

Tata Capital's 'Journey of Doing Right' to bring about a 'magical transformation' in Varanasi's unique boat school

The initiative aims to spread the of 'Doing Right' by reaching out to the public to be a part of the journey

31st March 2015, Mumbai: Tata Capital, the financial services arm of the Tata Group, as part of its "Do Right" initiative, aims to highlight the issue of illiteracy through its third story on the **Journey of Doing Right**. Illiteracy was identified as one of the top 5 challenges facing India, with over 18% of the votes in the Tata Capital **India4India survey**, which was conducted online by Tata Capital prior to embarking on the Journey of Doing Right.

The city of Varanasi, on the banks of the river Ganga, is steeped in tradition and culture. And one amongst the many things the river Ganga gives to this city, is a 'boat school'. The boat school, started by a NGO Guria, is a highly innovative solution which supports the need for literacy among the children living on the banks of the river. The school offers few hours of education each day, where the children learn basic reading and writing, languages, math and about the environment, in a warm and conducive environment – all on a boat on the banks of the river Ganga.

This boat school which has proved to be haven for education for many street children, who would have otherwise been engaged in odd jobs or aimlessly wandering around, today needs large amount of repair and renovation and new equipment.

The attempt under the Tata Capital 'Do Right' initiative is to help revamp this unique 'school' which not only help bring finer education to the children in the school, but also attract more children to the school to begin their journey of learning. The initiative calls for attention from the public at large to come 'on board' and contribute to this story, either by way of donations or by sharing the story on their social networks.

Commenting on the initiative of The Journey of Doing Right, **Ms. Veetika Deoras, Head – Brand Marketing, Corporate Communication and Digital Vertical, Tata Capital** said, "The Tata Capital 'Do Right' initiative stems from the philosophy of the brand which is to only do what is right. The initiative aims to help spread the spirit of 'Doing Right' inspiring people to do right and providing them a platform to do so. As identified by the Tata Capital India4India survey, 18.78% of Indians feel that illiteracy is one

of the top 5 challenges facing the country. In the face of this severe challenge, stories like the Varanasi boat school are positive, motivating and inspiring. By highlighting the story of this unique boat school, the Tata Capital Do Right initiative hopes to raise awareness for this cause and hopefully inspire many do righters to help contribute.”

To know more about the initiative, please go visit – <http://doright.in/>

About Tata Capital India4India Survey

Tata Capital’s ‘India4India’ Survey 2014 is an exclusive study on the major social issues faced by the Country today. Conducted in October 2014, the survey takes a close look into the challenges that concern the country at present, the reasons for the same and how willing people are to make a change. Commissioned and executed by Tata Capital, the research is based on an online study accumulating responses from 1001 respondents and 5000 votes. The survey identified Basic Healthcare, Illiteracy, Food Scarcity, Child Rights and Women Empowerment as the top challenges.

About Tata Capital Limited

Tata Capital, a holistic financial services provider caters to the diverse needs of retail, corporate and institutional customers, directly or indirectly through its subsidiaries. Its range of offerings includes Consumer Finance, Advisory Services, Commercial Finance, Infrastructure Finance, Securities, Investment Banking, Private Equity Advisory, Credit Cards and Travel & Forex Services. For more information about Tata Capital, please visit www.tatacapital.com.

For further information, please contact:

Tata Capital

Stuart Pereira

Asst. Vice President – Corporate Communication
+919029080385

Stuart.Pereira@tatacapital.com

Rediffusion/Edelman

Hirak Kapasi | Ami Atha

+919167167833 | +919820267665

Hirak.Kapasi@edelman.com |

Ami.Atha@edelman.com