



# Rallis India Limited

Benchmarking Report  
TISES 2011

TATA PROTOCOL - Community Development									
(Internal Assessment: August 2011)									
Company: Rallis India Limited									
Assessor Team: Ms Pamela Runnacles (TIES intern)									
TATA PROTOCOL-CSR-"SYSTEM RESPONSE" -LEVEL-1 - ASSESSMENT SHEET									
Sl. No.	Response Level / Parameters	Max. Score			Actual Score IA-2010		Total	Actual Percentage	
		P	O	Total	P	O			
1	Leadership Commitment and involvement:-	30	25	55	15	10	25	45%	
2	Management Structure and Deployment:-	30	25	55	15	8	23	42%	
3	Strategy Development and Action Point:-	30	25	55	10	8	18	33%	
4	Reviewing Mechanism, Process Documentation and Reporting, Communication & Awareness:-	60	50	110	15	15	30	27%	
Overall Score (Level 1: System Response)				275	55	41	96	35%	
TATA PROTOCOL-CSR-"PEOPLE RESPONSE" -LEVEL-2 - ASSESSMENT SHEET									
1	Selection, career development of key employees, performance management & succession planning	25	20	45	7	6	13	29%	
2	Training for professional, organizational, managerial competencies and enhancement of role in CSR	25	20	45	13	10	23	51%	
3	Training for leadership development, enrollment of other employees, personal learning, development & enhancing role in CSR	25	20	45	8	6	14	31%	
4	Volunteer scheme and increasing / maturing degree of volunteering	25	15	40	15	10	25	63%	
Overall Score (Level 2: People Response)				175	43	32	75	43%	
TATA PROTOCOL-CSR-"PROGRAM RESPONSE" -LEVEL-3 - ASSESSMENT SHEET									
1	Risk Management of Social/Environmental Impact:-	100	150	250	0	0	0	0%	
2	Serving Communities around basic needs in the neighbourhood	40	60	100	18	30	48	48%	
3	Building Community & sustainable livelihood (strengthening poors potential capacities)	40	60	100	10	15	25	25%	
4	Encouraging Social and Noval Entrepreneurship to convert charity driven initiatives into sustainable ventures	40	60	100	0	0	0	0%	
Overall Score (Level 3: Program Response)				550	28	45	73	13%	
				1000			244	24%	
				Overall Score 244					

# Purpose of Protocol

1. Useful tool in identifying opportunities for improvements
2. In identifying quantitatively where Rallis stands compared with other Tata Motors and Chemicals
3. Used as a baseline for project and an incentive to improve in the future

## Rallis : 0-30% score band

- Demonstrating very early stages of developing and implementing a systematic approach to CSR.
- However, fundamental lack of concept as to how corporate social responsibility should act as a business function.

# Structure and Leadership Management

1. Distinction between corporate and plant level.  
CD Head should be leading from the centre not in the field
2. More staff
3. Communication between:
  - Volunteer Champions and CD Head
  - Corporate Sustainability Head and CD Head

# Strategy and Process

1. No written goals, strategy, documentation or evaluation of projects
2. Example of effective strategy and evaluation:
  - SYNGENTA , 'Me and Mine' project.



# Farmers:

- Tata Power, Syngenta and Tata Chemicals
- Example: Tata Power
  - Collaboration with BAIF to enhance income of farmers in Mulshi region.
  - Technical training in crop plantation
  - Supply of cheap good quality seeds
  - Long term impact

# Women empowerment

- TARA project : good idea but not **SUSTAINABLE**
- Impact women from a socio-economic standpoint e.g.:
  - Grihini Udyog project – women's cooperative. A win-win concept where women benefit and Tata Motors benefits.
  - Self Help Groups: Tata Power and Chemicals – promotes self -employment



# Women empowerment:



Tata Motors: Grihini  
Udyog



Tata Power: Self-Help  
Group

# Youth Empowerment

- RUBY project, good idea but not **SUSTAINABLE**
- Rallis needs to evaluate such educational programs and tackle the education system in a consistent manner.
- Example:
  - Tata Motors: Vidyadhanm scholarship scheme
    - Monitors the progress of students through the year.
    - Uses employee volunteers as mentors.

# Employee Volunteering

- Saathi: impressive statistics, not poor processes in publicising opportunities, engaging employee interest and collecting employee information.
- Activities benefit the employee but not the community because of its ad hoc nature.
- Example :
  - Tata Power :Volunteering registration form on intranet
  - Transmission Lines, company magazine which includes the promotion of CR events every three months.

# Employee Volunteering:

- Rallis needs to:
  1. Establish a more sustainable volunteering system in which both community and employee benefit, to do this they need to:
  2. Better organise activities through discussing with NGO/educational institution and devising a plan for activities.
  3. Produce feedback forms to evaluate activity.
  4. Create a better system of recording employee data for future reference.

# Opportunities for Improvement: Top 5 Priorities

1. Document distinct goals, strategy and tools for the assessment of projects.
2. Develop better leadership and communication between CD facilitators and CS head.
3. Do read, learn and digest the Tata Code of Conduct and the Tata Protocol, to get an idea was proper CSR practise and what is required at Group level. The answers are right in front of you!

# Opportunities for Improvement:

## Top 6 Priorities continued

4. Develop and expand projects to ensure that they engage thoroughly with the community and so are sustainable in nature. (CD Head should observe Self Help Groups, particularly Tata Powers initiatives.)
5. To understand CSR as integral to business, and so seek projects which satisfy business and community need.
6. Finally publicise projects through different media to generate a cultural of volunteering and community engagement within the company.

# Thank You

