Impact Assessment Report 2021-22
Corporate Social Responsibility (CSR) Projects

Independent Assessment by consultivo
ADVISORY • RESEARCH • TRAINING
Behind the smile of a mother is a daughter living her life with dignity. The daughter works in an equal, accessible and inclusive culture at Swastha Centre for Special Education & Rehabilitation, Karnataka.
SETTING THE SCENE

About this report

This Impact Assessment Report has been prepared by Consultivo Business Solutions Pvt Ltd (Consultivo). The analyses made in the report were based on research and assessment (on-site and virtual). They were contextualised by the data disclosed by the company and its associates in the public domain. The report has tried to segregate the TCPL interventions and their results into inputs, outputs, outcomes and impact (wherever possible).

This report has largely been guided by the sustainability policies and ethos of TCPL. The surveys undertaken by Consultivo, though focused on the key objectives and intervention areas of the CSR projects of TCPL, did not undermine the overall ground realities of the local communities.

The conclusions made in the report are specific to the interventions covered and encompass learnings which may be embraced in future endeavours.

This report takes a deep dive into the different CSR interventions and engagements by Tata Consumer Products Limited (TCPL) in 2021-22. Through this independent assessment, we bring to you the impact these interventions have created in the lives of people.

The impact has been measured both in quantitative and qualitative modes. The same has been represented in each project with the 'Impact Indicators'.

Impact Indicators
About TCPL

TCPL is home to well-loved brands - Tata Tea, Tetley, Tata Salt, Eight O’Clock Coffee, Himalayan Water and emerging brands like Tata Sampann, Tata Soulfull, Tata Gluco Plus and Tata Water Plus.

The offerings of TCPL are rooted in the core Tata values of responsibility and the welfare of the community. The TCPL brands are present in over 40 countries with a diverse workforce spread across the world. The company continuously strives to deliver high-quality, sustainable, and innovative products that delight consumers and create lasting value for the stakeholders.

Tata Consumer Products Limited (TCPL) is committed to being the most admired natural food and beverages company in the world by making a significant and lasting difference through sustainability and Corporate Social Responsibility - focusing on Climate Change, Water Management, Sustainable Sourcing, Waste Management and Community Development.

Values

TCPL Values draw from the Tata foundational values to support company’s FMCG ambitions. The abiding principles of the company:

- Empathy
- Integrity
- Agility
- Excellence
- Ownership
Towards community development, the company undertakes programs focused on education and skills, healthcare and women empowerment. The company actively participates in TATA Group activities and programs for volunteering and affirmative action.

The Company’s Natural Food and Beverages Policy is the apex policy that incorporates all relevant elements of Sustainability, Corporate Social Responsibility, Affirmative Action, Community Initiatives and volunteering.

The Company is committed to the Tata Group Purpose of improving the quality of life of the communities we serve through the CSR theme of ‘Building Sustainable Livelihoods. The Company endeavours to facilitate livelihood opportunities & socio-cultural development in areas of its operations. The Company intends to be a significant contributor to CSR initiatives in India by devising and implementing social improvement projects for the benefit of underprivileged communities, towns and villages.

TCP’s Sustainability and CSR governance is under the purview of the CSR Committee appointed by the Board. The CSR Committee oversees the development and implementation of company-wide CSR programs. It formulates and recommends the CSR policy, CSR activities and expenditure and monitors the CSR activities. TCP has constituted a robust governance structure to oversee the implementation of the CSR projects in compliance with the requirements of Section 135 of the Companies Act, 2013. The CSR Committee of the Board heads the CSR governance structure of TCP. The CSR Committee grants auxiliary power to the Working Committee of the Company to act on their behalf. The projects or programs or activities undertaken under the CSR initiatives of the Company are in adherence with the provisions of Section 135 of the Companies Act, 2013 read with Companies (Corporate Social Responsibility Policy) Rules, 2014 and Schedule VII to the Companies Act, 2013, as amended from time to time.

Belief in the Tata Group philosophy of giving back to the community and acknowledging the role played by communities in business growth.
Overview of the CSR projects

The CSR projects of the Company in 2021-22 were focused on the Tea Communities of Assam and Munnar (Kerala), Coffee Communities of Kodagu (Karnataka), Communities of Mithapur (Gujarat), cancer-affected children in and around West Bengal and the Covid warriors of Assam.

The thematic areas covered under the projects were as follows:

1) Affordable Health care
2) Empowerment of Differently abled
3) WaSH (Water, Sanitation and Hygiene)
4) Rural Development
5) Education and skilling

The projects mapped with Sustainable Development Goals are given below:

<table>
<thead>
<tr>
<th>Projects</th>
<th>Primary SDG</th>
<th>Thematic Area</th>
<th>Duration</th>
<th># of beneficiaries</th>
<th>Implementation agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>RHRC Chubwa, Dibrugarh, Assam</td>
<td>3</td>
<td>Affordable healthcare</td>
<td>2014 onwards 7 years (Ongoing)</td>
<td>80,000 annually</td>
<td>APPL Foundation</td>
</tr>
<tr>
<td>St Judes Childcare Centre</td>
<td>3</td>
<td>Affordable healthcare</td>
<td>2014 onwards 7 years (Ongoing)</td>
<td>175+ annually</td>
<td>St. Jude’s India Childcare Centre</td>
</tr>
<tr>
<td>Providing accommodation to Covid warriors</td>
<td>3</td>
<td>Affordable healthcare</td>
<td>2020 - 2021</td>
<td>1500+</td>
<td>Taj Public Service Welfare Trust (TPSWT)</td>
</tr>
<tr>
<td>Srishti, Munnar, Kerala</td>
<td>4, 8</td>
<td>Empowerment of differently-abled Education and skill</td>
<td>2014 onwards 7 years (Ongoing)</td>
<td>200+ annually</td>
<td>TGBLFoundation Trust</td>
</tr>
<tr>
<td>Swastha, Kodagu, Karnataka</td>
<td>4</td>
<td>Empowerment of differently-abled Education and skill</td>
<td>2019 onwards 2 years (Ongoing)</td>
<td>200+ (annually)</td>
<td>Coorg Foundation</td>
</tr>
<tr>
<td>Project Jalodari, Assam</td>
<td>6</td>
<td>WaSH (Water, Sanitation and Hygiene)</td>
<td>2019 onwards 2 years (Ongoing)</td>
<td>4000+ households (Overall)</td>
<td>Tata Trust/Centre For Microfinance and Livelihood</td>
</tr>
<tr>
<td>TCSRD, Mithapur, Gujarat</td>
<td>2, 4, 6, 15</td>
<td>Rural development</td>
<td>2019 onwards 2 years (Ongoing)</td>
<td>50,000+ (overall)</td>
<td>Tata Chemicals Society for Rural Development</td>
</tr>
</tbody>
</table>
Our approach

Planning: Involving the stakeholders

We planned an experimental design to understand the impact of selected CSR projects on different beneficiaries. The evaluation approach has been designed in line with the objectives and scope of the project. A consultative approach for the impact assessment has been adopted. The findings have been triangulated based on interactions with key stakeholders, supplemented by primary and secondary research, complemented by domain knowledge and field expertise as per the project-specific research objective.

The research was conducted between end-September of mid-December 2022. The research broadly involves a review of the literature of every project, interaction with the key stakeholders for each project, and development and validation of the questionnaire. The methodology of this study included designing the data points to be analysed and developing questionnaires for all projects. The survey took place in a hybrid mode with individual and focus group discussions. It was also a mix of onsite and virtual assessments. Document review and physical verification were also conducted.

Further data cleaning, analysis and interpretation were made using statistical data analysis software.

Consultivo Methodology

RESEARCH

- Briefing meetings with the implementation agencies
- Literature Review
- Conduct secondary research on projects and locations
- Questionnaires for one-on-one and FGD interviews (Qualitative and Quantitative)
- Survey teams with people speaking local languages (Senior Researchers and Enumerators)

ACTION

- Surveys on-site
- Data verification
- Surveys over phone/virtual mode
- Data collected from survey
- Corroboration with secondary data
- Alignment with Global Standards and Guidelines

DATA VISUALISATION AND COMMUNICATION

- Preparation of the draft report
- Preparation of the final report

DEVELOPMENT

DATA ANALYSIS

REPORT
Sampling

We covered representative samples and more using a stratified random sampling method at a 95% confidence level and 10% confidence interval in most cases. However, the survey team had to depend on TCPL and the implementing agencies for the mobilisation of the beneficiaries. A total of 800 samples were collected which was 43% more than the last FY.

<table>
<thead>
<tr>
<th>Projects</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referral Hospital &amp; Research Centre (RHRC)</td>
<td>116</td>
</tr>
<tr>
<td>St. Jude India ChildCare Centres</td>
<td>4</td>
</tr>
<tr>
<td>Taj Public Service Welfare Trust (TPSWT)</td>
<td>1</td>
</tr>
<tr>
<td>Srishti Trust</td>
<td>62</td>
</tr>
<tr>
<td>Swastha Center for Special Education &amp; Rehabilitation</td>
<td>32</td>
</tr>
<tr>
<td>Jalodari</td>
<td>267</td>
</tr>
<tr>
<td>Tata Chemicals Society for Rural Development (TCSRD)</td>
<td>318</td>
</tr>
</tbody>
</table>

Bringing transparency to the core

The data and analysis represented in this report are from primary sources and collected by our trained resources. The secondary information used is collected from the authentic sources shared by respected project coordinators.

Quality Assurance Interventions

Development of questionnaires had been reviewed to check the alignment with

- the research objectives and confirm the data points;
- review of the sampling plan in terms of completeness;
- training of enumerators and sample data fill-up;
- on-site random witness (where planned);
- data cleaning and data accuracy checking;
- review and validation of the first set of samples being analysed;
- stage review of outcome analysis and interpretation;
- final review by review team/mentor group
TCPL Independent Impact Assessment of CSR Projects by Consultivo in 2021-22

### Thematic Areas
- Affordable Health care
- Empowerment of Differently abled
- WaSH (Water, Sanitation and Hygiene)
- Rural Development
- Education and skilling

### Highlights
- **Employee volunteering hours**: 8,565
- **Volunteering hours/employee**: 2.92 in 2021-22
- **Total number of beneficiaries across all the projects**: 1,52,075
- **Total CSR grant from TCPL**: ₹ 13.54 Crore
- **Project locations**:
  - Munnar, Kerala
  - Chabua, Assam
  - Guwahati, Assam
  - Jorhat and Golaghat, Assam
  - Kolkata, West Bengal
  - Mithapur, Gujarat
  - Amravati, Maharashtra
  - Barwani, Madhya Pradesh
  - Kodagu, Karnataka

### Project Locations
- 7 Projects
- 10 Locations
- 7 States

### Contributing to SDG
- 12 SDG
CSR projects undertaken by TCPL during 2021-22 under the scope of this independent impact assessment by Consultivo

- **Chubwa, Dibrugarh District, Assam**
  - 80000+ annually
  - 3.50 crore
  - APPL Foundation

- **Jorhat & Golaghat District, Assam**
  - 4000+ Households (Overall)
  - 0.20 crore
  - Tata Trust/Centre For Microfinance and Livelihood

- **Mithapur, Amravati, Barwani (Gujarat, Maharashtra, Madhya Pradesh)**
  - 50000+ (annually)
  - 3.00 crore
  - Tata Chemicals Society for Rural Development

- **Kodagu, Karnataka**
  - 200+ (annually)
  - 0.30 crore
  - Coorg Foundation

- **Jorhat & Golaghat District, Assam**
  - 175+ annually
  - 0.20 crore
  - St. Jude India ChildCare Centres

- **Kolkata, West Bengal**
  - 4.38 crore
  - TGBL Foundation Trust

- **Munnar, Idukki District, Kerala**
  - 200+ (annually)
  - 0.30 crore
  - Coorg Foundation

- **Guwahati, Assam**
  - 1500 Covid Warrior
  - 1.00 crore
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TCPL Impact Assessment Report 2021-22
Tata Consumer Product Limited (TCPL) is committed to improving the lives of 1 million community members by 2023.
Theme-wise spend in 2021-22

- Affordable healthcare: 37.4%
- Empowerment of differently-abled: 18.6%
- Education and skilling: 18.6%
- Rural Development: 23.8%
- Wash: 1.6%

CSR spend over the years (in Crores)

- 2017-18: 6.5
- 2018-19: 8.0
- 2019-20: 10.9
- 2020-21: 11.7
- 2021-22: 13.5
Affordable healthcare for all: Referral Hospital & Research Centre (RHRC)
Chabua, Assam

- Over 68% of the patients at the RHRC were earning less than Rs 6000 per month.
- 75% of the beneficiaries randomly selected for the interviews were not employed by APPL.
- 11% of the beneficiaries connected through the e-healthcare system were not APPL employees.
- 100% of the patients confirmed that it was the best and most affordable healthcare provider in the region.
- The number of patients who thought there was an adequate number of doctors and nurses in RHRC increased by 75% in FY 2021-22 over the previous year.
- RHRC continued to serve patients coming from other states like Arunachal Pradesh and Nagaland.

Supporting cancer-affected children:
St. Jude India ChildCare Centres Premashraya, Kolkata

- The Centre had 182 inmates in 2021-22, of whom 128 were returnees.
- All parents thought that the accommodation and care at the Centre were excellent.
- The children enjoyed 12,300 peaceful nights during 2021-22.
- The Centre served people in need. Most of the parents interviewed at Premashraya were earning ₹ 2000 to ₹ 5000 per month.
Providing accommodation to Covid warriors:
Taj Public Service Welfare Trust (TPSWT) Taj Vivanta, Guwahati, Assam

- A quarantine facility was arranged in Taj Vivanta, Guwahati and rooms were offered to the Covid warriors, free of charge. A total of 8117 room nights were provided to the Covid warriors between April 2020 and July 2021.

Promoting special education and rehabilitation of the specially-abled:
Srishti Trust Munnar, Kerala

- Parents reported that there was a greater acceptability of a specially-abled child in their communities because of the community activities undertaken by Srishti.
- Number of parents reporting such social stigma went down by 40% in 2021-22 compared to the previous year.
- 100% of the specially-abled students of the DARE School confirmed that they were better off in DARE School compared to the ‘normal’ school they went to at the beginning.
- 100% of the special employees did not even want to consider leaving Srishti for a better-paying job.
- The special employees could earn enough with the vocational training from Srishti to double the family income.
Promoting special education, vocational skills for differently abled:
Swastha Kodagu, Karnataka

- All of the parents confirmed that they saw positive changes in their children after bringing them to Swastha.
- 57% of the parents interviewed at Swastha said that they felt humiliated after giving birth to specially-abled children.
- 100% of the users confirmed that their social status had improved after getting their children trained at Swastha.
- 78% of the parents confirmed that they received vocational training from the centre.
- Since 2014-15, the Centre has touched a total of 2852 lives through its CBR programme.

Water, sanitation and menstrual hygiene management:
Project Jalodari Jorhat and Golaghat, Assam

- Four Iron Removal Plants in operation (Bhelaguri, Dallim, Rajoi and Teok) directly served an estimated number of 453 households daily.
- 91% of the users were happy about the quality of the water.
- 93% of the users thought that the water available through the IRPs were adequate.
- 82% perceived health benefits after the consumption of clean water. Incidence of waterborne diseases like diarrhoea, dysentery and stomach aches reportedly came down.
- 526 Tata Swach point-of-use water filters were distributed at a subsidised rate to people who had limited access to the IRPs. The beneficiaries were all permanent workers, staff and managerial cadre.
- 3,586 women and adolescent girls were registered as potential beneficiaries for the MHM campaign. 2515 of them were registered in 2021-22.
- 87% of the women and girls were certain that the awareness about menstrual hygiene increased as a result of the programme.
- Number of women and girls affected by the stigma of being ‘untouchable’ during menses came down by 50% in FY 2021-22.
- 25 households, belonging to the permanent workers, staff and managerial cadre, got the biogas supply in Hathikuli.
Income of the farmers increased by 2.5 times under the Agriculture and Livestock programme.

Income of the artisans increased by 3.5 times under the OKHAI programme. 550 new product designs were launched in 2021-22 under this programme.

Under the LAMP programme, the children of the daily wage migrant labourers displayed improved performances in subjects like languages and sciences.

In Barwani and Amravati, home-based herbal and kitchen gardens were promoted in 1,943 households and 976 seeds and saplings were distributed to beneficiaries under the Holistic Nutrition programme.

The Holistic Nutrition programme was seen to have a strong positive impact on the food intake and eating habits of women.

Almost 90% of the beneficiaries rated the Badte Kadam programme as good or very good. All of them were expecting to double their family income after completion of the training.

97% of the farmers confirmed that the issue of scarcity of water for agricultural had been resolved to a large extent because of the Jal Dhan programme.

99% of the respondents confirmed that their productivity had increased. 51% started producing new crops like cotton, millet and cumin seeds.

Installed 325 Tata Swach Tech Jal - community water purifiers to households that lack access to safe drinking water impacting more than 59,000 rural population i.e. 9,800 families.

Under the Soil and Land Development programme, 1223 acres of land were reclaimed from 2017-18 up to 2021-22, benefitting 280 farmers from 33 villages.

Laser levelling of 209 acres of land was done benefitting 16 farmers from three villages in Mithapur.

In 2021-22, 65,000 mangroves were planted in Mithapur. 56 eco-clubs were promoted.

87% of the respondent beneficiaries interviewed confirmed that the infrastructure development projects addressed the needs adequately.
Referral Hospital & Research Centre (RHRC)

Corporate Social Responsibility (CSR) Project - 1

Tata Consumer Products Ltd has been supporting the activities of RHRC with CSR funding since 2014.
The Referral Hospital & Research Centre (RHRC), Chubwa, is a secondary healthcare centre located inside the boundaries of the Chubwa Tea Estate, Dibrugarh District, Assam. The APPL Foundation runs the hospital.

The RHRC has been providing affordable healthcare services to the general population of the region. The hospital operates on a not-for-profit basis and caters to patients from not just the Dibrugarh area, but also the neighbouring states of Nagaland and Arunachal Pradesh.

It is the only medical facility in the area to be awarded the SA8000 accreditation. Since 2007, RHRC has provided medical care to nearly three lakh patients, of whom over two and a half lakh were patients who were not employees of the Amalgamated Plantations Pvt Ltd (APPL).

The hospital extended its services to a total of 80,935 patients in 2021-22 (including those registered for its e-healthcare services), which is 20% more compared to 2020-21.

This CSR project supports the following Sustainable Development Goals:

1. No Poverty
2. Good Health and Wellbeing
3. Industry, Innovation and Infrastructure
The RHRC has been providing affordable healthcare services to the general population of the region. The hospital operates on a not-for-profit basis and caters to patients from not just the Dibrugarh area, but also the neighbouring states of Nagaland and Arunachal Pradesh.

TCPL has been supporting RHRC's endeavor to provide affordable yet state-of-the-art healthcare to the people of the area.

Impact Indicators

- Extending affordable healthcare to the community at large
- Reaching out to the larger population
- Providing quality healthcare
The hospital staff count went up from 155 in 2020-21 to 173 in 2021-22. There were 14 doctors on the roll of the hospital in 2021-22, and five were serving as visiting consultants. The number of doctors in 2021-22, specialty-wise, is given below:

<table>
<thead>
<tr>
<th>Regular doctors</th>
<th>Visiting consultants</th>
</tr>
</thead>
<tbody>
<tr>
<td>General surgeons</td>
<td>Eye Specialist</td>
</tr>
<tr>
<td>Gynaecologist</td>
<td>ENT Specialist</td>
</tr>
<tr>
<td>Pathologist</td>
<td>Orthopaedic</td>
</tr>
<tr>
<td>Anaesthetist</td>
<td>Cardiologist</td>
</tr>
<tr>
<td>Medicine Specialist</td>
<td></td>
</tr>
<tr>
<td>Radiologist</td>
<td></td>
</tr>
<tr>
<td>Dentist</td>
<td></td>
</tr>
<tr>
<td>RMO</td>
<td></td>
</tr>
</tbody>
</table>

The hospital had all the facilities befitting its stature as a secondary healthcare service provider.

Among the capital expenditures made in 2021-22 with assistance from TCPL, the most important purchase was that of the laparoscopic machine and related apparatus.

RHRC offers the following services to the people:
- Dedicated departments covering a wide range of specialities
- Specialist consultation through experts and visiting consultants
- Outpatient and inpatient treatment facilities
- Surgeries of various kinds
- Diagnostics facilities
- Inhouse pharmacy, blood bank, and ATM station within the premises
- Spectacle desk by Vision Spring offering quality affordable glasses to patients.
OUTPUTS AND OUTCOMES

Medical services on the ground

The hospital served through the following departments in 2021-22:

- Surgery
- Medicine
- Obstetrics & Gynaecology
- Pathology
- Radiology
- Ophthalmology
- ENT
- Dental
- Physiotherapy
- Anaesthesiology
- Orthopedic
- Cardiology

E-healthcare services

The RHRC continued to provide its e-healthcare facilities to the tea gardens of Dam Dim, Kellyden, Hathikuli, Namroop and Powai. The e-healthcare services are being continued to be provided from the doctors’ chambers. The hospital is planning to utilize the existing e-hub infrastructure for other purposes.

Birashmoni Tanti, 22, gave birth to twins. Her condition rapidly deteriorated after she delivered. There was heavy bleeding, and she was unconscious when she was admitted to the RHRC under the care of Dr Saurav Buragohain. The blood loss was so severe that some of Birashmoni’s organs were also affected. The chance of survival was low.

Dr Buragohain operated on her. "I was thinking of the twins while I was performing the surgery. Where will those newborns go if their mother does not survive? So I thought, I have to save her, come what may", he said.

Birashmoni was finally saved and got a new lease on life. She did not forget to shower her gratitude for the medical team, even from her general ward bed.
The survey team found that the services rendered by the RHRC transcended beyond its own employees across all socio-economic strata of the local population.

The hospital extended its services to a total of 80,935 patients in 2021-22 (including those registered for its e-healthcare services). While the socio-economic data for the patients receiving e-healthcare services were not available, the survey team, while surveying the patients who received treatment at the RHRC, found that over 68% of the beneficiaries were earning less than Rs 6000 per month. Moreover, 75% of the beneficiaries randomly selected for the interviews were not employed by APPL.

Distribution of patients (nonworkers) according to their family income per month

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than Rs 3,000</td>
<td>24%</td>
</tr>
<tr>
<td>Rs 3,000 - Rs 6,000</td>
<td>44%</td>
</tr>
<tr>
<td>Above Rs 6,000</td>
<td>32%</td>
</tr>
</tbody>
</table>

Random interview of beneficiaries

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>APPL Workers</td>
<td>25%</td>
</tr>
<tr>
<td>Non-APPL workers</td>
<td>75%</td>
</tr>
</tbody>
</table>

Other than the homemakers, the majority of the beneficiaries were tea garden workers coming from the other tea gardens not owned by APPL. Among the other beneficiaries (who were not employed by APPL), there were Anganwari workers, blacksmiths, carpenters, chowkidars, dairy farmers, drivers, shopkeepers, students and teachers.
We are performing a challenging task. It motivates us to see that people have a lot of faith in us. We know very well that the resources are scarce, but we are duty-bound to make the most of it and provide the best possible medical services to those who come to us for a cure.

Dr Debasish Sengupta, Chief Medical Officer, RHRC
Extending affordable healthcare to the community at large

The comparative performance of the hospital, activity-wise, in 2020-21 and 2021-22, shows that the performance of the hospital has improved on most counts. The following table captures the comparative performance:

<table>
<thead>
<tr>
<th>Activities</th>
<th>2020-21</th>
<th>2021-22</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPD patients</td>
<td>26447</td>
<td>27063</td>
<td>2.3</td>
</tr>
<tr>
<td>OPD patients per day</td>
<td>86</td>
<td>88</td>
<td>2.3</td>
</tr>
<tr>
<td>Inpatients</td>
<td>1696</td>
<td>2091</td>
<td>23.3</td>
</tr>
<tr>
<td>IPD per day</td>
<td>6</td>
<td>7</td>
<td>16.7</td>
</tr>
<tr>
<td>Pathology tests</td>
<td>122598</td>
<td>148273</td>
<td>20.9</td>
</tr>
<tr>
<td>USG</td>
<td>6043</td>
<td>6635</td>
<td>9.8</td>
</tr>
<tr>
<td>X-ray</td>
<td>5585</td>
<td>6585</td>
<td>17.9</td>
</tr>
<tr>
<td>ECG</td>
<td>2284</td>
<td>2510</td>
<td>9.9</td>
</tr>
<tr>
<td>Audiometry</td>
<td>50</td>
<td>120</td>
<td>140.0</td>
</tr>
<tr>
<td>ENT endoscopy</td>
<td>65</td>
<td>91</td>
<td>40.0</td>
</tr>
<tr>
<td>General surgery</td>
<td>204</td>
<td>282</td>
<td>38.2</td>
</tr>
<tr>
<td>Minor surgery</td>
<td>516</td>
<td>445</td>
<td>-13.8</td>
</tr>
<tr>
<td>Laparoscopic surgery</td>
<td>208</td>
<td>285</td>
<td>37.0</td>
</tr>
<tr>
<td>Eye surgery</td>
<td>49</td>
<td>62</td>
<td>26.5</td>
</tr>
<tr>
<td>Obstetric and gynaecological surgery</td>
<td>94</td>
<td>86</td>
<td>-8.5</td>
</tr>
<tr>
<td>Orthopaedic surgery</td>
<td>81</td>
<td>97</td>
<td>19.8</td>
</tr>
<tr>
<td>Dental RCT</td>
<td>26</td>
<td>25</td>
<td>-3.8</td>
</tr>
<tr>
<td>Blood sample examination</td>
<td>623</td>
<td>1001</td>
<td>60.7</td>
</tr>
<tr>
<td>Blood unit collection</td>
<td>614</td>
<td>982</td>
<td>59.9</td>
</tr>
<tr>
<td>Bed occupancy (%)</td>
<td>38</td>
<td>49</td>
<td>28.9</td>
</tr>
</tbody>
</table>

100% of the respondents considered the RHRC to be the best and most affordable hospital in the area. However, one respondent mentioned St Luke’s Hospital (known popularly as the Mission Hospital), which was coming up near RHRC.

75% of the respondents marked the medical facilities at the RHRC a 5 out of 5, while the rest marked 4. However, 93% thought there are adequate doctors and nurses and marked the hospital a 5 out of 5. The rest marked 4.

Main reasons behind the popularity of RHRC amongst the beneficiaries

- Quality of the medical facilities
- Cleanliness
- Quality of treatment
- Availability of doctors and staff
- Quality of treatment
- Responsiveness of the medical team
Tata Consumer Products Ltd has been partly funding the endeavours of this centre since 2014
ABOUT THE PROJECT

Patients receiving treatment at the Tata Medical Center in Kolkata can use Premashraya, a residential facility for destitute cancer patients and their families, as a “home away from home.” Premashraya is run by St. Jude India ChildCare Centres.

Many cancer patients in India live far from the treatment centres where they receive care, making it difficult for them to stay close to their care providers during treatment. The COVID-19 pandemic worsened the situation and led to additional challenges for these patients as their mobility got restricted. These challenges resulted in denial of access to treatment and also irregularity in continuing it according to a specified regime.

Kolkata, West Bengal

12300 ▲ 72% Number of inmates increased in 2021-22

peaceful nights, Children enjoyed during 2021-22.

This CSR project supports the following Sustainable Development Goals

TCPL Impact Assessment Report 2021-22
St. Jude India ChildCare Centres 27
Impact Indicators

- Aiding patients’ adherence to treatment
- Creating a ‘home away from home’
- Adding quality to life, reducing stress
- Reduced financial burden

a residential facility for needy cancer patients & families has been conceived as a ‘home away from home’ for patients undergoing treatment at Tata Medical Center, Kolkata.
The inadequacy of well-equipped cancer treatment centres in India poses a significant challenge for cancer patients spread across the country in terms of their access to treatment, not only owing to their distance from the cancer treatment centres but also due to the cost they have to incur for staying in the metro cities where the treatment centres are located.

The total accommodation capacity is 50 children along with two attendants each, mostly parents or nearest relatives of the patient. At the time of the survey, 40 children were staying at Premashraya. They stayed mostly with their parents, and in some cases, grandparents as either of the parents had to go back home to earn their livelihood.

Another 10 children are on the waiting list since a part of this centre is under renovation now. The age group of the children staying at Premashraya ranges from 0-15 years. Every child is provided with a single room where they can stay along with their parents.

Premashraya provided the following facilities to cancer-affected children and their parents who come from small villages and distant towns where medical treatment for cancer is not available:

- Safe and hygienic housing
- Transport to and from the Tata Medical Centre
- Cooking facilities and nutritious rations
- Value-based education
- Recreation
- Counselling for children & parents
- Cooking facilities and nutritious rations
- Recreation
- Counselling

Each one of the family units is a space where the child has a bed to sleep on, and the parents can sleep alongside the child. There is a cupboard for storage. There are shared kitchen facilities with vessels and kitchen tools, where mothers cook food as per their child’s choice. Additionally, there are shared bathrooms with clean and hygienic toilets and bathing areas, as well as a place for the families to wash their clothes.
OUTPUT

In 2021-22

182 inmates
were taken in at Premashraya, of whom 128 were returnees, and 54 were new.

Beneficiaries coming for short durations during Covid were staying at dedicated quarantine spaces, and they have not been considered in these numbers. The children interviewed were between the ages of 6 and 12, studying in classes I to VI. They were staying at Premashraya for two to eight months (at the time of the interview).

The adjacent graph shows the intake since 2017-18. The sudden fall in the number of inmates in 2020-21 was caused by the Covid19 pandemic. The impact of the pandemic continued to affect the number, to some extent, in 2021-22. It was heartening to see that all 50 units got occupied in 2021-22. The inmates were looked after by ten attendants.

<table>
<thead>
<tr>
<th>Year</th>
<th>Admissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-18</td>
<td>358</td>
</tr>
<tr>
<td>2018-19</td>
<td>375</td>
</tr>
<tr>
<td>2019-20</td>
<td>294</td>
</tr>
<tr>
<td>2020-21</td>
<td>106</td>
</tr>
<tr>
<td>2021-22</td>
<td>182</td>
</tr>
</tbody>
</table>
The utilisation pattern of funds shows that the administrative expenditure was less than 6% of the total outlay. Most of the funds received from TCPL (66.4%) were spent on the maintenance and upkeep of the infrastructure. Cleaning and maintaining a hygienic environment for the inmates came next at 12.1%. A graph showing the utilisation, head-wise, is given here.
OUTCOMES AND IMPACT

Aiding patients’ adherence to treatment

Adherence to the treatment schedule is one of the key factors contributing to the cure from cancer. The lack of availability of affordable accommodation near the cancer treatment centre severely impedes successful cure from this deadly disease. Pramashraya’s accommodation services, therefore, play an important role in this respect.

Since 2017-18, around 80% of the inmates at Premashraya were returnees. Apart from them, many patients come for shorter periods of stay, essentially for medical check-ups. Although the progress of treatment could not be ascertained in the survey (owing to the limited access to the patients who went back to their homes after cure or were between two rounds of medical check-ups), it can be said that Premashraya emerged as a major source of support for these families.

All the children confirmed that the caregivers attend to them in the time of emergency, and they are rushed to the hospital immediately, whenever there is a need.
Patients who were receiving free accommodation at Premashraya confirmed their overall satisfaction with the programme. All respondents, the children and their parents alike, confirmed that the place was clean and proper hygiene was maintained.

About 67% of the children felt that the centre was cleaner than their houses. Some were even getting fresh ideas about how to keep their houses clean when they went back home. 100% of the parents thought that the accommodation was excellent.

Moreover, all the parents confirmed that their children never contracted any infectious diseases at the centre, which was a big possibility owing to the immune-suppressed conditions of the children.
Adding quality to life and reducing stress

Premashraya was found to have arrangements to take care of the emotional needs of the inmates and their parents. Recreation programmes were regularly arranged for children. According to the administration, the children enjoyed 12,300 peaceful nights during 2021-22.

There were yoga classes every Saturday morning for parents and the children. There were sessions on drawing, art and craft, mathematics, science and English to ensure that the students were kept updated on basic learning. Such activities were regularly monitored by the centre officer. The crafts created by the children were on display.

It was found that the parents were counselled by a trained counsellor so that they could cope with the psychological challenges. During the course of the survey, the parents confirmed that they stay as a unit and that everybody helps each other at all times during medical emergencies.

Moreover, the children remained engaged and happy with their new inmate friends. Besides yoga, programmes such as sewing and beautician training were also given to parents. The children said they liked playing football, board and indoor games, drawing, doing crafts and painting, and they got the opportunity to pursue their interests at the Premashraya. Although they were missing their schools and the larger families and friends, they nonetheless liked their stay at Premashraya and had no complaints.
Cancer is a leading cause of morbidity and mortality in India, and the financial burden of cancer treatment can be significant for patients and their families. The cost of cancer treatment in India can vary widely depending on the type of cancer, the stage of the disease, and the treatment options chosen. However, on average, the cost of cancer treatment in India can range from several lakh rupees to several crores of rupees.

Several factors can contribute to the high cost of cancer treatment in India, including the need to travel to larger cities to access specialized cancer treatment, which can further increase the financial burden. For example, the rent of a single room in the New Town area of Kolkata is around ₹ 4000 to ₹ 5000. This, coupled with the cost of medicines, food and transportation, is not affordable for a family of modest means.

Most of the parents interviewed at Premashraya were earning ₹ 2000 to ₹ 5000 per month. There was, however, someone earning ₹ 27000 per month from a state government service. The services rendered at Premashraya reduced their financial burdens to a significant extent and encouraged them to get their children the best treatment for cancer.

The parents, however, indicated that there was a scope for improvement in the area of food which can further reduce their burden. All of the parents interviewed confirmed that they have to buy eggs, fruits and vegetables sometimes. They have to spend ₹ 2000 to ₹ 4000 per month in order to buy these items. All other expenses were being taken care of by the centre, they confirmed.
TCPL has been supporting the activities with CSR funding since 2020
ABOUT THE PROJECT

There is always fear and anxiety regarding any infectious diseases. The COVID-19 scenario gave rise to similar fear and anxiety, resulting in societal challenges for the Covid warriors. Healthcare workers, in addition to facing everyday challenges and much stress in their workplaces, had to face these challenges from within their community.

Although an exact number has not been estimated, it can be said, based on a number of newspaper reports, that the healthcare service providers, particularly those who stayed in rented accommodation, have been asked by their landlords to move out. While on the one hand, they were considered saviours, on the other hand, people thought they were the most potent carriers of the virus.

Against this backdrop, the central government and various state governments decided to open the hotels to accommodate these frontline warriors. It was done in Assam at the instance of the then Hon’ble Health Minister, Shri Himanta Biswa Sarma, who is now the Hon’ble Chief Minister of the state.

1500 8117 room nights
Accommodation to Covid warriors

This CSR project supports the following Sustainable Development Goals
Extending support to a crucially important yet vulnerable group
Inputs

₹ 1.00 Crore
CSR grant from TCPL in 2021-22

Taj Public Service Welfare Trust (TPSWT) supported arranging a quarantine facility in Taj Vivanta, Guwahati by offering rooms.

A total of 8117 room nights were provided to the Covid warriors between April 2020 and July 2021.

Taj Vivanta, Guwahati responded to the clarion call from the Hon’ble Minister and opened the property to the Covid warriors. TCPL supported this endeavour by extending financial support to the initiative through the Taj Public Service Welfare Trust (TPSWT).
As per the protocols of COVID-19, a doctor or a nurse was required to go on a 14-days quarantine after doing duty for a week in hospitals having COVID-19-positive persons. Under the initiative, the hotel provided accommodations to these frontline healthcare workers and provided them with meals three times a day.
People working in the medical sector are trained to remain steady in emergency situations. Regardless of that training, the Covid warriors had to cope with different psychological challenges, including anxiety, depression, insomnia, and fear of sudden death during the COVID-19 pandemic.

The initiative taken by TPSWT and supported by TCPL was thus found an extremely crucial intervention during the crisis period.

Around 60 lakhs of Covid warriors from different agencies worked in Assam. Taj Vivanta provided accommodation and meals to around 1500 of them, across the support period.

The social stigma was a significant challenge for these healthcare professionals during the COVID-19 pandemic. The neighbours perceived them as a nuisance and usually avoided communication for fear of infection. In some cases, landlords raised monthly house rents of the medical workers and evicted them from their properties if they tested COVID-positive. Sometimes, their maintenance of social distance became rather cruel, and this disturbed the healthcare professionals.

People working in the medical sector are trained to remain steady in emergency situations. Regardless of that training, the Covid warriors had to cope with different psychological challenges, including anxiety, depression, insomnia, and fear of sudden death during the COVID-19 pandemic.

The initiative taken by TPSWT and supported by TCPL was thus found an extremely crucial intervention during the crisis period.
Srishti Trust

Corporate Social Responsibility (CSR) Project - 2

TCPL has been supporting the activities with CSR funding since 2014
ABOUT THE PROJECT

Srishti is a centre for rehabilitation and the generation of sustainable livelihoods for the differently-abled children and young adults of the rural plantation community of Munnar, Kerala.

The mission of Srishti Trust, with the foundation of the DARE (Developmental Activities in Rehabilitative Education) School Project in 1991, was to educate, rehabilitate and generate sustainable livelihood possibilities for the specially-abled young adults who graduated from the School.

In the DARE School, the children have now imparted education in functional academics. They are also trained in social and self-help skills along with vocational skills. Classes are segregated into Pre-primary, autism, hearing impaired I and II, primary, secondary and pre-vocational.

The graduating youth are further given the opportunity to interact and be nurtured into artists by experts in their respective craft domains from across the globe.

211

Seventy one percentage of the beneficiaries increased in comparison to 2020-21

specially-abled youth and young adults rehabilitated through education and social and vocational skill development initiatives at the Srishti Trust

This CSR project supports the following Sustainable Development Goals

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
8. Decent Work and Economic Growth
10. Reduced Inequalities
The rolling hills of Munnar in the Western Ghats of South India is a home to families whose ancestors migrated to the lush hills from neighbouring states in search of livelihood possibilities at the tea plantations. The children of the rural plantation community, many of whom were and are born differently-abled with mental and physical challenges, are incapable of looking after themselves. As they grow older, they lack the special education required to make a livelihood or mingle in society.

Impact Indicators

- Nurturing young minds through upskilling
- Belongingness and inclusivity
- Enhancing the living standard of the community
Apart from the DARE School, Srishti has seven more welfare institutes. Their activities are briefed below:

**Aranya Natural**
Aranya is a natural dye house that dyes textiles produced by weavers across India in natural dyes collected from plants and sourced from native sources. The specially-abled artists at Aranya have been trained by the world-renowned Shibori Scholar, Curator and Artist - Yoshiko Wada in the resist-dye technique of Shibori.

**Athulya Paper Studio**
It is a wood-free handmade paper studio which recycles paper, cardboard and other used paper stationery generated from the plantation offices of Tata Tea. The specially-abled adults are imparted training to make handmade paper and products at Athulya.

**Disha**
It is a tailoring unit. Disha produces laundry bags for the Taj Group of Hotels apart from masks, plain cotton cloth bags, and frocks for infants and little girls.

**Kurinji**
It is a café that serves lunch and dinner and retails products from Deli, the bakery, as well.

**Deli**
It is a bakery where hearing and speech-impaired adults work. The bakers and chefs have been empowered with professional training with acclaimed chefs of 5-star hotels and are adept at preparing an assortment of food products.

**Vatika**
Fruits, vegetables and flowers are grown organically at this garden of Srishti. Physically fit youth above 18 years with severe mental challenges are engaged here in planting and nurturing the produces.

**Nisarga**
It is a fruit preserve factory. Specially-abled young adults are engaged here in cleaning and preparing, processing and bottling the High Range Preserves, jams, sauces and squashes. These are prepared with seasonal fruits either grown locally or sourced from farms in the neighbouring states. Starting with 50 bottles of strawberry preserves known as High Range Strawberry Preserve in 2003, Nisarga, today, makes over 1 lakh bottles of different products and has emerged as a national brand.

**INPUTS**
TCPL has been extending financial support to Srishti since 2014 to cover part of its operational expenses.

- **₹ 4.38 Crore**
  CSR grant from TCPL in 2021-22

- **₹20 lakh**
  Sales proceeds from the different verticals
OUTPUTS AND OUTCOMES

The critical infrastructure and transportation facilities in the skill development centre have been upgraded with financial support from TCPL.

**Empowering the specially-abled with education and upskilling**

A total of 211 special children have been admitted to DARE School since its inception (44.14% of the children in the school are from affirmative action).

The interviewed students of DARE School were between the ages of 15 to 24 years. Their duration of study in the DARE School was from one year to nine years. They were at the primary and the pre-vocation levels.

In collaboration with the British Council, the school has successfully achieved the International Dimension in Schools certificate for the period between 2022 and 2025.

**Affirmative Action**

[Diagram showing 44%]
Sree Rangalakshmi brings a gush of creativity and inspiration to the people around her. She has been a student of the DARE school, Munnar since she was 13 years old.

The pandemic forced the school to shut down. One day, she expressed her monotony at home to one of the teachers at the DARE school. The situation was especially challenging for her as she has limitations in movement. She also voiced her interest in doing something creative.

As a solution, the teachers came up with the idea of empowering her art skills. That’s how she started painting on the masks and bags which are up for grabs at the DARE schools and the nearby outlets.

With each of her artworks being sold, her confidence level sours higher. Her favourite styles of art are the folk paintings of Maharashtra, Warli paintings, and the Kerala mural paintings.

She feels grateful for getting access to quality vocational training from the teachers of the DARE school which enabled her with life skills for an empowered life.

Even when she was not able to go to school, the teachers came to her house. Learning and upskilling didn’t stop!

With her incredible artwork, she has also inspired many of her friends, both girls and boys, to embrace their creativity in times of crisis.
Aditya is going through the transitional stage from childhood to adulthood with confidence and dreams.

He joined the DARE school when he was 9 years old. Education is not just a matter of fundamental rights to him, but a means to achieve his dreams.

Aditya dreams of working in an IT company with inclusive work culture. His curious mind is keen to know more about the work opportunities for Persons with Disabilities (PwD).

Aditya’s father is delighted to see his improvement in the last 3 years after the cochlear implants and continuous speech therapy. He feels a sense of assurance that his son has got the motivation in life. That’s already a success for him.
Rehabilitation

The skill development wing of Srishti has rehabilitated 211 youths through education, social and vocational skill development initiatives.

The breakup of the employees, vertical-wise and on the bases of their abilities, is given in the table.

<table>
<thead>
<tr>
<th>Verticals</th>
<th>Special Employees</th>
<th>General Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>DARE school</td>
<td>16 in total</td>
<td></td>
</tr>
<tr>
<td>Aranya</td>
<td>45</td>
<td>5</td>
</tr>
<tr>
<td>Atulya</td>
<td>41</td>
<td>3</td>
</tr>
<tr>
<td>Deli</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Vatika</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>Nisarga</td>
<td>12</td>
<td>2</td>
</tr>
<tr>
<td>Disha</td>
<td>—</td>
<td>15</td>
</tr>
<tr>
<td>Kurinji cafe &amp; outlets and Deli outlets</td>
<td>—</td>
<td>15</td>
</tr>
</tbody>
</table>

The special employees interviewed were found to have been working from one year to 32 years. These employees were from Athulya, Aranya and Deli.

**60%**

the total employees employed at various verticals are special employees.

**Highest**

number of employees employed are employed at Aranya

Sijo is all smiles. He is working as a dyer & handyman at Aranya. Moreover, he inspires everyone by being a marathon runner.
IMPACT

The critical infrastructure and transportation facilities in the skill development centre have been upgraded with financial support from TCPL.

Nurturing young minds through upskilling

A vast majority of the parents whose specially-abled children are enrolled in the DARE School are plantation workers. Due to the nature of their jobs, parents were compelled to leave their children alone at home all day. The school gave them the opportunity to get their children trained so that they could eventually take control of their own lives and not live at anybody’s mercy.

Kartik plays chess and trains his brain waves to boost concentration levels. He also enjoys playing badminton and solving maths problems. What is more, he recently took an interest in embroidery and wants to explore the power of focus through his crafts.
Instructors certified by the Rehabilitation Council of India (RCI) provide training at the DARE School in functional academics and self-help skills to these specially-abled children.

The children are taught skills necessary for effective communication and socialization, activities for daily living, and arts and crafts. Children also learn physical education, sports, computer and yoga.

The parents are kept informed of the progress being made by their children. The students get physiotherapy and speech therapy from practitioners who visit the school at regular intervals.

Students who graduate from the DARE School either transfer to other schools or are absorbed by other Srishti divisions. They labour and earn in these divisions and achieve financial independence. There is also the chance for pupils to launch their own businesses.

The health and nutrition of the students are also given enormous importance. The students are provided with a good, nutritious diet which conforms to the standards set by the government.

- The children get good food in school
- They do not experience any unfriendly behaviour
- Proper cleanliness is maintained in the school
The abilities students acquire in school help them decide on a job route and steer them towards a better, more prosperous life. The students confirmed that they get regular career guidance in school. The parents also confirmed that they received regular updates from the school on the performance of their children.

The interviewed parents also confirmed that they received training from the school on ways to handle the special abilities of their children.

100% of the parents thought that the awareness sessions helped them enormously.

Always with a smile on his face, Sreekant greets everyone he comes across. When his father visits him at work, every time, he jumps in delight. Sreekant started coming to the DARE school at the age of 5 years. He is now the most senior DARE School student in the house. After his vocational training, he has been working in Vatika.

It is worthwhile to note that each student of the DARE School receives a monthly stipend from the school. However, this money is saved and not handed over to the students or their families every month. Instead, the whole security deposit is handed over to them when they leave the school. As has been mentioned earlier, Srishti has rehabilitated 210 youths. If we consider an average family size of four, we can safely presume that the initiative has touched close to a thousand lives, thereby keeping the fire of change stoked in the local community.
Belongingness and inclusivity

The birth of a specially-abled child still makes her/his parents an easy target for social stigma. All of the students interviewed went to ‘normal’ schools before, and all of them had bad experiences, both with their classmates and the teachers. The DARE School experience has been a lot better, they said without any hesitation. All of the students interviewed loved their teachers. It was heartening to see that many of them had ‘normal’ friends, which somewhat displays the confidence they have earned, even after getting treated badly early on, from the training received at the DARE School. It was heartening to see that these students had their share of dreams. Some of them wanted to work in Nisarga, one of them wanted to join the police force, while someone else wanted to be a make-up artist. The survey team was happy to see that there were a few would-be doctors, farmers and magistrates as well.

All of the parents found it difficult to provide the children with appropriate education. Some of the parents admitted their children to normal schools and had unbecoming experiences. The DARE School saved them, they said. All of the parent respondents confirmed that the DARE School had a positive impact on their children.

All of the parents interviewed last year confirmed of being a target when the daughter/son was born. 67% of the parents interviewed confirmed of being a target when the daughter/son was born. 40% of the parents interviewed confirmed of being a target when the daughter/son was born. ▼40.2% It is heartening to see that this number came down by 40.2% this year.
Inclusivity brings about belongingness, and that is what was seen amongst the special employees working at different verticals of Srishti. 100% of them confirmed that they liked working with their organisations. They equivocally announced that they would not like to work for any other organisation, even if they got higher remuneration. In fact, one of the special employees had been working for 32 years.

The special employees mentioned the following reasons why they did not want to leave Srishti:

- It feels like a family
- Mutual workplace with spouse
- Excellence work culture
- Helpful facilities

In focus: Food, accommodation, medical care, and children’s studies.
An afternoon in August. Nagaraj has been plowing in the high-tech polyhouse of Vatika, Srishti Foundation.

The high-tech polyhouse is a specialised structure where crops can be grown in controlled climatic conditions. The room and the shed at Vatika can automatically control the humidity as it is covered by a specialised polythene sheet to permit the entry of natural light.

Here the vegetables are naturally grown - cauliflower, carrots, kale, beetroot, chilies, radish, green beans, cabbage, peppers, spinach, coconut etc.

Most of these vegetables are then used in the canteen of Srishti where the nearly 200 employees have lunch daily. The surplus, if any, is sold to local patrons and the Munnar vegetable market.

Nagaraj has been efficiently doing his work for the last 13 years in Vatika.

He was identified with Cerebral palsy (CP), a motor disability, in his childhood. He was brought to the DARE school when he was in his 4th standard. Now his parents are no more and no one to look after him.

He is now residing at company-provided accommodation which is around 6 km from here. Here's where he found his peace and support.

In this inclusive environment, he is earning his livelihood with dignity.

Impact indicator

**Belongingness and inclusivity**

Focus

Other

TCPL Impact Assessment Report 2021-22
As the day passes, the mordant solution brings a beautiful red-orange pigment at the Natural Dye House - Aranya Natural, Srishti Trust. This tertiary colour, red-orange, is from the extracts of the roots of Rubia cordifolia, also called Indian madder, a locally found flowering plant species in the coffee family, and pomegranate shells.

Mallika feels happy with the desired colour after putting the dye bath and simmering the fabric over the heat for a couple of hours.

Just like the beautiful red-orange pigment, her life, too, turned up colourful and bright over the years.

Mallika recalls the days of uncertainty and hopelessness in her early life. When she was 24 years, she joined Aranya Natural. At that time, she was constantly afraid and worried about her future with such a physical challenge. But Srishti Trust has provided an effective learning environment to access several learning opportunities through vocational training and decent work.

Her dedication over the years has brought her sustainable livelihood and economic growth. Today Mallika’s daughter is almost that age - in her early twenties. She has completed her degree in Bachelor of Technology (BTech) and is heading to Ireland for further studies.

Now Mallika is happy and confident about her daughter's future. The colours of happiness and success are shining bright!
Mallika’s life story portrays

- promotion of life-long learning opportunities for all and ensuring equal access to vocational training for the vulnerable, including persons with disabilities.
- provide safe, non-violent, inclusive and effective learning environments for all.
- inclusive and sustainable economic growth, full and productive employment and decent work for all women and men, including for persons with disabilities, and equal pay for work of equal value.
- ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources
- build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters
Swastha Center for Special Education & Rehabilitation

Corporate Social Responsibility (CSR) Project - 6

TCPL has been supporting the activities with CSR funding since 2019
The main aim behind starting up Swastha is to educate, train and rehabilitate those children who are kept away from mainstream society because of mental and physical impairment.

The Centre supports around 237 beneficiaries with different abilities through their community-based rehabilitation programmes.

TCPL, which has been supporting these endeavours for long, has continued to support the organisation in 2021-22 in furtherance of its objectives.

1.9 times of the beneficiaries increased in comparison to 2020-21

beneficiaries through special education for differently-abled, vocational rehabilitation and placement and Community-Based Rehabilitation (CBR) Program

This CSR project supports the following Sustainable Development Goals:

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
8. Decent Work and Economic Growth
10. Reduced Inequalities

Kodagu, Karnataka

ABOUT THE PROJECT

The Swastha Centre for Special Education & Rehabilitation a unit of Coorg Foundation, is working in the field of special education for the differently-abled, vocational rehabilitation & placement and Community-Based Rehabilitation (CBR) Program in Kodagu, Karnataka.

The main aim behind starting up Swastha is to educate, train and rehabilitate those children who are kept away from mainstream society because of mental and physical impairment.

The Centre supports around 237 beneficiaries with different abilities through their community-based rehabilitation programmes.

TCPL, which has been supporting these endeavours for long, has continued to support the organisation in 2021-22 in furtherance of its objectives.
Swastha works to promote the welfare of the local community of Coorg - creating an impact on the lives of many people who live in the verdant hills of Kodagu which also known as ‘The Scotland of India’. Mostly their livelihood is dependent on the coffee plantations.

Monitoring Indicators

- Giving the differently-abled a life of dignity
- Ensuring economic upliftment of the families
- Ensuring quality care
Swastha provides special education for 100 residents who are boarders as well as day scholars at the Suntikoppa Training Centre and Vocational Rehabilitation at Pollibetta Centre, and also under the Community-Based Rehabilitation (CBR) Programme at the Somwarpet and Madikeri Talukas.

The centre at Suntikoppa functions in two areas – a special school and a rehabilitation centre focusing on functional academics and vocational skills.

The centre at Pollibetta is a rehabilitation centre unit focusing on skill development and product making. Under the training and rehabilitation initiative, at both the units, the following are covered:

- Special Education customised according to the ability and aptitude of differently-abled children.
- Pre-vocational training by specialists in various crafts and subsequent placement in the centres where they can use their vocational skills for a living.
- Speech therapy to children born with speech defects, so that they are able to communicate effectively.
- Drama and music therapy to develop social skills and holistic development of the personality in the children.
- Counselling of both children and their parents so that the children are accepted with their different abilities and are able to live a life of dignity and independence.
- Skill development programmes are conducted in association with the Vocational Rehabilitation Council, Bengaluru. The children are trained in making envelopes from handmade papers, screen printing, offset printing, book binding, making bookmarks, greeting cards, and mushroom cultivation etc.
- The people at Swastha see sport as a part of their everyday living. The children of the Centre have won awards. Three children from Swastha won medals at The Special Olympics Asia Pacific Games which was held at New Castle, Australia in 2013.
- The inmates at the Centre are involved in regular cultural activities and have won accolades for their performances on various platforms.

Under the CBR programme, the Centre has a team that works with the objective of finding out disabled people in Kodagu and connecting them, according to their requirements, with government schemes and services. The Centre administration says that the coverage is 100% in Suntikoppa and Somwarpet, and now the focus has shifted to Madikeri.
Giving the differently-abled a life of dignity

India has some 40 to 80 million persons with disability (source: World Bank). But low literacy, few jobs and widespread social stigma are making disabled people among the most excluded in India. Large numbers of children with disabilities remain out of school. Negative attitudes held by the families of the disabled, and often the disabled deter themselves from taking part in the family, community or workforce. Those suffering from mental illness or mental retardation face the worst stigma and are subject to severe social exclusion. Even though many disabled adults are capable of productive work, disabled adults have far lower employment rates than the general population.
Swastha endeavours to address these challenges by undertaking the following activities:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counselling of children to ensure that they feel empowered to live a life of dignity.</td>
<td></td>
</tr>
<tr>
<td>Counselling of their parents so that they do not succumb to the social stigma of giving birth to a differently-abled child.</td>
<td></td>
</tr>
<tr>
<td>Spreading awareness in society, through the CBR programme, to eradicate the problems of social stigma.</td>
<td></td>
</tr>
<tr>
<td>Scouting for differently-abled children and connecting them to their entitlements as given by the central and state governments from time to time.</td>
<td></td>
</tr>
<tr>
<td>Equipping differently-abled children with skills so that they earn their own living.</td>
<td></td>
</tr>
</tbody>
</table>

57% of the parents interviewed at Swastha said that they felt humiliated after giving birth to specially-abled children.

However, all parents confirmed that they felt their social status had improved after getting their children trained at Swastha, some of whom had started earning money and supporting their families.
The leaves rustled in the coffee agroforestry landscape of Kodagu. Abhilash felt exhilarated to have his mother by his side.

He appreciates that his mother works hard as an 'ASHA didi', and he wishes to be independent like his mother. There has been a significant positive change in Abhilash in terms of behaviour and understanding, says his mother.

He dreams of being a part of full and productive employment that allows persons with disabilities to access the job market fully.
Ensuring economic upliftment of families

The parents interviewed worked as domestic help, ran shops, and worked as electricians, farmers and ASHA workers. Most of them earned ₹ 3000 to ₹ 6000 per month. However, the senior students confirmed that they earned anywhere between ₹ 7000 to ₹ 20000 per month by working there. They, therefore, emerged as the main bread earners of the family, effectively increasing the family income three to four times.

The students confirmed that they received training on various topics. They particularly liked their training on the following topics:

- Paper bag making
- Tailoring
- Screen printing
- Bookbinding
- Gardening
- Vermicomposting

Dinesh loves to make paper bags and supersede his every day’s performance.
Rekha puts her heart into screen printing. She has been a residential staff at Swastha, Santikoppa, for the last 16 years. She finds happiness and a sense of belonging amid colours and people at Swastha. Moving beyond the limitations of a specially-abled person, she feels confident identifying herself as an artist.

Her vocational training at Swastha has given her independence and a sustainable livelihood through skill development.

“I’m an artist and that’s my identity.”
During the impact assessment, it was identified that the parents were optimistic.

78% of the parents confirmed that they received structured vocational training from the centre.

The students were looking forward to some more handholding with which they could transform the training into profitable ventures and improve their livelihood in the future.
Reaching out to the community

As it has been mentioned above, Swastha, through its Community-Based Rehabilitation (CBR) programme, reaches out to the community to identify the differently-abled prospective beneficiaries and provides a number of services targeted at their social inclusion and economic well-being.

Since 2014-15, the Centre has touched a total of 2852 lives through its CBR programme. The year-wise number of beneficiaries under the CBR programme is shown in the adjacent graph. The number shot up in 2021-22 because of Covid vaccination to 788 beneficiaries.

The Centre has been undertaking the following major activities since 2014-15 under the CBR Programme:

- Help the differently-abled to get their IDs from the government
- Pension from the District Disability Welfare Department & Revenue Dept, Kodagu
- Bus passes
- Aids & Appliances sponsored by the District Disability Welfare Department – Kodagu and other agencies
- Giving aids and appliances to the differently-abled
- Medical check-ups
- Enrolment in schools (normal or special, depending upon the assessed level of special ability)
- Scholarships sponsored by District Disability Welfare Department, Kodagu
- Getting Aadhar Cards
- Helping them to get vocational training sponsored by different agencies
- Arranging for surgery wherever required
- Counselling
- Issuance of employment cards
- Medical Support/Referral
- Physiotherapy training for parents
- Speech therapy training
- VRW (Village Rehabilitation Worker) jobs at Gram Panchayats
- Arranging for vocational training and apparatus wherever necessary
- Covid Vaccination
Ensuring quality care

Swastha has an experienced team of teachers and trainers. The teachers interviewed were well experienced, with their total experience ranging from 11 to 17 years. 75% of them received specialised training to train and teach differently-abled children.

The trainers and the teachers confirmed that Swastha conducts a preliminary examination of newcomers to identify their issues. The medical evaluation and findings from the observation determine the course of action for the newcomer. The person is monitored for one month. Then, depending on the person's age and aptitude, the interests of the newcomer are identified, and goals are set. The students undergo regular health check-ups.

75% of the trainers agreed that the career counselling at the Swastha was effective.

* * * * *

It was a dance practice day at Swastha. Rishika is dressed up and bubbling with happiness. She has shown immense improvement in the last five years through physiotherapy and other interventions.
Lakshmi holds her painting up with delight. It is a matter of acknowledging her individual drawing style.

In Swastha Centre, every day, she drew differently. She loved the interventions of art therapy. Her strokes got better with the days, and she has made immense progress in the process of colour identification. She found the liberty to express what she could not speak up.

100%
All of the trainers interviewed thought that the students picked up the training well and that the training at the Swastha really helped them to take control of their lives.

High up!
Lakshmi holds her painting up with delight. It is a matter of acknowledging her individual drawing style.

In Swastha Centre, every day, she drew differently. She loved the interventions of art therapy.

Her strokes got better with the days, and she has made immense progress in the process of colour identification. She found the liberty to express what she could not speak up.
The sound of life

Young Maz grinned from ear to ear as his teacher called out his name. He felt on top of the world and expressed his joy of hearing his own name.

It had only been a couple of months since he could slightly hear the sound of his name. He is slowly developing the ability to identify the location of a sound source in a sound field (sound localization).

Md Maz is studying in the Primary section as a day scholar at the Suntikoppa unit of the Swastha Center for Special Education & Rehabilitation. He is developing a sense of self with the support of his family and Swastha Center.
Jalodari
Corporate Social Responsibility (CSR) Project - 3

TCPL has been extending financial assistance to this Centre for Microfinance and Livelihood (Tata Trusts) since 2020.
ABOUT THE PROJECT

Project Jalodari is the flagship water management programme of TCPL. The key objectives of the project are to create sustainable water sources, raise awareness, and build capacities around water and sanitation issues in the communities where they operate. This multisectoral intervention integrates water and food security, sustainable agriculture, sustainable forestry, and renewable energy into the developmental paradigm of the community.

In Assam, Project Jalodari focused on improved access to water supply, adequate sanitation infrastructure, and proper hygiene practices by:
- Providing safe and assured drinking water by setting up community-based water purification systems to remove Iron from the water sources
- Recharging dying deep bore wells through detailed geo-hydrological mapping and interventions
- Strengthening MHM (Menstrual Hygiene Management) activities in the Tea Estates to sensitise women and adolescent girls
- Providing Point of Use water purifiers to households
- Working on sanitation economy in association with Toilet Board Coalition.

9 iron removal plants
88% increase in MHM beneficiary enrolment in 2021-22
526 PoU filters

This CSR project supports the following Sustainable Development Goals

1 No Poverty
2 Zero Hunger
3 Good Health and Well-being
4 Gender Equality
5 Water and Sanitation
6 Reduced Inequalities
7 Affordable and Clean Energy

Jorhat & Golaghat, Assam
Impact Indicators

- Providing clean drinking water to the rural community
- Educating women and girls on menstrual hygiene
- Making rural communities healthier
- Generating energy, sustainably

The project was implemented in four tea estates, viz., Teok, Kakajan and Bhelaguri estates from Jorhat district and Hathikuli estate from Golaghat district, Assam. The project was implemented by the Centre for Microfinance and Livelihood (CML), a special-purpose vehicle created by Tata Trusts. The Tata Water Mission provided the technological know-how for the project.
The following actions were initiated to fulfil the project objectives:

- Setting up iron removal plants
- Distribution of point-of-use water filters – 18 litres and 27 litres
- Recharging of the dying deep tubewells
- Running behavioural change campaign on sanitation and hygiene
- Running a comprehensive programme on menstrual hygiene management (MHM) focussing on awareness, access, usage and disposal. Some of the key elements of the MHM were as under:
  — Awareness sessions for adolescent girls and menstruating women
  — Creating/ strengthening the institutional structure of women
  — Training of peer educators to ensure the sustainability of awareness levels with students
  — Training of frontline workers to ensure the sustainability of their mindset with women in communities.
- A biogas plant was set up at the Hathikuli Tea Estate to supply cooking gas to the families of permanent workers, staff and managerial cadre.
OUTPUTS AND OUTCOMES

Iron Removal Plants
Nine IRPs have been set up under the project so far. The list of IRPs is given below:

- Inside Tea Estates
  - Teok
  - Dallim
  - Bhelaguri
  - Rajoi
  - Debrapara

- Outside Tea Estates
  - Morongial
  - Halwapathar
  - Bolimara
  - Eragaon

Four of these nine IRPs were in operation at the time of the survey.

ATM cards have been given to the water user community. They needed to swipe the card to get water. Each user was given a jar of 20 litres so that they could fill it at the IRP and take it home for daily consumption. Water was freely available to the tea garden workers. Nominal charges (₹ 10 for 20 litres) were levied for the others.

The water ATMs were powered by solar panels fixed atop the structures that housed the ATMs, making the operation independent of the availability and quality of electricity. The machines operate twice a day – 7 am to 10 am and 1.30 pm to 6.30 pm.

Each ATM had a person responsible for running, maintaining and identifying technical problems. The tea estate authorities paid the fees of this person while for other facilities the local community would have to bear the cost.
Point-of-use Tata Swach filters

526 point-of-use filters were distributed in four tea estates, viz., Dallim, Teok, Kakajan and Bhelaguri. The numbers are given below:

<table>
<thead>
<tr>
<th>PoU</th>
<th>Distribution</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallim</td>
<td>Feb-22</td>
<td>53</td>
</tr>
<tr>
<td>Teok</td>
<td>Mar-22</td>
<td>128</td>
</tr>
<tr>
<td>Kakajan</td>
<td>Mar-22</td>
<td>258</td>
</tr>
<tr>
<td>Debrapara</td>
<td>Feb-22</td>
<td>87</td>
</tr>
</tbody>
</table>

Two types of filters were distributed – Desire + (27 litres) and Cristella (18 litres). The filters were distributed to the permanent workers, staff and managerial cadre. In Teok, filters were given in the hospital and the creche as well.

The filters were given away at subsidised rates. ₹ 500 was charged for Desire and ₹ 365 for Cristella.

Recharging of deep tubewells

This activity was not completed in 2021-22. However, rainwater harvesting systems have been installed in Bhelaguri and Kakajan, and stream-based diversions have been created in Rajoi and Kakajan subsequently.

Menstrual Hygiene Management (MHM) activities

The MHM activities and BCC campaigns were undertaken in the APPL tea gardens of Jorhat District. The activities were undertaken in various divisions of three tea gardens, viz., Bhelaguri, Kakajan and Teok

<table>
<thead>
<tr>
<th>Tea Garden Divisions</th>
<th>Adolescent girls</th>
<th>Women</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bhelaguri</td>
<td>223</td>
<td>646</td>
<td>869</td>
</tr>
<tr>
<td>Dalim</td>
<td>12</td>
<td>15</td>
<td>27</td>
</tr>
<tr>
<td>Debrapara</td>
<td>61</td>
<td>123</td>
<td>184</td>
</tr>
<tr>
<td>Jogduar</td>
<td>16</td>
<td>100</td>
<td>116</td>
</tr>
<tr>
<td>Kakajan</td>
<td>312</td>
<td>1153</td>
<td>1465</td>
</tr>
<tr>
<td>Lahing</td>
<td>79</td>
<td>187</td>
<td>266</td>
</tr>
<tr>
<td>Teok</td>
<td>191</td>
<td>468</td>
<td>659</td>
</tr>
<tr>
<td>Grand Total</td>
<td>894</td>
<td>2692</td>
<td>3586</td>
</tr>
</tbody>
</table>

Out of the above, 2515 beneficiaries (1927 women and the rest the adolescent girls) were enrolled in 2021-22 alone.
Apart from the enrolment of the beneficiaries, the following activities were undertaken in 2021-22 under the programme:

- Capacity-building on MHM sakhis done following the training of trainers concept.
- Four modules of MHM training were given to the selected beneficiaries. These were related to:
  - Empowering women and promoting gender-equitable norms through behavioural change
  - Promoting social entrepreneurship
  - Inculcating safe and hygienic habits
  - Creating awareness towards responsible disposal of sanitary pads.
- Matka incinerators were introduced for the disposal of sanitary pads. These incinerators provide an eco-friendly way to burn used sanitary pads without generating smoke. The ashes can then be used as fertilizer.
- Procurement and distribution of reusable products such as cloth pads, Ecofemme and Saafkins have been procured and distributed in Teok, Kakajian and Bhelaguri.

Menstrual Hygiene Day was celebrated on 28th May 2021. The event was celebrated with 87 women and adolescent girls.

**Biogas plant at Hathikuli Tea Estate**

A biogas system has been installed at the Hathikuli Tea Estate. The plant generates cooking gas for 25 households belonging to the permanent workers, staff and the managerial cadre of the garden. An operator-cum-electrician has been trained to run the plant.
Providing clean drinking water to the rural community

A report published in 2019 stated that there were severe water problems in every tea estate in Assam. According to the statistics, around 45% of workers reported suffering from water-borne diseases such as diarrhoea and typhoid during the course of the survey.

However, the baseline report prepared by CML prior to the launch of Project Jalodari in Assam mentions that 42% of the water users thought there was no problem with the water they drink.

While the first instance shows the reality, the second instance shows that the respondents, during the baseline survey, probably did not know what should be the minimum acceptable quality of drinking water. The survey team found that Project Jalodari, along with making provision for safe and healthy drinking water at the tea gardens, made the users aware of that acceptable quality. It was found during the survey that 41% of the water users were drinking the water straightaway without any filtration before the IRPs were set up.

During the survey, 65% of the water user community said that the quality of the drinking water was very good. 35% of them said that the quality was not bad. It was found that these people lived at a distance from the IRP and had difficulty accessing their nearest water ATM on a regular basis.
The table below shows the average number of households who were using water from the IRP ATMs in the four tea gardens between April to September 2022 period:

<table>
<thead>
<tr>
<th>Tea Gardens</th>
<th>Average no of HHs collecting water per day (estimate based on daily usage data)</th>
<th>Water collection in bowsers for onward distribution (in litres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BHELAGURI</td>
<td>119</td>
<td>133200</td>
</tr>
<tr>
<td>DALLIM</td>
<td>133</td>
<td>32400</td>
</tr>
<tr>
<td>RAJOI</td>
<td>55</td>
<td>-</td>
</tr>
<tr>
<td>TEOK</td>
<td>146</td>
<td>-</td>
</tr>
</tbody>
</table>

In Bhelaguri and Dallim, it was found that water was being taken in bowsers for onward distribution.

The survey team visited Haluapathar and Morongial where IRPs were set up but were not operational then. Interaction with the community in these two places clearly brought out the eagerness with which they were waiting for the IRPs to start, and that they were ready to pay charges for clean water.

Discussions with the beneficiaries of point-of-use filters at Teok, Dallim and Kakajan revealed that they were also satisfied with the performance of the filters, and that they were getting clean and safe water to drink. The adjacent images of Nityananda Karmakar, a permanent worker of Teok Tea Estate staying in Borline, Dalim show the dark brown iron deposits in his Desire+ filter and the difference in colour between the filtered and unfiltered water.
An Iron Removal Plant came up near his house in September 2021, and he started using IRP water for his everyday consumption.

So the water tastes like this, he wondered. He started noticing that his stomach aches and dysentery were leaving him. He felt happy for himself and his family.

After running successfully for a few days, the IRP had to be shut down for a couple of days to address some technical issues. But Naresh was not ready to go back to drinking the water from the deep tubewell.

He had to spend some money, but he made it a point to purchase filtered water every day from the outside market and consume it for drinking and cooking.

Naresh is a permanent worker at the Dallim Tea Estate. He runs a family of five. He was born and brought up in Dallim.

Naresh used to draw drinking water from a deep tubewell. The water looked turbid and tasted, well, tasted nothing like water to him. He used to use a sand filter as a safety measure. He accepted stomach aches and dysentery as a part of his life.
However, the survey team found the possibility of reaping benefits simultaneously from the IRP and the water filter. The survey team noticed the overlapping in the estates of Dallim and Teok. A possible explanation, however, could be – people who were staying far from the IRP could not regularly take water from the ATM. The PoUs had been given to them as compensation.

The study team feels that curbing the possibility of this overlapping, as far as possible and practicable, would result in better utilisation of resources.

As has been mentioned under the ‘outputs and outcomes’ section, the four modules of the MHM meetings were held under the programme. It is seen that overall almost 77% of the beneficiaries, enrolled in two consecutive years, i.e., 2020-21 and 2021-22, continued with the programme till the 4th module. However, the absence must be measured from the opening balance of 89% of the beneficiaries who attended the 1st module after enrolment, and not from 100%.

The success of these meetings was evident from the enthusiasm of the respondents. 87% of the women and girls were certain that the awareness about menstrual hygiene increased as a result of the programme. The rest did not disagree with the effect but were not completely certain about the cause. 91% of the sakhis/ASHA also thought that there was a high level of awareness among women and girls in this respect.

The group observed that the people were trying to change their lifestyle to make ways to better menstrual habits. Women in greater numbers were using sanitary pads during menstruation. Women who did not use pads used clean cotton cloth, they observed. The group further observed that a large number of women knew the exercises to do in order to get relief from menstrual cramps.
The group of women and girls pointed out the following as their most favourite takeaways from the awareness campaigns held under the programme:

- Menstrual blood is not unclean. Women during their periods should not be treated as untouchables.
- Using sanitary napkins and cloth pads.
- How to dispose off the used pads using ‘matka’ incinerators.
- How to clean and dry used cloth if sanitary pads were not available.
- White discharge is normal and important for a woman’s body.
- Exercises for muscle cramps during periods.
- What to eat and how much water to drink during periods.
- Menstruation is not a disease. It is a part of the biological cycle.

The survey conducted for the FY 2020-21 found that 33% of the women and girls thought that ‘untouchability’ was being practised during menses. A woman or girl, during her periods, was considered ‘untouchable’. However, during the survey for 2021-22, the study team found that the share of such people came down to just 17%.

<table>
<thead>
<tr>
<th>Whether untouchability during period is practised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all (57.2%)</td>
</tr>
</tbody>
</table>

57% of the women and girls said that untouchability during periods was not being practised anymore. 26% said it was, and the rest said it was being practised, but more leniently.

However, 3% of the women and girls said that periods were considered a curse in their families. The older generation believed that way, they clarified. 55% of the sakhis interviewed also said that it was very difficult to convince elderly people about untouchability during the menstrual period.

All the respondents believed that menstruation is a common manifestation of physiological changes in women, and there is nothing to be ashamed of. However, more than half of the respondents were still not comfortable talking about menstruation and procuring sanitary pads, though nearly 60% said that their male counterparts had no such inhibitions talking about it or arranging for medical help if need be.
79% changed their pads more than three times a day during periods and the rest just about three times. In the survey conducted for 2020-21, this share was 50%.

The availability of sanitary pads remained an issue. The Sakhis observed that the availability of sanitary pads throughout the year was an issue, and steps needed to be taken in order to increase their availability. 35% of the respondents did not find sanitary pads affordable in the market.
Pronami Guwalla is an adolescent girl studying in the 8th grade. She lives in Kakajan Tea Estate with her family.

She felt too embarrassed to dispose of her used napkins out in the open. She used to throw them in the toilet. The toilet, clogged with her used sanitary pads, used to become an even bigger source of embarrassment for her. And well, she neither felt nice about it.

She learned to use the Matka, and whenever it became full, she knew how to put a burning matchstick inside it through one of the holes to reduce them to ashes without the smoke coming out. She did not have to throw the napkins in the toilet anymore.

She attended the MHM training under Project Jalodari and got introduced to an unassuming Matka, which she saw at her home. The Matka had some holes in it though.

**Pronami did not have to feel embarrassed anymore. She also knew that the ashes could be used as fertilizer. She knew that she was disposing of the waste in a hygienic manner.**
Making rural communities healthier

Drinking water, as has been mentioned earlier, remains a big challenge in the tea gardens in Assam. However, workers not only suffer from water-borne diseases like dysentery, diarrhoea and typhoid, but they are also prone to many other diseases because of their weak constitutions, arising out from the combination of poverty, ignorance and hazards of their occupation.

The doctors responding to the survey listed the following as the major diseases in the area of intervention of the programme:

- Lower back problem
- Skin diseases
- Painful menstrual cycle in young girls
- Sickle cell anaemia
- Jaundice
- Gastric problem
- Diarrhoea

Doctors, from their experiences, said that diseases like diarrhoea are more common outside the tea gardens.

However, the survey team found evidence that pointed towards some encouraging development caused by the intervention. 82% of the respondents perceived health benefits after the consumption of filtered water. These people reported that they used to suffer from skin and stomach problems before.

The doctors also observed that the incidence of UTI among women has reduced. The sakhis observed that the incidences of the commonly prevalent diseases in the area have come down substantially because of the consumption of clean water.

The doctors were, however, of the opinion that the following health issues were more pressing and needed to be addressed in future interventions:

- Nutritional deficiencies
- Anaemia
- Jaundice
- Iron deficiency
- Fungal infection
- Vitamin deficiency
- Tuberculosis

Benefits as perceived after filtered water consumption

- Yes: 82.3%
- Can't say: 10.6%
- No: 7.1%
The biogas generated in the Hathikuli Tea Garden was being supplied to 25 households belonging to staff. The gas was being supplied to them at a subsidised rate.

Biogas is safer to use at home. It is also safer for the environment. Biogas is renewable energy while LPG is a fossil fuel. Cooking with biogas saves about 6 tons of carbon emissions a year. Biogas has no smell, no smoke and no danger.

The households using the biogas expressed their satisfaction with the supply. They said that this intervention caused a lot of savings for them as the consumption of LPG gas came down substantially and cylinders were running for at least 15 more days.

However, the stoves provided to the users had a single burner, and it was taking longer to cook.

Despite these teething problems, the survey team saw a lot of potential for scaling up the model and supplying the gas to the larger tea community, not just the employees. The major inputs of the plant were weeds that grow alongside roads, apart from cow dung and urine. An aggregator model can be thought of for the collection of such weeds, cow dung and urine from within the local community, in exchange of which metered gas connection can be given to them.

Scaling up the production and the distribution network of biogas will generate immense level of social welfare in a sustainable way.
Tata Chemicals Society for Rural Development (TCSRD)

Corporate Social Responsibility (CSR) Project - 4

TCPL has been supporting TCSRD in carrying out the project activities since 2019
ABOUT THE PROJECT

The Tata Chemicals Society for Rural Development (TCSRD) supports community development programmes in and around regions where Tata Chemicals Limited facilities are located. The main objective of the TCSRD is to protect, nurture and uplift the communities by adopting an integrated approach to development, and designing region-specific need-based programmes.

TCSRD focuses on forming sustainable institutions, enhancing economic activity, conserving the environment and biodiversity, enriching the quality of life and improving health, education and drinking water and sanitation situations for the communities.

<table>
<thead>
<tr>
<th>2600+ farmers – income increased ▲ 2.5 times</th>
</tr>
</thead>
<tbody>
<tr>
<td>662 youths – 65% passouts gainfully engaged</td>
</tr>
<tr>
<td>19431 students in 154 schools</td>
</tr>
<tr>
<td>27830 artisans ▲ 14%</td>
</tr>
<tr>
<td>56 eco clubs promoted</td>
</tr>
</tbody>
</table>

This CSR project supports the following Sustainable Development Goals

1. No Poverty
2. Zero Hunger
3. Quality Education
4. Gender Equality
5. Clean Water and Sanitation
6. Decent Work and Economic Growth
7. Industry, Innovation and Infrastructure
8. Climate Action
Impact Indicators

- Improving the income of rural communities
- Ensuring improved education
- Educating the girl child
- Making rural communities healthier
- Mainstreaming the rural talents
- Bolstering agriculture – the main source of livelihood
- Towards a sustainable nature
A list of projects categorised into the main action areas is given below:

Building economic capital

- Farm-based livelihood
  — Agriculture and livestock project, Mithapur
- Non-farm-based livelihood
  — Skill development – Badte Kadam, Mithapur
  — Handicraft (OKHAI), Mithapur
- Ensuring environmental integrity
  — Jal Dhan, Okhamandal area
  — Soil and land improvement, Mithapur
  — Biodiversity, Mithapur
- Enablers for Sustainable Development
  — Education - Kutch, Banaskantha, Sabarkantha,
    — Bhavnagar, Suredranagar, Morbi, Dang, Dahod,
    — Panchmahal, Mahisagar, Narmada, Tapi
- Health and Nutrition Program
  Locations are - Barwani district (Madhya Pradesh) and Amravati District (Maharashtra)
- Drinking water and sanitation (TechJal) – across India

The projects listed above were supported by TCPL in 2021-22.

Agriculture and livestock project

- Organising capacity-building programmes to introduce new and improved agricultural practices.
- On-farm training of farmers at the village level.
- Organising ‘farm schools’.
- Introduction of High-Density Planting System (HDPS).
- Distribution of 12,000 plant saplings to 203 farmers at subsidised prices.
- Promotion of crop rotation and cash crops.
- Organising crop demonstrations focusing on Integrated Pest Management (IPM).
- Setting up a Farmer Producer Company - Okhamandal Farmer Producer Company Limited (OFPCL).
- Breed improvement through artificial insemination.
- Animal healthcare through health camps and vaccination.

\[ ₹ 3.00 \text{ Crore} \]
CSR grant from TCPL in 2021-22
Skill Development Programme (Badte Kadam)

- Offering six-month modules in six different trades: welder technician, fitter technician, domestic electrician, fashion & technology, beauty & wellness, and computer technology.
- The programme includes motivational training, 5S training (a five-step methodology) for creating a more organised and productive workspace and an Entrepreneurship Development Programme (EDP) in addition to the technical and theoretical portions of the courses.
- Campus recruitment drives are held at the institute, providing a platform for placement. Students who want to start their own businesses are given assistance in establishing bank connections and setting up their businesses.

Handicrafts – Okhai

- Handicrafts development programme for the tribal artisans of the Okhamandal region that included communities such as Rabaris, Vaghers and Ahirs.
- Women of the self-help groups (SHGs) are trained in methods of modern handicraft production. Special training on skill development, design, costing and visual merchandising is also provided.
- Organising participation in exhibitions.

Watershed development and water management - Jal Dhan

- Renovation of community water harvesting structures.
- Adoption of water conservation methods in villages for storing rainwater.
- Promotion of micro irrigation system.
- Adoption of rain gun irrigation system.

Soil and land improvement

- Renovation of community water harvesting structures.
- Adoption of water conservation methods in villages for storing rainwater.
- Promotion of micro irrigation system.
- Adoption of rain gun irrigation system.
**Biodiversity**

- Mangroves planted in Mithapur and Sundarbans.
- Dry deciduous forest plot developed.
- Organisation of environment awareness programmes.
- Eco-clubs promoted.

**Education**

- **Continuity of education**
  - WhatsApp groups for students in classes 2 to 8 were formed so that they could continue their education.
  - Scholarships were distributed to deserving students.
  - Survey prior to starting the urban classes.
  - Learning resource support and remedial classes, setting up reading corners in schools.
  - Organising summer camps.

- **Quality of education**
  - Setting up learning resource centres (LRCs) under Learning And Migration Programme (LAMP).
  - Focusing on school readiness among Anganwadi children through the Early Childhood Education (ECE) program.
  - Facilitating foundational literacy and numeracy among children from grades 3 to 5 through the Learning Enhancement Program (LEP).
  - Providing guidance on Maths and Science to children from grades 6 to 8 through the Learning Resource Centre (LRC).
  - Demonstrating LAMP pedagogy to government schoolteachers to improve learning outcomes.
  - Strengthening school governance institutions through capacity-building programs for SMCs, PRI’s, and citizen educators.

- **Governance and engagement**
  - Capacity building of school management committees
Health and nutrition

- Introduced the concept of a nutritional ‘thali’ with locally available ingredients. Based on a nutrition analysis of local food products, carried out in association with the Innovation Centre, Pune (Tata Chemicals), the samples of locally available nutritious foods that were found to have significantly high nutritional values were promoted as Thali fillers.
- The traditional food preservation techniques were adapted to the present needs and reintroduced.
- Knowledge was imparted on the processes such as fermentation, sprouting, roasting, and tempering of grains that increased the bioavailability of nutrients.
- Easy recipe demonstrations were carried out with locally available nutritious food/ forest produce to ensure acceptability and sustainability.
- Herbal gardens /nutri-gardens/ kitchen gardens were promoted. Households inclined towards creating their own kitchen gardens are identified and are provided with the resources and assistance needed to get started.
- The community members were trained on developing their own seeds as well.
- Capacity Building of Government Health Staff (GHS) like ASHA, Anganwadi Workers and Auxiliary Nurse Midwives (ANM) to ensure better delivery of public health and nutritional services for children, adolescent girls, pregnant women and lactating mothers.
- Community campaign, awareness and engagement to drive positive change by improving health and awareness in the community.
- Screening of children under five years, adolescent girls and women, pregnant women and lactating mothers done for check malnutrition and anaemia, and nutrition counselling was given. School Health education sessions were also conducted during the project duration to create awareness about WASH and also to create change agent for the future.

Drinking water and sanitation

- The initiative, in association with Ncourage Social Enterprise Foundation, aims to improve the access of underprivileged communities to safe and clean drinking water and thereby help them in reducing instances of the deadly water-borne diseases.
- Ncourage is installing community purifier units called Tata Swach Tech Jal purifier which is based on innovative and sustainable water purification technology that’s easy to use and does not require electricity.
- Household tap connection, drinking water well and rainwater harvesting structures were constructed under the village drinking water scheme.

Infrastructure projects

- TCSRD undertook several infrastructure projects aimed towards development of rural infrastructure in and around Mithapur.
OUTPUTS AND OUTCOMES

Agriculture and livestock project

- **43 training sessions** were conducted in 19 villages of Mithapur, where 688 farmers participated. The farmers were reached through seven Agriculture Information Centres (AICs).
- **147 farmers** attended the ‘farm schools’ in Vasai and Korada villages in Mithapur.
- **113 farmers** in Mithapur adopted HDPS, growing two varieties of seeds.
- **40 farmers** were supported in Mithapur with seeds (peas) per acre which were cultivated on 40 acres of land.
- In Mithapur, **575 farmers** participated in crop demonstrations. The IPM technique was adopted by 400 farmers.
- **1170 farmers** from 45 villages were included in OFPCL.
- **2200 farmers** were covered under mobile-based agriculture information technology.
- Artificial insemination of **1471 cows and buffaloes** was done in 2021-22.
- **28,379 animal health camps** were organised.
- **1505 cattle owners** were covered and 57434 animals were examined or treated in 2021-22.

Skill Development Programme (Badte Kadam)

- **662 youths** were trained in 2021-22 and 442 were placed.
- Of **1670 registered** in the TTI portal, 750 were placed.
- The families of the beneficiaries had modest means. The majority (61%) of the beneficiary’s family income per month was found to be between ₹ 10,000 and ₹ 15,000. The occupations of the parents were reported as:
  - Service at a private enterprise
  - Small business
  - Carpenter
  - Auto mechanic
  - Homemaker
  - Fishing
  - Shopkeeper
  - Cattle owner
  - Potter
  - Bus driver
  - Water tank driver
  - Farm labour
Handicrafts – Okhai

- 550 new product designs were launched in 2021-22.
- Artisans participated in an exhibition in Delhi.

Soil and land improvement

- Laser levelling of 209 acres of land benefitting 16 farmers from three villages in Mithapur.

Jal Dhan

- The survey team found that the income level of the majority of the beneficiaries, 65%, was between ₹15,000 to ₹20,000. This, they reported, was an improvement in earlier years.
- 210 farmers adopted a micro irrigation system, and 74 farmers from 11 villages adopted rain gun irrigation.
- 170 watershed development structures were constructed in 2021-22.
- 412 farmers were covered under the watershed management programme.
- 23 mc ft rainwater harvesting capacity was added and 210 drips and sprinklers were installed.

Biodiversity

- 1,70,000 mangroves planted.
- 10 acres of deciduous forest plot was developed.
- 146 environment awareness programmes organised and 8379 people were reached.
- 56 eco-clubs were promoted.
Reshma is an assistant cutting master at Okhai. It has been ten long years. She is the first girl in her family to work and earn a livelihood with dignity. She has been an inspiration to her sisters. Now one of her younger sisters is studying dental medicine.

Reshma is happy that she could pave the way for a better living with the support of TCSRD.
Education

- The programme was found to be targeted at the economically weak section of society. The income level of the majority of the beneficiaries, 65%, was found to be between ₹ 15,000 to ₹ 20,000.
  - Dropping out from the school because of the seasonal migration of the parents was a common problem in the area. The programme addressed this issue and made arrangements to overcome the problem.
- Continuity of education
- 709 students were covered under digital literacy in Mithapur, in 2021-22.

- Quality of education
  - 96 schools in Mithapur were covered.
  - 200 students were covered under the Urban Classes initiative.
  - 613 students were given away scholarships.
  - 1400 students were reached for career counselling.
  - Through different direct and indirect educational interventions in 154 schools located in 8 Gujarati blocks affected by migration, the LAMP initiative reached out to 19,431 children.
  - Additionally, 10,242 members of the community have been reached through a variety of interventions, including meetings with the community, SMC and PRI training, strengthening citizen educator organisations, and more.

- Governance and engagement
  - Capacity building of school management committees. 1022 SMC members were trained.
No more dropping out of schools

Gujarat is mainly a destination state with a large pool of interstate migrants. However, about 0.54 million people migrated out of the state from 2001 to 2010, one-third of whom were child migrants. Their major destinations were Mumbai and Thane (26%, combined) and other bordering districts of Maharashtra and Madhya Pradesh[1].

Moreover, despite being a destination hub of significance for interstate migrants, more than 80% of the overall and child migration in Gujarat comprises intrastate migrants, with a significant portion being seasonal or short-term. There are two important streams of intrastate migration in Gujarat. One, tribal labour from the eastern belt to major cities in the state, dominated by unskilled migrants who engage in family migration to brick-kiln and construction sectors. Second, from salt-pan areas of Kachchh and Surendra Nagar, dominated by family migrants who migrate over the summer for eight months.

The Right of Children to Free and Compulsory Education Act, 2009 (RTE Act) provides free and mandatory education to all children aged 6–14. It creates a statutory entitlement that all children in the country, regardless of their location or other identities, can claim as a right from the state. Despite this, migrant children face several challenges in accessing education, with the seasonality of migration adding to the difficulty.

In Gujarat, the increasing privatisation of education and a decline in public schools have created a further divide, wherein permanent and well-off long-term migrants can avail of private education in urban areas. Still, seasonal and circular migrants are increasingly left out due to accessibility and language barriers in public schools.

<table>
<thead>
<tr>
<th>PROBLEM</th>
<th>SOLUTION</th>
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<tr>
<td>CHILDREN IN VILLAGES</td>
<td>STAY BACK IN SEASONAL HOSTEL AND RECEIVE CARE</td>
</tr>
<tr>
<td>FORCED SEASONAL MIGRATION</td>
<td>ATTEND SCHOOL REGULARLY SUPPORTED BY LEARNING RESOURCE CENTRE</td>
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<tr>
<td>WORK IN HAZARDOUS UNSAFE ENVIRONMENT</td>
<td>CONTINUES EDUCATION IN SCHOOL MANAGED ACTIVE SMCs</td>
</tr>
<tr>
<td>DROP OUT OF SCHOOL</td>
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"source- American India Foundation"
LAMP is implemented through local partners across eight blocks and eight districts in Gujarat, viz., Morbi, Surendranagar, Amreli, Bhavnagar, Kachchh, Mahisagar, The Dangs and Banas Kantha. School dropouts in these districts often occur due to poverty-induced seasonal migration.

The priority beneficiaries of LAMP are the children from poor and marginalised communities such as Scheduled Castes (SC), Scheduled Tribes (ST) and Other Backward Classes (OBC).
The programme addresses the issue of school dropouts by way of the following:

1. **Supporting children with quality education**
   The LAMP programme concentrates on children from pre-primary to grade 8. The initiative aims to reduce children's learning loss due to socio-economic reasons. The Elements of Early Child Education guarantee that children are prepared for school. The Learning Enrichment Program (LEP) focuses on teaching students in grades 3 through 5. The Learning Resource Centre (LRC) concentrates on the fundamentals of math and science in grades 6 to 8.

2. **Sensitising the parents about the importance of education for their children**
   There is a widespread effort to reach out to the community to sensitise them about the importance of education and the facilities available to facilitate learning. 1,12,134 community members have been reached under the programme since 2017-18 (8,288 in 2021-22 alone).

3. **Strengthening the School Management Committees**
   Although the School Management Committees have been given special importance under the new educational policies of the government, their involvement in the running of schools still leaves much to be desired. The Committees, more often than not, are not taken seriously, particularly in the schools in remote areas where most SMC members may never have been to schools themselves, their kids being first-generation learners. A dearth of seriousness at the end of the SMC member-parents is also commonly seen. On the one hand, they do not attach adequate importance to education. On the other hand, they are so engaged in earning livelihoods for their families that they are hardly left with any time or eagerness to think about anything else.

   Under this programme, the members of the School Management Committees, the majority of whom are migrant workers and parents of the beneficiary children, take special care to ensure that the school dropouts are identified and brought back to the schools. The primary reason behind it is the efforts taken to sensitise the communities about the importance of education. Additionally, many capacity-building initiatives have been taken for the SMC members under the programme which have helped them discharge their duties effectively. A selection process has been put in place to ensure that only those parents become part of the Committee who are willing and able to take on the responsibilities. Since 2017-18, 9,504 SMC members have been trained under the programme.
4. Creating a support system in the community

When the parents have to migrate for work, the children are left with their grandparents at home so they can continue their education. The parents, sensitised about the importance of education, agree to this proposition. If there is no grandparent in the family, the ‘caregivers’ take care of the children.

The caregiver concept is that of a hostel, where children can live and study at a nominal expense. These are typically houses where rooms become vacant during the migration season. These rooms are rented out to the children for their studies. The owner of the house earns money, which leads to a win-win situation.

**By 2030**

- ensure that all girls and boys are able to complete primary and secondary education leading to relevant and effective learning outcomes
- ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education
- ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy
- Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all
### Infrastructure projects

<table>
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<th>Sl. No.</th>
<th>Village</th>
<th>Project</th>
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<td>1</td>
<td>Shivarajpur</td>
<td>Construction of a community hall at Bhavnath Temple</td>
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<tr>
<td>2</td>
<td>Devpara</td>
<td>Primary School Compound, Paver block &amp; Gate Work</td>
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<tr>
<td>3</td>
<td>Dwarka</td>
<td>Repairing of THC flooring &amp; storage tank</td>
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<tr>
<td>4</td>
<td>Raval</td>
<td>Repairing of PHC &amp; construction of Oxygen Generator platform</td>
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<tr>
<td>5</td>
<td>Arambhada</td>
<td>Diversion channel behind cement plant area</td>
</tr>
<tr>
<td>6</td>
<td>Arambhada</td>
<td>Construction of a community hall at Arambhada, near Library</td>
</tr>
<tr>
<td>7</td>
<td>Samlasar</td>
<td>Construction of Room at Primary school</td>
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<tr>
<td>8</td>
<td>M.ljap</td>
<td>Construction of a community hall</td>
</tr>
<tr>
<td>9</td>
<td>Dwarka</td>
<td>Wall painting in TV Station School</td>
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<tr>
<td>10</td>
<td>Poshistra</td>
<td>Compound wall Pavar Block &amp; Earthfilling-Community Place</td>
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<tr>
<td>11</td>
<td>Jmi-Dhrevad</td>
<td>Repair &amp; Colour works of school.</td>
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<td>12</td>
<td>Vachhu</td>
<td>Repair &amp; Paver block at Vachharadada-</td>
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<tr>
<td>13</td>
<td>Shivarajpur</td>
<td>Repair of community hall at Ramdev-Temple</td>
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<td>14</td>
<td>Rajpara</td>
<td>Compound wall at Primary school (part-1) Bill No.1</td>
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<tr>
<td>15</td>
<td>Goriari</td>
<td>Paver block laying at High-school</td>
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<td>16</td>
<td>Bety</td>
<td>Government-Dispensatsi Electric work</td>
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<td>17</td>
<td>Pindara</td>
<td>Leveling &amp; ju al-cutting at pindara.</td>
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<tr>
<td>18</td>
<td>Shivarajpur</td>
<td>Paver Block near Ashapura-Temple</td>
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<tr>
<td>19</td>
<td>Mevasa</td>
<td>Paver block near Gatrak-Temple</td>
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<tr>
<td>20</td>
<td>Navi-Drevad</td>
<td>Paver block opp Mahakali temple</td>
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<tr>
<td>21</td>
<td>Batisa</td>
<td>Paver Block near Avad Mataji</td>
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<td>22</td>
<td>Kalyanpur</td>
<td>ITI repairing work</td>
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<td>23</td>
<td>Vasai</td>
<td>Construction of roof shed</td>
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<tr>
<td>24</td>
<td>Rangasar</td>
<td>Paver block at Smasan, Anganwadi</td>
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<td>25</td>
<td>Juni-Drevad</td>
<td>Paver Block near Avad mataji temple</td>
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<td>26</td>
<td>Meripar</td>
<td>Paver block at school &amp; community roadside</td>
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<td>27</td>
<td>Dhinki</td>
<td>Repairing work at cowshed</td>
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<td>28</td>
<td>Bhimarana</td>
<td>Compound wall at cowshed</td>
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<td>29</td>
<td>Hamusar</td>
<td>Paver Block at School</td>
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<td>30</td>
<td>Makanpur</td>
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<td>31</td>
<td>Ghadechi</td>
<td>Paver Block</td>
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<td>32</td>
<td>Bagvadar</td>
<td>School repairing</td>
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<td>33</td>
<td>Okha</td>
<td>RRWHS in UHC - Okha</td>
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<td>34</td>
<td>Raval</td>
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<td>35</td>
<td>Shivarajpur</td>
<td>Cleaning of light house</td>
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<td>36</td>
<td>Gaga</td>
<td>Cleaning of school cricket ground</td>
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<tr>
<td>37</td>
<td>Tobar</td>
<td>Renovation well, electric motor &amp; pipeline</td>
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<tr>
<td>38</td>
<td>Shivarajpur</td>
<td>Land levelling for cricket ground</td>
</tr>
<tr>
<td>39</td>
<td>Ladva</td>
<td>Pumping machinery, pipeline and water tank</td>
</tr>
</tbody>
</table>

87% of the respondent beneficiaries interviewed confirmed that the infrastructure development projects addressed the needs adequately.

All respondents expressed their happiness about the quality of the work done.
Health and nutrition

- In Barwani and Amravati, home-based herbal and kitchen gardens were promoted/developed in 1,943 households. Seed kits and different saplings were distributed to support the beneficiaries for setting up HKGs in Amravati and Barwani.
- 24 orientation and other training sessions were conducted for GHS staff and 730 VHND sessions were facilitated and supported in Amravati and Barwani.
- 1,308 health and nutrition counselling sessions and a total of 1,749 community-based events were conducted in Amravati and Barwani.
- In Amravati and Barwani, 3,215 adolescent girls and women were screened for anaemia levels; 3,006 pregnant women and lactating mothers along with 3,360 adolescent girls received nutrition counselling. 6,564 children under 5 years underwent malnutrition screening. 72 Anganwadi centres were involved in the malnutrition awareness program. 1,872 children underwent deworming in Barwani.

Drinking water and sanitation

- Ncourage Social Enterprise Foundation through Tata Swach Tech Jal offered the technology for purifying the water free of charge that benefitted 8 tribal school communities i.e. about 720 families.
- Installed 325 Tata Swach Tech Jal - community water purifiers to households that lack access to safe drinking water impacting more than 59,000 rural population i.e. 9,800 families.
- 615 families in Mithapur were facilitated with household tap connections.
- In addition, 1 drinking water well, and 50 roof rainwater harvesting structures were constructed under the village drinking water scheme.
The success of TCSRD’s initiatives aimed at improving farm-based livelihoods became evident from the fact that 100% of the respondent beneficiaries of the Agriculture and livestock programme reported increases in their income compared to 2018. The average monthly income, as reported by the beneficiaries, was found to have increased by more than 2.5 times, measured at the time of the survey since the beginning of the programme. All the respondents attributed this increase to the inputs received from the interventions from TCSRD.

64% of the beneficiaries under this programme, viz., the farmers and cattle owners, reported their monthly income as more than ₹ 20,000. In the case of cattle owners, the income was found to be directly proportional to the number of cattle owned. It was also found that the longer the exposure was to the programme, the higher the income.

Nearly 88% of the beneficiaries said that their income increased as a result of joining OKHAI – the consortium of self-help groups (SHGs) that has been formed in the villages of Okhamandal. The respondent beneficiaries of OKHAI reported that their income since last year has increased by nearly 3.5 times.

Has the income increased after joining OKHAI?

- A little: 12.5%
- Yes, most certainly: 87.5%
Ownership and leadership

Eight women in Mithapur came together with confidence and hope to run a laundry unit. They have invested Rs 5,00,000 each and take up full ownership of their work. TCSRD has given them support to run the laundry unit as an entrepreneur.

It is a matter of dignity to be an earning member in my family.
Driving economic growth with women-owned businesses

Manisha is a young CEO of Gomti Livestock Producer Co. Ltd. 161 women have come together and each of them are owning 100 shares. Currently, they are selling milk, and they are targeting to sell other milk products in the coming days. Strengthening of women entrepreneurs is an economic and environmental imperative.

It is a matter of pride of not just my family but also my community to see me evolving as a professional.
The beneficiaries of the skill development programme Badte Kadam (for non-farm-based livelihood generation), who wanted to take up jobs after completing their training, expected to earn ₹ 10,000 to ₹ 20,000 per month, adding to their existing family income which was around the same level. This would effectively mean a doubling of the family income for them. The expectations of the trainees, who wanted to launch their businesses, were much more.

The beneficiaries of the Jal Dhan programme also expected a higher income arising out of the increased productivity at their farms, though an estimate of the same could not be made.
Navsar got to know about the skill development programme by TCSRD from his friends. His father is the only earning member of their family. He is eighteen years old and understands the importance of supporting his father and family. So he has taken up work at a garage on a part-time basis. At the same time, he is learning from the skill development programme (Skill: Welding).

He feels grateful to TCSRD for providing affordable and quality technical and vocational training. He is positive and grounded.
Ensuring improved education

The LAMP Programme

The LAMP Programme aimed primarily at helping the children of the migrant workers continue their school education, also stressed on the quality of education they received. As a part of the endeavour, they arranged for special coaching on foundational literacy, languages and science subjects.

A comparison of the performances of the students under the programme, based on the data collected by the American India Foundation, suggests that in 2021-22, there has been an improvement in the performance of 22% of students in language and mathematics (LEP, grades 3 to 5), 21% of students in science subjects (LRC, grades 6 to 8) and 22% of students in languages (grades 3 to 4) over the previous year.

The parents of the children interviewed were daily wage labourers, salt pan workers and cattle farmers, sometimes without any fundamental education to their credit. Moreover, a majority of the parents were migrant workers.

However, the programme sensitised them to the usefulness of education. Although they could not guide their children with the subjects being taught at school, they encouraged their wards to study regularly at home and took special care to ensure that they studied.

All the student respondents confirmed that their parents ‘taught’ them at home, signifying that the parents were devoting time and sitting with the children when they studied at home.
Educating the girl child

There is a distinct gender gap in terms of literacy in Gujarat. According to the Census 2011 data, the literacy rate for the male was 87.23%, while that for the female was way behind – 70.73%.

Moreover, according to the UDISE+ data, the average share of girls in the pre-primary, primary and secondary grades taken together was 46% in 2019-20.

However, the data received from TCSRD suggest that the participation of the girls was way above the state average in the LAMP centres. Taking the three types of centres together, the share of girls in the total number of students in 2021-22 was approximately 50%.

At the time of the survey, it was noticed that the girls, mostly adolescents, took note of the disadvantages they would have to fight against, and showed resolve of forging ahead with their heads high.
Making rural communities healthier

The people of Barwani and Amravati, Madhya Pradesh suffered from diseases caused by malnutrition. The problem of anaemia was severe, especially among women. Moreover, the healthy practices for eating, breastfeeding and caring of pregnant and lactating mothers were virtually non-existent there. The data reported by TCSRD suggest the following as a result of the intervention made:

38% of beneficiaries (pregnant women) started eating nuts and seeds like groundnuts, sesame etc. with the help of recipes demonstrated by TCSRD team (sesame and groundnut dry chutney).

More than of 60% beneficiaries/women started eating pulses/legumes which was hardly 10% earlier.

School Health education sessions: increased student participation in Health education sessions from averaging 408 students per month last year to 802 students per month.

Increased consumption and preservation of all types of Seasonal fruits and vegetables like pumpkin, carrot and sweet potato, green leafy vegetables, papaya etc.

Practice of Infant and Young Child Feeding (IYCF) increased: early initiation of breastfeeding, exclusive breastfeeding for first six months, timely initiation of complementary feeding etc.

Increase in service demand: The community started availing of government health services. Severe malnourished (child) cases are being brought to Nutritional Rehabilitation Centres (NRC) for treatment. Earlier, they used to go to traditional healers for treatment.
The respondents of Manoor Block, Sangareddy District, who were interviewed by the survey team, stated that they had to consume water full of unwanted contaminants. They were farmers and labourers with limited means (the average monthly income was reported as approximately ₹ 5,000 to ₹ 10,000), and did not know how to make the water drinkable. As a result, suffering from waterborne diseases was common, especially among children and the elderly. The problem used to increase during the rainy seasons.

The members of the community confirmed that the Swach Tarang programme has addressed this problem, and they consume clean water without having to pay anything for the same. They also confirmed that the availability of clean water was not an issue, as they had the waterpoints well within reach of their houses.
Mainstreaming the rural talents

The Badte Kadam initiative not only presented the opportunity for a brighter future for the talented young workforce of Mithapur, but the programme also made sure that the workforce is prepared to make the best of those opportunities.

Along with the six core trade courses, the beneficiaries confirmed that they received training on the skills that make them job ready. They reported having learned the following skills as well:

- **MS Excel**
- **Soft skills including communication**
- **Personality development**
- **Entrepreneurship**
- **Basics of health and safety at the workplace**
- **5s - a five-step methodology for creating a more organized and productive workspace: Sort, Straighten, Shine, Standardize, and Sustain.**

54% of the respondents said that they learned the tricks of conducting a business from the course.

Though not supremely confident, a majority of the beneficiaries were found to be adequately confident about achieving what they wanted in terms of settling in life, after the completion of the training. 81% of the beneficiaries marked their own level of confidence a 4 out of 5.

How confident are you that you will achieve what you want? Response on a scale of 5

- **10.5%**
- **80.7%**
- **8.8%**
Bolstering agriculture – the main source of livelihood

TCSRD, through its watershed development and water management programme Jal Dhan, reached out to more than 6,000 farmers in Mithapur since 2017-18.

97% of the respondent farmers, who got themselves associated with the programme, confirmed that the issue of scarcity of water for agricultural had been resolved to a large extent.

However, solving the problem of availability has given birth to the problem of higher demand

61% of the respondents said that the water they got was adequate for farming.

99% of the respondents confirmed that their productivity had increased. 51% started producing new crops like cotton, millet and cumin seeds.

However, 35% wanted more water as their productivity, and therefore land utilisation increased.

100% of the respondents confirmed that they received training on the issues like rainwater harvesting, drip irrigation method, water conservation techniques and maintenance of farm ponds. 95% of them said they knew very well as to how to preserve rainwater.
Everyone was convinced that the knowledge of rainwater harvesting had helped them. The respondents said that rainwater harvesting:

- Is an excellent source of water for landscape irrigation with no chemicals, dissolved salts and free from all minerals;
- Improves the quality and quantity of groundwater; and
- Increases productivity and, thus income.

It is expected that the farming community will take more and more resort to efficient farming techniques and increase productivity further.

During the on-site survey, all the respondent cattle owners covered under the Agriculture and Livestock programme confirmed that their cattle stock had increased because of the inputs received from TCSRD, such as vaccination, artificial insemination, and awareness on cattle farming do’s and don’ts. The farmers under the same programme confirmed that their average production of groundnuts had increased by 50 to 60% because of the intervention.

Under the soil and land development programme, 1223 acres of land have been reclaimed since 2017-18 upto 2021-22, benefitting 280 farmers from 33 villages. Although no reclamation took place in 2021-22, the farmers are likely to reap the benefit of it, through cultivating a part of that reclaimed land.

However, laser levelling of 209 acres of reclaimed land was done in 2021-22, which benefitted 16 farmers from 3 villages.
In 2021-22, 65,000 mangroves were planted in Mithapur and 1,05,000 were planted in Sundarbans, West Bengal. The planted mangroves, coupled with the development of 10 acres of dry deciduous forest have added to the avifauna of the area. According to the data received from TCSRD, 10 new bird species were recorded in 2021-22, taking the cumulative figure to 118 since 2017-18. Five indigenous flora species were also introduced in the area in 2021-22. TCSRD data state that 37 whale sharks were rescued in 2021-22 as well.

As a measure to sustain these activities, TCSRD promoted 56 ‘Prakruti’ eco clubs in the area, reaching over 6,000 students and teachers from local schools. This initiative was designed to create biodiversity conservation and climate change awareness amongst rural students, teachers and the community. The aim is also to encourage a participatory approach to conservation action. 50% of the respondents, during the survey, confirmed that they were aware of the benefits of mangrove plantations.
To
The Management of Tata Consumer Products Ltd. (TCPL)

Introduction and objectives of work
Consultivo Business Solutions Pvt Ltd (Consultivo) has been engaged by Tata Consumer Products Ltd. (hereinafter abbreviated “TCPL”) to conduct an independent Impact Assessment of its CSR Projects for the year 2021-22. This Impact Assessment Statement applies to the related information included within the scope of work described in this report.

The assessment process was conducted in line with the Consultivo internal protocol for Impact Assessment, which is developed based on requirements of The Companies (CSR Policy) Amendment Rules 2021, ISO 26000, IFC/World Bank, national and international guidelines and relevant industry best practices. The relevant data and information have been verified by Consultivo through a hybrid mode (both onsite and remote engagement) of data collection - onsite survey, online survey, focus group discussion, key informant interviews and observation.

Our findings
On the basis of our methodology and the activities described above, it is our opinion that the projects described in this report demonstrate impact benefitting stakeholders through the project’s output, outcome and long-term effects with a strategic intent for social change.

Limitations and Exclusions
Excluded from the scope of our work is any assurance of information relating to the following:

- Activities outside the defined assurance period stated in the report
- Positional statements (expressions of opinion, belief, aim or future intention) by TCPL and statements of future commitment
- Our assurance does not extend to the activities and operations of TCPL outside of the scope and geographical/project boundaries mentioned in the report
**Statement of independence, impartiality and competence**

Consultivo is an independent professional services company that specialises in ESG (Environmental, Social and Governance) and Sustainability in providing independent assurance services. Consultivo has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities. We are particularly vigilant in the prevention of conflicts of interest.

The impact assessment team has extensive experience in conducting baseline studies, monitoring & evaluation (M&E) and impact programs over different thematic areas, geographic regions with an excellent understanding of Consultivo's standard methodology for the Independent Impact Assessment of CSR projects.

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**Saikat Basu**

CEO, Consultivo

January 2023

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ACKNOWLEDGEMENT

The Consultivo team is thankful to Ms Ruma Rao, Vice President - Employee Engagement, D&I & Business Excellence and Mr Hiten Pabari, Senior Manager – Business Excellence, Ethics & CSR of TCPL, for the support extended in their fact-finding missions to the several project intervention areas. The TCPL was also instrumental in arranging the virtual sessions where onsite visits could not be undertaken.

We are also thankful to Mr Anshu Shukla, Manager - Sustainability, Certifications, CSR, Welfare & Compliance at Amalgamated Plantations Pvt, for facilitating our surveys at the tea gardens in Assam.

We extend our special thanks to the coordinating personnel and practice heads of the agencies that implemented the projects funded by TCPL in 2021-22.

We will be failing in our duties if we do not thank all the beneficiaries and stakeholders, with our hands folded, for patiently withstanding the long interview sessions in all project locations.
Disclaimer

Consultivo Business Solutions Pvt Ltd (Consultivo) is a management advisory and consulting firm helping global businesses in the areas of Sustainability, Business Excellence and Risk Management – both at the strategic and operational levels. Consultivo has carried out an independent advisory service on behalf of TCPL to assess the impact of the CSR projects by TCPL. We do not accept or assume any responsibility for any other purpose or to any other person or organisation. Any reliance that any third party may place on this report is entirely at their own risk. All conclusions are based on our on-site visit, interviews and study. The findings of this report are valid as of the date of the interviews. No member of the advisory team has a business relationship with the customer beyond required for this assignment. We have conducted this advisory service independently, and there has been no conflict of interest.

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