

Stakeholder analysis and tata motors business essay



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Stakeholder analysis is a term used in conflict resolution, project management, and business administration to describe a process where all the individuals or groups that are likely to be affected by a proposed action are identified and then sorted according to both their impact on the action and the impact the action will have on them. (Stakeholder analysis . [Internet]. Available on: http://en.wikipedia.org/wiki/Stakeholder_analysis).

So it is clear from the definition that before starting any project, taking steps for resolving conflicts it is necessary to clearly analyze the stakeholders and their impact on the company. Stakeholders should be agreed and support the change company is going to do. TATA MOTORS is an international organization and dreams to expand itself globally and another change it wants to do is making itself eco friendly. Change in organization can't be possible alone by organization it needs active involvement of its stakeholders.

“ TATA MOTORS will never claim to give outstanding value or great returns to the stakeholders-we'll give decent returns”(Tejeesh N. S. Behl. 6 march 2008.[Internet]. Available on: http://businesstoday.intoday.in/index.php?option=com_content&task=view&id=4188).

So to give them good results TATA MOTORS require their proper involvement and always need to know their interests. TATA MOTORS provides all required information to its stakeholders

To categorize stakeholders company uses Stakeholder analysis to methodology to know the interest and power of each stakeholder. Another

intention behind stakeholder analysis is to obtain buy – in and commitment, to minimize opposition.

TATA MOTORS categorizes its stakeholders according to their impact , effect and influence .

SYSTEMS AND SUBSYSTEMS:

System includes:-

INPUT ————— *f* **PROCESS** —————
***f* OUTPUT**

This indeed is classified into four parts:-

1-> system includes various entities working in the organisation. They are connected to each other and organisation is always effected directly or indirectly by them.

Stakeholders (key stakeholders without them any change or project is not possible and non key stakeholders their involvement is needed in certain areas). TATA MOTORS is always depend on its suppliers for raw material so they are key stakeholders. On other hand customers interests are need to be known for the improvement of vehicles and facilities provided along with them.

Employees (working in organisation and its subsystems).

2-working of one person or one department in a organisation have direct or indirect effect on other department as well so certain changes should be managed closely or more precisely.

3-> major decisions are taken as whole assembled organisation so they should have some focus toward goal and objectives of an organisation.

TATA MOTORS desires and want to be on top in all aspects including maintenance of its system.

The company's 24, 000 employees are guided by the vision to be best in the manner in which we operate best in the products we deliver and best in our value system and ethics.(Profile,[Internet]. Available on: <http://www.tatacarsworldwide.com/company/index.asp>).

ITO (Input transformational output) Modelling:

As TATA MOTORS thinking of being ecofriendly ITO model are appropriate model for it. Because first it have to make changes in resources, production and output (that includes producing eco friendly vehicles, establishing eco friendly showrooms).

Input Resources:

TATA MOTORS have introduced INDICA EV (electric) that will use polymer lithium batteries instead of petrol or diesel. For this it require such sources that can supply them what they need. But first of all, TATA MOTORS employed qualified engineers. Moreover, TATA MOTORS is not only making its vehicles eco friendly but also looking for eco friendly showrooms that require natural building material

Transformation process and output:

TATA MOTORS is collecting environmental and energy data across its dealer and supply chain to compute their carbon footprint and identify opportunities

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for cutting down on carbon dioxide emission. (Going green Tata's new mantra. [Internet]. 4 Jan 2010. Available on: <http://www.tata.com/media/reports/inside.aspx?artid=faRQliPJUVM=>). So it is clear that TATA MOTORS thought the process give more consideration to reducing carbon footprint and look for more ways to cut down carbon dioxide emission not only by vehicles but also the factories.

TATA MOTORS has converted its arid and rocky plant site land into sylvan surroundings where birds and trees abound and the butterflies come to play. (The lake district of Maharashtra, Focus on: Environment, [Internet]. AVAILABLE ON: <http://www.tata.com/ourcommitment/articles/inside.aspx?artid=P14bjIPZUaU=>)

Cause and effect analysis:

This analysis tool organizes a large amount of information by showing links between events and their potential or actual causes and provides a means of generating ideas about why the problem is occurring and possible effects of that cause. (Methods & Tools Q A Resources, [Internet] . Available on: <http://www.qaproject.org/methods/resc&e.html>)

FISHBONE DIAGRAM

ENVIRONMENT PEOPLE

1. Awareness of people need luxury car and

Forced tata to change its strategy and include term green in it About sustainability to nature pollution

2. More and more companies

Getting Eco friendly

METHODS OUTPUTS

Customer's feed backs required output should be

New technologies require eco friendly vehicles,

To employ advanced engineers turning factories environment

That effect nature very less

Tata managing change through Consulting

1. Acquisition of jaquar and land rover was buzz news in 2008. These companies however were top American brands. And acquiring these to big companies was a hard task for TATA MOTORS. tata explains its approach as:

- there will be no change in the management of the two companies and that there will also be no interference in the independent operation of these two brands and companies

The ownership of the two brands has changed hands, but the brands themselves will remain untarnished And TATA MOTORS itself has just become more global. (Tata Motors Acquisition of Jaquar and Land Rover, 30 march 2008,[Internet]. Available on: <http://www.stockmarketindia.net/tata-motors-acquisition-of-jaquar-and-land-rover/>). It was quit planned approach chosen wisely that shows infect profit will be all TATA'S and in another hand the acquired companies have their independent operation inside the company.

2. TATA MOTORS has converted its arid and rocky plant site land into sylvan surroundings where birds and trees abound and the butterflies come to play (The lake district of Maharashtra, Focus on: Environment. June 2010.

[Internet]. Available on: [http://www.tata.com/ourcommitment/articles/inside.aspx?artid= P14bJiPZUaU=](http://www.tata.com/ourcommitment/articles/inside.aspx?artid=P14bJiPZUaU=)).

In Maharashtra, TATA MOTORS have converted rough and rocky plant site into lush green automobile factory plant.

While it is true that TATA MOTORS had very ambitious plans for growth of the automobile industry it was equally aware that effluents and solid waste would come as part and parcel of these ambitions. (The lake district of Maharashtra, Focus on: Environment, June 2010. [Internet]. Available on: [http://www.tata.com/ourcommitment/articles/inside.aspx?artid= P14bJiPZUaU=](http://www.tata.com/ourcommitment/articles/inside.aspx?artid=P14bJiPZUaU=))

TATA uses TQMS in-house organisation for consulting. TATA Quality Management Services (TQMS), an in-house organisation mandated to help different TATA companies achieve their business objectives through specific processes. (Business excellence,[Ineternet]. Available on: [http://www.tata.com/aboutus/articles/inside.aspx?artid= OMSIPyjjp68=](http://www.tata.com/aboutus/articles/inside.aspx?artid=OMSIPyjjp68=))

TCE provides pre-project services, design and engineering support, procurement assistance, project management, inspection and expediting, construction supervision, and commissioning support. (Tata products and services for businesses, Focus on: Business. [Internet]. Available on:

[http://www.tata.com/products/index.aspx?sectid=](http://www.tata.com/products/index.aspx?sectid=U2YC1EMmQuk=#Consultancy)

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Tropic FACTORS:

Time SCALE: project should be on time so company should be aware that how much time it will take. Moreover what will be right time for starting a change process company have to take care of .

RESOURCES: resources are too adequate and TATA MOTORS predict before every resource needed before taking a step.

OBJECTIVES: objective of TATA MOTORS is clear that it want to change itself purely as eco friendly company. It wants to involve in green process and earth saving projects.

PERCEPTION: EVERY big change needs proper attention, interest and involvement of stakeholders and above all consultancy. It is seen In TATA ' S business excellence that TATA have its on consultancy services and they help the organisation to get towards its objectives.

INTEREST: it is required that stakeholders are ready to support the organisation.

CONTROL: control and proper management is needed and that what TATA MOTORS take care of.

The Tata Strategic Management Group is ranked among the top three management-consulting firms in South Asia; it has completed over 500 engagements with more than 100 clients across countries and industry sectors.(Tata products and services for businesses,[Internet]. Available on:

[http://www.tata.com/products/index.aspx?sectid=U2YC1EMmQuk=#Consultancy\)](http://www.tata.com/products/index.aspx?sectid=U2YC1EMmQuk=#Consultancy)

SOURCES: suppliers are to be carefully chosen they should be able to provide the product on time