

# Indian Cultural Awareness Training



## Background

Corus is Europe's second largest steel producer, providing steel and aluminium products and services to customers worldwide. Originally a British-Dutch company, Corus is now a subsidiary of the Indian Tata Steel.

To coincide with their acquisition by Tata Steel in April 2007, Corus approached Communicaid to provide an initial Indian cultural awareness raising intervention for all staff, from shop floor to senior management. As most staff had little or no exposure to India or Indian business culture, it was important that this first workshop was designed as an awareness raising introduction to Indian culture, business practices and customs.

## Training Objectives

The core aims of the programme were:

- To increase understanding of India, particularly Tata Steel's locations
- To raise awareness of Indian cultural values and working styles
- To provide advice, tips and practical strategies on how best to develop working relationships with Indian counterparts

## Challenges

Key challenges were seen as:

- Designing a flexible workshop that would be relevant and useful for all levels of Corus staff
- Ensuring a format that was both fun and meaningful
- Incorporating information about Tata Steel's corporate culture and brand values

## Training Approach

Communicaid recommended a group size of no more than 15 delegates to allow for maximum participation and interaction. Detailed conversations with Corus' human resources personnel enabled Communicaid to design a dynamic awareness raising workshop which included specific information on Tata Steel's geographies and brand values.

Initially the programme was offered to all London staff interested in learning more about their Indian counterparts. Based on the success of these first deliveries, Communicaid was then approached by teams at other Corus locations including Port Talbot and Scunthorpe to adapt and deliver the workshop to meet their requirements. Since then training has also been delivered to Indian colleagues working on secondment in the UK.



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## Proposed Solutions

Communicaid designed interactive workshops based on the following key components:

- Context and background to India, including religion, geography and politics
- An in-depth understanding of underlying attitudes, values and behaviours
- Insights into working/business practices, structure, hierarchy and etiquette in Indian organisations
- An initial understanding of Tata Steel and its brand values

## Results

The workshops gave delegates the essential knowledge and skills to understand Indian business culture and build initial relationships with their colleagues at Tata Steel. Several months later, most delegates had had their first experiences of communicating with new Indian colleagues. Corus then asked Communicaid to facilitate a more advanced workshop for those employees working more closely with Indian colleagues based on practical case studies and evaluation of experiences so far. This allowed delegates to assess their learning to date, apply it to their own context and develop further strategies for building more successful relationships with Indian colleagues.

## Contact Details

For more information about how Communicaid can assist you and your organisation, please contact our Business Development Team:

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## Client Feedback

“Communicaid has provided informative Indian cultural awareness programmes, which are perfectly aligned with our objective of providing practical advice, tips and strategies on how best to develop successful working relationships with our Tata counterparts”

Annanya Sarin  
Head of Communications  
Corus

