



LONG TERM VIRTUAL INTERNSHIP PROGRAM
PROJECT REPORT
ON
COMPREHENSIVE DIGITAL MARKETING
FOR
TATA MOTORS

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University : S V UNIVERSITY

Organization : SMART INTERNZ

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Introduction:

Tata motors limited is an Indian Multi National automotive manufacturing company headquartered in Mumbai, Maharashtra, India. It is a part of Tata Group. Its products include passenger cars, trucks, vans, coaches, buses, sports cars, construction equipment and military vehicles.

Tata Motors Group is a currently one of the biggest automakers operating both in India and globally. They are currently changing from the inside of the company by building modern manufacturing facilities to enhance the production efficiency to cut costs when they can and also to embrace the innovation culture. However, there are many challenges ahead of them. Tata Motors Group need to develop a comprehensive solution and execute it seriously to retain and gain market share. Tata Motors is actively investing R&D on new technologies for electric and natural gas vehicles. Auto industry market is rapidly changing with constant moving trends.

❖ Objectives:

1. To understand brief introduction about the company
2. To know the products and services offered by Tata Motors to its customers
3. To understand Company's Digital Marketing Strategies
4. To find out its Corporate Social Responsibilities
5. To understand SWOT Analysis
6. To know safety, health and environmental policies of Tata motors

TATA MOTORS VISION, MISSION & VALUES

❖ VISION :

By FY 2024, we will become the most aspirational Indian auto brand, consistently winning, by

- a. Delivering superior financial returns
- b. Driving sustainable mobility solutions
- c. Exceeding customer expectations, and
- d. Creating a highly engaged work force

❖ MISSION :

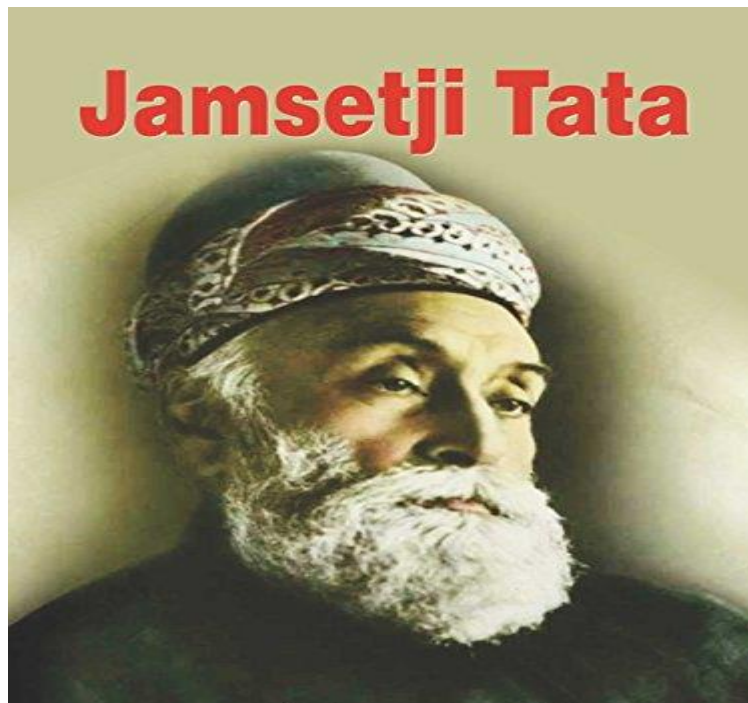
We innovate mobility solutions with passion to enhance the quality of life

❖ VALUE:

- a. Integritys
- b. Teamwork
- c. Accountability
- d. Customer focus
- e. Excellence
- f. Speed

❖ ABOUT THE TATA MOTORS

Tata Motors Group (Tata Motors) is a \$35 billion organisation. It is a leading global automobile manufacturing company. Its diverse portfolio includes an extensive range of cars, sports utility vehicles, trucks, buses and defence vehicles. Tata Motors is one of India's largest OEMs offering an extensive range of integrated, smart and e-mobility solutions.



Tata group founded by Jamsetji Tata in 1868, Tata Motors is among the world's leading manufacturers of automobiles. Tata believe in 'Connecting aspirations', by offering innovative mobility solutions that are in line with customers' aspirations. They are India's largest automobile manufacturer, and they continue to take the lead in shaping the Indian commercial vehicle landscape, with the introduction of leading-edge

powertrains and electric solutions packaged for power performances and user comfort at the lowest life-cycle costs.

There new passenger cars and utility vehicles are based on impact design and offer a superior blend of performance, driveability and connectivity.

There focus on connecting aspirations and our pipeline of tech-enabled products keeps us at the forefront of the market. We have identified six key mobility drivers that will lead us into the future – modular architecture, complexity reduction in manufacturing, connected & autonomous vehicles, clean drivelines, shared mobility, and low total cost of ownership. There mission - across our globally dispersed organisation – is to be passionate in anticipating and providing the best vehicles and experiences that excite our global customers.

Industry	Auto Mobile Industry
Founder	Jehangir Ratanji Dadabhoy Tata
Established Date	1945
Tagline	Connecting Aspirations'
Headquarter	Mumbai, Maharashtra, India
Products	Automobiles, Luxury Vehicles, Commercial Vehicles, Automotive Parts, Pickup Trucks
Total asset	3.4 trillion Indian rupee (2023)
Revenue	3.5 trillion Indian rupees in financial year 2023

❖ Concept of Tata Motors Logo



Tata Group underwent a re-branding process in mid-1998. All of their products featured the all-new three-dimensional Tata logo before early 2000. Its origin traces back to the Indica car brand which incorporated a straight-lined "T" in the ring. The hugely popular blue-colored Tata logo was designed with the help of Wolff Olins, a world-renowned London-based branding agency.

The Tata logo symbolizes fluidity and adaptability. It is also said to depict a fountain of knowledge, or a tree of trust under which people can take shelter. The blue color in the Tata logo stands for excellence, reliability and strength of the company's products.

❖ Tagline of Tata Motors: Connecting Aspirations

❖ Number of Employees: **1,028,000**(Employees as of FY 2023)

❖ **Board Members:**

Mr. N Chandrasekaran

**Non-Executive, Independent Director
and Chairman**



Mr. O P Bhatt

**Non-Executive Director, Independent
Director**



Ms. Hanne Sorensen

Non-Executive, Independent Director



Ms. Vedika Bhandarkar

Non-Executive, Independent Director



Mr. Kosuraju veerayya Chowdary

Non-Executive, Independent Director



Mr. AI-Noor Ramji

Non-Executive, Independent Director



Mr. Girish Wagh

Executive Director



Mrs. Usha Sangwan

Non-Executive, Independent Director



❖ Management Directors:

Mr. P.B.Balaji

Group Chief Financial Officer



Mr. Sailesh Chandra

Managing Director-TMPVL&TPEML



Mr. Rajendra Petkar

President and Chief Technology Officer



Mr. Rajesh Kannan

President and Chief Digital and
Information Officer



Mr. Sitaram Kandi
Chief Human Resources Officer



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❖ History of Tata Motors/ Products offered:

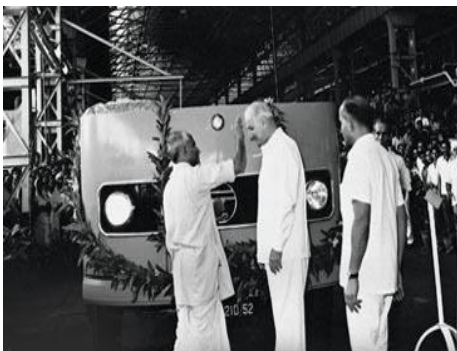
Manufacturing of locomotives and other engineering products - 1945



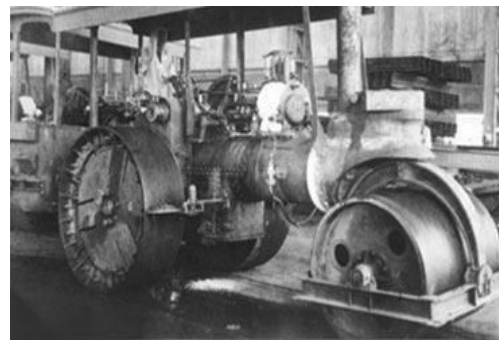
Commercial Vehicle – 1954



Telco – 1969



Steam Road Roller – 1948



1210 Series of vehicles - 1964



Tata 1210 Semi Forward Model - 1975



Heavy Commercial Vehicles – 1983



Tata LCV 407 – 1986



Multi Utility Tata Mobile – 1989



**Indigenous Passenger
Vehicle Tata Sierra - 1991**



Tata Estate – 1992



Tata Sumo - 1992



Telco – 1995



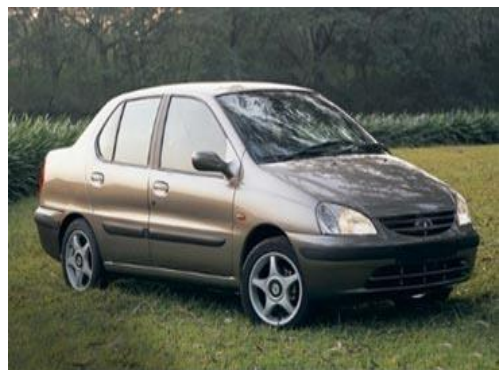
Tata Safari - 1998



Tata Indica – 1998



Tata Indigo - 2002



Tata Novus – 2004



Tata Indigo Marina - 2004



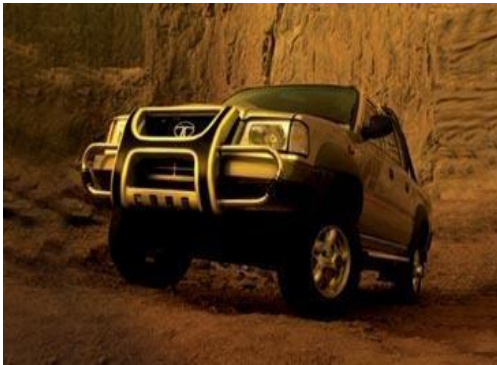
Globus – 2005



Tata ACE Mini Truck - 2005



Tata SUT Sports Utility Truck – 2007



Tata Magic - 2007



Tata Winger Maxi Van – 2007



Tata Indigo CS - 2008



Tata Nano – 2009



Tata Prima Standard Truck - 2009



Jaguar Land Rover – 2009



Tata Manza - 2009



Tata Aria – 2010



Tata Venture - 2011



Tata Magic Iris – 2011



Tata Ace Zip - 2011



Tata Safari Storme – 2012



Tata Armoured Personnel Carrier - 2014



Tata Zest – 2014



Tata Marcopolo Magma Luxury Coach - 2015



Tata Bolt – 2015



Tata Tiago - 2016



Tata Xenon Yodha – 2017



Tata Starbus Hybrid – 2017



Tata Hexa – 2017



Tata Tigor - 2017



Tata AMT Bus – 2017



Tata Tiago Amt - 2017



Tata Nexon – 2017



Tata Tigor EV - 2017



Tata ACE Gold – 2018



Tata Nexon Amt - 2018



Tata Harrier – 2018



Tata Nexon - 2018



Winger 15S – 2018



Global Premier - 2019



Ziptron – 2019



Electric SUV Nexon EV - 2019



Tata Altroz Voice Bot – 2019



GCW Prime Mover Tracter – 2020



Tata Altroz – 2020



Tipper Truck Sigma - 2020



❖ **Products of TATA:**

- ❖ **Cars and Sports Utility Vehicles**
- ❖ **Trucks and Buses**
- ❖ **Defence**

Tata Motors was founded in 1945, as a locomotive manufacturer. Tata Group entered the commercial vehicle sector in 1954 after forming a joint venture with Daimler- Benz of Germany. After years of dominating the commercial vehicle market in India, Tata Motors entered the passenger vehicle market in 1991 by launching the Tata Sierra, a sport utility vehicle based on the Tata Mobile platform. Tata subsequently launched the Tata Estate (1992; a station wagon design based on the earlier Tata Mobile), the Tata Sumo (1994, a 5-door SUV) and the Tata Safari (1998).

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Tata launched the Indica in 1998, a fully indigenous Indian passenger car tailor-made to suit Indian consumer needs though styled by I.D.E.A, Italy. Although initially criticised by auto analysts, its excellent fuel economy, powerful engine, and an aggressive marketing strategy made it one of the best-selling cars in the history of the Indian automobile industries. A newer version of the car, named Indica V2, was a major improvement over the previous version and quickly became a mass favourite. Tata Motors also successfully exported large numbers of the car to South Africa. The success of the Indica played a key role in the growth of Tata Motors.

In 2004, Tata Motors acquired Daewoo's South Korea-based truck manufacturing unit, Daewoo Commercial Vehicles Company, later renamed Tata Daewoo.

In 2005, Tata Motors acquired a 21% controlling stake in the Spanish bus and coach manufacturer Hispano Carrocera. Tata Motors continued its market area expansion through the introduction of new products such as buses (Starbus and Globus, jointly developed with subsidiary Hispano Carrocera) and trucks (Novus, jointly developed with subsidiary Tata Daewoo).

In 2006, Tata formed a joint venture with the Brazil-based Marcopolo, Tata Marcopolo Bus, to manufacture fully built buses and coaches.

In 2008, Tata Motors acquired the English car maker Jaguar Land Rover, manufacturer of the Jaguar and Land Rover from Ford Motor Company.

In May 2009, Tata unveiled the Tata World Truck range jointly developed with Tata Daewoo; the range went on sale in South Korea, South Africa, the SAARC countries, and the Middle East at the end of 2009.

Tata acquired full ownership of Hispano Carrocera in 2009.

In 2013, Tata Motors announced it will sell in India, the first vehicle in the world to run on compressed air (engines designed by the French company MDI) and dubbed "Mini CAT".

In 2014, Tata Motors introduced first Truck Racing championship in India "T1 Prima Truck Racing Championship".

On 2 November 2015, Tata Motors announced Lionel Messi as global brand ambassador at New Delhi, to promote and endorse passenger vehicles globally.

On 8 March 2017, Tata Motors announced that it has signed a memorandum of understanding with Volkswagen to develop vehicles for India's domestic market.

Tata Motors Cars:

TATA SIERRA (1991-2000)



TATA SUMO (1994-2019)



TATA INDICA (FIRST GENERATION)



TATA BOLT



Jaguar Land Rover



Jaguar Land Rover PLC is a British premium automaker headquartered in Whitley, Coventry, United Kingdom, and has been a wholly owned subsidiary of Tata Motors since June 2008, when it was acquired from Ford Motor Company of USA. Its

principal activity is the development, manufacture and sale of Jaguar luxury and sports cars and Land Rover premium four-wheel-drive vehicles.

Jaguar Land Rover has two design centres and three assembly plants in the United Kingdom. Under Tata ownership, Jaguar Land Rover has launched new vehicles including the Range Rover Evoque, Jaguar F-Type, the Jaguar XE, the Jaguar XJ (X351), the second-generation Range Rover Sport, and Jaguar XF, the fourth-generation Land Rover Discovery, Range Rover Velar and the Range Rover (L405).

Land Rover Discovery Sport JD Power, of the US, rates Land Rover and Jaguar as the two worse brands for initial quality. The Jaguar F-Pace made Consumer Reports February 2019 list of the 10 Least Reliable Cars. The editors cited "electronics, drive system, power equipment, noises and leaks" as problematic aspects.

The Jaguar Land Rover subsidiary was struggling by 2019 and Tata Motors wrote down



its investment in JLR by \$3.9 billion. Much of the financial problem was due to a 50% drop in sales in China during 2019, although the situation was improving. Still, Tata was open to considering a partnership with another company according to a statement in mid-October, as long as the partnership

agreement would allow Tata to maintain control of the business. The company ruled out the possibility of a sale of JLR to another entity.

Tata Nano



relatively low price. However, the Nano was very poorly rated for safety and in 2018, Cyrus Mistry, chairman of the Tata Group, called the Tata Nano a failed project, with production ending in May 2018.

Tata Nano is often cited as the world's most affordable car. The Nano was launched in 2009 as a city car intended to appeal as an affordable alternative to the section of the Indian populace that is primarily the owner of motorcycles and has not bought their first car. Initially priced at ₹100,000 (US\$1,500), the vehicle attracted a lot of attention for its

Tata Prima



Tata Prima is a range of heavy trucks first introduced in 2008 as the company's 'global' truck. Tata Prima was the winner of the 'Commercial Vehicle of the Year' at the Apollo Commercial Vehicles Awards, 2010 and 2012.



Tata Harrier is a 5-seater SUV set to rival the Hyundai Creta and Jeep Compass. This car uses the engine from Fiat and transmission from Hyundai. It is derived from the H5X Concept displayed at the 2018 Auto Expo. It was launched on 23 January 2019. The car is a C-segment crossover SUV based on

the Omega Arc platform, an essentially re-engineered version of the Jaguar Land Rover D8 platform. A petrol variant of the Harrier is confirmed to launch in 2021.

Tata Ace

Tata Ace, India's first indigenously developed sub-one-ton minitruck, was launched in May 2005. The minitruck was a huge success in India with auto analysts claiming that Ace had changed the dynamics of the light commercial vehicle (LCV) market in the country by creating a new market segment termed the small commercial vehicle segment. Ace rapidly emerged as the first choice for transporters and single truck owners for city and rural transport.

By October 2005, LCV sales of Tata Motors had grown by 36.6% to 28,537 units due to the rising demand for Ace. The Ace was built with a load body produced by Autoline Industries.

Tata Motors in Defence:

With a wide range of products operating across the entire military spectrum – from Logistics to front-line Combat, Tata Motors today is the largest private sector mobility player in the Defence space in India. Our mobility solutions portfolio has grown from strength to strength to include all classes of vehicles - from light to heavy and across the entire Defence, Paramilitary and Police mobility segment.

Tata Motors has supplied over 100,000+ vehicles to **various** Paramilitary & State Police forces and is the only OEM having the widest range of vehicles available in over 10 DGS&D Rate Contracts. Tata Motors is proud of its association with the Paramilitary & Police forces and keeps continually improving & innovating products that cater to the forces specific mission requirements. In addition to being a leading supplier of mobility solutions to the Indian Army, Navy, Air Force and various Paramilitary forces, the company also exports its range of specialized Defence vehicles to SAARC, ASEAN, African nations and the UN peacekeeping forces in conflict zones in Africa.

❖ There are few main departments in Tata Motors:

1. Engineering and Design:

This department is focus on the engineering design process in any of

the various engineering disciplines. Design engineers tend to work on products and systems that involve adapting and using complex scientific and mathematical techniques.

2. **Research and Development Department:** Research and development (R&D) includes activities that companies undertake to innovate and introduce new products and services. It is often the first stage in the development process. The goal is typically to take new products and services to market
3. **Production Department:** A production department is a group of functions within a business that is responsible for the manufacture of goods. The production department can be the largest organization within a business. It may employ mechanics, machine setup specialists, maintenance personnel, and machine operators.
4. **Logistics:** Logistics management is that part of the supply chain which plans, implements and controls the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customers' requirements.
5. **HR Department:** HR (Human Resources) department is a group who is responsible for managing the employee life cycle (i.e., recruiting, hiring, onboarding, training, and firing employees) and administering employee benefits.
6. **Finance Department:** Finance Department is the part of an organization that is responsible for acquiring funds for the firm, managing funds within the organization.

❖ TATA MOTORS DIGITAL MARKETING STRATEGIES :

Tata motors digital marketing strategies function on a number of platforms, including social media and search engines.

1. SOCIAL MEDIA MARKETING STRATEGIES :

Tata motors consistently posts on four social media platform instagram,Facebook,LinkedIn,and Twitter they use social media to highlights their brand values and show snippets of they give back to the community.

Platforms	Followers /subscribers	Engagement rate
Instagram	242k	0.401
Facebook	4,050,028	0.061
LinkedIn	2,913,026	-----
Twitter	295.8k	0.01

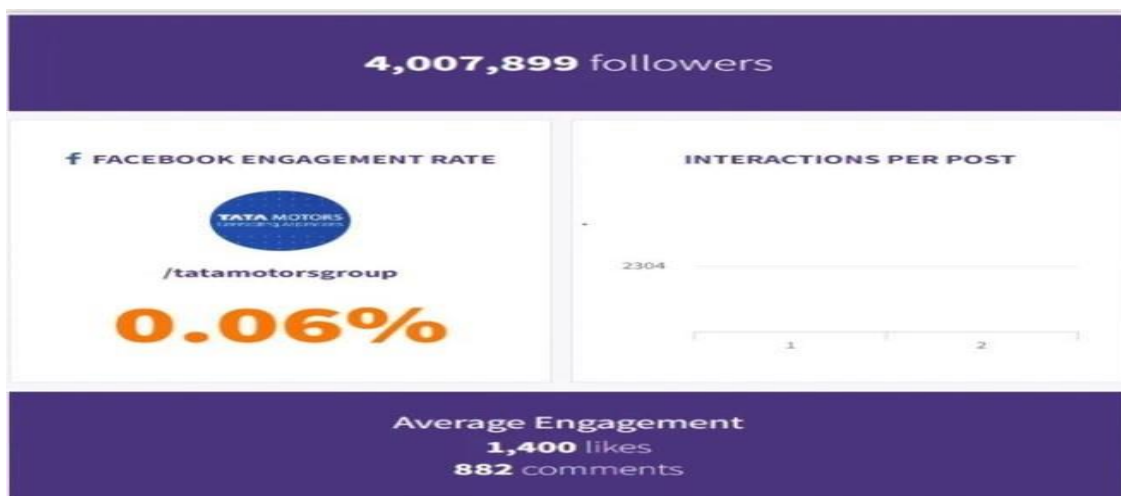
❖ **INSTAGRAM MARKETING STRATEGIES :**

Tata motors has over 242k followers on Instagram. Their bio says tata punch proud official partner of tata IPL 2022 ensuring relevancy tata motors Instagram engagement rate is 0.40%



❖ **FACEBOOK MARKETING STRATEGIES :**

Tata motors facebook marketing strategies are some what similar to those of Instagram however you won't find the broken posts for grids their Facebook posts also include captions in hindi they have over 4,050,028 followers tata motors Facebook engagement rate is 0.06%



❖ LINKEDIN MARKETING STRATEGIES :

On LinkedIn Tata motors has 2,913,026 followers, the content on LinkedIn is mostly inspired by the content on tata motors ' other social media channels



❖ TWITTER MARKETING STRATEGIES :

Tata motor's Twitter also feature a good amount of content in Hindi to target the Hindi speaking population of country. They use this platform to announce and advertise their contests and other competition. The engagement (in terms of likes and reshares) is much lower on Twitter than it is on the other platforms.



❖ TOP 3 MARKETING CAMPAIGNS OF TATA MOTORS :

1. **#Wealso make tomorrow campaign** : the campaign's tagline is Reminiscent of the will now line, "the all so make steel". The ad was effective in emphasizing the significance and future role of steel. Tata Steel's role in generating now and innovative products for the future was depicted in the campaign.
2. **# Gel set bolt** : one of Tata Motors' most successful marketing projects. This campaign was warmly welcomed by consumers, resulting in increased Tata Bolt car sales. On Twitter, the campaign earned over 1500 mentions.
3. **# Atmanirbhara :-vocal for local** : Atmanirbharta refers to being self-sufficient in all parts of life and that it applies to people from all walks of life, whether they are a farmer, a bangle seller, a scientist, or an ISRO engineer.



❖ Awards and Achievements:



“DigiVOR” received three awards in rapid succession – TML Innovista Award, Golden Peacock Award and World Innovation Congress Award. It also made it to the final round of the Tata Group Innovista competition.



Tata teams won 2 silver and 3 bronze awards, the 1st position by winning the Platinum Award in the OEM category at CII's Digitalisation, Robotics & Automation Industry 4.0



Jamshedpur and Dharwad teams won the Bronze Trophy in the OEM Category at the Confederation of Indian Industry National Competition on Digitalisation, Robotics and Automation – Industry 4.0.



The Jamshedpur team won 2 awards under Operational and Production & 1 award under the Repairing and Maintenance category at 20th CII National Supervisory Skill Competition.



Engineering Research Centre, Pune won the Golden Peacock Eco-Innovation Award 2020 for Enhanced TCO School Bus. The winning model is the Best-in-class Fuel Economy, Improved NVH – Cost of Ownership – Safety.



Sanand Plant won the Golden Peacock Environment and Management Award 2020 for their efforts in sustainability and environment management



‘The Super Shopfloor of the Year’. Both Dharwad & Sanand Plant won ‘Excellence in Covid-19 Innovation’ award, and Pune CVBU won the ‘Machining Excellence’ Award

❖ Corporate Social Responsibility:

Global automobile manufacturer Tata Motors Limited acknowledges its roots and tirelessly works to address the needs and aspirations of the community, pushing others onwards to development. They have a six-pronged CSR strategy that attends to the societal needs starting from pre-natal care to education, and serves across the spectrum – helping with high-school level courses to professional ones, leading to employability and employment.

Furthering our Sustainable Development Goals (SDGs), our corporate social responsibility initiatives in FY 2019-20 touched 830300 lives, of which 41% belong to the SC and ST communities. We have been catering to domains, starting with sustainability initiatives through community engagement, to social upliftment and environmental transformation, addressing healthcare and sanitation issues, strengthening household income, making women self-reliant and more.

1. Aarogya - Addressing malnutrition, spreading awareness and delivering preventative healthcare – Impacted 3,99,619 lives
2. Kaushalya - Improving employability through skill development, vocational training, assistance for supplementing income, women empowerment – Skilled 1,17,474 people
3. Amrutdhara - Offering water relief measures – Impacted 21,666 lives
4. Seva - Tata Motors' family volunteered – 1,11,960 hours for social upliftment



5. Vidyadhanam - Holistic educational initiatives and financial support
– Touched lives of 1,52,558 students
6. Vasundhara - Planted 1,17,464 saplings, and reached out to create awareness in 91,025 people
7. Aadhaar - Rural focussed programmes for integrated development approach – Committed to better lives of 3000 tribal communities

Besides the ongoing programmes for societal and community betterment, Tata teams respond to issues on ‘need’ basis across the year as well. In FY 2019-20, they reached out to impact 45000 lives under Maharashtra Flood Response Programme; and also supplied relief to 13199 communities across plant locations, which were turned vulnerable due to the COVID 19 pandemic.

Tata Motors is committed to sustainable development, where business goes hand in hand with societal wellbeing and environmental consciousness.

1. Aarogya - Health:

Good health is cardinal to human wellbeing and enables one to achieve life goals. Aarogya, health initiative, focuses on overall well-being of both, urban and rural communities.



Tata initiatives try to address malnutrition in children who are between 0-6 years of age. Apart from providing supplementary diet and nutritional supplements to malnourished children, the focus has been to work on preventive measures like enabling behavioural changes in communities,

especially the young mothers and parents, through awareness sessions.

Added to these interventions are the curative health care services wherein the communities are serviced through diagnosis, administration of generic medicines and consultations. Access to safe drinking water is another concern that they initiative Amrutdhara aims to address.

Tata health program has benefitted 3,99,619 people. Over 74% of the malnourished children are in healthy category and there has been positive change in the knowledge, attitude and the behaviour of the communities on health. Infusing sustainability is core to our approach; therefore, we strengthen institutional delivery mechanism by enhancing the capacities of the personnel from the government on one hand while mentoring communities to take ownership of programmes on the other.

1. Vidyadhanam – Education:

Education aids the development of an individual's cognitive, psychological and intellectual faculties that ultimately shapes his or her personality



Vidyadhanam, education initiative, addresses the needs in the entire spectrum of education, starting from middle school to higher learning.

TML has adopted a targeted approach for improving the scholastic performance and

infusing confidence in children, which includes:

Instituting need based rolling scholarships/ financial supports for financially challenged students

1. Organizing support classes for difficult subjects for high school students
2. Value based life skills, sports and other co-curricular activities
3. Plugging gaps in infrastructure at schools

A conscious effort has been made to target the middle school level which has a dearth of resource and a significant representation of SC/ST communities, and a maximum school drop-out rate which is close to 50%. Nearly all of our Education interventions have been digitized.

3. Kaushalya - Employability or Skilling:



Our Employability (Skill Development) program focusses on training school drop-outs and unemployed youth in auto trades, non-auto trades and agriculture & allied activities, and also helps with institutional strengthening.

As an approach, Kaushalya reaches out to the huge pool of school dropout unemployed youth. The courses are available for youths from our corporate social responsibility education programs, for those who have a dire need to support their families or don't wish to continue education. Given the limited opportunity to productively participate in the formal economy, our skill development programme in India "accelerate aspirations" of school dropout youth, in sectors which provide opportunity to those who undergo continuous formal learning and training (ITI and Diploma).

Auto Trade: Tata Motors leverages its domain knowledge automobile space and has designed courses (like auto service technician) which have been approved by Automotive Skill Development Council (ASDC). We leverage our dense network of Industrial Training Institutes for imparting training and over 6600 Dealers and Tata Authorized Service Stations (TASS) for On-the-Job Training (with commitment of spend).

Non-Auto Trade: Tata Motors offers a host of vocational training courses which have high market demand.

Agriculture and Allied Activities: Tata Motors Limited caters to the need of communities which fall beyond the 50-kilometre radius from the plant facilities (Jamshedpur, Pune, Palghar and Thane). The emphasis is on

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infusing new technology, better agricultural practices, livelihood programmes, animal rearing etc.

Institutional Strengthening: Tata Motors regularly introduces and administers courses for the instructors and leadership of the training institutes (ITI and Polytechnic Colleges) and NGO partners. The modules range from technical, functional to soft skills. The company also bridges the resource gap by offering support through donation of equipment, revisions and by upgrading courses.

4. Vasundhara – Environment:

Through Vasundhara initiatives, our work on environment, we are making concentrated efforts to increase the green cover through sapling plantation on one hand and enhancing the environmental awareness levels in the community on the other hand.

Tata Motors, under its environment related CSR – Vasundhara programme, makes concentrated efforts to increase the green cover.

TML has planted 1,24,548 saplings (of indigenous varieties) across locations and ensured their survival rate is significantly high (85%). At few locations, these places have turned into microhabitats which host varied species of flora and fauna. Our environmental awareness programmes aim to sensitise young children, and we have been able to reach to 91,025 persons, making these one of the dynamic green initiatives by corporates in India.

5. Amrutdhara - Drinking Water:

Tata Motors, as a part of its Amrutdhara programme, has been attempting to make clean and safe drinking water accessible to water stressed habitations across India. Amrutdhara is a National Drinking Water Project initiated by Tata Motors.

Government records show that in 1980, just 1% of India's rural areas had access to

safe, usable water. By 2013, that had increased to 30%, but the majority of rural India continues to live without proper access to safe drinking water. Less than 50 per cent of the population in India has access to safely managed drinking water.

Moreover, two-thirds of India's 718 districts are affected by extreme water depletion.

WaterAid report in 2016 ranked India among the worst countries in the world for the number of people without safe water. An estimated 76 million people in India have no access to a safe water supply. The Asian Development Bank has forecast that by 2030, India will have a water deficit of 50 per cent. It is estimated that waterborne diseases have an economic burden of approximately USD 600 million a year in India.

Responding to such situation, Tata Motors through its company floated NGO, Sumant Moolgaokar Development Foundation (SMDF) launched 'Amrutdhara' – the National Drinking Water Programme in 2010. The objective of Amrutdhara is to provide sustainable drinking water solution to water stressed parts of the country. These solutions rely heavily on the traditional water conservation and management practices of the communities and range from infiltration wells or 'nullah' system in the hills to capturing water trapped in the aquifers or having big water reservoirs.

6. Aadhaar - Tata Affirmative Action Programme:



Tata Motors believes that inclusive, equitable and holistic development of society is essential for nation building as for sustainable growth of the organization.

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Tata Motors believes in creating an inclusive society and has instituted Affirmative Action (AA) under the brand called Aadhaar. Tata Motors Affirmative Action (AA) programme, Aadhaar, is aimed at serving traditionally disadvantaged communities, such as Scheduled Castes (SC) and Scheduled Tribes (ST), with a focus on the 4E's – Education, Employability, Entrepreneurship and Employment.

Aadhaar has been integrated with our CSR programme for improved efficiency and better reach. In addition to deploying forty percent of the CSR budget for the AA programme, we have developed synergetic inter-linkage among the AA focus areas. In lined with our philosophy of 'More from less for More', we have partnered with various state governments for skill development of SC/ST youth in automotive trades. Our dealers have been strategically involved with the LEAP programme which aims at training underprivileged youth as motor mechanics. The dealers pay stipend to the trainees as well as employ them once the training is successfully completed. Tata Motors has also tied up with project implementation partners to mobilise government schemes specifically designed to train youth in automotive trades.

In partnership with our group company Tata Communications, we are promoting higher education and have partnered with the IIT Bombay Alumni Association to establish a revolving fund for underprivileged engineering students. Apart from receiving financial support, these students are mentored by senior leaders of the two companies. Along similar lines, we have also established the Tata Samarth scholarship for students of institutes affiliated with the College of Engineering, Pune.

7. Seva – Volunteering:



Going beyond investing their personal time through volunteering, senior leadership has institutionalised a culture by creating a volunteering policy. Envisioning development for all, Tata Motors encourages their associates and workforce to volunteer time for social causes.

As a part of Seva, our Employee Volunteering Policy, we enable our employees to invest minimum 8 hours of company time towards social issues. Family members of our employees and superannuated colleagues are also encouraged to voluntarily work for social development. Nearly 53% of our colleagues (14738 employees) volunteered and invested over 1.1 lakhs volunteering hours during FY 2019-20. Tata Motors employees also offer pro-bono skill-based, professional services to voluntary organisations under Tata Group-wide 'Pro Engage' format that lasts for 6 months duration. About 178 managers invested nearly 10000 volunteering hours towards strengthening institutions.

❖ SWOT Analysis:

SWOT analysis of Tata Motors analyses the brand/company with its strengths, weaknesses, opportunities & threats. In Tata Motors SWOT Analysis, the strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors.

SWOT Analysis is a proven management framework which enables

a brand like Tata Motors to benchmark its business & performance as compared to the competitors and industry.

Strengths:

1. Tata Motors is one of the most established company in automobile sector in India
2. Tata Motors has a wide & extensive distribution and service network
3. Good market penetration in the taxi & rental segment
4. Expert service professionals available
5. Many associations like Jaguar Land Rover, Hispano, Macropolo etc increases Tata Motors' international presence
6. Dedicated engineering and R&D department
7. More than 70,000 employees are present with Tata Motors
8. Highly diversified product portfolio
9. Strong brand legacy owing to parent brand Tata

Weakness:

1. Limited international presence as compared to international car manufacturers
2. Controversies like Singur plant for Nano etc hurt Tata Motors

Opportunities:

1. Expanding automobile market can be a boon for Tata Motors
2. Increasing per capita income and purchasing capability of potential

customer base

3. Leveraging customer engagement experience to acquire new customers can be done by Tata Motors
4. Leveraging mergers and acquisitions to acquire newer technology
5. Tata Motors can boost business by augmenting the distribution and service network in various countries

Threats:

1. Increasing fuel costs
2. Competition from other big automobile giants means reduced market share for Tata Motors
3. Competitive products offering same level features at a lesser price
4. Product innovations and frugal engineering by competitors

❖ Tata Motors Quality Policy:



Quality Policy:

Tata Motors Hospital is committed to maximizing customer satisfaction. It strives to achieve the goal of excellence by continual improvement through reliable, safe, cost- effective quality diagnosis. By using environmentally sustainable processes, the treatment in this Hospital is one of the best among all other industrial hospitals in the country. Tata Motors Hospital is committed towards improving the quality of life of its employees through

improved work practices and facilities.

❖ Tata Motors Safety, Health, Education and Environmental Policy:



Safety Policy

Tata Motors Hospital is fully committed to be an injury-free organization and safeguarding the occupational health of its direct and indirect employees at work. The Company firmly believes that safety is an integral part of its operation and all levels of management have prime responsibility towards safety. The company also firmly believes in proactive measures preventing occupational illness. In achieving these objectives, Tata Motors will involve its employees and allocate adequate resources for continuous improvement in its occupational health and safety performance.

❖ Tata Motors Health and Safety Policy:

The Tata Group is committed to providing a safe and healthy working environment and achieving an injury- and illness-free work place.

Economic considerations will not have priority over implementation of safety and health protection measures. While safety is everyone's prime responsibility, senior leaders are expected to demonstrate visible commitment through their behaviour. To meet the commitment, they will;

- Recognise safety and health as an integral part of their operations; consider Safety and Health in every decision they make and in every

activity they perform.

- Comply and endeavour to exceed applicable regulatory safety and health requirements and set the highest standards.
- Impart appropriate training and develop skills by engaging employees to help them work safely.
- Assess risks and provide controls for safety and health hazards in their operations and activities and use audits to check compliance.
- Promptly report incidents, investigate for root causes and ensure lessons learnt are shared and deployed across the group companies.
- Influence our business partners in enhancing their safety and health standards.
- Set safety and health metrics as indicators of excellence, monitor progress and continually improve performance.

They aspire to become world leaders and be a benchmark in safety and health performance in our respective business sectors. The key is in internalisation of safety and engagement with our employees.

❖ Tata Motors Education Policy:

Education

Through our history, they have championed initiatives to ensure access to quality education for all, while building some of India's finest institutions

“What advances a nation or a community is not so much to prop up its weakest and most helpless members, but to lift up the best and the most gifted, so as to make them of the greatest service to the country.” Jamsetji Tata

The Tata group continues to be inspired by this vision of our Founder—that nation- building must begin with the educational upliftment of its people. Whether it is through our establishing of great institutes of learning, or the scope of Tata companies' programmes to make education accessible to the most marginalised communities, they are committed to the idea of universal education.

❖ Tata Motors Environment Policy:

Environment:

They know that businesses can play a major role in protecting our planet. That is why Tata group companies actively endeavour to conserve at-risk species, and safeguard shrinking habitats and fragile ecosystems

Tata group companies are strongly driven by international benchmarks for sustainable practices in business. But a greater portion of what the group does in this sphere is by choice and conviction. From this flows its support for endeavours to conserve plant and animal species, improve land and water use, and protect forest tracts and green sanctuaries.

The group's contribution to conservation falls into two categories: the efforts of different Tata companies, big and small, to preserve and enrich the environment in and around their areas of operation, and the philanthropic thrust of the Tata Trusts, which support a diverse cluster of non-governmental organisations working in areas such as the management of natural resources, community development and livelihoods.

Conclusion:

Tata motors is market leader in automobile industry. Tata motors is well known Indian brand known for its quality, reliability and safety of its vehicles. Tata motors is also known for its good reason by providing financial help to NGO's, trusts, educational institute and monetary help to needy students by providing scholarship. Tata has its best practices, ethical standards, environmental policies, safety and social measures to its employees, and also for its societal members. After all the research work, I come to a conclusion that Tata has a wide range of products and services to its customer every year. It is coming with innovation in their products. Through SWOT analysis it is concluded that Tata Motors have more strengths in terms of employees, research and development that helps in satisfying customer expectations.

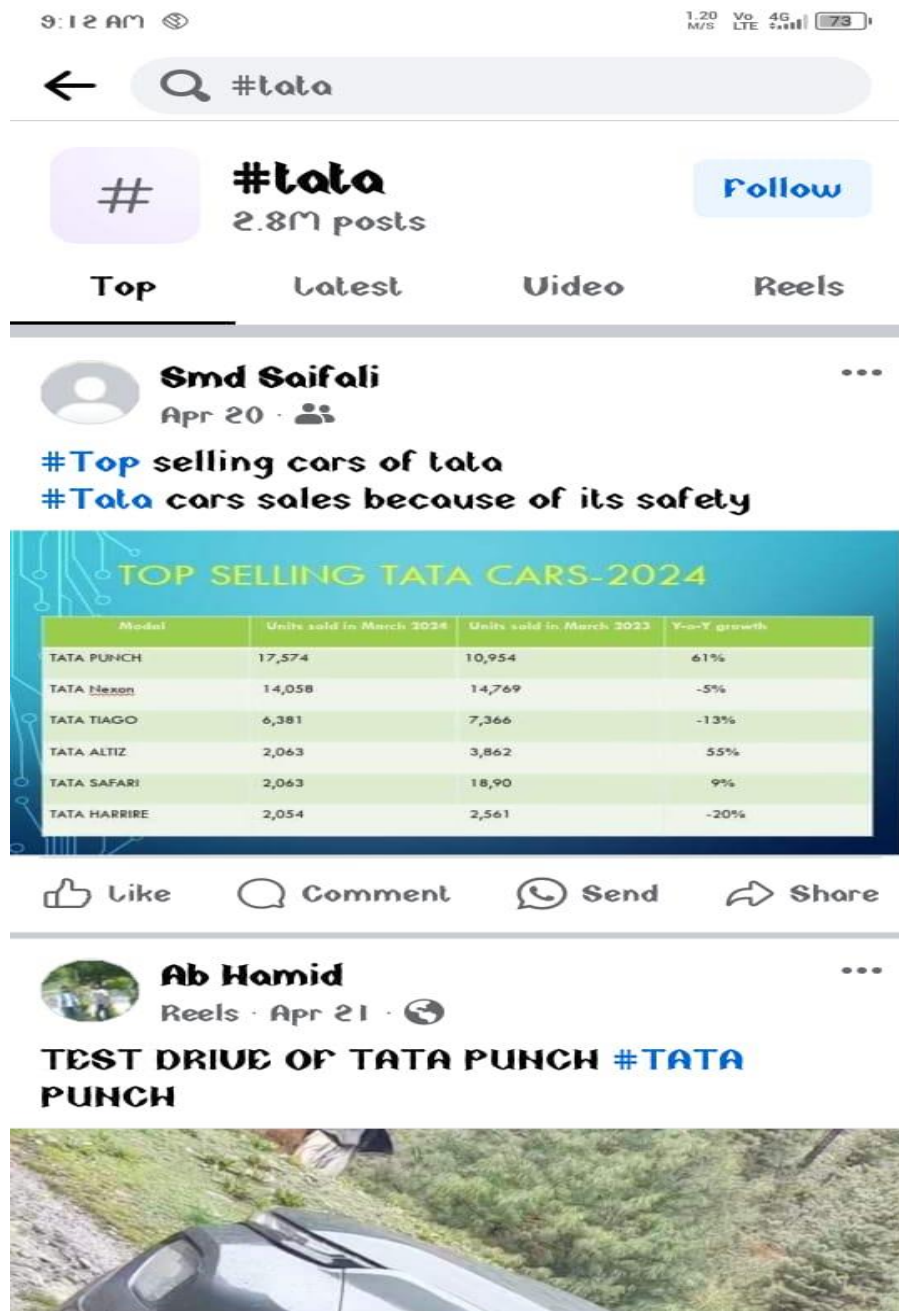
Through our analysis of Tata Motors, we have evaluated that Tata Motors has been evolving throughout the years. By being more efficient with their products, they have a possibility of increasing their market share compare to its competitors.

❖ SHAIK SUFIYA SOCIAL MEDIA POSTS

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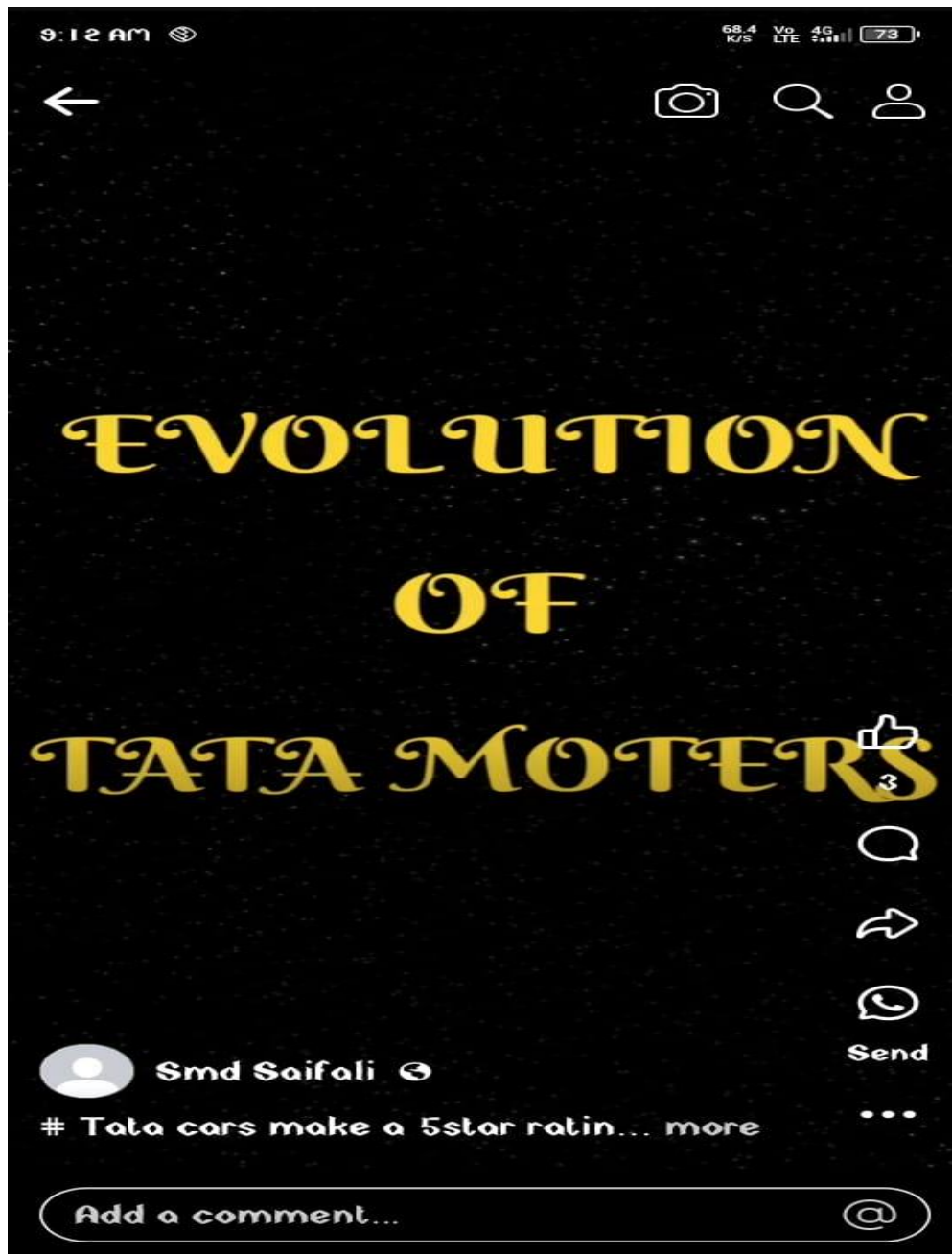
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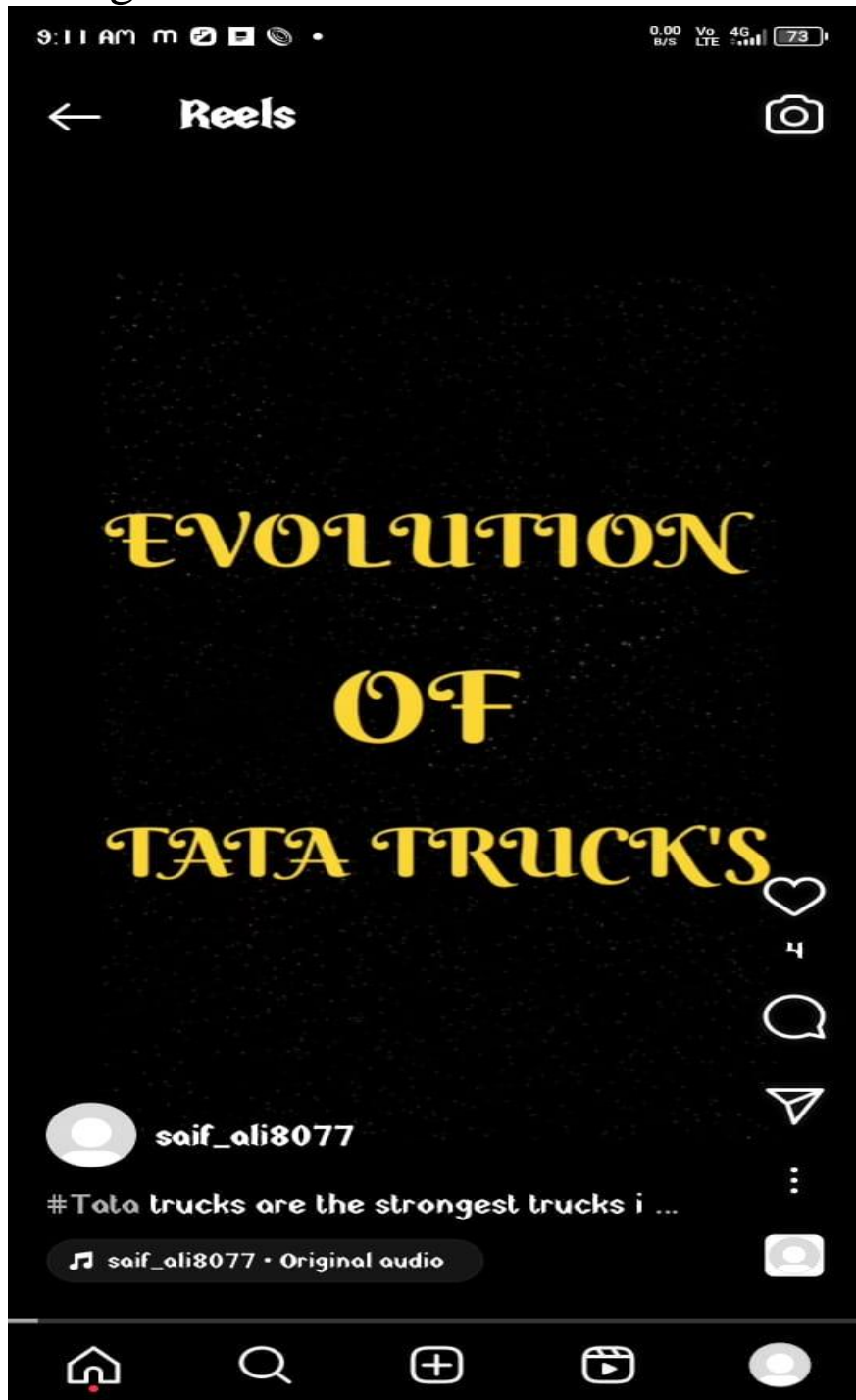
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❖ SHAIK SUMIYA ANJUM SOCIAL MEDIA POSTS

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