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Achieving the Sustainable Growth and Development through Corporate Social Responsibility: A case study of Tata Motors

¹ PL Bharath Sai, ² G Hemanth, ³ A Babul Reddy, ⁴ M Pavan Kalyan, ⁵ B Raghuvamshi, ⁶ A Suresh

^{1, 2, 3, 4, 5, 6} Department of Mechanical Engineering, CVR College of Engineering, Hyderabad, India

Corresponding Author: A Suresh

Abstract

This paper is an outcome of detailed analysis of Tata motors sustainable development growth and development as detailed by United Nations Organization. It is equally important for the nation to promote industrial growth as well as sustainable growth and development of society. As a part of their core values Tata Motors is implementing the various

policies to promote the wellbeing of the social life and environment protection and poverty eradication. The paper gives the insight into the implementation of the above-mentioned activities and also a detailed strength, weakness, opportunities and threats (SWOT) analysis is made for the same.

Keywords: Sustainable development, Growth, Corporate social responsibility, Tata Motors, SWOT analysis

1. Introduction

TATA Motors is the company and a part of TATA Group which is founded by Jamsetji TATA in 1868. At present the Tata group has the worth of 113USD. It is company comprises of many verticals in its hand with various aspirations and firm commitment. The Tata Motors Limited (TML) is an organization worth 45 billion USD and it's a leading and promising world class automobile manufacturer of utility vehicles, cars, trucks, buses and also defense vehicles. TML is the India's one of the largest & only Original Equipment Manufacturers (OEM) that offers the extensive and elaborative range of smart, integrated and e-mobility solutions. With the 'Connecting Aspirations' as the motto and core of TML brand promise, its innovative efforts coupled with TML core values are emphasized to improve the pioneering technologies for the sustainable and suitable global needs ^[1]. It provides the uplifted purchase experience & also delivers the most consistent and adequate quality of automobiles with after sale services for meeting the unfolding the aspirations of market & also the customers. With the strong and dedicated commitment for providing a smart, zero - emission safe and transport solutions to the personal & mass mobility, TML has developed and emerged as a brand for the range of automobile EV products those are in specific from the design aspect for the NewGen and also for eco-conscious users ^[2].

TML firmly believes and follows "philosophy of Tata", in which the mob and community are not considered as just as another stakeholders. TML strongly adheres to the mob and society as they are the part of the company and also it emphasizes the concept of "More from the Less and it is for the More". The sustainable development and achievement of the all-round development of the society is archived by the corporate social responsibility (CSR) team of TML. Right from the board of directors to the employee level all are having the thorough understanding of the core values of the TML ^[3, 4]. The company has spread over the various facets of the world like United Kingdom, Italy, India and South Korea. And also, it has the operations in around 125 countries. The CSR wing of TML has delivered its services not just in materialistic way but also it has educated the people irrespective of their age to overcome their financial, physical and social backwardness.

There are about six strategies that TML consists of for archiving the sustainable development goals (SDGS) of United Nations. They are: 1. Adopting Human Life cycle approach, 2. Upstream and Downstream linkages, 3. Philosophy of more from less for the more, 4. Measuring social capital, 5. leveraging all stakeholders, 6. Leveraging technology. By abiding the above six core principles of CSR wing of TML the company has served the mob for the sustainability and inclusive growth. In addition to it the following priorities are there for the upcoming time. Ensuring higher inclusive growth from the view point of Gender and conforming the affirmative action's along with investigating the disable in sustainable and innovative programs. Putting investment in the sustainable growth-related activities. Strengthening the delivery mechanisms and chain supply management with active or passive participation ^[5, 6].

2. Activities

The activities that are carried out the year 2019-2020 are given below.

Providing wheel chairs or any aids for the children to overcome the physical problems and also to carry out their daily routine. In India and some countries of Africa the TML has distributed around 35000 units of physical goods for the children under the age of 2 years. The TML also undergone the key reasons for the improper development of the children and have suitably answered the malnutrition issues [7]. It also has the collaboration with Integrated Child Development Scheme (ICDS), India to fight against the malnutrition. It has also educated the mothers of all ages about the nutritious foods and their cultivation process and usage patterns too. Many of the kitchens have boosted by the knowledge about the nutritious food principles and also changed their health-related habits. It has worked really well and continuing by the chain of knowledge. Leveraging the government schemes for building the resilience: It has intensified the existing mechanism of eradicating the women illiteracy and to provide the financial aid in collaboration with governments. Educating the poor students to archive their life goals by providing the quality coaching and providing the shelter and or scholarships under Tata T'20 scheme. To fight against the dropouts from the schools and also to empower the mob with interesting as well as adoptable policies such as learn while earn and

simultaneously progress (LEAP) program. The CSR-TML has also made significant work in the lives of the rural and tribal population by easing the way of money transfer into their hands with a single biometric swipe using the Aadhar card [8, 9]. The entrepreneurship programs for the tribal women in the India have made the significant contribution with the aid of institute of social development. Under this scheme around 1200 tribal women got relieved from their poor and low financial background. And for the male people a program called PRITAM has been made to train the mob in archiving the skills like driving, retail or delivery boys etc. in the year 2019-2020 around 1800 people have changed their lives. The TML has involved in the rehabilitation practices by proving the needy a quick and fast disbursal of services and education. Tata Institute of Social Sciences (TISS) has played a major role in archiving the rehabilitation work. On the other hand, the tree plantation drives by the Manv sev sangh a partner non-government organization and TML have given a pleasant idea to tie a rakhi to the plants that inherits the message of protecting mutually. It has laid an arena towards the reforestation and has improved the forest area from 21.54% in 2017 to 21.67% in 2019 [10]. In addition to the government efforts the TML has took its role in this work.

The following table describes the TML works and its core ideas with SDGS.

Table 1: Linkage of TML values with SDGS by UN

S. No	TML Values	SDGS by UN
1	Education	4. Quality education, 5. Gender equality, 10. Reduced inequalities, 17. Partnership for the goals
2	Employability	1. No poverty, 2. Zero hunger, 5. Gender equality, 8. Decent work and economic growth, 10. Reduced inequalities
3	Education	7. Affordable and clean energy, 11. Sustainable cities and communities, 12. Responsible consumption and production, 13. Climate action, 15. Life on land
4	Health	1. No poverty, 2. Zero hunger, 3. Good health and wellbeing, 5. Gender equality, 6. Clean water and sanitation, 10. Reduced inequalities, 13. Climate action
5	Disaster response	11. Sustainable cities and communities
6	Affirmative action	1. No poverty, 4. Quality education, 5. Gender equality, 8. Decent work and economic growth, 10. Reduced inequalities, 17. Partnerships for the goals,

3. SWOT analysis

3.1 Strengths

TML have the so many numbers of verticals as a type of subsidiary companies. The TATA group has the more diversified and strong portfolios that makes the sales and revenue consistent along the time span. As the portfolios are diversified hence the division of the work becomes much easier and more robust. The possibility of getting the clash or ambiguity will be much lower. Stability in earnings is another strength for the TML as it has the consistent and perfect execution of the plans the best possible values are obtained in the earnings. At the end of the day, it is earnings that define the status of the company. As the TML have the strong hand in the fundamental core values it thus become maintaining that optimality. Brand reorganization is another asset for the TML. The name TATA is trusted by millions of people for its quality and consistency. And it also to be noted that it is the only company in the Indian subcontinent that producing the products of 3σ standard. Employee count is another asset for the TML the total TATA group is having around 700,000 employees and around 70000 employees are working the TML.

3.2 Weakness

The TML is quite indifferent to the changes by nature as it is a known fact that automobile industry is more prone to the changes because of trend or human psychology or technological advancements. But as compared to the other companies TML has limited changing ability. On the other hand, the TML has not yet took the active share in the global market and has not spread widely too. In addition to the above the TML has quite low marketing strata and more inclined to the ethics but it is supposed to be more diplomatic.

3.3 Opportunities

For any development that gives comfort to the human lives there develops the market hence in the case of TML also if it could develop a product or service to the mankind for betterment definitely it will rule out the present scenario and definitely yield a better service to the mankind. On the other hand, in the business, it is always open for the acquisitions and merging hence deepens on the scenario and trend the TML can make right choice for further improvement. Inflation and purchase capacity of the people in the Indian

sub-continent and many other Asian countries are increasing now a day's hence business expansion is another opportunity it can rely on.

3.4 Threats

Fluctuations in the fuel prices in the global economy to the country economy are changing drastically because of those particular country's principles. It acts like a threat for the company to flourish hence for the sustainable development it important has uniformity and consistency. Inflation is also considered as threat if not handled properly because of increase in the cost of production and also competition in the market.

Hence it is always to be understood that "if a clash comes between ethics and economics, it is economics that always prevails".

4. Conclusions

The TML is playing its role to the best extent possible and can enhance further as discussed above.

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