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# UPRISING

*a short story*

# WHY?

Not so long ago, companies thought of themselves as citadels, with the single-minded pursuit of shareholder value and brands built to defend a fixed market position. But times have changed

Tata Tea believed that today people buy from businesses that are driven by higher motives, than merely by bottom line and shareholder value

It's no longer about what people buy, but what they buy into

For centuries, India has been hailed as the epicentre of wisdom and intelligence. The advanced thinking in terms of spirituality, science and social reform bears ample testimony to that cherished legacy

The unfortunate part is that in the recent past, Indians, who are anyway good at improvising, have used this innate intelligence to either cook up nefarious schemes or ways to get around legitimate systems and processes

This has led to a dangerous breakdown of law and order and, even more disconcertingly, a brazen, blatant disregard for ethics and etiquette

As this sort of behaviour has the potential to harm nation's interest in the long run, Tata Tea looked at addressing this problem

We needed a point where our unique qualities/attributes as a tea and the needs of the world intersect

As one of the country's largest tea brand, it was a fact that millions of people woke up to Tata Tea every morning. It was fitting then, to appropriate this act of waking up to something of greater significance. One whose consequences could have a positive impact on people's lives, the nation and the world at large

**TATA TEA DOESN'T JUST WAKE YOU UP, BUT AWAKENS YOU**



# BALKI'S '7'

1. First, understand the cultural landscape, know the tensions, and choose the right issue to highlight
2. Take a side, and look for opportunities to challenge the status quo
3. Find it in you, it must be in your DNA
4. Live it. Breathe it. Embed it into the organization
5. Send a simple clear message to articulate the stance
6. Create a movement, encourage people to join the collective
7. Hold on to your stand for the long run and stay in touch with the evolution of the world

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