

**TATA CONSULTANCY SERVICES**  
Experience certainty.

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**Sustaining Servant Leadership principles:  
A perspective from TATA Group**

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IMPROVING THE **QUALITY** OF LIFE

**TATA**

India's **largest** business group  
with businesses in **seven** sectors  
and operations in over **80** countries;  
with products and services available in over **85** countries,  
and over **425,000** employees.  
Group revenue of **\$ 83.3 bn**;  
**58%** in geographies other than India.

**Sustaining the Servant Leadership principles: TATA Group**

- Trusteeship Model
- A Core Value for the TATA Group
- Integrated in our Business Excellence Model
- Community Consciousness - an integral part of becoming a leader (reaffirming employees to grow more as 'servant leaders')

**Jamsetji Tata**

Founder (1839 - 1904)

- ▷ Laid Group foundation with 1868 trading firm
- ▷ Established modern textile mills 1874 onwards
- ▷ Strong proponent of India's industrialisation
- ▷ Committed Group's entry into steel, power and hotels and to creation of Indian Institute of Science
- ▷ Embedded Group ethos of values and nation building
- ❖ Established the JN Tata Endowment to encourage Indian Scholars to pursue higher studies; First of the many philanthropic trusts set up by Tatas.

*In a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence.*

**J R D Tata**

Chairman (1938 - 1991)

- ▷ Led Group into new businesses, including:
  - Chemicals and fertilisers, civil aviation, locomotives and trucks, tea and coffee, computer software, financial services and watches
- ▷ Eminent public personality:
  - Civil aviation pioneer; founder of Air India
  - Ardent spokesman of liberal economic regime
  - Advocate of family planning
- ▷ Decorated with Bharat Ratna, nation's highest civilian honour

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### Group Purpose

Attain leadership through business excellence in the sectors we operate in, while upholding our values and integrity, to improve the quality of life of the communities we serve.


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### Tata Trusts

66% Shareholding in Tata Sons, the promoter company


- Endowments for creation of national institutions
  - Indian Institute of Science
  - Tata Institute of Social Sciences
  - Tata Memorial Hospital
  - Tata Institute of Fundamental Research
  - National Centre for the Performing Arts
  - Tata Medical Center
- Development assistance including for livelihoods, health, education, micro finance, Bio diversity, water harvesting
- Foreign scholarships -- science & engineering
  - JN Tata Endowment
- Disaster relief (along with companies)

Grants in FY 11 \$ 110 mn / ₹ 502 cr



ISC, Bangalore

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### Group Values

- Integrity**  
Fair, honest, transparent in all dealings
- Understanding**  
Care, respect, compassion for customers and colleagues
- Excellence**  
Highest possible standards in quality of goods and services
- Unity**  
Build strong relationships with partners and customers worldwide
- Responsibility**  
What comes from the people goes back to the people many times over

**Tata Code of Conduct**


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### Role of Companies

- Committed to improving the quality of life of surrounding communities through programmes in health, education, vocational training etc.
- Sustainability built into business processes, backed by independent certification
- Corporate sustainability budgets costed in advance of P&L account
- Active volunteering programme in Group
- Illustrative initiatives
  - Tata Steel: HIV/AIDS programme
  - TCS: Computer-based Adult Literacy programme
  - Tata Interactive: E-learning teaching application for children with learning disabilities



FY 11 contribution to social welfare \$ 60 mn / ₹ 272 cr



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