



**FROM  
CONVERSATION TO  
TRANSFORMATION**





## AGENDA

About Tata Steel

Volunteerism – The peg of our Social & Relationship Capital

The Challenge

The Opportunity

The Consequence



# ABOUT MY ORGANISATION



# VALUES



Integrity



Responsibility



Excellence



Pioneering



Unity

# VOLUNTEERISM - THE PEG OF OUR SOCIAL & RELATIONSHIP CAPITAL



Value Creation

Leveraging employee volunteering to address social issues in the communities the Company serves



4.4 Mn  
Lives impacted through CSR activities

<p>1 NO POVERTY</p>	<p>2 ZERO HUNGER</p>	<p>3 GOOD HEALTH AND WELL-BEING</p>	<p>4 QUALITY EDUCATION</p>
<p>5 GENDER EQUALITY</p>	<p>6 CLEAN WATER AND SANITATION</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>10 REDUCED INEQUALITIES</p>
<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p>13 CLIMATE ACTION</p>	<p>15 LIFE ON LAND</p>



**Aiming to Embed a societal perspective in key business decisions**



# THE CHALLENGE

- Logging Volunteering Hours on The Portal of Purpose
- Sustaining the momentum
- The PCVH\* conundrum
- Inducting merged companies to the culture of volunteerism
- Moving on from the 'nice to have' narrative

\*PCVH : Per Capita Volunteering Hours

# THE OPPORTUNITY

## FRAMEWORK CREATION

Combining the existing volunteering fabric with strategic communication mix and embedding technology to measure and calculate efforts.



## SHOWCASING ONGOING IDENTITY WORK

Integrate individual journaling and group dialogue to help surface the cognitive and emotional journey.



## CULTIVATING CONTAGIOUS CHAMPIONS

Spotlight and equip active volunteers to recruit their peers into the values alignment and moral identity growth.



## LEADERSHIP ADVOCACY

Leverage communication platforms to champion the cause through the voice of the leaders.





# FRAMEWORK CREATION

Launch of portal of purpose and introduction of PCVH KPI for employees



**Volunteering**

## Tata Steel Unveils 'Portal of Purpose' App

### Driving Employee Engagement and Volunteerism

**September 1, 2023:** Tata Steel launched its innovative volunteering app, the 'Portal of Purpose', on August 12, 2023. The highly anticipated launch event took place in the prestigious Tata Steel board room. The app's primary objective is to motivate Tata Steel employees to actively participate in volunteer activities, pledging a minimum of eight devoted hours...

...instilling a culture of in the organisation, to enhance employee and foster a culture overall well-being, alignment with the re values, these opportunities are

**Driving employee engagement with the help of Portal of Purpose**

envisioned to create a profound and meaningful impact in local communities.

**Sneha Biswas**  
Aug 9, 2023 · @3

**[Launching New] Portal of Purpose**

Witness the launch of a portal where we can all come together to make the world a better place on August 11, 2023 at 12.45 pm

Click on the link below to join

<https://tatasteelvents.webex.com/tatasteelvents/j.php?MTID=md2d7b301d67a5237f32ccc3d497920dc>

**Announcement** posted in Volunteering

**Sneha Biswas**  
Sep 18, 2023 · @2

Let's team up for the **Greater Purpose!**

**Volunteer with Portal of Purpose**  
<https://tsportalofpurpose.in/>



**TATA STEEL**

## Tata Steel TIMES

**Helping you find your Purpose**

Our newly launched 'Portal of Purpose' has been successfully motivating colleagues

10,498	2,193
204	0.29

**Portal of Purpose** Now at your fingertips!

...TATA STEEL COMMUNICATIONS as part of VOLUNTEERING

**TATA STEEL**

## Find your Purpose with the Portal of Purpose

A portal where your participation and contribution can help make the world a better place.

# Launching Soon!

**TATA STEEL**

## Team Up for a Purpose!

Let's come together and amplify the purpose of creating an impact.

# TEAM TWENTY

LEADER OF EXTRAORDINARY VOLUNTEERS

[Click here](#)

**TATA STEEL**

## Don't let a busy schedule hold you back from doing good!

With the Portal of Purpose Web App, you can volunteer anytime, anywhere. Explore a wide range of opportunities and be a force for positive change in the world.

**HOW TO INSTALL POP APP**

Let us continue this effort and keep volunteering!

[Click here to volunteer through Portal of Purpose](#)

**TATA STEEL**

# 1 + 1 = 11

Share the joy of volunteering by inviting a colleague to the 'Portal of Purpose' and making a larger impact on the communities. Each helping hand has the potential to make a significant difference.

[Click here to refer now!](#)





# SHOWCASING ONGOING IDENTITY WORK

Integrate individual journaling and group dialogue to help surface the cognitive and emotional journey

**Debjyoti Pati**  
Oct 9 • @1  
Seen by 548

In line with the spirit of Tata Volunteering Week Sep-Oct 2024, I had the privilege of joining hands with Bakul Foundation as a volunteer to support the Daan Utsav - Day of Service 2024 on dated 06.10.2024 at Basundhara Foundation, Cuttack. I spent a beautiful time with underprivileged children, engaging them through a variety of creative learning activities, dance, songs, and more.

This experience has been truly enriching and memorable. I would like to extend my sincere thanks to Mr. Sambit Mohanty for nominating me for this noble cause. I look forward to participating in more such events in the future and continuing to contribute to our community.



**Dhruvrajyoti Saha**  
Apr 27 • Liked 5, 1910  
Seen by 4,432

Dear All,

"Preserve the Planet, for its the only home we have."

We understand that saving the planet is not just an aspiration, its an urgent necessity, in order to do our small part, the Security, Fire, and Brand Protection team embarked on a noble mission to champion the cause of saving the Earth by reducing plastic usage. Organizing a spirited walkathon, they not only raised awareness but also fostered a sense of unity among team members.

As they treaded the path together, their collective commitment to the cause became evident, the message of adopting sustainable practices, reducing our carbon footprint and advocating environmental protection was echoed.



**Manohi Adhikary**  
May 2  
Thanks to TSP and Security, Fire and Brand Protection team for the opportunity, enjoyed the walk.

**AMARNATH YOGI**  
May 20 • @75  
Seen by 4,649

500 million women and girls worldwide lack access to menstrual hygiene products, leading to health risks and stigma. This affects their education, work, and overall well-being.

To address this, our team of female employees along with the Konu Foundation conducted an awareness session on **World Menstrual Hygiene Day (May 28th)**. It distributed over **40 pads** to promote menstrual health and hygiene for all.

Let's continue the conversation and drive change!

#MenstrualHygieneMatters  
#Volunteering



**LAKSHENDAR LAKRA**  
Sep 11  
Seen by 5383

Happy to be a part of small little things  
Making a best musical sunday for the Kids of #MastKPathala

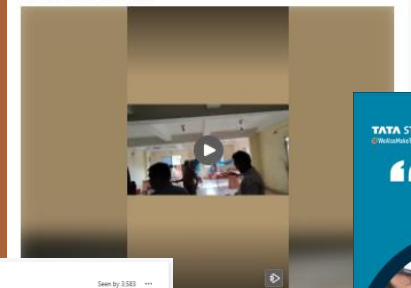
**Rajeev Jemada**  
Jun 18  
great

**JINKA BHA**  
Jun 18  
Initiative that touched human lives with a purpose and brought through these awareness sessions...great job and all the best training.

**Bhupinder Singh**  
May 20  
Seen by 11,207

Touching Stories from TSM Sinter Plant Volunteers Visit to **OLD AGE HOME, ANGUL**. We wanted to share some heartwarming stories from our recent visit to Angul, where we distributed essential goods to those in need in old age home.

During our time there, we had the opportunity to interact with several individuals aged people who shared their stories with us. Despite facing immense challenges and hardships, their resilience and strength left a lasting impression on all of us. Their difficult circumstances... see more



ige home??? We all should think about it.

**TATA STEEL**  
#WeAlsoMakeTomorrow

**max impact**  
20th Edition.  
2X Difference.

Join us to know more about ProEngage (Edition 20) through an interactive webinar

**TATA STEEL**  
#WeAlsoMakeTomorrow

"When I approach a child, he inspires in me two sentiments- tenderness for what he is and respect for what he may become"

- Louis Pasteur

Find your purpose and Show some Love for the Children.

[Click here to Volunteer](#)

**TATA STEEL VOLUNTEERING WEEK**  
AUGUST 26 - SEPTEMBER 4, 2023

**TATA STEEL**  
#WeAlsoMakeTomorrow

Finding your Purpose is just a click away!

Install the Portal of Purpose app and volunteer to make a difference.

Scan the QR code to install

**TATA STEEL**  
#WeAlsoMakeTomorrow

**ZERO TO FIRST**

Log your first volunteering hour and join the league of Impact Makers

Scan the QR code to install

[Click here to volunteer through Portal of Purpose](#)

**COMING SOON**

AN OPPORTUNITY TO HELP THOSE WHO HELP OTHERS

**self less impact more**

**TATA STEEL**  
#WeAlsoMakeTomorrow

We've made significant strides, let's push for a greater impact!

- 60+ hours of meaningful conversations with the elderly
- 120+ hours of volunteering efforts towards upliftment of leprosy colonies
- 50+ Units of blood donate
- 150+ saplings planted
- 130+ hours contributed towards awareness sessions spanning topics on safety, menstrual hygiene, health and diversity & inclusion
- 170+ hours of educational mentoring sessions for the children

**TEAM TWENTY** LEADER OF EXTRAORDINARY VOLUNTEERS

Volunteering Hours Clocked: **1894**  
Unique Volunteers Engaged: **652**

**TATA VOLUNTEERING WEEK 20**  
27th Aug - 30th Sep 2023

**TATA STEEL**  
#WeAlsoMakeTomorrow

Thank you for your dedication and commitment!

Total Hours Clocked: **3,389** Unique Volunteers Participated: **1,119**

- 570+ hours of building friendships and nurturing feelings of happiness at the elderly care homes.
- 500+ units of blood collected.
- 1200+ saplings planted in an effort to protect the environment against air pollution and global warming.
- 1300+ hours of providing basic educational support to mentoring children and helping with their development.
- 800+ hours of cleaning campaigns undertaken;
- 500+ hours of cleaning done in response to the nationwide cleanliness drive on October 1, 2023.
- 600+ hours of awareness sessions conducted on topics spanning climate change, menstrual hygiene, safety, dengue & tuberculosis and diversity & inclusion.

**TATA VOLUNTEERING WEEK 20**  
5th Sep - 31st Oct 2023





# CULTIVATING CONTAGIOUS CHAMPIONS

Spotlight and equip active volunteers to recruit their peers into the values alignment and moral identity growth.

I got my first opportunity for skill-based volunteering through ProEngage's 16<sup>th</sup> edition. This experience paved the way and provided comfort for my continued involvement in every edition up to the 19<sup>th</sup> edition.

**ProEngage is a unique platform that connects 'A willing heart to give back' with 'A willing hand to receive', offering a variety of projects to suit one's interests and skills.**

As a ProEngager, all I had to do was commit my time and intent to the selected project.

**ProEngager Manashi Adhikary**  
Tata Steel

Tata Steel Foundation

The employee volunteering programme is driven by the sole objective of creating a contemporary footprint of social impact and meaningful relationships with the community.

For Macherul Bari, the effort of saving a life is of utmost importance, and making it on time is a constant prayer. This and other diverse social impacts, enabled by volunteering, continue to inspire employees to live their purpose at work through strengthening communities.

Join us in celebrating volunteers who have dedicated their time to making a positive impact.

#Volunteer #EmployeeVolunteering #SocialImpact #PurposefulVolunteering #VolunteerInAction #TataSteelFoundation #TSF

**From a Security Professional to a Scuba Diver!**

#VolunteerHeroes

**TATA STEEL**  
#WeAlsoMakeTomorrow

**Kudos to the Top 10 Volunteering SPOCs\* for enabling 6k+ volunteering hours.**

Reach out to your Volunteering SPOC\* now!


\*SPOC- Single Point of Contact

Posted in All Company

**Sneha Biswas**  
Jun 22, 2023 • @4

**[Marvels of Steel | Season 1] We are our Values | #5 Integrity**

AMARNATH YOGI, a Junior Engineer from the mechanical field maintenance team, has truly embodied one of Tata's core values - Integrity. During the pandemic, he went above and beyond his job responsibilities to help animals in need and connect with children under project FarRishta.

Amarnath's dedication to animal rescue is truly inspiring. He rescued many stray animals and nursed them back to health. His compassion and care for these animals did not go unnoticed, as he was able to find many of them loving homes.

In addition to his work with animals, Amarnath also led the 'FarRishta' project, clocking 300+ hours, to help provide the children with the resources they needed during the pandemic, thus demonstrating a deep commitment to helping those in need and showed that he truly cares about his community.

Amarnath's actions are a shining example of what it means to live with integrity. He has exemplified that we can all make a positive impact on the world around us, if we carry the will to live by the values.

**Amarnath Yogi**  
Junior Engineer, Mechanical Field Maintenance  
Animal Rescuer and Active Social Worker

Like Comment Share

NAVEN SARI and 102 others

36 previous comments

**Kunal Mishra** Sep 11, 2023  
Proud of you Yogi !!

Posted in All Company

**Sneha Biswas**  
Jun 22, 2023 • @4

**[Marvels of Steel | Season 1] We are our Values | #3 Unity**

We have our third Marvel of Steel MAZHARUL BARI, who has shown exceptional strength in uniting victims of disasters with their families. We celebrate his unwavering efforts towards saving 450+ lives in ~100 rescue missions.

Do you know a story that is inspirational? If you know a colleague whose work and efforts outside their professional roles are inspirational, please share their story with us in the link below :- <https://forms.office.com/r/RhQeeBwSc>

**MAZHARUL BARI**  
Senior Field Service Technician  
Over 100 rescues, 450+ lives saved, 80+ rescue missions. He has been instrumental in uniting victims of disasters with their families. We celebrate his unwavering efforts towards saving 450+ lives in ~100 rescue missions.

Like Comment Share

WILSON KURBAN and 11 others

Show 2 previous comments

**SHARWAR SEN** Jun 27, 2023  
Bari... what a man... who is always helpful, smiling, and on the toes... You can find him everywhere saving the mankind... Playing the role of instructor at Gangotri Glacier... Volunteer of TRC at Odisha flood relief... Biking at Leh - Ladakh... donating blood as and when needed... holding life saving jackets at Chhat Ghat on Suwamkhe River with smile... We are really proud of you Bari... I wish and propose your name for Padma Award... some day

**MAZHARUL BARI** Jun 27, 2023  
Thank you very much for your kind words of appreciation which is so motivating to carry on and on and also strengthens never giving up spirit.

Posted in All Company

**Sneha Biswas**  
May 23, 2023 • @3

**[Marvels of Steel | Season 1] We are our Values | #2 Responsibility**

We bring you our another Marvel, AMIT SHANKAR DEV who has gone above and beyond in making a remarkable impact within the community. We celebrate his outstanding commitment and dedication towards volunteering.

He has recorded the highest number of volunteering hours within the Tata Group of Companies and has not only demonstrated remarkable professional skills and expertise but has also shown an extraordinary passion for giving back to the community.

Do you know a story that is inspirational? If you know a colleague whose work and efforts outside their professional roles are inspirational, please share their story with us in the link below :- <https://forms.office.com/r/RhQeeBwSc>

**AMIT SHANKAR DEV**  
Senior Manager, HRBP-Shared Services, Jamshedpur  
He has recorded the highest number of volunteering hours within the Tata Group of Companies and has not only demonstrated remarkable professional skills and expertise but has also shown an extraordinary passion for giving back to the community.

Like Comment Share

KRISHNA KANI PRASAD and 18 others

Show 4 previous comments

**Manashi Adhikary** May 30, 2023  
Only congratulations are not enough for the great work that you do AMIT SHANKAR DEV

**AMIT SHANKAR DEV** May 30, 2023  
Thanks Manashi for your complements. It's all happened due to good blessings.

Write a comment



# LEADERSHIP ADVOCACY

Leverage communication platforms to champion the cause through the voice of the leaders.

Announcement posted in Volunteering

Sneha Biswas  
Sep 19, 2023

[Tata Volunteering Week I September 5 – October 7, 2023] Message from Vice President, Corporate Services

It is truly remarkable to see our colleagues come together to pursue a common goal and take the lead in driving the Company's volunteering agenda - making it a key pillar of the Tata Steel story.

This edition too, puts the power to bring about change in your hands - the power to create smiles, transform lives and spark hope. Portal of Purpose is offering exciting virtual and on-ground volunteering opportunities, empowering you to choose a cause you are passionate about. I look forward to your continued support and participation in Tata Volunteering Week 2023 edition. I hope you will join us in our journey towards creating positive change and greater impact in our communities.

Chandraya Choudhary  
Vice President, Corporate Services

Employee Voluntearism - SPOC Orientation

HRM Divisional Townhall - Portal of Purpose

ation with Tata Steel Foundation

View full conversat



Isheta K Bhogal  
Aug 25, 2023

Join us for the **YamJam with Sourav Roy, our Chief CSR** and discover the power of volunteering in creating positive impact!  
**Friday, August 25, 2023, 3 pm onwards on the link below**

<https://web.yammer.com/main/events/f7eb1f6b-e52d-414d-bf97-a...>

Join us for a  
**YamJam LIVE session**  
with our Chief Corporate Social Responsibility,  
**Sourav Roy**  
August 25, 2023 | 3:00 pm - 4:00 pm  
on the **Volunteering Community** on Viva Engage



# THE CONSEQUENCE

- Volunteering campaigns and initiatives received an average view of 11.5K per post and total impressions ~75k on all the posts.
- Realised worth through transformative approach : 857% increase in PCVH and 1029% increase in total volunteering hours in a year.
- Social and traditional media picked up the change and aided in positive brand voice.



**Tata Steel celebrates Volunteering Week with impactful initiatives in Odisha**

**PBD BUREAU**  
BHUBANESWAR, SEP 12

EMPLOYEES and family members of Tata Steel in different operating locations in Odisha participated in various voluntary work during Tata Steel Volunteering Week, a week-long celebration of community engagement.

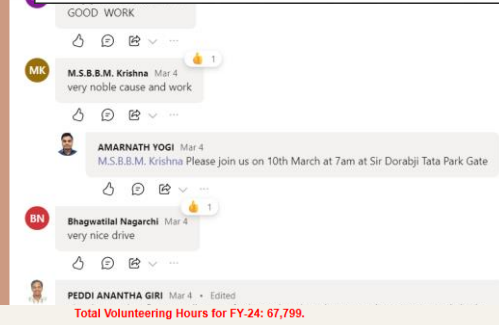
Beginning August 25, it was held at various Tata Steel locations, including Tata Steel Bhubaneswar, Tata Steel Meramandali (TSM), Tata Steel Kalinganagar (TSK), and other locations, and featured a diverse range of volunteer activities aimed at making a positive impact on society.

In Bhubaneswar, Tata Steel employees kicked off the week with enthusiasm, showcasing their dedication to community welfare. The key highlights of this initiative at Prativa Ashram, an orphanage in Bhubaneswar, included the donation of ration and medicine to support the well-being of 30 boarders. Career counselling sessions were conducted for boarders studying above Standard 10, providing valuable insights into various career opportunities.

At Tata Steel Meramandali, employees, led by TSM Chief Corporate Services Mohit Das initiated the Tata Steel Volunteering Week with a dedicated Monsoon Road Safety Awareness Campaign. Organised in association with local administration and the local community, it included informative leaflet distribution to drivers and pedestrians, nukkad natak, by the security department. Awareness initiatives regarding man-animal conflict, particularly concerning elephants, in Hindol were also organised.

Tata Steel Kalinganagar (TSK) employees volunteered for a Monsoon Road Safety Awareness Programme, Spoken English, and Career Counselling session at NIIT Foundation, Duburi. Interactive awareness sessions on various important topics, including good and bad touch, self-defence techniques, confidence building, health and hygiene, electrical safety, and disaster management, have also been conducted at TSK premises for Junior college students. The week's activities have engaged students and children from local schools and orphanages and have included plantation programmes, health check-up camps, and career counselling sessions.

And all other locations participated by organising small local activities, respectively. The Tata Steel Volunteering Week is a testament to the company's ongoing commitment to making a positive impact on the world.



**Tata Steel Empowers Communities Through Employee Volunteerism**

Jajpur, (AoBureau): Taking yet another step towards community empowerment, employees of Tata Steel's Ferro Alloys and Minerals Division (FAMD) donated school bags and learning materials to the children of Annapurna Child Care Home at Nuagaon village of Jajpur district in Odisha. The employees provided pencil boxes, drawing charts sketch pen packets and tiffin boxes to the children of the orphanage. Extending helping hand through their Employee Volunteerism initiative, staff members from the steel major's Ferro Chrome Plant in Jajpur, Sukinda Chromite Mine and Bhubaneswar organised fun activities for the boarders and spent quality time with them. Apart from this, the employees also donated durable steel water bottles to inmates of the Jagruti Greh - a home for destitute women located at the same campus. Expressing happiness over the noble initiative, Pankaj Satija, Executive-In-charge (FAMD), Tata Steel, said, "We believe in the transformative power of volunteerism and aim to create a positive impact on the lives of the disadvantaged sections of the society. We hope such small steps by our employees will help the communities residing in and around our operations area." The focus of the initiative was on promoting education and well-being, especially for girls and women with a sense of belief that they are not alone in their pursuit of excellence. The recipients, including the girls from the orphanage and the women at the destitute centre, expressed their gratitude for the gesture that conveyed a message of care and support from the Tata Steel family. It's noteworthy to mention that the employees have been organising employee volunteerism programmes at Bhubaneswar, Bammipal in Keonjhar, Sukinda in Jajpur and other parts of the State.



82933

Volunteering Hours (FY-25)



8987

Unique Volunteers



179

Social Causes



1.85

Per Capita Volunteering Hours



# THANK YOU

Sneha Biswas

Senior Manager, Internal Communications

Tata Steel India

[sneha.biswas@tatasteel.com](mailto:sneha.biswas@tatasteel.com)