

LARGER THAN LIFE

A CELEBRATION OF GREATNESS



J R D Tata

Versatile Personality

(1904 - 1993)

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INTRODUCTION

JRD Tata was one of the most enterprising Indian entrepreneurs. He was a pioneer aviator and built one of the largest industrial houses of India. He had **the honor of being India's first pilot; was Chairman of Tata & Sons for 50 years; launched Air India International as India's first international airline; received Bharat Ratna in 1992.**

BIRTH AND EARLY YEARS

JRD Tata was **born on July 29, 1904 in Paris.** JRD Tata was the second of four children. He was educated in France, Japan and England before being drafted into the French army for a mandatory one-year period.

JRD wanted to extend his service in the forces but destiny had something else in store for him. By leaving the French army JRD's life was saved because shortly thereafter, the regiment in which he served was totally wiped out during an expedition in Morocco.

EARLY CAREER

JRD Tata **joined Tata & Sons as an unpaid apprentice in 1925.** He had great interest in flying. On February 10, 1929, he became **the first Indian to pass the pilot's examination.**

With this distinctive honor of being India's first pilot, he was instrumental in giving wings to India by building **Tata Airlines, which ultimately became Air India.** His passion for flying was fulfilled with the **formation of the Tata Aviation Service in 1932.**

In 1938, JRD was elected Chairman of Tata & Sons making him the head of the largest industrial group in India. He started with 14 enterprises under his leadership.

Tata's personal interest in technology, combined with India's isolation in the 1950s and 1960s, spurred several group companies, particularly **Tata Steel** and **Tata Chemicals**, to innovate in their fields.

At Tata Steel, a Research and Control Laboratory had been opened in 1937, and its researchers developed an extensive variety of special steels for applications as varied as parachute harnesses and razor blades.

The lab also **developed a high-tensile alloy steel Tiscrom which made it possible for the Howrah Bridge in Calcutta to be built entirely from Indian materials.** Another corrosion resistant, low-alloy high-yield strength steel **Tiscor** was used for the manufacture of all-metal steel coaches on the **Indian railways.**

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AIR INDIA CONNECTION

In 1948, JRD Tata **launched Air India International as India's first international airline.** In 1953, the Indian Government appointed JRD as Chairman of Air-India and a director on the Board of Indian Airlines-a position JRD retained for 25-years.

For his crowning achievements in Aviation, JRD was bestowed with the title of **Honorary Air Commodore of India.**

A BENIGN BOSS

Tata Steel became one of the earliest companies in India to have a dedicated human resources department. In 1956, JRD Tata **initiated a program of closer "employee association with management" to give workers a stronger voice in the affairs of the company.**

He **firmly believed in employee welfare** and espoused the principles of an eight-hour working day, free medical aid, workers' provident scheme, and workmen's accident compensation schemes, which were later, adopted as statutory requirements in India.

JRD Tata cared greatly for his workers. In 1979, Tata Steel instituted a new practice; **a worker is deemed to be "at work" from the moment he leaves home for work till he returns home from work.** The company is financially liable to the worker if any mishap takes place on the way to and from work.

Tata Steel Township was also selected as a UN Global Compact City because of the quality of life, conditions of sanitation, roads and welfare that were offered by Tata Steel.

AWARDS

- He received the **Padma Vibhushan** in 1957.
- He also received **the Guggenheim Medal for aviation** in 1988.
- In 1992, because of his selfless humanitarian endeavors, JRD Tata was awarded India's highest civilian honor, the **Bharat Ratna**-one of the rarest instances in which this award was granted during a person's lifetime.

DEATH

JRD Tata died in Geneva, Switzerland on **November 29, 1993.** On his death, **the Indian Parliament was adjourned in his memory-an honor not usually given to persons who are not Members of Parliament.**

Quotes

"To be a leader you have got to lead human beings with affection."

"If you want excellence, you must aim at perfection."

Quiz

- 1) In which year did JRD Tata receive Bharat Ratna?
- 2) What is the name of a high-tensile alloy steel, used in construction of Howrah Bridge in Calcutta?
- 3) In which year was the Tata Group established?

Send in your answers to one2one@clarislifesciences.com

First 3 correct answers will get Clarista coupon worth RS. 50.

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