

WHERE CRAFT MEETS CONSCIENCE: TITAN'S 4P PHILOSOPHY IN ACTION

Mr G. Ganesh

Proprietor, Vasantham Creations
Vendor to TANISHQ, Hosur (TN)

“Business need to go beyond the interest of their companies to the communities they serve”- Words by Mr Ratan Tata

While most businesses fix their gaze on production, profit, and expansion, Titan chose a different path—one rooted in safe practices, meaningful growth, and a deep commitment to people, the planet, and shared prosperity. Titan's vision of expansion goes beyond corporate success; it embraces employee well-being, environmental stewardship, and responsible manufacturing.

The 4Ps—People, Place, Process, Planet—capture the essence of this philosophy. Titan has consistently championed these values, especially in the jewellery sector, where traditional practices often lacked safety and sustainability. Historically, jewellery-making thrived in cottage industries with little regard for worker welfare or environmental impact. Titan set out to change that.

The First P – People

Our goal was simple yet transformative: to bring the same elegance and assurance of a showroom experience not just to the customer, but to the very heart of manufacturing. Every step—from design to delivery—should reflect the same care, safety, and excellence that our brand stands for. We began our journey like many others in the industry—following the traditional setup where artisans, or karigars, sat on the floor, hunched over low worktables. To improve visibility, lights were positioned extremely close to the workspace, but this came at a cost. Over time, many karigars developed chronic back pain and vision problems, especially after the age of 40.

Recognizing that their health should never be compromised for the sake of production, we made it our priority to redesign the workspace. We created ergonomic tables where tools and equipment were within easy reach, allowing karigars to work

comfortably while seated in proper chairs. It felt familiar, yet it was healthier and more dignified. Beyond physical well-being, we also considered their families and long-term security. Many karigars were unaware of benefits like ESIC and PF, or didn't know how to access them. We made it mandatory for everyone to enroll and comply with these schemes—not just for today, but to ensure they have support during life's tougher moments.

In the jewellery industry, karigars are the backbone of our operations and our most valued asset. We are deeply committed to their well-being, ensuring they thrive in a safe and supportive environment during factory hours. All our artisans receive comprehensive training in fire safety, chemical handling, and emergency evacuation procedures—empowering them to respond confidently even in critical situations. We also take pride in being among the first vendors to implement a zero-cash transaction policy. Every employee is provided with a dedicated salary account, ensuring secure and transparent wage disbursement. While this practice is still uncommon across many industries, we consider it a vital pillar of our commitment to ethical and progressive business practices—especially in alignment with the principles of the 4Ps.

The Second P – Process

Our process is our promise. We've pledged unwavering commitment—even if hailstorms rage, we will never compromise on how we create. Every step of our production is rooted in safety, integrity, and responsibility.

We proudly maintain a cadmium-free and cyanide-free process, protecting both the skilled hands that craft our products and the joyful hearts that wear them. Our stance is clear: safety for our team, safety for our customers. That's the standard we live by. We follow a multi-stage verification process to ensure our operations consistently align with our commitments. Our fail-safe systems are designed to maintain rigorous oversight, guaranteeing that every step adheres to the standards we promise.

The Third P – Place

A building evokes different emotions for different people. For a company, it may simply be a manufacturing unit. But for a karigar (artisan), it is much more—it is a sacred space, a place of worship where craftsmanship comes to life. It's where values are upheld, where belief in progress and prosperity is nurtured—for the company and for the karigar's family.

That's why we've made it our mission to ensure that every workspace is thoughtfully designed to support both productivity and well-being. Each area is equipped with everything necessary for smooth operations, while prioritizing the safety and dignity of those who work there.

From adequate lighting to wireless fire safety systems, fire extinguishers, and the latest safety equipment, every zone is built to uphold the highest standards of protection. Because when the place is respected, the people within it thrive.

The Fourth P: Planet

At Titan, we are deeply nurtured by the belief that every resource we draw from Mother Earth places us in her debt. She gives in the purest form-but how often do we return it as purely as we received? Too often, we take without giving back in kind.

That's why we've set a clear intention: to produce and prosper, yes-but never at the cost of kindness to our planet. Sustainability is not an afterthought; it's woven into every step of our process. We don't just track what

reaches the showroom-we account for every resource used in manufacturing. And when our products leave the factory, we ensure the environment is left as untouched as it was when they arrived.

Daily pH testing and neutralization protocols are part of our routine, not just for compliance, but out of respect. Because protecting Mother Earth isn't just a responsibility-it's a promise we renew every day.

When a mother sends her son out to work, and when Mother Earth offers her resources to help us thrive, our responsibility is clear: to ensure the son returns home fulfilled, greeted by his mother's smile-and to ensure Mother Earth is replenished and respected by what we give back.

"Fair, equitable, humane, and responsible practices across ecosystems that transform industry through demonstration." - Words from Mr Bhaskar Bhat that continue to inspire us.

With visionary leadership like his, we are proud to be a trusted vendor to Titan, contributing to a future that honors both humanity and the planet.

