



ISSN Print: 2664-8792
ISSN Online: 2664-8806
Impact Factor: RJIF 8.54
IJRM 2025; 7(2): 748-755
www.managementpaper.net
Received: 15-07-2025
Accepted: 20-08-2025

Dr. Sanjeevni Gangwani
Professor, Prin. L.N.
Welingkar Institute of
Management Development and
Research (PGDM), Mumbai,
Maharashtra, India

Manas Gangwani
Student, ETTI, Export Import
Management Institute,
Mumbai, Maharashtra, India

Impact of training and development practices on organization performance and transformation at TCS

Sanjeevni Gangwani and Manas Gangwani

DOI: <https://www.doi.org/10.33545/26648792.2025.v7.i2h.523>

Abstract

Learning, Training, and Development (L&D) are identified as critical strategic human resource practices essential for organizational adaptation, especially in the rapidly evolving IT sector where the half-life of professional skills is under five years. This case study explores the Learning and Development approach implemented by Tata Consultancy Services (TCS), one of the world's largest IT services companies, and its resulting impact on organizational performance and transformation. Based on a secondary data analysis of company reports, academic literature, and industry publications, the study examines TCS's L&D processes, including the digitized Initial Learning Program (ILP) for fresh hires and the continuous upskilling ecosystem, "Learnings for Life." Key implementation details, such as the use of gamification, the T-Factor skills rubric, and the Elevate program linking learning achievements to tangible rewards, are analyzed alongside operational challenges like content relevance and time allocation. The findings suggest that TCS's L&D strategy significantly drives organizational agility, enabling the company to successfully transition to digital service lines, improve employee performance, and achieve high talent retention rates by investing in continuous growth opportunities. This analysis provides valuable, evidence-based insights into nurturing a learning culture as a driver for competitive advantage in technology-driven industries.

Keywords: Learning and development (L&D), tata consultancy services (TCS), IT services

Introduction

Learning, training, and development (L&D) are critical human resource practices that enable organizations to adapt and thrive in a rapidly changing business environment. The purpose of this case study is to explore how a leading IT services company - Tata Consultancy Services (TCS) - approaches L&D and the impact of these practices on organizational performance and transformation. In the fast-paced IT sector, continuous upskilling is indispensable: the average half-life of professional skills is now under five years (and as low as 2.5 years in some tech domains). This makes L&D a strategic priority for companies to maintain competitiveness. The scope of this study covers key L&D concepts and their implementation at TCS, examining the importance of training, the approaches used, and how they influence employee performance and organizational transformation. TCS is an apt choice given its size and reputation in the IT industry, and its known initiatives in talent development. The relevance of this topic to HR management lies in its strong links to employee productivity, engagement, and retention. Research shows that effective training significantly improves employee performance across industries and can dramatically boost retention - for instance, one study found that for every dollar invested in training, companies received \$4.53 in return (a 353% ROI), and that employees lacking growth opportunities are far more likely to leave (in fact, 40% of employees who receive poor training quit within a year). In the IT sector, where skilled talent is the backbone of service delivery, such outcomes directly affect business success. Thus, examining TCS's L&D practices provides valuable insights into how nurturing a learning culture can drive performance and support organizational transformation in technology-driven industries.

Methodology

This case study is based on secondary data collected from a variety of credible sources, including company reports and press releases, academic research papers and doctoral theses

Corresponding Author:
Dr. Sanjeevni Gangwani
Professor, Prin. L.N.
Welingkar Institute of
Management Development and
Research (PGDM), Mumbai,
Maharashtra, India

on training and development, industry news articles, and TCS's official publications. These sources were gathered and reviewed to assemble qualitative and quantitative evidence about TCS's learning and development practices. The approach involved content analysis of the collected information: first, identifying key themes such as L&D processes, challenges, best practices, and outcomes; then critically examining these in the context of HR literature and industry benchmarks. No primary data (such as interviews or surveys) were conducted; instead, existing data (e.g. TCS's annual reports, published case studies, and prior research findings) were triangulated to ensure accuracy and depth of insights. By synthesizing information from academic literature and TCS's real-world practices, the study aims to present a well-rounded analysis. All sources have been cited in-text (using APA style references) and are listed in the References section. This methodology allows an exploration of TCS's HR practice in detail while grounding the analysis in established research, ensuring the findings are both illustrative of the company's approach and informed by broader HR knowledge.

Literature Review

Concepts and Importance of L&D: Training and development encompass organized learning activities aimed at improving employees' knowledge, skills, and abilities for better job performance and growth. Prior literature consistently underscores the positive impact of training on both individual and organizational performance. For example, Ganesh and Indradevi (2015) ^[2] note that "training and development plays an important role in the effectiveness of organizations and has implications on productivity, commitment, and personal development". Swaminathan & Shankar (2011) similarly describe training as "the act of increasing the knowledge and skill of an employee for doing a particular job," which not only improves current job performance but also prepares employees for future roles. Effective training is thus a cornerstone for building human capital. Studies have shown that organizations with robust L&D programs tend to have higher innovation and productivity levels, as employees can apply new competencies to solve problems and improve processes. Moreover, continuous learning is vital for industries facing rapid technological change - it enables workforce agility and helps companies stay current with emerging tools and practices.

L&D and Employee Performance: Empirical research confirms a strong link between employee training and performance outcomes. Prior studies across sectors (banking, healthcare, manufacturing, etc.) have found that well-designed training programs significantly enhance employees' job performance and effectiveness. A recent study by Mahmood *et al.* (2024) ^[3] found that training and career development opportunities boost work performance in part by increasing employees' organizational commitment. When employees feel their employer is investing in their growth, they are more engaged and motivated, which translates into better service quality and productivity. Additionally, meta-analyses indicate that training investments can yield a high return by improving both operational metrics and financial results for the firm. For example, one analysis by Accenture found a 353% return on training expenditures. These findings reinforce the

idea that training is not a cost but an investment in human capital that pays off through improved performance and competitive advantage.

L&D and Retention/Engagement: Training and development also play a crucial role in employee retention and satisfaction. Employees increasingly demand opportunities to learn new skills and advance their careers; organizations that meet this need tend to enjoy higher loyalty. Surveys have shown that 68% of workers rate training and development as the most important workplace policy, and companies offering rich development opportunities have significantly higher retention (34% higher) than those that do not. Conversely, lack of growth prospects is a top reason for voluntary turnover, with a large fraction of employees (especially millennials) willing to leave if they feel stagnated. From an HR perspective, this makes L&D a strategic tool for talent management - it helps attract, develop, and keep high-quality talent. It's notable that best-in-class companies often boast very engaged employees due in part to their learning culture. Bradley Staats (2018) even described modern business as a "learning economy," where continuous learning is integral to both employee and organizational success. In summary, the literature clearly indicates that investing in employee development yields multiple benefits: higher performance, greater innovation, improved employee engagement, and lower turnover. These benefits are particularly pertinent to knowledge-intensive industries like IT, where skilled employees are the primary asset.

L&D and Organizational Transformation: Beyond immediate performance gains, L&D is a catalyst for long-term organizational transformation. As Velmurugan (2009) metaphorically put it, "Training is the periscope to see the future" - it helps organizations anticipate and prepare for future challenges. Developing employees' capabilities in emerging areas enables companies to pivot and transform their business in response to technological disruptions. For instance, in the context of digital transformation, companies must reskill staff in new digital technologies (cloud, AI, agile methodologies, etc.) to remain relevant. A culture of continuous learning thus becomes essential for organizational agility. The concept of the "learning organization" (popularized by Peter Senge) encapsulates this - firms that excel at learning can continuously transform themselves. The half-life of technical skills is shrinking rapidly in the digital era, so ongoing development is necessary to avoid having a "legacy" workforce. In fact, as one executive insightfully noted, there are "no legacy people, only legacy technologies" - meaning any workforce can be modernized through learning. This principle has been embraced by leading IT companies and is central to TCS's strategy, as will be discussed. In summary, prior research and writings establish that robust learning, training, and development practices are vital for sustaining high performance and enabling transformation, especially in fast-changing sectors. With this foundation, we now turn to Tata Consultancy Services and how it has applied these principles in practice.

Company Background: Tata Consultancy Services (TCS): Tata Consultancy Services (TCS) is an Indian multinational information technology services and

consulting company and a flagship enterprise of the Tata Group. History and Scale: Founded in 1968 as “Tata Computer Systems,” TCS started by providing punch-card data processing services to Tata Group companies and grew rapidly alongside the global rise of software services. Over five decades, TCS has achieved numerous milestones, becoming one of the world’s largest IT services organizations. As of 2024, TCS operates in 150+ locations across 46 countries and has over 612,000 employees worldwide. It is the second-largest Indian company by market capitalization and was the first Indian IT firm to reach a \$200 billion valuation. TCS’s revenue was about US\$28-29 billion in the fiscal year ending 2024, reflecting its extensive client base and service portfolio. The company’s services range from software development and maintenance to consulting, digital solutions, and business process outsourcing for clients in diverse industries.

Industry Standing: TCS is regarded as an IT industry leader and has consistently been ranked among the top global IT service providers. It is often mentioned alongside other giants like Accenture, IBM, and Infosys in terms of market impact and brand value. In India, TCS is a bellwether for the IT sector and has been recognized as a “Global Top Employer” for multiple years. The company’s scale of operations - managing hundreds of thousands of tech professionals - is matched by only a few in the industry. TCS is known for its operational excellence, innovative service delivery models (it pioneered the offshore delivery model), and stable leadership. Over the last decade, it has experienced tremendous growth; for instance, from 2010 to 2022, its workforce grew from about 160,000 to over 600,000 to meet booming demand for IT outsourcing. This explosive growth has also meant that TCS became one of the largest private-sector employers in India.

Key HR Challenges and Opportunities: With its massive workforce and fast-evolving business, TCS faces unique human resource management challenges. One major challenge is skill management at scale - ensuring that employees’ skills remain up-to-date with technological changes and clients’ needs. The IT industry is characterized by high velocity of change (new programming languages, platforms, and methodologies emerge frequently), so TCS must continuously train and reskill employees to deliver cutting-edge solutions. Another challenge is employee retention and engagement. The industry traditionally sees relatively high attrition rates (often in the range of 15-20% annually) as professionals frequently move between firms. TCS has aimed to mitigate this by fostering strong employee engagement and career growth opportunities. Indeed, TCS historically prided itself on slightly lower attrition than some competitors, attributing this to its culture and HR practices. A related opportunity for TCS is to leverage its scale in talent development - with such a large talent pool, the company can develop internal experts and leaders (e.g., through programs to identify “Contextual Masters” or subject matter experts). The company’s size also allows it to invest in robust HR initiatives (from training infrastructure to digital learning platforms) that smaller firms might not afford.

Another challenge has been navigating the digital transformation era. Around 2015-2020, as client demand shifted from traditional IT services to digital solutions

(cloud, analytics, AI, etc.), TCS needed to transform its workforce to have strengths in these new areas. This required a massive reskilling initiative, essentially upskilling tens of thousands of engineers in a short time frame - a daunting HR task that TCS tackled head-on (and which will be detailed in the next section). Additionally, operating across 46 countries, TCS must manage cultural diversity and distributed teams, ensuring consistent HR standards and training quality globally. Lastly, the COVID-19 pandemic presented a new challenge: adapting L&D and collaboration to a remote/hybrid work model. TCS responded with policies like a “25x25” vision (only 25% workforce in office by 2025) and accelerated virtual training tools. Each of these challenges also opened opportunities for TCS to innovate in HR - for example, pioneering large-scale digital learning platforms and hybrid work training models.

Overall, TCS’s context as an industry leader means its HR practices, especially in learning and development, are both critical to its own success and a reference point for the broader industry. In fact, TCS has won numerous accolades as an employer (such as Top Employers Institute’s global certification for 9 years running), suggesting that its HR strategies, including L&D, are well-regarded. In the following sections, we delve into how TCS implements learning, training and development, what challenges it faces in doing so, and what best practices and outcomes have emerged from its efforts.

Learning and Development Practices at TCS

Process Description: TCS’s approach to employee learning and development is comprehensive, addressing training needs from onboarding of fresh hires to continuous upskilling of experienced staff. For new entrants, TCS historically ran an Initial Learning Program (ILP) - a training curriculum for fresh graduate recruits to equip them with essential technical and soft skills before they join project teams. The ILP has since evolved into a largely digital program. In 2019, TCS announced it was “massively digitizing training to get rid of classroom training” for freshers. It introduced a platform called FrescoPlay (part of its TCS Xplore initiative) to replace traditional classroom sessions. Under this model, new hires complete modular e-learning courses, coding practice, and assessments online. This shift allowed TCS to scale training for the ~30,000 fresh graduates it hires each year, with self-paced learning complemented by online mentoring. By digitizing the onboarding training, TCS also achieved consistency in content delivery across geographies. The initial training covers programming fundamentals, domain knowledge, agile methodologies, and corporate values, ensuring that recruits meet a baseline proficiency level. According to TCS’s CEO, this reimagined process is part of “pushing the pedal and re-imagining talent acquisition” so that campus hires can become billable faster.

For ongoing development, TCS implemented a large-scale internal digital learning platform known as “Learnings for Life” (or Learn4Life) as part of its 2016 Global Learning Initiative. This platform is a central hub that curates both in-house and external learning content. TCS revamped its legacy L&D infrastructure into a cloud-based, microservices-driven platform that could personalize learning for over 400,000 employees. The platform integrates content from external providers (such as Coursera, Udemy, LinkedIn Learning (Lynda), Skillsoft,

etc.) alongside TCS's own courses. Employees can access 21,000+ courses developed with the help of 6,500 internal subject matter experts, covering technical skills (cloud, AI, machine learning, DevOps, etc.), domain knowledge, and leadership skills. Notably, the platform provides virtual labs and hands-on exercises where employees can practice coding or simulations in a sandbox environment from anywhere. This practical component ensures learning isn't just theoretical.

TCS has embedded gamification and social learning elements to drive engagement. The platform includes features like hackathons, coding challenges, quizzes, and leaderboards to make learning interactive. There are also AI-driven recommendations and chatbots to guide learners to relevant content, making the experience personalized. One innovative element is TCS's T-Factor framework - a skills scoring rubric that measures the breadth and depth of an employee's skills against an ideal "T-shaped" skill profile (deep expertise in a few areas + broad knowledge in many areas). By quantifying skills acquired (often termed "digital competencies"), TCS can identify employees ready for certain projects or those who qualify as "Digital Ninjas/Champions" under internal certification programs. All these processes are supported by strong management advocacy - TCS leadership has driven a top-down mandate that continuous learning is expected of every employee, which helped embed learning into the company's culture.

Challenges in Implementation: Implementing L&D at this scale has not been without challenges for TCS. A primary challenge was the sheer scale and diversity of learning needs. Catering to over 436,000 employees' development needs (as of a few years ago) meant TCS had to offer a vast catalog of skills training and ensure availability globally. Developing relevant content for cutting-edge skills was another challenge - many "digital skills were really new, and the lessons and labs couldn't always be delivered in person", as TCS's CIO noted. TCS had to rapidly create content in emerging areas (like AI or advanced cloud technologies) often even before formal external courses existed. They addressed this by leveraging internal experts to build courses and by partnering with content providers. Another challenge was driving adoption and engagement. In the early stages, not all employees were accustomed to self-driven online learning; encouraging busy professionals to make time for upskilling required cultural change. TCS tackled this by gamifying the process and, importantly, by tying learning to tangible career incentives. The company introduced TCS Elevate, a program that links learning achievements to career growth and rewards. Through Elevate, employees who acquire certain new skills and clear competency assessments are eligible for faster promotions or salary increments. In FY2024, over 423,000 TCS employees participated in Elevate, and 35,000+ high performers earned salary increases as a result. This direct reward mechanism helped motivate employees to engage in training opportunities.

Another challenge has been balancing work and learning time. TCS's business runs on client project delivery, so allocating time for employees to learn new skills can be difficult when project deadlines loom. The company encourages a mix of on-the-job learning (stretch assignments) and off-hours self-learning. During the COVID-19 pandemic, TCS saw an interesting trend: with

remote work, employees actually increased the time spent on learning courses (perhaps due to saved commute time). In FY2021-22, average learning hours per employee spiked (e.g., juniors logged ~140 hours). However, as work-from-office resumed in 2023, the average learning hours dropped because employees had less free time. TCS acknowledged this dip and has been adjusting its approach - for instance, by integrating learning goals into performance evaluations and encouraging a hybrid learning model (mixing shorter modules into work schedules). Ensuring content relevance is an ongoing challenge too - the tech landscape evolves quickly, so L&D content must be continuously updated. TCS addresses this by using analytics on the platform to see what skills are in demand and by gathering feedback from business units on upcoming skill needs, then rapidly curating new courses (often in agile sprints). Finally, measuring impact of L&D on performance is complex. TCS uses metrics like number of competencies acquired (5 million new competencies were gained by employees in FY2024), internal fulfillment of roles (as an outcome of upskilling), and business outcomes (e.g., project success rates). While demonstrating direct ROI on training for each line of business can be challenging, these proxies have shown positive trends.

Best Practices and Innovations: TCS's L&D approach has introduced several best practices that have been noteworthy in the HR field. One is the integration of learning with career progression - TCS made learning a core part of its talent management by ensuring that skill development leads to visible career opportunities (promotions, new roles on projects, recognition). The Elevate program mentioned is a pioneering practice where completing certain learning milestones opens up a leadership track or specialist track for an employee. Another best practice is creating a robust learning ecosystem: TCS didn't rely solely on internal training departments but built an ecosystem combining internal expertise with external content and platforms. By aggregating courses from many sources onto one platform and allowing employees to learn "on any device, at any time", TCS removed barriers to learning. The use of gamification and competitions (like coding hackathons, innovation contests) within the learning platform is also a best practice that many organizations now emulate to drive voluntary learning. TCS found that making learning fun and competitive significantly increased repeat usage of their platform - employees were coming back regularly, with the CIO noting they wanted to make learning "addictive" in a positive sense.

TCS's method of measuring and tracking skills through the T-Factor score and dashboards is an innovative practice in workforce analytics. It gives managers a quick view of team capabilities and helps in workforce planning (e.g., deciding whom to train for what upcoming skills pipeline). Moreover, TCS's commitment to lifelong learning culture stands out. The CEO's letters often emphasize that the company values continuous reskilling, and leaders themselves take part in learning initiatives, setting the tone from the top. In FY2024, TCS's CEO K. Krithivasan highlighted "a culture of lifelong learning and innovation" as a key strength, linking it with the company's employer-of-choice status. TCS also established programs for specialized learning, such as a Coaching Academy to train employees as internal coaches (with 60 hours instruction for certification), and

leadership development workshops for high-potential staff. These programs ensure that development is not one-size-fits-all but is tailored for various career stages (technical, managerial, leadership tracks).

Importantly, TCS leverages its internal talent as trainers. With thousands of “Contextual Masters” (deep experts in specific domains) identified internally, the company encourages knowledge sharing where experienced employees create courses or conduct webinars for others. This not only expands the pool of trainers but also recognizes and utilizes internal expertise, fostering a knowledge-sharing culture. Lastly, TCS has been willing to invest heavily in training infrastructure - from the digital platforms to partnerships with universities (e.g., TCS sponsors employees for higher education or certifications). This sends a clear message to employees that learning is valued. The results of these best practices are evident in the scale of learning happening at TCS: in FY2024, TCS employees collectively logged 51 million hours of learning and acquired 5 million new competencies in total, an enormous volume that outstrips many peers.

Comparison with Industry Peers: TCS’s L&D practices can be contextualized by comparing with other leading IT firms. For instance, Infosys, another Indian IT giant, is renowned for its training programs. Infosys historically invested in a massive residential Global Education Center in Mysore, one of the world’s largest corporate training facilities (with the capacity to train 10,000+ fresh recruits at a time). This reflects Infosys’s early focus on rigorous classroom training for new hires. In recent years, Infosys too has pivoted to digital learning - it introduced an internal learning platform called “Lex” that curates online courses and learning paths for employees, similar to TCS’s platform. Infosys also implemented a “Skill Tag” system, whereby employees earn digital skill badges that give them recognition and access to new internal opportunities. Notably, both TCS and Infosys tie learning to career incentives: Infosys reports that tagged (certified skilled) employees receive incentives and have higher chances for internal mobility, which is comparable to TCS Elevate. This indicates an industry best practice - linking skill acquisition to tangible rewards.

Accenture, a global IT consulting leader, takes another approach by emphasizing continuous learning investment at a gigantic scale. Accenture invests over \$1 billion annually in employee training, delivering more than 40 million training hours per year across its workforce. They utilize a blend of classroom, virtual, and on-the-job training, and have been pioneers in digital learning via a platform called Accenture Connected Learning. Accenture’s strategy includes highly customized learning journeys for different roles and a focus on future skills like cloud and AI (recently, Accenture noted 13 million hours of training in one quarter largely focused on Gen AI upskilling). Compared to TCS, Accenture’s spending per employee on training is very high, reflecting perhaps a consulting culture where expertise is the product. However, both organizations share similarities in using innovative methods (Accenture also employs gamified learning, simulations, and has a culture of certification).

One point of differentiation is that TCS has achieved a model of fulfilling a substantial portion of talent needs through internal reskilling. By 2020, TCS was able to fill the majority of new digital project roles with existing

employees after training, relying minimally on external hires. This is a significant competitive advantage. Peers like Infosys and Wipro have also launched internal reskilling drives, but TCS’s program was especially large-scale and successful, earning it industry awards (e.g., the FutureEdge 50 Award for its Learn4Life platform). In summary, while Infosys exemplified the traditional big-campus training model and is now enhancing continuous learning digitally, and Accenture pours extensive resources into learning globally, TCS’s L&D journey is marked by its rapid digital upskilling transformation and deep integration of learning with its talent strategy. All these companies underscore the IT industry’s recognition that learning and development are not optional - they are mission-critical for survival and growth.

Analysis and Insights

Impact on Performance: TCS’s concerted focus on learning and development has had a notable impact on its performance at both the organizational and individual employee levels. At the organizational level, one of the clearest outcomes is that TCS has been able to pivot to new digital service lines and drive business growth without solely depending on external hiring. By upskilling its existing workforce through the Global Learning Initiative, TCS ensured it had the “digital skills necessary to facilitate clients’ digital journeys” in-house. The result was that when client demand for, say, cloud or AI solutions surged, TCS could form competent teams internally. According to TCS’s CIO, the company reached a point where it could fulfill a significant portion of digital talent demand through internal skilling, needing to externally hire only for very niche skills. This agility in talent deployment has contributed to TCS’s strong financial performance in recent years (e.g., consecutive quarters of double-digit revenue growth) because it reduced lead time in executing projects and lowered recruitment costs.

Furthermore, the internal metrics hint at productivity gains: TCS developed an algorithm to measure each associate’s skill readiness (the T-Factor), and by tracking improvements in these scores, the company can correlate them with project outcomes. While proprietary, TCS indicated that employees who progressed to higher T-Factor levels were successfully placed on high-value projects, suggesting a return on the training investment. An external indicator of performance impact is the ROI of training - though exact figures for TCS are internal, broader studies (like the Accenture one) show high ROI, and TCS’s high usage of training implies similar benefits. Notably, TCS’s ability to take on advanced projects has improved. For instance, TCS has been involved in complex digital transformations for clients (incorporating automation, AI etc.), and the confidence to bid for such projects stems from having skilled consultants. TCS’s head of digital talent development, Ashley Fernandes, highlighted that reskilling at scale fostered a “results-oriented, high performance culture” by arming employees with the latest skills and innovative mindset. Thus, L&D has been a driver of both revenue growth (through new services) and operational excellence (through skilled execution).

At the individual level, many TCS employees have enhanced their performance and career trajectories due to L&D initiatives. Thousands of employees have earned certifications in areas like AWS, Google Cloud, or agile methodologies via TCS’s programs, making them more

effective in their roles. It was reported that by 2020, about 315,000 TCSers had engaged with the digital learning platform, achieving 2.2 million digital competencies (an average of 7 new skills per person). This breadth of upskilling per capita is substantial - it implies, for example, a developer might have learned additional programming languages or tools that enable them to work more efficiently or take on more complex tasks. In practice, project managers at TCS have noted improved project delivery times and solution quality when teams applied newly learned skills (though these anecdotes are internal, they manifest in high customer satisfaction scores TCS reports). Moreover, the experiential learning components like hackathons have led directly to innovative solutions. Some hackathon ideas by employees have been implemented in client projects or internal process improvements, contributing value.

Impact on Employee Development and Retention: TCS's L&D efforts have also positively affected employee retention, engagement, and internal mobility. The company boasts one of the industry's lowest attrition rates; in some quarters it has been in single digits, which is partly attributed to the career development opportunities provided. Milind Lakkad, TCS's CHRO, stated that TCS has "consistently [the] highest talent retention" and he directly linked this to "benchmark talent development metrics" that the company has achieved. The logic is clear: when employees see a path to grow (learn new skills, get promotions or raises via Elevate, and remain employable in a changing industry), they are more likely to stay with the company. The Elevate program in FY24, which rewarded over 35,000 employees with increased compensation for their learning achievements, is a concrete example of how development and retention tie together - those employees not only gained skills but also financial and career growth, reducing their incentive to look elsewhere. This is corroborated by HR research that professional development opportunities strongly increase loyalty.

Additionally, TCS being recognized as a Global Top Employer for 9 years in a row across 30+ countries indicates high employee satisfaction in areas including training and career development (as these certifications evaluate HR practices holistically). Employees often cite TCS's learning culture as a positive aspect in surveys. Another outcome is increased internal mobility: TCS reports that a large number of job openings are filled by internal candidates who have retrained. In FY2024, 33% of all job requirements at TCS were fulfilled through upskilling and internal talent mobility - a significant proportion. This not only saves recruitment cost but also provides employees new opportunities (horizontal or vertical moves) and keeps them engaged.

It's worth noting that TCS's learning programs also supported diversity and inclusion goals. For example, the company observed that senior female employees logged more learning hours on average than senior male employees for four consecutive years. This commitment to learning among women has been encouraged by TCS's policies (such as programs for returning mothers to catch up on new skills). As a result, TCS has a healthy pipeline of skilled women moving into leadership roles, helping close gender gaps in technical leadership. Overall, by investing in every individual's growth, TCS cultivates higher employee morale and engagement. A more engaged workforce, in turn, is

more productive and provides better service to clients, creating a virtuous cycle that benefits performance.

Average learning hours per TCS employee by level and gender (FY24). Junior-level staff logged significantly more training hours than senior staff, reflecting an emphasis on early-career development and the greater free time junior employees have for learning.

Facilitating Transformation: TCS's L&D program was a linchpin in the organization's broader transformation in the last decade from a traditional outsourcing provider to a modern digital solutions partner. When the wave of digital disruption hit, many legacy IT companies struggled to adapt their services and talent. TCS's proactive reskilling (launched in 2016) positioned it ahead of the curve. The company's chairman at the time, N. Chandrasekaran, strongly advocated that employees must be transformed, not replaced - hence the motto about no legacy people. This philosophy meant TCS avoided large-scale layoffs even as certain old skills (like mainframe programming or COBOL) declined in demand; instead, those employees were trained in newer areas. This approach not only maintained goodwill and avoided the loss of experienced people, but it also ensured TCS had ready talent for new lines of business. By 2018-2019, TCS was deriving an increasing share of its revenue from "Digital" services (a category the company tracks) - hitting over 50% of revenue from digital projects. This inflection was possible because the workforce had crossed a critical mass of digital skills. In other words, L&D enabled TCS's business model transformation, supporting its strategy to move into higher-value, innovative projects.

Another insight is how TCS's learning culture made the organization more resilient and adaptable. For example, during the pandemic, TCS quickly rolled out courses on remote collaboration tools, cybersecurity for home networks, and virtual client engagement, which helped employees transition smoothly to remote work and even develop new offerings for clients around remote working solutions. The learning agility translated into business agility. Moreover, TCS's ability to continually refresh skills internally has reduced time-to-market for new services. If TCS decides to focus on a new technology area, it can train a few thousand employees in a matter of months to create a delivery unit for that area - a strength competitors acknowledge. The investment in learning also had cost benefits: internal upskilling is generally more cost-effective than hiring senior experts from the market (who command high salaries). TCS estimated savings by fulfilling talent internally and has been able to keep its employee pyramid optimized (a strong base of junior/mid-level skilled employees and fewer very high-cost hires).

Challenges and Ongoing Improvements: Despite its successes, TCS's L&D journey offers lessons in handling challenges. One is that building a learning culture requires change management. TCS had to convince employees and middle managers of the importance of spending time on formal learning, which was achieved through leadership communication and weaving learning goals into appraisal systems. As Abhijit Mazumder (TCS CIO) noted, such a transformation "has to come from the top down... it's not just about skills, but about a culture change". Another insight is the importance of technology in L&D - TCS's use of an AI-enabled platform allowed personalization at scale,

which is essential when learning needs differ widely. Without this, a one-size-fits-all training would have been ineffective. The case also highlights a need to continuously measure and iterate. For example, when TCS observed the drop in learning hours in FY23 as people returned to office, it treated it as a data point to tweak its approach (such as re-instilling flexibility for learning time). Analysts expected that dip to be short-term as employees and the company adjusted to hybrid work. Indeed, by the next year FY24, average learning hours per employee rose again to 87 hours from 82 hours, indicating a rebound as TCS renewed its upskilling focus (particularly around AI).

One can also analyze the ROI of TCS's L&D qualitatively. The company's market leadership and consistent profitability through industry shifts suggest a high ROI. Additionally, TCS's L&D strategy yielded intangible benefits like stronger employer brand (attracting top campus talent since they know TCS will invest in their growth) and client trust (clients are more confident awarding projects knowing TCS invests in keeping skills sharp). An interesting outcome is innovation: TCS's investments led to new ideas (some employees who learned new technologies have come up with patentable innovations and service improvements). This aligns with the concept that learning organizations are often more innovative.

In conclusion of this analysis, TCS's experience demonstrates that a well-executed L&D strategy can be transformative. It not only improves immediate job performance and service delivery quality but also underpins strategic shifts (like digital transformation) and helps build a future-ready organization. The critical success factors in TCS's case included executive support, a comprehensive technology platform, alignment of training with business goals, incentives for learners, and a continuous improvement mindset. The company turned the challenge of rapid skill obsolescence into an opportunity by reskilling en masse, which is a blueprint other firms in dynamic sectors can learn from. TCS's case confirms many findings from HR research - for instance, that developing employees increases their engagement and retention, and that organizations that learn faster gain competitive edge - and provides a real-world illustration of those principles in action.

Summary and Conclusion

Summary

This case study examined the learning, training, and development practices at Tata Consultancy Services and their importance, approaches, and impact on performance and transformation. We began by establishing, through literature, that effective L&D is vital for organizations to enhance employee performance, drive engagement, and adapt to change. In the IT industry especially, continuous learning is a strategic imperative given the rapid evolution of technologies. TCS, as one of the world's largest IT service companies, recognized these truths and made L&D a cornerstone of its HR strategy. The company's background highlighted both the need (a massive workforce and shifting skill demands) and the opportunity (resources and leadership commitment) to implement exemplary training programs.

TCS's approach to L&D is marked by early adoption of digital learning platforms, large-scale reskilling initiatives, and integration of learning with career development. The

company moved from traditional classroom training for new hires to a digitized model (TCS Xplore/FrescoPlay) that enabled consistency and scale. It launched the Global Learning Initiative to upskill its entire workforce in new digital competencies, building an ecosystem (Learn4Life platform) that offers thousands of courses and hands-on labs on demand. TCS tackled challenges of scale by leveraging technology (AI-driven personalization, virtual labs) and tackled challenges of engagement by gamifying learning and tying it to promotions and rewards (e.g., Elevate program). We saw that TCS also shares some best practices with peers - such as Infosys's emphasis on structured training and Accenture's heavy investment in continuous learning - yet TCS stands out in how deeply it entwined learning with its corporate strategy to transform itself.

Impact and Insights: The impact of TCS's L&D efforts has been significant. On performance, TCS employees acquired millions of new skills, enabling the company to execute complex digital projects and meet client needs without proportionate external hiring. This internal capability development has supported TCS's growth and high project delivery standards. On transformation, the case illustrated that TCS effectively became a "learning organization", capable of realigning its skill base in anticipation of market changes (e.g., building an AI-ready workforce). On employees, the opportunities for growth translated into higher engagement, evidenced by industry-low attrition and TCS's status as a repeated Top Employer winner. TCSers benefited through improved expertise, career progression, and recognition, creating a virtuous cycle where investing in people led to better business outcomes, which then allowed further investment in people. This case also underscored some key insights: (1) Leadership support and culture are crucial - TCS's top management championed learning, which was necessary to bring about organization-wide participation. (2) Alignment with strategy - L&D was not done in isolation; it was directly linked to TCS's strategic objective of digital transformation and market leadership, ensuring relevance and buy-in. (3) Innovation in L&D - TCS employed innovative methods (platform-based learning, gamification, analytics) that significantly enhanced effectiveness; a modern L&D function should embrace such innovations rather than rely on old models. (4) Measuring outcomes - TCS tracked competencies gained, internal fulfillment rates, and even created indices like T-Factor to measure progress. By doing so, it could demonstrate value and refine programs. (5) Challenges need continuous management - factors like employees' available time, content updating, and motivating learners require ongoing attention and adaptation of the L&D strategy.

Conclusion

In conclusion, learning, training, and development emerge from this study not just as an HR activity, but as a strategic driver of performance and transformation. The TCS case vividly shows that a strong L&D culture can future-proof an organization. TCS turned the challenge of rapid skill obsolescence in the IT industry into an opportunity by institutionalizing lifelong learning. This yielded a workforce that is resilient, agile, and capable of achieving the company's evolving goals. For HR professionals and business leaders, TCS's experience reinforces the

importance of viewing employee development as an investment that pays multifold - through higher productivity, innovation, employee loyalty, and business adaptability. Companies that, like TCS, systematically build the skills of their people are better prepared to navigate technological disruptions and stay ahead of the curve. As the business adage goes, “the only thing worse than training your employees and losing them is not training them and keeping them.” TCS’s journey validates that sentiment - its commitment to training has been integral to keeping its workforce and business in peak form. The broader implication for the IT sector (and knowledge industries in general) is that nurturing human talent is key to sustaining competitive advantage. Through this case study, we see that learning and development is not just about courses or training hours; it’s about empowering transformation - for individuals to grow and for organizations to continually reinvent themselves for the future.

References

1. Brum S. What impact does training have on employee commitment and employee turnover? Kingston (RI): University of Rhode Island; 2007.
2. Ganesh M, Indradevi R. Importance of training and development. *Journal of Management Research and Analysis*. 2015;5(2):217-222.
3. Mahmood M, *et al.* Training and development, career development, and organizational commitment as the predictor of work performance - a study in the hotel industry. *European Journal of Work and Organizational Psychology*. 2024;[online ahead of print].
4. Singh T, *et al.* A study on impact of training programs in IT industry. *Journal of Management Research and Analysis*. 2018;5(2):217-222.
5. Staats B. Never stop learning: Stay relevant, reinvent yourself. Boston (MA): Harvard Business Review Press; 2018.
6. Lakkad M. Comments in TCS Annual Report FY21-22 Press Release. Mumbai: Tata Consultancy Services; 2022 Apr.
7. Tata Consultancy Services. FY2022 Q4 results - press release. Mumbai: Tata Consultancy Services; 2022.
8. Tata Consultancy Services. Integrated annual report 2023-24. Mumbai: Tata Consultancy Services; 2024.
9. Top Employers Institute. TCS recognized as global top employer (7th year). Amsterdam: Top Employers Institute; 2022.
10. Bakshi SR. AI-focused TCS sees its staffers clocking more learning hours. *The Economic Times*. 2024 May 20.
11. Business Standard Web Team. As work-from-office resumes, TCS employees get less time to upgrade skills. *Business Standard*. 2023 Jun 15.
12. Florentine S. Inside Tata Consultancy Services’ massive reskilling transformation. *CIO.com*. 2020 Mar 9.
13. Growth Faculty. The good news - how L&D gives you 353% ROI for every \$1 spent. *LinkedIn Article*. 2023 Oct 25.
14. The Hindu BusinessLine. TCS’s FrescoPlay to replace classroom training for freshers. *The Hindu BusinessLine*. 2019 Jul 12.
15. Times of India (Tech News). Building one of the world’s largest AI-ready workforces. *Times of India*. 2024.
16. Accenture. Training and development - innovation never stops. *Gradcracker (Accenture Careers)*. [date unknown]. Available from: <https://www.gradcracker.com/hub/92/accenture/inside-the-company>
17. Infosys. Learning and development avenues. *Infosys Careers Website*. [date unknown]. Available from: <https://www.infosys.com/careers>
18. Tata Consultancy Services. TCS Corporate Digital Academy - overview. *TCS.com*. [date unknown]. Available from: <https://www.tcs.com>
19. Tata Consultancy Services. TCS in the news: TCS Elevate and learning culture. *TCS.com Newsroom*. [date unknown]. Available from: <https://www.tcs.com>
20. Wikipedia. Tata Consultancy Services. *Wikipedia*. 2024. Available from: https://en.wikipedia.org/wiki/Tata_Consultancy_Services