

ICCA

Best Marketing Award 2020

- **Category:** Local outreach and community engagement
- **Initiative:** Covid-19 response by The Indian Hotels Company Limited & Taj Public Service Welfare Trust
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What are the challenges being addressed?

We are facing an unprecedented challenge with communities and economies everywhere being affected by the growing COVID-19 pandemic. It's very clear that no one had ever thought of, no one had ever seen, and no one ever had a planned on what to do if something like this happens in the world. So we are all struggling to come to terms with it and the world will go through a very difficult phase in which it will have to push the reset button. To combat the disease, the Government of India imposed a nationwide lockdown. During the current pandemic, the economic downturn has greatly affected people from the lower socio-economic stratum (SES). The loss of daily wage earnings or joblessness made it difficult to buy even basic food items in people belonging to low SES. It was important to feed doctors at Government Hospitals who were busy day & night treating patients. Our frontliners were active day and night when the entire nation was under lockdown.

Secondly the consequences, economically, of this pandemic are still not measurable because it's not yet over. We are maybe in the, you know, halfway through it and still the other half has to go and this would probably continue till the vaccine is come up.

How was the project undertaken – set out all the key steps

With the uncertainty that is sweeping across the world, it's important now more than ever to continue to be there for all our stakeholders with compassion and support. IHCL has been on the forefront of supporting the medical fraternity and migrant workers during these tough times. This was the time for each one of us to show solidarity & come together as one to combat the virus.

IHCL & Taj Public Service Welfare Trust have always championed welfare activities across the Nation, be it aiding terror attack victims or people trapped under the wrath of Natural Disaster.

In the current scenario, IHCL felt the need to feed the frontliners who were on duty treating Covid-19 patients during the nationwide lockdown. IHCL & Taj Public Service Welfare Trust (TPSWT) decided to aid those warriors who were championing the cause of fighting the novel Coronavirus. The Taj Public Service Welfare Trust decided to provide food i.e. hygienic & nutritious lunch & dinner packets to Health workers and Police Personnel's. **TPSWT has supported the cause of food distribution now with Taj SATS as implementing partner in Mumbai.** There was also a need to feed the daily wage

earners who found it difficult to get food during lockdown. The trust has provided **food (Lunch & Dinner) to migrant workers (20,000 meal boxes daily)** currently residing in Mumbai.



The trust had extended support to **eight no. of Hospitals in Mumbai** i.e. **Sion, JJ, KEM, Cooper, ESIC Kandivali, GT Hospital Cuff Parade, Nair & Kasturba Hospital**. Amidst the lockdown going on, our staff at Taj SATS had served around **20,000 meals a day** to the Hospitals & marginal workers in Mumbai & around **4000 meals** a day to 8 hospitals in Delhi. The hospitals are **Lady Hardinge Medical College, Lok Nayak Hospital, Guru Teg Bahadur Hospital, Deen Dayal Upadhyaya Hospital, Dr. Baba Saheb Ambedkar Hospital, Rajiv Gandhi Super Speciality Hospital, Safdarjung, RML & G B Pant Hospital**. IHCL Hotel Bangalore team had served around **355 meals** a day to **Victoria Hospital & Medical College & Epidemic Diseases Hospital, Bangalore, 35 meals** in **ESIC Coimbatore Hospital & 250 meals** in **SN Medical College & Civil Hospital, Agra**. TPSWT has aided around **2.5 million meals** to the health workers as well as migrant workers in Mumbai, Delhi, Bangalore, Agra & Coimbatore. The trust had also supported **Police meal donation drive** which started from **19 Apr**. **In this initiative the Trust along with M/s Kuber Healthfood is delivering 1720 meals per day to 9 police zones in Mumbai.**

Trust is also supporting meals for quarantines people at TCS Lucerna Towers in Noida. Several donors have come forward to support the cause. IHCL employees have also voluntarily donated their one day gross salary for the cause to TPSWT. This initiative at this volume was only successful due to synergy with the Tata Group Companies, Tata Trust, other donor companies, individual donors & our associates. We are immensely grateful to our donors, staff members who are volunteering for the noble cause to combat novel Coronavirus.

The Taj Public Service Welfare Trust with aid from Tata AIG team supported the Government Hospital, Maharashtra & Tata Memorial Hospital with procurement of **24 normal ventilators & 6 high risk ventilators**.



- ***Set out detailed ambitions and explain how the initiative showed Leadership in Transformation, covering both social and financial issues***

The way we respond to the crisis will shape our future. We remain confident, given our extraordinary team members, the strength and power of our brand and our market leadership, we will weather this disruption and emerge much stronger. The spirit of Tajness has been the guiding principle of all our brands and even in these challenging times, it has been at the centre of everything we do.

IHCL has a long history of going with its values of Trust, Awareness & Joy. We have always kept the Community at the forefront of our operations. During World War I, our very own Taj Mahal Palace, Colaba, the iconic Hotel was converted into a 600 bed hospital. During this Covid pandemic too IHCL recreated history **by opening doors of 12 Hotels across India**, to Hospital workers so that they can cut down on commute time, rest close to their place of work & not fear spreading the contagion amongst their family members. Hotel Industry has been impacted the most due to the Covid-19 pandemic crisis but looking at the scenario, the leadership team decided to be agile & in no time decided to do a fundraiser. All this was possible due to synergy with Tata Trust & other Tata Companies, our stakeholders who acted as donors. This was a teamwork & the Trust for the first time in history of 12 years did a spend of around 40 Lakh INR till date for Covid-19 pandemic.

Apart from this the Trust also continued to support the other beneficiaries & their families with Monthly Sustenance Fee, Monthly pension, medical fee as & when required.

▪ ***How did you communicate the project?***

IHCL through its Taj Public Service Welfare Trust reached out to people/ corporates to seek resources for this noble cause. This was facilitated through an online fund raiser. IHCL and its employees reached out to many and communicated about this project.

In addition to this, there was tremendous support and guidance received from Tata Group companies towards this initiative.

▪ ***What is innovative and creative about the project; how did it show Leadership in Transformation and what lessons can other ICCA members learn from your ideas?***

What really differentiates IHCL and our group to the rest of the majority of the other groups in the world, is that since the formation of our group, and we are the oldest operating company of the group. The community has been considered by our founder, as, not just the most important stakeholder, but rather the purpose of the existence of any business.

We draw inspiration from the times the Tata Group has faced adversity in the past—from world wars to famine, and yes, pandemics—and emerged stronger and more prepared for the next challenge. This time is no different. It is a time to put the welfare of our communities ahead of anything else. We are proud of our many IHCL employees that are on the frontlines, working as essential workers during this time.

The social fabric of India thrives on interdependence, both emotional and economic, within families, relatives, friends and community. Therefore, the need was felt to serve the people in need like the Migrant labours by providing them food, serve our frontliners and give them proper nutrition so that they serve the Community better.

The Executive team at IHCL have been constantly reviewing our short term, mid-term and long-term approaches to business objectives and financial responsibility. In order to ensure business continuity, there is now an even greater urgency to respond with agility and find ways to increase alternative revenue streams, decrease expenses, revisit all costs and protect the future of our company and our most precious asset – all of you. The need of the hour is a three- pronged strategy; **Survival, Revival and Thrival.**