Chapter-3
Chapter 3
Application of the Concept

3.1 Global perspective
3.2 Indian Perspective
3.3 Regional Perspective
3.4 Conclusion.
3.1 Global perspective:

Corporate are continuously looking for source of innovation. Today several leading companies are beginning to find inspiration in an unexpected place: These companies have discovered that social problems are economic problems, whether it is the need for a trained workforce or the search for new markets in neglected parts of cities. They have learned that applying their energies to solving the chronic problems of the social sector powerfully stimulates their own business development. Today’s better educated children are tomorrow’s knowledge workers. Lower unemployment in the inner city means higher consumption in the inner city. Indeed, a new paradigm for innovation is emerging: a partnership between private public enterprises and public interest that produces profitable and sustainable change for both sides.

Global Perspective: Global experience and issues.

(1) CISCO:

Cisco, the American leading producer of networking equipments and routers used to connect computers to the internet, grew rapidly over the past decade. But as internet use expanded, customers around the world encouraged a chronic shortage of qualified network, administrators, which became a limiting factor in Cisco’s- and the entire IT Industry’s continued growth. By one estimate, well over 1 million information technology jobs remained unfilled worldwide in the late 1990s. While Cisco was well aware of this constraint in its competitive context, it was only through philanthropy that the company found a way to address it.

The project began as a typical example of goodwill-based giving: Cisco contributed networking equipments to a school near its headquarter, and then expanded the programme to other school in the region. A Cisco Engineers working with the schools realized, however that the teachers and administrators lacked the training to manage the networks ones they were installed. Cisco Engineers would not only donate equipments but also train teacher how to build, design and maintain computer networks. Students began attending these courses and were able to absorb the information successfully. As Cisco expanded the programme, company executives began to know that they could develop a Web-based distance learning curriculum to train and certify secondary and post secondary school students in network administration, a programme that might have a much broader social and economic impact “The Cisco Networking Academy” was born.

The Company also began to include community colleges and midcareer training in the programme. More recently it has worked with the United Nations to expand the efforts to developing countries, where job opportunities are particularly scarce and networking skills particularly limited. Cisco has also organized a
worldwide database of employment opportunities for academy graduates, creating an
efficient job market that benefits its cluster as well as the graduates and the regions in
which they live.

Company now operates 9,900 academies in secondary schools, community
colleges, and community based organizations in all 50 states and in 147 countries.
The social and economic value that it has been created an enormous. Cisco estimates
that it has invested a total of $150 million since the programme began. More than
115000 students have already graduated from the academy for two years programme,
263000 students were currently enrolled. Cisco estimates that 50% of academy
graduates have found jobs in IT Industry, where the average salary for network
administrator in the United States is $67000.

Because of the social goal of the programme was tightly linked to Cisco's
specialized expertise, the company was able to create a high quality curriculum
rapidly and cost effectively, creating far more social and economic value than if it
had merely contributed cash and equipment to a worthy cause. Not only has Cisco
enlarged its market and strengthened its cluster, but it has increased the sophistication
of its customers. Through this tangible improvement s in competitive context, and not
just by the act of giving, Cisco has attracted international reorganization for this
programme, generating justified pride, enthusiasm among company employees,
goodwill among its partners, and a reputation for leadership in philanthropy.

“Cause Related Marketing”, through which a company concentrates its giving
on a single cause of admired organization, was one of the earliest practices cited as
“Strategic Philanthropy”, it is a step above diffuse corporate contributions. At its most
sophisticated, cause relate marketing can improve the reputation of company by liking
its identity with the admired qualities of chosen nonprofit partner or a popular cause.
Cause related marketing has the potential to create more impact than unfocused giving
would provide.

(2) AT & T

AT&T recognized as one of the leading worldwide providers of IP-based
communications services to businesses and also have the nation's fastest mobile
broadband network and the largest international coverage of any U.S. wireless carrier,
offering the most phones that work in the most countries; the largest Wi-Fi network in
the United States; and the largest number of high speed Internet access subscribers in
the United States.

By the 1960s, under the pressure to demonstrate their social responsibility,
most U.S. companies have established their own in house foundations. After the Ma
Bell breakup in 1984, AT&T foundation established. At the time Levy had attracted
considerable attention in New York city by turning the 92nd street YMCA, community organization, into a fiscally could yet cutting edge cultural centre. Levy also suggested, however, that the foundation could assist marketers by helping them become sponsored of the arts. AT&T’s success in the fiercely competitive telecommunications market depended on the company’s image as an innovator and on its ability to attract upscale consumers, the biggest users of long distance telephone services. The marketers’ job was to replace the AT&T’s stodgy image with one strong enough to attract those consumers, and supporting the arts was perfect tool.

The marketing staff knew that by displaying logo above the title in the performing arts events or museum exhibition, they could achieve that aim far better then they could by relying on advertising alone. Competitors were swan lake, giving attention in advertisement, while AT&T foundation concentrates on arts and museum that is innovating. Philanthropic initiatives should help advance business interest through strategic alliances with the marketing.

AT&T makes corporate contributions throughout the year in the form of project-specific financial support to nonprofit organizations in communities where AT&T has a significant presence. AT&T’s Public Relations office in Denver, Colo., considers contribution requests for local consideration, and coordinates grant requests to the AT&T Foundation. In 1997, education and transportation-related programs received more than half of AT&T’s budgeted funds in the Western region.

AT&T foundation’s major concentration on Education, Health & Human service and Art & Culture. They believes in sustainability and innovation in different area. And innovation is the catalyst that delivers the ideas of tomorrow — new possibilities through products, services and actions that have power to change everything. Our new brand promise, “Rethink Possible,” captures the essence of this — to push the limits of what’s doable. And so our business wouldn’t be sustainable without the continued innovation that brings to life new business models and products. It’s what helps us think about our operations in new and different ways, exploring approaches to all aspects of our sustainability initiatives, including energy consumption, community strength and a deep and diverse labor pool.

(3) McDonald’s RESTAURANTS.

Most fully developed and successful examples of Corporate Philanthropy project that provides a rallying point for stakeholders in the Ronald McDonald House Programme. Started 20 year ago in Pennsylvania, the project now includes 154 houses in several countries. Often attached to non-profit hospitals, the homes house rural families who bring severely ill children to urban hospitals for out patient care. In the United States of America and Canada, They are already an important element of the
health–care-delivery system, lauded as much for controlling the costs of care as far reducing the trauma of children.

But the benefits are probably even greater to McDonald’s Corporation, which brings together all parts of the company in support of the project. The headquarters limits its role to providing seed funding for each of the homes and doing the necessary legwork to encourage franchisees to be local champions. Franchisees often serve as member of the board of directors of houses and as the primary initiators of fund raising events. Most of the money for each house about $7 million in initial capital funds on average is raised from customers at McDonald’s Restaurants who are engaged in cause related marketing campaigns runs by the franchisees, suppliers such as Coca-Cola bottlers, are corporate contributors. This widespread participation prevents the tension that would otherwise develop between corporate headquarters, franchisees, and suppliers.

(4) REEBOK

While giving programmes can help to community, philanthropy is also effective when used to unify a company’s business functions. When companies restructure into semiautonomous division, participation in philanthropy projects can bring members of individual profit centers together as employees united by shares value. Reebok’s visionary “Human Rights Now!” concert tour with Sting and Bruce Springsteen in the late 1980’s is a case in point. The $15 million the footwear company paid to sponsor the event probably didn’t sell any shoes. But because the concert were held at a critical time in Europe and in authoritarian regimes of the Third World, they had a huge political impact that inspired the imagination of Reebok’s employees, suppliers, franchises who are engaged in Project. By thrusting the company into the leadership ranks of the global human rights movement, the concerts gave the company’s young stakeholders a reason to be proud of what they do.

Above Project of Reebok “human Rights Now” is another example of innovation in marketing strategy. To spread market, necessary to invest in public interest.

(5) Marriott International.

Since 1991, the hotel Marriott International has been refining its pioneering training programme, Pathways, to independence. The programme, which currently runs in 13 U.S. cities, hones the job skills, life skills and work habits of welfare recipient, and Marriott guarantees participants a job offer when they complete the programme. The challenges of working with unemployed has led the company to new insights about training, job placement, the supervision, which have helped Marriott reap the benefits of more stable workforce and maintain unusually high
standards of service. Pathways was a radical improvement on traditional programs for he hard to employ, which were both bureaucratically cumbersome and often ineffective. The employee assistance innovations that Marriott has developed through the program have also created new jobs in poor communities.

Marriott International had a clear business agenda that addressed a social need. Over the 2/3 of the company’s 1,31,000 employees are entry level, lower wages workers in housekeeping, engineering, security, maintenance, food services and reservations. Developing effective methods of recruit, train and retain workers in these positions has always been a critical concern. Throughout the 1980’s, Marriott had reached out the untapped pockets of labour market, such as Vietnam, Veterans, ex-offenders, the disabled, recent immigrants, and welfare mothers. Although the company received tax credits as a financial incentive, Marriott continued to be plagued by a high level of turnover and poor job performance. By the beginning of 1990’s the company badly needed new sources of reliable labour. After some experimentation, the first viable Pathways programme was launched in Atlanta, Georgia, in 1991. Since then, Marriott has not only reduced turnover rates but also improved job prospects in inner city.

High impact business contributions to the social sector use the core competencies of business—the things it does best. Marriott, it is “service strategies”. In this new paradigm, the activities are focused on results, seeking measurable outcomes and demonstrated changes. The community gets new approaches that build capabilities and point the way to permanent improvements. The business gets bottom-line benefits: new products, new solutions to critical problems, and new market opportunities.

(6) United Airlines

United Airlines is another company that derives business benefits from tapping a new workforce. Taking a leadership role in the Welfare-to “Work Partnership” (a National coalition of 8,000 businesses that have pledge to hire people off the welfare rolls), CEO Gerald Greenwald seeks new ways to transport people from inner cities to suburban jobs. United has also created “human resources innovations”, such as new mentoring programme. These innovations, developed in collaboration with workers, have became models for the new personnel practices United is now planning to roll out to its more than 10,000 new hires.

As U.S. leadership in corporate citizenship declines, U.S. companies will be surprised to find that they may be out-gunned by European and Asian Companies. The Japanese have been eagerly studying the new paradigm. So far, more than 200 Japanese companies have established formal giving programmes in the U.S.
3.2 **Indian Perspective:**

Social Responsibility is not a new concept or philosophy to Indian businessmen. It is a philosophy that looks at the social interest of business over the long run compared with the short run self interest. However Modern Industrial Civilization has created a new environment of challenge and struggle in which business has to view as business only. It was the largely initiative taken by Late Shree Jayprakash Narayana, Sarvodaya leader and also the active involvement of several other social activities and environmentalists which regenerated social interest among businessmen.

India has widely appreciated history of CSR tradition that transports the continuum of corporate philanthropy to compliance with the laws. Some families from traditional merchant ‘Communities pioneered indigenous industrialization in India in the 19th century and participated not only in freedom struggle but also in national building process thereafter. Bombay Plan and People’ Plan are influenced by Gandhian Philosophy of trusteeship. Public sector companies continued the CSR tradition under five year Plans and few Trusts were set up by corporate houses. The Indian corporate sector agrees that the new found freedom under reforms carries with it social responsibility as well.

Indian companies are now expected to discharge their stakeholder responsibilities and societal obligations, along with their shareholder-wealth maximization goal. Nearly all leading Corporates in India are involved in corporate social responsibility (CSR) programmes in areas like education, health, livelihood creation, skill development, and empowerment of weaker sections of the society.

The 2010 list of Forbes Asia’s ‘48 Heroes of Philanthropy’ contains four Indians. The 2009 list also featured four Indians. India has been named among the top ten Asian countries paying increasing importance towards corporate social responsibility (CSR) disclosure norms. India was ranked fourth in the list, according to social enterprise CSR Asia's Asian Sustainability Ranking (ASR), released in October 2009.

The top ten companies in India's CSR rankings include Tata Consultancy Services, ITC Ltd, Infosys Technologies, Larsen and Toubro, Reliance Industries, Oil and Natural Gas Corporation, Indian Oil Corporation, Bharti Airtel, Steel Authority of India Ltd and NMDC Ltd.
Some Indian illustration:

(1) Tata Steel Co.- (Tata Group)

About 100 years ago, Tata Steel first marked its imprint on a small, insignificant place called Sakchi, which later transformed into Jamshedpur, the birthplace of Indian steel. Today, Tata Steel is a beacon to the corporate world, in its endeavors to enrich the lives of the people and communities it touches.

The company’s corporate social responsibility (CSR) strategy was inspired by Jamshed ji Tata’s conviction that, “In a free enterprise, the community is not just another stakeholder, but is, in fact, the very purpose of its existence.” Tata Steel’s approach to its business has evolved from this concept and the wealth it has created is continuously returned to the people through its community initiatives.

The mandate given to the Tata Steel CSR team was to work for the welfare of the socially and economically disadvantaged communities living in and around its areas of operation, including the mines and collieries serving the plant. Over the years, its initiatives have encompassed provision of healthcare services, drinking water, rainwater harvesting, tribal development, relief and rehabilitation endeavors, income and employment generation, women’s health and education, awareness programmes on the ill-effects of drugs, alcohol and HIV/AIDS, and patronage to sports and cultural activities.

The CSR programme is managed by three organizations — Tata Steel Rural Development Society (TSRDS), Tata Steel Family Initiatives Foundation (TSFIF) and the Tribal Culture Society (TCS). Of these, TSRDS assumes (and uses) the lion’s share of Tata Steel’s services and resources, because of the sheer range and volume of its activities. TSRDS also serves as an implementing agency for other international organizations engaged in socio-economic development and empowerment initiatives. The two other organizations are newer and more focused in their specific areas.

The Tata Steel CSR policy encompasses initiatives to conserve, sustain and renew the environment, to encourage sustainable socio-economic development of the community and to improve the quality of life of the people living in the areas in which it operates.

The greatest strength of the company’s CSR activity is that it is looked upon as a business process, like any other, not post-profit philanthropy. There is an annual business plan, with mid-, short- and long-term plans specified, thereby encouraging the company to think in terms of sustainability. Singh says, “When we spend money, we either create an asset in terms of a building, pump, school, house and so on, or we improve the quality of life through programmes on adult literacy, TB treatment,
empowering women, etc. If money spent does not create an asset or an improvement in the lives of the people, then the money is wasted.”

It is this commitment that has gained Tata Steel the unstinting support and admiration of the grateful people of Jharkhand and Orissa. The company has received numerous awards in recognition of its CSR endeavors, including The Energy and Resources Institute Award, recognizing its corporate leadership for good corporate citizenship and sustainable initiatives. It is also the only Indian company to have pledged to translate the Global Compact principles on human rights, labour and environment into practice, and has been conferred with the Global Business Coalition Award for Business Excellence in the Community for HIV/AIDS.

(2) Birla group:

Before Corporate Social Responsibility found a place in corporate lexicon, it was already textured into Group's value systems. As early as the 1940s, father Shri G.D Birla espoused the trusteeship concept of management. Simply stated, this entails that the wealth that one generates and holds is to be held as in a trust for our multiple stakeholders. With regard to CSR, this means investing part of our profits beyond business, for the larger good of society.

While carrying forward this philosophy, company’s legendary leader, Mr. Aditya Birla, weaved in the concept of 'sustainable livelihood', which transcended cheque book philanthropy. In his view, it was unwise to keep on giving endlessly. Instead, he felt that channelizing resources to ensure that people have the wherewithal to make both ends meet would be more productive. He would say, "Give a hungry man fish for a day, he will eat it and the next day, he would be hungry again. Instead if you taught him how to fish, he would be able to feed himself and his family for a lifetime."

Taking these practices forward, ex chairman Mr. Kumar Mangalam Birla institutionalized the concept of triple bottom line accountability represented by economic success, environmental responsibility and social commitment. In a holistic way thus, the interests of all the stakeholders have been textured into Group’s fabric.

The footprint of social work today spans 2,500 villages in India, reaching out to seven million people annually. The community work is a way of telling the people among whom operate and Care. Rural development activities span five key areas and our single-minded goal is to help build model villages that can stand on their own feet. Focus areas are healthcare, education, sustainable livelihood, infrastructure and espousing social causes. The activities of the group include innovative projects involving the development of youth and employment generation, education and
training and healthcare projects, helping the disable people, social causes like widow remarriages, women empowerment programmes. Also the group undertakes sponsorship of arts and Indian culture, which were need based. The Birla Academy of Arts and Culture set up in 1960's in Kolkata treasures art works and exhibits and has evolved into one of India’s premier institutions for art and Culture. The group also offers scholarship to student from IIts, IIms and BITs(Pilani)

Mrs. Rajashree Birla, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development, was awarded the Global Golden Peacock Life Time Achievement Award for Community Development for the year 2010 for "Outstanding Contribution Towards Community Development and Social Welfare".

Hindalco and Birla White declared winners in the Golden Peacock Awards for Corporate Social Responsibility 2010 by an eminent international jury, headed by Justice P.M. Bhagwati, the erstwhile Chief Justice of India.

The Aditya Birla Centre for Community Initiatives and Rural Development teamed up with Columbia University's research centre, the Columbia Global Centers' Earth Institute in Mumbai, to become its principal partner. The Earth Institute's goal is to help achieve sustainable development primarily by expanding people's understanding of the earth as one integrated system.

Hindalco wins Amity International Business School’s, ‘Amity Corporate Excellence Award for Corporate Social Responsibility’

This concept of social marketing is latest one. It holds the organization task to determine the needs, want and interest of the target marketers and to deliver, the decided satisfaction more effectively than competitors in a way that preserves to enhances consumers satisfaction and well being of the society. The social marketing concepts call upon marketers to balance their consideration in selling their marketing policies. “Marketing Strategy” formulated always in the light of requirement of social responsibility.

(3) Wipro

Wipro Cares is an initiative by the Wiproites, their family members and friends to contribute in the areas of education, community and social development. Wipro Cares philosophy is to utilize the collective wisdom of volunteers to bring long term benefits and satisfaction to the community, as we believe that providing funds alone will not help the community. This is a unique corporate experiment to channelise the contributions of the Wiproites matched by Wipro, and the desires of Wiproites to make meaningful contributions to society, on a continuous basis. Wipro Cares contributes through two pronged strategy: providing rehabilitation to survivors
of natural calamities and enhancing learning abilities of children from the under privileged sections of the society

Wipro Cares has initiated Learning Enhancement Programmes at schools catering to the children from the under privileged section of the society. The main objectives of this programme is to improve the standards of learning, build confidence, ignite curiosity, broaden their awareness levels, improve their communication skills in English, build a healthy self-esteem and help them break through self imposed limits to achieve his/her greatest potential. In line with its focus, these programmes have been successfully implemented in Olcott Memorial School in Besantnagar, Chennai and Government Secondary School in Viveknagar, Bangalore.

Wipro Cares launched Project Sanjeevani, its first rural healthcare project, on the 6th of November 2009, in Aurangabad district. It was launched in partnership with Savitribai Phule Mahila Ekatma Samaj Mandal (SPMESM), a reputed NGO, which has extensive experience in working in rural healthcare. The project will cover nine small villages, all situated in and around Wipro’s Waluj factory. Over the next three years, Project Sanjeevani aims to build a sustainable Primary Healthcare system with the involvement of the local population.

Wipro care also transplanted 40 trees from Bangalore very busy road to public place. Wipro Cares has adopted Pushpavanam village in tsunami-ravaged belt of Tamil Nadu with a desire to rehabilitate survivors and rebuild the village. After the earthquake they collected over Rs. 1 crores, sent cloths and essentials to Gujarat and also built a hospital.

Wipro has accepted new paradigm of philanthropy, that is “Employees contribution in CSR work.” This philosophy know as “Wiproites volunteerism”. The employees of Wipro gives their time in projects undertaken by Wipro care. Together Wiproites have put in almost 20000 hours school, orphanages and community.

(4) Infosys

As part of Infosys’ Corporate Social Responsibility (CSR), Infosys Foundation came into being in December 1996 with the objective of fulfilling the social responsibility of the company by supporting and encouraging the underprivileged sections of society. The foundation has successfully implemented projects in four key area: Health care, Rural Development and Rehabilitation, learning and Education, Arts and Culture. The Foundation has undertaken various initiatives in providing medical facilities to remote rural areas by constructed hospital with the facilities if drugs and Free ambulance. 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. In Karnataka, the Gamaka form of music is one of the less passioned arts. The Foundation here coordinated a project to donate more than 200 sets - comprising a Gamaka cassette and a record player - among 100 rural schools in Karnataka, to bring back life into the fast dying art. The Foundation also organized a puppet show to enliven the theatre art, fast forgotten where movies and television are the main sources of entertainment.

The foundation won “The Economic Times Corporate citizenship Award” for outstanding philanthropy work –National level.

(5) ONGC(Oil And Natural Gas Corporation)

ONGC is the major industry of India in petroleum industry. The mission of ONGC stated that the company would have an "abiding commitment to health, safety, and environment to enrich quality of community life."And this mission was reflected in its CSR activities. CSR at ONGC began as a philanthropic activity where the company contributed to several socio-economic developmental programs like building schools and hospitals, developing agriculture and cottage industry, building infrastructure facilities, etc., around its areas of operation on an ad hoc basis...

ONGC was involved in various community development programs like promoting literacy and higher education by providing grants or scholarships to the economically disadvantaged, donating money for the construction and renovation of schools, promoting healthcare by organizing medical camps, eye camps, through mobile dispensaries, etc. In 2003 The president of India, Dr. A.P.J.Abdul kalam put forth the Concept of PURA,” Providing Urban Amenities in Rural Area” .This aimed to bridge the urban –rural gap through a balanced socio-economic development programme. The main idea was to provide four major connectivity's-physical, knowledge, electronic and economic empowerment to rural communities.

Another goal of company is Development of infrastructure facilities-improvement of roads, bridges, street lighting, drainage systems, etc in surrounding village. They organized medal camps and medical dispensary, Health care centre to rural area under Health Project.

ONGC also participated in promoting sports and games like cricket, football, hockey, athletics, basketball, chess, golf, billiards, and volleyball in India. In 2004, it received the "Best Corporate Initiative in Sports" Award from the Federation of Indian Chambers of Commerce and Industry.
ONGC's CSR programs at the corporate level focused on disaster relief management and water management projects. When disasters struck India, ONGC provided relief and helped state and central governments in rehabilitating those affected. For example, when a heavy cyclone hit the eastern state of Orissa in 1999, the company provided immediate relief like food, drinking water, temporary shelters, medicine, clothing, etc. ONGC doctors provided medical treatment round the clock. The company also contributed Rs. 80 million toward the Prime Minister's relief fund and took steps to rehabilitate the cyclone victims.

ONGC received 'Golden Jubilee Award for Corporate Social Responsibility in Emerging Economies - 2006', at the 7th International Conference on Corporate Governance organized by the World Council for Corporate Governance.

Respect and dignity are the key values that underline the relationship ONGC has with its human assets. Conscious about its responsibility to society ONGC has evolved guidelines for Socio-Economic Development programmes in areas around its operation all over the world.

3.4 Regional Perspective:

(1) Gujarat Ambuja Cement Limited.

Ambuja Cement is growing and leading company in India’s Cement Market. Through “Ambuja Cement Foundation” set up in 1993, the company has engaged the neighboring communities as partners in all developmental activities. Foundation started journey with 100 villages of Kadinar, now company spread is able to reach out to over 1.2 million people in over 670 villages from 10 states across the country.

The company has carried out numerous activities like water harvesting and conservation to prevent salinity ingress in areas close to the sea, sustainable agriculture and animal husbandry, health & sanitation, HIV / AIDS programme, promotion of self-help groups of women for socioeconomic development and capacity building for enhancing skills of students, women and farmers in the villages adjoining all our locations, as our commitment to corporate social responsibility. The result was that the dykes have helped the water column in the existing wells to rise from an average of 11 feet to a whopping 25 feet.

By livelihood project they have “Krishi Vigyan Kendra” with the collaboration of “Indian council of agricultural research” (ICAR). Activities of the Kendra include farmer training, development of demonstration plots, scientist visit to field, knowledge dissemination.
Mobile dispensaries, health camps, free medicine, condom distribution, awareness session for commercial sex workers and truck drivers, programmes has been carried under health care project.

They support Aanganwadi, balwadi, schools under education project. The effort for women empowerment is also notable. They gives training of skill, then financial support for start the skill based profession. They also constructed roads, drainage, bus shelter, compound wall, under infrastructure development.

Gujarat Ambuja Cement Ltd (GACL) bagged the Asian Corporate Social Responsibility Award (Asian CSR) 2005 for an initiative for corporate sustainable development

ACF does not associate itself with 'corporate philanthropy'. Haribhai Mori, senior manager, ACF, says: "Charity... makes the stakeholders of a project complacent. Every project that we have involves some contribution by the stakeholders." Part of the Rs 3 crore-5 crore it mobilizes every year comes from GAC and the rest from the government and other trusts. Here seen the model of 3ps-private and public partnership.

(2) Reliance India Limited.

RIL is the first and only private sector company from India to feature in the fortune global 500 lists of “Worlds’ largest corporations and ranks amongst the world’s top 200 companies in terms of profits. Reliance’s contributions to the community are in the area of health, education, infrastructure development (drinking water, improving village infrastructure, construction of schools etc.), environment (effluent treatment, tree plantation, treatment of hazardous waste), relief and assistance in the event of a natural disaster, and miscellaneous activities such as contribution to other social development organizations etc. The Company’s CSR teams at all manufacturing divisions interact with the neighbouring community on regular basis. The Company takes pride in the fact that its CSR representatives are known by their first names in the regions that it operates.

“Teach them young “ is the motto of Reliance foundation. A network of 10 schools caters to over 14,000 students spread across geographies in India. RIL's CSR cells of its manufacturing divisions and E&P blocks work zealously, round the year to support the educational requirement of the surrounding community and schools in the neighboring region benefiting thousands of students from the under privileged section of the society.

Health Awareness Programs, covering diverse topics such as noise pollution, hazards substance abuse, prevention of HIV/AIDS and First Aid were conducted for
students of schools at the neighbouring towns and villages of Manufacturing Division provides medical service and awareness programs on health, hygiene, cleanliness and sanitation in neighbouring villages. Reliance also operates the Dhirubhai Ambani Hospital, Lodhivali and renders quality medical services to the rural population and highway accident victims. They also arranged different free medical camps like thalassaemia cancer, blood donation.

The work to improve the rural infrastructure under the Government of Gujarat’s rural development plans was continued with full energy by RRDT. During the year under report, the RRDT created 760 facilities in the rural areas at a cost of Rs. 24.07 crore. The facilities included 247 concrete roads, 465 Aanganwadi's, 38 drinking water facilities, 1 panchayat office, 2 community halls, 5 check-dams and 2 other amenities in the rural areas of the State of Gujarat.

Reliance also conducted many training for women empowerment and youth, skill upgradation and packaging solution to farmers. The work to improve the rural infrastructure under the Government of Gujarat’s rural development plans was continued with full energy by RRDT. During the year under report, the RRDT created 760 facilities in the rural areas at a cost of Rs. 24.07 crore. The facilities included 247 concrete roads, 465 Aanganwadis, 38 drinking water facilities, 1 panchayat office, 2 community halls, 5 check-dams and 2 other amenities in the rural areas of the State of Gujarat.

The company also focuses on the development of eco-system and improvement of green belt around the manufacturing unit. 'Real Heroes' is an initiative of CNN-IBN in partnership with RIL to honor the silent warriors of change, the ordinary people who have rendered extraordinary services for the betterment of others. For their contributions, all 24 Real Heroes are honored and felicitated at a grand event in Mumbai with a trophy and a cash prize of Rs. 5 lakh each.

Along with the National Academy of Sciences, India (NASI), RIL instituted 'NASI-Reliance Industries Platinum Jubilee Awards Covering Both Physical and Biological Sciences' by allocating dedicated funds amounting to Rs. 1 crore in 2006. The annual award to scientists is in recognition of their significant contribution for application-oriented innovations and research. The award carries cash prize of Rs. 2 lakh and a citation.

Children of martyrs / disabled soldiers of the Kargil war received financial support under Scheme of “Reliance Kargil scholarship” for their education from Std. V to XI. Reliance support more than 100 navratri garbas, support in construction of heritage temple and town of Dwarka to save culture of India. Foundation also support in the natural disaster like cyclone, flood earthquake during different period.
As corporate citizens, we invest in social infrastructure, believing strongly that business strength fuels our social contributions. To this end, Reliance encourages, funds and develops numerous education, health, human capital and infrastructure initiatives. These initiatives are undertaken through partnerships with non-governmental organizations, Corporates and trusts.

(3) The Gujarat Narmada Valley Fertilizers Company Limited.

GNFC is a joint sector enterprise promoted by the Government of Gujarat and The Gujarat State Fertilizer Limited established in 1976 in Bharuch. GNFC is one of the single stream plant of Ammonia-urea fertilizer.

The Company has always been conscious of its corporate social responsibility. The Company, as a part of its Corporate Social Responsibility (CSR) as also with a view to supplement the efforts of Government of Gujarat for the Socio-Economic Development of the State as a whole and of the Bharuch District in particular, have in consultation with District Development Officer, Bharuch, Collector, Bharuch, Secretary, Tribal Development Department, Government of Gujarat, identified and undertaken certain projects in the areas of Health & Family Welfare, Education, Agricultural & Tribal/Rural Development, etc.

The basic approach adopted for selecting the Scheme/Project under CSR is to identify the gaps/limitations in various schemes of Central/State Governments or services and to fill up those gaps/limitations by providing financial support/services, so that Schemes/Services can be effectively implemented/provided. In addition to this, the Company, being an agro-based Company has on its own also undertaken the various projects for the benefit of farmers of Bharuch District in particular and Gujarat in general as also other CSR initiatives relating to health and education through NGOs.

The Company has undertaken the various projects by providing financial assistance/services, which are to be implemented through District Panchayat Administration, Bharuch include (i) Health Project; (ii) Provision of potable Drinking Water in the villages of Bharuch District; (iii) Upgradation of e-Gram Programme; and (iv) Happy Healthy Child Project. The Company has also undertaken the other Projects relating to Agricultural and Tribal Development as also relating to Health and Education, which include (i) Efficient use of Fertilizers; (ii) Onion, its Cultivation and Export Promotion; (iii) Thalassemia Prevention Programme in Bharuch District through Indian Red Cross Society; (iv) Construction of Hostel Building for Tribal Children and Agricultural Development activities through Shramik Vikas Sansthan;
(v) Expansion and Revitalization of Vivekanand Gramin Tekniki Kendra by SEWA Rural, Jhagadia.

The total cost of various projects which are currently under implementation as a part of Company’s initiatives towards CSR is around Rs.11.08 Crores.

Narmada Education and Scientific Research Society (NEST), a trust promoted by the Company, runs the Narmada College campus. Institutions at the campus impart graduate & post graduate level of education in Science, Commerce, Management & Computer Application stream and also part time courses for the employed professionals.

Amidst sylvan surroundings and lush green landscapes, nestles Narmadanagar, a peaceful abode for those who make GNFC what it is. A Club House, Tennis Court, Swimming pool and an open air theater provide recreations for GNFC personnel.

As the part of corporate social responsibility GNFC has selected working partners for better result and real change in community.

(4) **Ashapura Mines and Mineral ltd.-Ashapura group**

Established in 1960 the Ashapura group is India’s largest Multi-mineral solutions provider. Its flagship company Ashapura Minechem Ltd. is listed on India’s premier exchanges. The company actively seeks opportunities to share its success with the communities in areas where it operates. Their slogan says 'Value beyond Mining' but we are committed to Value beyond Profits as we plough back funds into social welfare schemes in Kutch. They have a long way to go in this area and they are determined to make a difference in the lives of the less fortunate.

Ashapura Foundation was set up in 1992, an aim to carry out social, cultural and rural development activities in Kutch District by Ashapura group.

Ashapura Foundation focuses more in Art and Craft of Kachchh. To preserve and promote the craft of Kachchh, the Managing director of Ashapura Group, Mr Chetan Shah has started “HiraLaxmi Craft Park” in memory of his beloved Late Mother. The Park is playing role in over all development of artisans. In October 2006, an exhibition cum sale was organized at Mumbai where 60 artisans had participated & they had a 60% of total sale. Many marginal artisans have started remarkable earning. This park became one of the tourist attraction of the Kachchh.

The other activity of foundation focuses on Health, education and rural development. They have arranged Health awareness camps for HIV positive women, handicap children, school children and rural women. They distribute study material, prize for encouragement and extra class for student under education project. They runs Asha balvadi .They also focuses on animal husbandry, women and childcare,
water harvesting, sanitation project with Wasmo, supply of drinking water, training programmes for rural villagers under rural development project.

Kachchh Nav-Nirman Trust has been established for rehabilitation work for earthquake affected people. The trust constructed 110 houses for people whose houses were completely destroyed in earthquake.

(5) **Parle-Kachchh**

Parle Centre of Excellence as an institution is dedicated to enrich the lives of people through conducting various cultural programs across all region to facilitate the all round development of the children. At Parle Bhuj they are also trying to carry out the CSR activity in such a way so that maximum nos. of people can be benefited. The maximum thrust is given on “Education upliftment, Health & Hygiene”

The trust donated Benches, computers, Ceiling fan, water purifier, Garden Benches, Cupboards in the schools as per requirement under Education project. They have also made children library for improve general knowledge of student. They also celebrate Women’s Day and Children’s day in the school.

They organized Eye checking and treatment camps and Ayurvedic camp. 2372 patient have been examined in the camp given the proper medicines & eye drops etc. Out of 2372, total 370 people have been advised to come at KCRC & Blind People Association, Bhuj for the operations. Eye checking & operations both are carried out totally free of cost. At KCRC & BPA, Bhuj the total treatment & other facilities like hospitalization & foods are totally free.

3.4 **Conclusion:-**

This chapter provided summarized account of various CSR activities initiated and promoted by leading ventures this is just a tip of an iceberg in respect of CSR. Though the trend in general has begin - it has yet to achieve a standardized norm it would be important examine separately and Worn Buffet and bill gates initiative towards sharing 50% of the wealth for poor. The chapter follows shall review actual scenario at grass level in kachch district
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