriented information and commercial risks associated with the Report, nor comment upon the possibility of any financial projections being achieved. We have relied on the data furnished by the Company and have not independently verified the information or efficacy and reliability of the Company’s information technology systems, technology tools / platforms or data management systems.

Conclusion

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 conclusions. Based on the procedures performed and the evidence obtained, as described above, nothing has come to our attention that causes us to believe that the Annual CSR Report of Tata Motors Limited for the period from 1 April 2023 to 31 March 2024 is not presented, in all material respects, in accordance with the criteria of the Companies (CSR Policy) Rules, 2014 as described in the Section III of the Annual CSR Report. In accordance with the terms of our engagement, this independent limited assurance report on the Annual CSR Report has been prepared for Tata Motors Limited in connect with reporting to the Board of Directors of Tata Motors Limited and for no other purpose or in any other context.

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Restriction of use of our report

Our report should not be regarded as suitable to be used or relied on by any party wishing to acquire rights against us other than Tata Motors Limited, for any purpose or in any other context. Any party other than Tata Motors Limited 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. To the fullest extent permitted by law, we accept or assume no responsibility and deny any liability to any party other than Tata Motors Limited for our work, for this independent limited assurance report, or for the conclusions we have reached. Our report is released to Tata Motors Limited on the basis that it shall not be copied, referred to or disclosed, in whole (save for Tata Motors Limited’s own internal purposes) or in part, without our prior written consent. By reading this assurance statement, stakeholders acknowledge and agree to the limitations and disclaimers mentioned above.



Mohammad Gulrez

Technical Director, ESG,

KPMG Assurance and Consulting Services LLP

Place: Gurugram

Date: 30th September 2024

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TATA MOTORS

CORPORATE SOCIAL RESPONSIBILITY (CSR) POLICY FY 23-24

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. We shall continue to relentlessly strive in our endeavor of nation-building, sustainable development, accelerated inclusive growth and social equity.

The Tata group constitutes a global force not only for doing good business, but being in the business of doing good for society. We shall strategically integrate the shouldering of our Social Responsibility with our pursuit of Business Excellence. Towards achieving long-term stakeholder value creation, Tata Motors shall always continue to respect the interests of and be responsive towards its key stakeholders - the communities, especially those from socially and economically backward groups, the underprivileged, marginalized and most vulnerable groups; focused on inter alia the Scheduled Castes and Scheduled Tribes, Persons with Disability, Women and the society at large.

In our CSR journey towards achieving human development and excellence, we shall endeavor to deploy TATA Group CSR Programs and drive Affirmative Action (within Health, Education and Employability) and other international development goals like Sustainable Development Goals (SDGs), in line with Schedule VII of the Companies Act, 2013 as recommended by the CSR Committee of the Board and approved by the Board from time to time.

In order to leverage the demographic dividend of our country, Company's CSR efforts shall focus on Health, Education, Employability and Environment interventions for relevant target groups, ensuring diversity and giving preference to needy and deserving communities inhabiting India. The Company shall also develop a CSR annual action plan covering details of the program, manner of execution, modality of utilization, monitoring and reporting mechanism, and impact assessment, wherever applicable. The Company will continue with its robust monitoring and evaluation processes of all the CSR projects and programmes.

The corpus to be spent by TATA Motors on CSR shall include at least 2% of the average net profits of its India Operations for preceding three financial years. Any surplus arising out of the CSR projects or programs or activities shall not form part of business profits of the Company. The CSR Policy implementation shall be periodically reviewed and monitored by a two tiered Governance Structure comprising of Tier I – Board and CSR Committee of the Board, and Tier II - CSR Team comprising of Corporate Office, Manufacturing Plants and Commercial Offices.

CSR at Tata Motors shall be underpinned by 'More from Less for More' philosophy which implies striving to achieve greater impacts, outcomes and outputs from our CSR projects and programmes by judicious investment and utilization of financial and human resources, engaging in like-minded stakeholder partnerships for higher outreach benefitting more lives. The Company shall disburse milestones linked payment to the CSR implementing partners.

We shall continue to nurture a vibrant culture of volunteering in our aspiration to leverage our core competencies and managerial, technological capabilities for CSR. We shall strive to bring innovation to our CSR initiatives and optimize their effectiveness while seeking to create a measurable impact of our CSR activities.

The CSR Programs and Projects for FY 23-24 along-with modality and schedule is given below:-

Cat.	CSR Programs	Sr. No.	CSR Projects	Reference Sr. No. of Schedule VII	Implementation Modality	Implementation Schedule				Monitoring and Reporting Schedule						
						Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4			
A	EMPLOYABILITY Kaushalya* (3)	1	Training in Technical & Automotive Trades	ii	DIR, TIAI, TIAE	•	•	•	•	•	•	•	•	•	•	
		2	Training in Agriculture & allied trades	ii	TIAI, TIAE	•	•	•	•	•	•	•	•	•	•	•
		3	Training in Non-Automotive Trades	ii	TIAE	•	•	•	•	•	•	•	•	•	•	•
B	EDUCATION Vidyadhanam* (6)	4	Scholarships for secondary education/ Financial Aid for Higher Education	ii	DIR, TIAE, BP	•	•	•	•	•	•	•	•	•	•	
		5	Fellowships	ii	DIR, TIAE	•	•	•	•	•	•	•	•	•	•	•
C	HEALTH Aarogya (4)	6	Special coaching classes for secondary education & competitive entrance exams such as IIT-JEE, NEET, Civil Services	ii	TIAI, TIAE	•	•	•	•	•	•	•	•	•	•	•
		7	Co-Curricular activities	ii	TIAI, TIAE	•	•	•	•	•	•	•	•	•	•	•
		8	School Infrastructure improvement & Institutional Strengthening	ii	DIR, TIAE, GOVT	•	•	•	•	•	•	•	•	•	•	•
		9	School Fee Subsidy	ii	DIR, TIAI	•	•	•	•	•	•	•	•	•	•	•
		10	Combating Infant and Child Malnutrition	i	TIAI, TIAE	•	•	•	•	•	•	•	•	•	•	•
D	ENVIRONMENT Vasundhara (2)	11	Health awareness program for women	i	TIAI, TIAE	•	•	•	•	•	•	•	•	•	•	
		12	Preventive and curative health services & Institutional Strengthening	i	DIR, TIAI, TIAE, GOVT	•	•	•	•	•	•	•	•	•	•	
		13	Drinking Water - SMDF - Amrutdhara	i	TIAI	•	•	•	•	•	•	•	•	•	•	•
E	Others	14	Tree Plantation	iv	DIR, TIAE	•	•	•	•	•	•	•	•	•	•	
		15	Creating Environmental Awareness & Adoption of Environmental friendly practices	iv	DIR, TIAE	•	•	•	•	•	•	•	•	•	•	
E	Others	16	Need Based (Contribution to Prime Ministers National Relief Fund); Contribute to Tata Relief Committee for Disaster Response and COVID-19 relief efforts & aligning to Schedule VII. Special projects by convergence of Govt Schemes like Integrated Village Development Program	viii	DIR or TIAI or TIAE or BP, GOVT	•	•	•	•	•	•	•	•	•	•	

Description

Abbr.	DIR	Direct: Tata Motors
	TIAI	Through Implementation Agency - Internal: Company promoted Trust, Society
	TIAE	Through Implementation Agency - External: NGOs - Trusts, Societies, Section 8 Companies, Academic & Research Institutes, Skill Development Agency, Other Resource Agencies
	BP	Business Partners: Dealers, Vendors, Service Providers
	GOVT	Government Agencies (Both Central and State)

NOTE

- 1: * Tata Affirmative Action Program (TAAP) is focused on reducing inequalities faced by socially backward groups (Ref. Sr. No. iii of Schedule VII of The Companies Act, 2013)
- 2: All the projects will be implemented Pan India, on need basis.



For more information on CSR connect

with CSR Lead of Tata Motors

Mr. Vinod Kulkarni

Email: vc.kulkarni@tatamotors.com

www.tatamotors.com