



TAJ PUBLIC SERVICE WELFARE TRUST



Responds beyond 26/11 ...

In April 2010 – March 2011



26/11 TERROR ATTACK

249 families supported

Pg 2-3



DISASTER IN BIHAR

307 families supported

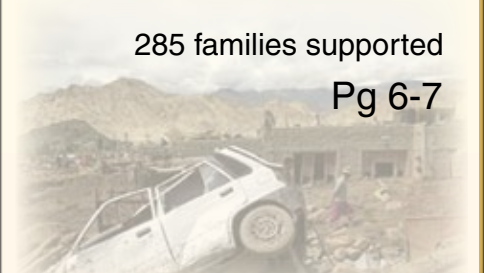
Pg 4-5



CLOUDBURST IN LEH

285 families supported

Pg 6-7



The Trust responds to **26/11 TERROR AT**

BACKGROUND RE-CAP

The Indian Hotels Company Limited established the Taj Public Service Welfare Trust (TPSWT) in response to the terror attack unleashed on the city of Mumbai and the Taj Mahal Palace in particular between November 26 to 29, 2008. The mandate for TPSWT is to extend relief anywhere in India to victims of sudden acts of violence, natural disasters and other tragic events that inflict damage to life and property.

ACCOMPLISHMENTS

A terror attack or any disaster leaves the affected families with an injured or deceased family member. To ensure that these families are able to stand on their own feet at the earliest, TPSWT has adopted the Building Sustainable Livelihood approach. In this Financial Year, the Trust has used this approach to respond to three disaster situations in a different manner, but ensured that needs of beneficiaries belonging to the lower strata of society have been fulfilled.

Ansar with his TATA Ace vehicle



26/11 affected family in Mumbai



TACK



Anita teaches house keeping skills to 26/11 affected youth



Students supported for education



Jagan looks forward to his hip surgery



- The emphasis this year was to streamline the Education Support program of the Trust. The wives of two of our staff, who lost their lives in the 26/11 tragedy at The Taj, were inducted into the activities of the Trust. Their personal involvement in the Trust activities such as meeting the affected families, and visits to schools has helped not only in reducing their own level of depression, but also in extending the reach of this Education program to 108 children.
- Apart from Education, the Trust has laid strong emphasis on setting up of a micro-enterprise and has encouraged women to pursue a course whereby they can earn a livelihood. People who have just started to recover from their bullet injuries, but are unable to pursue their day to day responsibilities, have been assisted in setting up a small business which they can manage on their own. The Trust assesses their complete need and works with them - from making the business proposal to having joint meetings with bank officials for a loan leading to fruitful launch of the project. Apart from the Trust grant, the beneficiary makes a small contribution from his personal savings and takes a bank loan which he repays over a period of time as the business grows.
- Hospitality Skill Training was provided to youth affected by 26/11. Work is in progress at the ITI facility in Lonavla for setting up of the hostel and Centre of Excellence premises to impart Hospitality Skill Training to disaster affected youth.
- Guests who were injured at the Taj on 26/11 have been helped by the Trust during this year as well.
- With support from TISS the Trust has setup a Trauma Counselling Center in Mumbai to assist the affected families.

The Trust responds to

FIRE AND CYCLONE DISASTER IN BIHAR

In April 2010, a fire and cyclone disaster occurred in the rural village areas of Bihar leading to 1110 families across three villages losing their homes and sources of livelihood. The Trust assessed the need and adopted one village of 307 families, where the maximum number of families belonged to the SC/ST and BPL category. Using the PRA (Participatory Rural Approach) in consultation with the local community, the Trust along with the local NGO partner devised the following approach:





Country boats provided by the Trust makes travel easy



New bicycles given to families in Bihar



Sewing machine makes this family self sustainable



Self Help Group members show their Grain Bank records

- Provided to all 307 families, a dignity kit comprising household utensils, two pairs of clothes for every family member and other basic amenities.
- Set up a medical camp for one month
- Provided the 307 families with agricultural tool sets for pursuing their farming activities. Small groups of 10 families were made and 50 new ploughs were provided to them. Maintenance and proper utilization was made the responsibility of each group. Besides this, 17 families who ran small business of vending masala/fish/clothes on bicycles and which they lost in the fire incident were provided with new bicycles and financial assistance to restart their livelihood. A few other families were supported with tool sets to set up small business like cycle repair shop, sewing machine repairs shop, tea stall, cycle rickshaw etc.
- Many families showed the Trust burnt rupee notes that they had kept in small earthen pots in their homes. They also shared their high level of dependency on the money lender for meeting their day to day financial needs. The Trust could not do anything about the money, but took the initiative

to introduce a concept called “Grain Bank”. In this, small groups of 10 families were formed. The local NGO partner provided them the required training on how to maintain records, grain distribution, committee formation and even took them to neighbouring villages to see how a grain bank is implemented. These families are now on the path to self sustainability and will soon have savings to deposit in banks.

- In the same fire incident, all school children had lost their school books for the new academic year. 144 children were provided with school bags, stationary and books.
- This village has the Kamala river passing through it with the houses situated 50:50 on both the banks. During the rainy season, the river swells up and the level of water reaches almost 20-30 feet. The Trust provided two country boats, one on each side of the river bank, to enable the people to commute in all seasons. Women and children, who are the most dependent for their medical and school needs, and people pursuing their livelihood are now self dependant.

The Trust responds to **CLOUDBURST IN LEH**

The other disaster which the Trust responded was to support the families affected by the Cloudburst in Leh which occurred in July 2010. The families had already received support in the form of warm clothing, food and medical assistance from other sources. Hence the Trust visited some of the remote areas and assessed the need from the rehabilitation perspective. In consultation with TISS, The Trust partnered with Sir Dorabji Tata Trust and has implemented its program in the following manner:



Havoc caused by the cloudburst in Leh



JCB remove debris in a village near Leh



CEC visits an affected village



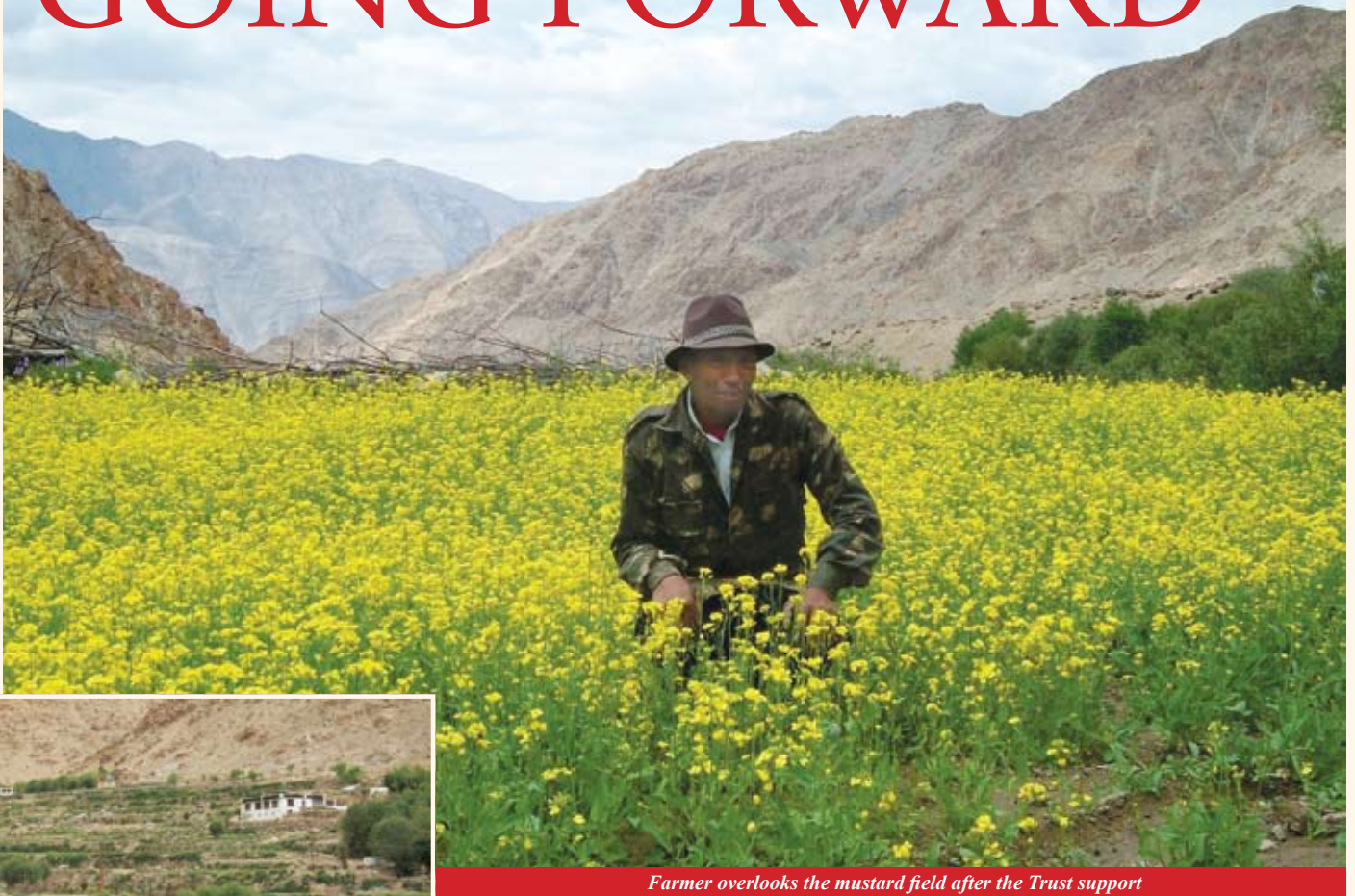
Mr. H N Shrinivas with the Leh youth for Hospitality Skill Training

■ Support to remove debris from agricultural lands by deploying JCBs and tractors. The Trust implemented an approach called “Cash for Work” by which the local villagers work in their village, instead of hiring external labour, and thus get paid for working on their own fields. The key benefit of using local community was to ensure that the top soil does not get eroded by use of heavy machines like JCB and tractors. The local community was thus able to clear the debris and make their lands cultivable before the Losar festival in September’10. By end of April’11, when the snow starts to melt, the Trust will provide these families with seeds of potato, barley etc in order that they grow their own crops and become self sustainable. By September 2011, their crops will be ready for sale. Majority of this will be purchased by the Indian Army while the balance will be retained by the families as stock for the severe winter months. The Cash for Work model has been

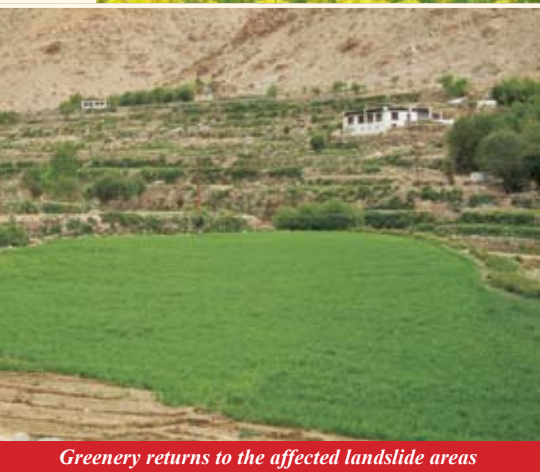
greatly appreciated by the LAHDC members and they have now adopted the same approach in other affected villages to make them self sustainable.

■ As done earlier for the 26/11 families, Taj conducted Hospitality Skill Training for Leh disaster affected youth. To make this program feasible, the Trust approached the LAHDC (Ladakh Autonomous Hill Development Council) and put forth a proposal to train the disaster affected youth in the skills required in the Hospitality sector. Upon return, the LAHDC would invite the Hotel Owners in Leh and conduct a “Job Fair” to provide employment to these youth. They welcomed this suggestion and did a radio broadcast of this program across Leh. Over 100 youth attended the briefing conducted in Leh. 46 youth have already attended the Hospitality Skill training conducted at the Skill Certification centre at Taj Lands End in Mumbai in January 2011. Upon return to Leh, 26 of these trained youth have secured employment in local hotels.

GOING FORWARD



Farmer overlooks the mustard field after the Trust support



Greenery returns to the affected landslide areas

TPSWT is in constant touch with the beneficiaries of the 26/11 Terror Attack, the Fire and Cyclone disaster in Bihar and the Cloudburst disaster in Leh.

The Trust has received requests from over 90 SC/ST and BPL families in Bihar to help construct their homes. Their names are not included in any of the relief support schemes and hence they have no hope of ever having a proper shelter over their head.

Likewise, from Leh, the Trust has received requests from two more remote villages to help clear the debris from their fields, to make it cultivable with Cash for Work schemes. They have also expressed keen interest in the Hospitality Skill Training and are keen to send their youth for the same. The Trust expects another 40 – 60 youth to enrol for this training.

The Trust is in the process of gathering the required data to respond to the 13/7 Mumbai bomb blast incident.



Thank you for your valuable time to go through this update. To know more about the Trust activities or to get involved with the Trust as a donor or as a volunteer, please contact us :

**Taj Public Service Welfare Trust, Indian Hotels Company Limited,
15 / 17, N. F. Road, Oxford House, Apollo Bunder, Colaba, Mumbai – 400 001. Tel: +91 22 66651221
Email: tajpublicservicewelfaretrust@tajhotels.com Website: www.tajpublicservicewelfaretrust.com**