**Brief Introduction:**

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT, BPO, infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India’s largest industrial conglomerate, TCS has over 238,500 of the world's best trained consultants in 42 countries. The Company generated consolidated revenues of US $10.17 billion for year ended 31 March, 2012 and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

**Affirmative Action Programme**

“The wealth gathered by Jamsetji Tata and his sons in half a century of industrial pioneering formed but a minute fraction of the amount by which they enriched the nation. The whole of that wealth is held in trust for the people and used exclusively for their benefit. The cycle is thus complete. What came from the people has gone back to the people many times over.”

- JRD Tata

In keeping with the rich Tata tradition of giving back to Society, CSR lies at the heart of TCS’ corporate culture. TCS has managed to make a difference in the lives of a lot of people around the world. Their Affirmative Action Program embarked upon the initiative to make a difference to the lives of the deprived by improving the employability of unemployed SC/ST (socially and economically backward class) graduates and other backward communities from rural / urban pockets of India belonging to BPL (below poverty line) segment. Thus was born TCS Affirmative Action Drive, also known as TCS Employability Skills Enhancement Drive for underprivileged graduates.

The objective is to address the very low confidence and consequently low employability of the SC/ST (socially and economically backward class) youth in the corporate sector in India. Their access to the recruitment process is minimal compared to their more fortunate urban peers who are able to secure entry level employment very easily in the sunrise sectors. The opportunity that the company faced wrt SC/ST and rural poor is that the skills required for an entry level job at TCS BPO are not exactly considerable or beyond the reach of the underprivileged youth.

Thus, the company devised a TCS sponsored Employability Training Program lasting for 80 to 100 hrs comprising powerful interactive content. At the end of their training program, the Recruitment Team conducts test and interview process for the beneficiaries.

The program has resulted in several benefits. A key feature of the program is that the initiatives are scalable. Affirmative Action at TCS BPO has been active from over 2 years since inception. In this period,
the company has trained over 14500 underprivileged candidates from SC/ST and Rural communities across 82 locations, with as many as 1473 of these beneficiaries securing entry-level employment at TCS BPO. AA program has enabled creation of an alternative talent pool for BPO organizations as the supply is constrained and job ready talent is not widely available across major cities. Also since the training programs are deployed throughout the year, it has overcome seasonality of graduate availability from campuses and help to provide ready pool of talent throughout the year.

TCS Affirmative Action endeavours to “Improve the employability of graduates’ from socially disadvantaged sections and other underprivileged categories across India who are unable to get jobs due to lack of communication skills, low confidence levels or other barriers unrelated to their educational qualifications. It is a platform where the beneficiaries are taught and coached in a non-intimidatory fashion. A powerful, imaginative and interactive training program has been devised by experienced trainers at TCS BPO which lasts for a total of 80 – 100 hours over a period of around 15 - 20 days. The objective aligns with the CSR philosophy of the group which emphasizes “giving back to societies and communities with whom we work”

<table>
<thead>
<tr>
<th>Skill Development, Actual Employment &amp; SC/ST Employed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number trained 2010-12</td>
</tr>
<tr>
<td>14500</td>
</tr>
</tbody>
</table>

KEY AA ACHIEVEMENTS:

- Won Best practice Award under ‘Employability’ at the Tata Affirmative Action Programme 2011
- TCS BPO annexed Asian Leadership Award in CSR category in Dubai 2011
- Recognized as Benchmark AA Process in the Employability sector amongst TATA companies in 2011
- Social Change Agent Award at the National Awards in IT Excellence 2012, & BPO Excellence Awards 2012 hosted by the Stars of the Industry Group
- Received special commendation in the 2012 Asian Human Capital Award from the Singapore Ministry of Manpower and Human Capital Leadership Institute (HCLI).
- Selected by Govt of India as Partner for Project UDAAN to train youth of J&K
- Selected as Best Practice from India to be showcased in World Business Capability Congress in Auckland in Dec 2012.
Candidates wave their certificates as they wait for their interview rounds. A certificate of participation is awarded to every beneficiary at the end of the training program.
Trainees at work during computer lab sessions

Trainer interacting with TCS-BPO Affirmative Action beneficiaries during an English Lab session