

CSR IMPACT ASSESSMENT REPORT

(Projects concluded in FY 2022-23)

TATA SONS PRIVATE LIMITED



SOULACE CONSULTING PVT LTD

INTRODUCTION

The "One Tata" approach lies at the essence of Tata Son's CSR endeavors, this unified approach is reflected among Tata Trusts, Tata Sons and Tata Community Initiatives Trust (TCIT). The growing inequalities of this time and age are well acknowledged by Tata Sons and consistent efforts are being put together to address the challenges faced by the poor and socially marginalised communities that hinder inclusive national development. When it comes to determining the areas of CSR projects, priority is placed on issues that require urgent attention and where the company's resources and knowledge will be relevant. The CSR initiatives are aligned with national programs and focus on pressing issues like healthcare, education, skill development and rural upliftment. This study seeks to evaluate the impact of 9 projects operational for at least a year. The CSR Projects evaluated in this report are those where Tata Sons has contributed more than Rupees 1 crore and concluded in FY 2022-23. Further, some projects were initiated in prior financial years. The total funding by Tata Sons towards CSR projects was Rs 38.8 crore. Specific details for each project can be found in the relevant section.



Number of Projects

9



Thematic Area Covered

Healthcare, Education, Skill Development, Rural Upliftment



Implementing Partner

Tata Trusts, Sri Aurobindo Society (SAS), TCIT



Number of Lives Touched

5 Million+

Schedule VII Alignment

Projects are aligned with Schedule VII read with Section 135 of the Companies Act, 2013 under the following activities:

- ii) promoting education, including special education and employment enhancing vocational skills
- iii) promoting gender equality and measures for reducing inequalities faced by socially and economically backward groups
- v) protection of national heritage, art, and culture and promotion and development of traditional arts and handicrafts
- x) rural development projects

OECD Development Assistance Committee (DAC) Framework for Evaluation

The Organisation for Economic Co-operation and Development (OECD) is an international organisation that works to build better policies for better lives by establishing evidence-based global standards and finding solutions to a range of social, economic and environmental challenges. The impact of the CSR programs implemented by Tata Sons has been evaluated using the normative framework laid out by the OECD Development Assistance Committee (DAC) that has been endorsed by several nations and has received prominent recognition as an important reference for determining the merit, worth or significance of developmental programs.



Sustainable Development Goals (SDGs)

CSR programs funded by Tata Sons were assessed for alignment with the SDGs to determine their coherence. Out of the total 17 SDG goals, the programs are aligned with the following goals:-



EXECUTIVE SUMMARY

S.No.	Thematic Area	Amount spent (Rs. in crore)	Key Impact
1	Healthcare (1 project - Cancer Care for Head and neck cancers)	14.39	<ul style="list-style-type: none"> ▪ <u>Focus on early diagnosis</u>: Increased access to early cancer diagnosis, and advanced treatment plans at subsidised rates or no cost at all for socio-economically disadvantaged communities. ▪ <u>Comprehensive Cancer Care Infrastructure</u>: Improvement in the overall healthcare infrastructure of the country with a focus on specialised cancer care and emphasis on preventive oncology and palliative care. ▪ <u>Upgraded state-of-the-art Technology</u>: Patient care is tailored to meet their specific needs. Specialised therapies and cutting-edge technology reduce the number of cancer-related deaths.
2	Education (3 projects - Digital learning solution for inclusive education, Soft-skills training in Government Industrial Training Institutes, Hands-on practical training program for graduates)	7.43	<ul style="list-style-type: none"> ▪ <u>Inclusive Education</u>: Enhanced educational engagement through micro-scholarships, digital platforms, and soft skills for bolstering inclusive education and the self-esteem of students. ▪ <u>Focus on Digital Pedagogy</u>: Promoted inclusive education for students with Neurodevelopment Disorders with specialised content and teacher training strategies utilising digital platforms. ▪ <u>Life Skills Development</u>: Increased number of graduates with hands-on practical training including communication, teamwork, and problem-solving along with technical skills, etc. Increased proficiency in English, alongside digital literacy skills.
3	Rural Upliftment (2 projects - Happy Seeder technology to end crop burning practice, setting up Value Chain Centres for rural development)	7.98	<ul style="list-style-type: none"> ▪ <u>Upliftment of Small-scale Farmers</u>: Increased farmer awareness of modern technological tools for increased farm production and reduction of crop losses. Increased awareness of value chain systems and sustainable technology (Happy Seeder) enhances financial inclusion for small-scale farmers. ▪ <u>Establishing Farmer Producer Enterprises</u>: Established 15 large-size and 181 small-size producer enterprises across pan India enhancing accessibility and benefits of marginal farmers. ▪ <u>Participation of Women in Rural Development</u>: Increased income opportunities for women and strengthened Self-Help Groups (SHGs) promote financial inclusion. Increased participation of women promotes overall development of rural communities.
4	Skill Development (3 projects - Centre for skill development of youth with industry training and sports)	9.00	<ul style="list-style-type: none"> ▪ <u>Securing Livelihood Opportunities for Youth</u>: Increased earnings of youth by securing employment and setting up ventures following skill training and entrepreneurship promotion. ▪ <u>Financial Inclusion for Women</u>: Enhanced gender equality in the community as the program created more opportunities for women to get skilled and increase their income leading to financial stability and livelihood security. ▪ <u>Community Development</u>: Immediate boost in livelihood opportunities and economic benefits for unemployed youth resulting in the overall socioeconomic development of the community.

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Healthcare





Project 01: Head and Neck Cancer Institute of India (HNCII)



BACKGROUND:

Every year, more than 6 lakh patients succumb to lifestyle-induced head and neck cancers, accounting for 30-40% of all cancers in India. To address this crisis, Tata Trusts has collaborated with CanCare Trust to establish the Head and Neck Cancer Institute of India (HNCII) in Mazgaon, Mumbai. Founded in 2023, the initiative is in collaboration with the Municipal Corporation of Greater Mumbai (MCGM) through a public-private partnership. HNCII envisions becoming the first of its kind hospital to provide care for Head and Neck Cancers (HNC) with a very nominal cost of treatment. With a focus on accessibility and early cancer diagnosis, the institute offers a comprehensive approach to cancer care with the following facilities:

- Holistic treatment for all patients, with a primary focus on preventive oncology.
- 93-bed capacity and range of facilities including investigative, curative nuclear medicine, diagnostic, radiation, and chemotherapy all under one roof.
- A diverse set of specialists will be providing care for different types of HNCs with advanced equipment and labs.
- Modern equipment with facility for reconstruction and re-installation of tissues/organs.

 MAJOR STAKEHOLDERS Tata Trusts, CanCare Trust & MCGM	 PROJECT DURATION 2018-2023	 TATA SONS CONTRIBUTION Rs. 14.39 crore	Inpatient services: Surgery, Chemotherapy and Radiotherapy 70 inpatient beds	12 bed high dependency/ intensive care unit	6 operation theatres
 LOCATION Mumbai, Maharashtra	Outpatient services: 11 bed Day Care Unit with facilities for chemotherapy				

OUTCOME & IMPACT:

The broad outcomes and impacts of the Head and Neck Cancer Institute of India are summarised below:

- Enhanced access to preventive cancer care for socioeconomically disadvantaged groups. 20% of the institute beds reserved for indigent and weaker section patients who would be provided treatment free or at very nominal charges.
- Increased awareness of various types of head and neck cancers and their causes. The institute's emphasis on preventive oncology and palliative care will, therefore, bring about a successful rise in individuals surviving cancer in its early stages, reducing the number of cancer-related deaths.
- Increased access to early cancer diagnosis, and advanced treatment plans at subsidized rates or no cost at all. 40% reduction in the cost of treatment compared to other premier hospitals in the city providing similar kinds of facilities.

Health : OECD Analysis

RELEVANCE

RATING - 5

Tata Sons healthcare programs are of extreme relevance as they address the growing burden of cancer mortality rates worldwide, especially in India, where individuals affected by head and neck cancers often do not receive timely medical diagnosis and treatment.

HNCII:

- **Comprehensive Cancer Care Infrastructure:** The rising cost of cancer care presents a major obstacle for disadvantaged sections of society to access healthcare. HNCII provides a comprehensive plan for patients, including treatment and palliative care under one roof which ensures an overall improved quality of life.
- **Focus on Early Diagnosis:** The institute emphasizes the importance of modern technology and precision equipment for the early detection of Head and Neck cancers (HNC). Early detection leads to better treatment options and enhances the overall effectiveness of cancer care delivery.
- **Affordable Healthcare for All:** Head and neck cancers are lifestyle-induced diseases, with habits like tobacco consumption and alcohol intake putting individuals at risk. Health screenings, cutting-edge innovation, and affordable resource costs aid in early diagnostics and reduce the number of cancer-related deaths.

COHERENCE

RATING - 5

The intervention is coherent with the following Sustainable Development Goals:



SDG 3: Good Health and Well-being

SDG 9: Industry, Innovation and Infrastructure

SDG 10: Reduced Inequalities

SDG 17: Partnerships for the Goals

Additionally, the intervention aligns with the following National programs and their goals:

- National Cancer Control Program (NCCP)
- Atal Amrit Abhiyan (AAA)
- National Tobacco Control Program (NTCP)
- Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana (PMJAY) National Health Mission
- National Program for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases, and Stroke (NPCDCS)

EFFECTIVENESS

RATING - 4.5

The healthcare program is poised to be effective in meeting its primary objectives due to several key factors:

HNCII:

- **Provision of Comprehensive Cancer Care:** By offering comprehensive care that includes prevention, early detection, treatment, and palliative care, HNCII addresses the entire spectrum of patient needs, improving outcomes and quality of life.
- **Prevention and Early Diagnosis:** The use of advanced diagnostic tools and technologies leads to prevention and more accurate and earlier diagnoses.
- **Streamlined Patient Care:** Providing surgery, radiotherapy, chemotherapy, and palliative care under one roof simplified the treatment process for patients, ensuring continuity of care and reducing the burden of navigating multiple healthcare providers.
- **Accessibility:** The focus on socio-economically disadvantaged groups and ensuring the institute is accessible to all address significant barriers to cancer care, making effective treatment more equitable.

EFFICIENCY

RATING - 4.5

The healthcare program is efficient in its implementation as it demonstrates timely allocation of resources, environmentally conscious activities, ethical labour practices, and collaborative efforts with public entities and non-governmental organizations.

HNCII:

- **Partnerships:** Collaborating with the Municipal Corporation of Greater Mumbai (MCGM) and non-governmental entities improved health and equity outcomes in communities, indicating efficient utilization of existing infrastructure.
- **Ethical Construction and Development:** Utilizing existing human capital through non-governmental entities resulted in job creation optimizing human and material resources.
- **Infrastructure Optimisation:** Establishing a pioneering cancer institute and utilizing its technology for cancer prevention and treatment ensures affordable healthcare for all.

IMPACT

RATING - 4.5

The healthcare programs have a manifold impact, ensuring affordable cancer care for the socioeconomically disadvantaged communities. Alongside cost reduction, strengthening healthcare infrastructure, and raising community awareness, public health overall greatly benefits.

- **Access to Healthcare:** Cancer care will be specialized and tailored to the individualized needs of each patient, encompassing comprehensive healthcare components.
- **Early Diagnosis of Head and Neck Cancers:** Advancements in diagnostic sciences, facilitated by cutting-edge technology, will promote the early detection of various types of cancers. Early detection will lead to prompt treatment and save lives.
- **Innovation in Treatment Facilities:** Advancements in the field of head and neck oncology provide patients with access to state-of-the-art therapies and personalized treatment options at an affordable cost.
- **Skilled Healthcare Workforce:** Furthermore, research endeavours will educate emerging healthcare professionals on best practices in cancer care. A specialised and skilled workforce will enhance the value of the Indian healthcare infrastructure.
- **Research Endeavours:** The presence of research laboratories at HNCII equipped with advanced machinery will enhance understanding of the specialized discipline of head and neck oncology, leading to the exploration of new and unique research avenues to combat the disease.
- **Societal change in attitude:** An increase in the community's exposure to the risks posed by head and neck cancers is going to inculcate healthcare-seeking behaviours among individuals.

SUSTAINABILITY

RATING - 4.5

HNCII:

- **Innovation and Adaptation:** Embracing a comprehensive approach to addressing cancers represents a necessary innovation in cancer care. For patients from marginalized communities, navigating healthcare access, travel, tests, and medication costs simultaneously can be extremely challenging. However, with a comprehensive plan and an 'all under the same roof' approach, cancer care becomes more manageable and provides relief.
- **Capacity Building:** After 2 years in operation, HNCII plans to launch its medical qualification program equivalent to super-specialty. Equipping healthcare workers with the necessary skills and knowledge ensures sustainable healthcare delivery practices.
- **Resource Efficiency:** Resources such as workforce and technology at HNCII, along with research, will pave the way for innovation and best practices in the field of head and neck oncology in the coming years.
- **Community Engagement:** Various strategies have been identified for patient outreach and mobilisation to enhance the overall quality of life for individuals suffering from cancer. Early diagnosis, treatment, and a shift to a healthier lifestyle greatly benefit marginalized communities.
- **Strengthened Public-Private Partnership in Healthcare Infrastructure:** Establishing a specialized HNC institute in partnership with local governing bodies to create a strong foundation for implementing joint interventions. Overall, public health infrastructure will benefit.

Education

Project 02: Rupantar



BACKGROUND:

To enhance educational inclusivity and learning outcomes, the Sri Aurobindo Society, launched Auro Scholar and Project Inclusion. Aimed at overcoming educational barriers and advancing quality education through digital innovation, these initiatives target significant educational improvements. Auro Scholar awards monthly micro-scholarships via an app, using a Conditional Cash Transfer (CCT) approach to foster educational engagement by rewarding students' academic progress in line with MHRD's learning objectives. Project Inclusion enhances inclusive education by training teachers to support students with Neurodevelopmental Disorders (NDD), through digital platforms like a Learning Management System and the Project Inclusion App, which provide specialised content and customisable teaching methods.

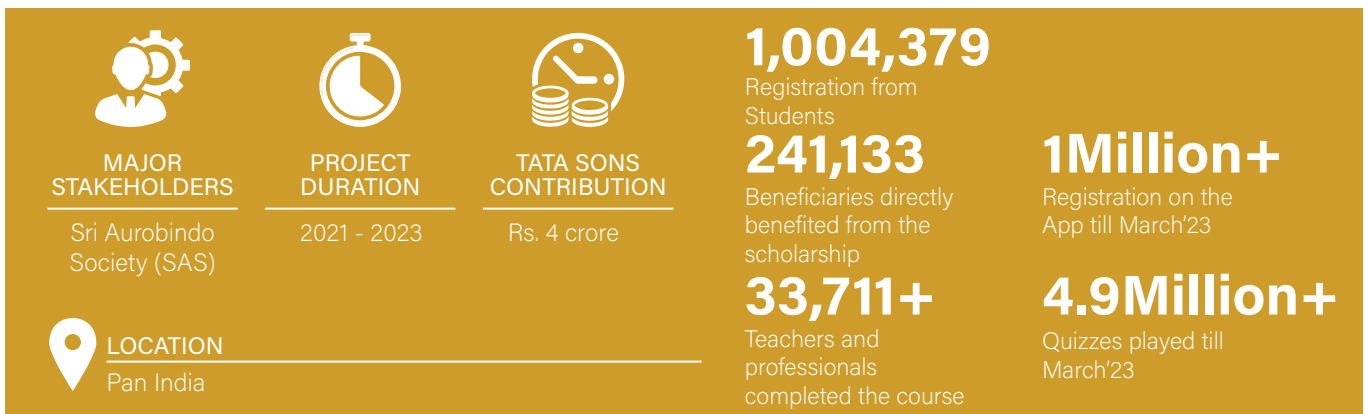
KEY OBJECTIVES OF THE PROGRAMS:

Auro Scholar:

- Enhance educational engagement through micro-scholarships.
- Reward academic progress to motivate students.
- Align educational content with national learning outcomes.

Project Inclusion:

- Promote inclusive education for students with NDD.
- Train teachers in specialised content and teaching strategies.
- Utilise digital platforms for accessible and customised teaching solutions.



OUTCOME & IMPACT:

The broad outcome and impact of the program are summarised below:

Auro Scholar:

- Meeting national learning outcomes through innovative, engaging teaching and learning methodologies.
- Development of extrinsic motivation through micro-scholarship to enhance students' learning levels and increase school retention.

Project Inclusion:

- The Learning Management System in program inclusion can be accessed and used by any teacher in language and anywhere, reaching a wider range of teachers. The teachers learning from the platform can create inclusive learning practices for multiple children coming in contact with them, enhancing their learning needs.
- The teachers in these schools further adopt inclusive learning practices, making schools' approach to be more inclusive.

Project 03: Life Skills Development Program in Odisha ITIs Phase - II



BACKGROUND:

The Odisha Skill Development Authority (OSDA), in conjunction with Tata STRIVE, initiated a life skill development program that has been implemented across Government Industrial Training Institutes (ITIs) in Odisha. This program commenced with a targeted approach in 10 ITIs, aiming to train 12,000 students in critical soft skills. Following its successful implementation and demonstrable impact, the program was extended to an additional 10 ITIs, making overall 20 ITIs in the state, thereby reaching over 5,000 more students. This expansion covered a wide array of districts (19), including Sambalpur, Kendujhar, Angul, Balangir, Naupada, Khurda, Rayagada, Gajapati, and Malkangiri. This program utilised an innovative project-based learning approach to not only enhance technical competencies but also to improve the overall employability of the youth. Additionally, it focused on the personal development of students by equipping them with essential life skills. Facilitators were trained to provide high-quality education, and through collaboration with Tata Trusts and the Department of Technical Education and Training (DTE), the program secured placement opportunities for the students. To date, this program continues to receive support from Tata Sons and has expanded across 59 ITIs in Phase III, impacting 17,000 learners (in FY 2022-23) across 30 districts of Odisha.

KEY OBJECTIVES OF THE PROGRAMS:

- To nurture resilience and a forward-thinking mindset among students.
- To elevate English language proficiency and communication skills.
- To advance digital and financial literacy.
- To expand employment opportunities for youth from less-privileged backgrounds.
- To support the professional development of facilitators for quality education delivery.
- To ensure successful job placements for graduates through strategic partnerships.



MAJOR STAKEHOLDERS

TCIT, Odisha Skill Development Authority (OSDA)



PROJECT DURATION

2020-2023



TATA SONS CONTRIBUTION

Rs. 1.5 crore

11,143

Beneficiaries Enrolled

8,591

Beneficiaries completed training

6,096

Beneficiaries assessed



LOCATION

19 districts of Odisha.

OUTCOME & IMPACT:

Youth Skill and Awareness Development:

- Enhanced Growth, Resilience, Integrity and Tenacity (GRIT), with youth setting and achieving ambitious goals, maintaining a positive attitude towards change, and bolstering self-esteem.
- Heightened awareness and understanding of sustainability and environmental conservation principles.
- Increased proficiency in English, alongside better communication and digital literacy skills.
- Acquired practical knowledge in occupational safety, total quality management, design thinking, and effective interview preparation techniques.

The initiative has generated better employment opportunities for youth, especially youth from under-resourced communities, while meeting demand in the labour market, favourably contributing to the Indian economy.

Project 04: Dual Vocational & Educational Training (VET) Program for ITIs



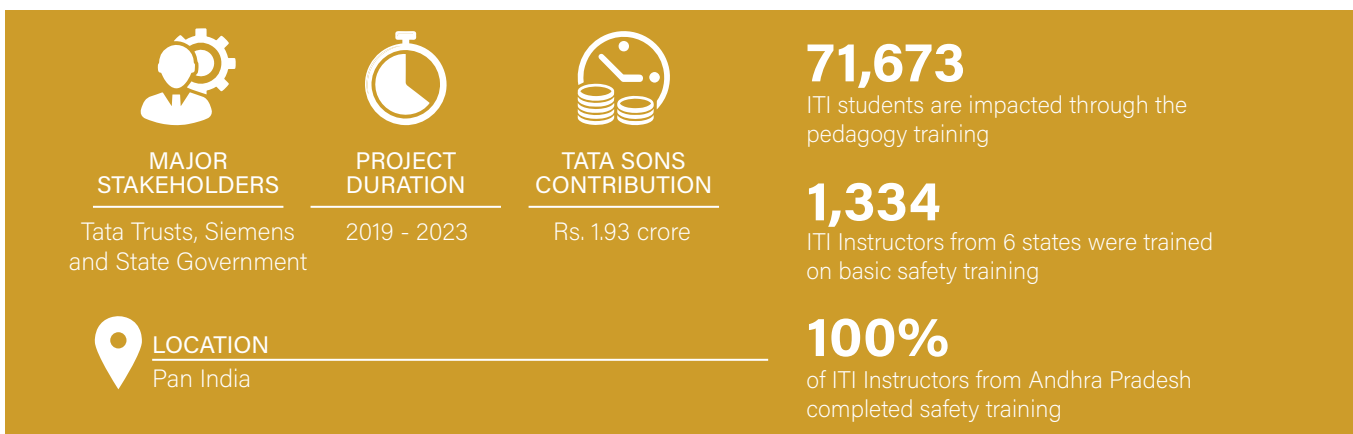
BACKGROUND:

Recent studies have revealed that the employability rates of graduates from Government ITIs have been low due to a lack of industry-relevant content and exposure to practical work environments. This highlighted the need for a revitalisation of the training approaches within ITIs.

In response, Tata STRIVE and Siemens have jointly implemented the German Dual Vocational Education and Training (VET) model in Government ITIs. The Dual-VET model is an innovative training scheme that combines project-based learning with theoretical and practical workshops, further enriched by soft skills training to comprehensively prepare students for future employment landscapes. The program is meticulously structured, with Siemens providing domain-specific expertise and Tata STRIVE enhancing soft skills education. Designed to adopt a dual-focus strategy, this model not only improves the educational pedagogy in Government ITIs but also commits to making students industry-ready through on-the-job training and an industry-focused curriculum. This program was implemented across the states of Maharashtra, Delhi, Andhra Pradesh, Punjab, Uttarakhand, and West Bengal, covering 229 ITIs, 1334 instructors, and impacting more than 70,000 students.

THE OVERARCHING OBJECTIVES OF THE PROGRAM WERE:

- To foster a comprehensive skillset in ITI students by merging theoretical knowledge with hands-on industry experience, ensuring their readiness for the professional world.
- To bridge the gap between academic training and industry requirements by introducing an innovative, dual-focused educational strategy that emphasises both technical proficiency and essential soft skills.
- To cultivate an adaptive and future-ready workforce by implementing a curriculum that prioritises practical problem-solving, project management, and sustainability practices within diverse working environments.
- To enhance employability outcomes through targeted, collaborative efforts that integrate specialised knowledge and real-world application, preparing students for successful careers in their chosen fields.



OUTCOME & IMPACT:

- Acquisition of relevant skills by graduates that directly reciprocate with the current industry demands.
- Hands-on experience and practical training equip the students with proficient understanding and higher skill level.
- Collaborations with industry partners ensuring that the curriculum remains up-to-date with current industry standards and technology.
- Acquisition of soft skills like communication, teamwork, and problem-solving along with technical skills, etc., making them more adept at the workplace.

Education : OECD Analysis

RELEVANCE

RATING - 5

The education initiative addresses the specific learning needs of under-resourced children and youth, leveraging digital solutions with innovative learning approaches.

- **Rupantar:** The establishment of an accessible, language-diversified learning management system addresses the need for teachers to develop inclusive teaching practices. The program's provision of micro-scholarships addressed immediate economic and education challenges experienced by children in government schools with lower learning outcomes.
- **Life Skills Development Programme in Odisha ITIs Phase:** This program focuses on developing soft skills to promote employment among under-resourced youth and enhance the building of resilient youths with life-long learning.

COHERENCE

RATING - 5



SDG 4: Quality Education
SDG 8: Decent Work and Economic Growth
SDG 10: Reduced Inequalities

Additionally, they align with the following national Programs and Goals:

- National Education Policy, 2020
- National Tobacco Control Program (NTCP)
- National Skill Development Policy, 2009

EFFECTIVENESS

RATING - 4.5

The healthcare program is poised to be effective in meeting its primary objectives due to several key factors:

- **Rupantar:** The program applied incentivisation and digital innovation to significantly boost children's learning outcomes and break barriers to accessibility.
- **Dual Vocational & Educational Training (VET) Program for ITIs:** The program leveraged the thematic expertise of Tata Strive and Siemens to provide theoretical knowledge, hands-on skills and soft skills aligned with local market needs.

EFFICIENCY

RATING - 4.5

The program demonstrates efficiency through its effective use of technology, a user-friendly interface, and strategic linkages between identifying skill gaps and building training capacity.

- **Rupantar:** The program successfully streamlined teaching processes for a diverse group of teachers by providing a centralised platform for accessing content and learning materials.
- **Dual Vocational & Educational Training (VET) Program for ITIs:** The program managed to meet its twin objective of strengthening government ITIs and meeting market needs for human resources.

IMPACT

RATING - 4.5

The intervention generated a high and lasting impact among diverse stakeholders like children, youth, teachers, and the government system.

- **Rupantar:** Need-based intervention, including teacher training through Project Inclusion, enhanced learning for a more equitable society with access to quality education.
- **Life Skills Development Programme in Odisha ITIs Phase:** The enduring impact of the program is significant; skills acquired by the beneficiaries contribute to building resilient communities and developing their socioeconomic well-being.
- **Dual Vocational & Educational Training (VET) Program for ITIs:** The program has a profound impact on reducing socio-inequalities by promoting inclusion in education and generating quality human resources, which is crucial for the holistic development of society.

SUSTAINABILITY

RATING - 4.5

The interventions focus on critical sustainability aspects by nurturing resilient youth, fostering stronger government collaboration, and developing a pool of trained professionals.

- **Rupantar:** The use of digital platforms and tools enables the promotion of long-lasting and permanent digital infrastructures as LMS platforms for quality training and learning.
- **Life Skill Development Programme in Odisha ITIs Phase:** The program, by focusing on soft skill development, aims to equip students with skills that are valuable for immediate employment and long-term career growth and personal development.
- **Dual Vocational & Educational Training (VET) Program for ITIs:** This program ensures sustainability by rooting strong collaboration with the government and stakeholders by providing resources, tangible and non-tangible support, and expertise.

Rural Upliftment

Project 05: Ending Crop Residue Burning in North India

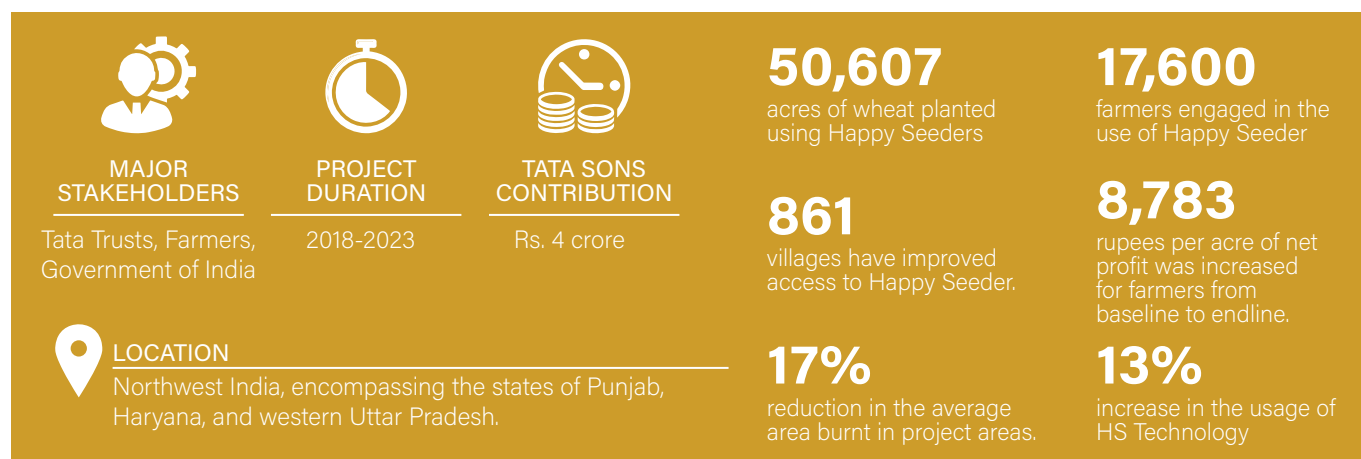


BACKGROUND:

In Northwest India, the prevalent rice-wheat cropping system boosts rice production but results in significant crop residue burning, contributing to environmental and health issues. The "HARIT" project, initiated by Tata Trusts, offers a sustainable solution by promoting the Happy Seeder (HS) technology. This implement, mounted on a tractor and used as a no-till seeder, enables direct sowing into the stubble, eliminating the need for burning. Aided by government subsidies, the project aims to scale up the adoption of HS technology, targeting an end to the harmful practice of crop residue burning and fostering a transition towards more sustainable agricultural practices in the region.

THE PROJECT AIMS TO ACHIEVE THE FOLLOWING OBJECTIVES:

- Improve understanding and bridge the existing knowledge and capacity gaps that exists regarding the use of Happy Seeder Technology amongst farmers.
- Leverage the opportunity provided by the government subsidy to boost the adoption of Happy Seeder technology.
- Align policy and government support to offer a cost-effective, sustainable, and farmer-friendly solution aimed at doubling farmers' incomes through the adoption of conservation agriculture practices while also eliminating the practice of crop residue burning.



OUTCOME & IMPACT:

- The intervention markedly increased farmer awareness of Happy Seeder (HS), enhancing understanding of its benefits and accessibility.
- The average area of farmland burnt by a farmer has decreased by 74% in pilot areas, 60% in non-pilot areas, and 22% in comparison areas.
- The intervention drove farmers in project areas to favour HS over traditional methods, notably reducing crop residue burning. HS adoption prevailed due to its lower fuel requirements and effectiveness, surpassing alternatives like rotavators and superseeders. Effectiveness in reducing burning incidents.
- Farmers who interacted with field staff and farmer ambassadors reported high levels of satisfaction and were able to operationalize the practices suggested by them.

Project 06: Setting up of Centre for Value Chain Development

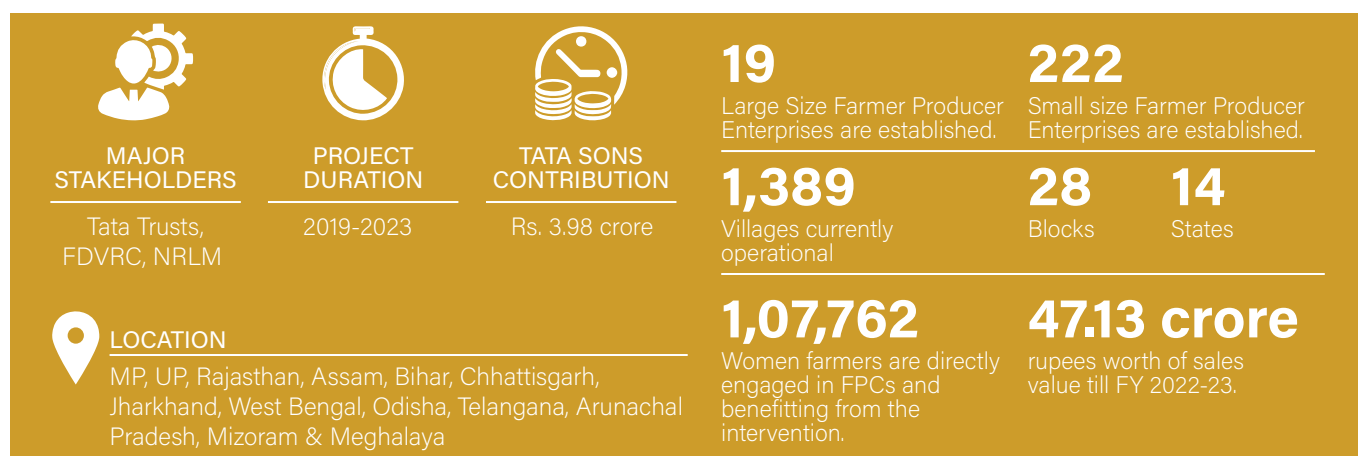


BACKGROUND:

Launched in 2019 by Tata Trusts and the National Rural Livelihood Mission (NRLM), the Farmer Development and Rural Value Chain (FDRVC) is a not-for-profit initiative focused on rural livelihood enhancement in India. Through a strategic partnership under a Memorandum of Understanding with the Ministry of Rural Development, FDRVC specialises in promoting Farmer Producer Companies (FPCs) by leveraging value chain analysis to boost livelihoods in farm and non-farm sectors. Its core mission is to provide enterprise solutions that enhance the returns for producer-owned collectives. The program's operations span 14 states, with targeted interventions in Madhya Pradesh, Uttar Pradesh, Rajasthan, Mizoram, Chhattisgarh, Odisha, and Telangana, emphasising women-led FPCs for economic empowerment and inclusive development.

THE KEY COMPONENTS OF THE PROGRAMS ARE:

- Federation of FPCs to enhance agricultural productivity in farm/non-farm sectors and support farmers by adopting product-centric/market-ready practices.
- Developing a comprehensive strategy for FPCs to leverage existing value chains for marketing their products.
- Strengthening of FPCs with technical assistance, digital transformation, capacity building, and financial investment to empower farmers and improve their bargaining power in the market.
- Collaborations with Ministries, State Missions, and Multi-Lateral Banks to maximise the efforts of FPCs to empower rural communities, enhance livelihoods, and drive sustainable change.



OUTCOME & IMPACT:

Program are summarised below:

- Institution of 19 large-size and 222 small-size producer enterprises across multiple sectors and value chains spanning 14 states.
- 122 farm and 6 non-farm enterprises implemented under the large enterprises, 170 FPOs among small enterprises provided with matching equity under the 10k FPO scheme of NABARD.
- Enhanced financial inclusion of small-scale farmers in all operational villages through an increased number of PAN card and bank account holders. Improved access to credit and banking services, such as savings, loans, insurance, and digital payments, resulting in cohesive and sustainable economic development.
- Facilitated Rs. 47.13 Crore worth of sales value for Farmer Producer Companies (FPCs) during the FY 2022-23.
- Procured quantity of 16,302 Megatonnes (Mt) of crop output till FY 2022-23 with increased use of processing machines, introduction of bio-fortified seeds and sustainable practices, resulting in enhanced farm productivity for small farmers.
- Enhanced gender equality in the rural villages by supporting 63,247 women farmers as shareholders under the 10k FPO scheme. 345 women are identified to operate as sanchalika's to operate digital commodity collection centres (D3Cs).

Rural Upliftment : OECD Analysis

RELEVANCE

RATING - 5

Setting up of Centre for Value Chain Development jointly with the National Rural Livelihood Mission Program

- Emphasis on Producer Enterprise and Leveraging Value Chains: FDVRC focuses on empowering rural communities through farmer-owned enterprises, promoting entrepreneurship, and utilizing rural value chains in partnership with NRLM and SRLMs. This approach aims to bridge market access gaps for small-scale farmers, create sustainable linkages, enhance livelihoods, and unlock the potential of rural economies.
- Economic Empowerment, Financial Inclusion, and Inclusive Development: By strengthening rural value chains and providing access to banking services, FDVRC works to reduce poverty among small-scale farmers, promote economic empowerment, and foster inclusive development. Additionally, the engagement of women-led enterprises enhances women's participation in economic activities, contributing further to inclusive growth.

Ending crop residue burning in North India through Happy Seeder Technology Program

- The project addresses the critical issue of air pollution caused by crop residue burning by promoting High-Sustainability (HS) technology, which reduces burning incidences while sustaining agricultural productivity. Efforts to engage small and marginal farmers disproportionately affected by burning restrictions underscore the project's relevance in addressing equity concerns.

COHERENCE

RATING - 5

The intervention is coherent with the following Sustainable Development Goals:



SDG 1: No Poverty

SDG 2: Zero Hunger

SDG 3: Good Health and Well-being

SDG 5: Gender Equality

SDG 8: Decent Work and Economic Growth

SDG 12: Responsible Consumption and Production

SDG 13: Climate Action

SDG 17: Partnership for the Goals

Additionally, the intervention aligns with the following National programs and their goals:

- National Rural Livelihoods Mission (NRLM)
- Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)
- Mahila Shakti Kendra (MSK) Scheme
- In-situ crop residue management" scheme
- National Mission for Sustainable Agriculture (NMSA)

EFFECTIVENESS

RATING - 4.5

- **Market Linkages & Sustainable Value Chains:** By establishing Farmer Producer Companies (FPCs) and leveraging NRLM, the project ensures fair prices and market access for small-scale farmers. Comprehensive value chain assessments identify income opportunities in farm and non-farm sectors, benefiting small-scale farmers and women-led enterprises while enhancing sustainable food production networks.
- **Diverse Livelihoods & Economic Security:** FPCs provide farmers economic stability and entrepreneurial opportunities, including women-led FPCs and increased participation in Self-Help Groups (SHGs). This inclusive approach supports rural economies, uplifts livelihoods, and fosters economic resilience among small-scale farmers and women.
- **Bridging Knowledge Gaps and Stimulating Adoption:** The program effectively bridged knowledge gaps among farmers regarding Happy Seeder Technology, leading to enhanced understanding and widespread adoption. Harnessing government subsidies strategically empowered farmers to embrace the technology, driving progress in agricultural practices.
- **Collaborating for Sustainable Solutions:** Through collaboration with policymakers, the program enacted sustainable agricultural solutions, mitigating crop residue burning and championing conservation practices. This collaboration resulted in decreased burning rates, increased accessibility to Happy Seeder technology, and greater profitability per acre, showcasing its impactful role in promoting sustainable agriculture.

EFFICIENCY

RATING - 4.5

Setting up of Centre for Value Chain Development jointly with National Rural Livelihood Mission Program

- **Farmer-Centric Approach:** By engaging small-scale farmers and women in establishing Farmer Producer Companies (FPCs), the intervention aligns with Tata Trusts' objective of rural upliftment. This approach enhances farmers' capacities and fosters rural development, focusing on sustainable income-generating activities.
- **Effective Stakeholder Collaboration:** Partnership with NRLM, SRLMs, and banking institutions strengthens FPC efficiency. Leveraging existing resources and knowledge promotes inclusivity in accessing markets, enhancing the intervention's impact on rural economies.

Ending crop residue burning in North India through Happy Seeder technology Program

- **Comprehensive Farmer Engagement for Sustainable Agriculture:** The project efficiently empowered farmers through comprehensive engagement, enabling them to adopt sustainable practices and reduce crop residue burning, while also reaching a large sample size for evaluation.
- **Cost-Effective Strategies and Impactful Resource Management:** Demonstrating remarkable efficiency, the project achieved substantial impacts with limited resources, facilitated by strategies to reduce upfront costs and enhance access to subsidies, thereby improving cost-effectiveness.

IMPACT

RATING - 4.5

Setting up of Centre for Value Chain Development jointly with National Rural Livelihood Mission Program

- **Economic Impact and Livelihood Enhancement:** Through the establishment of Farmer Producer Companies (FPCs) and emphasis on enterprise solutions, farmers experience immediate economic benefits, earning fair revenue while expanding their income-generating sources. This approach equips farmers with increased capacities and tools, leading to sustainable livelihood enhancement.
- **Sustainable Community Development and Market Accessibility:** The intervention fosters lasting impacts on rural communities by promoting economic activities and financial inclusion. Community members, including farmers and their families, experience an enhanced quality of life, contributing to overall economic growth. Additionally, partnerships with NRLM and SRLMs democratize accessibility to markets, empowering FPCs with enhanced knowledge and financial security while providing fair opportunities for small and marginal farmers in the market.

Ending crop residue burning in North India through Happy Seeder technology Program

- The project's comprehensive approach, integrating behaviour change strategies and engagement with local influencers, has led to significant positive impacts, including reduced burning incidences, increased HS adoption, and improved profitability for farmers.
- Population-level changes, such as widespread HS usage and decreased burning rates, underscore the project's substantial impact at scale, highlighting the effectiveness of its strategies.

SUSTAINABILITY

RATING - 4.5

Setting up of Centre for Value Chain Development jointly with National Rural Livelihood Mission Program

- **Strengthening Rural Value Chains and Economic Empowerment:** Through partnerships with government livelihood missions and the establishment of Farmer Producer Companies (FPCs), the intervention enhances rural value chains, ensuring greater profits for small-scale farmers and promoting economic activities across diverse agricultural sectors.
- **Gender Equality and Sustainable Agriculture:** Involvement of women-led enterprises and Self-Help Groups (SHGs) fosters gender equality and economic independence for women, while also promoting sustainable agricultural practices through technical assistance and financial support provided to FPCs.

Ending crop residue burning in North India through Happy Seeder Technology Program

- The project fosters sustainability through ecosystem building between HS owners and users, supported by rigorous monitoring and data-driven decision-making.
- The project ensures a forward-looking, resilient approach to agricultural sustainability by emphasising diversification and addressing cost barriers.

Skill Development

Project 07: Flagship Centres



BACKGROUND:

Tata Sons partnered with Tata STRIVE to initiate a comprehensive skill development and entrepreneurship program to address the unemployment challenges faced by youth in India. This initiative capitalised on Tata STRIVE's expertise in delivering training programs and leveraging its network of Tata STRIVE Skill Development Centres (TSSDC), designed as multiskilling, multisectoral flagship centres. The program's primary objective was to scale up and foster sustainable livelihoods among youth and local communities. Focusing on individuals aged 18-35, the program aimed to provide effective skill training and entrepreneurship programs tailored to their unique needs, thereby aligning with the Skill India Mission of the Government of India. The program adopted a collaborative approach, partnering with various educational institutions, government agencies, and non-governmental organisations. This collaborative effort enabled the implementation of a range of skill training and entrepreneurship programs, ensuring a holistic approach to youth empowerment. These flagship centers offer a blend of domain and soft skills training through a variety of activities such as parent engagement, guest lectures, industry visits, and on-the-job training.

THE PROJECT HAS THE FOLLOWING KEY COMPONENTS:

- Delivering skill training programs through Tata STRIVE Skill Development Centres (TSSDC), offering formal training to youth across different sectors and providing industry aligned training to enhance employability.
- Fostering sustainable improvements in the livelihoods of youth and their families by providing a platform for accessing improved employment opportunities and enhancing livelihood prospects.
- Forging strategic collaboration with stakeholders, including educational institutions, government and non-government entities, to support young entrepreneurs with resources essential for business success.



MAJOR STAKEHOLDERS

Tata STRIVE



PROJECT DURATION

2022-2023



TATA SONS CONTRIBUTION

Rs. 6.17 crore

2,364

youths received certification of completion

2,422

students had enrolled for the flagship centres at all locations

1,734

youths were placed after the training program

1,084

were women out of all the students who were enrolled for the flagship centres



LOCATION

Aligarh, Hyderabad, Mumbai and Pune

1,455

youths have joined after securing placements

OUTCOME & IMPACT:

- Increase in earnings of youth by securing placements following the skill training. Increased earning capacity improved their financial situation and contributed to overall economic activity in the local community.
- Enhanced economic well-being of the youth in the community by equipping them with relevant skills, thus improving their long term livelihood security.
- Enhanced gender equality in the community as the program created more opportunities for women to get skilled and increase their income.

Project 08: Other Skill Development Centre

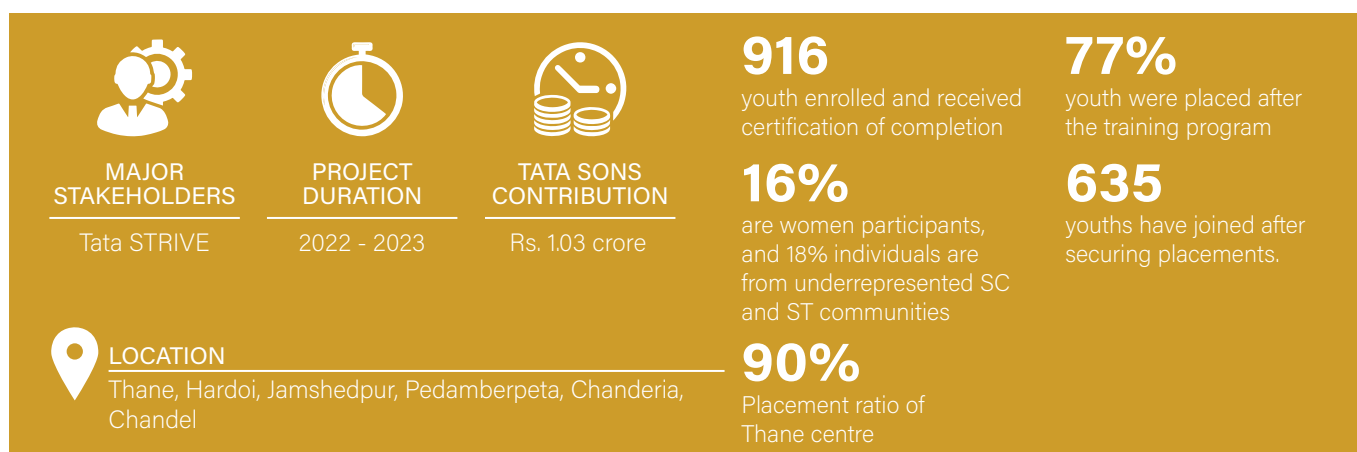


BACKGROUND:

In collaboration with Tata Sons, Tata STRIVE initiated skill development and entrepreneurship training programs across India. This collaboration has been instrumental in addressing the needs of youth aged 18-35 and improving their livelihoods. Tata STRIVE Extension Centres (TSEC) serve as central hubs, each equipped with multiple classrooms, to deliver diverse skill training and entrepreneurship programs tailored to youth requirements. Through innovative teaching methods and technology integration, these centres boost participants' employability in alignment with the Skill India Mission. The program adopts a comprehensive approach to empowering youth by not only focusing on skill development but also facilitating sustainable enhancements in their livelihoods. By providing access to improved employment opportunities and enhancing prospects for livelihoods, the program seeks to uplift both youth and their families, thereby contributing to overall socio-economic development. The program's collaborative approach, through partnerships with various stakeholders including educational institutions, government agencies, and non-governmental organizations, ensures a comprehensive range of skill training and entrepreneurship programs. These partnerships provide access to resources, expertise, and support networks essential for the success of young learners and the sustainability of the program.

THE PROJECT HAS THE FOLLOWING KEY COMPONENTS

- Delivering skill training programs through Tata STRIVE Extension Centres (TSEC), offering formal training to youth across different sectors, and providing industry aligned training to enhance employability.
- Fostering sustainable improvements in the livelihoods of youth and their families by providing a platform for accessing improved employment opportunities and enhancing prospects for livelihoods.
- Forging strategic collaboration with stakeholders, including educational institutions, government and non-government entities, to support young entrepreneurs with resources essential for business success.



OUTCOME & IMPACT:

- Increase in earnings of youth by securing placements following the skill training. This rise in income among youth not only enhanced their financial status but also bolstered overall economic activity within the local community.
- Enhanced economic well-being of the youth in the community by equipping them with relevant skills, thus improving their long-term livelihood security.
- Enhanced gender equality in the community, as the program created more opportunities for women to get skilled and increase their income.

Project 09: Other Skill Development Programs

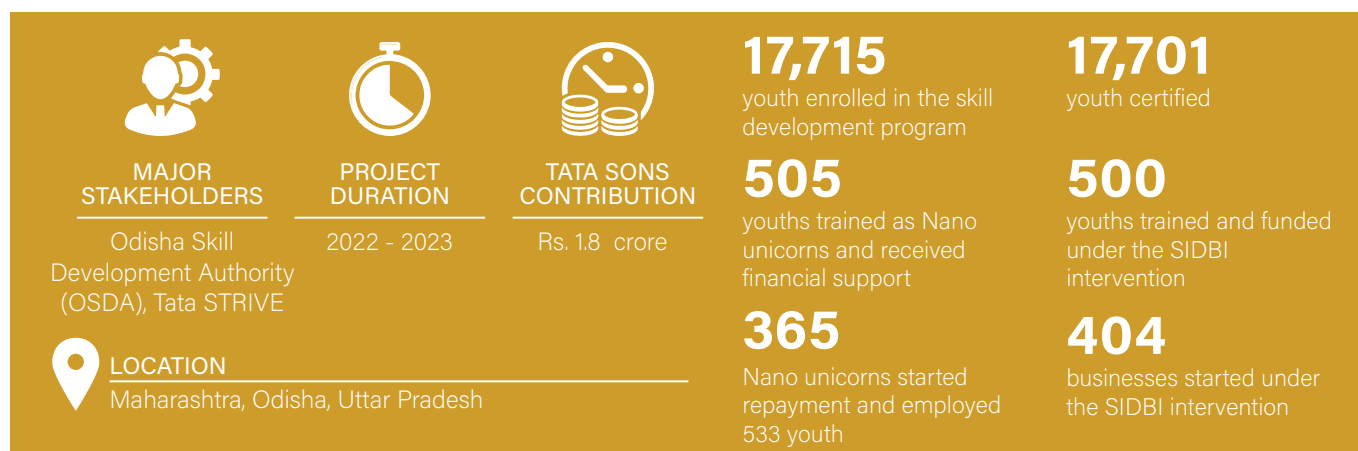


BACKGROUND:

Tata STRIVE, with the support of SIDBI, initiated a program in Maharashtra, Odisha, and Uttar Pradesh aimed at fostering structural entrepreneurship development. The primary objective of EDP (Entrepreneurship Development Program) was to inspire youth to venture into entrepreneurship, transforming them from job-seekers to job providers while bolstering the local economy. Notably, the program targeted not only candidates from Tier I cities but also extended its reach to Tier II and III cities and towns such as Bhubaneswar, Nashik, Aligarh, Raikia (OD), and Babrala (UP) assisting them in nurturing the next generation of entrepreneurs. The EDP has evolved from the Odisha Skill Development Authority (OSDA) piloted - Nano-Uncorn Entrepreneurship Program supported by Tata Trusts. This program was aimed to cultivate budding entrepreneurs, referred to as Nano-unicorns, who had graduated from ITIs, Polytechnics, or government-recognized Skill Development Institutes. The program empowered 532 Nano-unicorns and 539 entrepreneurs supported through SIDBI to establish and manage their businesses, thereby creating employment opportunities for others. While the Nano-Uncorn program provided a 1 lakh Rs loan to 505 beneficiaries, the SIDBI intervention has provided Rs. 20,000 grants to 500 beneficiaries. In Odisha, Tata STRIVE implemented the Life Skills program through the Sports Change Leader initiative in Odisha ITIs. This pilot program sought to impart life skills through sports, engaging learners beyond the classroom and enhancing their mental and physical well-being. It also showcased the collaboration between Change Leaders at Tata STRIVE and the Central Placement Committee of the Directorate of Technical Education and Training (DTET) for ITI placements. The intervention provided employability enhancement for students enrolled in 17 ITIs in Odisha.

THE PROJECT HAS THE FOLLOWING KEY COMPONENTS

- Providing structured training to aspiring entrepreneurs, customized to provide them with essential skills, knowledge and the right mindset needed for success in the business realm while also motivating them to launch their ventures.
- Supporting entrepreneurs by providing initial funding assistance and mentoring them even after the program concludes.
- Establishing a scalable model and a sustainable ecosystem for mentoring and handholding entrepreneurs in various regions thereby creating livelihood opportunities.
- Facilitating placement opportunities for students in ITIs in Odisha.



OUTCOME & IMPACT:

The broad outcome and impact of the program are summarized below:

- Enhanced economic well-being of youth in the community by increasing their earnings. Through skill development training, entrepreneurship promotion, and placement opportunities, youth are empowered to secure better paying jobs or start their ventures, leading to improved financial stability and livelihood security.
- An established benchmark for the startup ecosystem, creating the potential for more job opportunities.
- Immediate boost in livelihood opportunities and economic benefits for unemployed youth resulting in the overall socioeconomic development of the community.

Skill Development : OECD Analysis

RELEVANCE

RATING - 4

The interventions in skill development are highly relevant as they effectively target the critical needs of young people, promoting sustainable livelihoods, increasing youth income, and thereby mitigating youth poverty and unemployment.

Flagship centres

- The program is relevant as it addresses the critical challenges faced by unemployed youth through skill training, thereby enhancing job opportunities or facilitating new ventures.
- The focus on skill development among youth increases their income and employment prospects, leading to long-term economic stability.

Other skill development programs

- The program's relevance stems from its provision of localized business skills, easy access to finance, and support to unemployed skilled youth in Odisha, empowering them to become grassroots entrepreneurs.
- By increasing income and employment opportunities for rural youth, the program effectively tackles rural poverty.

Other centre program

- The program addresses the pressing needs of unemployed skilled youth by providing skill training, thereby enhancing the economic condition of youth.

COHERENCE

RATING - 4

The project is primarily aligned with the following goals:



SDG 1 - End poverty in all its forms everywhere:

SDG 4 - Quality Education

SDG 8 - Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all

SDG 10 - Reduced Inequalities

Further, the project also aligns with Government of India initiatives such as Skill India Mission and Make in India. Thus, the program is highly coherent.

EFFECTIVENESS

RATING - 3.5

The skill development interventions have demonstrated significant effectiveness in accomplishing their primary objectives.

Flagship centres

- The program has effectively met its goals, which involved providing skill development training to youth and fostering the creation of employment opportunities.
- By concentrating on skill development among youth, it boosts their income and likelihood of placement, thereby fostering long-term economic stability.

Other skill development programs

- The program has achieved stated objectives and has established enterprises and linked rural youths in Odisha with business prospects, augmenting income and employment opportunities.
- Focusing on localized business skills, easy finance, and hand-holding for unemployed youth, the program has achieved high effectiveness.

Other centre program

- The program has indeed proven its effectiveness in achieving its objectives, particularly in enhancing employment prospects for youth through industry aligned skill training.

EFFICIENCY

RATING - 3.5

Flagship centres

- Efficient utilization of material and human capital is achieved through effective communication and engagement with partners.
- Continuous buy-in and engagement from partners are ensured, fostering ongoing and long-term collaborations.

Other skill development programs

- Implemented the intervention in collaboration with the Government of Odisha to promote livelihood options for skilled youth.
- Increased direct employment opportunities through micro and nano enterprises.
- Strong partnerships and networks were established among various actors, enhancing program efficiency.

Other centre program

- Collaborations with key stakeholders, including educational institutions, government bodies, and non-profit organizations, have further strengthened efficiency through resource leveraging, knowledge sharing, and building a strong network among partners.
- Optimal utilization of resources, expertise, and support.

IMPACT

RATING - 4.5

The intervention has had immediate and lasting impacts on the communities they benefitted.

Flagship centres

- The emphasis on skill training and sustainable livelihood initiatives has resulted in increased income for youth, providing them with enduring skills for a better future.
- By equipping youth with industry relevant skills for earning, their ability to sustainably manage finances and increase income in the long run has improved.
- Continuous buy-in and engagement from partners have fostered ongoing and long-term collaborations, further enhancing the effectiveness of the interventions.

Other skill development programs

- Implementing standardized training tailored to the local context, along with providing easy financial support.
- Capacity building of young candidates and promotion of grassroots entrepreneurship.
- Positive and long lasting impact on the entrepreneurship ecosystem in Odisha.
- Potential for more job opportunities and increased economic activities.

Other centre program

- The skill development of youth has increased their income, leading to long-term economic benefits and enhancing livelihood opportunities.
- The program has equipped these young individuals with transferable skills and knowledge, which will have a lasting impact on their ability to manage their employment effectively and consistently elevate their income over time.

Flagship centres

- The intervention promotes a wide range of skill training options, leading to more sustainable economic stability among youth.
- Efficient utilization of material and human capital through collaboration is emphasized, ensuring the program's long-term sustainability.

Other skill development programs

- The program is designed with sustainability in mind, focusing on youth's capacity for entrepreneurship.
- Support was provided for business plans and initial funding.
- Emphasis on entrepreneurship for long-term economic development and vulnerability reduction.
- Strong partnerships and networks were established among various actors, enhancing program efficiency.

Other centre program

- The rise in direct employment opportunities through micro and nano enterprises, along with increased income for youth, contributes to the economic sustainability of the program. This ensures the continued well-being of youth