

The TATA Group:

The Tata Affirmative Action Programme (TAAP) began in 2007 as the result of India Inc's resolve to partner with the Indian government to empower the country's 300 million historically disadvantaged and marginalised communities – the scheduled castes and scheduled tribes (SC/STs). Better known as Dalits and Adivasis, the communities continue to face social discrimination along with economic disadvantages. Between the CSR activities of individual companies and those of the Tata Trusts, the group traditionally spends around four percent of its aggregated net profits on giving back to the society; of which a considerable amount is dedicated to support the Dalit and Adivasi communities.

Affirmative Action Initiatives – Best Practices

EMPLOYMENT:

- TATA companies are creating livelihood opportunities for SC/ST candidates and focusing and increasing their representation in management cadres
- 9% of employees in 47 TATA companies in India are from SC/ST communities
- Tata Consultancy Services (TCS) has employed around 650 youth in 2011 in its BPO operations
- Trent also added nearly 650 youths to its rolls in 2011 and 2012
- Tata Steel lowers qualifying marks by 5% in written tests, before the interview for final selection, for trade and recruitment of trade apprentices and junior engineers
- Tata Power Delhi Distribution relaxes age norms and qualifying marks in recruitment at entry level and when needed, provides additional training before candidates come on its rolls
- For candidates to qualify to appear for the selection process in campus placements, Tata Power relaxes its eligibility cut off threshold by 5% marks for SCT/ST students

EMPLOYABILITY

- Close to 12,500 youths were skilled in 2011 by 26 TATA companies in marketable trades
- TATA Companies are partnering with nearly three dozen Industrial Training Institutes (ITIs) to make them into centers of Excellence
- TCS has provided 2109 SC/ST youth with skills for the BPO industry in proprietary programs in 78 locations in 9 states
- TRL-Krosaki has trained over 500 SCT/ST youth at its proprietary Rural Self Employment Training Institute, run in partnership with the State Bank of India at Belpahar, Jharsuguda district in Odisha
- Tata Motors has trained over 2000 through "Kaushalya" scheme at 21 of its, five motor mechanics training institutes, driver training institutes and trade apprentices at its 5 plants

ENTREPREUNERSHIP

- 8 companies have enlisted close to 50 SC/ST vendors in their value chain, giving business worth USD 2,074,638 IN 2011
- Titan outsourced business worth approximately USD 715,664 to 325 SC/ST craftsmen
- TCS has partnered with the Entrepreneurship Development Institute, Ahmedabad to retain nearly 400 SC/ST youth in entrepreneurship, of whom 150 have either become self-employed or entrepreneurs

EDUCATION

- The emphasis is on long term scholarship schemes with significant engagement by company volunteers, in partnership with proven NGOs, particularly among government school children.
- 2,185 scholarships worth USD 168,964 were given by 22 companies in 2011
- 33 companies contribute to the group pool to finance 100 scholarships worth USD 100,233 each year for college students in professional courses. These scholarships are administered by the Delhi based foundation for Academic Access and Excellence that has a robust metric for identify poor but academically bright SC/ST youth