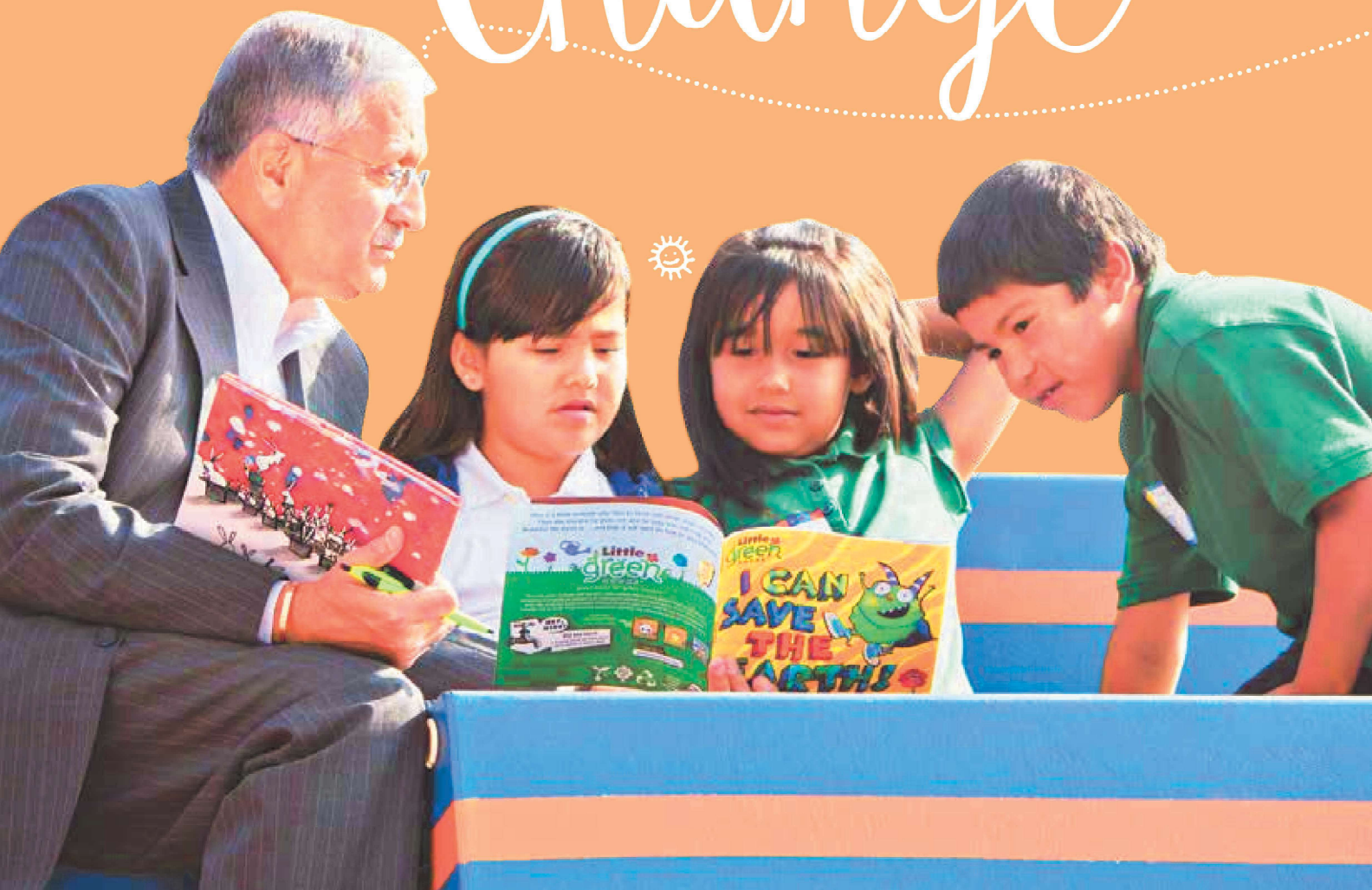
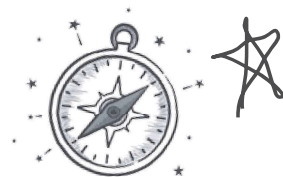


Be the hope
Be the idea
Be the question
Be the answer
Be the solution
Be the action

Be the 
Change



Be the Change



At the Tata Sustainability Group, we believe that the group's legacy of giving back can best be practiced by rolling up our sleeves and being the change we wish to see in this world.

Volunteering is one of the key mechanisms that we have chosen to channelise our most valuable assets – our people – towards societal good.



Be the Hope

TATA ENGAGE

"Be the change that you wish to see in the world."
- Mahatma Gandhi

Tata Engage was initiated by the Tata Sustainability Group to institutionalise volunteering across the Tata group in areas where they are needed the most in a sustainable manner. Tata Engage brings together not only Tata employees, but also their families and retired Tata employees, connecting them with causes that are close to their hearts.

Volunteering Milestones


***TVW 1**
3rd March
2014


TVW 2
5th September
2014


****ProEngage 1**
5th December
2014


TVW 3
3rd March
2015


ProEngage 2
15th June
2014


TVW 4
5th September
2015


ProEngage 3
5th December
2015


TVW 5
3rd March
2016

175th birth anniversary of the founder and launch of the group-wide volunteering programme, Tata Engage

3rd March – Founder's Birthday

5th September – International Day of Charity

5th December – International Volunteer Day

***Tata Volunteering Week** is a group initiative, where current and retired Tata employees and their families across the globe come together to volunteer for a social cause.

****ProEngage** is a programme that enables volunteers to lend their skills and expertise to non-profits and communities for capacity building in different areas.

a 4-week
celebration

Volunteering with your Colleagues



• Be the catalyst • Be the action • Be the solution • Be the hope • Be the idea
• Be the question • Be the answer

Be the Light

TATA VOLUNTEERING WEEK

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

- Margaret Mead, American author and anthropologist

Tata Volunteering Week is that time of the year, when Tata employees and their families, and also retired employees across the globe come together to volunteer and participate in activities organised by any Tata company to spread cheer.

• Be the faith • Be the guide • Be the light • Be the action • Be the solution

• Be the hope • Be the idea
• Be the question • Be the answer

Volunteering initiatives in India



Planting for a greener tomorrow



Focusing on the effects of climate change



Enabling the future through technology



Colouring their myriad dreams



*Creating many
magical moments*



spread the cheer

• Be the skill • Be the *idea* • Be the faith • Be the guide • Be the path
• Be the light

Volunteering initiatives across the globe



*Cleaning the beaches
with enthusiasm*



Making a difference to the disadvantaged



Supporting the movement against cancer



Acting together for preserving our precious marine life

*Bowling their
way into
inclusiveness*



• Be the skill • Be the hope
• Be the path • Be the question

Volunteering initiatives in UK and Europe



Mornings for coffee and fundraising



*Empowering youth to build exciting
careers in technology*



Encouraging youngsters to challenge themselves



Sweating it out for a good cause

*Introducing
the wonders of
technology*



share your time

• Be the light • Be the **hope** • Be the knowledge
• Be the answer • Be the action • Be the path

Volunteering initiatives in China



Providing renewed hope to the young



Preparing youth for the future



Joining hands for a happier world



Inculcating the habit of reading



Building skills for a brighter tomorrow

*Showing them
how it is done*



• Be the action • Be the light
• Be the smile • Be the answer

Volunteering initiatives in North America



Booking an appointment for education



Helping students become future scientists



*Reading stories to create
memorable experiences*



Distributing books to provide for a better tomorrow



*Providing a
wholesome meal
to kids in need*



give and grow

• Be the hope • Be the guide • Be the skill
• Be the solution • Be the **cheer** • Be the answer

Volunteering initiatives in Africa



Cleaning up to ensure a tidier city



Donating blood to those in need



Cycling for a cause



Rustling up burgers to make their day



Painting and cleaning schools for a pristine environment

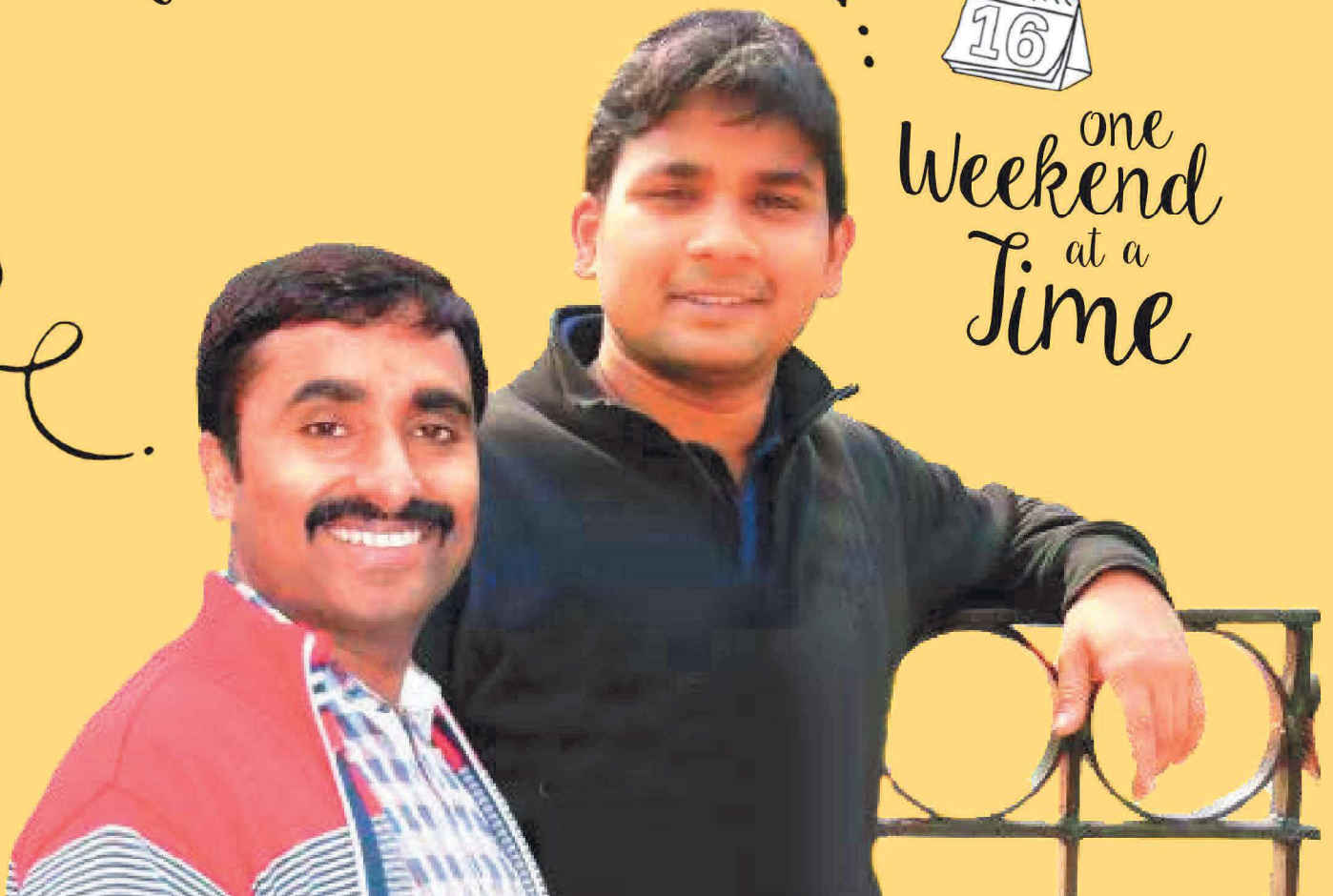
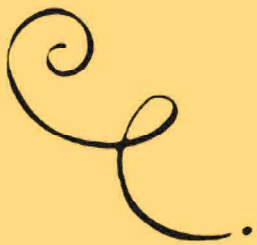
Handing out goody bags for happiness



choose what you
love to do



one
Weekend
at a
Time



• Be the inspiration • Be the journey • Be the thought • Be the knowledge

• Be the process • Be the skill

Be the Guide



PROENGAGE

*"I alone cannot change the world, but I can cast a stone
across the waters to create many ripples."*

- Mother Teresa

ProEngage is a skill-based volunteering programme that enables volunteers to lend their skills and expertise to non-profits and communities for capacity building in specialised functions such as HR, Finance and Business Planning, among others.

Tata Engage volunteers apply for projects of their interest and volunteer their skills on a part-time basis on weekends, holidays and after work to help create a lasting impact.

• Be the aspiration • Be the drive • Be the belief • Be the force • Be the form

• Be the force • Be the drive • Be the belief • Be the plan

Raising funds the digital way

NGO: The Association of People with Disability (APD)

NGO PERSPECTIVE:

Kishore is not only a very skilled I.T professional, but also a good human being. He has become an important part of our organisation. He has completed 30 assignments in the last 6 months and has been very proactive. His ability to connect with children and the differently-abled is commendable.

Kishore Kumar Thangavelu brought in a fresh and innovative approach to fundraising by creating interesting case studies of beneficiaries and attractive digital posters. The e-newsletters and annual magazines that he designed received positive feedback, which contributed to the success of the initiative.



Kishore Kumar Thangavelu
Tata Consultancy Services

"My creativity and technical skills were put to good use because of the variety of work I got to do. I was really impressed by the confidence and determination of the differently-abled. I have started to believe more in myself after being a part of ProEngage."



• Be the skill • Be the plan • Be the action • Be the journey

Excelling with an Excel application

Kaustubh Mhadgut, Niraj Bhatta and Manvendra Galchhaniya developed MS-Excel training/training module for the NGO staff and sponsored students to improve their time management. They shared their knowledge with the participants and contributed to their professional growth.

NGO: Lila Poonawalla Foundation

NGO PERSPECTIVE:

Their teachings have been of tremendous help to us. We are now able to successfully manage our database, especially in Excel without any hassles. The Excel presentation will help us not only practice techniques but also acquire new skills.



Niraj Bhatta
Tata Consultancy
Services

Kaustubh Mhadgut
Tata Motors

**Manvendra
Galchhaniya**
Tata Communications

"We wanted to be able to do our bit for the organisation through our MS-Excel skills. We helped improve their time utilisation and reduced the possibility of errors. We trained 45 participants and that gives us great satisfaction."



• Be the idea • Be the hope • Be the drive • Be the force

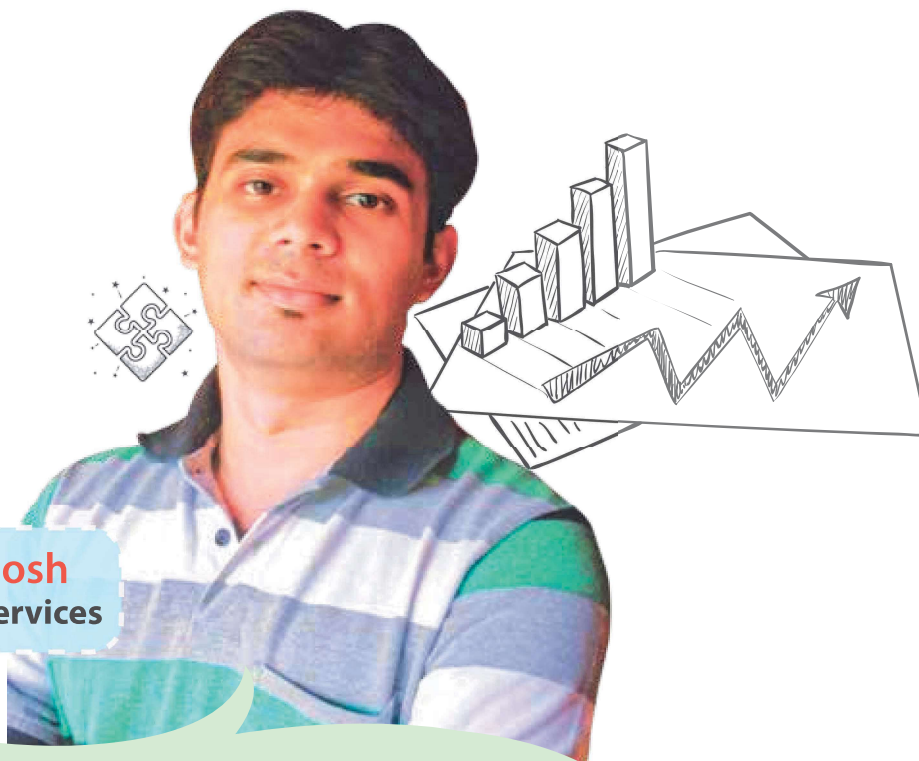
Delivering data with a **simple mechanism**

NGO: Tata Trusts

NGO PERSPECTIVE:

Shantonob is a very committed and enthusiastic volunteer. He helped us in putting together a platform to collect data from various NGO partners. This has been of great help to us. He was very prompt and delivered work on time.

Shantonob Ghosh put in place a simple and easy solution to collect data and thereby measure the performances of various projects and non-profit partners of Tata Trusts. His mechanism was very effective and contributed to a more efficient data collection process.



Shantonob Ghosh
Tata Consultancy Services

“ProEngage gives you an opportunity to put your technical skills to use. Since I work in the Business Intelligence and Planning domain, I got to know how the Trusts function and was able to understand the problems faced while collecting data and measuring performance.”

• Be the plan • Be the action • Be the force • Be the skill

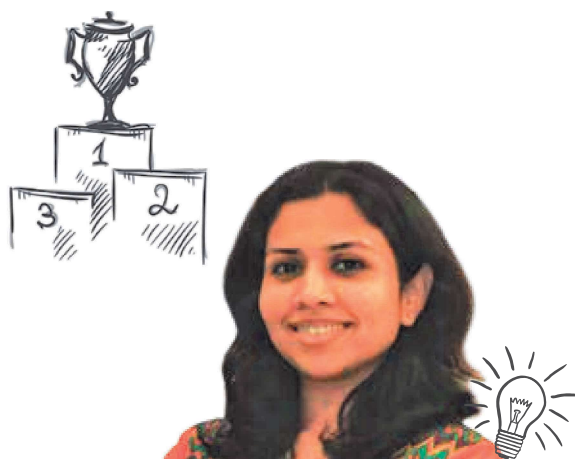
Scaling standards for skilling and guiding talent

Sahil Sansi and **Sanjivani Patil** developed processes for Tata STRIVE activities ranging from mobilisation and counselling to training and placement of youth. They also defined evaluation and improvement processes that resulted in the achievement of operational efficiency.

NGO: TCIT, Tata STRIVE

NGO PERSPECTIVE:

The business process SOP that they worked on had inputs of a very high quality and the course modules were benchmarked to international standards. Also, the participation of family members needs to be acknowledged and encouraged since it has huge potential.



Sahil Sansi
Vector Consulting Group

Sanjivani Patil
CMC Ltd.

“It was an enriching experience to work with equally passionate volunteers on building value and upscaling skills of the underprivileged. We conducted Human Job Analysis and proposed processes, guidelines and templates for People Management. We visited other skill development NGOs to understand their processes. It further reinforced the belief that our small but collaborative efforts could lead to the fulfilment of a bigger cause.”



• Be the drive • Be the hope • Be the action • Be the skill

Designing strategies to generate likes and revenue

NGO: Swadhar IDWC

NGO PERSPECTIVE:

Rahul and Aditya's social media strategy will surely bridge the gap between field-level, grass-root level volunteers and the technologically enhanced world. The professional approach and the clarity of purpose shown by Amol was refreshing for us. It has renewed our enthusiasm in the work that we do.

Rahul Gupta and **Aditya Singh** decided on tools to be deployed for Swadhar IDWC's Facebook page. They updated the website and created a LinkedIn profile. Their impressive work got the Facebook page a 1000+ likes within days of its launch. They also got celebrity endorsements to promote this achievement. **Amol Dhakane** used his wide experience as a sales professional to raise funds for the NGO.



Aditya Singh
Titan Company Ltd.



Rahul Gupta
Tata Technologies

Amol Dhakane
Tata Steel Processing and
Distribution Ltd.

"ProEngage provided us with an opportunity to target new kind of customers by leveraging social media tools."

"I have the experience of selling products and generating revenue and this helped me design a good fundraising strategy."

• Be the answer • Be the hope • Be the knowledge • Be the path

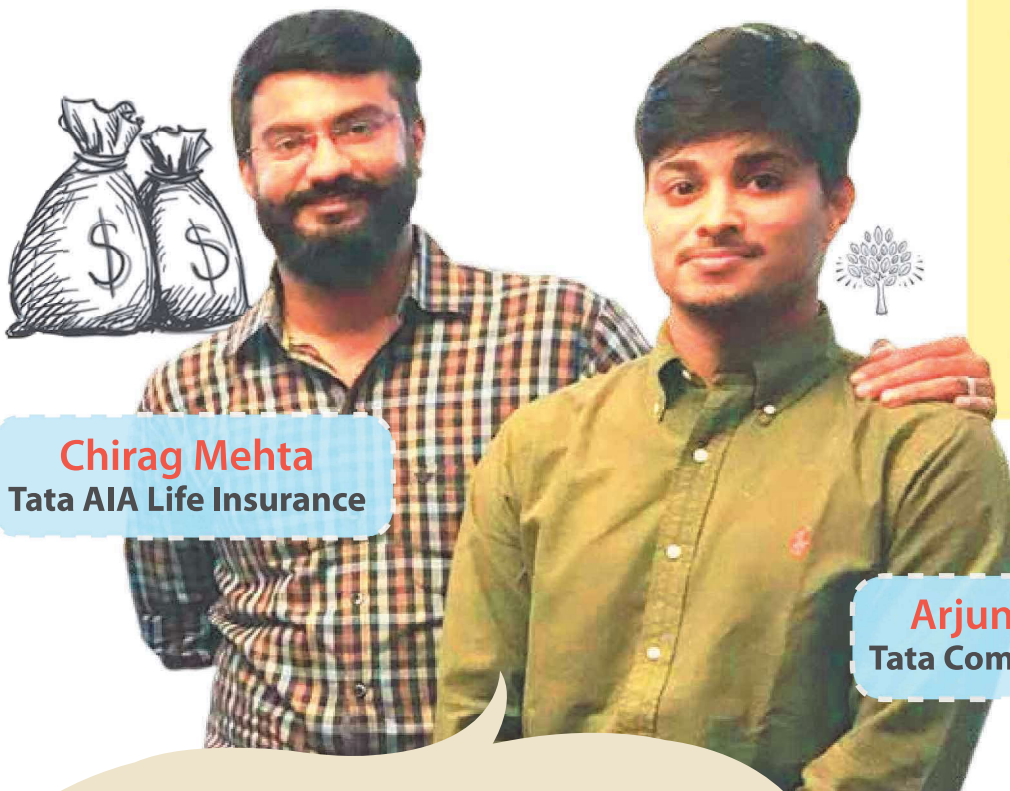
Fundraising finesse to facilitate expansion

Chirag Mehta and **Arjun Devgan** worked on one of the most difficult tasks that an NGO faces, – fundraising. They introduced NAGAR to various innovative and technical ideas to raise funds and helped them get a more comprehensive overview of the landscape. They put together a list of prospective funders to facilitate this process.

NGO: NAGAR

NGO PERSPECTIVE:

We appreciate the efforts of Arjun and Chirag in helping our organisation to put together a pitch document for funding, including a list of prospective funders. The presentation was extremely well curated with material and insights in it that we will find very applicable.



Chirag Mehta
Tata AIA Life Insurance

Arjun Devgan
Tata Communications

“The six-month project did not limit our capabilities to provide a long-term commitment. They told us that our perspective on fundraising was new and innovative. We are proud to have helped them realise their passion.”



• Be the force • Be the hope • Be the answer • Be the skill

Implementing a system to perfect performances

**NGO: Bharat Samaj
Seva Kendra (BSSK)**

NGO PERSPECTIVE:

Mr. Sushil Ojha is excellent as a facilitator and the leadership team of BSSK has enjoyed these informative and valuable inputs. It has opened our mind to many new thoughts. We would like to say a big thank you to him for giving his valuable time and expertise.

Sushil Ojha implemented a performance management system that helped review existing HR policies, job descriptions, the organisational chart, salary scale and structure. He also put in place a performance appraisal (PA) system and developed a KRA monitoring system that greatly convenienceed the work at the NGO.



Sushil Ojha
Tata Steel Processing
& Distribution Ltd.

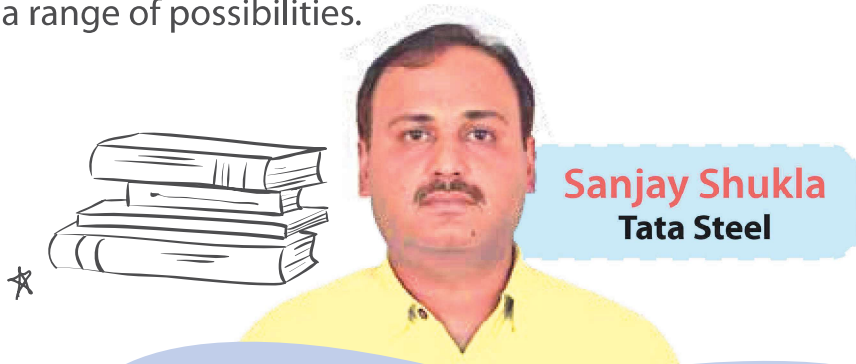
"I opted for ProEngage because it provided me a platform to share my knowledge and experience for the holistic benefit of an NGO. I feel extremely proud and happy having created an institutional framework for performance appraisal based on objective evaluation for BSSK and bringing in a high performing work culture in the organisation."



• Be the path • Be the path • Be the solution • Be the idea

Mentoring the minds of the underprivileged

Ratan Prakash, Monith Biswojyothi and Sanjay Shukla worked as a unit to mentor and counsel tribal girls to seek opinions and insights from the experts in the field of their choice, and advised them on various career options. The interactive sessions exposed them to a range of possibilities.



Sanjay Shukla
Tata Steel

"The six-month experience was a huge learning for all the volunteers. We collectively became more sensitive and respectful to the tribal cultural and social norms which are so different from our own. Our team was able to actually understand the personality and socio-economic background of each girl and suggested the best suited career options. It was really satisfying to see them becoming more self-aware, self-confident and job-ready as the project progressed."

Monith Biswojyothi
Tata Motors

Ratan Prakash
Tata Hitachi

NGO: Kalamandir

NGO PERSPECTIVE:

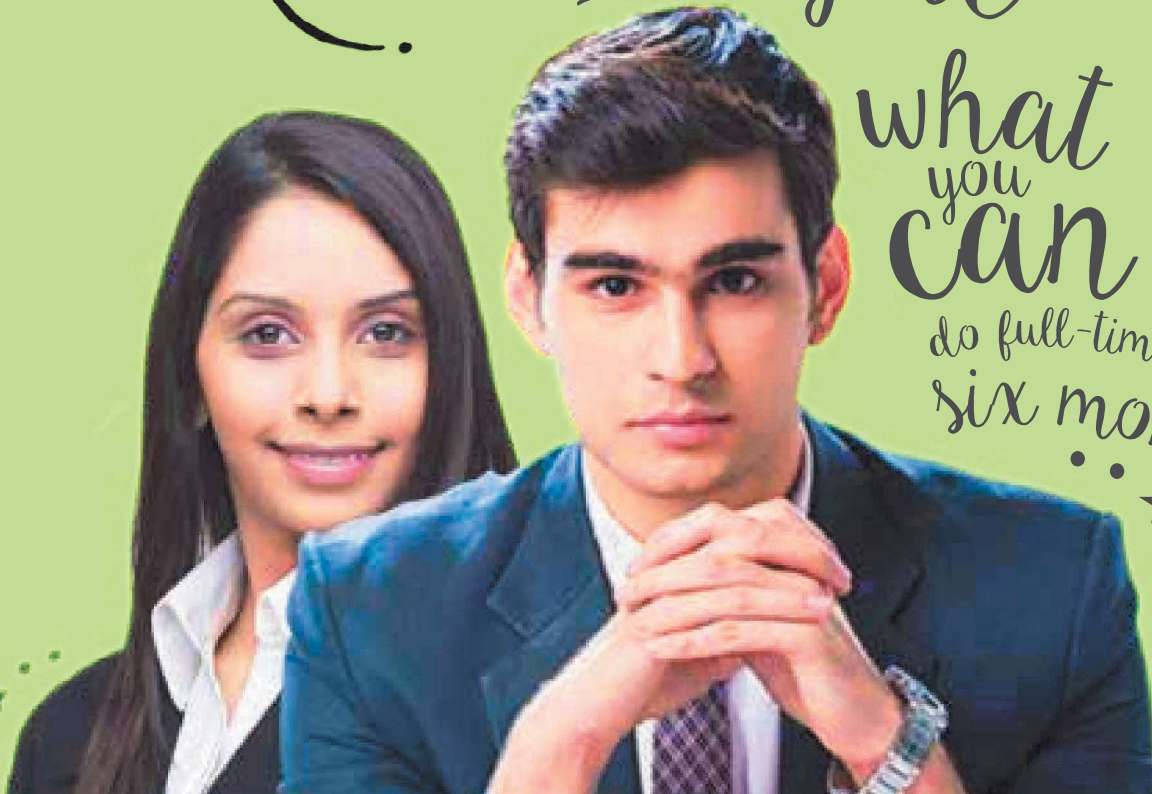
The team has been organising the career counselling sessions very passionately and the girls at Medhavini have gained from the vast experience of the team members. The guidance given to the Medhavinis will go a long way in helping their future careers.



E.

Imagine

what
you
can
do full-time in
six months
...
★
...



• Be the inspiration • Be the journey • Be the thought • Be the knowledge

• Be the process • Be the skill

Be the Action.



ENGAGE+

"The intelligent way to be selfish is to work for the welfare of others."

– The Dalai Lama

Tata Sustainability Group has launched Engage+, a platform that provides an opportunity to make a significant difference. Selected employees with the requisite professional skills and experience will be handpicked for a four to six month deputation with pay, to lead an important NGO project and bring it to successful completion. During the project, the volunteers will be actively mentored by a member of the senior management from the Tata group or a veteran from the industry.

• Be the aspiration • Be the drive • Be the belief • Be the force • Be the form



www.tataengage.com

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