TATA

# Business Case Study
# of
# THE BEGINNING of TATA

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# Tata Background

- Founder Jamshedji Tata.
- Started with cotton mill in 19th century.
- India had coal for supply of energy, population for labour, fertile land to grow cotton, port facilities.
- India lacked organized enterprise to process cotton.
- Build the cotton factory in Nagpur, everyone was stunned.

# Why Nagpur?

- Nagpur was a cotton producing district of Maharashtra
- Within the reach of coal supply of Baroda mines.
- Center of a lard handloom industry,.
- Understanding the potential revolution of railway system.

# Initial Troubles

- Labour management issue.
- Workers not coming regularly to factory.
- Leaves for smallest reasons.
- Low presence rate (18%).

# Jamshedji Tata’s Strategy

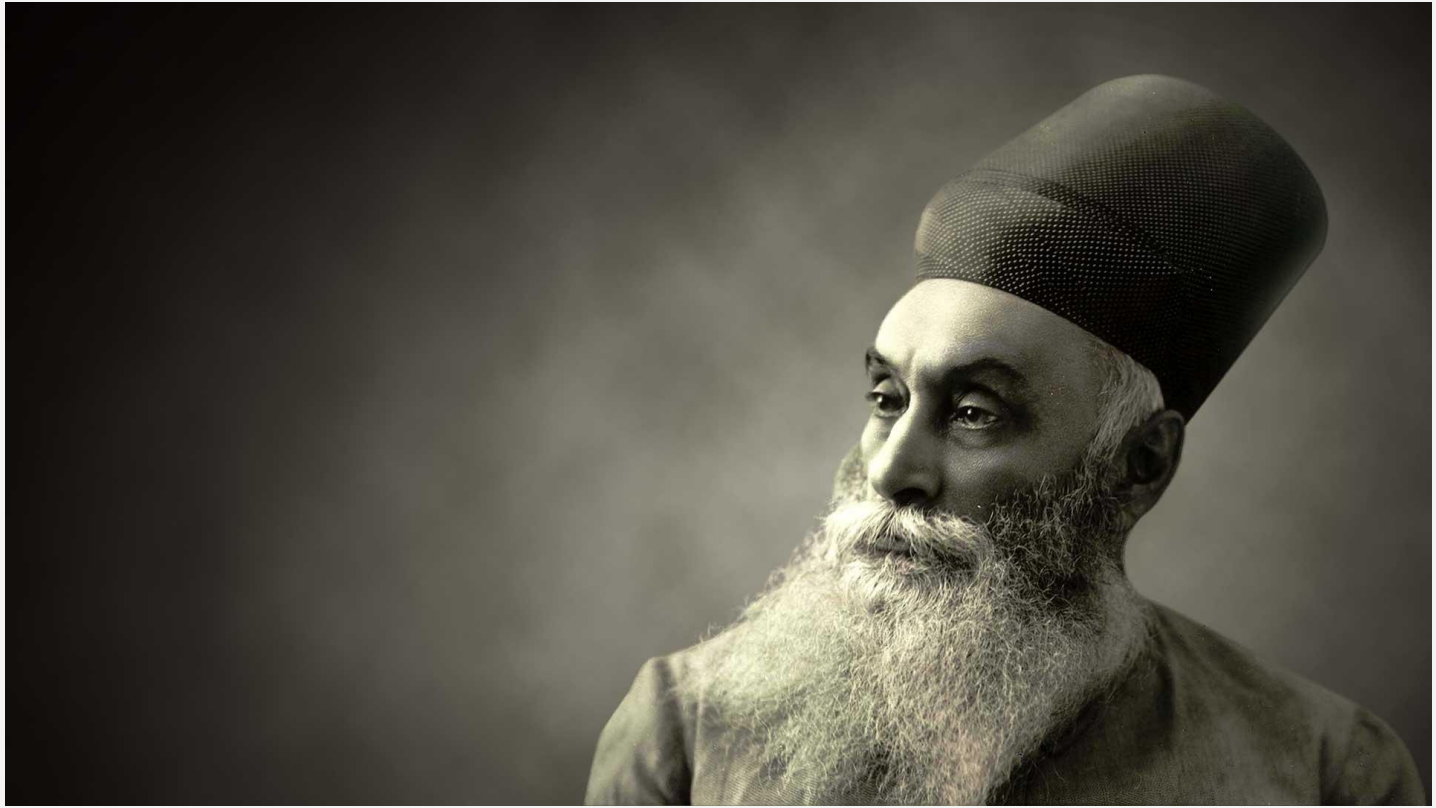
- Ensured provident fund scheme.
- Every worker will have comfortable life after retirement.
- Introduction of medical insurance.
- Family days, sports days.
- Various ceremonies with rewards.
- No staff layoff.
- Bond between company and workers.

# Jamshedji Tata’s Secret to Success

- Research and innovation.
- Investment & travel for study.
- Extensive study, combined with consistent innovation
- The experiment with European ring spindles, production boost.

# Tata Revolution

# Jamshedji Tata



# Jamshedji Tata’s Legacy

**AI bees Founder Series**

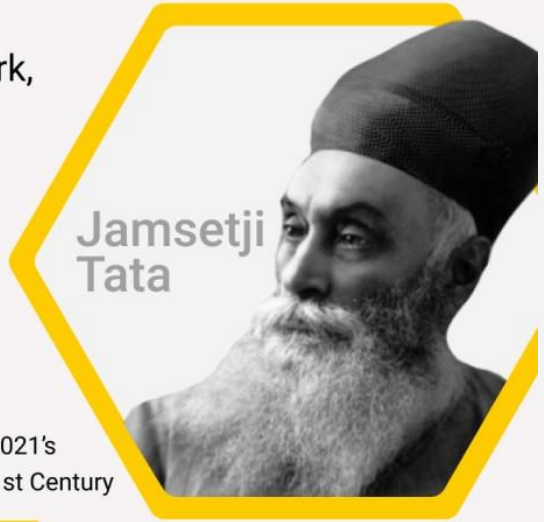
## India’s Father Of Industrialization

With his insight, commercial acumen, and hard work, read why Jamsetji Tata was responsible for revolutionizing the concept of industries in India.

**BEGINNING:**
Empress Mills In Nagpur

**LEGACY:**
The Tata Group

**HONORS:**
Edelgive Hurun’s 2021’s Philanthropist Of The 21st Century



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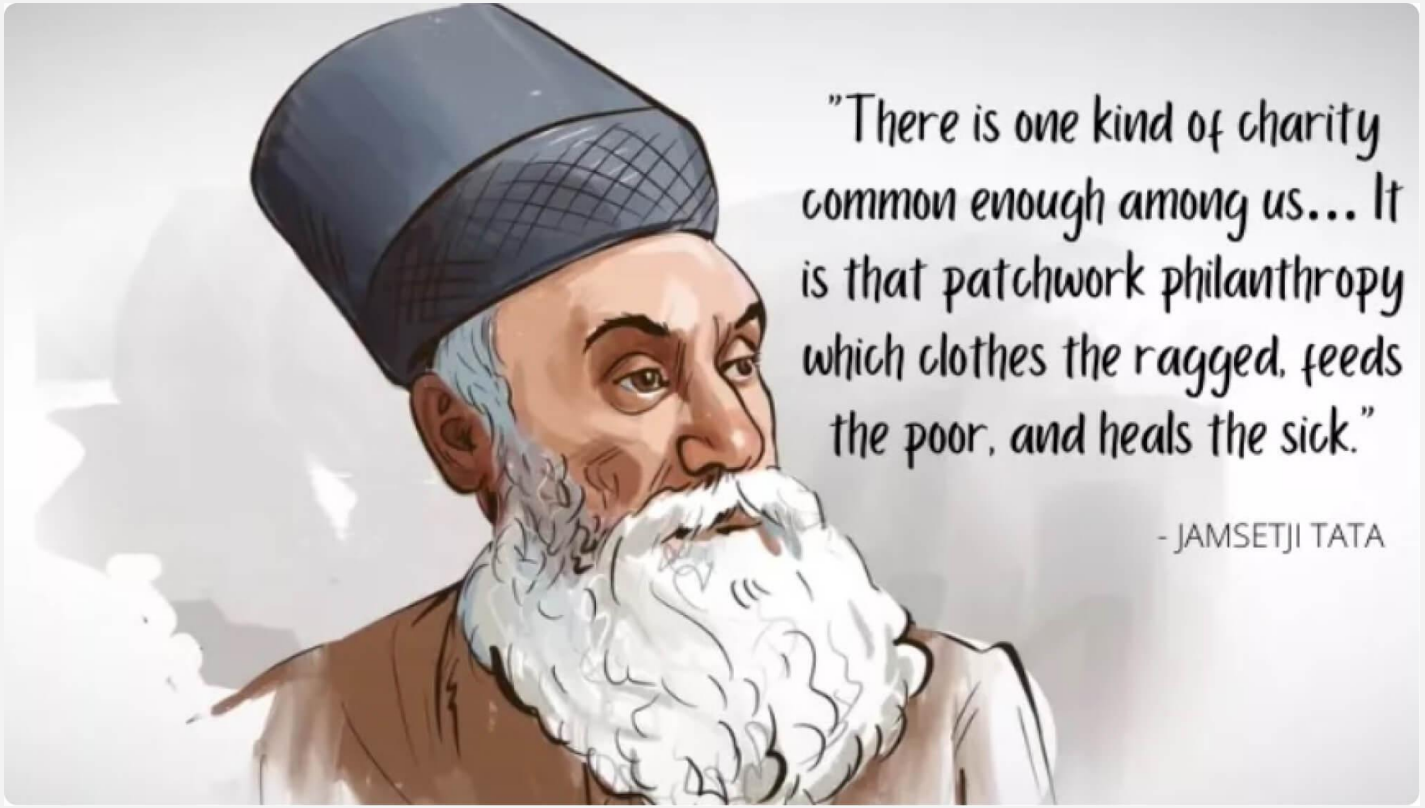

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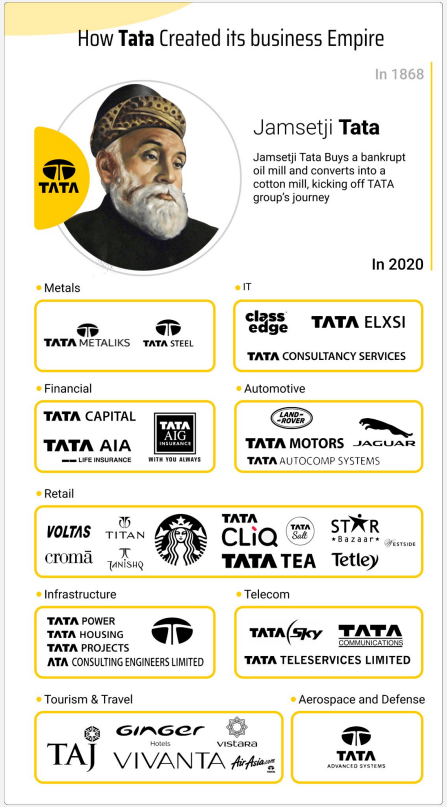

# Business Lessons

- Market research most important while starting a business.
- Every century has an industry that brings in wave of opportunities for the entrepreneurs.
- Empathy and compression are two of those attributes that can turn a commoner into a king.