Tata Starbucks, Tata Motors, Tata Power and Tata Consultancy Services are revolutionising work culture by promoting policies designed to empower women employees.

Women In Blue

Over the last 4-5 years, Tata Motors has been running a number of initiatives towards promoting gender diversity at the workplace. Since the company is in the business of manufacturing cars, the definition of the workplace also includes the manufacturing plant.

When the Tata group launched the Tata Lead initiative with gender diversity as its first area of focus, Tata Motors took the goal very seriously. The company decided to create a brigade of 'Women in Blue', by enrolling, educating and skilling girls from economically deprived areas. Many of these girls had never even held a screwdriver before. Enabling them to play their part in building world-class vehicles was greatly empowering. It was the first step to helping them take charge of their own lives.

The initiative began with the induction of five girls in the assembly line on the shop floor at the Pune plant. The modest start grew to 1778 women employees working on the shop floor, a figure which comprises about 4 percent of the total shop floor workforce. These women now work on different lines and functions on various products, ranging from small passenger cars to large commercial vehicles.
Partnering For Success

Tata Starbucks revels in the success of its partners, believing that empowered, happy partners (the term that Starbucks uses for its employees) at work will result in a happy workplace.

Tata Starbucks’ idea is to make partners feel that they are part of something bigger. The company wants to create a culture of belonging at the workplace, to make our people feel valued and respected.

Over the last five years, the number of women working in Tata Starbucks has increased from 16 percent in FY14 to around 29 percent in FY19. It is a number that is poised to grow, given the range of initiatives in place to encourage women to join its ranks.

The company reaches out to women’s hotel management or educational campuses as well as non-governmental organisations like Magic Bus, EGMM, Trrain, The/Nudge Foundation, Teach India and Bunyad Foundation to hire women for its workforce. It also invests in women specific leadership programmes such as the group’s mentorship programme called Tata Mentors.

Women are also benefiting from Tata Starbucks association with the Tata Second Careers, Inspiring Possibilities (SCIP) platform, which allows women who have taken a break from work for a period of up to eight years to get back into the workplace. The company has also launched a special referral scheme called ‘Brew of Balance’ programme which offers flexible employment opportunities to women who have never worked before, or those who have had to take a career break.

The flexible employment options allow employees to work from home if the nature of their job permits it. Partners can also switch from full-time to part-time, or vice versa, depending on their need. This enables employees to balance their personal and professional lives. Nearly 7-8 percent of partners take advantage of this aspect.

These measures have made a huge difference to the lives of Starbucks partners, especially women on whom often rests the burden of balancing the home and work spheres. Women partners often need an extra push to help them tide over the unique challenges they face by virtue of their roles as family caregivers.

Tata Starbucks pitches in to help through its partner-friendly policies, which are specially woven around significant life events like marriage and childbirth. The company offers flexible shift timings for women and offers safe travel arrangements for all women partners, including women working on a part-time basis.
Besides the five-day work week schedule, partners also receive extended long leave for maternity and paternity breaks, bereavement and adoption. Women resuming work after a maternity break are offered the hygiene and convenience of lactation rooms; childcare assistance is offered in the form of tie-ups with childcare centres and partial reimbursement of daycare expenses. These measures have also enabled the company to take pride in the fact that its attrition rate currently stands at less than half of the industry benchmark.

Partners receive equal pay for equal work, thanks to Tata Starbucks' assurance of gender pay equity. It is one of the very few companies that takes pride in being an equal pay employer through its relentless focus on position and performance.

The company has also partnered with Tata Strive to provide vocational training to over 3,000 youth over the next five years. This collaboration has helped develop India's first QSR (quick service restaurant) specific vocational training course, which is now being used to train several young students across the country.

TAGS:
Careers

WORK CULTURE

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Wings For Women

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How Titan Company supports people with disabilities (PWDs) in the employable age group.

Elizabeth Hill: Engineering By Design

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