

## TATA STEEL COMMUNITY STORY

### AFFINITY FOR COMMUNITIES – MULTIPLYING IMPACT

*“There is one kind of charity common enough among us... It is that patchwork philanthropy which clothes the ragged, feeds the poor, and heals the sick. I am far from decrying the noble spirit which seeks to help a poor or suffering fellow being... [However] what advances a nation, or a community is not so much to prop up its weakest and most helpless members, but to lift up the best and the most gifted, so as to make them of the greatest service to the country.”*

— Jamsetji Tata

The Tribal Culture Centre (TCC) institutionalizes the Company’s approach towards the welfare of the tribal communities of Jharkhand. An Exhibition and an Amphitheatre in the Centre depicts the heritage and culture of the various tribes of the land. TCC promotes rural enterprise, Santhali language, vocational training and art and culture of the tribals with a special focus on the promotion of Jharkhand tribal sports called “Kati”. The TCC showcases the lifestyle of not only the Oraon, Ho, Munda and Santhal tribes but also the primitive tribes like Sabar, Birhor, Kharia, Mal-Paharia and Suray-Pahariya. Other projects focus on improvement of livelihood opportunities amongst the economically weaker sections and improvement of health and hygiene amongst marginalized families.



Digital at work, hand in glove with an invaluable Social Network

At the Centre, even as the participants were absorbing the philosophy, the legacies, and practices of Tata Steel towards its communities, **a siren went off.** “ So, that means a person at a village, 80 Kms away, needs help and several messages have been triggered” said Sourav Roy, Chief (CSR). More than 600 people work closely with communities to co create solutions to the most under-served issues of the least visible groups, reaching out to more than a million and a half lives annually across India.

## SAMVAAD - Community Conversations and Stories that Stir the Souls

**Samvaad**, a flagship program at TCC, gives the tribal people a space to speak about themselves and be better understood. They come from different places, seeking to collectively discover solutions to their challenges. A few tribals had conversations with the participants at the TCC. Each one had a story that highlighted how they relentlessly overcome their problems, both individually and collectively. Another such program is **MANSI** (Maternal and Newborn Survival Initiative), aligned to UN's Sustainable Development Goals. Within 5 years from the start in 2011, the mortality rate had more than halved.

