

# Tata Chemicals Magadi: Confronting Poverty in Rural Africa

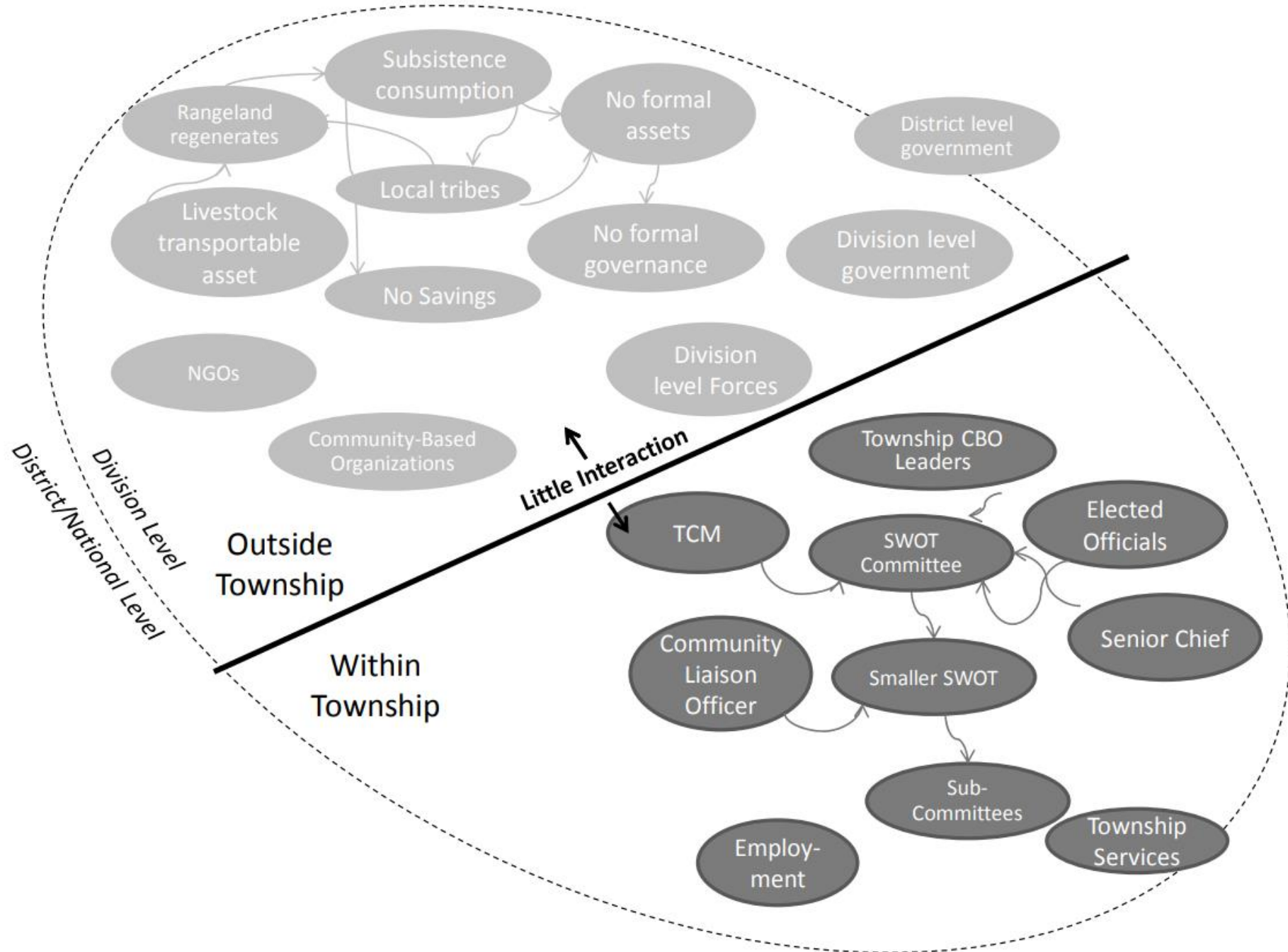




# Should TCM have had to engage in public service provision?







# What was TCM's strategy in the 1990s?

- Why do most companies pursue this strategy?
- Why might this be a good strategy?
- What are the issues with this strategy?
- What forced a reconsideration of this strategy?

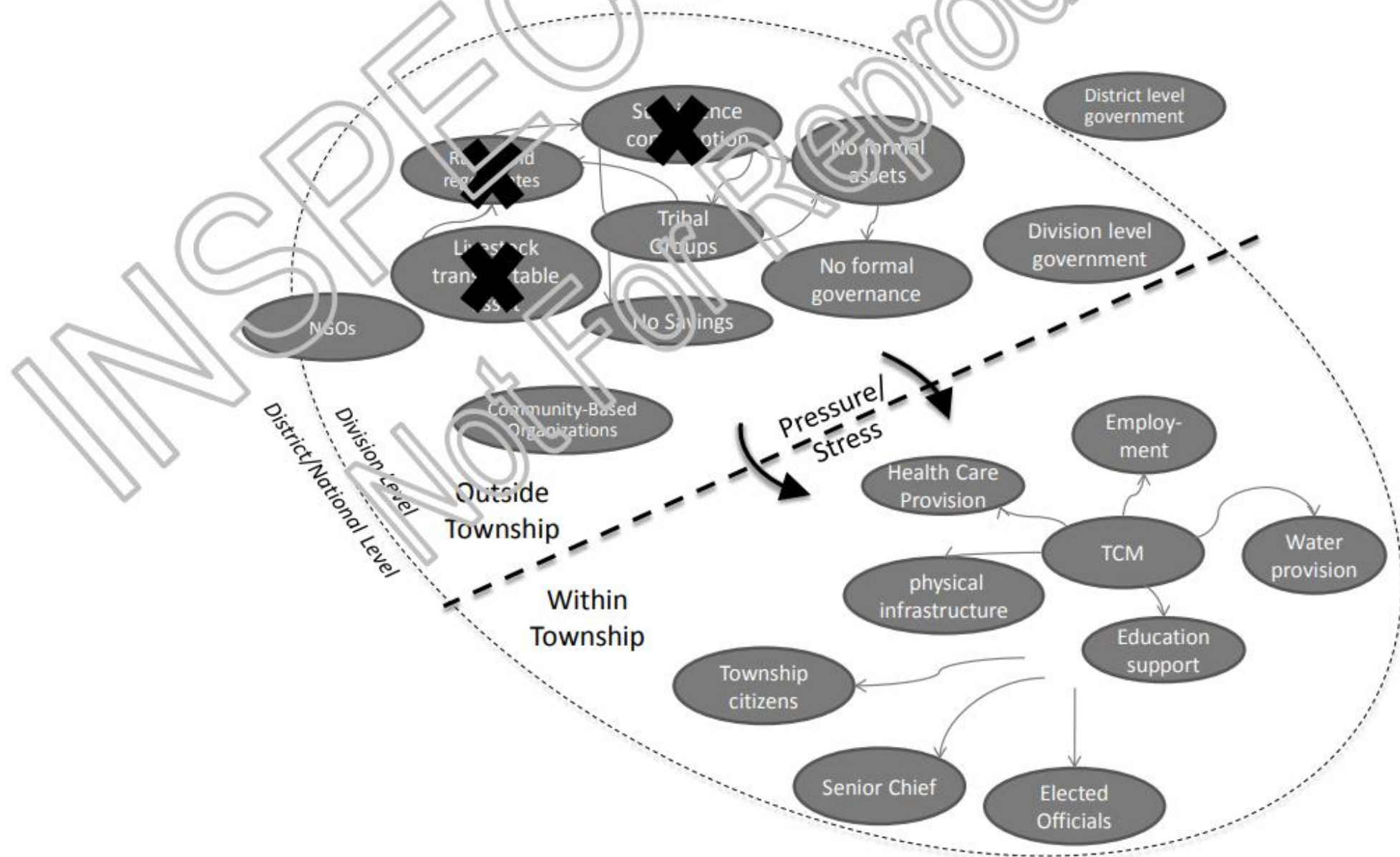


Patrick Shulist

# Doing what *you* think is best for the community

- **Widespread issue, especially in this context**
  
- **Community knows what they need. You do not.**

### EXHIBIT 3: IMPACT OF DROUGHT IN MAGADI DIVISION IN 1999





# 1999-2004

- How did TCM's strategy change?
- What did they shift focus towards?
- What forced them to revisit this strategy?
- Why were a collective response and formal structure

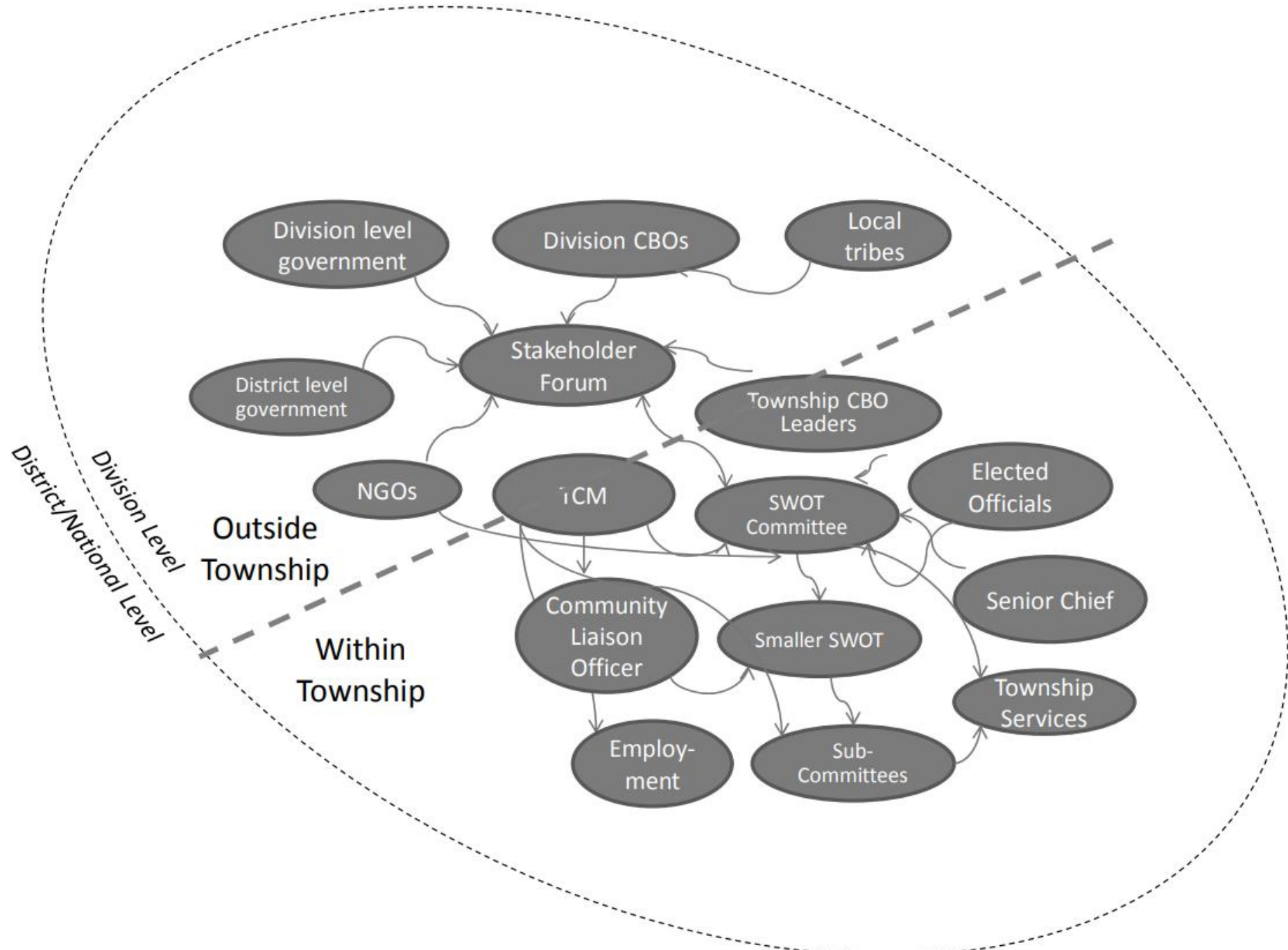


# 2004-2009

- **What led to changes?**
- **Why was a district-level SWOT important?**
- **Why was the Stakeholder Forum an improvement over SWOT committee?**
  
- **What had now happened to TCM's strategy?**







# Moving Forward

- What do we do?

