Social Marketing and Social Responsiveness of a Few Select Organizations: A Synoptic View:

Business corporations have financial, social and ecological responsibility towards society since they have to draw on community for all resources. Social responsibility is the firm’s acceptance of a social obligation beyond the requirement of law. The social responsibility of business involves ethics, which is reflected in the philosophy, objectives, policies and practices of organization. Corporate social responsibility is multi dimensional. CSR is visible in form of social marketing, green marketing, community development activities, good governance, and it also includes employment and or training and development to employees etc. social responsibility does not mean that every company does all of the above. A company may be selective what corporate social responsibility activities to engage in, to what extent and how. This chapter discusses selective activities of some socially responsible companies.

Today consumers believe that Marketers should be good corporate citizens offering worthwhile causes in their marketing practices. And companies have also responded to this call for social responsibility with action ranging from supporting worthwhile causes to writing social responsibility in their mission statements. Today the act of good corporate citizenship abound.

Social Marketing and Socially responsive organizations

There are examples of companies working to better their societies; there are a whole lot of companies throughout the world that are seeking the responsible sort of profit maximization. These include Weizi Corporation of China, Merck Pharmaceuticals of US, Matcuhita of Japan, Dow Canada of Canada, Fisher-Paykel of New Zealand, SbN Bank of Denmark, and the Body Shop of UK. In India too there is no shortage of companies: TATA Steel, Bharat Heavy Electricals, Goodrej and Boyce, Infosys, Wipro, HINDALCO, Thermax, Dr. Reddy’s, Titan, Bajaj Auto and so forth come readily to mind. Many of these
profitable companies have won awards for corporate social responsibility. Not that they are perfect, but they are trying hard to be both profitable on the one hand and ethical and socially responsive on the other, and they are succeeding. They are the living examples from which we can learn a lot and develop a new paradigm of professional management.

For example over the past years, American express’s Charge Against Hunger program, through which the company donates 3 cents from every transaction made during the traditional holiday season, has raised more than 20 million dollars for hunger relief in the United States, Maxwell House, a division of Kraft Foods, recently created a partnership with Habitat for Humanity to build 100 homes in as many days, while working to raise awareness for the organization. And Post Cereal celebrated its 100th anniversary in unique fashion by donating to Second Harvest, the nation’s largest network of hunger-relief charities, enough cereal to feed more than one million people, in addition, Post partnered with grocery retailers to sponsor a 100-day food drive across the United States, supported by national and local ads to increase hunger awareness and to encourage consumer participation in the drive.

Saturn, from its inception, Saturn Corporation has worked to distinguish itself as a unique car company. As its slogan states, Saturn id ‘A different kind of company, A different kind of car.’ The company claims to focus more on its employees, customers, and communities, than on revenues and bottom lines, Saturn’s President and Chairman Don Hudler notes that ‘a part of Saturn’s business philosophy is to meet the needs of our neighbors.’ An example of this philosophy in action is Saturn Playgrounds, a company program for employee involvement and community betterment, the goal of the program is to provide young children in poor communities with a safe, fun environment during non-school hours as an alternative to gangs, drugs, and crime. Backed by Saturn dollars, local Saturn employees and customers join with community members to build a community playground in a single day. So far the Saturn Playground project has built 58 playgrounds across the country. Joe Rypkowski, president of
local United Auto Workers union, commented that ‘the Saturn playgrounds project is a perfect example of the partnership we have built at Saturn. Working to gather can bring powerful results, not just in our jobs, but in our communities.’

**The Body Shop**: in 1976, Anita Roddick opened The Body Shop in Brighton, England, a tiny storefront selling beauty products out of specimen bottles. Now the Body Shop and its franchisees operate nearly 1500 stores in 47 countries. Fundamental to this rapid growth, Roddick advocates including social responsibility alongside financial performance as a measure of company success. The Body Shop’s mission is ‘to dedicate our business to the pursuit of social and environmental change.’ In keeping with that mission, the company manufactures and sells natural-ingredient-based cosmetics in simple and appealing recyclable packaging. All the products are formulated without an animal testing and supplies are often sourced from developing countries. Each franchise is required to participate in annual projects designed to better its community. In addition to these projects, the body Shop is committed to continuous activism, for example, to promote AIDS awareness, the company has handed out condoms and pamphlets about safe sex at its over 290 U.S. stores, in addition, The Body Shop donates a certain percentage of profits each year to animal rights groups, homeless shelters, Amnesty international, Save the Rainforest, and other social causes. As The Body Shop grows, however, it now appears to be moving from rebel to mainstream, and as other is invading its markets retailers not shackled by The Body Shop’s ‘principles before profits’ mission, the retailer’s sales growth and profits are flattening. Still, says Roddick, ‘Business Innovation is no longer just about product and profits, it’s about the very role of business itself.’

Social responsible behavior makes good business sense and firms could be rewarded by increased patronage. **Merck**, the pharmaceutical giant develops a treatment for a tropical disease which in layman’s language is called ‘river blindness. This disease afflicts millions of peoples in some of the world’s poorest regions. Despite having no commercial market for this drug in the west, Merck invested millions of dollars in developing this drug. In 1987 in collaboration with
the WHO Merck organized free distribution of this drug. Around 25 million people in a year are treated under this program to eliminate the risk of premature blindness. Doing this has in no way diminished the profitability of the company. As a matter of fact this humanitarian gesture has enhanced its reputation capital. With the growing awareness and concern about environmental degradation, depletion of natural resources and phenomenon of global warming, there is a moral and legal pressure on corporation to behave responsibly in the interests of our future generation.

**Green marketing trends and green companies**

Environment has become one of the key challenges facing the business sector. Enforcement of laws and regulation by government (appendix), hit some industries very hard, for e.g. steel companies and utilities had to invest billions of dollars in pollution control equipment and costlier fuels. Auto industries had to introduce expensive emission control in cars. Later the packaging industries had to find ways to reduce litters. Because these companies had to absorb large costs (which have made then less competitive) resisted environmental regulations. In North America, NAFTA (North American Free Trade Agreement) set up a commission for resolving environmental matters. And the Europeans Union’s eco management and audit regulation provides guidelines for environmental self-regulation. These policies vary from country to country. International companies are creating general policies and than translating these policies into tailored programs that meet local regulations and expectations. Green strategies include the development and production of products with biodegradable packages, use of recycled material and design, and marketing of products that are environmentally safe to produce and use and reduce air pollution.

Now-days companies are accepting responsibility for doing no harm to the environment. They are shifting from protest to prevention and from regulation to responsibility. More and more companies are adopting policies of **environmental**
sustainability (a management approach that involves developing strategies that both sustain environment and produce profits for the companies).

1. In this, companies minimize waste before it is created.

2. Develop ecologically safer products, recyclable and biodegradable packaging, better pollution controls and more energy efficient operations.

3. Exercise pollution control throughout the full product life cycle.


5. Plan for new environmental technologies.

Xerox corporation asset recycle management (ARM) program which uses leased Xerox copies as sources of high quality, low cost parts and components for new machines. A well developed [process] for taking back leased copiers combined with a sophisticated remanufacturing process allows. Its components to be reconditioned, tested, and then reassembled into “new” machines. Xerox estimates that ARM savings in raw materials, labor, and waste disposal in 1995 alone were in the $300-million to $400-million range by redefining product in use as part of the company’s asset base, Xerox has discovered a way to add value and lower costs. It can continually provide lease customers with the latest product upgrades, giving them state of the art functionality with minimum environmental impact. Xerox now remanufactures its copy machines and markets them as “proven workhorses” under names such as “Eco-series,” “Renaissance,” and “Green Line”. Hoover doubled its market share in Germany by introducing a recyclable washing machine that creates less pollution and waste during production and reduces water, detergent, and energy consumption during use.

Mc Donald's provide a good example of green marketing. It used to purchase Coca-Cola syrup in plastic bags encased in cardboard, but now the syrup is delivered as gasoline is, pumped directly from tank trucks into storage vats at million pounds of packaging a year. All napkins, bags, and tray liners in
McDonald’s restaurants are made from recycled paper, as are its carry-out drink trays and even the stationary used at headquarters. For a company the size of McDonald restaurants even small changes can make a big difference. For example, just making its drinking straws 20 percent lighter saved the company 1 million pounds of waste per year. Beyond turning its own products green, McDonald’s purchases recycled materials for building and remodeling its restaurants, and it challenges suppliers to furnish and use recycled products.

**Dow** built a new ethylene plant in Alberta that uses 40% less energy and releases 97% less waste water. Herman Miller, a large office-furniture manufacturer, set a trend in the furniture industry when it began using tropical woods from sustainable managed sources, altering even its classic furniture lines. But it went even further by reusing packaging, recapturing solvents used in staining, and burning fabric scraps and sawdust to generate energy for its manufacturing plant. These moves not only help the environment, they also save Herman Miller $750,000 per year on energy and landfill costs.

Even retailers are jumping on to the “Green” bandwagon and using equipments. Wall Mart is pressuring its 7000 suppliers to provide it with more recycled products. In its stores, Wal-Mart runs videos to help educate customers, and the retailer has set up more than 900 recycling drop-off bins in store parking lots around the nation. It’s even opening “eco-friendly” stores. In these stores, the air conditioning systems use non-ozone-depleting refrigerant, rainwater is collected from parking lots and rooftops for landscaping, skylights supplement fluorescent lighting adjusted by photo sensors, and the road sign is solar powered. Environmentalism appears to be moving into a more mature phase in this century.

Now environmental responsibility is being institutionalized in product development and R. & D. For example the **Mobil Corporation** in U.S. spends $1.3 billion and employs over 700 people simply to deal with environmental issues that relates to firms all over the world.
In a different vein, the **Sun Company** of Philadelphia, the 12th largest Oil Co. in U.S.A. became the first Fortune 500 Companies to endorse the Valdiz principle, a code of environmental conduct devised after the 1989 Alaskan Oil spill.

**Unilever** during about five years of painstaking researching into its effect on environment has concluded that it has to do more than just clean up its own factories – Unilever is now publishing a separate environmental assessment every two years and has launched three major initiatives to conserve global fisheries, promote clean water and shift to sustainable agriculture.

Many companies in India are also developing stringent environmental standards. The top ten Green Companies in order of ranking in India are:

(i) Asia Brown Boveri (ABB) (ii) Bayer India (iii) Clariant India (iv) Cormandel Fertilizers (v) Gujarat Ambuja Cements (vi) ICI India (vii) Indian Aluminum Co. (viii) Orchid Chemicals & Pharmaceuticals (ix) Philips India and (x) Tata Iron & Steel Co.

According to MD of **ABB India**, K.K. Kaura, “we strive for a balance in the economic, environmental and social impact of our business” while heading the Maneja plant of ABB Ltd. near Vadodara the company had planted 2,500 trees in its 100 acre premises as part of a green campaign. But the disposal of twigs, dry leaves and wooden waste proved to be nightmare. When some one suggested vermiculture, Kaura was amused. There was little connection between making power equipment and breeding earthworms. But as he worked on the idea, Kaura could see that it made eminent business sense.

For Eco-watchers, it is showpiece on the Coromandel Coast Molten sulphur and Malkaupuram area in the eastern port city of Vishakhapatnam had little in common until recently, when **Coromandel Fertilizers** drew the linkage. Responding to complaints from locals and naval officers in the region on the sulphur dust pollution the Chennai based Murugappa owned complex fertilizer manufacturers sent out a delegation of senior officers to Japan and South Korea scouting for
pollution free ways to handle sulphur. The result investment of Rs. 10.50 crore to set up molten sulphur handling facility, that helped not just solve the original problem, but led to cost savings by way of lower input wastage “we are benchmarking ourselves against global standards in environmental management” says Ranvir Singh Nanda, 57, President and MD of the Company, which is currently working on ISO 14001 certification.

**Hero Honda Motors Ltd.** (HHML) has geared itself to become a green Co. by the end of the current fiscal year, as it is planning to produce its entire range of vehicles conforming to the year 2000 emission norms.

The **IPCL Gujarat Refinery**, GSFC Nandesari Industrial Estate and small industrialists are jointly setting up a 56 km long effluent channel in Vadodara. The Rs. 13 crore massive channels are designed to carry 145 m liter of liquid waste and on the way the effluent is to be treated before discharging it into the Arabian Sea.

In this chapter a thorough study of 10 socially responsive companies has been conducted by the researcher, which is mainly focused on social marketing and community development activities of these companies.

**Community Initiatives**

Bajaj Auto is committed to nation building and contributing to the uplift and development of the weaker sections of society because its founders sincerely believed that as businessmen they were trustees of the community and the profits they earned must be ploughed back for the development of the community.

- Jankidevi Bajaj Gram Vikas Sanstha (JBGVS)
- Samaj Seva Kendra
- Kamalnayan Bajaj Hospital
Jankidevi Bajaj Gram Vikas Sanstha (JBGVS)

Bajaj Auto’s philanthropic activities among the rural poor are carried out by a trust, the Jankidevi Bajaj Gram Vikas Sanstha (JBGVS). This acts as a catalyst to development at the grass root level in 32 villages around Bajaj Auto’s Pune and Aurangabad plants. JBGVS strives to improve the quality of life of the rural poor by creating self-employment opportunities at the grass-root level, through the use of appropriate technologies, in harmony with nature.

The trust initiates sustainable, integrated development through long term projects in rural health, hygiene and sanitation, education and adult literacy, improving agricultural and livestock yield, watershed development and women’s empowerment. Through its poverty alleviation schemes, the trust provides micro credit and income generation opportunities for the poor. These projects have a positive impact on the quality of rural living standards.

Under the auspices of the ‘model village scheme’ of the Maharashtra Government, JBGVS has assisted the development of several villages in the last five years. Under this scheme, NGOs, public institutions, colleges, hospitals, local self-government bodies and state government departments for agriculture and horticulture, work together to bring about a holistic and sustainable improvement in rural living conditions. The trust is stepping up its projects encompassing agricultural extension services; lift irrigation, environmental sanitation, veterinary services, health and education. The scope of the women’s self help groups is simultaneously being expanded to undertake a larger variety of income generation projects which help in raising and improving standards of living.

JBGVS works at the grass root level in 21 villages of Khed and Maval Talukas of Pune District and 3 villages of Aurangabad district, Maharashtra. The philanthropic activities under implementation here, aim an integrated development of these villages through women empowerment, income generation, health programs, agricultural extension, animal husbandry, watershed development, drinking water schemes, sanitation and education. The beneficiaries are 3200 families - comprising a population of about 18,000 villages.
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Community development

The trust has extended its reach to a larger number of villages through regular village level meetings and video shows to spread awareness and motivate villages to adopt women’s development and leadership, modern agricultural practices and watershed development.

Health and medical services

The trust is accelerating its pace of medical intervention projects to combat malnutrition, vitamin deficiency, leprosy, tuberculosis and other diseases by increasing the frequency of its village health camps and preventive health and maternity care, family planning camps.

Health Workers- Sixteen health workers have been engaged from amongst the village women to take care of minor illnesses, sanitation, nutrition, medical emergencies, hygiene and family planning. They were put through a training program conducted by the C.R.H.P., Jamkhed.

Mobile Clinics- Once a fortnight, a mobile clinic visits 13 villages to diagnose minor illnesses and dispense medicines. Serious cases are referred to various hospitals. Health campuses too are conducted regularly through these mobile clinics.

Rural sanitation

JBGVS is expanding into sanitation awareness projects to motivate villagers to take up construction of low cost toilets, soak-pits and other facilities for hygienic disposal of human and animal waste.

Drinking water

To overcome the shortage of drinking water in rural areas, JBGVS has undertaken a new project to deepen and repair village wells, install hand-pumps and simple water purification systems at water supply points and initiate village level rain-water harvesting schemes.

Agriculture

Agriculture extension
JBGVS educates farmers on the use of improved, high yielding seeds and modern methods of cultivation. It provides expertise in vermiculture, floriculture, and sericulture techniques and growing nutritious varieties of fodder.

**Water conservation**

The trust promotes various techniques of watershed development depending on the local terrain and topography to maximize water availability for irrigation by facilitating consultative interaction between village representatives and various government agencies.

Village Pond - Inglun (Andra Maval) is constructed through the coordinated efforts by JBGVS, the Government and the villagers themselves, to enable the farmers to boost their yield.

KT Weir Kanhewadi Budruk (Khed), Kolhapur type bund has been constructed under the 'Adarsh Gaon' scheme to help farmers irrigate 15 hectares land.

Farm Bunding - Bokud Jalgaon (Aurangabad), twenty-four hectares of farmland was leveled to prevent erosion of top soil and retain and percolate rain water in the farms for better cultivation.

Integrated Pest Control was introduced in villages or Maval Taluka of Pune to minimize the pest menace on paddy crop.

Under its Watershed Development - Karla (Maval) CAPART, New Delhi, has sanctioned a 4 years watershed development project in seven villages in an around Karla.

JBGVS introduced a new technique for crop yield improvement at Bokud Jalgaon in Aurangabad.

JBGVS also educates farmers on the use of improved, high yielding seeds and modern methods of cultivation. It will soon provide expertise in vermiculture, floriculture, and sericulture techniques and growing nutritious varieties of fodder.
Lift irrigation

The trust has helped to bring vast tracts of unproductive land under cultivation by providing expertise to farmers to initiate lift irrigation projects. It also assists them in raising finances for these projects through banks and other agencies.

Tree plantation

JBGVS has been assisting village level afforestation projects on unused public land to combat soil degradation, scarcity of fuel and fodder scarcity caused by the denudation of forests. This project will be extended to a larger number of villages.

Veterinary projects

The trust’s emphasis is on improving the health of livestock resources, through vaccination and medical camps along with facilities for artificial insemination to raise high yielding crossbreeds.

JBGVS provides veterinary services to villages to Khed and Maval Taluka.

JBGVS extends financial help to Villagers to start dairy business. Kapila Dairy project was successfully completed at Saindane Thakarwadi, Khed Taluka, for fifty beneficiary families with help from CAPART.

Women’s development

JBGVS’s women volunteers assist village women to organize themselves into self-help groups to articulate issues of common concern and address themselves in finding solutions to their problems pertaining to education and health.

A Self Help Group of Kusur village (Andra Maval) purchased a set of catering equipment out of their savings, which is being rented out to villagers during weddings and other functions. This is now an example of entrepreneurship by women for other groups to emulate.

There are 90 Self Help Groups formed with the guidance of JBGVS, who have saved up to Rs. 15 lakhs. Training programs for personality development, social awareness, banking, decision-making and income generation are also conducted for women by these groups.
Mahila Melava (Gahunje, Maval Taluka) Such Mahila Melavas are held once a year in our villages, which help women to develop their personality.

**Model village scheme**
The state government of Maharashtra has recognised the efforts of JBGVS in promoting integrated development in rural areas under the government’s ‘model village scheme’. The trust has adopted five villages, which have been developed as model villages.

**Village infrastructure**
Since village infrastructure development has long-term effect on village communities the trust helps villages to take up need-based, construction of nurseries and crèches and low-cost housing projects.

**Cultural initiatives**
To strengthen communal amity in the villages, the trust encourages community prayer meetings, bhajan (devotional hymns) competitions, reinforcing messages through puppet shows and study tours. Local youth clubs are encouraged to organize sports and cultural events.

**Training & study tours**
Training forms an integral part of all JBGVS activities. Training programs are conducted at three levels — village residents, village animators and JBGVS staff. Before initiating new field programs, staff undergoes appropriate capability development programs. Subsequently, training is cascaded to local village animators and, through them, to individual village residents. This helps ensure a consistently high rate of success of all JBGVS projects.

To convince villages to adopt new techniques in agriculture, water resource management, livestock development, etc, study tours for village residents are organized to model villages where such projects have been implemented successfully.

**Project monitoring**
JBGVS has an elaborate follow-up and monitoring mechanism for all its programs, which functions at three levels. On the field, project organizers conduct weekly monitoring sessions with the field staff. The executive trustee and secretary of the
trust meet the staff at each project every fortnight to evaluate its implementation. Finally, the chairman and the board of management of JBGVS apprise themselves of the progress of the project every quarter.

**Samaj Seva Kendra**

Social activities in semi urban areas on the outskirts of Pune are undertaken by the Samaj Seva Kendra (SSK), set up by Bajaj Auto in 1975. SSK provides local industrial workers with opportunities for self development, education, healthcare, sports and recreation. It involves local institutions and municipal bodies, local Rotary Clubs and NGOs in its activities.

SSK has helped empower wives of factory workers by providing them earning opportunities. Last year, its Laxmi Mahila Cooperative Credit Society (started in 1990) earned Rs 1 lakh by supplying chapattis, prepared by its members, to industrial canteens. SSK also organizes weekly medical consultation and health awareness programs, child and adult education, vocational training and personality development programs, leisure and recreational facilities for women.

**Kamalnayan Bajaj Hospital**

A well-designed and well-equipped hospital at Aurangabad in Western Maharashtra, the Kamalnayan Bajaj Hospital provides high-quality secondary and tertiary healthcare and specialist facilities under one roof.

The hospital offers a specially designed health insurance and annual medical check-up plan in association with Bajaj Allianz General Insurance, which provides cash-less hospitalisation and treatment.

**HLL**

**COMMUNITY DEVELOPMENT**

CSR, in HLL, covers the company’s interaction with and impact on society in three distinct areas. These are: the company’s own operations; the company’s relationships with its business partners through the value chain; and the voluntary or philanthropic contributions it makes to communities. HLL believes CSR should be seen as a core business activity.
Asha Daan

HLL supports Asha Daan run in Mumbai by the Missionaries of Charity (founded by the late Mother Teresa). Asha Daan is a home for abandoned, handicapped children, the destitute and people affected by AIDS (HIV positive). Asha Daan is leased by HLL and the company also bears the capital and revenue expenses for maintenance, upkeep and security of the premises.

Ankur

Very similar to Asha Daan is Ankur in HLL's Doom Dooma Plantation in Assam. A centre for special education of handicapped children aged between 5 and 15 years, it was opened in 1993. It received the Lawrie Group Worldaware Award for Social Progress in 1999. It provides educational, vocational and recreational activities to physically and mentally challenged children. They are taught skills such as cookery, painting, embroidery, and bamboo crafts, weaving, stitching, and depending on their aptitudes to make them self-reliant. A few of the children have been able to pursue normal education in regular schools after obtaining rehabilitative support.

Kappagam

'Kappagam' (means 'shelter'); a second centre for special education of mentally and physically challenged children was set up in HLL's plantations in Coimbatore district of Tamil Nadu in 1998. Apart from various rehabilitative inputs, the centre provides the children with physiotherapy and speech therapy.

Project Shakti

The objectives of Project Shakti are to create income-generating capabilities for underprivileged rural women by providing a sustainable micro enterprise opportunity, and to improve rural living standards through health and hygiene awareness. It has already been extended to over 5000 villages in 52 districts in Andhra Pradesh, Karnataka, Gujarat and Madhya Pradesh. HLL is now in the process of piloting ‘i-Shakti’ an IT-based rural information service that will
provide solutions to key rural needs in the areas of agriculture, education, vocational training, health/hygiene, etc in Nalgonda district of Andhra Pradesh.

**Vidya Valley**

Company started a project in Madhya Pradesh, which will impact the entire state's rural population. It has helped the government create 'Vindhya Valley', an umbrella brand for food products, and support software for its marketing, manufacturing and distribution. The upgradation will generate higher sales and higher returns for rural artisan communities, many of whom are women. To impact even larger groups, HLL is helping the government set up permanent handicraft fairs across top cities and towns of the state.

**Rural Education**

HLL is also developing a Rural Education Program, which aims at using audio-visual aids, like video cassettes and CDs at Khamgaon, and yashodhdham village (Kachch district) HLL has provided a school building, an exclusive playground for children and a multi-purpose community centre, including a crèche, health centre, and community room and village administration office. All the structures are earthquake and cyclone-resistant.

**IRD**

HLL started its Integrated Rural Development (IRD) Program with 500 villages for training and health of villagers, infrastructure development, and improvement in productivity and health of cattle. The project is now being undertaken jointly with Nutricia India (which has acquired HLL’s dairy operations) and for certain health programs, with government-run Primary Health Centres and through autonomous bodies, known as Samitis.

**Protecting the environment**

Besides the necessary measures that HLL has enforced in factories for environment protection and pollution control, it has also taken up projects on energy conservation, watershed management, tree plantation and soil conservation.
To tackle the liquid effluents, gaseous emissions and solid wastes that are generated by factories, HLL follows a three-pronged Pollution Control Strategy.

Liquid effluents: Effluent treatment facilities are provided at all the sites that generate liquid effluents. The treated water is used for gardening inside the factories. So far seven sites have achieved zero liquid effluent status.

Gaseous emissions: All our factories are provided with chimneys of adequate size. Wherever necessary, cyclones, bag filters, scrubbers and electrostatic precipitators have also been installed. The Haldia Chemicals complex' Sulphuric Acid Plant was the first in the country to install exotic stainless steel heat exchangers replacing cast iron Trombone Acid Coolers, and commissioned the first start-up Scrubber in the Eastern Region.

Solid wastes: factories recycle most of the solid waste either directly within the factory (e.g. use of Bio-sludge from ETP as manure, re-use of used envelopes and computer stationary for internal communications) or through third party contractors. HLL take great care to ensure that wastes are segregated and accounted for, to facilitate recycling.

An integral part of pollution control for us is recycling of solid and liquid effluents. One of the best examples for this is Haldia Chemicals factory, which produces fertilisers and industrial chemicals does not pass on to the environment any liquid effluent or solid waste. The liquid effluent is completely recycled in process. Similarly, solid wastes are used in the factory's process or converted into economically useful by-products, such as soil conditioners or other industrial intermediates.

**Some other activities that HLL follows to improve the environment:**

Most of the products manufactured by HLL are produced and packaged using natural resources to save scarce resources and minimize impact on environment. Some of the key initiatives for reducing environmental impact are listed below.

Eco-efficiency:
Use of minor oils from forest seeds.

Improvement in technical efficiencies in material usages thereby reducing waste.

Energy conservation.

Zero discharge / zero effluent projects.

Water conservation.

Bulk handling of chemicals, thus reducing dramatically the packaging normally used for such chemicals.

Development and manufacture of concentrated detergent powders, which require less packaging material and also consume less water in the washing of garments.

Development of low-energy (Non-tower) processing route for detergent products.

Development of low-energy (Crutcher) processing route for soap manufacture.

Use of refill packs.

Recycling of packing drums.

Reduction of green house gases (GHG):

Reduction of fossil fuel usage through reduction of energy usage.

Use of hydrocarbon in place of CFCs for refrigeration in the ice cream cold chain.

Elimination of CFC C-12 in industrial refrigeration units.

Full compliance with Montreal Treaty on Ozone Depleting Substances.

Installation of Gobar Gas Plants, which burn and therefore aid the elimination of methane gas.

Efficiency in transportation of goods/logistics management.

Eco-friendly programs:

Use of eco-friendly pesticides in plantations.

Afforestation at Khamgaon, Haldia, Rajpura, Yavatmal, Sumerpur, Orai, Chhindwara units.

Use of agricultural waste for outer packaging material.

Elimination of PVC from packing material.

Elimination of PCB capacitors.

Use of poly electrolytes in glycerine refining.
Watershed management

HLL work on watershed management is best exemplified by the project in the Khamgaon factory. The project involved developing a contour plan for the region depending upon its topography. Building a series of earthen contour bunds restricts the run-off rainwater. This retards the flow of water and allows greater percolation into the ground, raising the sub-soil water table. The ground water is then extracted for cultivation through bore wells installed at identified locations. Water for irrigation is thereby made available round the year. A further advantage is that covering the ‘bunds’ with grass checks soil erosion.

Tree plantation

HLL extensively undertakes tree plantation and soil conservation at all its factories, particularly those in semi-arid areas like Sumerpur and Orai (Uttar Pradesh), Chhindwara (Madhya Pradesh) or Khamgaon (Maharashtra). With the support of the Bharatiya Agro Industries Foundation (BAIF), HLL has taken initiatives to create a model for afforestation and plantation of ecologically compatible trees to upgrade the rocky strata of the Khamgaon region. A study of the soil profile provided valuable clues to the selection of the appropriate plant species to suit local conditions. A variety of fruit and flowering trees have been planted.

Soil conservation

Another initiative being taken up is the training of local farmers in Khamgaon to plant drought-resistant and soil-conserving crops. This will provide additional livelihood for the rural people through harvesting of fruits and availability of fuel and fodder by-products.
IOCL

Employee Profile
Indian Oil's unique work culture is based on trust, openness and a commitment to creativity and consultation. The organization identifies each and every one of its employees as an achiever who will make a difference. We are constructive partners in the communities where we do business. It respect human rights, value its employees and invest in innovative technologies and solutions to meet the need for sustainable energy and economic growth.

Entrepreneurial Culture
Indian Oil encourages employee participation in management and suitably rewards innovative suggestions. Participative forums in the form of joint management councils, quality circles, suggestions scheme, etc. enrich its work culture. Indian Oil today has one of the best records in the industry for accident-free man-hours. Indian oil provide growth opportunities to its employees inducted at the junior level through Job rotation and inter-location transfers throughout the country facilitate planned development of careers and broaden outlook. Career growth opportunities are based on the individual's performance and contribution to the common goal of sustained growth.

Welfare of Employees
Apart from attractive scales and perks, Indian Oil provides its employees many facilities and welfare measures, which are continuously upgraded. The medical facilities extended to the employees are rated amongst the best in the country. Apart from fully equipped hospitals at refinery townships, the Corporation also has nominated hospitals at various locations to meet employee needs. Holiday homes at select locations throughout the country help employees and their families unwind.
Training and Development
Indian Oil conducts structured training programs for its employees both in general management and functional management disciplines. It also provides them opportunities to avail of membership of professional bodies. Monetary incentives are also available for those acquiring additional qualifications.

The Indian Oil Institute of Petroleum Management (IIPM) at Gurgaon conducts round-the-year Management Development Programs on organizational goals and strategies, diversification and globalization plans. It has also provided specialized training to employees of other international oil companies having strategic alliances with Indian Oil, besides consultancy services in the area of petroleum management.

Corporate Initiative:

In order to realize its the mission that is to help enrich the quality of life and preserve cultural heritage of the community, Indian oil is taking concrete initiatives by developing techno-economically viable and environment friendly products for people, ensuring safety in operations and the highest standards in environment protection, and thereby building value for shareholders and customers. Since inception, Indian Oil has supported dozens of social initiatives in India. Touching the lives of millions of people positively through sponsorship of environmental and health-care initiatives as well as cultural and educational programs. Indian Oil People have rallied to help victims of natural calamities.
Indian Oil has a concerted social responsibility program to partner communities in health, family welfare, education, environment protection, providing potable water, sanitation, and empowerment of women and other marginalized groups.

Every year, a fixed profit-linked percentage goes towards spreading smiles in millions of lives across the country through welfare and Community development activities. The **budget allocation for a typical year** towards Indian Oil's social responsibility activities looks like this:

**Related Stories**

- Indian Oil People Rally To Aid Earthquake Victims Of Gujarat
- Indian Oil Contributes Towards Upkeep Of War Memorial in NOIDA
- Indian Oil - preventing AIDS on the Highways
- AIDS Awareness Campaign at Indian Oil Retail Outlets
- International Women's Day At IOC's Barauni Refinery
- IOC Commissions Indane LPG Bottling Plant At Port Blair
- Indian Oil: A Beacon Of Light
Corporation understands that participation of people is vital for the successful implementation of community level interventions.

Commitment to a Clean Environment

Seven refineries, and the IndianOil Research & Development Centre at Faridabad near Delhi, have won the ISO 14001: 1996 Accreditation for environment management. The refineries are:

- Guwahati Refinery in Assam
- Digboi Refinery in Assam
- Barauni Refinery in Bihar
- Haldia Refinery in West Bengal
- Mathura Refinery in Uttar Pradesh
- Koyali Refinery in Gujarat

Further, in 1998-99, the Salaya-Mathura Pipeline and the Koyali-Ahmedabad Pipeline became the first oil pipelines in the world to be accredited with ISO-14001 for Environment Management System.

Two IndianOil Retail Outlets have also achieved the distinction of being the first two petrol pumps in the country to receive this Certification.

IndianOil’s Mathura Refinery has been certified for "Occupational Health and Safety Management System (OHSMS)" by DNV - the first refinery worldwide to receive this certification. Mathura Refinery is also the first refinery to have been certified worldwide since the inception of the stringent "OHSMS" standards in 1997.

Mathura Refinery is the first Refinery in Asia, and the third in the world in the Petroleum Sector, to be certified ISO-14001 for its efficient Environmental Management System.

Indian Oil is committed to a clean environment by Introducing Unleaded Motor Sprit (Gasoline and petrol), Low Sulphur (0.5%) Diesel High Speed Diesel (HSD), Extra-low Sulphur (0.25%-0.05%) Diesel Petrol with Benzene content of 1%-3% and making the CNG facility available at selected Indian Oil service stations. The Ecological Parks at Indian Oil’s Mathura, Gujarat and Barauni Refineries attract a
large number of migrating birds. The effort is already being replicated in other refineries of Indian Oil.

Ecological Parks

Scientifically designed green belts have been developed at Gujarat Panipat refineries, to serve as a pollution sink and to enhance the aesthetic look of the refinery area. Extensive tree plantation has been undertaken by Guwahati, Digboi, Mathura, Haldia and Barauni Refineries in order to develop green cover in the vicinity of refinery and townships. Mathura Refinery has planted about 115,000 trees in Taj Reserve Forest near Taj Mahal under 10 Point Initiative of MoP&NG for environmental improvement Taj Trapezium. The existence of rich flora and fauna in these parks is a clear testimony of the clean and eco-friendly environment in and around the refineries. The other refineries are in the process of developing such ecological parks.

Bird Land: The Eco Park at Mathura Refinery / Business Today Feature Story

Indian Oil’s R&D Centre is engaged in the formulation of eco-friendly, biodegradable lube formulations. Seven operating refineries and the R&D Centre have been certified under ISO-14001: 1996 Environment Management Systems.

Pollution Control

It is the duty of humanity to preserve the earth for future generations, and to make it safe for the present generation. Indian Oil as a responsible Corporate Citizen shares universal concern in this respect.

All refineries have been provided with elaborate facilities to control pollution from different sources like: liquid effluents, gaseous emissions and hazardous wastes. The liquid effluents from refineries meet the Minimal National Standards (MINAS). All refineries have been provided with full-fledged Effluent Treatment Plants (ETP’s) consisting of physical, chemical and biological treatment facilities. The treated effluent is far superior to the stipulated MINAS Quality and Quantum standards. The refineries of Indian Oil have adopted various measures for control of gaseous emissions. These include:
- Use of low sulphur fuel oil
- Desulphurization of refinery fuel gas
- Taller stacks for better dispersion
- Advanced process control system
- Energy conservation measures to reduce fuel consumption

The sulphur dioxide emissions are well below the limits prescribed by the Ministry of Environment & Forests and State Pollution Control Boards. In particular, Mathura Refinery has established three ambient air quality-monitoring stations between the refinery and the city of Agra and a fourth one at Bharatpur. Utmost care is taken to keep the impact of refinery operations on the air quality of the surrounding areas at levels, which are well within the stipulated limits prescribed for sensitive areas.

Regarding Hazardous Wastes (Oily sludge), Indian Oil refineries have adopted required measures to minimise the deposition of oily sludge in crude oil tanks and recover oil from the sludge generated prior to and during tank cleaning. Use of chemical surfactants has been practiced at Gujarat Refinery of Indian Oil for in-situ recovery of oil from tank sludge. Haldia Refinery has successfully tried Mechanical Liquidation Process to recover the oil from the sludge. Impervious lined pits/secured landfills have been provided at Mathura, Gujarat, Barauni, Haldia, Panipat and Digboi refineries. Bioremediation technology has also been tried at Mathura, Barauni, Guwahati and Digboi Refineries based on OILZAPPER/OILIVOROUS-S bacterial consortium developed by TERI / IOCL (R&D).

**Corporate social responsibility**

The Infosys Foundation has undertaken various initiatives in providing medical facilities to remote rural areas, organizing novel pension schemes and in aiding orphans and street children. It has undertaken a large rural education program
titled "A library for every school" under which 5500 libraries have been set up in
government schools spread across many villages. Other activities include the
reconstruction of old school buildings, setting up of rural Science Centers and
schemes to provide support to dying traditional art and culture forms

Through creating opportunities and working towards a more equitable society, the
Infosys Foundation has made small, but effective strides in the areas of healthcare,
education, social rehabilitation and the arts. Promoted by Infosys Technologies
Limited, the Foundation offers the promise of a better tomorrow, through its
projects across India

**Tsunami Relief**

The Foundation has always stepped in and contributed to relief work after a natural
disaster. Late in 2004, the tsunami that struck South Asia left in its wake a trail of
death and destruction. The Foundation helped victims in Tamil Nadu and the
Andamans at various stages. Initially, food, utensils and clothes were distributed.
But after assessing the needs of those affected, a survival kit was put together,
which included essential supplies and medicines. More than 1,500 kits were
distributed in six villages of Tamil Nadu. Foundation volunteers also camped in
the region and helped out in various other activities. Based on feedback from the
locals, essential clothing was distributed in the Andaman Islands. The generous
donations that poured in from both within and outside the organization helped the
Foundation carry out its work.

**About Infosys Foundation**

Since its inception in 1996, the Infosys Foundation has worked to support the
underprivileged in society and enrich their lives.

Promoted by Infosys Technologies Limited, the Foundation began its work in
Karnataka, India, gradually extending its activities to the states of Tamil Nadu,
Andhra Pradesh, Maharashtra, Orissa and Punjab.
It has successfully implemented projects in four key focus areas:

**Healthcare**

**Social rehabilitation and rural upliftment**

**Learning and education**

**Art and culture.**

From making high-quality healthcare accessible, to enabling the spread of education where it’s needed the most, the Foundation’s activities touch the lives of a large number of individuals and institutions. Over the years, it’s proved to be a catalyst, improving lives and helping thousands realize their potential.

**Awards for the Foundation**

‘Computer World corporatecitizen_award – 2001’ – International Level

‘The Economic Times Corporate Citizenship corporatecitizen_award,’ on behalf of the Infosys Foundation, for outstanding philanthropic work – National Level

**Healthcare**

Making high-quality healthcare the norm is an ongoing challenge. Since its inception, the Foundation has initiated several activities that benefit the rural and urban poor. Apart from constructing hospital wards, donating hi-tech equipment and organizing health camps, the Foundation also distributes medicines to economically weaker sections in remote areas.

- The Foundation constructed the Infosys Super-specialty Hospital on the Sassoon Hospital premises in Pune. This hospital caters to poor patients

- It has spread its donations for medicines to aged and poor patients suffering from cancer, leprosy, defects of the heart/kidney, mental illnesses and other major disorders. It helps this section meet substantial medical expenses and assures them of a steady source of income for their treatment

- The Foundation installed office management software at the KEM Hospital in Mumbai. This enables the hospital to manage store requirements, keep accounts as well as publish hospital papers and other information on the Web
Additional blocks have been built at the Swami Sivananda Centenary Charitable Hospital at Tirunelveli in Tamil Nadu

Additional blocks have also been built at the Bangalore Diabetic Hospital

A dharmashala was constructed at the Kidwai Cancer Institute in Bangalore

The Foundation constructed a pediatric hospital at the Capitol Hospital in Bhubaneswar, which caters to poor patients. A CT-scan machine was also donated to the hospital

Additional wards were built at the Swami Shivananda Memorial Charitable Hospital in Pattumadai, Tamil Nadu

The annex to a cancer hospital in Kancheepuram, Tamil Nadu was added

A hospital was built for tribals at H.D. Kote, Mysore.

In Bellary, a hospital was constructed to treat patients with brain fever

The Foundation air-conditioned the burns ward of the Victoria Hospital, Bangalore

A high-energy linear accelerator unit was purchased for the treatment of cancer patients at the Chennai Cancer Institute in Tamil Nadu

The Foundation has donated ambulances to medical centers and hospitals in Kanchipuram, Tamil Nadu, Gadag, B.R. Hills and South Canara in Karnataka and Kalahandi, Chandrashekarpur and Bhubaneswar in Orissa

It has also donated high-tech surgical equipment to hospitals located at Mysore, Bijapur, Bellary and Hubli in Karnataka

Incubators, air conditioner units, neonatal resuscitation equipment and refrigerators have been given to the Bowring Hospital, Bangalore, while ultrasound scanners have been donated to the Ramakrishna Ashram, Coorg and the Bangalore Government Hospital

The Foundation has made donations to the Drug Foundation for Nuclear Medicine at the cancer hospital in Miraj and the Kidwai Hospital in Bangalore
Rural Upliftment and Social Rehabilitation

Whether it is organizing an annual mela that empowers destitute women or building orphanages that give children a better life, the Foundation's activities address the needs of society's most neglected.

- The Foundation has organized unique annual *melas* in different parts of the country, including Bangalore and Sedam in Karnataka, and Chennai in Tamil Nadu, to distribute sewing machines to destitute women and help them earn a livelihood. Prior to the mela, the Foundation even holds tailoring classes and provides materials for the same at some centers.

- The Foundation has conducted relief work after natural disasters. Apart from monetary contributions, it believes in assessing the real needs of those affected and contributing accordingly. It has worked in the tsunami-affected areas of Tamil Nadu and the Andaman Islands, earthquake-affected areas of Kutch, cyclone-devastated areas of Orissa, tribal areas of Kalahandi in Orissa and drought-hit areas of Andhra Pradesh.

- The Foundation made a donation towards the mid-day meal program of the Akshaya Patra Foundation, Bangalore, for poor children in North Karnataka.

- It established counseling centers to rehabilitate marginalized *devadasis* in North Karnataka.

- The Foundation has offered compensation to families whose bread-winners have served in our Defence Forces and died fighting for the country.

- The Foundation worked with the Red Cross Society to supply aid equipment to the physically challenged in rural areas and economically weaker sections of Karnataka.

- The Foundation offers monetary aid to the Divine Life Society, which is based in the Himalayas. The Society helps senior citizens and destitutes, often picking them up from the street and looking after them with the help of volunteers, some of whom are foreign tourists in the region.
The Foundation improved a rehabilitation center in Chennai for mentally
disabled women

The Foundation has improved the lives of children with leprosy and those
living on the streets, and in slums.

**The Foundation has constructed:**

- Hostel buildings for under-privileged students at Ramakrishna Mission centers in Tamil Nadu, Orissa, Maharashtra and Andhra Pradesh.
- Orphanages in rural areas of these states, to provide shelter to children of local communities.
- A free girls' hostel at Maharshi Karve Sthree Shikshana Samsthe, Hingne, Pune
- A girls' hostel for the blind in Banapur, Orissa, Jagruthi Blind School in Pune, Sri Ramana Maharshi Academy for the Blind in Bangalore and Sri Sharada Andhara Vikasa Kendra in Shimoga, Karnataka
- Relief shelters in several parts of Orissa
- The Sri Ramakrishna Students' Home in Chennai, Tamil Nadu
- The Shakthidhamma Destitute Center for Women in Mysore, Karnataka

**Learning and Education**

"Basic education links the children, whether of the cities or villages, to all that is
best and lasting in India," said Mahatma Gandhi. At no time have his words been
more prophetic, than now. In a world where education has become the biggest
differentiating factor, the Foundation offers an edge to deprived and rural students,
through its activities

- In what is one of the largest rural education programs in the country, the
  foundation has donated 10,200 sets of books in Karnataka alone, and in Andhra
  Pradesh, Karnataka, Orissa and Kerala, under its Library for Every Rural
  School project. Through this program, the Foundation has set up more than
  10,150 libraries in rural government schools. A minimum of 200 books,
  depending on the strength of the school, is provided. Each set has around 200
to 250 books. The cost of each set ranges between Rs. 2,000 and Rs. 3,000. Books on various subjects, including science, history, mathematics, general knowledge, grammar, literature, geography, vocational training and fiction have been donated to cater to the interests of students in all age groups.

- To simplify the standard of computer education for students in rural areas, a separate book has been written and is being distributed under the library project. This book has also been translated into Hindi, Tamil and Telugu.

- In another innovative project that facilitates higher learning, the Foundation has set up libraries in Hubli and Bangalore that can be accessed by underprivileged students. These well-equipped libraries have the latest books prescribed in hi-tech streams like medicine and engineering. All a student has to do is pay a deposit of Rs 800 for unlimited use of the library through his or her education.

- To identify and help students in dire need, the Foundation works with Prerna, an NGO in Raichur and Bangalore, and Vidya Poshak in Dharwad, to distribute scholarships to poor students. With the help of these organizations, the Foundation reaches out to deserving students across Karnataka.

- The Foundation has also made donations towards the reconstruction of old school buildings. For instance, 14 government schools in slum areas of Hyderabad were reconstructed.

- The Foundation has also renovated the Gandhinagar, Kottara St. Peter's School and Kapikad Zilla Panchayat schools in Mangalore, Karnataka.

- It also contributes towards the construction of additional classrooms, school funds/corpus funds, school furniture, equipment and so on, especially in backward areas.

- The Foundation recently purchased an index Braille printer for the Sharada Devi Andhara Vikasa Kendra in Shimoga, Karnataka.

- The Foundation donated study material, including science kits, to 20 schools in rural Karnataka.
Donations have also been made towards computer centers in rural areas of Karnataka.

The Foundation works with various organizations in Maharastra, Tamil Nadu and Orissa, to facilitate the education of slum children in these states.

The Foundation collaborated with the Center for Environment Education (CEE), Bangalore, for the orientation of teachers specializing in science and the environment. The Center developed training material on water. During the program, it linked the Science and Social Studies curriculum with the environmental Arts.

Preserving our rich heritage and honoring our artisans are some of the ways the Infosys Foundation contributes to this space.

The Foundation has helped revive the art of the weavers of Pochampalli village in Andhra Pradesh.

It helps organize cultural programs to promote artists in rural areas of Karnataka and Andhra Pradesh.

It traces and honors artistes from different parts of India.

Today, the scope of the foundation’s activities has widened to identifying under-privileged artists from different walks of life, be it writers, painters, poets or musicians, who don’t have access to contacts or help. It assists them on a “need” basis, offering financial assistance, promoting their art, or helping them receive much-deserved recognition.

It organizes programs like puppet shows and other cultural events to encourage artistes and performers in rural areas of Karnataka and Andhra Pradesh, and offers them financial assistance to carry forward their art.

In Karnataka, the Gamaka form of music was fast disappearing. A few years ago, The Foundation coordinated a project to donate more than 200 sets - comprising a Gamaka cassette and record player - to 100 rural schools in Karnataka, to bring the dying art form back to life.
It has sponsored art exhibitions and performing arts programs in Dharwad and Bangalore in Karnataka.

ITC

SOCIAL PERFORMANCE

ITC believes that an effective growth strategy for nation must address the needs of rural India. ITC has won TERI Award for Corporate Social Responsibility (CSR) June 01, 2005. ITC has earlier won the inaugural 'World Business Award' instituted in support of the United Nations' Millennium Development Goals and also the Wharton-Infosys 'Enterprise Business Transformation Award 2004' for the Asia-Pacific region. ITC is also one of the first Indian companies to pioneer the concept of 'Triple Bottom Line' reporting, covering not only the economic dimension, but also the environmental and social dimensions as well. ITC's Sustainability Report is the only one in India certified to be fully in accordance with GRI (Global Reporting Initiative) Guidelines.

Empowering farmers

ITC has installed Internet stations in villages across India farmers through its ‘e-Choupal’ initiative. Farmers are able to readily log on to crop-specific and content-rich websites in their own native languages. Websites provide micro-level local weather forecasts, expert knowledge on best farming practices, agri inputs and local, national and international agri commodity prices online. The ‘e-Choupal’ intervention helped enhance the global competitiveness among farmers.

ITC has won the prestigious Corporate Social Responsibility Award 2004 from The Energy and Resources Institute (TERI) for its celebrated e-Choupal initiative. ITC e-Choupal, the single-largest information technology-based intervention by a corporate in rural India, has already received several national and international accolades as a unique transformation model for rural India. The curriculum of the
Harvard Business School now includes a case study on the ITC e-Choupal movement and how it is enabling a paradigm shift in Indian agriculture.

**Greening wastelands**

ITC’s through its forestry program rejuvenated wastelands by plantation and helped poor tribal farmers begin a new life. State of the art biotechnology research centre in Bhadrachalam developed high yielding disease-resistant clonal saplings, creates livelihood opportunities for many people. The Company has effectively leveraged its need for wood fibre to provide significant opportunities to economically backward wasteland owners. Company also provides loan and training facility to farmers through the creation of village-level natural resource management committees. Working with select NGOs and the Government of Andhra Pradesh, ITC identifies poor tribal with wastelands and organizes them into self-supporting forest user groups. The user group leaders are trained in the best silvicultural practices to grow high quality timber as a viable crop, and other local species that meet domestic fodder, fuel and nutrition requirements.

**Irrigating dry lands**

ITC’s integrated watershed development program, and initiated it in some of the more acutely drought-prone districts of the country. ITC organizes farmers into water-user-groups that plan and build water-harvesting structures like contour bunds, check dams, percolation tanks and farm ponds. ITC contributes 75% of the cost and also provides training. Currently, 541 small and large water-harvesting structures built by ITC provide critical irrigation to nearly 8,000 hectares of land in Andhra Pradesh, Karnataka and Madhya Pradesh.

ITC set up an Elemental Chlorine-Free (ECF) pulp mill at Bhadrachalam, going ahead of the standards mandated by the Ministry of Environment and Forestry. This pulp mill is the only one of its kind in the country and conforms to world-class environmental standards.
Creating Women Entrepreneurs

ITC organizes rural women into micro-credit groups, providing them money to build and manage a revolving development fund. These groups extend financial support to members to set up small businesses, thereby enabling them to evolve into entrepreneurs. ITC also imparts training to improve their vocational skills, thus enhancing their ability to supplement family income.

Educating Rural Children

ITC’s primary education program, addresses the lack of basic infrastructure in primary schools. From constructing school buildings and classrooms to making books available, ITC has made school-going an exciting affair. The Company has also created supplementary learning centres to help students from poor families.

Enhancing Livestock Quality

ITC is providing its services to develop high milk yielding cows through cattle development centers in selected village clusters in the rural interiors of Bihar, Uttar Pradesh and Madhya Pradesh, along with appropriate extension and support services.

Environment Performance

The Company strives to conserve natural resources and also to enrich the environment wherever possible. ITC has achieved the status of a ‘water-positive’ corporation through all-round water conservation and the creation of rainwater harvesting potential. The Company is also well on its way to become ‘carbon positive’ through energy conservation and carbon sequestration by large-scale plantations reared under its farm and social forestry projects. All ITC Units are continually and diligently striving to minimize and recycle all solid wastes to reduce and eliminate any residual impact on the environment.
Ensuring Occupational Health and Safety

Towards Zero accident

ITC continues to strive for Zero accident in all its Units. Continued training and the creation of awareness at all levels, improved machine guarding, the active involvement of all employees and implementation of ongoing suggestion schemes to reduce risk of accidents, are some of the regular and rigorous action plans that the Company has adopted.

Indian statutes on the requirements of recording and notifying occupational accidents and diseases in the factories are in line with requirements of the International Labour Organization (ILO) in factories Act. All the provisions of these statutes are implemented at ITC Units. They are also regularly audited for proper application and discussed in the monthly meetings of the Safety Committee by Unit EHS Manager and the Inspector of Factories.

Half of all EHS training focused on Safety. Over 28% of the training dealt with (Occupational) Health. Approximately 22% of EHS training was devoted to enhancing awareness of environmental issues

ITC Businesses are acutely aware of the constantly increasing cost of this energy consumption. ITC Units regularly review, globally benchmark and appropriately modernize their energy management practices and technologies. ITC Units also undertake regular energy audits.

The Specialty Paper Mill at Tribeni in West Bengal, the Green Leaf Threshing plants at Anaparti and Chirala in Andhra Pradesh, the Cigarette Factory at Saharanpur in U.P. and the Packaging & Printing Units at Tiruvottiyur near Chennai made significant savings in specific energy consumption (energy per unit of production) during 2003–04.

The Paperboards and Specialty Papers Division (PSPD) continues to account for the bulk of ITC’s energy consumption. The Company, therefore, continues to pay special attention to energy conservation in PSPD Units.
All ITC manufacturing Units have obtained ISO 9000 (2000) and ISO 14001 certification. Stewardship initiatives are ingrained in these management systems. ITC focuses on providing best quality to the customer, without any compromise, through strict adherence to these management systems.

**Optimizing Raw Material and Energy Usage**

Over a period of time, ITC has evolved into a multi-product Company that has both backward and forward business linkages. Wastes of certain Units become natural raw material for Units within or outside the Group. This minimizes the burden on the environment by avoiding excessive use of natural resources. ITC Units foster product stewardship. By synergistically recycling and re-using their wastes, they reduce their consumption of virgin natural resources. A significant proportion of raw materials used for the production of paperboards at the Bhadrachalam Unit is waste paper from external sources.

ITC continues to pursue its endeavour to become a ‘Carbon-Positive Corporation’, by following a twin strategy of:

1. Increasing the use of climate-neutral fuels, replacing fossil fuels and thereby conserving virgin natural resources through process innovations and better energy conservation.

2. Sequestration of CO$_2$ through Farm and Social forestry initiatives.

**A water-positive Corporation**

ITC’s water conservation programs, therefore, specially focused on enabling its Units achieve a significant reduction in the specific consumption of water (water consumption per unit of production).

**Towards Zero Solid Waste**

Individual ITC businesses have made significant achievements in this journey towards ‘Zero Solid Waste’. End users are being identified for every kind of solid waste, thereby progressing towards Zero solid waste discharge from all Units.
Flyash and sludge from the Effluent Treatment Plant (ETP) constitute a significant part of recycling the remaining waste.

Towards Zero Effluent Discharge

**Waste Water Discharge**

ITC endeavours to achieve zero effluent discharge in all its Units. Reflecting the efforts and progress in this direction, a number of ITC Units – the Cigarette Factories at Bangalore and Saharanpur, the ITC Group Research & Development Centre at Bangalore, the Leaf Plant at Anaparti, the Packaging & Printing factory at Tiruvottiyur, and the Cast Coating Plant at Bollarum, near Hyderabad, already utilise the entire quantity of their treated effluents for operating their cooling towers, flushing toilets, gardening and other appropriate activities. ITC’s Paperboard and Specialty Paper Units have made significant progress in the endeavour to ensure that the entire volume of their treated effluents is used for agriculture.

**Chemical, oil and fuel spills**

ITC’s EHS guidelines require all the Units of the Company to plan the storage and handling of chemicals, oils and fuels in properly designed and tested storage vessels. The Company has effective spill control arrangements and infrastructure like bunds and retaining walls in its Units. These are routinely checked to ensure that they are in good condition.

**Incidents of fines for non-compliance**

ITC maintains a ‘beyond compliance’ status in EHS performance in its Units. Any non-compliance is dealt with immediately. The Units promptly respond to any inadvertent violation pointed by stakeholders or corporate EHS auditors.

During 2003–04 ITC Units incurred a capital expenditure of Rs. 2.6 million and a revenue expenditure of Rs. 11.65 million on EHS projects.
NIRMA

Corporate Social Responsibilities

Nirma’s vision visualises itself as a vibrant, pro-active and widely admired, ethical corporate citizen. Nirma believes, that exemplary achievements on the business points are not enough in the making of a good corporate citizen. In fulfillment of this role as a responsible part of the society and environment in which one operates, Nirma has undertaken a host of activities in the educational and social development areas.

Realizing the significant role of education - especially technical and managerial in socio-economic development of the nation, Nirma played a vital role by establishing the Nirma Education & Research Foundation (NERF) in 1994. Recently, this Foundation has been awarded University status. This status gives way to shape up and expand into a body providing education in other courses like medicine, nursing, biotechnology, etc. along with the existing courses under a single roof of Nirma University. Today, this state-of-the art academic infrastructure runs various institution bodies such as Institute of Technology, Institute of Management, Institute of Pharmaceutical Sciences and Institute of Diploma Engineering. These all institutions are located in a disciplined, serene and pleasant environment. The campus blends beautifully with the green landscaping, aesthetic elegance of arches and the vibrant pursuit of knowledge by the young aspirants. The environment gives full scope for group activities, which are plenty, as also to individual pursuits for development on preferred tracks.

Institute of Management is a one of the premier business school, providing quality management education, and nourishing managerial talent. Within a short span, this institution achieved a position in Top-25 B-schools of India. The institute is having state-of-art infrastructure facilities and eminent faculties are sharing and contributing their knowledge to nurture the Indian industry with best managerial skills. Presently, the institution offers a two-year full time program in business management and managing family business disciplines. Fellowship
program is doctoral level program for post-graduate scholars in management for those who want to pursue careers in research, consulting, and academics. The program consists of domain-specific advance courses for skill formation in research, consulting and teaching. To impart management learning to working executive community, Institute of Management is also offering three-years part-time management program. Management Development Programs [MDPs] and Executive Diploma Programs [EDPs] are uniquely designed for working executives, managers and entrepreneurs in the fields of Finance, Marketing and Human Resource Management. The program has been tailored to suit the needs of working executive, managers and entrepreneurs who are seeking an exposure to modern management concept and practices.

**Institute of Technology** offers degree-engineering courses in Chemical, Instrumentation & Control, Electronics & Communication, Computer Sciences, Civil, Mechanical and Electrical technologies. Again, the well-developed infrastructure, knowledge-based faculties and facilities offered at the institution, gives it a priority choice in student community. The institute also offers Post-graduation, advanced courses in various technology disciplines. Year-around different happenings and seminars keep the environment very lively and provide opportunities to her students to perform brilliantly in their disciplines. Institute is also offering Masters in Computer Application courses.

**Institute of Diploma Studies** is offering four-year diploma program. This program covers sandwich pattern of multi point entry (MPE) and credit system (CS). This methodology helps students to comprehend industrial practices when they are in the institution allowing them opportunity to develop skills in far better way than their counterpart of non co-operative type program. The All India Council recognizes this institute for Technical Education (AICTE) and State Government of Gujarat.

**Institute of Pharmaceutical Sciences** is responsible for preparing students to enter into a career in pharmacy and function as professionals and responsible citizens in changing health care systems. A dynamic, challenging and
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A comprehensive curriculum includes a foundation in the biological, biomedical, clinical, pharmaceutical and physical sciences, clear focus on application and use of knowledge in practical settings, and a general education in healthcare systems, ethics, management, professional issues, communication and practical skills.

**Nirma Labs** is another contribution of Nirma with an objective to nurture, promote and facilitate potential entrepreneurs in their pursuit of knowledge based large-scale wealth generation for stakeholders and society. The prospects will undergo the program of grooming and incubation at NirmaLabs, and will then be supported to build the incubated ventures with appropriate support.

Nirma has already contributed Rs. 350 million for the development of these institutes, an amount, which is likely to rise further to Rs. 500 million. The infrastructure facilities created here are of international standards and they have already become models for similar institutes. Plans are underway to start Post Graduate & Research Courses in Management and Technology, as well as an IAS training center and a program in Masters of Computer Applications.

**Nirma Memorial Trust** and **Nirma Foundation** - Nirma Memorial Trust looks after deprived women in Gujarat. It builds Ashrams and guesthouses for pilgrims and the elderly. The Nirma Foundation, set up in 1979, contributes towards the running of schools, colleges, temples and social institutions, within the state and outside.

**Chanasma Ruppur Gram Vikas Trust** in Mehsana of which Mr. K. K. Patel is the founder trustee and President provides education, maintenance of public health and related facilities in rural areas. The trust has started several institutions in Ruppur, including the Arts & Commerce College, and an ITI training institute and a ladies hostel.

**ONGC Community Development**

ONGC is playing an important role in strengthening the fabric of society. This flagship Company in India's corporate world has a finely tuned sense of moral
responsibility towards the community of people where it operates and the country at large.

It generates employment & business opportunities, which in turn improves the overall economy of the region and the living standards of the community. ONGC operations provide the necessary boost required for the industrial growth of the region. The requirement of the physical inputs for ONGC's operations results in setting of ancillary industries and vendors network, generating a lot of economic potential. Oil and gas production ushers an era of growth, many core sector industries like power, fertilizer and transport, thrive as a natural consequence of the oil and gas availability. Apart from this, grants-in-aid help in building schools and hospitals. Villages are adopted and several health and community welfare programs are organized in the area around our activities.

**Socio-Economic Development Programs**

Apart from benefits accruing to the region from the primary function of the corporation i.e. exploration and production of hydrocarbons by way of direct and indirect employment and fiscal contributions to the exchequer of both State and Central Governments. ONGC has been extending full support in the overall development of the areas around its operations all over the country.

Since 1996-97, the execution of these programs has been further streamlined. Work-centre-wise allocations are made each year and programs are being executed under the comprehensive guidelines issued on the subject. Major emphasis has been given for promotion of education, health and community development and in times of natural calamities such as floods, cyclones, earthquakes, landslides, etc. ONGC’s programs about health care, eye camps, helping the educational institutions are being widely appreciated.

**Socio-Economic Priority Areas**

A proactive approach towards socio-economic development is adopted i.e. projects are identified by ONGC at the plant level by involving the district administration, local representatives and recognized voluntary organizations. Priority is given to areas around the projects with the following themes:
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Education

- Promotion of literacy and higher education
- Grant of scholarship & assistance to deserving young pupils of weaker sections of society
- Facilities for constructing schools, renovation of school buildings, other infrastructure

Healthcare & Family Welfare

- Medical camps
- Mobile dispensaries
- Supplementing the efforts of already existing health centers in the rural areas
- Health care for women, children and disabled

Community Development

- Providing civic amenities: sanitation, clean drinking water facilities to panchayats, Gram Sabhas etc.
- Development of agriculture and other cottage industries
- Environment protection
- Animal husbandry
- Woman & child development
- Support to vocational training institutions for upgrading the skills of the local people
- Development of the socially and economically weaker sections of the society
- Promotion of art and culture
- Calamity relief
- Development of infrastructure facilities - e.g. Improvement of roads, bridges, street lighting, drainage systems, etc.
- Sponsoring/co-sponsoring professional meets, conventions, seminars etc.
Corporate Citizenship

As a good corporate citizen, Reliance invests in social infrastructure, encourages, funds and develops numerous education, health, and human capital and infrastructure initiatives. These initiatives are undertaken through partnerships with nongovernmental organizations, corporate and trust.

Community Development

At all manufacturing locations, care is taken to improve the quality of life in the surrounding communities. These community development programs focus on key areas of healthcare, education, child welfare, and infrastructure development. Reliance offers medical services at all its locations. This includes free outdoor medical services for nearby communities, outreach mobile medical services, family planning camps, blood donation drives, antenatal check-ups, vaccination centers, pulse polio camps, school health check-ups, diagnostic multidisciplinary camps, eye camps and other outreach programs.

At Jamnagar

- These included: cattle feed supply to cowsheds; organization of community meals programs benefitting 19,000 villagers in surrounding villages; safety awareness programs to educate villagers in community safety; mobile medical van service to surrounding villages, multidagnostic medical camps and a village medical center
- Reliance carried out repairing of village roads, supply of drinking water through water tankers on need basis during the year.
- Reliance continued to support the Jamnagar Municipal Corporation and citizens in various community celebrations and activities.
Support to the development of Dwarka continued; a project to construct a bypass road from the state highway to Gomati ghat was taken up for implementation.

At Hazira

In fulfillment of the Millennium Development Goals and Agenda 21 guidelines, Reliance initiated a major outreach program towards HIV/AIDS and TB intervention, by the creation of a DOTS (Directly Observed Therapy Short-term) centre. This unique and first of its kind Public-Private Partnership project, with 4,154 registered patients, has been recognized by UNDP and has been widely acclaimed. A campaign has been launched to replicate sustainable models countrywide.

Eye camps, blood donation camps, a mobile dispensary catering to nearly 15,000 patients and a physiotherapy centre for mentally challenged children constituted some of the other healthcare initiatives at Hazira.

As part of its education outreach, Reliance felicitated students and teachers, provided infrastructure, and initiated a 'Train the Teacher' program to benefit community schools.

At Patalganga

The complex hosted the 66th Senior National and Inter-State Table Tennis Championship in January 2005. Reliance organized the entire tournament and took care of the accommodation, food and transport for 654 participants.

The Patalganga complex undertook several community health initiatives. These included organising an HIV awareness drive benefiting 500 tanker drivers, and a blood donation camp.

The Patalganga team played an active role to protect the lives, environment and property of the neighbouring community by providing active support for various accidents and incidents related to fires and leaks.
Reliance has undertaken several initiatives near the E&P project site in Andhra Pradesh. These include financial as well as administrative support for supplying drinking water, establishment of a primary health centre and distribution of books to children.

The scope of the Gokul Gram Yojana, being carried out under the Reliance Rural Development Trust (RRDT) with the support of the Government of Gujarat, was extended to 23 districts.

- Construction of 44 village roads, 151 community halls, 63 panchayat houses and 16 anganwadis was completed.
- Construction work on 447 new projects commenced in the villages - these include 14 village roads, 111 community halls, 67 panchayat houses and 255 anganwadis.

**Educational Initiatives**

Aligned with the goals and vision of the management, several educational initiatives have been proposed / established as leaps into the future. These ventures aim at building confidence, capacity, global mindsets and communication skills in young people-how they grow will shape and give direction to the growth of our country.

Dhirubhai Ambani Institute of Information and Communication Technology (DA-IICT), Gandhinagar,

Dhirubhai Ambani International School, Mumbai-

As a step towards creating the idea of a human community, the school has recently opened the "Dhirubhai Ambani International School Akanksha Centre", in association with the Akanksha Foundation, an NGO working to educate slum children. The school served as a centre for collecting relief materials for those affected by the recent tsunamis. The response was warm and overwhelming.

**Rewards and scholarships**

The Dhirubhai Ambani Foundation (DAF) has instituted several rewards and scholar schemes over the years.
The Dhirubhai Ambani SSC Merit Reward Scheme and Dhirubhai Ambani Undergraduate Scholarship Scheme encourage and assist district level meritorious students to pursue professionally oriented higher education. These schemes are also suitably designed to encourage education of the girl-child and to mainstream the physically challenged. The Reliance Kargil Scholarship Scheme was launched with the generous contribution of Reliance employees. It continued to support 383 children from 103 families of martyrs of the Kargil war as well as disabled soldiers.

**Healthcare Initiatives**

As with education, Reliance stresses one more key contributor to the country's human index factor - programs and projects in areas of health awareness and management.

Sir Hurkisondas Nurrotumdas Hospital and Research Centre (HNHRC), Mumbai
Sir Hurkisondas Nurrotumdas Medical Research Society (HNMRS), Mumbai
Dhirubhai Ambani Hospital, Lodhivali, Raigad.

**Energy Conservation**

Reliance have introduced low cost natural gas, low-pressure steam and utilised waste gas as fuel gas At Naroda, Naroda and Patalganga plants. This resulted in a dual benefit: it eliminated environmental emissions and reducing heat losses through insulation. In October 2004, our complex at Patalganga organized a two-day seminar cum workshop on a Ministry of Power-promoted Clean Development Mechanism (CDM), to identify schemes for carbon trading with developed countries under the Kyoto protocol. The company has also taken a leadership position by organizing 'All Sites Energy to share best practices in energy conservation. One hundred engineers from all group complexes and sites participated and generated ideas for implementation.
Health, Safety and Environment

Growth is care for Health

Reliance's occupational health centers carry out pre-employment and periodic medical checkups as well as other routine preventive services. Specialized tests like biological monitoring, health risk assessment studies and audits for exposure to various materials are also performed. Health education and awareness form an integral part of the health care program at Reliance. Health centres at Reliance provide comprehensive health care to all those affected by Tuberculosis and HIV/AIDS. This is implemented through interventions like counseling, education, training, social and nutritional support. To achieve this, the company has entered into collaboration with a large number of agencies working on these issues to create unique Public-Private Partnerships (PPP). The well-equipped DOTS Therapy & Microscopy centres established at the Community Medical Centers at Hazira and Jamnagar.

Growth is care for safety

Issues of safety are given high priority at Reliance. A committee of Directors has been constituted for monitoring Health, Safety and Environment standards and practices. Reliance partnered with DuPont to evaluate safety management systems at all its sites and training in safety awareness to the employees.

Growth is care for the environment

Reliance believes that a clean environment in and around the workplace fosters health and prosperity. Structured environmental monitoring, management systems and regular audits ensure compliance to all environmental protection laws. Reliance refineries are ISO 14001 certified and they voluntarily adopted the codes of practice of the Responsible Care (RC) initiative. Various environmental and process measures have been implemented for conservation of natural resources at Jamnagar Hazira and Patalganga. Various steps were undertaken to improve the effluent treatment plant performance. There is a total recycling effluents, through
effluent treatment plant. Dried bio-sludge is also being used for vermi-composting. Recycled water is used for Biogas generation and medicinal plantation.

To keep employees updated on environmental and safety measures, various training programs on Environment Management Systems, in-house mock drills for marine oil spill response and environmental monitoring are conducted regularly.

About Human Resource Development

**Growth is care for our people**

Reliance thinks, behaves, lives and thrives with a global mindset, encouraging every employee to reach his / her full potential by availing opportunities that arise across the group. Reliance provides a workplace that proactively fosters professional as well as personal growth, enhances quality of life. Reliance offers global opportunities to its employees by training and capacity building Programs, performance linked incentive schemes. The company also started a 'Manufacturing Leadership Program' for its Senior Executives from Manufacturing, in association with Hewitt Associates. Reliance in association with the Indian Institute of Management (IIM), Bangalore and the Indian Institute of Technology (IIT), Bombay, sponsors the participation of engineers in a customized Management course - MPRE (Management Program for Reliance Engineers) and science graduates and diploma holders to complete a Reliance Certified Engineering course with IIT-Bombay.

**TATA CONSULTANCY SERVICES**

Development through Information Technology

TCS recognizes the fact, that Information technology can be a critical and reliable instrument for social development and change, especially in a country such as India.
Some examples:

- In 1998, after the devastating earthquake in Latur (Maharashtra state, India), TCS provided valuable IT infrastructure support to the local government.

- Our R&D centre in Pune (India) has developed low-cost water filters using inexpensive rural technology.

- TCS has a tradition of providing free or subsidised equipment to educational institutions and charitable organisations. In 2001 TCS consultants developed ChildNET, a software solution for Childline, a non-governmental organization that helps children in distress.

- TCS conducts knowledge-based events to encourage the spirit of excellence in India's youth. Our QuizIT.com program for schools in major cities across India has been a huge success.

- Maitree, an initiative for and by the wives of TCSers, facilitates the relocation of TCS families that move between cities. It also provides a forum for expression of ideas and skills and encourages employees to engage in socially relevant activities.

- As a member of TCCI, TCS employees at various locations address environmental and civic problems, and sponsor the setting up and maintenance of infrastructure for initiatives such as urban beautification, pollution reduction and healthcare. For example, the Green Committee at TCS, Pune, helps in waste management in the office environment, tree plantation and water treatment.

- **Adult literacy mission:** TCS has evolved a comprehensive program to teach local people and to make them e-literate by providing support to the teaching community computers, software, at no cost.
Company initiatives

Companies in the Tata Group have always displayed a keen interest in and dedication to the welfare of the communities in which they operate. The commitment they bring to this task is channeled through the slew of organizations established by individual Tata enterprises to further the cause of community development.

Tata Chemicals Society for Rural Development

Tata Chemicals set up the Tata Chemicals Society for Rural Development (TCSRD) in 1980 to promote its social objectives for the communities in and around Mithapur and Babrala, where its factories are located. The Society works to protect and nurture the rural populations in these areas and helps people achieve self-sufficiency in natural resource management, livelihood support and the building of health and education infrastructure.

These are some of the many initiatives TCSRD is involved in:

- Agricultural development
- Education
- Women's programs
- Animal husbandry
- Rural energy
- Training
- Watershed development
- Relief work
- Infrastructure
Tata Steel Rural Development Society

Established in 1979, the Tata Steel Rural Development Society (TSRDS) is deeply involved in various social development programs aimed at helping the rural communities living around Tata Steel's operational units.

The company has reclassified its community initiatives programs under three units: Community Development and Social Welfare, TSRDS and Adivasi and Harijan Welfare Cell, known as the Tribal Cultural Society.

TSRDS covered 32 villages around Jamshedpur in its first year of operation. Today the Society has seven separate units, six in Tata Steel's operational areas, and covers 600 villages in the states of Jharkhand and Orissa.

Rallilove ACTS (Assisting Communities through Service)

Rallilove ACTS (Assisting Communities through Service), an organization set up by Rallis, seeks to improve the quality of life of the poor, especially women and children, through sustainable community development programs.

Rallis has, through ACTS, been involved in the following community development initiatives:

- Contribution to the Akanksha Foundation, Mumbai.
- Girl Child Project of Rallis Committed Community Development Trust (CCDT), Mumbai.
- Educational support for 285 underprivileged students in Lote, Maharashtra.
- Tree plantations in and around its factories and at RRC, Bangalore.
- Dental and eye check-up camps at various factories.
- Health awareness programs for Adivasis and other communities in Turbhe, Maharashtra.

Additionally, the Rallis CCDT Ankur Girl Child Project aims to create opportunities for a healthy and safe environment for girls living on the streets near
Kamapthipura, the largest red-light area in Mumbai.

**Voltas for Women**

Voltas for Women (VOW) was founded in 1965 and registered in 1975. The organization, whose membership is restricted to female employees of Voltas and the wives of male employees, helps the needy with assistance in health and education, and offers career and vocational guidance.

VOW has supported a number of deserving organizations; its contributions have included:

- Setting up a ward at the Vimala Dermatological Centre in Mumbai for women afflicted with leprosy.
- Establishing fully equipped speech and physiotherapy units at SPJ Sadhana School for the handicapped, Sophia College, Mumbai.
- Setting up a medical care unit at Asha Sadan, a home for destitute women and children run by the Maharashtra State Council of Women.
- Providing audio-visual equipment to assist the mentally challenged at the Dilkush School at Juhu in suburban Mumbai.

**Fair practices**

Besides the Tata code of conduct (TCoC), a comprehensive set of tenets that all employees of the group have to adhere to, the Tatas have a process known as Management of Business Ethics to ensure that their enterprises and people adhere to the highest ethical standards.

The TCoC-MBE dual mechanism has a variety of components. The most important of these are:

- Internal initiatives to communicate and train companies and employees on ethical issues.
- Listening-post procedures to address concerns and dilemmas that companies may have to confront.
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- Framing and disseminating policies and guidelines specific to individual companies.
- Vigilance and whistle-blowing issues.

The chief executive officer of a Tata company is also its 'chief ethics officer'. An 'ethics counsellor', nominated by the chief executive officer, is the process owner of the TCoC-MBE methodology. Typically, each company also has an 'ethics network' comprising ethics counsellors from different functions and geographies. The ethics counsellor is TQMS's window to the TCoC-MBE process in each company. Business ethics are also assessed on an annual basis.

The Tata Group has an 'assurance module' that captures how executives perceive their own company's progress on the MBE chart. This module provides objective feedback to the management of each organization as well as the Group Corporate Centre on the perceptions of company insiders on the progress made in business ethics.

Implicit in this approach is the belief that the Group's wide-ranging ethics methodology will enable Tata companies to become exemplars on ethical parameters in their respective spheres.

Employee Relations

Family values

A central theme of TATA is working as a group, providing its employees more than mere jobs. Workers and their welfare were of utmost importance to TATA group. Tatas pioneered a slew of employee benefits the eight-hour working day, free medical aid, welfare departments, grievance cells, leave with pay, provident fund, accident compensation, training institutes, maternity benefits, bonus and gratuity — all of these and more were introduced by the group before any legal rules were framed on them. The Tata townships in Jamshedpur, Mithapur, Babarala, Hosur and elsewhere are epitomes of communal existence. The management training programs conducted by dedicated group institutions are devised to help employees give expression to their talent. The volunteering and
community work that have now become a ritual in Tata companies fulfils another employee objective, while delivering succour to the poor and needy. Tata converts the implicit into the explicit through training programs physical structures and the books, magazines and other publications that detail the Tata heritage.

The thought and care that accompanies all Tata VRS initiatives finds an echo in the many volunteering programs that group employees undertake. These range from helping underprivileged folks in big cities to uplifting rural communities in the Indian outback. Tata Chemicals, Tata Steel, Voltas, Tata Consultancy Services, Rallis, Indian Hotels — all of them are deeply involved in volunteering work.

The Tatas have progressed with the times and have endeavoured to offer more to their employees today, including the opportunity to progress within and across group companies. Programs such as the Tata Administrative Service and institutions like the Tata Management Training Centre have been revamped and reengineered to reflect the requirements of the present.

Knowledge plus

Tata Group’s leadership development programs are targeted at maximising the potential of its pool of managers. This is done by encouraging their cross-functional exposure and by making cross-company mobility an integral aspect of all leadership development efforts.

The primary instruments of the Group’s learning and development endeavours for its people are the Tata Management Training Centre (TMTC), which aims to provide training to high performers within the Group and to act as a cradle of change for Tata executives, and TAS, Tata Administrative Service, which recruits fresh graduates and postgraduates from leading business schools with the objective of putting them on the business leadership path.

TMTC offers management development and leadership development programs for high-potential Tata managers. TAS is perhaps the only employment brand in Indian business that consciously recruits for lifelong mobility — across
companies, industries and functions — in order to impart a macro view of business. The Tata Group has also created a basket of high-value leadership development programs in partnership with some of the best universities in the world.

Additionally, the Tata Group is a member of the International Consortium Program, an executive education partnership involving, besides the group, six top-notch companies: Asea Brown Boveri, Zurich; Benfield Group, London; BHP Billiton, Australia and South Africa; Standard Bank, South Africa; ABN Amro Bank, Amsterdam; and the Boeing Company, USA. Some of the Consortium's goals are to bring leaders together from diverse regions of the world; develop and deliver an exceptional global leadership development experience for senior executives; and focus on executive development through business driven, action-learning projects.

The 'Tata Work Levels', yet another of the Group's employee initiatives, is a methodology wherein high-potential managers are identified after putting them through various performance potential filters. These managers are then given specific developmental inputs, including training initiatives and cross-company mobility. The goal is to develop leaders who will deliver organizational results.

The cities and towns that Tata companies have created are symbols of an all-encompassing relationship with employees that incorporates workplace, home and family in a single organic whole. The Tata cities Jamshedpur, Mithapur, Babrala and Mathigiri are tangible manifestations of a commitment to employees that stretches much further than any formal or mandated contract.

We can conclude with the opening up of Indian economy and the entry of the Multinationals, competition is on the fillip and as a result the consumer has become aware and ever demanding for eco-friendly products. This has led to environmentally proactive firms that attempt to prevent pollution, minimize resources use and to redesign products and services in order to move toward sustainable operations in the form of green businesses.
The neglect of environment and society can be very detrimental and can actually shake the foundations of business that has been built over decades.

Indian socio-economic environment have lent an added significance to concepts of business as a responsible person.

1. Indian government has been committed to socialistic pattern of society, in which private interest is to be subordinated to national consideration.

2. The Constitution of Indian provides for economic and social justice for all, welfare state, laws has been enacted for social justice.

3. State financial institutions contribute to a great part of financial needs of business.

4. Emergence and development of professional management is wedded to the fulfillment of socio-economic objectives.

5. There is growing public awareness and consciousness about the role of business in maintaining environmental protection and cleanliness.


7. Emergence of consumer protection agencies/forum.

These factors contribute towards corporate social responsibility.