



ENDEAVOUR

Affirmative Action Initiatives in Western Region

*Skills Development
Initiatives
Employability
Education
Supplier Diversity*



Empowering the Underprivileged

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The adoption of Affirmative Action initiatives by CII reflects our aspiration to address the exclusion of the socially and economically underprivileged segments of the population and to help develop a society where fair opportunity will be provided to all. The hope is that through Affirmative Action, we provide extra input and opportunity for the underprivileged to effectively compete and take their place in society along with everyone else.

With our member companies' support we in Western Region have done our best to further the cause for Affirmative Action and we believe we have made a beginning towards this end.

There are three distinct reasons why companies should pursue Affirmative Action:

1. While there is no absolute certainty that Industry's Affirmative Action initiatives will prevent legislation of reservations in the Private Sector, we can be reasonably certain that Industry's failure to act and demonstrate achievement of its commitments made will bring legislation.
2. Affirmative Action is the right and moral thing to do. Even if it is just a few we initially affect, we surely do change the lives of those we reach. Affirmative Action also fits well with many of the other CSR actions that some of our companies are in any case doing.
3. Finally, it makes good business sense. From a purely selfish business perspective, considering that most of our companies are today short of skilled people, if we can educate and train the 25% or so our potential working population, that are otherwise left out of the employability spectrum, we enhance the pool of people we potentially can recruit from. This will help enhance competitiveness rather than hinder it, as is sometimes an incorrect perception about the results of Affirmative Action.

We provide here a short update of the work done by some of our member companies in the area of Affirmative Action.

Farhad Forbes

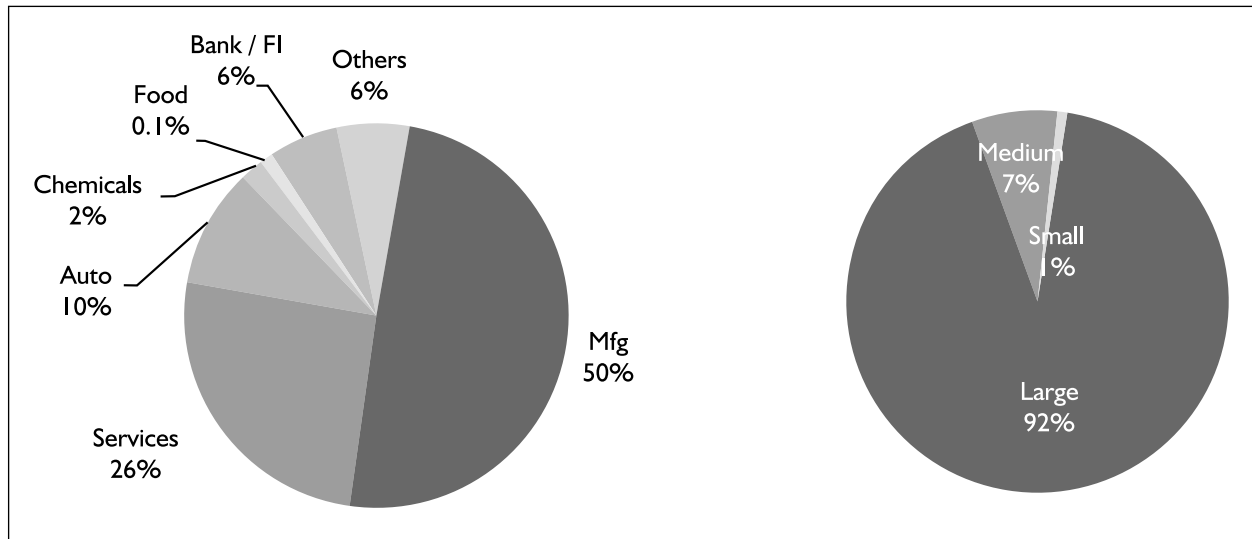
Co-Chairman, CII National Council on Affirmative Action &
Chairman, CII Western Region Sub-Committee on Affirmative Action

CII Code of Conduct for Affirmative Action

1. The Company affirms the recognition that its competitiveness is interlinked with the well being of all sections of the Indian society.
2. The Company believes that equal opportunity in employment for all sections of society is a component of its growth and competitiveness. It further believes that inclusive growth is a component of growth and development of the country.
3. The Company affirms the recognition that diversity to reflect socially disadvantaged sections of the society in the workplace has a positive impact on business.
4. The Company will not practice nor support conscious discrimination in any form.
5. The Company does not bias employment away from applicants belonging to disadvantaged sections of society if such applicants possess competitive skills and job credentials as made public.
6. The Company's selection of business partners is not based on any considerations other than normal business parameters. In case of equal business offers, the Company will select a business partner belonging to a socially disadvantaged section of society.
7. The Company has/ will have a written policy statement on Affirmative Action in the workplace.
8. The Company has/ will have an employment policy that is the public domain. It may place such policies and employment opportunities on its website to encourage applications from socially disadvantaged sections of society.
9. The Company makes / will make all efforts for upskilling and continual training of employees from socially disadvantaged sections of society in order to enhance their capabilities, and competitive skills.
10. The Company has / will have a partnership programme with educational institution/s to support and aid students from socially disadvantaged sections of society.
11. The Company has / will have a senior executive accountable to the CEO to oversee and promote its Affirmative Action policies and programmes. The senior executive presents / will present a biannual report to the Board of the Company about such policies and programmes.
12. The Company further has a policy to maintain records on Affirmative Action.
13. The Company makes available its learning and experiences as a good corporate citizen in Affirmative Action to other companies desiring to incorporate such policies in their own business.

Key Findings:

An estimated 19 lakh people are employed across CII members in the Western states.



- Employment of SC, ST personnel across firms in the Western states is at an average of 12%, which is in line with the reservation specified by the various state government policies.
- Goa and Madhya Pradesh appears to employ a higher number of SC&ST personnel, owing to the presence of a large base of manufacturing units in the state.
- Across the various sectors, the percentage of SC&ST employees is the highest in the 'blue collar' category which is estimated at 19%.
- Private companies are taking steps in the right direction of employing various ethnic groups. No special effort by companies signed code of conduct.
- Increasing share of SC, ST employment – particularly in junior management and blue collar category, reflective of the benefits of reservation in the education sector.
- The share of SC, ST and OBC, MBC category in blue collar jobs is relatively higher. Services has the highest level with about 19% of SC/ST category employees
- High presence of women population, about 29%, is seen in services sector which includes IT/ITeS sector also, followed by banking and financial sectors.
- Around 50 Code of Conduct (COC) signed companies were included in the survey. These companies found to have about 11% of employees from SC/ST category, against Non-COC signed companies average of 17%. Companies who had signed code of conduct doesn't seem to concern about ethnic group of the employees
- Around 12% of the companies sampled had at least one challenged employee in their organization. They however account for about 0.5% of the total employee strength. These companies comprised firms from the IT & ITeS, manufacturing and service sectors, where measures were taken to ensure a conducive work environment.

Promoting Entrepreneurship & Enhancing Employability

CII – Symbiosis Finishing School

Objective:

The objective of the Finishing School is to provide soft skills coaching to the pre final & final year students from various stream like Engineering, Law, MBA, etc. in order to equip them with various soft skills thereby improving employability of these students. The uniqueness of this school is that the course curriculum has been designed with inputs from Industries in collaboration with Institutes like Symbiosis Group.

Process:

As part of CII's Affirmative Action initiative for SC / ST students, CII in association with Symbiosis Group launched a Finishing School. Generally, a communication from CII to all members is sent requesting them to support this initiative. Meetings involving members, HR people from industry and HODs of various colleges are conducted in order to design the curriculum and the kind of students to be identified for this kind of Finishing School. Based on the inputs of the steering committee, it is decided what students to be taken from second & third year Engineering degree colleges, third year law students & 1st & 2nd year MBA students who are to be trained as part of this Finishing School. The main objective of enrolling these students is that the placement activities of engineering & law degree students start after third year and for MBA students, the placement activities start after 1st year. Hence these students would get enough time to get themselves equipped with these soft skills so that they could face the interviews with confidence. The classes for this school are conducted over weekends at the English Language Teaching Institute of Symbiosis. A coordinator from Symbiosis has been appointed whose role is to ensure the attendance of these students and to coordinate both with faculties and mentors of these students. Industrial visits are also organised & coordinated to few CII Member companies in order to share the work culture of the industry to these students. Over 100 students have undergone training in 3 different batches. Each batch has a tenure of 10 weeks with 6 hours duration in each week over weekends. A joint certificate by CII- Symbiosis is awarded to students who have over 75 % attendance for these classes.

Impact:

The greater impact of the Finishing School is the high level of confidence of these students to compete with students from general category. The students have improved their soft skills, communication problems etc. The employers and society are the beneficiaries at large. The families of these students are becoming economically better off as a result of good opportunities and salaries now available to their children.

Highlights:

- Members sponsor each batch of around 35 students from SC/ST background from Final Year Engineering and Management Institutes from in and around Pune. The sponsorship fee for each batch is Rs. 1, 25,000/-. Soft Skills training and English language skills are provided to these students.



CII Symbiosis Finishing School Introduction of Batches 12 and 13

- The CII – Symbiosis Finishing School has till date completed 15 batches and out of these around 530 students from SC/ST category have benefited
- The CII-Symbiosis Finishing School Alumni Association has been formed on Facebook. Around 180 students have registered on it.
- This year, we have scaled up this process with 6 batches per year instead of the earlier 4 per year
- Employment Linkages – Tie up for placement with support of CII Pune HR & IR Panel members for students passing out of the Finishing Schools. CII has received about 85 CVs. The interviews will commence from 2nd week of November.

CII – Yi ITI & Polytechnic Finishing School

The Finishing School initiative has been undertaken by the Pune Yi Chapter as well and has been running successfully in the Polytechnics and ITIs.

Highlights:

- No financial commitment from Industry. But Industry Members nominate their concerned officials as faculty for this Finishing School
- ITI Aundh – 6 batches completed. 40 students per batch. Total 240 students benefited till date
- ITI Ghodegaon – 1 batch completed. 45 students benefited.
- Finishing School for 6 more ITIs in Pune district to be initiated by December 2011
- Government Polytechnic – Pilot 2 Batches completed, 92 students benefited

Finishing School in Nashik

The 3rd batch of the Finishing School in Nashik, Maharashtra started on 30 September 2011. CII is partnering with K K Wagh Institute of Engineering (Education & Research), a leading learning development institute, for the Nashik based initiatives.

The batch for the year 2011- 12 was inaugurated by Mr Satish Jamdar, Vice Chairman CII Maharashtra State Council & Managing Director Blue Star Ltd on 30 September 2011 at Nashik.

This batch consists of about 30 students from the final year Engineering coming from SC/ST background. This will be a 60 hour training module. This initiative is the third finishing school in Nashik, Earlier batches were completed in 2009-10 & 2010-11.

Experts from the industry & academia will be guiding the students through the 60 hour module.



CII Yi ITI Aundh Finishing School Valedictory Session

Skill Development Initiatives with PMC/ PCMC in Pune

Facilitation of Skill Development of below poverty line youth (approx 70% SC/ST) from PMC / PCMC areas in association with Tata Business Service Support (TBSS), a BPO

- This is a skill and competency development training to bridge gaps in the Skill Sets and Competencies required for employing deserving underprivileged Candidates who are 12th pass & 18 yrs. of age and having Basic English awareness

- They are providing training on Soft skills (Communication skills, Basic Grooming, Improving Typing speed, Interview techniques etc.) by TBSS (cost to be borne by them) and this training would be conducted for 15 days.
- Post soft skills training they would be put across for interviews at TBSS.
- Shortlisted candidates would undergo 30 to 45 days of training on Product and Process training post which, they would go through a certification procedure to move on the floor for actual call handling.
- These candidates would draw a salary of around Rs 8,000/-
- Pilot batch of 50 aspirants to rollout by 1st week of November 2011
- CII Pune is facilitating this initiative with PMC / PCMC and TBSS

CII - ILEAD INITIATIVE

CII Madhya Pradesh in association with Aide et Action, a French NGO started a livelihood education programme called CII-iLEAD project under its Affirmative Action initiative.

Purpose

The primary purpose of the programme is to train the youth and school dropouts from the marginalized sections of society in employable skills.

The training modules in the project are mainly on four skills i.e. Sales & Marketing, DTP, Hospitality and Two/ Three wheeler repairing. The modules are also supplemented by basic knowledge of Computer, Spoken English and Personal Effectiveness.

Selection Process

Students are selected through Community Mobilization Drive (CMD) run by Aide et Action, under which interaction with community in target areas (rural area) to generate and sensitize them about the concept of the programme and motivate them to join the course.



Identified youths mostly unemployed youth & school dropouts from the rural areas and undergo in an especially designed test to assess their interest and aptitude. After the test, each candidate counseled personally in the presence of their parents.



Role of CII

iLEAD is an on going project of Aide Et Action, CII is coordinating contribution from member companies by way of sponsoring students from SC/ST category enhance their employability and in turn increase their livelihood. Each batch is of four months and the cost of training of per student per batch is Rs. 4000/- (Four thousand only)

Phase – I

In Phase I, CII member companies like STI Sanoh India Ltd, Permali Wallace Pvt Ltd, Inspros Engineers Pvt. Ltd, Rathi Iron & Steel Industries Ltd, GEI Industrial Systems Ltd and K S Oils Ltd sponsored the students. There were 32 students trained and were placed through this project.

Phase – II

CII – iLEAD Affirmative Action Initiative Phase – II has been initiated from December 2010. First batch in the project has already been commenced from 01 December 2010.

As of now, CII member companies like Bend Joints Pvt Ltd, Aadarsh Printing, D K Insulation Industries, Permali Wallace Pvt Ltd, Inspros Engineers Pvt. Ltd & GEI Industrial Systems Ltd given their commitment to sponsor 31 candidates from this phase. CII is initiating another round of follow-up to bring in members to join this initiative. Out of these 31, 12 students have already been trained and placed. Next batch is scheduled to start soon.

List of Students placed through iLead initiative:

Name	Gender	Name of Organization	Designation	Salary	Caste
Patiram Jatan	Male	China Gift House	Relation Manager	6000	SC
Vinod Bairagi	Male	Bajaj Show Room	Helper	3200	SC
Urvashee Mala-veey	Female	Enigma Beauty center	Receptionist	2500	SC
Vinita Sai	Female	ING Life Insurance Campeny	Advisor	3000+Com.	ST
Sumit Khare	Female	Enigma Beauty center	Receptionist	2500	SC
Sushil Bairagi	Male	National Academey	Operator	5000	SC
Jeeendra Rathore	Male	Tulip	Telly Caller	3000	SC
Narayan Das	Male	BSAF PVT. LIMT.	Field Exceptive	3500	SC
Om Prakash Do-hare	Male	Rana Green Neelbad	Sale Exceptive	3000	SC
Sangeeta Rajak	Female	ING Life Insurance Campeny	Advisor	3000+Com.	SC
Pushpa Khanjar	Female	Enigma Beauty center	Receptionist	2500	ST
Dinesh Badodya	Male	Jaiswal Hospital	Assistant	2600	SC

Entrepreneurship Skill Development Programmes (ESDPs)

One Day Industrial Motivation Campaign
23 August 2011: Vidisha

CII in association with MSME Indore organized a One Day Industrial Motivation Campaign on 23 August 2011 at Vidisha.





The objective of the programme was to identify and motivate traditional / non-traditional entrepreneurs having potential for setting up MSEs so as to lead them towards self-employment.

Mr S N Manote, KVIB, Govt. of M P, Dr. J S Chauhan, Prof & Head (Civil Eng Dept) Samrat Ashok Technological Institute were present during the session.

One Day Industrial Motivation Campaign

15 June 2011, Chhindwara

CII in association with MSME Indore organized a One Day Industrial Motivation Campaign on 15 June 2011 at Chhindwara. The objective of the programme was also to identify and motivate traditional / non-traditional entrepreneurs having potential for setting up MSEs so as to lead them towards self-employment.

Mr M L Belwanshi, DIC informed participants about M P Govt.'s schemes for entrepreneurs as well as various existing schemes for self employment. Mr V P Shukla, KVIB, Govt. of M P informed about PMEGP. Mr Christopher Minj, MSME Indore spoke about operational schemes like technical training, corporate governance, marketing assistance etc. More than 60 marginalized entrepreneurs were benefited through this initiative.

CII-IBM Faculty Development Program

CII jointly with IBM organized Faculty Development Program in various colleges of Gujarat in June 2011. These FDPs were conducted in various cities



CII-IBM FDP at Ganpat University, Mehsana

of Gujarat viz Rajkot, Surat, Vasad(Vadodara) and Mehsana

The training program has enabled the faculties to operate relevant advanced software as well as skill and re-skill them and will give the institute a platform for collaboration with IBM and other institutes and have a centre of excellence in future.



CII-IBM FDP at Atmiya institute, Rajkot

More than 140 faculties from various colleges have been trained in this program. Approx 40% of the faculties were from the SC/ST strata of the society.

CII-TDD Program for Gainful Employment

CII Gujarat jointly with Tribal Development Department, Government of Gujarat has trained 89 tribal youths for gainful employment since 2010 in "Customer Relationship & Sales, Soft Skills Development & Basic Computer



CII-TDD Training program at Rajpipla



Garib Kalyan Mela – Rajpipla

Education” in Rajpipla and Halol, the tribal pockets of Gujarat.

The criterion for the selection of the candidates is as under:

1. The candidate must be from Schedule Tribe(ST) community preferably from BPL family.
2. He/ She should be between 18 to 35 years of age.
3. He/ She should be minimum 10th pass. Higher education is preferable.
4. He/ She should be willing to migrate for work after the training programme.

After the inception of the project in 2008, CII has been actively involved in this initiative to ensure the quality of training imparted and the employability index. Since 2008, total 616 tribal youths have been trained and employed in various well-known manufacturing and service sectors. CII has also focused on entrepreneurship development, 31 youths have been trained in entrepreneurship resulting of their becoming self reliant.

CII jointly with TDD, GoG even organized “Garib Kalyan Mela” for those trained under CII-TDD Program. This mela enabled the ST students to negotiate and get more options to choose for a job.

Industry Responsive Skill Centers

CII Gujarat has been working very closely with The Centre for Entrepreneurship Development, Industries Commissionerate, Government of Gujarat. To resolve the shortage of skilled manpower in the booming economy of Gujarat, The Centre for Entrepreneurship Development launched various schemes where industries themselves can become a skill centre and then 50% to 80% of the capital cost is given as a grant by CED to industry starting an skill centre.

CII being on the advisory committee of CED took forward this initiative and conducted road shows to encourage industries to take the role of a skilling centre. Out of the total industries that have shown the interest, 80% are CII Member Industries.

Industries like General Motors, Rishi Laser, Apollo Tyres Ltd., Rishi FIBC, Tata Motors have already started their training centers or are in the final stage of implementation. As many of these centers are in the tribal areas of Gujarat a large amount of STs and SCs will be trained leading to a gainful employment to SC/STs.

Blue Star Initiatives

Blue Star has been sponsoring various philanthropic causes through its charitable Trust, Blue Star Foundation since 1981. The Foundation has been supporting various organizations and initiatives across the country working in the areas of education, healthcare, facilities for women, children and senior citizens apart from relief measures in national calamities. Organizations which do not have strong funding sources but are working well at the grass-root level get a preference for support.

The Foundation has not been tracking specifically on how many of the beneficiaries belong to the SC/ST category. The focus has been on supporting initiatives working on education and health issues and maximizing resources available for the needy.

Affirmative Action Initiatives

Blue Star is India's largest central air-conditioning company with an annual turnover of Rs 2900 crores, a network of 29 offices, 6 modern manufacturing facilities, over 1200 dealers and around 2800 employees.

It fulfils the air-conditioning needs of a large number of corporate, commercial and residential customers and has also established leadership in the field of commercial refrigeration equipment ranging from water coolers to cold storages. The Company also offers comprehensive Electrical Contracting and Plumbing & Fire Fighting Services. Blue Star's other businesses include marketing and maintenance of hi-tech professional electronic and industrial products.

Blue Star has business alliances with world renowned technology leaders such as Rheem Mfg Co, USA; Hitachi, Japan; Eaton - Williams, UK; Thales e-Security Ltd., UK; Jeol, Japan and many others, to offer superior products and solutions to customers.

The Company has manufacturing facilities at Thane, Dadra, Bharuch, Himachal and Wada which use state-of-the-art manufacturing equipment to ensure that the products have consistent quality and reliability.

A vocational training and welfare centre run by BSL

The Company has been sponsoring an initiative on youth empowerment through vocational training around its Wada factory in November 2008. The objective was to equip less educated and deprived youth to live economically independent and responsible lives; a burning need in the area as realized through a study by the Tata Institute of Social Sciences, conducted on behest of the Company.

Blue Star partnered with the Kherwadi Social Welfare Association (KSWA), a well-established NGO to formulate and run a vocational education and training program at a KSWA centre, 10 kms away from the Blue Star Wada factory.

Industry approved vocational training courses such as AC & R technician training, multi-skill technician training, mobile repairing, basic computers, English speaking and motor driving are some of the courses being run at this vocational training centre. The target audience comprises less privileged tribal school dropouts in villages and small hamlets near the centre. Tailoring, basic computers, English speaking and beautician courses are the courses being



run for women.

More than 1600 students have passed out from the inception of the centre till date. The NGO has been helping in the placement of these students in nearby factories, garages and other related institutions. They are also encouraged to start their own set-ups like garages, beauty parlours, tailoring units and other small business units/shops.



Participants at a training centre

Around 50% of the students who benefit from the courses run at the Wada centre are from the SC/ST category. As Blue Star continues to partner with KSWA for this program, the ongoing initiative has been much appreciated by the youth and their families. Acquiring these technical and other life skills

has aided in giving them a second chance to have a brighter future for themselves and their families.



Female participants at a tailoring workshop

Affirmative Action Initiatives

Crompton Greaves Limited (CGL) signed the 'CII-Code of Conduct' in November 2006, with the objective of contributing to the cause of providing social justice to the AA category.

As a signatory to the Confederation of Indian Industry (CII) Code on Affirmative Action, Crompton Greaves Limited (CGL) has made a conscious effort to promote the progress and the betterment of AA candidates through several initiatives.

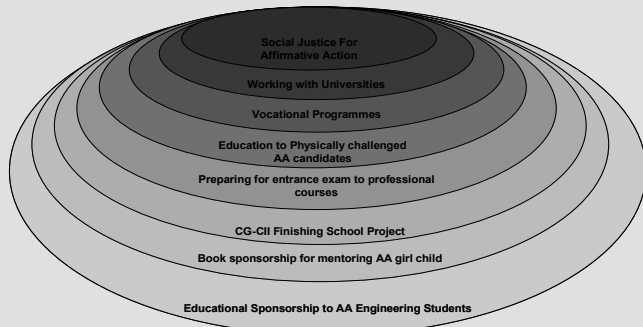
The Company adopted the "Ripple Approach" while focusing its' efforts in the area of providing educational support to the Affirmative Action group. The model is depicted below:

Central to the theme, lies the philosophy of making education as the vehicle for facilitating social justice to the AA Group.

The first two ripples represent the area of direct influence under which the Company arranges to provide education to the target population belonging to the AA category.

This is followed by the third, fourth and the fifth ripple, which constitutes the wave of secondary influence in which the Company provides a medium through expert agencies, which help the students of the AA group to get into professions of their liking and thus join the mainstream of society.

The last two ripples represent the tertiary influence in which direct support by way of grants/sponsorships to the meritorious AA students are extended, to help them in their careers.



Employability Programme at ITI, Nashik for School Dropouts



Aspirants receiving training at ITI, Nashik



Classes being held at ITI, Nashik

Introduction:

Employability programme of GTZ (German Technical Corporation) covers various trades courses like electrician, plumbing, carpentry and fabrication. These programmes are implemented with the collaboration of local ITIs in collaboration with the Industry partners. The tri-party programme is financed by the Industry partner and the training is imparted through ITIs, with technical support by GTZ. CG's Switchgear Division at Nashik started the GTZ programme in the year 2008. The initiative aimed at creating employment opportunity for the SC/ST youths primarily coming from CG adopted Nandurvaidya Village in Nashik, and other neighbouring villages. The 6 months course was offered at free of cost to the aspirants. Their travelling cost was also reimbursed by CG on a weekly basis. Most of the aspirants who attended the programme came from poor socio-economic background and were either, school dropouts or underemployed. Apart from technical education CG employees also conducted personality development classes for these aspirants. This is the fourth batch of the GTZ programme successfully completed the course at ITI, Nashik.

Activities:

In the villages and community where CG CSR programmes are implemented, it was evident that most of the school dropouts were unemployed or underemployed and most of them belonged to the SC/ST community.

Crompton Greaves, Switchgear Division at Ambad, Nashik under the Corporate Social Responsibility (CSR) initiative, started Electrician course for the school dropouts, designed by GTZ.

The electrician course is designed to impart theoretical and practical training for a period of 6 months. Each batch size is limited to 25 students; and this was the fourth batch.

Results Achieved:

Total 99 school dropouts have benefited from this skill development program. They are now earning in the range of Rs 5,000 to Rs 8,000 per month. Now they value themselves as self reliant.

This course not only gives technical inputs but also understand the aspirant's needs. It motivates them to sharpen their skills and equip them with other required skills. Today most of the aspirants earn better livelihood than what they earned earlier and they are proud of it. Through our classes, we make them believe that change is possible, if they desire.

Way forward:

We are setting up new standards for the GTZ training module at ITI, Nashik. This involves modules on Personal Development along with Technical Knowhow. Apart from the course, the aspirants also learn about 5S and quality management. CG would continue to implement these programmes through ITI, Nashik to reach out to more number of students.

Employability Programme at ITI, Mulund for Kanjur Slum Youth



The aspirants receiving training at ITI, Mulund



The CG CSR Champions from across India and from different CG Units visited ITI, Mulund as part of the CSR Champions field visit.

Introduction :

Kanjur village is adjacent to CG Kanjur Complex. It was pre-decided that all CG CSR programmes would be implemented in communities which are close to CG operational area. While working in Kanjur village, CSR Team realized that there are various types of slums in Kanjur village and their needs are different. (Types: old settlements have 'pacca' houses with appropriate livelihood, new settlements have 'kaccha' house with tin sheds where as the recent settlements are with plastic sheets vulnerable to all kind of weather and other hazards). The CSR team extended its work in other slums of Kanjur village. These slum pockets predominantly belong to the schedule caste background and most of them are migrants from one particular region in Maharashtra and Karnataka.

While working with Self Help Group (SHG) members the focus was women empowerment, Education, Health etc. Soon the CSR team realized that working only with the SHG members will not evolve any change in the community. It was imperative for the community to see some visible changes to motivate others to join. Most of the SHG member's children (youth) were either school dropout, unskilled, unemployed or underemployed, as a result they were caught in the poverty cycle. With this background, CG Kanjur CSR Team started identifying youth who were willing to receive employability related skill enhancement training and certification.

Activities :

CG has been working very closely with ITI Mulund. It was decided that the employability oriented skill enhancement training will be imparted through ITI, Mulund. The proposal was readily accepted by the ITI, Mulund Principal. The course module was designed for 6 months, out of which 4 months theoretical inputs and 2 months on the job training were imparted. Electrician, Computer hardware, Automobile, Hospitality and Beautician course were imparted. The idea behind starting these courses was to help them seek employment and make them realize their employment potentials.

Results Achieved :

The first batch started with 20 students from Kanjur slums of which 15 students were from SC/ST category. CG CSR team regularly visited ITI, Mulund to review the progress of the training programme. Just imparting knowledge through training was not the real idea but to use the equipment physically and learn from the faculty's experience, enhanced the quality of the programme. Today these aspirants are employed in Pizza Hut or as an electrician or a beautician in a saloon. At the time of certification, the students were provided a tool kit relevant to their trade.

Employability Programme for Slum Community Youth, in Delhi



Fashion design trainer at the Center, who is from NIFT welcoming Mr Khan, CG CSR Champion of Delhi.



Mr Khan – CG CSR Champion and Dr Amod – Head St Stephen Hospital entering the Multimedia Computer training center at Sunder Nagri.



The aspirants displaying their handcraft and other apparels in their marketing studio.



Computer classes being organized

Introduction:

CG's Northern Region, is working with Sundar Nagari community since 2008. It is basically a need based programme designed to train the community youth (girls and boys) to enhance their potential for possible and suitable employment. Both the Multimedia Training Center and the Fashion Designing Training Center are based at Sundar Nagri, which is the main catchment area, for intake of potential trainees. As a result the number of aspirants in each batch remains constant. CG did not start this programme for SC/ST community but it targeted the poor. However when CG assessed the aspirants community background, almost 90% of them were from SC/ST community. The primary source of livelihood of these aspirant's parents are vending of vegetables, working as casual labour and domestic help.

Results Achieved:

Every year, 2 batches in Multimedia Training center and 2 batches in Fashion Designing are executed. This year the Multimedia Training center provided training and job placement to 110 aspirants, whereas at Fashion Designing there were 215 aspirants. Today these aspirants are earning in the range of Rs 1000 to Rs 8000 per month.

Way forward:

CG believes that if you equip an employable candidate with appropriate skills and knowledge and provide suitable employment opportunities, the rest is assured.

CG - Samyak Educational Sponsorship Programme for CG India



CG employee visiting Gurarighat village at Mandideep, Bhopal to identify students for the sponsorship programme.



Identification and meeting the sponsorship applicants of Zilla Parishad School at Nandurvaidya, Nashik.



Students who were shortlisted from Nandurvaidya village to receive the sponsorship, were assembled at Switchgear, Nashik Factory.



Mr KN Desai – GM, Southern Region handing over the sponsorship to student in Chennai.

Introduction:

Education is one of the core themes of CG. CG believes that, quality education will always act as change agent in once life. Presently CG is working with 11 schools, which is impacting 2200 students annually, at various locations across India. To enhance the work in the area of education, CG initiated CG – Samyak Educational Sponsorship programme to financially support the SC/ST students. The sponsorship programme aims at providing annual financial support to these students during their current academic year, whereas the eligibility criterion for the sponsorship would be based on last year's grade achieved. This sponsorship was rolled out all across CG locations in India.

Context:

Now a day's there is very high awareness about education in the community. But the government schools are missing the quality due to several reasons, as a result of which parents are forced to send their children to private schools. But due to un-affordability of private school fees and other cost, the students prefer to work with their family members, to add income. There are very few scholarships available in private institutions for SC/ST students to take-up higher education. This sponsorship was always looked as a catalyst to motivate and support the student's basic needs, it was never designed to take care of the overall educational needs of a child.

The sponsorship was designed in such a way that it would fulfill the basic need of these students. However, from the year 2011 – 2012 the sponsorship amount and the disbursement criteria have been revised to reach out to the most deserving students with much higher amount.

Eligibility criterion:

- Students must have the caste/tribe certificate
- They must have the income certificate
- The students must have passed in previous academic year with at least 55% marks.
- Students family income should not be more than Rs. 1,50,000 annually.
- The sponsorship amount was divided according to the grades of student

It is as follows:

Sr. No.	Currently studying in class	Annual sponsorship amount (Rs.)
1	5th to 7th Grade	1500/-
2	8th to 10th Grade	2000/-
3	ITI students	2500/- (Rs. 2000 + a tool kit)
4	FYJC to SYJC	3000/-
5	Student pursuing their bachelor degree	4000/-
6	Post graduate students	5000/-
7	Engineering diploma	5000/-

Results Achieved:

The program received tremendous response from all CG Units across India, 132 applications were lodged at CG Corporate CSR office in Mumbai, of which 108 fulfilled the eligibility criteria. All the eligible applicants received their sponsorship within a month's time.

Way forward:

CG believes that education is an empowerment tool. The company likes to focus on making this tool more accessible to the aspirants who deserve the most. For CG, giving sponsorship is just not giving some monetary help. For them, sponsorship is a medium to encourage education and help them to help themselves. CG would continue to improvise this sponsorship programme, to meet the educational needs of the deserving students.

Affirmative Action Initiatives

For over six decades, Forbes Marshall has been building steam engineering and control instrumentation solutions for process industry. The company is a leader in process efficiency and energy conservation through technology tie-ups and focused investments in manufacturing and research. Forbes Marshall is unique in having extensive expertise in both steam and control instrumentation and through this dual expertise, the company engineers industry-specific systems for sectors as diverse as textiles, food processing, paper, power and chemicals. The company has an extensive domestic presence and delivers solutions in 16 countries.

Over the years, Forbes Marshall has always believed in the philosophy of contributing and giving back to the community it operates in. The company's social initiatives at present are in the areas of Health, Education and Community Development, focusing on women's empowerment as well as environmental issues. Forbes Marshall acts as a catalyst in making social changes happen in the society it operate in.

Since the inception of the company, sustainable social initiatives have been the key drivers of our philosophy to contribute and give back to the community in which we operate. Diverse and sustained programs support health, education and life skills development in communities. Social initiatives also help the community, particularly women, to engage in entrepreneurial ventures to support their families and thereby gain the skills and confidence in dealing with issues that impact their lives.

Forbes Marshall has a welfare centre on its campus from where its Department of Social Initiatives (DOSI) comprising of well trained social workers runs the programmes. Forbes Marshall has received several awards and recognition for its work in Corporate Social responsibility. Beginning with 1999, 2 few if these are, the First Runner up for the Business World – FICCI- Compaq Social Responsiveness Award, the S P Jain Institute of Management – Social Impact Award, Winner, 2006, The Nagar Road Industries Chamber of Commerce and Agriculture lean Kaizen Mela Winner 2009, Project Management India for significant contribution in Corporate Social Initiatives for Mrs Rati Forbes in 2010 and MCCIA's B G Deshmukh Award for Corporate Social Responsibility for the year 2010.

Forbes Marshall supports several CSR initiatives which endorse Affirmative Action and which touch the lives of several underprivileged members of society, many of whom are from the reserved category. Some of these initiatives are done in conjunction with NGOs, and some are implemented by the company directly.

SCOPE (Strengthening Communities for universal Pre-primary Education):

Forbes Marshall strongly believes in synergies and working with like minded organisations, not having parallel structures or duplicating programmes but adding value to the existing ones. Thus, the company launched the SCOPE programme– Strengthening Communities for universal Pre-primary Education. Under the programme, the objective is to address the needs of pre-school education in the ICDS (Integrated Child Development Services) programme. This has been identified as a lacunae of the ICDS programme. The programme is being implemented in 10 Anganwadi centres in 9 slum pockets of Bhosari and of 226 children covered under the

scheme, 50% are from the reserved category. Under the programme, three activities have been launched:

1. Anganwadi teacher training of 12 days spread through the year in association with the Centre for Learning Resources (CLR) for the selected Anganwadis.
2. Augmenting the pre-school component in the Anganwadi by appointing a second worker called the support teacher.
3. School readiness program of 6 months for children eligible to start the first grade thereby increasing the reading and writing readiness amongst the 5 + aged children .

Educational Scholarships:

During the joy of giving week, 15 students from the reserved category received scholarships for higher education and are presently pursuing their graduation in the commerce, arts, science and technical streams.

Forbes Marshall has supported the educational expenses of 30 students from very less privileged background who are pursuing their graduation. This initiative is taken in association with an organization called Friends of Children (FOC). The children are not only given financial help but their progress is also monitored throughout the year. They are invited to attend residential camps organised by the company during holidays and are given inputs on various topics including life skill education.



A book fairy assisting a child to read

School Library Programme:

This programme is in partnership with NGOs and the Pimpri Chinchwad Municipal Corporation, with the objective of inculcating reading skills and the habit of reading in children studying in Municipal Schools. Of a total of 22,560 students covered under this programme, 62% are from the reserved category and 27% from the minority community.

Skills Training- the Phulora programme:

Phulora is a Life Skill Education programme designed for the girls in the age group of 14 to 24 years. Many girls marry at a tender age and are not prepared for the responsibilities that come along with marriage. A Life Skill Education programmes are conducted in schools and communities for this group, that range from 15 days to 3 months. The girls are taught skills like mehendi, rangoli, making fur toys, greeting cards, bandhani printing, jewelry and beautician's training as per the time frame and interest of the group. Many girls start small businesses and earn an income after completing the course through the skills they learn. They are given information on health, hygiene, social issues, personality development and legal issues. They also make visits to the police station, bank, ration office and are given information on the procedures. Forbes Marshall has



Young girls displaying their newly learnt skills

conducted 12 sessions covering 500 girls in Pimpri Chinchwad Municipal Corporation schools and in the communities of Kasarwadi and Bopkhel in the year 2010-2011.

Prerna Kendras:

These community learning centres help improve the scholastic performance of children in Municipal Schools studying in 1st to 4th Standards. Out of a total number of 104 children in these centres, 46% are from SC/ST while 43% are from the minority community.



Prerna Kendra session being conducted at one of the learning homes

Study Hall facility:

Due to a lack of proper space and an environment for studying, children from less privileged section of the society face problems. A Study Hall facility has been made available for study with books to read. Guidance and supervision is also provided. This facility is available for students from 5th to 10th standard. Total number of SC/ST students out of 91 is 30% while 54% are from the minority community.



Balbhavan children in action at the Dapodi centre

Balbhavan:

Recreational activities along with value education is the focus of this project, which is in association with Garware Balbhavan. Out of 263 children covered under this programme, 50% are from the reserved category while 44% are from the minority community.

CII - Symbiosis Finishing School:

Forbes Marshall was involved with the setting up of the Pune Finishing School for SC / ST students. The company was involved with the design and development of the curriculum with Symbiosis faculty and other CII members. The Company provided faculty for the programme and also had the students visit the company during their training. Forbes Marshall sponsored the first batch and sponsors a batch regularly, the most recent one being in the current year, 2011.

Tarang programme:

The objective of this Forbes Marshall programme, implemented with help from CYDA, is to provide life skills education to 9th std. students from schools and children from less privileged communities who are not in school, in the sensitive subjects and empower them to have a healthy life. Out of a total of 5600 students covered under this programme, 51% are from the reserved category.

Creating Awareness on Health issues in the neighbourhood communities:

In association with CARE (Centre for Action Research and Education) Forbes Marshall has been involved in creating health awareness in the neighbouring communities. A group of community health workers underwent

training for one year and are now reaching out the community members to create awareness. These health workers have undertaken a project to control anaemia among women in the communities and have been organizing blood check up camps to identify anaemia cases. The anaemic women are given treatment by doctors and are counselled for changes in diet and life style. A follow up is done every six months to see if the levels of anaemia have reduced or something more has to be done. In the past year, 700 adolescent girls and women from 3 communities have been covered under this project; 60% are from the scheduled caste while 30% are from the minority community.

Developing Entrepreneurs:

Forbes Marshall believes that Supplier Diversity is a potent corporate tool and is very effective in mainstreaming dalits. Mentoring and developing them adds to the talent pool and also makes good business sense. The company believes that once Affirmative Action is voluntarily adopted, diversity will become a part of India's business fabric. Forbes Marshall has helped three entrepreneurs set up workshops and develop their own businesses in the areas of fabrication, welding and machining .The Company has helped them learn the necessary skills and has provided machinery and financial assistance to them. They are mentored by Forbes Marshall managers, and these entrepreneurs have now become vendors to Forbes Marshall. A few case studies are given below.

Vijay Suwase started work with Forbes Marshall as a helper on the shop floor 14 years ago. Looking at his dedication, self motivation, enterprising nature, four years ago the company decided to encourage him to set his own business in machining components and some fabrication of articles and assembly. Forbes Marshall gave him some machines: power press, hand press, cutting machine, pipe cutting etc. Vijay set up his own small workshop "Asha Enterprises", in New Sanghvi, in rented premises. Forbes Marshall provided not only the machinery to set up the workshop, but also provided mentorship and training. Vijay first started by himself and then later has additionally employed two people. Vijay has a turnover of approx Rs 60,000 per month and regularly pays his tax.

Chandan Pardeshi is from a socially and economically underprivileged background. He was one of the first to enroll in the Forbes Marshall training centre and learnt carpentry. After learning the trade, Chandan started doing odd jobs for the company from 1979 onwards. At times Mr Darius Forbes himself imparted training and also mentored him. He was given machinery by the company and undertook contracts for Forbes Marshall. At present he has a workshop at Phugewadi and one at Pimpri in Pune. He now has a welding and fabrication business and has about 20 employees. He now plans to open a vocational training centre for mentally challenged children.



Chandan Pardeshi in his workshop

Forbes Marshall annually procures industrial shoes from Subhash Lokhare who is an underprivileged entrepreneur supported by Bharatiya Yuva Shakti Trust. He has passed the 9th standard. Subhash won the Citi-Group Micro Entrepreneur of the year award 2008-09. He has also won the JRD award for the Best Entrepreneur (3rd Prize) for the year 2002-2003 and the JRD Tata award for 2000-2001.

Affirmative Action Initiatives

GEI Industrial Systems Ltd is a leader in heat transfer technology for more than 40 years and specializes in the design, manufacture, fabrication, testing, and erection & commissioning of Air Cooled Heat Exchangers for Oil, Gas and Power sector and Air Cooled Vacuum Steam Condensers for Steam Turbine Power Plants.

GEI is an ISO 9001-2008 certified company and follow Quality Management Systems for the entire business process right from the basic design to manufacturing and installation at the site.

GEI holds U stamp certification; The National Board of Boilers and Pressure Vessel Inspector have provided R stamp certification and NB Marking.

More than 4000 bundles of Air Cooled Heat Exchanger and Air Cooled Steam Condenser are operating in India and abroad in the oil, gas and power sector in more than 18 countries world wide. GEI heat transfer products are operating across the globe in the regions of Africa, Americas, Asia, Europe and Oceania.

Recent activities/ initiatives undertaken by the organization:

iLead Sponsorship

CII – iLEAD (Livelihood Education And Development) Project

GEI has contributed through CII Madhya Pradesh in the iLead project to fulfill its commitment toward Affirmative Action and sponsored as many as 30 students from the marginalized strata of the society (15 in phase-I and 15 in phase-II). All these students have been /are being given job oriented training of four months and after completing it they are placed appropriately.

Sponsorship to the Students for Higher studies

GEI has sponsored two students for their higher education in Engineering, Medical etc. through CII under FAEA scholarship program.

Children Education Scheme

Company has launched a novel scheme to offer free education to children of employees, in English Medium Schools. Company also provides for their books and uniform cost, according to the salary slabs of the employee. Around 150 children have been covered till date

Affirmative Action Initiatives

Gujarat Gas Company Limited, a subsidiary of BG Group plc (65.12%), currently distributes approximately 3.5 mmscmd of natural gas. GGCL continues to be India's largest private sector gas distribution company in terms of sales volume. It has proven expertise in distributing gas to the entire range of customers - Industrial, Commercial, Domestic and CNG. GGCL distributes gas to about 330,138 industrial, commercial and domestic customers through a pipeline network of approximately 3900 kms and CNG to over 161,168 vehicles through 42 retail outlets

GGCL has had a very diverse portfolio of social initiatives. However in 2009-10, GGCL undertook a comprehensive re-look at its social investment (SI) portfolio and decided to focus on a few critical activities that had the potential to deliver maximum value to neighbouring communities. The basis for this re-design of SI portfolio were two - one conducted by Prof Dholakia (IIM-A) and other by ERM. The re-designed portfolio focuses on skill building, and working with schools on road safety and environmental education.

The Road Safety Initiative for instance is a staff volunteer led programme. The staff have conducted sessions in more than 30 schools and have sensitized around 30,000 students. The team is now engaging with schools in Surat to share GGCL's learnings regarding travel management (including driver training, electronic vehicle monitoring and risk assessment) with the objective of implementing global standard road safety procedures in school bus fleets. The environmental education programme is being run by a partnership of Centre for Environment Education (CEE-Ahmedabad) and Nature Club Surat.

The Gas Plumbing Programme

One key initiative is the skill building programme- focusing on Gas-Plumbing.

The syllabus is developed by the technical team of GGCL. This three month course comprises of key gas plumbing concepts, health and safety, as well as specialized trainings delivered by specialist trainers- like PETZL (on working at heights). This Gas Plumbing programme is expected to deliver three key benefits. The primary benefit is the targeted ST community, who would receive skills that had high market value, and thus would become employable. The second benefit is sharing of GGCL's health and safety values with a wider employer base. GGCL and its contractors too would benefit from availability of skilled human resources in the area of operation.



Petzl Training



Batch at Seva Rural in progress



Launch of 1st Batch at ITI Zhagadia

The course is certified by Gujarat Council for Vocational Training (GCVT). The implementing partner is KVSVS, an NGO based in Surat. The training delivery partners include ITI-Zhagadia and Seva Rural's Vivekananda Training Institute (Gumandev-Zhagadia).

Target Beneficiaries

The programme was first launched in 2009 at Zhagadia, and has exclusively targeted ST candidates. Majority of the trainees had been "unemployed" prior to joining the course– most had reported seasonal agricultural employment leading to a monthly income of around Rs 2000. Most had received education upto class 9-10.

Launch of 1st Batch at ITI Zhagadia

The training duration was deliberately kept at three months. The target beneficiaries would be from low income communities, and in all likelihood would be primary bread-earners. It would not be feasible for them to take an extended break from regular employment. A stipend covering loss of income in this period was also paid to the trainees.

Training Delivery

The training was divided evenly between classroom theory and practicals. Exposure trips were organized to "live" locations in order to understand how the concepts learnt during training are implemented in real situations. As GGCL has a strict "Safety Passport" system in order to access the work-sites, a special category of safety passports was developed for trainees who would come in to observe the work. The 3 month course was followed by a 3 month On-Job-Training with a contractor.

Specialised courses (working at heights, first aid etc) were delivered by specialist trainers working for GGCL. Around 25% of the classroom session, in the initial phase of the training, were taken by senior GGCL staff. These included the HSSE orientation. An interesting procedure adopted was making personal protection equipment (PPE) mandatory during practical sessions.

Outcome

As of date, 3 batches totaling 96 trainees have been completed.

The following tables detail present employment status and change in incomes.

Table 1. Current Employment

S No	Nature of Employment	Total	in %age
1	Working with GGCL contractors	14	
2	Other industries ~ GIDC Zhagadia	58	
3	Other employment / Self Employed/ Edu.	3	
Total Employed	75		78%
1	Part Farm Labour +Part Industrial labour	21	
Total Farm Labour	21		22%
Total Trainees	96		

Table 2: Impact on Incomes

Increase in Incomes (Batch 1 and 2 only)	In INR
Baseline Monthly Income	2000
Average present monthly income of the Industry employed group	4306
Increase in Monthly Income	2306
Change in %age	115%

Case Study of Vinu Haribhai Vasava (First Batch-2009)

Vinu is from Avidha Village in Zhagadia (Bharuch) He is 25 yrs old and is married. He is 10th Fail. His family includes his Mother & his wife. His father had Expired 7 years ago. Vinu is the primary earning member of the family.

Prior to joining the course Vinu used to work as an agriculture labour. He earned around Rs.15,000 annually.

Vinu was a part of the first batch of Gas Plumbing training in the year 2009 at Zhagadia ITI

He is currently working as a trainee at Gurukrupa Engineering, Ankleshwar since June 2010 and looking after Emergency Services at Kosamba. He stays at Kosamaba, around 40 kms from his village.

His current salary is Rs.5500 per month. In addition he receives accommodation & food facility at Kosamba.

Vinubhai firmly believes that Gas Plumbing course has changed his living standard and gives economical growth to his family. Earlier he used to earn average Rs.1200-1500 per month after hard labour work in the fields. He believes that consistency in working with one contractor gives him economical growth. Safety during the work motivates him to work.

His cousin, Ranjit, is also at Kosamba, working alongside him. Ranjit too had done the Gas Plumbing Course.

Affirmative Action Initiatives

Introduction

With over half of India’s population living below the poverty line, there is no doubt that growth that is not inclusive is not sustainable. An important dimension of inclusive growth is Financial Inclusion, a term that has gathered particular attention in the last five years across government and private sector players.

With over half of India’s population living below the poverty line, there is no doubt that growth that is not inclusive is not sustainable. An important dimension of inclusive growth is Financial Inclusion, a term that has gathered particular attention in the last five years across government and private sector players.

HSBC in India’s Approach

As a multinational financial institution, HSBC has a significant role to play in tackling the issue of financial inclusion. While HSBC determines its beneficiaries based on their social economic and social disadvantage, we find while monitoring impact of our investment that a large majority of the beneficiaries from our work in this space belong to Scheduled Castes, Scheduled Tribes (SCs and STs) and Other Backward Classes (OBCs).

Thus, at HSBC, Financial Inclusion and Affirmative Action are intrinsically linked. The former forms a core focus area for our Corporate Sustainability Initiatives, and under its fold, HSBC supports a number of projects in the community that aspire to achieve Financial Inclusion of the poor many of whom are Dalits.

Financial inclusion at HSBC goes beyond just access to formal financial services. It encompasses the complete process of seeing communities through the upward journey from chronic poverty to economic independence. A sizeable proportion of India’s population continues to be chronically poor because they lack resources, capabilities and access to opportunities. For this population, commonly referred to as ‘Bottom-of-the-Pyramid’ (BOP) access to education, employment and entrepreneurship opportunities are indispensable to their advancement.

Therefore, HSBC’s financial inclusion initiatives target the poor at three different life stages – underprivileged children, unemployed youth and disadvantaged rural women (see diagram below). In this manner, our initiatives facilitate access to education, employment and entrepreneurship opportunities that empower BOP communities to break out of poverty, participate in the economy and thereby create wealth and well-being for their families and communities.

The Framework

To achieve inclusion, HSBC works in partnership with local not-for-profits, government, development agencies and the private sector. Our financial inclusion framework targets the most economically backward sections of society, a large proportion of which belong to Scheduled Castes and Scheduled Tribes.

Education and life skills for underprivileged children

HSBC supports street children, orphans and children from underprivileged communities to pursue an education and break the cycle of poverty over time

Employment and livelihoods for disadvantaged youth

The Bank works with young adults to provide vocational training and life skills so that they are able to help themselves lead an economically productive life.

Entrepreneurship and building capacities of rural women

The company runs financial literacy programmes to help rural women gain business understanding and entrepreneurial skills to achieve economic self-sufficiency.

Our Microfinance function offers loans to microfinance institutions, who in turn lends to women's self help groups (SHGs).

Affirmative Action

Affirmative action forms an integral part of HSBC's work in corporate sustainability, catering to both socially and well and economically disadvantaged sections of society. The essence of our work in this field is to provide access to opportunities for economic empowerment and financial independence to poor communities – be it education for underprivileged, life skills for unemployed youth, entrepreneur skills and financial literacy to poor rural women or financial services to unbanked populations. The ultimate aim is to drive inclusive economic growth from which even the poorest of the poor can benefit.

HSBC is signatory to the Confederation of Indian Industry (CII) Code of Conduct for Affirmative Action which is a set of 13 principles based on which signatory companies report progress on Affirmative Action to CII. Malini Thadani, Head Group Communications and Corporate Sustainability HSBC India is a member of the CII Affirmative Action National Council and has been representing HSBC at the quarterly council meetings.

HSBC collects data on against each of CII's thirteen principles and also reports annually to the CII against the CII 'Milestones' set by the organisation to measure progress made by companies in the area of affirmative action.

HSBC is an equal opportunities employer. The Bank does not discriminate on grounds of age, gender, colour, race, ethnicity, language, caste, creed, economic or social status or disability. Diversity is central to HSBC's brand image and is an integral part of our "managing for growth" and people strategies. They recognise that having a workforce that broadly reflects the composition of the local communities in which the operate places bank then in a unique position to understand and respond to the needs of the customers. HSBC thus uses diversity as a competitive differentiator, both in employment and in customer markets.

HSBC has a Diversity Committee chaired by Malini Thadani, Head Group Communications, Public Policy & Corporate Sustainability, with members from all Group entities in India. The committee's four key areas of focus are gender, disability, the underprivileged and affirmative action.

In recognition of the importance of uplifting backward classes of society, HSBC has been encouraging its NGO partners to consistently track the impact of their work in the community on people from SC / ST backgrounds on a regular basis. A sub-clause to this effect has been added to the Memorandum of Understanding (MoU) signed between HSBC and its partners (wherever partners are agreeable to the clause), requiring NGOs to report on the impact of their work on SC/ST communities.

HSBC & Shoshit Seva Sangh

Project location: Khajpura, Patna.

Number of beneficiaries: 250 children

HSBC support to Shoshit Seva Sangh: 2008-2011

Shoshit Seva Sangh (SSS) was founded in 2004 and established a fully free English medium residential school, Shoshit Samadhan Kendra, for the children of the Musahar community in July 2007.

Description

The objective of Shoshit Seva Sangh is to provide quality education to the poorest of the poor – the children of the Musahar community. The Musahars are landless labourers living in grinding poverty and sub-human

conditions for centuries They are spread in penny pockets in almost all the villages of Bihar. Normally 30-40 Musahar families live in ghettos in the outskirts of the villages. 99.5% of the Musahars are landless and literacy among them is 3%. Unskilled, illiterate they get seasonal employment at extremely low wages. The life of the musahars has not changed as the benefits of government rural welfare programmes has not trickled down to them either in the field of housing, education, skill development etc.

SSS believes that conventional education coupled with vocational training will help Musahars break the vicious cycle of poverty.

In 2011, Shoshit Samadhan Kendra has 250 students living in the school hostel. As there is lack of both literacy and education in this community, almost all the new admissions are in the pre-school class (UKG). The ratio between the taught and the teachers is 1:20.

The school not only provides free tuition but also free boarding, lodging, clothes, books, medical care etc. It has recruited a fairly well paid and qualified faculty which is at par with the leading schools of the city. Children passing out with a high school degree from the school will be able to compete with the best and take full advantage of the reservations in institutions of higher education mandated by the Govt. of India for the depressed classes. To enable and empower the Musahar children to make a quantum jump in life and become a catalyst of change within their community, it will be absolutely essential to see them through not only high school education but also through higher education in reputed institutions of the country. Hopefully many of them shall compete



Children participating in the 5th Foundation Day in 2011 run by Shoshit Seva Sangh

in professional courses such as Computer Software, Medicine, Engineering, Law, Accountancy and many other professional courses now available. They will also be in position to take full advantage of job reservations for depressed classes in the government as well as various public sectors undertakings controlled by the government. Those who can't will have to be given vocational training which will ensure decent employment opportunities.

Summary

- This project is one of the very few that is working with the Musahar community, an excluded and impoverished community that still faces caste discrimination
- The project has transformed the lives of the Mushar children, who are first generation learners from their community
- SSS is run by respected retired civil servant Mr. J K. Sinha
- The project is located close to the Patna branch and draws many volunteers from the branch each year

Mann Deshi Udyogini – A Business School for Rural Women

Location: Mhaswad and Vaduj (Satara District, Maharashtra)

How it works

Recognising a lack of training programmes for illiterate or semiliterate women in Maharashtra, Mann Deshi founded a business school for rural women with seed funding from HSBC in 2006. One of the unique features of the Business School is that it offers financial literacy courses which teach rural women the importance of savings, management of their money, and the importance of both taking out and promptly repaying loans.

The Mann Deshi Business School or Mann Deshi Udyogini aims to:

- Provide technical, financial and marketing skills using confidence building techniques for rural

women without formal education and girls who have dropped out of high school. The ultimate aim is to help women and girls start and improve small enterprises.

- Provide rural women with business skills that will increase the rate of return for loans made by Mann Deshi Bank to women who have graduated from the Business School.
- Offer guidance on business start up, including loan options for seed capital. With the support of Mann Deshi Bank, the Business School guarantees suitable loan options to its graduates for seed capital to start micro-enterprises.

The main business objective is to make women financially literate, so that they are better equipped to utilise financial products available to them, establish and grow their business, and save and repay their loans efficiently.

HSBC IN CS support:

- Support from 2006-2010 to establish the business school in Vaduj as well as a business school at Mhaswad.
- Leveraged funding: In 2010, HSBC introduced Mann Deshi to British Asian Trust (BAT) which provided financial support for operational costs of its centre. This is a successful example of leveraged funding by a flagship programme.
- Business engagement: The Mahila Bank currently operates through a doorstep banking model, wherein staff visit customers door-to-door to carry out banking transactions at their doorstep. To enhance the reach of Mahila Bank, the Priority Lending team of INM CMB has facilitated the development of an integrated e-card solution which will help Mann Deshi automate its doorstep banking (sourcing, field investigation, credit appraisal, disbursement, collection and customer service), thereby enhancing efficiency and improving the entire process.

Measurable outcomes- Impact (2006-2009)

(a) Rural Women

- Since it started in 2006, 39,000 women have been trained, of which 31,200 women have taken loans from Mann Deshi Bank
- Number of new businesses created: 23,400
- There is a visible increase in average incomes of women. New business contribute to greater income, employment and therefore sustainable local economic development

An astounding 70 percent of Mann Deshi's clients come from backward castes. 100% of Mann Deshi's clients are poor women with annual incomes averaging INR 22,000 (USD 490). Roughly one-half of all Mann Deshi clients are street vendors or day laborers. Mann Deshi Bank has proven that poor women from backward castes are bankable.

(b) MannDeshi Bank

- The Business School contributes to 60% of the bank's clientele
- The Business School is instrumental in improving repayment rates for Mann Deshi Bank. Mann Deshi has therefore made it compulsory for every 'first borrower' to complete a course in basic financial literacy, and every 'second' borrower to complete an advanced financial literacy course.

In 2011, HSBC is supporting Mann Deshi to transform it from a training school to a management institute. Support will be utilized to strengthen Mann Deshi's processes, develop structured curricula and framework, as well as put in place a designated team to manage the Business School.



Stuart Davis, CEO, HSBC India, at the Mann Deshi e-card launch

Affirmative Action Initiatives

K. K. Nag Ltd is a plastic processing company headquartered in Pune. They are known for having pioneered several plastic processes in India. From concept to final product, everything is done in-house, including designing, prototyping and tool making.

One of the country's leading processors of Expanded Polystyrene and having five factories devoted to this activity: two in Pune, and one each in Bengaluru, Puducherry and Chennai. K K Nag is the first company to process Expanded Polypropylene in India and have now established facilities for this process in Pune and Bengaluru. Several new applications have been developed, primarily for the Automotive and Defence sectors.

The company has Rotational Moulding facility in Pune. The emphasis is on using this versatile technology to convert products that have traditionally been made in metal, wood and fiberglass, to rotationally moulded LLDPE, giving the customer substantial advantages with respect to cost and utility.

There is a centralised Tool Room located in Pune, which caters to all plastic processing factories. As all moulds are made in-house, it gives the company and its customers tremendous flexibility and enormous lead-time and cost advantages.

K K Nag Ltd is the India distributor for Breezair Ducted Evaporative Air Coolers. These Air Coolers are imported from Australia and are the ideal cooling solution in hot and dry areas of India because they provide the comfort of centralised cooling at just a fraction of the running cost of equivalent refrigerative air-conditioners.

The company is involved with the community through their Rural Development Cell which promotes products designed specially for India's rural areas, at prices that are affordable to those at the bottom of the pyramid. An example is their very well regarded Plastic Toilet Pan and Trap which is positioned to promote sanitation in rural India.

26% of SC/ST members work with the company. The company organizes career guidance sessions to help the children of SC/ST category members of the company to select appropriate careers.



Science Laboratory was inaugurated by Dr. K Guruswamy of NCL on 24.12.1

As a CSR initiative, they have adopted a school at Urse, Maval, and have put in significant efforts for the overall development of the students, like constructing and setting up of a science laboratory and other co-curricular activities. Material for the science laboratory is being provided by the company.

Training / activities are being provided to SC/ST students of the adopted school to improve their employability through various mechanisms like soft skills and other trainings, providing the related infrastructure that enables learning (setting up a science laboratory), excursions such as visit to NCL, science exhibitions, guest lectures by experts and involving them in activities of social awareness. The company is also assisting the adopted school by having appointed a Counselor to reduce the dropout rate, improve examination results and career counseling.



Science Laboratory constructed and equipment provided



Every month lectures / experiments are conducted at the school by the NCL Outreach Team in Marathi.

Affirmative Action Initiatives

Corporate Social Responsibility (CSR) has always played an integral role in the Mahindra group. Evidence of this is the setting up of the K C Mahindra Education Trust way back in 1953, and the more recent pledge taken in our 60th year where the company has committed 1% of their profit after tax (PAT) for their CSR initiatives, largely to benefit the socially and economically disadvantaged sections of society, with the focus areas being education of the girl child, and livelihood training of youth from socially disadvantaged sections of society. The Mahindra groups social responsibility is well articulated in their core purpose: 'We will challenge conventional thinking and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities across the world-to enable them to Rise'.

Some of the major initiatives the company has invested in, and which also support the Government mandate for affirmative action are as follows:

A. NANHI KALI:

Nanhi Kali, the flagship programme of the K. C. Mahindra Education Trust (KCMET), is a sponsorship program which supports the education of underprivileged girl children by providing them with not only academic support through classes where concepts of math, science & language are taught, but also material support in the form of uniforms, school bag, shoes, socks, stationery and hygiene material enabling the girl to attend school with dignity. Nanhi Kali is jointly managed by KCMET and Naandi Foundation, and is currently supporting the education of over 75,000 girls. These girls come from diverse locations - urban slums in the cities of Mumbai, New Delhi, Chennai and Hyderabad, remote tribal hamlets of Araku and chronically drought-hit Mahabubnagar in Andhra Pradesh, dacoit-infested rural Sheopur in Madhya Pradesh, the remote tribal belt of Udaipur in Rajasthan, and armed conflict-ridden Kanker in Chhattisgarh. Over 60% of the Nanhi Kalis belong to socially and economically marginalised communities i.e. SC/ST.

B. MAHINDRA ALL INDIA TALENT SCHOLARSHIP (MAITS):

Instituted in 1995, Mahindra All India Talent Scholarships are awarded to students from lower socio economic strata to enable them to pursue job oriented diploma courses at recognised Government Polytechnics in India. Approximately 500 scholarships are given every year to students to undergo a three year course at a polytechnic institute. In F-11, 522 students were awarded the Mahindra All India Talent Scholarship. The Trust tries to ensure that 50% of the beneficiaries are girls. Also, over 50% of the students belong to the socially marginalized groups i.e. SC/ST. KCMET has awarded 5294 MAITS scholarships till date. A survey of students who have graduated in 2007 has revealed that 41% had secured jobs with salaries ranging from Rs. 4,000/- to 13,000/- per month in reputed companies such as Mahindra & Mahindra Ltd, TVS Motor Company & L&T Ltd.



C. MAHINDRA PRIDE SCHOOL (MPS) – THE CASE STUDY:

The Mahindra Group has set up Mahindra Pride Schools (MPS) to support the Government mandate for affirmative action. The prime objective of MPS is empowering youth from socially disadvantaged sections of society (SC/ST/OBC) by providing livelihood training, to enable them to gain employment based on their skills. The 1st Mahindra Pride School located at Pune, commenced operations on the 23rd March 2007 and the 2nd Mahindra Pride School is operational in Chennai since February, 2011. Till date, over 2600 students have graduated from Mahindra Pride Schools with 100% placements earning an average salary of Rs. 8500/- per month

Salient Features:

- The Mahindra Pride School is meant exclusively for youth (18-25 years) from socially disadvantaged sections i.e. Scheduled Castes (SC), Scheduled Tribes (ST), Other Backward Caste (OBC), Notified Tribes (NT) and De-notified Tribes (DNT).
- Methodology: The 3 month course at MPS focuses on not only classroom learning but also on practical assignments, exposure visits to industry, simulations, role plays and internship. Teaching staff are carefully selected for their domain expertise and zeal to transform the trainees.
- Infrastructure: MPS operates out of an independent building with infrastructure including:
 - i) A computer laboratory (with 1 computer per student)
 - ii) A simulated Housekeeping and Restaurant training set-up
 - iii) Classrooms with LCD projectors and a PA system
 - iv) A canteen area where the 150 students from each batch are served a nourishing lunch on all training days of the 3 months they spend with on campus.
 - v) A TV viewing room and a Library
 - vi) Equipment for practical training on BPO voice-process.
- The 3 month training is provided to the students free of cost.
- Student Selection - 'Road Shows' are conducted over a month long period in pre-identified communities / hamlets with a high SC/ST/OBC/NT/DNT population to spread information about MPS and encourage the youth to enroll for the training offered by the school. Some of the criteria for student selection include 1) at least 18 years of age, 2) Minimum education of Class VIII and above, 3) per capita family income close to the BPL norms for cities, 4) MPS is an equal opportunity institute – efforts are made to have a near equal representation in terms of gender.
- Students are assigned courses depending on their personality, aptitude, and interest which are judged through intensive written tests and personal interaction at the time of admission itself.
- The course options in the form of alternative livelihoods are chosen based on economic industry environment, industry manpower requirements and trainability.
- Training is offered in the following 3 areas of Hospitality Craft (Food & Beverage & Housekeeping), Customer Relationship Management and Information Technology Enabled Services (ITES)(BPO & KPO)
- Apart from imparting training in the above mentioned specializations, MPS has several modules that help in enhancing the students' personality, general awareness, grooming and communication skills in English, life skills and knowledge of computer applications
- A Free and Nutritious Mid day meal is served to all students at MPS daily.
- Post training, MPS takes up final placements of the students – so far, the placement record has been 100%. Cafe Coffee Day, McDonald's, Pizza Hut, Hotel Le Meridien, Fariyas Resort, JW Marriott's, Hotel Oakwood Residency, Sodexo, Mphasis, Syntel, WNS, Bharti AXA, Bajaj Allianz and Tata Business Support Services are only some of the premier organisations who employ MPS alumni, who earn an average monthly starting salary of Rs 8500.
- The highlight of the placement process has been the significant increase in the number of "campus" interviews and the endorsement from "repeat" employers who recruited graduates from MPS
- The Mahindra Pride School is implemented by Naandi Foundation, a not for profit trust with a proven track record in the field of education and livelihood creation.

Testimonials of MPS students:



Students Name : Rekha Mane
Education : 9th
Husband's Name : Deepak
Profession : Not able to work due to illness
Batch : MPS Batch 14
Placement : Pizza Hut
Current Salary : Rs. 8000/-

My name is Rekha Mane and I would like to share my life story with you. There are four members in my family, my mother in – law, my husband, my five year old son and me. My husband was working for a company called Radiant Industries as a supervisor and was earning a salary of Rs. 6,000/ per month, he has completed his twelfth. But he had a kidney stone operation and ever since then he is not able to work, he cannot eat normal food, he cannot stand for long or sit in one position for a long time. He has been in this condition since ten years. My mother in – law is working as a peon in a company at the age of 60 and I used to do tailoring from home. With the support of both our salaries we are able to buy medicines for my husband. His medicines cost Rs. 2,000/- every month making it difficult to make ends meet. Knowing that my mother in – law will not be able to work for long, I joined Mahindra Pride School. I joined the MPS for the Hospitality and Services Course after hearing about it from my friend Mangal Patole who is an ex-student. My parents are farmers and they work on other peoples farms, I had to stay at home (before marriage) and take care of my brother and sister so I could only study till the ninth standard. Admission and training at Mahindra Pride School changed my life for ever. I am now working at Pizza Hut with a salary of Rs. 6,000/- we also get Rs. 700/- every month for travel and we also get our tips separately. I would not have been able to do this job if my faculties at Mahindra Pride School would not have given me the courage I needed. I am very grateful to Mahindra Pride School for giving me a second chance to make my life.



Students Name : Akash Jagtap
Education : H.S.C
Father's Name : Santram
Profession & Earning : Rs. 4500 /- p.m.
Batch : MPS Batch 15
Placement : JW Marriott
Department : F&B
Current Salary : Rs. 9000/- per month
including pick up and drop, accommodation
and two time meal

My name is Akash Jagtap. My Father's name is Mr. Shantaram Jagtap. I stay in Siddharth Nagar, Near Ramwadi, Nagar Road-Pune. I am 18 years old. There are four members in my family my Mother, Elder Sister, Younger brother and I. My father passed away some years back. Before joining MPS I used to work for a Garage repairing punctures in two wheeler and four wheeled vehicles. There I used to work for 12 hours a day and earn Rs. 150/- rupees per day. My mother works as a house maid. One day after finishing my work I went home and my mother gave me a hand out which gave the details of MPS. I immediately contacted the faculty at MPS who called me for the interview and Entrance Exam. I got admission for Training with MPS however I felt bad as I have to leave my Job. My mother told me if I complete the course with MPS I would get an ever better job. MPS provided us with morning tea biscuits; afternoon meal and also bus pass for travelling to MPS. I successfully completed my 3 month Training from MPS in the month of April, 2011 and through the Campus Recruitment drive was selected for Courtyard Marriott- Hinjewadi, Pune. Where I am now working with the F&B service department. I get point pick up and drop. On working days the hotel has provided us free accommodation I stay there on weekdays and during weekly off come home. I am very thankful to Mahindra Pride School for providing me with free Training. And only because of MPS I am working with International Hotel J.W Marriott.

Affirmative Action Initiatives

Rishi Group is known as a progressive, futuristic and a professionally managed group of companies. In 1994, the visionary management realized a great potential in steel laser cutting; they set up a laser cutting job shop in Pune. After a decade, now it is transformed in a multi location steel fabrication company with 14 manufacturing plants across 5 states of India. They have a portfolio of more than 50 state of the art CNC machines to carry out precision manufacturing processes. Rishi group has annual revenues to the tune of Rs. 140 crores. It boasts of a professional workforce of 400+ dedicated professionals.

Growth of Rishi Laser Ltd. (one of Rishi Group companies):

	Year 1994	Year 2009
No. of Plants	One	Twelve
Investment	Rs. 40 million	Rs. 1.2 billion
Covered Factory Area	7000 Sq.ft.	300,000 sq.ft.
No. of CNC Machines	1	50
No. of Employees	12	450 +
Sales	Rs. 75 Lacs	Rs. 114 Crs.

Vocational Training – an Initiative

As a good corporate citizen, the group is concerned about the industry growth, social scenarios & social responsibilities. Wide a strategic decision, the group has committed itself to empowerment of manpower.

The group has ventured into Vocational eLearning i.e. development of computer based courses for vocational training, which are focused on “employability”.

The group believes today’s youth can carry the torch of the “economic growth” in future; Only if, they are a trained as skilled workforce of tomorrow’s India.

Hence, the group is setting up a chain of Vocational Training Institutes across India. These institutes will impart vocational training using state of the art modern educational techniques like, “Simulator” based training, etc.

These institutes will closely co-ordinate with industry forums, industry organizations and also govt. agencies to calibrate the training programs & techniques & training mechanism.

The pilot vocational training institute is being set up in one of the fastest growing industrial cities – Vadodara. This institute will be located in the factory premises of Rishi Laser Ltd., located at A-2/620, GIDC area, Makarpura, Vadodara. This institute will be exclusive “Welding Training Center”.

Advantage - Simulator

These simulators familiarize young people with welding techniques through their existing interest in computers

and to introduce them to welding in an entertaining manner. This awakens their interest in engineering in general, particularly their interest in welding. This system is especially advantageous for “welding novices”. Without previous knowledge of real welding systems and their safety risks, trainees learn to weld under realistic conditions - with an ergonomically designed welding torch, typical work-pieces and adjustable welding parameters.

Novice welders need considerable amounts of shielding gas, welding wire and sheet metal as well as electricity for their training and their manual skills are learned under the hazardous conditions of an arc with a temperature in excess of 2000°C. As a result trainees are understandably prevented from experimenting freely with the tool.

Virtual welding provides an alternative, eliminating the disadvantages of costs, emissions and safety constraints in the introduction to practical welding. The virtual nature of the package is attractive for youngsters brought up in the digital age, as well as boosting the image of welding as an occupation.

Mobilisation/ Marketing Strategies

For Individuals

Weldtech mobilizes students through media campaign such as Newspapers advertisements, participation in engineering events, seminars, exhibition, etc. Weldtech also organizes camps in technical institutes to create awareness. Weldtech mobilization team goes to various villages nearby Vadodara to create awareness about acquiring vocational skills.

For Corporate

Weldtech has tied up with various local industry associations such as VCCI and all India industry associations such as CII, to promote their services to engineering companies. Weldtech also offers the Welding simulators on short term duration to these companies to enhance skill sets of their existing welders.

Benefits

Welders Career

Welding is a widely used skill in the fabrication and construction industries as well as for self employment in small scale enterprises. People starting out through practical welding qualifications can achieve high level of welding skills which are greatly sought after.

Weldtech training programs are specifically designed for large number of pre-school leaving candidates who are unable to continue with formal education and opportunity to build alternative careers. Weldtech makes qualified welders better acceptable to industry all over India and open up opportunity and mobility throughout the country and abroad.

Industry

The Weldtech trained welders, administered by Indian Institute of Welding; provides a pool of welding personnel at grass-root level trained to a uniform minimum national standard for the industry with known degree of required skill and knowledge.

This enables industry to meet their human resource requirement for skilled welders without worrying about quality. This also fulfills their mandatory compliances relevant to IS and other international standards e.g. EN, Lloyds, etc., to ensure continued business in a high quality & cost competitive market

Training programs for underprivileged/ marginalized people

Weldtech conducts training programs for candidates belonging to BPL and/or SC/ST families. The training of such students is sponsored by institutes like CII, IL & FS Clusters. These students are trained and placement is offered in various parts of India.



Training In Progress

Weldtech also undertakes training for candidates sponsored wide CSR activities of some companies like Tata Chemicals Ltd., GIPCL, etc. These students are offered accommodation in Vadodara near institute. They are trained and again placed in various companies.

Weldtech						
Sr. No	Total Data	SC	ST	BPL	OPEN	No. of Candidates
1	Training Passed	25	27	20	54	126
2*	ITI Students Training Passed	15	10	7	53	85
3	Placement	20	15	6	69	110
4	Under Training	8	4	38	30	80
	Total Student	68	56	71	206	401

*Placement to be done by ITIs. Also no fees were charged from these students



Tata Capital Limited (TCL) is a subsidiary of Tata Sons Limited. The Company is registered with the Reserve Bank of India as a systematically important non deposit-accepting non-banking financial company (NBFC) for offering fund and fee-based financial services to its customers. A trusted and customer-centric financial services provider, TCL caters to the diverse needs of retail, corporate and institutional clients in the areas of retail finance, corporate finance, investment banking, distribution & broking, wealth management and private equity. TCL business is organized around five key lines of business serving two customer groups i.e. Retail & Corporate Customers. Since the commencement of its business, TCL has grown rapidly from an asset financier to a diversified financial services company organized under different business lines operated through TCL and its subsidiaries. The essence of brand Tata Capital is encapsulated in its brand proposition – ‘We only do what’s right for you’ or ‘Karein wahi jo apke liye sahi’. This principle is not only restricted to our interaction with customers, but also extends to all our stakeholders and associates. Tata Capital is headquartered in Mumbai and has a wide network of physical touch-points spanning in the form of 100 branches Pan India, mostly in Tier 1 & 2 cities. Coming from the Tata Family, philanthropy & community service is imbibed in our DNA. Tata Capital firmly believes in the concept of social as well as financial inclusion of the disadvantaged communities of the society. The company is deeply committed to the community in which they operate and in spite of being such a young organization, they have initiated many welfare activities to improve the lives of the weaker sections of the society through our Corporate Sustainability and Affirmative Action initiatives. As per the recommendations made by Tata Sons and CII, Tata Capital has adopted Affirmative Action since the year 2008. Various initiatives under Affirmative Action (AA) are led by our Managing Director and involve some business heads / senior leaders who are directly involved in the planning, deployment, implementation and review process.



Communication of Affirmative Action initiatives & encouraging participation

In order to increase the awareness on the Affirmative Action Policy and for internal communication and updates, the company has branded the entire Affirmative Action initiative at TCL as "Pankh". Pankh personifies providing of wings to these SC/ST communities for them to take a flight in this competitive world & enable to them establish their own identity. They have Trademark Registry for the mark "Pankh Affirmative Action @Tata Capital". Employees are given quarterly updates on the progress made by the company on Affirmative Action initiatives through AA mailers and company intranet. The company has also put together a team of AA Champions consisting of about 10-15 employees across different locations, businesses who volunteer and run different AA initiatives throughout the year. Each year, we recognize these champions at various forums as a mark of appreciation for their efforts and contributions to the AA cause. The company has set up an email id pankh@tatacapital.com for communicating, seeking suggestions and feedback from our employees on AA initiatives.

Strategy

Promotion and prioritization of 4 Es and aligning the same with the Group level AA policy is essential to the success of our AA programme. TCL has been working towards promotion of the 4 Es right from its inception. Resources diverted towards AA not only consist of an annual budget but also includes a team dedicated to roll out AA initiatives within the company. Tata Capital has adopted the Ripple Approach to Affirmative Action initiatives and believe that the change they are trying to bring about in the society through different AA activities can be best depicted in the form of ripples that takes place in water, wherein one wave sets the next wave into motion and so on. The SC/ST community is at the centre of all attention and activity carried out under the AA umbrella. Within the SC/ST community, TCL chooses to focus on: Children, Youth, Differently abled people. Central to the AA theme, lies the philosophy that education is the single most important tool that can change the lives of the SC/ST sections of the society. TCL believes that education is not only preparation for life; education is life itself. Thus, from the year 2009 till 2011 (i.e. since the last 2 years), education has been their core focus area amongst the 4 Es. Accordingly, AA efforts and initiatives have been aligned to AA strategy. Education leads to the next ripple i.e. Employability. It is an endeavor to impart vocational, soft and technical skills to the SC/ST youth. It is these skills that play a crucial role in making them more employable. Once equipped with the necessary skills, the youth can look at seeking employment at TCL or at any other organization or can look at self employment. Thus, the community can be self reliant and independent. This in turn leads to social inclusion closely followed by financial inclusion for the deprived sections of society (social and financial inclusion can be parallel in many cases as both are two sides of the same coin). The ultimate aim is to bring the SC/ST communities into the mainstream and enable them to be a part of India's ever growing economy and development.

Overview of Affirmative Action Initiatives at Tata Capital for FY 2010-11

Institute/NGO & Nature of aid

Educate

Elphinstone Technical High School and Junior College , Mumbai: Sponsored notebooks, textbooks and fees.

FAEA annual scholarship

Tolani College: Sponsored tuition fees of degree college students

Employability

KSWA: Sponsored 1 batch each for Finance Associate and Insurance Sales Advisor Programmes

CII-Symbiosis Finishing School, Pune: Sponsored a batch

CII Vocational Education, Kolkata

Employment

Offer consultants a preferential rate for placing SC/ST candidate

Recruit house-keeping/security staff from SC/ST communities with the help of Admin and its service providers

Few Graduate Trainees during campus hiring from SC/ST communities

Entrepreneurship

Sensitization training program of 1 day each at Worli, Chembur, Borivali, Ulhasnagar & Wada

Entrepreneurship Development Programmes (EDPs) at Thane, Mumbai, Amravati & Aurangabad



In the year 2010-11, Tata Capital has touched above 700 lives through various AA initiatives. TCL has made a significant increase in the number of lives touched, vis-à-vis last year.

Entrepreneurship Development Programmes (EDPs):

One of the key initiatives that the company would like to focus on is the conduction of EDPs in partnership with the Kherwadi Social Welfare Association (KSWA). KSWA is an 81-year-old NGO founded by a group of social workers in 1928 and registered in 1954. A typical EDP is a 1 month programme. The training module comprises of:

- Management of resources (men, material, and money)
- Marketing aspects
- Book keeping/Accounting
- Preparation of project reports/profiles
- Achievement motivation
- Opportunity identification and guidance
- Knowledge on supporting agencies and schemes
- Introduction to different business opportunities such as jewellery designing, handicrafts etc.

The company sponsored 4 Entrepreneurship Development Programmes at Thane, Mumbai, Amravati, Aurangabad.

These were programmes exclusively run for SC/ST youth from financially deserving background in partnership with KSWA. A total of 124 lives were touched through the 4 EDPs. Rural locations were deliberately selected to ensure deeper penetration. Tracking of progress and maintaining records and constant follow up with candidates – post their training was ensured by TCL. These training programmes were extremely successful and many success stories can be quoted from across the batches. The graph (next page) highlights that 46% of the trained candidates started their own small scale business and 15% gained employment.

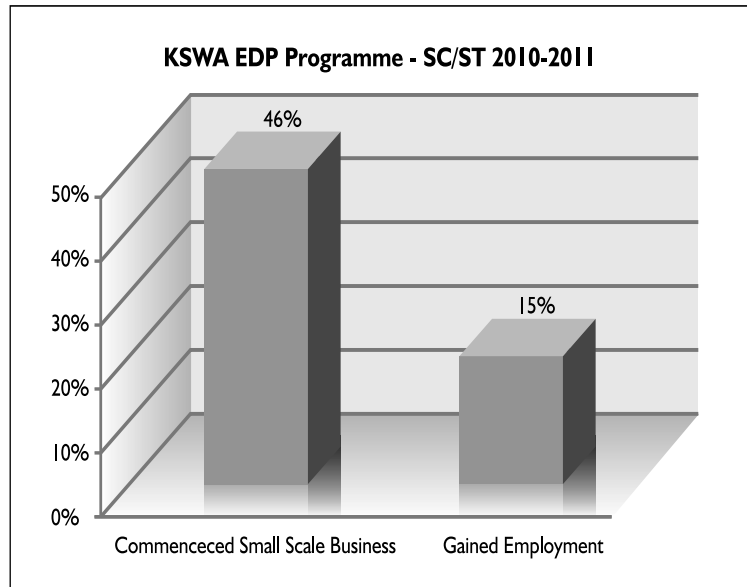
Two of the many shining examples from the EDP Batch sponsored by TCL are shared below:

1) Disha Girish Sasnsare: Ms. Disha Girish, B.Com was interested in doing her own business, so while doing her job she completed the course of Imitation Jewellery. Her first and foremost wish was to start a business in Imitation Jewellery as it was her hobby. So she worked in the field of designing imitation jewellery and she used to sell them in offices and amongst her neighbors and friends. She made some good profit from this venture.

After marriage she pursued further studies because of which she couldn't focus on her business. Incidentally, she got to attend the Entrepreneurship Development Programme (EDP) sponsored by TCL and this proved to be extremely fruitful for her. She made up her mind to take up business again and in this process pursued people and started getting orders for marriages and functions. Presently she has revived her initial passion for designing imitation jewellery and has been steadily making good profit. She is thankful and grateful to KSWA & TATA CAPITAL for sharpening her business skills and equipping her with the necessary knowledge to take up business as a profession.

2) Meena Vasant Rao Bhawaskar:

Meena could not attend school since she was financially dependent on her family. To support her family she used to stitch "Godhadi" (blankets) but would make very little profits. She attended the Entrepreneurship Development Programme (EDP) at Aurangabad. She found the training extremely helpful and went on to join the SGH Group, which was started for the moral support of the participants by KSWA. On completion of the EDP, KSWA & Tata Capital helped her to get placed at the First Lady Garment Industry. Now she is fully independent and supporting her family.



Entrepreneurship Programmes - Empowering Women: Empowering the Nation



Historically, India's socially and economically underprivileged Scheduled Castes and Scheduled Tribes have not been able to realize their full potential due to centuries-old social discrimination. Tata Chemicals Ltd strives to supplement efforts of government and civil society to ameliorate within Tata Chemicals Ltd's locus of control through Concrete Steps for giving better opportunities to socially and economically underprivileged Scheduled Castes and Scheduled Tribes, in all levels of employment, including self employment. Tata Chemicals Ltd firmly believe that a cohesive and integrated society, in which all individuals have access to opportunities for personal growth, will foster inclusive development, propel economic growth and also enhance its competitiveness. It is apparent that the present socio-economic environment necessitates a more constructive role by industry and providing universal access to quality education in an important step towards achieving inclusiveness and complementing the ongoing efforts of Government and civil society in enhancing social equity. In line with the above belief, we at Tata Chemicals Ltd have committed to implement Affirmative Action plan for social equity, defined as constructive measures for greater inclusiveness in industry for Scheduled Castes and Scheduled Tribes in the workplace, in business partnerships, and in capacity building.

Some of the work that have been done under Affirmative Action includes:

Education

Initiative to provide scholarship to Schedule Caste girls to complete graduation from SNTD University; With Cohesion Foundation to run Seasonal Hostels for children of Salt-pan workers; Renovation of school building that are primarily catering to SC students; LIC & Tata Chemicals Scholarships to SC Students; Books to needy SC students under book bank project

Employability

Working on the Dwarka ITI for up gradation programme in partnership with Government under Public Private Partnership (PPP); Employment for SC/ST youth through UDAY foundation; Partnered with Dalit Shakti Kendra, Ahmedabad for vocational training and empowerment; Vocational training (DGET recognized as an ITI or a vocational training provider); Partnered with L & T's Construction Skills Training Institute (CSTI) for construction skills training;

Entrepreneurship

Entrepreneurship development programme for SC candidate to develop entrepreneurship qualities in rural youth and guide them adeptly to engage themselves in productive enterprises;

Employment

Employment in TCL and Group companies through ATS; Employment in rural BPO through Uday Foundation.

About ShikshaMaitreyi

ShikshaMaitreyi means friendship with education. Also it underlines the company's focus for girl education

as Maitreyi was name of Vedic philosopher from ancient India who was well-versed in Vedas and associated scriptures and was called Brahmavadini or “an expounder of the Veda” by people of her time.

ShikshaMaitreyi (SNDT) centre is an educational initiative under Affirmative Action to support the education of girls from the SC and economically backward sections of community through the SNDT University, Mumbai. Under said project Tata Chem has joined hands with SNDT University, to provide all support to Schedule Caste girls to complete graduation from SNDT University. A total of 272 girls have been covered under said programme in year 2010-2011.

Education Ahoy!!! The Story of ShikshaMaitreyi (SNDT) centre

This wonderful project was initiated in the year 2002, when Mr. Mangu Chavda, an active TCL employee volunteer, associated with the Government registered SNDT University in Dwarka, got inspired to start a ShikshaMaitreyi (SNDT) centre in Mithapur. In the year 2004 Mr. Mangubhai Chavda, was sent on a visit to Jamshedpur to understand the workings of SNDT. He studied the entire process, workings and culture of SNDT and he wished to implement a similar model at Mithapur. Through this centre he



Female participants at a SNDT ShikshaMaitreyi Centre

hoped to provide scholarship and education support to girls from economically and socially backward families who were forced to discontinue their education at in the 7th, 8th or 9th Standards, due to their financial condition. While in the initial years, Mangubhai contributed to the expenses of the girls’ education, by selling his own paintings, Now Tata Chemicals is supporting project under Affirmative Action since 2008-09.

Working and serving the university are purely voluntarily. Today, the ShikshaMaitreyi (SNDT) centre provides coaching to young local girls (around 18 yrs. of age) keen to study but forced to drop out of school. The aim is to provide free education and job opportunities to the poor and financially weaker sections of the society. 75 % of the available seats are meant for girls belonging to the Schedule Class.

The ShikshaMaitreyi (SNDT) centre provides coaching facilities with support of employee and ex-students of same centre, for these girls to get the UET Diploma certificate examination, following which they get an open admission letter from SNDT, which will make them eligible to study further, and get admitted to any college. Today, the courses offered by this university include B.A, B.Com, B.Ed, L.L.B, etc. While the students have to compulsorily learn Maths, History and Gujarati, they are free to choose the other subjects. The examination centre for the course is at Dwarka.

What started as an initiative with just 10 girls enrolling themselves has today become a full fledged ShikshaMaitreyi (SNDT) centre with 272 young girls (75% SC) who aspire to continue their education, as a part of this initiative this year. Also as on date, a total of 36 girls, from ShikshaMaitreyi (SNDT) centre are employed in the Aanganwadi Madhyam Bhojan managed by Government. The centre has its own cultural troupe of dancers, who participate regularly



Participants at an Examination Centre for tailoring at Mithapur

in group dance and folk dance competitions. The group has won a national level dancing competition at Orissa in 2010, and the first prize in dancing at the Gujarat Level.

A feather in the cap for the ShikshaMaitreyi (SNDT) centre was when it achieved 100% success at this year's examinations, and was given the 1st rank from amongst 12 similar centres in Gujarat State. The total number of girl children touched through this initiative is around 1450 with 1175 from SC/ST background. The lives of Asha, Manju and many others changed with their association with the ShikshaMaitreyi (SNDT) centre at Mithapur.

Asha Kansara

Asha Kansara, due to the unstable financial conditions of her family, was unable to pursue studies after completing her 12th. Her family, driven by their poor economic state, motivated her younger brother to continue studies while Asha had to discontinue hers. It was through someone in her locality, that Asha came to know about the ShikshaMaitreyi (SNDT)



Asha Kansara – one of the participants

centre, which provides free education to rural girls and provide them with opportunities to work and fulfill their dreams, thereby helping them to live a dignified and respectable life. Asha, who always aspired to study further and create her own identify, discussed the option with her family who supported her in pursuing her dreams. Asha took admission in the FY BA and also got an opportunity to work at the Govt. Primary school at Devpara and conduct classes of Brij course. The Brij course is recognized by Gujarat Govt. and is conducted in the Primary School where special attention is given to the weak students. After joining SNTD, Asha was also able to complete a Diploma course in Tailoring and stitching.

Asha soon motivated her younger sister who was a 10th standard pass out, to join ShikshaMaitreyi (SNDT) centre. Her sister is presently studying in SY BA. Asha also imparts awareness about ShikshaMaitreyi (SNDT) centre and its objectives in her neighbouring localities. She travels to different parts of the state to conduct Brij course classes and earns Rs. 2000 per month. SNDT helped her to realize her dreams, and today Asha is not only studying further but living an independent and respectful life.

Smt. Kusumben S. Korasiya

Smt. Kusumben S. Korasiya was unable to continue studies after Class IX due to orthodox family background and an early marriage. Post marriage she had to shoulder the household responsibilities of a typical low income family. Her husband, a tailor by profession, could earn barely enough to sustain the family.

However, time and financial constraints did not deter Kusumben. She resumed her studies after a break of almost 30 years and passed her higher secondary exams in Arts stream through the ShikshaMaitreyi (SNDT) centre with support from the Tata Chemicals Ltd. She started her work career as a helper with ICDS (Child Development Program) with a meagre salary of Rs.500/- per month. Soon she got a Govt. job as an Aanganwadi Worker with a monthly salary of Rs.2,500/-. Kusumben also takes tuitions for dropout girls and women and extends support as a trainer for the sewing classes run at Surajkaradi village by the SNDT University and is earning a supplementary income of another Rs.2500/- per month.

Kusumben is now pursuing her Bachelors studies in Arts from ShikshaMaitreyi (SNDT) centre and is hopeful that post graduation she could be promoted as a Supervisor with ICDS and be able to earn a substantial rise in her salary. She feels education has helped her develop self confidence and leadership skills and has contributed well towards improvement in the economic and social status of her family. Citing her example, she has been able to motivate 10 other women to resume studies at ShikshaMaitreyi (SNDT) centre.



Kusumben Korasiya – one of the beneficiaries of the SNDT-Tata Chemicals programme

Manju

Another Success Story

Manju, a 22 year old girl residing at Surajkaradi too, could not complete her studies because of her family's poor economic background, and orthodox thoughts that did not favour the education of girls.

Well, she is currently pursuing her F Y B A at ShikshaMaitreyi (SNDT) centre. A very quiet and shy girl when she initially joined, Manju, soon gained so much confidence that she changed her old-fashioned name 'Muri' to 'Manju'. Today she operates the computer smoothly and also works for BRIJ course. ShikshaMaitreyi (SNDT) centre has helped her life become more meaningful and colourful.

Affirmative Action Initiatives

Tata Power has maintained its legacy by meeting its commitment of becoming one of the most admired Power and Energy Companies in the country over the past hundred years. Tata Power's endeavour towards care for safety, environment and well-being of its customers, employees and communities has positively uplifted the lives of numerous communities around its areas of operation.

Tata Power's support for rural development projects, healthcare, environment, infrastructure development and Self Help Groups are just a few programmes undertaken in their determined pursuit for sustainable human development in rural communities, especially the traditionally disadvantaged communities like SC/STs.

Tata Power Community Relations follows the Triple Bottom-Line Approach in order to ensure that the activities carried out in the community are sustainable in nature. Hence, the three pillars it rests on are as follows:

- Adding Economic Value: Activities that lead to generation of income and restoration of livelihood of the community members
- Harmonizing Environmental Factors: Activities that nurture the spirit of energy management and environment conservation.
- Building Social Capital in the Community: Community development through improvement in Rural and Urban Infrastructure, Health check-ups and imparting education to community members
- Tata power's focus, through its community initiatives has been on the upliftment of traditionally disadvantaged communities like SC/STs by helping people generate income and providing them with a source of livelihood and improving the quality of life.

One of the landmark programmes for Tata Power is the Sericulture (Tasar culture) which was started to promote eco-friendly sustainable diversified livelihood programme for weaker sections of society.

Sericulture, is an agro-based industry, which involves rearing of silkworms for the production of raw silk (yarn obtained out of cocoons spun by certain species of insects). The major activities of sericulture comprise food-plant cultivation to feed the silkworms which spin silk cocoons and reeling the cocoons for unwinding the silk filament for value added benefits such as processing and weaving. The remoteness and inaccessibility of Mulshi area and also due to poor skill and illiteracy, has resulted in underdevelopment of the area leading to low employment opportunities. Secondly, the area is dependent on rainwater which results in poor agricultural output and income for the families inhabitants. Tasar culture will help families financially; besides protecting the forest area from encroachment and felling.

The major highlights of sericulture promotion programme are:

- High employment potential
- Provide vibrancy to village economics
- Low gestation, high returns
- Women friendly occupation
- Ideal Programme for Weaker sections of the society
- Eco-friendly

This programme has set the path for 45 families to generate additional sources of income through Tasar Silkworm rearing. Tasar culture can become a tool to promote integrated sustainable livelihood programme. The forest in Mulshi and Maval areas is rich in *Terminallia tomentosa*. Meeting the growing market demand of

organic or wild silk has led to promotion of tropical tasar (*Antheraea mylitta*). As the traditional areas for tasar production have already reached a saturation point, there is growing realisation to augment this by exploring in non-traditional areas of Maharashtra with natural abundance of host plants. Pune district offers such potential having forest cover, with abundance of *Terminallia tomentosa* and tribal forming more than 10% of population.

This success is important in the lives of the families from socio-economic point of view toward conservation and protection of natural environment for their own prosperity, which is linked to creating value chain system through processing also at Tasar silkworm rearer's level, while integrating other livelihood programmes. At present, each family involved in these integrated activities has potential to earn Rs. 4000 to 25000 per year for which they migrate to cities for employment.

The present programme is based on cluster based approach of promoting family need based sericulture economic model and integrated post-cocoon processing as value addition chain system under silkworm rearer's, which is the way to promote and protect primary interest. Ownership facilitated adoption and upgradation of technologies at different levels and promotion of the products. The potential and challenges of Tasar rearing and reeling integrated are at rearer's level and linking it to fabric production, combining improved and traditional technologies as a cluster approach. A family rearer can earn from Rs 4000 to Rs 12,000 per crop and value addition up to raw silk, which leads to creation of additional employment of 90 to 150 days. Processing of each cocoon can fetch an additional Rs.0.80 from raw silk and Rs 4.00 from fabric. It is important to promote cluster model of value added chain system through primary producer. The products will have more qualitative and competitive edge over other, which is the need of present industry to promote such societal silk for social prosperity. Tasar culture will act as catalyst in promoting fodder production, other activities like dairy and horticulture. Cascading the effect of tasar activity and improvement in quality of life of adopted families will lead to possibilities of replicating such models in adjoining blocks and districts as more participants are coming forward to enroll and adopt forest area for tasar activity, leading to slowing down of migration. Already this programme has helped 250 hectares of forest cover being protected and regenerated.

Success Story

Mr. Vikas Helam and his group members belonging to ST caste of Village Gotha, Mulshi Taluka have been traditionally living their livelihood as labourers, as they do not own any agriculture land. Because of agro-climatic conditions people are having a single crop.

Therefore, working as labour has its limitations. They get work during the sowing and harvesting of crops.

Tata Power has provided training to 45 participants in Tasar silkworm rearing including Mr.Vikas Helam. For 45 -60 days when they reared the Tasar silkworm on forest trees host plant locally called as Ain (*T.tomentosa*), they have been able to harvest 30,000 cocoons worth Rs 20,000 and are confident to take it up on a large scale at a nearby forest area.



Sericulture - Cocoons

Activity	Total Beneficiary	ST	Total Budget
Sericulture	60	60	Rs. 300000

Affirmative Action Initiatives

Thermax, the Rs. 5300 crore leader in energy and environment solutions, is one of the few companies in the world that offers integrated, innovative solutions in the areas of heating, cooling, power, water and waste management, air pollution control and chemicals. The sustainable solutions that Thermax develops for client companies are environment-friendly and enable efficient deployment of energy and water resources. Headquartered in Pune, India, the company's international operations are spread over South-east Asia, the Middle-East, China, Africa, Europe, United Kingdom and the United States.

Thermax being a socially responsible company, is also engaged in various CSR initiatives. Thermax Social Initiative Foundation (TSIF) the CSR arm of the company, was incorporated on 26th March 2007. Over the years TSIF has undertaken a number of community initiatives with education as its focus area. The company has also created various avenues, through which the employees are encouraged to participate in social causes as per their convenience and choice. Through TSIF, it is managing two municipal corporation schools, the strategic partnership between TSIF and Akanksha Foundation highlights a successful cross sector partnership, established and scaled up on the basis of a shared vision and commitment to a common cause.

Earlier Thermax had been consistently featured in the Forbes' 'Asia's 200 Best Under a Billion' companies (2005-2008).

Skill Development:

ITI (Shirwal) Satara: Under "Adopt ITI Initiative", Thermax through its subsidiary Thermax Babcock & Wilcox Energy Solutions Pvt. Ltd. (TBWES) has signed an MOU with ITI Satara. This is with an objective to develop and meet the specific need of skilled manpower.

CII ITI Aundh Finishing School: Along with CII and other industries, Thermax is providing the faculty support for the ITI Aundh Finishing School, to bridge the existing soft-skill gap between the industrial requirements and the skill set that the students possess. Through this initiative, till now about 300 students have been benefited.

Employability & Employment:

CII Symbiosis Finishing School: Under the aegis of CII, Thermax along with other corporate bodies in Pune initiated the CII-Symbiosis Finishing School. As a part of affirmative action, this initiative was specifically focused to improve the employability of the students from SC / ST background and to strengthen their capability, once they complete their education.

Thermax Ltd has sponsored 3rd and the 13th batch of the Finishing School and has already recruited 3 students from the 1st Batch and 2 students from the 12th batch. Through the two sponsored batches of CII Symbiosis Finishing School around 70 students have been benefited.

Supplier Diversity: Thermax sponsored DEEPEXPO 2010, an exhibition organized by Dalit Indian Chamber of Commerce & Industry to promote entrepreneurs exclusively from SC / ST background, where around 150 entrepreneurs displayed their products and services. As a part of its follow-up action, Thermax has identified and registered one of the entrepreneur from the exposition as its vendor.



Industrial visit by the students of the 13th batch of Finishing School

Scholarships:

K C Thackeray Vidya Niketan English Medium School

This is the first educational initiative that TSIF began four years back. The school that has started with 180 students in 3rd to 5th Standard has now reached 9th Standard and the student strength has gone up to 419. Out of this, 20% (83 students) belongs to SC / ST community. The school focuses on their holistic development and provides an environment through which their life can be transformed.

Savitribai Phule English Medium School

This is the Second School that was started in 2008. Unlike K. C. Thackeray Vidya Niketan School, this school started with Junior KG & Senior KG with student strength of 120 students and caters to the nearby slum area, this academic year (2011-12) the school has added the 3rd standard and the total student strength is 301. Out of these, 34% (101 Students) are specifically from the SC / ST Community. From among these SC / ST students, 52% are girls and 48% are boys.



Children participating in creative activities in School

The impact of the school is clearly visible with the fact that during the initial years the school team had to do a campaign for getting students. This year, without any campaign there were 88 applications for only 20 seats in Junior KG, as because out of the designated 60 seats, 40 seats were filled up by the siblings of the existing students.

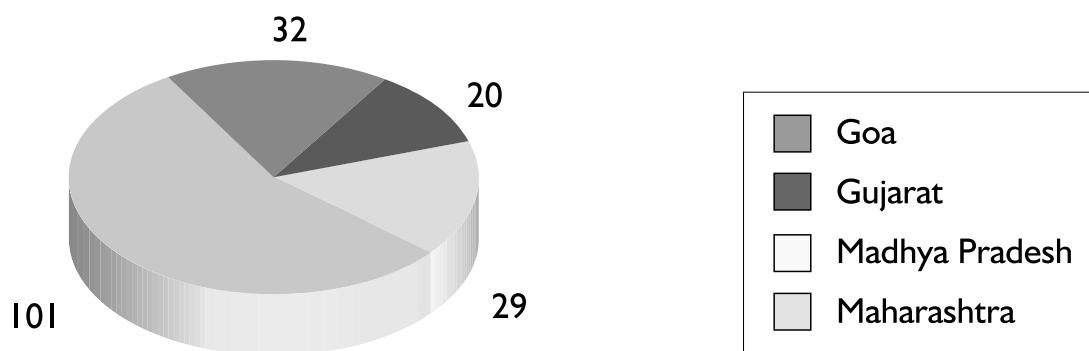
List of CoC Signatories for CII Western Region

182 member companies have signed & agreed to adopt Code of Conduct across the Western States of Maharashtra, Goa, Madhya Pradesh and Gujarat.

Region-wise schematic representation of companies agreed to adopt the Code of Conduct.

States	No. of Coc Signatories
Goa	32
Gujarat	20
Madhya Pradesh	29
Maharashtra	101
Total	182

No of Coc Signatories



The Signatories:

Aditya College

Advanced Enzyme Technologies Ltd

Ajay Valves Pvt Ltd

Albaj Engineering Corporation

Alcina Packers Pvt Ltd

Alcon Cement Co Pvt Ltd

Alps Leisure Holidays Pvt Ltd

Anmol Sekhri & Associates

Aparant Iron & Steel Pvt Ltd

Apex Packing Products Pvt Ltd

Aptech Ltd

Arjo Huntleigh Healthcare India Pvt Ltd

Artefact Projects Ltd	Cummins India Ltd
Bajaj Auto Ltd	D K Insulations Industries
Batliboi Ltd	Darling Pumps Pvt Ltd
BDK Consultants	Dattatray Engineering Works
Bend Joints Pvt Ltd	Daulat Ram Industries
Bilimora Engineers Pvt Ltd	DeSouza Hotels Resort Sun Village
Biotech Laboratories	Demech Pvt Ltd.
Blue Star Ltd	Deepak Fertilisers & Petrochemicals Corporation Ltd
BNN Food & Beverages	Demag Cranes & Components (India) Pvt Ltd
Bosch Chassis Systems India Ltd	Diebold India Pvt Ltd
CG - PPI Adhesive Products Ltd	Eaton Technologies Pvt Ltd
CEAT Ltd	Econ Pollution Control Pvt Ltd
Chaphekar Engineering Pvt Ltd	Eirich Transweigh India Pvt Ltd
Chemtrols Industries Ltd.	Elantas Beck India Ltd
Chowgule & Co Pvt Ltd	Empire Engineering
Claris Lifesciences Ltd	EPCOS India Private Limited
CMM Logistics Pvt Ltd	Endress + Hauser (I) Automation Instrumentation Pvt Ltd
Colgate Palmolive India Ltd	Evonne
Cosme Farma Laboratories Ltd	Findoll Communications & Publications
CRISP	Finite Polymers
Crompton Greaves Ltd	Forbes Marshall Pvt Ltd
Cummins Generator Technologies India Ltd	Gajra Gears Pvt Ltd

Gargi Industries	Indore Warehousing Pvt Ltd
Gems & Jewellery Trade Council of India	InspirOn Engineering Pvt Ltd
GEI Industrial Systems Ltd	Inspros Engineers Pvt Ltd
GKB Ophthalmics Ltd	International Certification Services Pvt Ltd
GKB Vision Ltd	Investment & Precision Castings Ltd
GMI Zarhak Moulders Pvt Ltd	Jayaswal Neco Industries Ltd
Godrej & Boyce Mfg Co. Ltd.	Jetline Corrugated Boxes Pvt. Ltd
Godrej Industries Ltd	JSP Associates
Gujarat NRE Coke Ltd	K K Nag Ltd
Gujarat State Export Corporation Ltd (GSEC Ltd)	K S Oils Ltd
Gujarat Tea Processors & Packers Ltd	Kach Motors Pvt Ltd
GVFL Ltd	Kala Gear Engineering Pvt Ltd
H L Nathurmal	Katni Tile Works Pvt Ltd
Hagglunds Hydraulic Drives (I) Pvt Ltd	KEC International Ltd
Haylide Chemicals Pvt Ltd	Kirloskar Bros Ltd
Hester Biosciences Limited	Kirloskar Oil Engines Ltd
Hitachi Hi-Rel Power Electronics Pvt Ltd	Kirloskar Pneumatic Co Ltd
Hind Pharma	Linc Property Developers Ltd
Hindustan Petroleum Corporation Ltd	M P Laghu Udyog Sangh
Hindustan Unilever Ltd	Mahindra & Mahindra Ltd
Hoganas India Pvt Ltd	Mahindra Hinoday Industries Ltd
ICO Care	Mangla Enterprises Pvt Ltd

Maniar & Companies	Piramal Healthcare Ltd
Marvelous Machinist Pvt Ltd	Polybond India Pvt Ltd
Menon Pistons Ltd	Power Engineering (India) Pvt Ltd
Messung Systems	Prabha Enng Pvt Ltd
Meta Copper & Alloys Ltd.	Praj Industries Ltd
Micro Interconnexion Pvt Ltd	Precision Engineering Components
Miltech Industries Pvt Ltd	Premier Ltd
Mineral Foundation of Goa	Procter & Gamble Hygiene & Health Care Ltd
Minu Aautomec Pvt Ltd	Pyramid Finance Ltd
Mukund Industries	Rajratan Global Wire Ltd
Mungi Bros	Rina India Pvt Ltd
Narbada Forest Industries Pvt Ltd	Rupam Conductors Pvt Ltd
Narsee Monjee Institute of Management & Higher Studies	Sanand ECO Project Ltd
Navin Syntex Pvt Ltd	Sandhu Research Foundation Pvt Ltd
Nichrome India Ltd	Schuler Indian Pvt Ltd
Nirlep Appliances Pvt Ltd	Serum Institute of India Ltd
Oberoi Constructions Pvt Ltd	Sharda Paper Products Pvt Ltd
Omega Engineers	Siddharth Chemicals
Permal Wallace Pvt Ltd	Siemag industries
Persistent Systems Pvt Ltd	Sigma Industries
Pinakin Constructions Pvt Ltd	Society For Industrial & Technical Education of Goa
Pinnacle Industries Ltd	Steelcast Ltd

Sterlite Technologies Ltd	VFSL Capital Ltd
STI Sanoh India Ltd	Vidharb Chamber of Small Scale Industries
Sudal Industries Ltd	Vidarbha Industries Association
Tanclean Pvt Ltd	VIP Industries Ltd
Tata Chemicals Ltd	Vishay Components India Pvt Ltd
Tata Consultancy Services Ltd	Voltamp Transformers Ltd
Tata Motors Ltd	Voltas Limited
Tata Technologies Ltd	Wadia Technical Services Pvt Ltd
Tata Teleservices Ltd	Walchand PeopleFirst Ltd
Tejaswani Herbs & Herbal Products	Wallace Pharmaceuticals Pvt. Ltd.
The Hongkong & Shanghai Banking Corporation Ltd.	Warmstream
The Tata Power Company Ltd	Wartsila India Ltd
Thermax Ltd	Weikfield Foods Private Ltd.
Thyssenkrupp Industries India Pvt Ltd	XLO India Ltd
Tilaknagar Industries Ltd	Yes Bank Ltd
Trent Ltd	Zensar Technologies Ltd
Unikaihatsu Software Pvt Ltd	
V G Quenim	
V S Dempo & Co Pvt Ltd	
Vadilal Industries Ltd	
Veena Diecasters & Engineers Pvt Ltd	



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organization, playing a proactive role in India's development process. Founded over 116 years ago, it is India's premier business association, with a direct membership of over 8100 organizations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 400 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialized services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

CII has taken up the agenda of "Business for Livelihood" for the year 2011-12. This converges the fundamental themes of spreading growth to disadvantaged sections of society, building skills for meeting emerging economic compulsions, and fostering a climate of good governance. In line with this, CII is placing increased focus on Affirmative Action, Skills Development and Governance during the year.

With 64 offices and 7 Centres of Excellence in India, and 7 overseas offices in Australia, China, France, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 223 counterpart organisations in 90 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

Western Region Headquarters

105, Kakad Chambers, 132, Dr. A B Road, Worli, Mumbai 400 018

Ph : 022 2493 1790 , Fax : 022 2493 9463, 2494 5831

Email : ciivr@cii.in, Website – www.cii.in