

TISES CSR PROJECT

**IMPACT ASSESSMENT OF CSR
ACTIVITIES IN 10 VILLAGES
SURROUNDING THE NANO PLANT**



CSR IN THE TATA GROUP

World-renown approach to Corporate Social Responsibility

- Long tradition
- Connects to the core values of the company
- Giving back to the community

MY INTERNSHIP

Tata International Social Entrepreneurship Scheme

- Unique two-month experiential internship for students from the world's leading universities in the corporate sustainability projects of Tata companies in India
- The TATA ISES program provides students with a grass-roots level exposure to the real India and its culture while bringing international perspectives to the company projects, thus helping promote international understanding
- Currently offered with three universities: University of Cambridge (UK), University of California, Berkeley (US) and London School of Economics (UK)



CSR IN TATA MOTORS

Mission: Improve the quality of life of the villages surrounding the plant through sustainable rural development.

- Health
- Education
- Environment
- Employability

MY PROJECT

Why do Impact Assessment?

- Is the company's investment in CSR activities producing returns: is the money being wisely spent?
- Gauging the attitude of the local population around the plant towards the company
- Like in all other business areas, CSR should also be subject to Quality Assurance
- We have numbers on delivery of services, but to find out what the impact has been on the lives of the people we need to talk to them

METHOD



- 210 household surveys conducted by employee volunteers
- Interviews with key informants in all villages
 - Sarpanch
 - Primary School
 - Anganwadi worker
- Focus groups with women who received employability training
- Participatory methods to ensure community involvement

10 VILLAGES

10 villages in Sananda taluka were chosen

- Bol
- Chharodi
- Khoda
- Rupavati
- Vasodhra
- Aniyari
- Vanariya
- Kundal
- Dodar

VILLAGE VISITS



VILLAGE VISITS



EDUCATION

Holistic education of children through improvement in the quality of education, infrastructure development, at both primary and secondary level.

- PDP Programme
- School furniture
- Environmental awareness
- Attitudes regarding education



PDP PROGRAMME

Training for primary school teachers

- In collaboration with Block Resource Centre for Education
- Perfect example of Public-Private Partnership Model: facilitating and supporting government schemes
- Thanks to TML, Sanand block is the **first block in India** where all primary school teachers have completed the training!
- Positive impacts: teacher motivation, student attendance
- Example of Kaizen: resource pack updated based on feedback
- Best practice within CSR



PDP PROGRAMME

Points of improvement

- Teachers in Chharodi thought some of the content was too advanced for the children, and that the programme should be tailored to each location and standard
- In Vasodhara, not many of the new methods learned had been implemented due to a lack of materials
- In Khoda teachers reported that there are already too many trainings taking away too much time from teaching

SCHOOL FURNITURE



- Baseline survey: no desks or benches in any of the schools, all children sitting on the floor
- TML tried to fill this gap by building desks and benches for the schools using recycled material (surplus wooden crates at the plant)
- In the majority of schools visited, the teachers thought the school furniture supplied by TML was not up to the mark
- Some issues included inappropriate size (too big) and rough finish
- In Vasodhra, Rupavati and Chharodi primary schools benches and desks are currently not in use at all
- Furniture was distributed by BRC for Education that provided the specifications for the furniture

ENVIRONMENTAL AWARENESS

Environmental education for children

- Tree planting → CO₂ calculations
- Sit-and-draw competition
- Essay competition
- Film on Climate Change



MOVING FORWARD

Attitudes towards education

- Attitude towards education in majority of villages is poor
- Relationship between teachers and village
- Teachers are highly motivated but the awareness among parents is low
- Girls much less likely to go to secondary school
- Strong correlation between the education of parents and their aspirations for their children
- Adult Literacy Programme being developed



HEALTH

Improve overall health of families, with special focus on maternal and child health, providing both preventive and curative health services.

- Safe Drinking Water Programme
- Sanitation Campaign
- Health camps

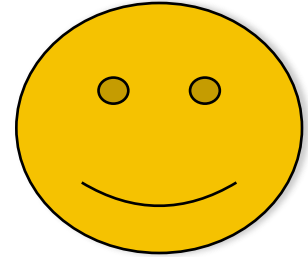
SAFE DRINKING WATER

RO Plant Scheme: installed in 12 villages so far

- Baseline survey: poor quality drinking water, high TDS and salinity → health problems
- Run in collaboration with WASMO
- Sustainable project through community-based design
- Rupavati, Khoda, Aniyari and Vasodhra
- In three out of four villages where the plant has been installed it is working well and being properly maintained
- In Vasodhra, RO plant is not operational due to deterioration of bore-well
- Successful in raising awareness regarding safe drinking water and making villagers pay for pure water for the first time



SAFE DRINKING WATER



Positive Impacts

- In all villages where RO is installed, the majority of the households acknowledge the superior quality of the RO water and are happy with the price
- In Aniyari, villagers are very thankful to TML, saying the 'better water' has brought health benefits
- In terms of improving quality of life, the RO plant can make a real difference as it improves the health of the population

SAFE DRINKING WATER

Difficulties and limitations

- Unfortunately TML has been unable to install the RO plant in some villages who would need it
- Unwillingness to start paying for drinking water
- Villages have to meet some requirements
- In some villages, sarpanch is uncooperative → TML cannot intervene in local politics
- In Chharodi and Bol a significant proportion of the households interviewed thought the quality of drinking water is a problem and/or wanted an RO plant in the village

SAFE DRINKING WATER

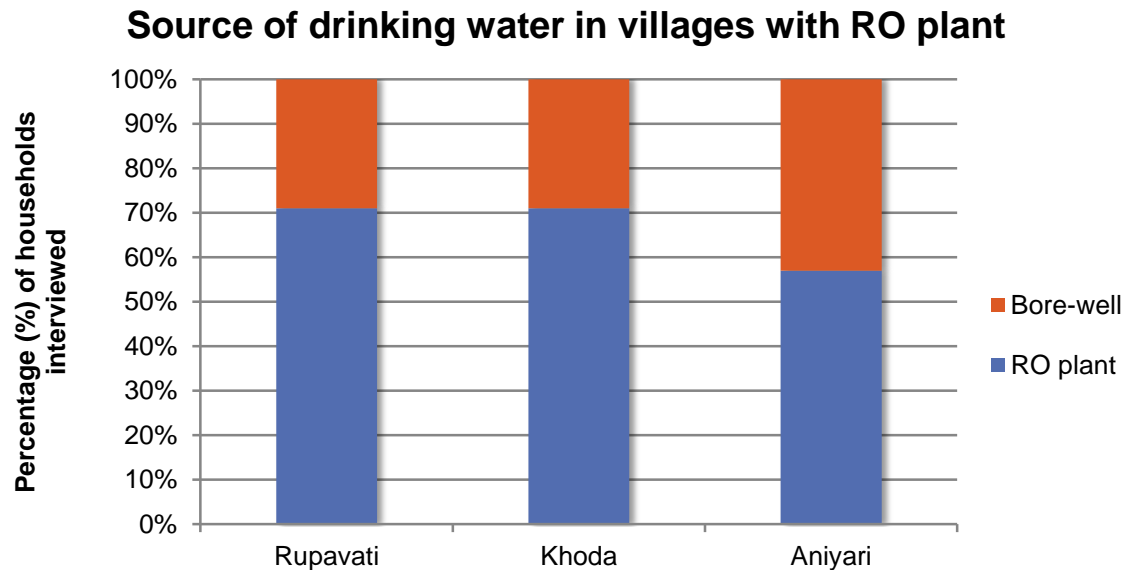
Points of improvement

- ✓ Condition of bore-well should be inspected prior to installation in order to ensure that the situation in Vasodhra is not repeated
- ✓ Installation of RO plant should be combined with regular awareness-raising on water-related health issues, to ensure the RO water is used and bore-well water avoided



SAFE DRINKING WATER

Some households still continue using the bore-well, even after the RO plant has been installed



- Bad taste, too expensive
- Villagers occasionally still drink from other sources
- Shows lack of awareness regarding health benefits

PILOT OF TATA SWACH

- Safe Drinking Water Awareness Campaign
- Tata Swach: domestic water purifier developed by Tata Chemicals
- Does not solve TDS problem but eliminates microbial contamination
- Proposal developed with fellow TISES intern Toby Norman
- Sir Ratan Tata Trust: Mission Swach Jal
- In villages where the RO plant is not an option, Gram Saheli can sell Tata Swach directly to households



SANITATION CAMPAIGN

- In Khoda and Rupavati sanitation campaign has been very successful and there seem to be no problems
- The majority of households in Aniyari and Vasodhra that had a toilet provided by TML voiced some issues with it
 - More sturdy design
 - Tiles
 - Size
- In some cases the toilet is still under construction, as the pit has to be dug by the households
- However, an improvement in the model would also mean increase in cost – would villagers be willing to pay?
- Toilet use is also an attitudinal problem

CHANGES IN SANITATION

TML sanitation campaign

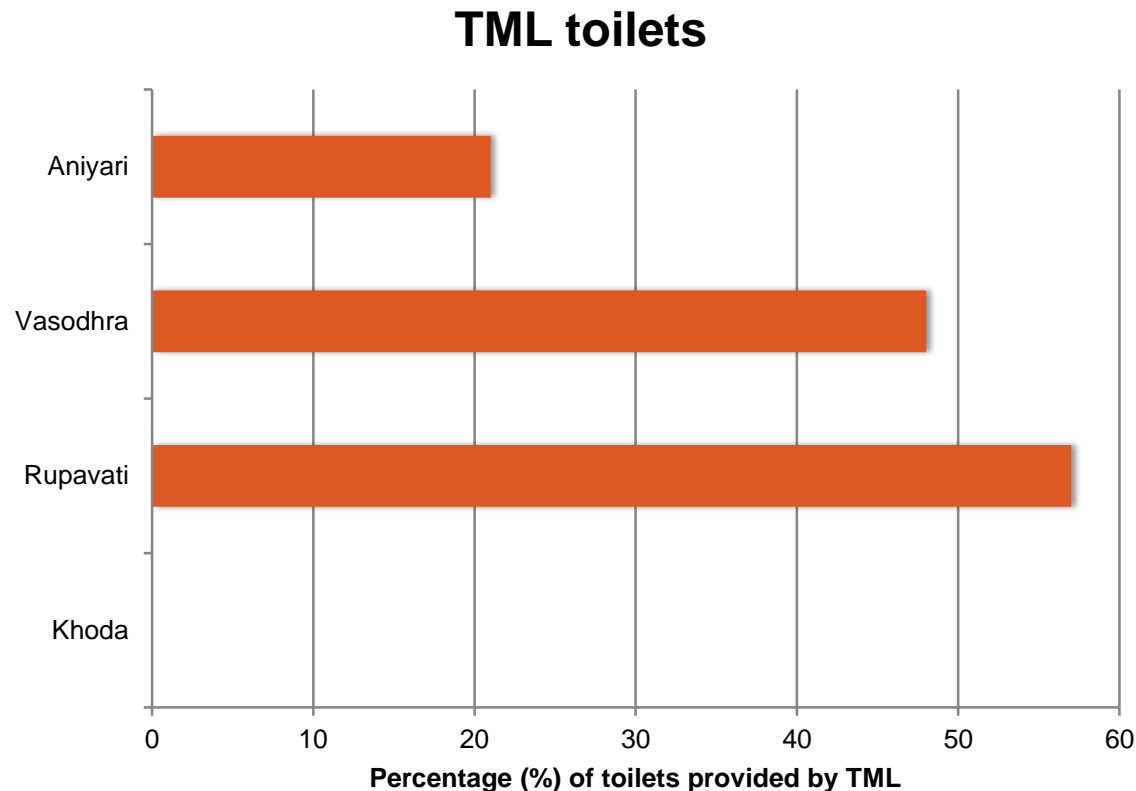
Village	Baseline %	% of households interviewed with toilet	% change
Rupavati	5	78	73
Vasodhra	25	81	56
Aniyari		29	
Kundal		62	

No TML sanitation campaign

Village	Baseline %	% of households interviewed with toilet	% change
Chharodi	13	52	39
Khoda	5	75	71
Bol	25	52	27
Dodar	20	62	42

SANITATION CAMPAIGN

Not all increase in the prevalence of toilets can be attributed to TML as people also build their own



HEALTH CAMPS

- Eye camp
 - Uppardal and Chekkla PHC
 - Well-attended
- Malnourishment camp
 - On average 3-4 malnourished children in the anganwadi
 - Some of them have attended malnourishment camps
 - PHC Julapur: 3 follow-ups, all children have seen improvement except three which have genetic disorders



CURRENT HEALTH SITUATION

- Seasonal health problems very common: fever, cough
- Many people not willing to disclose their health problems
- On the bright side, most villagers do seem to have visited a doctor within at least the last year
- Many people have raised concern over limited access to health services

Village	Malaria cases	TB cases
Khoda	3	0
Bol	1	1
Chharodi	1	1
Rupavati	1	0
Vasodhra	2	1
Chharal	0	0
Kundal	0	0
Dodar	1	0
Aniyari	0	0

EMPLOYABILITY

Create opportunities of employment and self-employment through skill-building and income generation activities.

- Local men and women employed at the plant or vendor park
- Training in handicrafts for women, some through SHGs
- Computer training programme for women
- Employability training for men

MILK MANDALI PROGRAMME

Women's Dairy Cooperatives

- In Chharodi and Vasodhra
- Women received training on hygiene and proper feeding of the animals
- Fat content of the milk has increased
- In Vasodhra, they are also making and selling curd
- In both villages, they now receive a better price for the milk



SEWING TRAINING

In Rupavati

- Very successful programme
- 16 women trained
- 7 of these now working in nearby industries, leading to an increase in income
- Many women also sewing saris and making repairs in their homes, and thus also making money
- One of the only villages where women have started working outside the village → clear change in attitudes
- One young girl is earning 4000 rupees a month, and has avoided early marriage due to her job



SEWING TRAINING

In Vasodhra

- Impact limited as women have not yet started production
- No sewing machines
- They would have the space for machines in the community hall and want support for a few sewing machines. If they get money for this they could provide the materials.
 - Possibility that should be investigated further

JUTE HANDICRAFT

In Khoda

- Feedback on the training was good
- Received some orders, but women not yet making items since they have not yet bought the materials
- Some difficulty in acquiring materials since they have to be bought outside the village

COMPUTER TRAINING PROGRAMME

- For literate village women
- With Core and GKS
- Positive impact in terms of changing the attitudes and aspirations of the women
- However, impact remains limited as few of them are working
- Not allowed to leave the village, busy with other responsibilities
- Employment opportunities should be identified prior to training
- Careful targeting/selection of women



ENVIRONMENT

Enhance green cover in the region, and create sustainable water supply sources, water harvesting and alternative sources of energy.

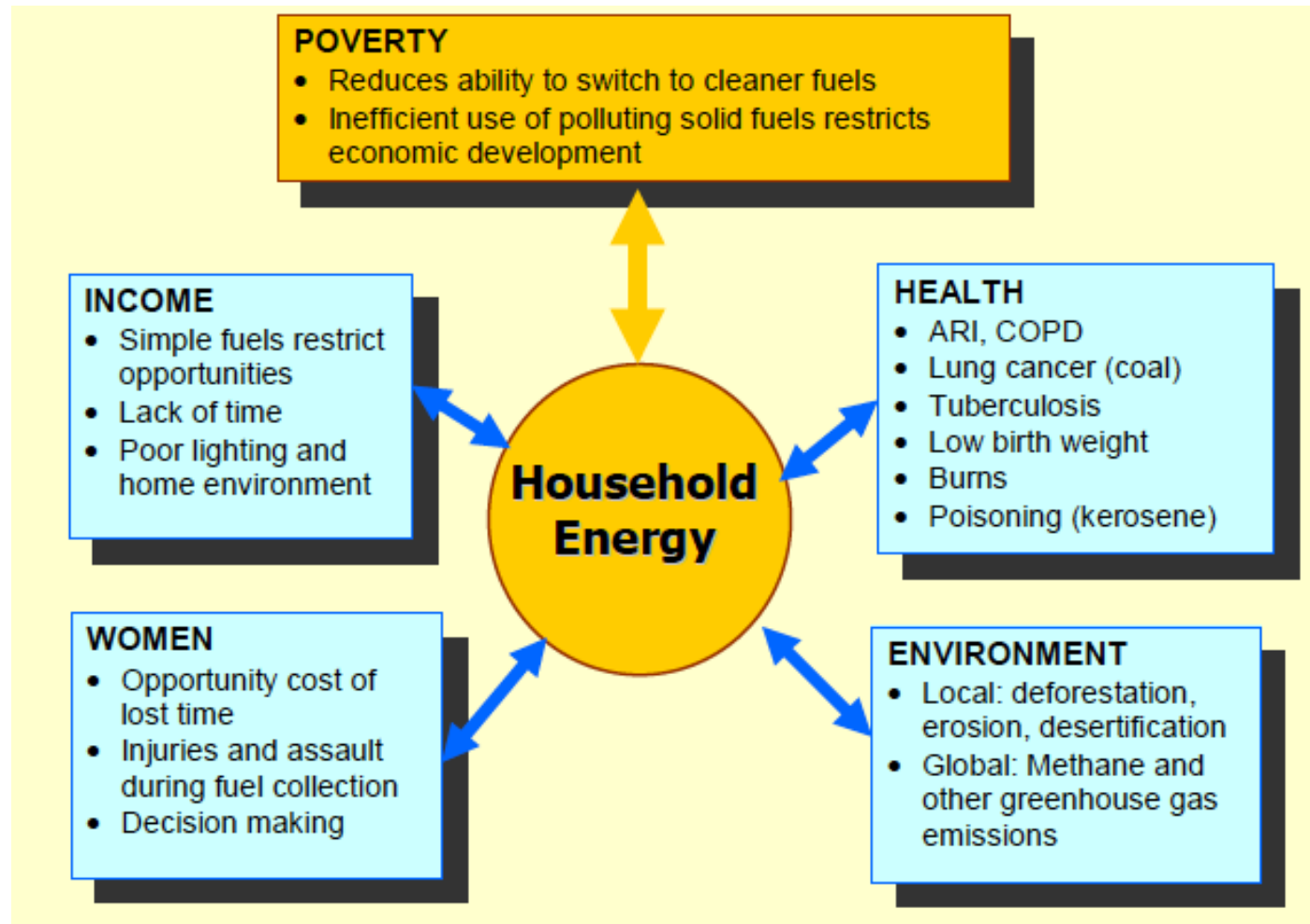
- Tree planting in primary schools
- Smoke-efficient chulla campaign
- Water Infrastructure



SMOKE-EFFICIENT CHULLA

- Smoke-efficient chullas installed in Rupavati, Vasodhra, Kundal and Dodar
- Not many of interviewed has smokeless chullas, so the information we were able to gather regarding impact was limited
- Some problems with the chulla becoming unusable during the monsoon season
- Scope for extending the programme as many households expressed interest

HOUSEHOLD ENERGY



IMPROVED STOVES

- Research indicates that improved biomass stoves are the most cost-effective intervention for South Asia
- Step in the household energy ladder: only feasible in situations where a lot of people cannot switch directly to LPG
- All villages have electricity so there is potential for switching to cleaner fuels

WATER INFRASTRUCTURE

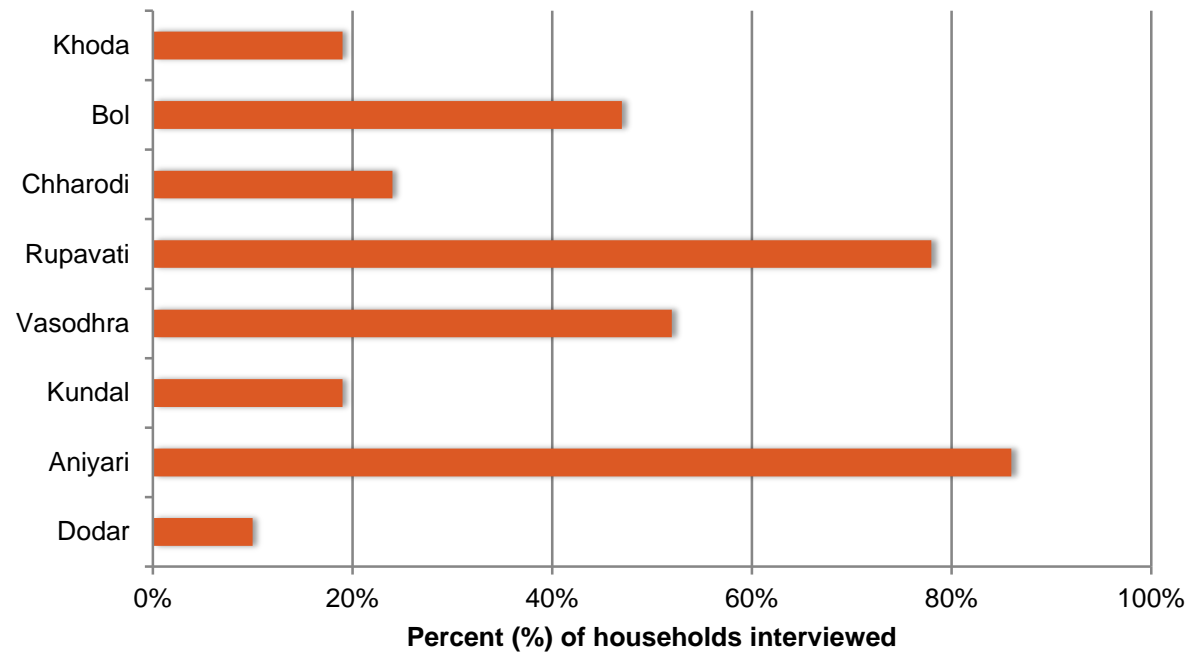
Pond excavation and Drainage Digging

- Waterlogging big problem in most villages during monsoon
- No drainage systems in most villages
- Water-related diseases, Mosquitoes
- Damages roads
- Some CSR projects started, e.g. drainage system in Vasodhra, but there is scope for programmes to be extended

QUALITY OF LIFE

Has quality of life improved in the last two years?

Improvement in QoL



NANO PLANT IMPACTS

- Employment opportunities
- Price rise
- Selling of land



CONSTRAINTS

- **Difficulty in obtaining reliable data**
 - Some villagers not willing to answer questions
 - Key informants all say different things
 - Government officials sometimes biased
- **Time constraints**
- **Language barrier**

SWOL ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• CSR strategy• PPP model• Employment opportunities• Image of company improved• PDP Programme• RO plant scheme• Dairy cooperative programme	<ul style="list-style-type: none">• Impact of trainings limited as few are women working• Targeting of programmes• School furniture• Awareness of programmes across the village
OPPORTUNITIES	LIMITATIONS
<ul style="list-style-type: none">• Awareness campaign and pilot of Tata Swach• Awareness regarding education: Adult Literacy Programme• Rethink smoke-efficient chulla programme• Gram Saheli programme promising	<ul style="list-style-type: none">• Local village politics• Teachers are motivated but parents' attitude regarding education is often lacking• Awareness regarding health and sanitation still quite weak• Women's empowerment will take a long time as culture changes slowly

EMPLOYEE VOLUNTEERS

THANK YOU!!!

Without you, the project would not have been possible!

We collected a huge amount of data that will be very useful for the CSR team in building upon their success.

If you would like a copy of the report you can request it from Sampa.



MY INDIAN EXPERIENCE

