

TAAP 2015 Jury Awards conferred on Tata Motors and Tata Steel

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The Tata Affirmative Action Programme Convention took place on April 27, 2015 at Vivanta by Taj – President, Mumbai. The annual TAAP programme recognises the efforts of various Tata companies in encouraging positive discrimination for communities like Scheduled Castes and Scheduled Tribes (SC/ST) and the tribals.

The programme started with Ajay Kumar, Adviser, TQMS (AA) giving the overview for the Tata Affirmative Action Programme. Mr Kumar not only explained the structure of assessments and results, but also highlighted the complexities related to small and large companies.

Dr NS Rajan, Member GEC and Chairman, Group Affirmative Action Forum, went on to give the opening remarks, during which he stressed on the importance of addressing the social inequality prevalent in society today. He opined that an entity like the Tata group can make a significant contribution towards this cause.

The keynote address was then given by Dr Amitava Mukherjee, Senior Adviser, Government of India, Ministry of Rural Development, NRLM, New Delhi. The topic for the address was “Dos and don’ts for companies seeking to do good for Dalits and tribals”. Dr Mukherjee highlighted 7 dos and 7 don’ts for companies, which would help make their affirmative action initiatives more effective.

An interesting panel discussion on the dire state of India’s tribals took place between Prof. S Parasuraman, Director, TISS, and Professor Virginius Xaxa, Deputy Director, TISS (Guwahati), which was moderated by Biren Bhuta, Chief - CSR, Tata Steel. A strong point that came out of this discussion was that while India has not failed its tribal population, a lot more needs to be done for them.

Milind Kamble, President, DICCI, then took to the stage to elaborate on the topic “Ten years of Dalit Indian Chamber of Commerce and Industry (DICCI)”. He elaborated on the activities of DICCI, and stressed on the difference Tata companies make for the socially disadvantaged sections. A case in point was impact Tata Steel had on the lives of the tribals living in villages around Jamshedpur.

B Muthuraman, Jury member, then went on to give a short overview of the TAAP Jury’s feedback for TAAP Assessments 2015. He talked about five key observations by the jury, key amongst which were the need for innovation within the affirmative action process, measurement of the affirmative action initiatives and bringing the TAAP awards in line with the JRD QV process.

The 18 assessor team recognitions were given by Mr S Padmanabhan, Executive Chairman, Tata Quality Management Services. The TAAP recognitions were handed over by Mr Mukund Rajan, Brand Custodian, Tata Sons, and Member, Group Executive Council. The Jury Awards to the 2 winning companies were given by Group Chairman Cyrus Mistry.

The Jury Awards and recognitions were as follows:

TAAP Jury Awards	
1	Tata Motors
2	Tata Steel

Significant Adoption for companies scoring above 550 in the external assessment		
SR	Size	Company
1	Large company	Tata Power Delhi Distribution Limited
2	Large company	Tata Power
3	Small company	Tata Steel Processing and Distribution Limited

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Significant Adoption under the four (or more) Es:			
SR	Category	Size	Company
1	Employability	Large	Tata Power Delhi Distribution Limited
2	Employability	Small	Tata Steel Processing and Distribution Limited
3	Employability	Small	Tata International
4	Education	Large	Tata Power
5	Education	Large	Titan

Good Practice Recognitions		
SR	Category	Company
1	Strategy	Tata Power
2	Entrepreneurship	Tata Projects
3	Entrepreneurship	Tata Housing
4	Entrepreneurship	Tata Communications
5	Employability	Tata Chemicals
6	Education	JUSCO

The event concluded with a Vote of Thanks from NK Sharan, Vice President, TQMS.

TAAP and its origins...

TAAP attempts to address the prevailing social inequalities in India by encouraging positive discrimination by Tata companies for the SC/ST communities. The group has a legacy of engagement with the disadvantaged sections of society dating back to its founding fathers, which has facilitated the adoption of this more recent attempt, adopted in 2007, to uplift the SC/ST communities in India through a policy of affirmative action (AA). Building on that legacy, TAAP has attempted to provide a strategic context in the areas of CSR and HR for the country's tribals and Dalits, who are not only economically the most disadvantaged, but also face social discrimination.
