

# Indian companies and Corporate Social Responsibility activities

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**Abstract**—Corporate Social Responsibility is not a new term in India, this has begun a way back in India. Many people who are a part of business used to give back something to the society in the name of charity. Since 2012, the GOI has mandated CSR with a law as per Companies Bill, 2012, the contribution towards CSR has increased a lot. The present study deals with the companies which are contributing a lot to the society. Many under privileged people are getting benefits with the CSR activities of both global and Indian companies. But the present study deals with the Indian companies which are stretching their arms to serve the society in a better manner.

**Keywords**— CSR, GOI, under privileged and Companies Bill, 2012

## I. INTRODUCTION

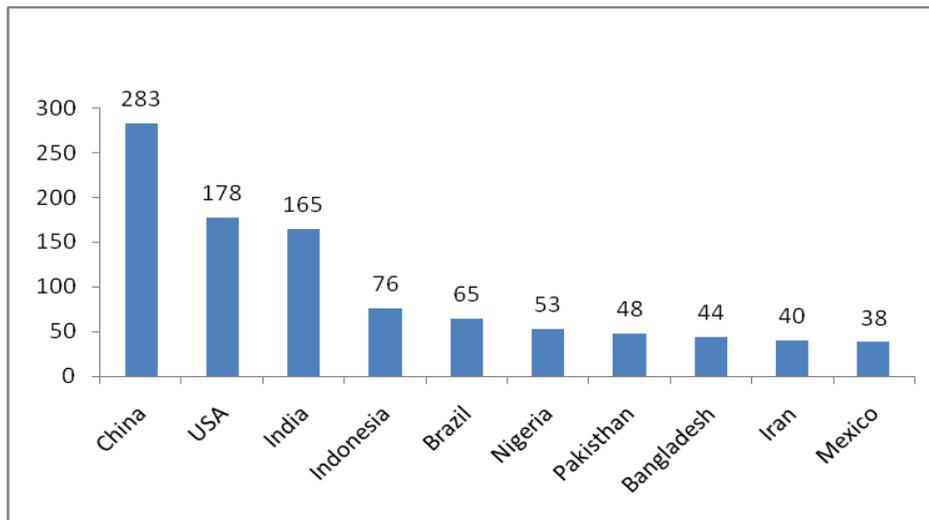
The Indian industrial pioneers such as Tata, Birla, Singhanian, and Mahindra began of corporate philanthropy in the late 1800s, focusing on welfare activities such as donations to schools, hospitals, and temples carrying the family-name, ensuring legacy but also long-term financial obligations.

*CSR is guided by established and stated values that the company stands for, includes public interest in decision making, encouraging participation, initiating and implementing positive activities and measuring impact.*

According to Dr Bhaskar Chatterjee, CSR can be defined as “*A dedicated, professional endeavor by a corporate to assess the needs of the community and the environment through a consultative mode, formulate a CSR policy as a response to this and initiate activities/projects through measurable budgets and timelines leading to impactful sustainable development*”.

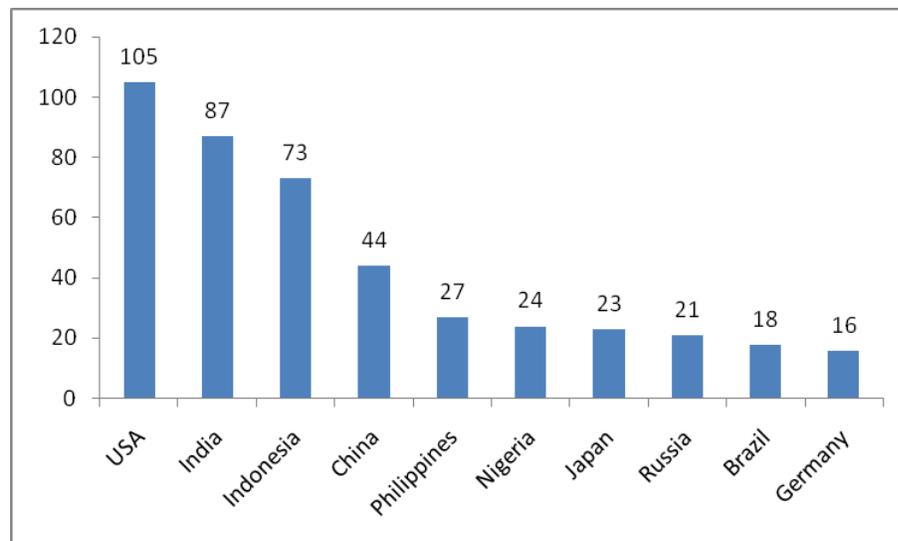
As Indians we will be on top in the aspect of CSR individually as well as in terms of corporations. The below table and graphs will display the same.

### ***Top 10 countries by participation in helping a stranger (million)***



Source : Date related to participation in volunteering time during one month prior to interview. Calculated using UN adult population number. Only includes countries surveyed in 2011.

The above table reveals that India stands number 3 in helping the strangers. This is same case with the corporates too.



**Companies Bill, 2012:** CSR is compulsory, Companies with a net worth of Rs 500 Crore or more, or a turnover of Rs 1,000 Crore or more, or a net profit of Rs 5 Crore or more, shall spend at least 2 Per cent of the average net profits of the company made during the three immediately preceding financial years, in pursuance of its corporate social responsibility. With this bill, India will become the first country in the world to essentially force CSR spending by companies.

The companies which can be considered as Top 10 in the 2018 year according to many sources are listed as below.

### 1. Tata Chemical

Tata Chemicals Ltd has started focusing on deprived communities with the program BEACON –Blossom Enhance Aspire Conserve Nurture, where Blossoming means Promotion and development of handicrafts, Enhancing the quality of life of people there, Aspiring the Education and vocational skill development in the deprived areas, Conserving of Investment in environmental safety and sustainability, Nurturing basic needs like Health care, sanitary solutions and safe drinking water.

## **2. Ambuja Cements**

Identification and utilization of un-identified and hidden talents of the under privileged are the primary objectives of Ambuja Cement. It also focuses on getting the goodwill among the stakeholders by community development activities.

## **3. Infosys**

Providing quality education to its citizens, increasing their IT skills and proficiency, in some villages, Infosys is conducting free computer literacy programs also. The company is sensitive and more concern about the utilization of natural resources, and they believe that the use of energy has a direct impact on the environment.

## **4. Mahindra & Mahindra (M&M)**

M & M wants to enhance the quality of life, education and health in different under developed communicates. “Rise for good”, focuses on supporting youth, girls and farmers and their empowerment. The company’s commitment towards integrity and responsibility is known in the market for a long period.

## **5. ITC**

Societal sustainability is the primary concern of ITC which creates a balance between value to stakeholder and social value enhancement. Some of the major contributions towards agriculture is considered as one of the most valued CSR activities of ITC.

## **6. Tata Motors**

Environmental and societal consciousness go hand in hand for Tata Motors Ltd. Their initiatives are centered on health, primary education, skill training, women empowerment and support services for differently-abled.

## **7. Hindustan Zinc Ltd**

Inclusive growth and community development are the priorities of Hindustan Zinc Ltd, for that the company has an internal committee which monitors CSR programs and modifies according to the environmental changes...

## **8. Bharat Petroleum Corporation Ltd**

CSR is integrated with the core operations of the company. Bharat Petroleum Corporation contributes to India’s development through its active participation in the energy sector. Its sustainable involvements are spread over urban, semi-urban, rural and tribal areas.

## 9. Coca-Cola Multinational

Coca-Cola manages both profit maximization and social benefit maximization. It contributes at least 1% of its annual income to the charitable causes. In addition to profit maximization and social benefit maximization, they also adopt ethical practices and implement ethical values in their offices as well as outside also.

## 10. UltraTech Cement Ltd

UltraTech's long term goal is to create a sustainable and self-reliant community. They are concentrating on providing educational and health care facilities and also supporting sustainable livelihood and capacity building in the under-privileged community.

There are some other companies which are actively participating in the CSR activities which are as given below with the contributions.

### *Companies which are involved in CSR activities*



The Birla group is 120 year old organization in India, which has participated in the freedom movement also. The concept of CSR initiated from the founder G.D. Birla, which was passed to the recent generation also. They have undertaken many programs to solve the problems such as polio-eradication and vocational training in villages.

Birla group is also engaged in activities such as *balwadis* for elementary education, quality primary education, *Aditya Bal Vidya Mandirs*, girl child education, and adult education programs as well as BITS-Birla Institute of Technological Sciences apart from foreign scholarships.

In the health-care, they are taking care of the number of malnourished children, TB and HIV afflicted adults with the help of their hospitals, primary healthcare centers, mother and child care projects.

In the aspect of providing sustainable livelihood, the Birla's are providing help through formation of self help groups for women empowerment, vocational training through *Aditya Birla Rural Technology parks*, agriculture development and better farmer focus, watershed development and partnership with industrial training institutes.

They are stretching their helping hand in some social issues like encouraging dowry-less marriages, widow remarriage, awareness programmes on anti-social issues, de-addiction campaigns, and espousing basic moral values. Women empowerment and gender equality are also part of their social activities.

Tata Group is a leading provider of maternal and child health services, family planning, and has provided 98 percent immunization in Jamshedpur. It offers healthcare services all over the country with programs like rural health development.

The Tata's have various health initiatives from Tata Steel, it has hospitals in Jamshedpur and some other cities. Mobile health clinics serve the rural areas. There are also awareness camps held several times a year at different places.

Tata's are engaged in education providing institutes such as Tata Institute of Social Sciences, the Indian Institute of Science, and the Tata Institute of Fundamental Research. Tata Group also has an organized relief program in case of natural disasters, including long-term treatment and rebuilding efforts. It did laudable work during the Gujarat earthquakes and Orissa floods. It also supports education, with over 500 schools, and also is a benefactor of the arts and culture. It has done abundant work in improving the environment and local populations around its industries.



CSR in Titan industries has another story, which begins with its employees. Employee engagement is the key as the company organizes various initiatives in work-place. The war on waste, which is an initiative that helps reduce the impact of manufacturing operations on the environment. Some more initiatives include: children's education, enabling the disabled, artisan parks, women empowerment management programs and other community initiatives.

It has formed a community development forum with a 250 employees, wherein volunteers make services such as orphanage support, HIV/AIDS awareness, village adoption, vision improvement programmes, community rehabilitation, tsunami relief work, eradication of child labour and environment protection. With this forum, Titan has managed to touch lives of over 2000 individuals.



Drishti is a Corporate Sustainability initiative of TTSL, an enterprising idea to help the visually challenged become self-reliant, economically-independent, self-confident and bread-winners for their families. A dedicated team at TTSL trains the 'agents' and mentors them for personality development, voice modulation, handling customers, etc. The first pilot project was set up in Mumbai with 10 visually-challenged individuals making outbound calls to Tata Teleservices' customers and educating them on various schemes, offers and promotions. Today, there are 20 agents working at the call center and plans are on the anvil to add 10 more. With its growing popularity and demand, Tata Teleservices also plans to initiate this project in New Delhi.



Hindusthan Unilever Limited, is one of the oldest companies in India, which has completed almost a century in India. It has developed a plan to CSR which comprises three components, halve the environmental impact, positively impact the behaviors of 1 billion consumers across the world towards health and hygiene and ensuring 100 per cent of agricultural raw materials is sourced from sources certified to be sustainable by independent agencies.

The *pureit* water purifier delivers clean, safe drinking water at an affordable cost to millions of homes today, and works without electricity or a running tap. It enhances the quality of lives in distant corners of India. The *Lifebuoy* hand washing campaign improves lives by promoting the use of soap to wash hands at critical times in our daily routine. It helps fight preventable diseases and increases immunity level. The *shakti* initiative takes their brand to interiors of India, improves their lives, providing livelihood to rural woman, which improves the living style of rural India.



SAIL is one the Maharatna companies of India, since its inception in 1973, it has put efforts of socio-economic development of the country. SAIL has established 54 primary health centers, four reproductive and child health centers, 23 hospitals and seven super specialty hospitals to provide specialized healthcare to more than 34 million people. SAIL has opened over 137 schools in the steel townships to provide modern education to over 57,000 children.

SAIL is probably one of the few corporate which runs schools exclusively to provide free education to underprivileged children, and most of these children are first-generation learners. SAIL has provided access to over 75 lakh people across 435 villages since inception by constructing and repairing roads. It has provided access to water infrastructure to people living in far-flung areas by installing over 6052 water sources, thereby providing drinking water access to around over 41 lakh people. SAIL has identified 79 villages in eight states for development as model steel villages.

SAIL has spend over Rs 292 Crore in the last four years as a part of CSR activities. In addition to this it has spent over Rs 200 Crore annually on non-SAIL people.



India's largest public sector bank State Bank of India focuses on key areas of CSR such a supporting education, healthcare, the girl child and child development, assistance to the poor and underprivileged, environment protection, clean energy, and help in national & natural calamities. As per instructions of RBI, SBI sets 1 per cent of its net profit for CSR activities.

It has spent Rs 71 crore in the last year, for which it has provided 120,000 electric fans to 12,000 schools across India. Buses and vans were also provided by SBI for the needy schools. About 95 ambulances and medical vans were provided across the bank's 14 circles over the year, medical equipment worth Rs 6 crore donated to needy hospitals and institutions and 13,600 water purifiers were installed in schools.

To protect environment, SBI is the largest solar ATM provider saving more than 2000 tonnes of carbon-dioxide. They are spending 100,000 pounds to facilitate research work in the country at the Asia Research cnetre at the London School of Economics.



ITC – has conceived the e-choupal as an efficient supply chain model to tackle the challenges posed by the unique features of Indian agriculture, characterized by fragmented farms, weak infrastructure and the involvement of numerous intermediaries, among others. It unshackles the potential of the Indian farmer who has been trapped in a vicious cycle of low risk-taking ability, which has made the farmer and Indian agribusiness sector globally uncompetitive, despite rich and abundant natural resources.

With the purchase of its brand '*Classmate*', one Rupee will go for a charity to improve a charity as well as studies for the deprived children.

## bhart

Bharati enterprises is engaged in doing 'social good' by mobile banking and is today generating by driving financial inclusion or for that matters a sub Rs 1000 water filter is creating in terms of public hygiene. It has also contributed to the education of children, by starting first school in 2006, the foundation today runs 254 rural schools, including 5 senior secondary schools across six states reaching out to over 38,000 under-privileged children, providing them with free quality education along with free school uniforms, books and mid-day meals. The foundation aims to set up 50 senior secondary schools and 500 primary schools in a phased manner.



Wockhardt, is playing a vital role in bringing a social change in India. It has got fourteen initiatives of CSR, among them the major three are *Mobile 1000*, *Shudh* and Caring for HIV/AIDS patients.

*Mobile 1000* aims at administering free, primary healthcare to rural, and remote India to 25 million Indians annually through the operation of 1000 'Mobile 1000' health vans. All mobile health vans are fully equipped with an MBBS level doctor, and medicines, to provide awareness, diagnosis and cure. By March 2013, they are expecting a 500 mark of vans and in soon they will attain their 1000 van target.

*Shudh* aims at supplying water purification tablets in the areas where the water is not purified. One tablet purifies about 20 liters of water within 30 minutes and protects against various bacteria, fungi, and the viruses. These are the same tablets used by WHO, UNICEF, Red Cross and OXFAM. With 1.5 million children dying every year in India due to water borne diseases, this programme has begun and started momentum

*Caring for HIV/AIDS* patients is the another initiative taken by Wockhardt, which covers providing nutritional food to affected children of HIV. There are approximately 50,000 HIV positive children are

born in the country every year, and this effort provides nutritional food which help them to live a longer life.



**Project Drishti** launched by Procter and Gamble in collaboration with National Association for the Blind is one of the best example of CSR initiatives by P & G. It resorted the sight of over 250 blind girls, from across the country, through corneal transplant operations. This initiative was promoted by brand ‘**Whisper**’. With every purchase of one of the brands of P & G, one Rupee will be added for some sort of charity.

‘**Open minds**’ is another initiative promoted for working children. This concept was supported by media like Udaya Tv, Zee Tv, Animal planet, Discovery, Gemini Tv, Raj Tv. The employees also voluntarily contributed their one day salary to the working children.



Bajaj automobiles CSR embraces “everything from health and education to women empowerment and more” – touching and changing many lives. It has donated machinery to the Industrial Training Institute at Mulshi near Pune for better training and job orientation, while it supports a CII programme to enhance employability of diploma engineer through life-skill training with the support of Government of Pune.



Hyderabad head-quartered GVK foundation is credited with EMRI (Emergency Management and Research Institute), the largest emergency response service provider in the world. With around 25,000 employees and over 5000 ambulances, EMRI helps over 6000 million people and saves hundreds of thousands of lives every year a through a common toll-free telephone number, 108.



Cipla reflects the same philosophy as its tag line, “Caring for Life”. It works closely with several non-profit organizations such as the Drugs for Neglected diseases Initiative, Medicines Sans Frontierers and the Clinton Foundation, in order to make drugs for malaria, HIV/AIDS and several neglected diseases, available at affordable prices.

The Cipla Palliative Care and Training in Pune provides holistic care to terminally ill cancer patients and their families free of charge. The company also extends its support to Manavya, a Pune based organization, which runs a home for children with HIV infection. Manavya operates a mobile dispensary in village on the outskirts of Pune and is fully funded by the company.



Maruti has various initiatives including tie-ups with Industrial Training Institutes from where it absorbs students for its service network



NABARD has introduced the farmer's Club, which conducts agriculture-related training programmes, exposure visits and development of demo plots. NABARD allocates Rs 10,000 per Farmers Club annually for three years, and thereon these clubs are encouraged to start their own small savings which could be used for day to day expenses and on-lending among themselves in times of need.



Samsung has canine companionship, assistance and welfare a cornerstone of its citizenship efforts. It has started a campaign in Korea with a dog school, which helps visually challenged people in the work place and at home. With dog adoption programme for employees, Samsung advances the idea that the relationship between people and pets – especially dogs – can bring caring and calm to a fast-paced world. The Samsung Hope for children is one of the ways that Samsung uses innovation to support the development of people.



Bank of Baroda has provided free training to un employed youth for self employment and entrepreneurial skill development which help them their family economic status. With this initiative more than 1,22,000 youth have been trained and around 75,000 have been helped with being self-employed. It has also established 52 Baroda Gramin Paramarsh Kendra for knowledge sharing, problems solving and credit counseling for rural masses, which also aids them in financial inclusion. BOB also established



*Azim Premji*, who got inspired by Mahatma Gandhiji, has donated a huge sum of amount to education in India. He has focused on deep, large-scale and long-term impact on the quality and equity of demonstration schools. Premji, has announced to sell shares of worth Rs 1530 crore to provide for a non profit organization to provide education for the children.



One of the most Indian admired companies is Infosys, which is aggressively involved in a variety of community growth programs. In 1996, the company created the Infosys Foundation as a not-for-profit trust to which it contributes up to 1 percent of profits after tax every year. Moreover, the Education and Research Department at Infosys also works with employee volunteers on community development projects. The management team has taken initiatives to work in the areas of research and education, community service, rural outreach programs, employment, healthcare for the poor, education, arts and culture, and welfare activities undertaken by the Infosys Foundation.



**Mahindra**

The Mahindra & Mahindra has started in late 1945, and the K. C. Mahindra Education Trust was established in 1953 with the purpose of promoting education. Its vision is to renovate the lives of people in India through education and financial assistance across age groups and across income strata. The K. C. Mahindra Education Trust undertakes a number of education plans, which make a difference to the lives of worthy students. The Trust has provided more than Rs. 7.5 crore in the form of grants, scholarships and loans. It promotes education mostly by the way of scholarships. The *Nanhi Kali* (children) project has over 3,300 children under it and the company aims to increase the number to 10,000 in the next two years by reaching out to the underprivileged children, especially in rural areas.



Godrej Group has tied up with the George Telegraph Institute to offer specialized courses in refrigeration, air-conditioning and washing machine, which is delivering value education to students and making them well versed with the machines.

Godrej Sakhi is extending their helping hand for rural women in Latur, Osmanabad and Solapur of Maharashtra by encouraging, training and mentoring 1000 entrepreneurs by the end of March, 2013. 'Good and Green', which is a part of Godrej Group trains 1 million rural and urban youth in skilled employment. This 'mini MBA of sorts' is a nine day training programme to teach women marketing and sales skills that help them take key business decisions. With this initiative, two in every three have either started new business or expanded existing businesses to earn between Rs 50,000 and Rs 3,00,000 per year.



Jindal Steels' CSR includes development of model villages (adarsh grams), government, corporate and public participation, and address situational needs and demands of the villagers. It focuses on the

community development and social issues around its facilities in Chattisgarh, Jharkand and Odhisha and has changed the living style of people over there. They have planted trees, and using environment friendly technologies to protect the environment.

The Jindal South West Foundation, driven by Sangita Jindal, promotes conversation of art and cultural heritage of India. Ms Jindal established the Jindal Arts Centre(JAC) in 1992 on invitation of NCPA Mumbai. ART India, the Art News Magazine of India, now the most important publication on contemporary art in the country, was launched in April, 1994. Ms. Jindal is also chairperson of the Hampi Foundation, which is involved in the preservation of the archaeological site.



The Rs 1000 Crore CRI pumps in Coimbatore, runs a drinking water programme for rural schools in partnership with its dealer network, and also awareness camps on rainwater harvesting. It has adopted government run schools, gives computers, note books, writing materials, and bags to needy students. They are providing scholarship schemes, Shiksha, for meritorious students for their further studies. It is also providing awards as 'best farm practices' in the field of agriculture.



Zuari industries undertakes activities focused on the lives of the agricultural community including providing public utility services, sponsoring rural sports, undertaking watershed development and bore-well recharge projects, scholarships to farmers' children etc.

Harmony Foundation of Tina Anil Ambani, which was started in 2004, is focused on protecting and promoting the country's priceless heritage in ways that not only sustains but also makes art and culture accessible to the younger generations. It also provides services such as lending of services

## II. CONCLUSION

A day will come when society will simply not allow business to follow any strategy that is not in the larger interests of all stakeholders. This will occur because of awakened citizenry, the sharp eye of regulators, changing public policy or a combination of these and other factors will demand greater accountability and responsibility from companies, particularly in terms of their impacts on the environment and the community at large.

To conclude, as in the words of Deepak Parekh of HDFC, it is better Instead of focusing on making CSR mandatory, awareness needs to be created amongst Indian companies on how CSR is an extension of good corporate governance. This will also ensure a gradual shift from the traditional charity model to a more strategic CSR model that fits in with the long-term of objectives of the company.

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