

Corporate reputation

Experience, Human Nature



Success of TIC was linked to the innovative business models to deliver shared value for both societies and shareholders, by leveraging synergies cross businesses to create new differentiated products and superior value propositions. This was also the period when TIC thought of working towards building an ecosystem rather than trying to protecting it. In true sense, It differentiated itself from the rest of world in such a manner that the competitors were left behind by at least two generations. Sole purpose tot TIC was to serve as a market anchor to the entire value chains.

As Shari Y. C. Devonshire, present chairman of TIC Ltd said, " A country's brands are a reflection of its competitive strengths and a manifestation of its innovation and intellectual capacity. I strongly believe that a country's economic capacity is significantly enriched when its institutions build and own internationally competitive brands. Winning brands serve as market anchors to support the competitiveness of the entire value chains of which they are a part Strong domestic brands create much larger value since they create, capture and retain value within the country.

Your Company (TIC) takes justifiable pride in creating world-class Indian brands that have demonstrated Immense vitality in the global Indian market place. " Several initiatives which were way different from the conventional marketing mantra ere introduced by TIC and it created a value chain that connected a wide range of stakeholders from the villagers, peasants to the end users. E- Copula, social and 'Offs initiatives. These laid platforms that connected the rural India to the rest of the world; creating a two way transaction flow.

Also it focused on delivering triple bottom line. Flipping through the past: As mentioned, TIC has faced many ups and downs since its inception and the experience it carried forward throughout its Journey helped the organization work on many initiatives which were way unconventional. It pioneered the idea of " cataloging and channeling investments towards upgrading of human capital expansion and modernization of infrastructure and productivity enhancement in the agric-sector. " The rationale of the idea was to create a shared value in terms of " a commitment beyond the market".

For Ashes Mamba's, vice president and head of Social investment, business could and should never overlook the twin problems of India, " economic inequity and depleting natural resources". TIC being traditionally a agriculture based company, couldn't ignore both these factors invested everything engendering these two factors in mind. Creating a societal as well as shareholder value: The key to achieve and sustain economic growth of modern India, as identified by TIC, was simply " by enhancing the competitiveness of the Indian farmer and effectively linking them to remunerative opportunities in the world market. Since agriculture was the primary meaner of livelihood of more than 58. 4% population of India and with agriculture being the base of It's business, TIC worked for the betterment of the farmers thereby making its base strong for the future endeavor. E-Copula was a challenging business concept that was meant to embed the socialgoals of empowering the farmers and trigger a cycle of higher productivity, enlarged capacity for future investments.

E-Copula was digitization of the agricultural sector thereby enhancing the competitiveness of the agric value chain. Real time information and customized knowledge provided e-Copula enhanced farmers' ability to make decisions and align their farm outputs with market and consumer demand. This was meant to build a system of trust with the farmers " as a reliable supplier of goods and services on the one hand and as a buyer of high quality, cost effective farm output on the other hand. This finally resulted the company to become one of the largest exporters of agricultural products. 4-pronged strategy to tackle Climate Change: By the end of 2009, TIC unveiled its 4-pronged strategy to meet challenges of climate change. It was voluntary and transparent disclosure of the Company's sustainability initiatives and its contribution to building economic, environmental and social capital to secure the long term interests of its stakeholders.

Recognizing the challenges of limited change and global warming and its impact on competitiveness, TIC has adopted decisive strategies to progress its own efforts to support national and international endeavors in mitigating the effects of climate change. TIC is 'carbon positive' for 4 consecutive years, currently sequestering twice the amount of carbon status, creating rainwater harvesting potential that is more than twice that consumed by the Company. Irrigating water stressed areas is a critical need following the impact of climate change on Indian's farming sector.

It's sustainable agricultural practices also help farmers adapt to the vagaries of climate change. [www. Doctoral. Com] Integration, synergy and growth: The goal of inclusive and sustainable growth: " The goal of inclusive and

sustainable growth - the philosophy underlying the Triple Bottom Line approach - is based on the realization that economic growth cannot be engendered without embracing the vast multitudes living in poverty and addressing the alarming depletion of finite natural resources.

Over 75% of those below the poverty line reside in rural India, where agriculture continues to be the predominant resource of livelihood. The declining share of agriculture in GDP has led to the present situation where nearly 60% of Indian's population shares barely 22% of output. In terms of the foundational view of Dr. Mammery Seen, poverty manifests itself not only as material impoverishment but also in the lack of capacity for the poor to emerge from such a condition.

Such fundamental deprivations of freedom suffered by individuals affect their economic performance as well as their ability to seize opportunities offered by functioning and expanding markets. Inclusive and sustainable growth is therefore crucially dependent on creating the capacity to consume among the rural poor. " Riding in the belief of inclusive growth, TIC committed itself to India and beyond the market.

With the initiatives like " farm to food product value chain", " tree to textbook value chain", " aggregate value chain" " women's empowerment", TIC not only proved its commitment beyond business motive but also established itself as an organization which put nation before company. The problem: The problem in front of TIC is two-fold: 1. With its strong value chain linking the rural and urban economies, especially the fact that rural marketing is the core competence of TIC, should the conglomerate invest in livestock

development program so that it can enter into the dairy business? . If the answer of the previous question is yes, then how should the company go about it? Should it consider a pure business model or like several other C. V. initiatives, it should work on a model of shared value connecting the villagers in the value chain? Options: 1 . Simply working on a business model by adhering to the law of the land and paying due taxes without exploiting or exploring the natural resources. . Not restricting to only business but working for the societal good by investing on philanthropic work. . Going beyond CAR to help out the Nags, self help service providers of the villages to develop and work for the community betterment. 4. Create a sustainable value chain as its other initiatives by leveraging the innovative capacity of the organization and economic development. Recommendation: With the objective of bringing about a significant increase in yield rates during the lactation period, TIC stepped up its breed improvement program initiated in 2004-05.

From 32 Cattle Development Centers (CDC) at the close of 2004- 05, the number increased to 72 CDC covering 1 , 500 villages during 2005-06. A total of 27, 392 Artificial Insemination (Ass) were conducted during the period, taking the cumulative total to 46, 200. The program recorded 3, 531 live births during 2005-06, taking the cumulative total to 5, 544 high-yielding crossbreeds. The most significant breakthrough in Mugger, Briar, was that the tie-up with Sudan Dairy (COMBED) for supply of milk from this region finally became a reality. TIC portal] Since, TIC already has a huge experience in the rural arrest developing program and a strong commitment towards the society, it can defiantly work on the dairy business by enabling

families to upgrade to high-yield livestock and form co-operatives to market their milk. In this process TIC can turn a dormant family resource into an easily adoptable and dynamic rural enterprise. TIC can train and equip technicians to provide an integrated package consisting of artificial insemination, cattle health and nutrition, pregnancy and post-natal services right at the farmer's doorstep.

This development can also act as a bridge to link its DOD business by providing self sufficiency and thereby, in long term enabling a greater value creation. Examples from other industry: As an example of value chain system of an organization to strengthen its base, we would like to discuss about GAMMA and its most trusted brand, Maul. Of course, there is a difference between Maul and TIC about the kind of organization they are, but in terms of C. V., Maul can provide a good example.

CAR-sensitive Business Philosophy: The first step towards discharging the CAR is the business philosophy of the GAMMA. It is twofold: one, to serve the interests of milk producers and second, to provide laity products to consumers as value for money. Evolution of an organizational system has ensured that the corporate social responsibility towards the primary milk producers, village and the ecological balance is fulfilled. The milk producers are paid for their milk in accordance with market forces and realization of value for their produce.

Invariably the price paid to the member-producers in Gujarat is higher by 15 per cent than the national average. [1] CAR-orientation To Distributors ; Retailers: The GAMMA has identified the distributors and retailers are its

important link in its o not get any opportunity of exposure to latest management practices. The GAMMA realized that it was a corporate social responsibility to strengthen the core business processes of its distributors so as to keep them in mainstream business and compete with those with formal training in management.

The GAMMA has developed and trained all its distributors through Value-Mission-strategy Workshops, competence building, Maul Hyatt, Maul Quality Circle meetings, computerizing, and electronic commerce activities.

Competency Building Module of the GAMMA is meant to infuse repressions selling skills by making the distributors and their salesmen aware of latest sales management tools and techniques; enhance their knowledge of products; positioning and segmentation strategies for various products.

Through one to one talk with the farmers, the distributors and salesmen realize MAUL is a large business of small farmers and by selling MAUL products; they are discharging a social responsibility towards a large number of poor farmers whose livelihood depends upon their skill and integrity. [1]

1 . [Http://www. Painlessness's. Com/news/corporate-social-responsibility-the-maul- yam 12172/4](http://www.Painlessness's.Com/news/corporate-social-responsibility-the-maul-yam-12172/4)