



Tata Steel Corporate Sustainability

A Qualitative Review of the Approach of CSS towards Youth Development

The Project: Approach of CSS Division, Tata Steel Towards Youth Development

- + Review of 3 delivery arms: US, TCS, TSRDS
- + Assess relevance to the context
- + Assess the process of implementation: planning process, target group, area identification, selection procedure, monitoring and evaluation process
- + Assess the impact on the beneficiary
- + Assess the sustainability of the impact
- + Suggestions for improvement



Focused Group Discussions

Towards a complex qualitative evaluation

Focused Group Discussions

Questions asked

Name, age, profession, profession of family?

How did you find out about the services?

Are you happy with the services?

Is there anything that could be improved?





Participant Observation

Towards a complex qualitative evaluation

Areas for Improvement- as suggested by beneficiaries

- + **Education:** (10th Standard) Diploma Engineering, Trade Apprentice (TCS); (10th +2) Bachelor in Technology BTec- Coaching to qualify for the exams, as well as support for course fees; Bachelor in Medical Science (TCS)
- + **Vocational training/women's empowerment:** Need more Sewing Machines (US- (Kasidih Center)
- + **Employability:** English Computer training: Students want more advanced computer courses, for when they are finished with this one (TSRDS- Kolabera Center)



Suggestions for Improvement

Practical

1. Beneficiaries enrolled in some courses (i.e. sewing, stitching, etc.) do not expect to have an income from the service. So, either seek a service that is sure to provide income; or, if it is for personal development, seek more effective ways to achieve this. Avoid superfluous or underappreciated efforts. (This is also in reference to making sure that definitions and goals are clear.)
2. Construct business Models: try to construct a self-sustaining business, and sell it off to young entrepreneurs who are willing to invest and scale up an already functioning model. (i.e. stone craft)
3. Centralize efforts, or create collaborative teams across delivery arms of CSS to avoid knowledge gaps and overlap of efforts and resources.





Suggestions for improvement

4. Evaluate reach and target group... are there people who need it more?
5. Taking projects to scale
6. Focus on personality development: teach speech and communication skills, so youth can seek out opportunities (and maybe tell more accurately which services they would like Tata Steel to provide!) Acting, reasearch skills, etc.
7. More programs for preparation for work in government- ethics and corruption



Observations

Summary: it is difficult to get any other reply from the beneficiaries. First, they will not “bite the hand that feeds them”. Second, they are shy to say anything different. Finally, their resources and opportunities are so limited, and their knowledge of possibilities is little, so anything that is provided to them will be welcome, and rarely questioned.

So: it is up to Tata Steel to be self-critical, as no one else will be.



Personal Experience

... wonderful in every way!

Language, sights, people, food, and experience of personal growth.



Thank you!





Thank you!





Thank you for this wonderful opportunity!

Seeing and analyzing the work that is being done at CSS has been a humbling and rewarding experience.