

## Taj Hotels, Resorts & Palaces CSR Case Study

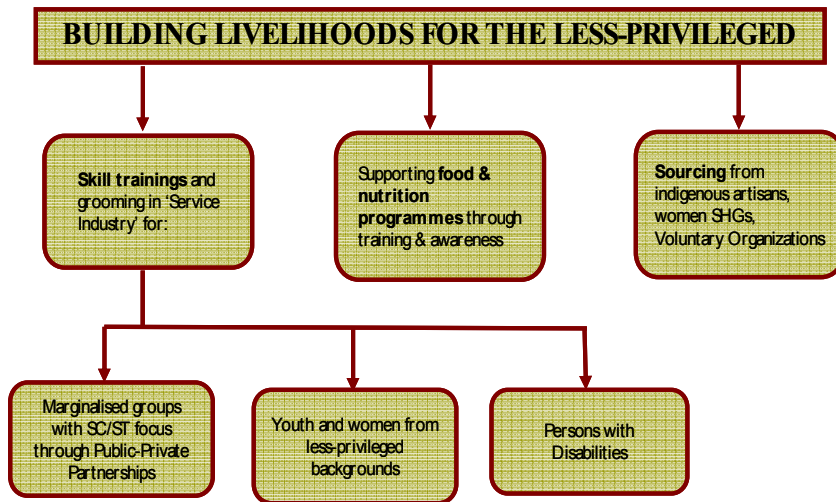
### Company Brief

The Indian Hotels Company Limited and its subsidiaries are collectively known as Taj Hotels Resorts and Palaces and are recognized as one of Asia's largest and finest hotel company. Incorporated by the founder of the Tata Group, Mr. Jamsetji N. Tata, the company opened its first property, The Taj Mahal Palace Hotel, Bombay in 1903. Today Taj Hotels Resorts and Palaces comprises 108 hotels across destinations in India, Maldives, Malaysia, Australia, UK, USA, Bhutan, Sri Lanka, Africa and the Middle East. The Taj Group has been active in converting former royal palaces in India and abroad into world class luxury hotels, developing picturesque garden and beach resorts, luxury service apartments and commissioning business and leisure properties. The Taj Group operates through its brand offerings ranging from Luxury palaces, resorts & hotels, Vivanta by Taj, Gateway and Ginger hotels offering the luxury of service, the apogee of Indian hospitality, vantage locations, modern amenities and business facilities. IHCL portfolio also comprises of the Taj air catering services, our award winning Jiva spa brand and Khazana boutique stores.

### CSR Brief

The Taj Hotels, Resorts and Palaces being a Tata Group company, upholds the Tata way of business with trust, transparency and commitment to human values. The Tata culture is the fulcrum of our overall corporate sustainability matrix and springs from an ingrained sense of giving back to society. As part of Tata's; India's premier business house; we have always believed in society and environment being integral stakeholders in our business along with our shareholders, customers, vendors and others. By building on the philosophy of our founder Jamsetji Tata's vision of 'purpose of business' being rooted in advancement of society in which the business operates; we extend our core competencies to improve the quality of life of key communities. Consciously moving away from a predominantly philanthropic and charity approach, we have evolved our approach to leverage Corporate Social Responsibility (CSR) as a potent, long-term medium for driving 'value creation' for all stakeholders involved. Derived from the United Nation's Millennium Development Goals, the Prime Minister of India's Social Charter and in correlation with Taj business strengths and core competencies – we have adopted & follow **'Building Sustainable Livelihoods'** as our theme for CSR engagements and programs.

## Taj CSR Initiatives



Under the theme, Building Sustainable Livelihoods, we have aligned and integrated our efforts to forge private-public partnerships to address contemporary societal needs and challenges. All our community projects are focused around our key strengths in food production, kitchen management, housekeeping and spas. We reach out to our target communities through our 4'E's – Employment; Employability; Education and Entrepreneurship. Through this we have carved out our approach, which is focused on 3 areas:

1. Facilitate skill development for less-privileged youth
  - Partner Government ITIs, reputed Voluntary Organizations and other like-minded organizations to bridge the gap between organized job market and rural/less-educated/less-exposed youth seeking long-term livelihood options
  - Enable candidates from marginalized sections like differently-abled, Scheduled Castes and Scheduled Tribes gain access to training and employment in hospitality industry
2. Promote local arts, crafts, culture and development of local economy
  - Facilitate awareness, visibility and venue for exhibition and sale of artifacts, performances of local artisans/craftsmen and culture troupes
  - Encourage purchases of gift-items, other products for business-use from artisans, small-scale entrepreneurs
  - Support income generation projects run by small scale entrepreneurs, Self Help Groups, NGOs and facilitate product development and ancillary services in line with tourism opportunities
3. Share business core competencies
  1. Private-Public Partnerships to address entrenched social challenges like unemployment amongst educational-dropout youth, child malnutrition, human trafficking, etc.

## **Case Study - Building Sustainable Livelihoods - Taj Community Engagement and Development Initiative**

Under the theme, “**Building Sustainable Livelihoods**”, we along with our project partners aim at developing interested youth into skilled workforce with Hospitality and Service Industry skill-sets, thereby supporting them to become employable. We support skill training centers through **KNOWLEDGE SHARING** vis –a –vis curriculum, teaching material, training the trainers, supporting the planning of practical training rooms and offering on the job training to students. We also recruit candidates from these centers based on students’ caliber and hotel vacancies. The majority of the training programs are focused on food production, restaurant & banquet service, housekeeping, wellness and spa, engineering and maintenance service, grooming, personality development and spoken English.

The aim of this program is two fold :

- 1 To educate and make employable rural youth from the interiors of India in the field of Hospitality
2. To promote diversity in the work place through sourcing of skilled work force such as the trained rural youths as well as persons with disabilities

For this, we have tied up with well reputed NGO’s and Government Institutions such as Government ITI’s, Don Bosco and Pratham to name a few. These organizations were identified based on their core competency areas based on the scope of our projects. Starting with a handful of centers, we currently run 32 centers across India. These centers are located in the interiors of India such as Mithapur, Dhamtari, Dimapur and Chinchwad to name a few. They are like mini educational centers in remote parts of the country – sometimes with residential dormitories for students and faculty, constituting of NGO/ITI’s admin staff, one to two trainers and other support staff.

We support these skill training centers by assisting in the formation of the curriculum which is vetted by our seniors. We also help set up practical training rooms such as guest rooms, restaurant, kitchen and computer labs where students are given practical training in food production, housekeeping and restaurant and banquet service. For the trainers, we provide teaching material and have recently started a “Train the Trainer” program, a 10 day workshop where the trainers are taught new teaching techniques and are also helped in building their motivational and functional perspective.

The training program for the students is devised in conjunction with the partner institute. During the training program, the youth not only get an insight into the service sector but are also groomed via personality development and spoken English lessons. They also get the opportunity to do an on the job training (OJT) at our hotels located close to the training centers. During the OJT, students receive practical work experience and are guided by the Head of the Department they train in. On completion of their training, students are awarded a certificate at an award ceremony that commemorates the end of their hospitality training program. The youth who join our training program come from the interiors of India. They are selected based on their inherent desire to work and to serve in the field of

hospitality. This training program helps shape the youth to work in hotels and restaurants thereby making them employable in the field of hospitality. During the last four years, we have trained and certified over 7500 youth from the interiors of India – please see chart below. In some cases we have also absorbed a number of the youths based on their caliber and the hotels’ vacancies. This program has seen many youngsters who never dreamed of stepping outside the boundaries of their towns and villages, now working independently across the hospitality sector in India.

<b>TAJ GROUP IMPACT - BUILDING SUSTAINABLE LIVELIHOODS</b>	<b>2008 - 2009</b>	<b>2009-2010</b>	<b>2010-2011</b>	<b>2011-2012</b>
No. of Beneficiaries Trained in Hospitality Skills And Made Employable	1902	1451	2036	2385
No. of Differently Abled Persons Benefitted Through Hospitality Trainings & Recruitment	Not available	291	87	90