CHAPTER – 3
CORPORATE SOCIAL RESPONSIBILITY IN INDIA

‘Parasparopagraho jivanam’
All living things are mutually supportive - Jain Motto

India has its own challenges as an emerging nation. On one hand it has the world’s second largest human population next only to China and predicted to have one of the world’s youngest and thereby the largest working population by 2026; yet, on the other hand, it ranks 135 among 186 countries in the Human Development Index (HDI) (Human Development Report, 2013). This means that India has a great volume of people, who have a low life expectancy, education, and per capita income. According to a United Nations Educational, Scientific and Cultural Organisation (UNESCO) report (2014), the country has 287 million illiterate adults, accounting for the largest population globally and 37% of the world total (Bhowmick, 2014) with just under 10% having any type of skilling (2% formal and 8% informal) (Mitra, 2015c; Mitra&Schmidpeter, 2016). Or, in other words, unless this population is developed and channelized, it will be a burden not only to India, but also to the world at large.

Moreover, the environmental regulations in India lag behind similar regulations in Organization for Economic Cooperation and Development (OECD) countries by almost a decade and empirical evidence show that Multi National Companies (MNCs) in India and other emerging markets do not necessarily have stricter environmental standards than their local counterparts (Sawhney 1994; Zarsky, 1999; Khan, 2007; Mitra&Schmidpeter, 2016). Hence, not just socio-economic parameters, but, India also needs to upgrade its environmental indicators to transition into a developed economy.

However, the dilemma lies in the fact that despite such unfortunate socio-economic and environmental indicators, India is home to the sixth largest super-rich population (billionaires) in the world. The total billionaire wealth was estimated to be $180 billion
(Wealth-X and UBS billionaire census report, 2013), bringing India’s billionaire population to 103 (Mitra, 2014, 2015c; Mitra&Schmidpeter, 2016). Therefore, the population is divided between the haves and the have-nots. The country has urban India on one side and rural Bharat on the other.

Although, this rise in inequality, to some extent, is natural in the early stages of economic development (Sharma, 2012), it remains a persistent challenge in many economies today. In Asia and the Pacific, inequality has risen over the last decade despite growth rates that have lowered poverty incidence (Son, 2013). Similarly, in India, although poverty has fallen for every social and religious group in every state and in rural and urban areas, separately as well as jointly between 1993–1994 and 2009–2010 (Panagariya&Mukim, 2014), yet, the incidences of inequalities are high. This inequality can pose a threat to growth if it goes unchecked (Sharma, 2012).

Hence, it is imperative to have a strategy in place that will: expand opportunities for the poor and protect the poorest and the most vulnerable (O’Sullivan, 1997). Socio-economic inequality can then be minimised, thus paving the way for an emerging nation to slowly graduate into a developed economy.

Thus, under these circumstances, it is imperative that the national agenda should focus on empowering “the poor and the deprived section of the society” to achieve significant and sustainable human development (Mitra&Schmidpeter, 2016) and to bring about inclusive growth. In other words, the achievement of inclusive growth in the developing world is a significant challenge for makers in international development (Sen, 2014).

This concern for inclusive growth, made policymakers increasingly ask age-old questions about how basic health and education systems can be improved, how regulatory systems can function better, who should provide basic services and infrastructure, and how it should be paid for. This led to a ‘rediscovery’ of underdevelopment, so to speak, and a realization that something is ‘missing’ in the policy framework (Graham &Naim, 1997). Thus inequality, earlier measured in terms of income or consumption, has now got extended to cover many other standard of living dimensions such as inequality of outcomes in health, education, and basic infrastructure, among others (Son, 2013). But, whose responsibility is it to provide for the same?
Some think, it is the responsibility of the Government to provide a conducive environment for equality through its social security measures and other policies; while some others think, it is the Corporation that should take the onus in pursuance of their ‘social license to operate’ objectives. This is often an inconclusive debate, where the perspectives often differ between the developed countries to the emerging countries. What one must remember here is that, the very concept of CSR differs between these two economies in terms of its definition as well as implementation. And, there is no comprehensive, “one size fits all” global corporate governance or CSR system, based on western codes and regulations that can be implemented in emerging markets (Peters et al. 2011), hence, it is better to limit our study of CSR to the emerging markets alone for a focused approach.

Roles and responsibilities of corporations in an emerging economy are very different.

The rationale behind studying CSR in developing countries as distinct from CSR in the developed countries is manifold (Ghosh, 2014). Developing countries represent the most rapidly growing economies and hence a lucrative growth market for business (IMF, 2006). Social and environmental crisis is more acutely felt in the developing countries (UNDP, 2006). Developing countries are the ones where the impact of globalization, economic growth, investment and business activity are likely to have a strong impact on societal and environmental issues (World Bank, 2006). Challenges faced by the developing countries with respect to CSR are different as compared to challenges faced by the developed countries.

In a developing country like India, it is increasingly appreciated and not least by business, that to become economic players of first-world magnitude, the challenges of a third-world developmental leap have to be addressed. There is also a sense both among business as well as others (particularly civil society and government) that business has to play a leadership role in bringing about this transformation (Mitra, 2007).

Thus, Indian companies have a very important and difficult role to play in the country’s development. It is certainly more complex than the role of corporations in developed economies. Starting much behind their international competitors, both in size and capabilities, Indian companies must rapidly learn to compete with the best in the world. At the same time, they have to compassionately connect with the conditions in their own country and communities around them. This is by no means an easy task (Maira, 2004).
The Private sector, therefore has responsibilities and a role in creating broad based growth and furthering opportunities for individuals in poverty to move up. Involvement of the private sector in development efforts should be encouraged, not only to spur growth, but to make the state more effective by providing competition, increasing equity, and supplementing the resources of the state (The Aspen Institute Conferences, 1997). This needs to be undertaken by the Company through its robust CSR strategy.

After all, this is a symbiotic relationship. As the state/nation progresses, so does business and vice versa. Any discord in this relationship can cause disequilibrium within the society.

On a micro scale, Mitra (2014) observes that, among other things, it is for the best interest of both the stakeholders (the Government and the governed) that the Government and the Corporations must work hand in gloves to develop the human capital of India to bring about a glorious future. The ideal model, then, would be to generate the continuous ‘cycle of conversion’ and transform the population to reap demographic dividend through a mutually beneficial relationship with the Government and the Corporation. This will not only benefit the Corporations, but also the Government, the population and most importantly, the country, named India (Mitra, 2014, 2015c)!

CSR is not a new concept in India. It is considered more of a spiritual or religious activity than a mandatory spend. Drawing upon the spiritual roots of India, going back thousands of years to the Vedanta and Upanishads, Swami Vivekananda gave a call for the regeneration of India 'Arise, awake and stop not till the goal is reached' (uttishtatha jagrata prapya varannibodhata).

Sri Aurobindo carried on that spiritual tradition and showed how human beings can rise above themselves. He identified the basic purpose and significance of life as follows: The earliest preoccupation of man in his awakened thoughts and, as it seems, his inevitable and ultimate preoccupation for it survives the longest periods of skepticism and returns after every banishment is also the highest that his thought can envisage. It manifests itself in the divination of godhead, the impulse towards perfection, the search after pure truth and unmixed bliss, the sense of a secret immortality. The ancient dawns of human knowledge have left us their witness to this constant aspiration. Today we see a humanity satiated but not satisfied by the victorious analysis of the externalities of nature preparing to return to its
primeval longings. The earliest formula of wisdom promises to be its last: God, Light, Freedom, Immortality.

Mahatma Gandhi again drew his inspiration from the spiritual strength of India. His technique of satyagraha was based on the concept of ahimsa. This was the major strategy to throw out the British whose vast empire was at one time such that the sun never set on it.

In Rabindranath Tagore we have another spirit of renaissance, this time in the field of art, spanning literature, language, painting and music. All of them symbolized the spirit of Indian renaissance, drawing upon our ancient roots or classical insights to tackle the problems of modern life.

Thus, we can say that CSR is not a new concept in India. It has been existing since generations.

3.1 Policy Framework For CSR In India & involvement of Central Government

Corporate Social Responsibility is a widely debatable topic discussing the role & responsibilities of corporate along with the government of any country in order to build a healthy & sustainable lifestyle for every citizen of the country. CSR has more to do with the Economic entities & Corporations contributing towards a healthy civil society. However, it is always seen as a supplementary effort in supporting the government of a country implement good practices & creating a good & healthy lifestyle for its citizens.

The responsibility towards all section of society for their improved quality of life, employment, availability of basic amenities of health and education etc., are considered to be the State’s responsibility in a way.

The Government is like a care-taker or a watchdog that keeps a check on the economic entities such that they do not flout rules for personal benefits & endanger the lives of millions in the society. Thus, the role of government is to lay down rules & regulations, create a policy framework & keep a check on its effective implementation. In addition, the government can also take a pro-active step & introduce various schemes for the welfare of its people, tribals, women, children, disabled, poor, farmers & other workers who work in bad conditions for a living.
The Indian government views CSR as an integral part of corporate governance. The Indian Ministry of Corporate Affairs (MCA) has established specific CSR guidelines that require all companies to implement a CSR policy.

The importance of inclusive growth is widely recognized as an essential part of India's quest for development. It reiterates our firm commitment to include those sections of the society in the growth process, which had hitherto remained excluded from the mainstream of development. In line with this national endeavour, Corporate Social Responsibility (CSR) was conceived as an instrument for integrating social, environmental and human development concerns in the entire value chain of corporate business. Ministry of Corporate Affairs had issued 'Voluntary Guidelines on Corporate Social Responsibility, 2009' as a first step towards mainstreaming the concept of Business Responsibilities. This was further refined subsequently, as 'National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business, 2011'.

The 21st Report of the Parliamentary Standing Committee on Finance is one of the prime movers for bringing the CSR provisions within the statute. It was observed by the Standing Committee, that annual statutory disclosures on CSR required to be made by the companies under the Act would be a sufficient check on non-compliance. Section 135(4) of the Companies Act 2013 mandates every company qualifying under Section 135(1) to make a statutory disclosure of CSR in its Annual Report of the Board. Rule 9 of the Companies (Corporate Social Responsibility Policy), Rules, 2014 prescribes the format in which such disclosure is to be made.

The Corporate Social Responsibility concept in India is governed by Section 135 of the Companies Act, 2013 and Rules made there under wherein the criteria has been provided for assessing the CSR eligibility of a company, Implementation and Reporting of their CSR Policies. India having the most elaborated CSR mechanism and implementation strategy has started its journey to set a benchmark in attaining sustainability goals and stakeholder activism in nation building.

The CSR ambit is getting bigger and for upcoming years it would turn as a unique knowledge base for analyzing and achieving sustainability goals as among various large economies India is a country which has assured by mandating CSR through its legislative action.

**The Companies Act, 2013**
In India, the concept of CSR is governed by clause 135 of the Companies Act, 2013, which was passed by both Houses of the Parliament, and had received the assent of the President of India on 29 August 2013. The CSR provisions within the Act is applicable to companies with an annual turnover of 1,000 crore INR and more, or a net worth of 500 crore INR and more, or a net profit of five crore INR and more. The new rules, which are applicable from the fiscal year 2014-15 onwards, also require companies to set-up a CSR committee consisting of their board members, including at least one independent director. The Act encourages companies to spend at least 2% of their average net profit in the previous three years on CSR activities.

The Act lists out a set of activities eligible under CSR. Companies may implement these activities taking into account the local conditions after seeking board approval. The indicative activities which can be undertaken by a company under CSR have been specified under Schedule VII of the Act.

**Schedule VII**

Activities which may be included by companies in their Corporate Social Responsibility relating to:—

(i) eradicating extreme hunger and poverty;
(ii) promotion of education;
(iii) promoting gender equality and empowering women;
(iv) reducing child mortality and improving maternal health;
(v) combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases;
(vi) ensuring environmental sustainability;
(vii) employment enhancing vocational skills;
(viii) social business projects;
(ix) contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government or the State Governments for socio-economic development and relief and funds for the welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women; and
(x) such other matters as may be prescribed.

**Corporate Social Responsibility for Central Public Sector Enterprises**
The responsibility towards all section of society for their improved quality of life, employment, availability of basic amenities of health and education etc., are considered to be the State’s responsibility in a way. Post independence, by setting up Central Public Sector Undertakings (CPSEs) and States Public Sector Enterprises an attempt was made to address the need of employment, regional development and improving economy. From their early role of mainly employment generation, CPSEs have come long way to not only attaining the very purpose of employment generation but also supplement to Indian economy in a substantial manner. CPSEs have also been successful in addressing the social development because of their social penetration on many accounts. The significant contribution of CPSEs in attending social concern, inclusive growth and sustainable development are the important chapters in the journey of Indian CPSEs. Corporate Social Responsibility (CSR) is emerging as a very powerful and important agenda for CPSEs to discharge their role of social ambassador in Indian economy. CPSEs have been concerned and agile to social concerns since their inception but with newly emerged concept of CSR, CPSEs are now approaching social and environmental issues in much bigger way.

The Department of Public Enterprises, Ministry of Heavy Industries and Public Enterprises have issued in April 2010, comprehensive “Guidelines on Corporate Social Responsibility for Central Public Sector Enterprises”.

Setting an example for the private sector, guidelines regarding expenditure on CSR activities for Central Public Sector Enterprises were issued by Department of Public Enterprises. According to these “Guidelines on Corporate Social Responsibility and Sustainability for Central Public Sector Enterprises” revised by the Department of Public Enterprises (DPE), Ministry of Heavy Industries and Public Enterprises every year, each CPSE shall with the approval of its Board of Directors make a budgetary allocation for CSR and Sustainability activities/projects for the year.

The new guidelines lay stress on the link of Corporate Social Responsibility with sustainable development and define Corporate Social Responsibility (CSR) as a philosophy wherein organizations serve the interest of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations. Under these guidelines, the long-term CSR Plan should match with the long-term Business Plan of the organization. The activities under CSR are to be selected in such a manner that the benefits reach the smallest unit i.e., village, panchayat,
block or district depending upon the operations and resource capability of the company. Under these guidelines the CPSEs are required to move from an ad-hoc approach to the project mode with specified time frames and periodic milestones. The activities undertaken under CSR should also be in consonance and consultation with State Governments, district administration, local administration as well as Central Government Departments/Agencies, Self-Help Groups, etc., to avoid duplication.

Under these guidelines, CPSEs have to create mandatorily, through a Board Resolution, a CSR budget as a specified percentage of net profit of the previous year. Expenditure range for CSR in a financial year is 3-5% of the net profit, of previous year, in case of CPSEs having profit less than Rs. 100 crore; 2-3% (subject to minimum of Rs. 3 crores) in case the profit ranges from Rs. 100 crore to Rs. 500 crore and 0.5-2% in case of CPSEs having a net profit of more than Rs. 500 crore in the previous year. Loss making companies are not mandated to earmark specific funding for CSR activities but may achieve this objective by integrating business processes with social processes, wherever possible. The CSR budget has to be fixed for each financial year and the funds would be non-lapsable.

Under these guidelines special stress has been laid on the proper monitoring of the CSR projects undertaken. The Boards of the CPSEs would be responsible for the implementation of the CSR activity which would then be a part of the annual MOU signed between CPSEs and the Government. Also, there is a provision for appointment of Social Audit Committee and independent external agency for periodic monitoring as well as evaluation.

While the earlier guidelines focused mainly on CSR activities for external stakeholders, the revised guidelines by the DPE also take internal stakeholders, particularly employees, into account. The new CSR Guidelines also include a dedicated section on sustainability reporting and disclosure.

As per the provisions of the guidelines a National CSR Hub has been set up by Department of Public enterprises at Tata Institute of Social Sciences (TISS), Mumbai to undertake/facilitate many activities relating to CSR, such as research and creation of a data base; advocacy; promotional activities; conferences/seminars/workshops, etc..
The fact that poverty exists in big way in India. In a report on Global Hunger Index (GHI) 2015, India ranked 80 out of 104 emerging economies. In a report by UNDP on The Global Human Development India ranked 130 in a tally of 188 countries and with a human development index score of 0.609 for 2014 and only 2 percent skilled manpower. (CSR survey 2016–FICCI) Such an alarming situation could not be tackled alone by the government, until supported by State Instrumentalities like CPSEs/PSEs/State PSEs. CSR implementation through enactment of Section 135 in Companies Act, 2013 has pushed the agenda forward of inclusive growth. Regional disparities, poverty, health & primary education, skill development and environmental concerns will be systematically taken care by CSR projects. Since, Act provides for comply or explain, the implementation and reporting is being done reasonably. The report on Public Sector Enterprises 2015-16 clearly indicates the huge CSR investment by CPSEs. The role of CPSEs has assumed greater importance and bigger spectrum in view of mandatory CSR. CPSEs are expected and delivering their best to social concerns. CPSEs are taking up the cause of Skill India, Swachh India, Healthy India, Green India as there CSR projects which shall really see the transformation of the country in real means.

“The new guidelines are an important contribution to GRI’s mission of mainstreaming sustainability reporting, bringing with them a systematic approach to CSR that will form a core part of business strategy and growth in India,” says Dr. Aditi Haldar, Director GRI Focal Point India.

Over the past two decades, India's economy has undergone rapid growth and has become globally acknowledged as being one of the world’s strongest emerging markets. India's CPSEs have played a crucial part in the development of the modern Indian economy, and if this growth is to continue and a sustainable economy is to be achieved in India, it is essential that CSR activities become an integrated part of CPSE’s business models. The new DPE guidelines will no doubt go a long way to aiding this cause.

**The National Voluntary Guidelines (NVGs) on Social, Environmental and Economic Responsibilities of Business**

The Government of India’s initiative to provide a mandate to public sector enterprises to spend a certain percentage of profit for CSR has set the wheels in motion for increased contribution and more socially responsible behavior to lead to inclusive growth. Moreover,
The National Voluntary Guidelines on Social, Environmental and Economic responsibilities of business by the Ministry of Corporate Affairs indicates that governments emphasize on CSR and engaging public and private companies and enhancing their contribution toward lessening the gap between economic and social progress.

The National Voluntary Guidelines (NVGs) on Social, Environmental and Economic Responsibilities of Business released by the Ministry of Corporate Affairs (MCA) in July 2011, is essentially a set of nine principles that offer Indian businesses an understanding and approach to inculcate responsible business conduct. These nine principles are:

i. conduct and govern themselves with ethics, transparency and accountability.
ii. provide goods and services that are safe and that contribute to sustainability throughout their life cycle.
iii. promote the well-being of all employees.
iv. respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalized.
v. respect and promote human rights.
vi. protect and make efforts to restore the environment.
vii. when engaged in influencing public and regulatory policy, they should do so in a responsible manner
viii. support inclusive growth and equitable development
ix. engage with and provide value to their customers and consumers in a responsible manner.

These guidelines not being prescriptive in nature, nevertheless seek to guide Indian businesses to take into account Indian social and business realities and the global trends, while promoting their businesses.

Principle (viii) of the NVGs on 'inclusive growth and equitable development' focuses on encouraging business action on national development priorities, including community development initiatives and strategic CSR based on the shared value concept. This principle of NVG was subsequently translated into a mandatory provision of Corporate Social Responsibility (CSR) in Section 135 of the Companies Act 2013.

The NVG have been laid down by the Ministry of Corporate Affairs in order to provide companies with guidance in dealing with the expectations of inclusive growth and
imperatives of climate change, while working closely within the framework of national aspirations and policies. These are applicable to all businesses irrespective of size, sector or location. The NVGs were designed with the intent of assisting enterprises to become responsible entities whereby they formulate their financial/business objectives while considering the impact on various diverse stakeholders including society and environment at large.

**Schemes Launched By Government for Social Welfare & Inclusion**

According to a report by Livemint on March 22, 2017, Yuri Afanasiev, UN resident coordinator for India, noted India’s progress in its HDI score between 1990 and 2015. “The success of national development programmes like Skill India, Digital India, Make in India and Beti Bachao Beti Padhao, aimed at bridging gaps in human development, will be crucial in ensuring the success of Agenda 2030,” Afanasiev said, referring to the UN’s Sustainable Development Goals unveiled in 2015.

“These programmes, and the long-running affirmative action measures, illustrate the government’s commitment to identifying and mapping human development deficits, as well as taking action to achieve the Sustainable Development Goals,” he said.

The National Corporate Social Responsibility Data Portal is an initiative by Ministry of Corporate Affairs, Government of India to establish a platform to disseminate Corporate Social Responsibility related data and information filed by the companies registered with it.

The Government of India through its various ministries has launched & implemented several schemes for the welfare of various groups of people.

Each of these ministries have introduced various schemes for the welfare of their stakeholders which is the Indian citizen at large. Following is a complete list of schemes launched by the government as its endeavour to contribute to social, economic & environmental welfare of its citizens.

**List of Government Schemes:**

1. **Midday Meal Scheme:**
   Ministry: Ministry of Human Resource Development
   Main Objective: The Midday Meal Scheme is a school meal program of the Government of India designed to improve the nutritional status of school-age children nationwide.
2. **Pradan Mantri Gram Sadak Yojana:**
Ministry: Ministry of Rural Development
Objective: Pradhan Mantri Gram Sadak Yojana (Prime Minister’s Rural Roads Scheme) is a nationwide plan in India to provide good all-weather road connectivity to unconnected villages.

3. National Rural Employment Guarantee Act, 2005:
   Ministry: Ministry of Rural Development
   Main objective: It aims to provide at least 100 days of wage employment in rural areas. National rural employment guarantee act later named as “Mahatma Gandhi National Rural Employment Guarantee Act”(MGNREGA). MGNREGA is an Indian labor law and social security measure that aims to guarantee the ‘right to work’. The statute is hailed by the government as “the largest and most ambitious social security and public works program in the world”. In its World Development Report 2014, the World Bank termed it a “stellar example of rural development”.

4. Atal Pension Yojana:
   Ministry: Ministry of Finance
   Main objective: Increase the number of people covered under any kind of pension scheme.

5. Pradan Mantri Jan Dhan Yojana:
   Ministry: Ministry of Finance
   Main objective: Financial inclusion and access to financial services for all households in the country. The scheme was mostly targeted to the people belonging to the Below Poverty Line but is beneficial to everyone who does not have a bank account. 1.5 Crore (15 million) bank accounts were opened under this scheme. Guinness World Records Recognises the Achievements made under PMJDY, Guinness World Records Certificate says “The most bank accounts opened in 1 week as a part of financial inclusion campaign is 18,096,130 and was achieved by Banks in India from 23 to 29 August 2014”. By 1 February 2017, over 27 crores (270 million) bank accounts were opened and almost 665 billion (US$10 billion) was deposited under the scheme.

6. Beti Bachao Beti Padhao Yojana:
   Ministry: A joint initiative of MOWCD, MOHFW, and MOHRD
   Main objective: Preventing sex selective abortion, Ensuring survival and protection of a girl child, Ensuring education of the girl child
   It aims to address the issue of the declining child sex ratio image (CSR)

7. Central Government Health Scheme:
   Ministry: Ministry of Health and Family Welfare
Main objective: The Central Government Health Scheme (CGHS) was started under the Indian Ministry of Health and Family Welfare in 1954 with the objective of providing comprehensive medical care facilities to Central Government employees, pensioners and their dependents residing in CGHS covered cities.

8. Pradhan Mantri Sukanya Samriddhi Yojana:
Ministry: Ministry of Finance
Main objective: To encourages parents to build a fund for the future education and marriage expenses for their female child as a part of the Beti Bachao, Beti Padhao.

9. Pradhan Mantri Jeevan Jyoti Bima Yojana:
Ministry: Ministry of Finance
Main Objective: Provide life insurance cover to all Indian citizens. As of May 2015, only 20% of India’s population has any kind of insurance, this scheme aims to increase the number.

10. Pradhan Mantri Awas Yojana:
Ministry: Ministry of Housing and Urban Affairs
Main Objective: Achieve housing for all by the year 2022, 2 Crore in Urban and 3 Crore homes in Rural areas. Under the scheme, the government will provide financial assistance to the poor home buyers, interest subsidy on the home loan and direct subsidy on homes bought under the scheme.

11. Sansad Adarsh Gram Yojana:
Ministry: Ministry of Rural Development
Main Objective: Social, cultural, economic, infrastructure developments in the villages, i.e. development of model villages called “Adarsh Gram”. The distinct feature of this Yojana is that it is (a) demand driven (b) inspired by society (c) based on people’s participation. Under the Yojana, Members of Parliament (MPs) will be responsible for developing the socioeconomic and physical infrastructure of three villages each by 2019, and a total of eight villages each by 2024.

12. Pradhan Mantri Fasal Bima Yojana:
Ministry: Ministry of Agriculture & Farmers Welfare
Main Objective: Provide insurance cover to Rabi and Kharif crops and financial support to farmers in case of damage to crops. In order to make crop insurance simpler and cheaper for the farmers and to provide them with better insurance services.

13. Pradhan Mantri Krishi Sinchai Yojana:
Ministry: Ministry of Water Resources
Main Objective: Irrigating the field of every farmer and improving water use efficiency to provide ‘Per Drop More Crop’.

14. Pradhan Mantri Mudra Yojana:
Ministry: Ministry of Finance
Main objective: Financial support for the growth of micro enterprises sector. Pradhan Mantri Mudra Yojana under the Micro Units Development and Refinance Agency (MUDRA)Bank is a new institution being set up by Government of India for development and refinancing activities relating to micro units.

15. Pradan Mantri Suraksha Bima Yojana:
Ministry: Ministry of Finance
Main objective: Provide accidental insurance cover to all Indian citizens.

16. Deen Dayal Upadhyaya Gram Jiyoji Yojana:
Ministry: Ministry of Power
Main Objective: To provide continuous power supply to rural India.

17. Deen Dayal Upadhyaya Grameen Kaushalya Yojana:
Ministry: Ministry of skill development and entrepreneurship
Main Objective: To achieve inclusive growth, by developing skills and productive capacity of the rural youth from poor families. The Vision of DDU-GKY is to “Transform rural poor youth into an economically independent and globally relevant workforce”. It aims to target youth, under the age group of 15–35 years.

18. Pandit Deendayal Upadhyay Shramev Jayate Yojana:
Ministry: Ministry of Labour
Main Objective: To consolidate information of Labour Inspection and its enforcement through a unified web portal, which will lead to transparency and accountability in inspections.

19. Pradhan Mantri Ujjwala Yojana:
Ministry: Ministry of Petroleum and Natural Gas
Main Objective: To distribute free LPG connections to the women belonging to 5 Crore BPL families across the country.

20. Pradhan Mantri Koushal Vikas Yojana:
Ministry: Ministry of skill development and entrepreneurship
Main objective: Recognition and standardization of skills. The aim of the scheme is to encourage attitude towards employable skills and provide quality training to them.

21. Soil Health Card Scheme:
Ministry: Ministry of agriculture
Main objective: To help farmers to improve productivity from their farms by letting them know about nutrient/fertilizer requirements for their farms. The government plans to issue the cards to 14 crore farmers.

22. Ujwal Discom Assurance Yojana (Uday):
Ministry: Ministry of Power
Main objective: To obtain operational and financial turnaround of State Owned Power Distribution Companies (DISCOMs). The Scheme aims to reduce the interest burden, reduce the cost of power, reduce power losses in the Distribution sector, and improve the operational efficiency of DISCOMs.

23. Heritage City Development And Augmentation Yojana (Hriday):
Ministry: Ministry of urban development
Main objective: Bringing together urban planning, economic growth, and heritage conservation in an inclusive manner to preserve the heritage character of each Heritage City. Preserve and revitalize heritage wherein tourists can connect directly with city’s unique character.

24. Deen Dayal Upadhyaya Antyodaya Yojana:
Ministry: Ministry of Rural Development and Ministry of Housing and Urban Poverty Alleviation respectively.
Main objective: To uplift of urban and rural poor through enhancement of livelihood opportunities through skill development and other means.

25. Pradhan Mantri Garib Kalyan Yojana (Pmgy)
Main Objective: Implement the pro-poor welfare schemes in more effective way and reaches out to more poor population across the country. Garib Kalyan Yojana is a Poverty Alleviation Scheme.

26. Pradhan Mantri Jan Aushadhi Yojana (PMJAY)
Main Objective: Provides drugs/medicines at affordable cost across the country.

27. Kisan Vikas Patra
Main Objective: To provide safe and secure investment avenues to the small investors.

28. Deen Dayal Upadhyaya Gram Jyoti Yojana (DDUGJY)
Main Objective: DDUGJY will help in providing round the clock power to rural households and adequate power to agricultural consumers.
29. Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY)
Main Objective: To achieve inclusive growth, by developing skills and productive capacity of the rural youth from poor families.

30. Pandit Deendayal Upadhyay Shramev Jayate Yojana (PDUSJY)
Main Objective: To consolidate information of Labour Inspection and its enforcement through a unified web portal, which will lead to transparency and accountability in inspections.

31. Swadesh Darshan Yojana
Main Objective: Develop world class tourism infrastructure.

As part of the Swadesh Darshan Scheme, theme based tourism circuits (TBCT) around specific themes such as religion, culture, ethnicity, niche, etc. are identified for infrastructure development across the country.

32. PRASAD (Pilgrimage Rejuvenation And Spiritual Augmentation Drive)
Main Objective: Develop world class tourism infrastructure to create spiritual centres for tourism development within the nation. Give a boost to the cultural heritage of India.

33. National Heritage City Development and Augmentation Yojana (HRIDAY)
Main Objective: Bringing together urban planning, economic growth and heritage conservation in an inclusive manner to preserve the heritage character of each Heritage City.

34. Udaan Scheme
Main Objective: Encouraging girls for higher technical education and aims to provide a platform that empowers girl students and provides them with better learning opportunities.

35. National Bal Swachhta Mission
Main Objective: To provide hygienic and clean environment, food, drinking water, toilets, schools and other surroundings to the children.

36. One Rank One Pension (OROP) Scheme
Main Objective: To provide same pension, for same rank, for same length of service, irrespective of the date of retirement. The government is making its efforts to implement the long pending scheme.
37. Gold Monetisation Schemes
Main Objective: To reduce the reliance on gold imports over time to meet fiscal targets. The programme is to lure tonnes of gold from households into the banking system.

38. Startup India, Standup India
Main Objective: To provide support to all start-up businesses in all aspects of doing business in India.

40. Integrated Power Development Scheme (IPDS)
Main Objective: To ensure 24/7 power for all.

41. Shyama Prasad Mukherji Rurban Mission
Main Objective: To create 300 rural clusters across the country and strengthen financial, job, and lifestyle facilities in rural areas.

43. ‘Prakash Path’ – ‘Way to Light’ – The National LED Programme
Main Objective: To distribute LED bulbs and decrease the power consumption.

45. Rashtriya Gokul Mission
Main Objective: To conserve and develop indigenous bovine breeds.

46. PAHAL-Direct Benefits Transfer for LPG (DBTL) Consumers Scheme
Main Objective: To send the subsidy money of LPG cylinders directly into the bank accounts of the consumers and increase efficiency & transparency in the whole system.

47. The National Institution for Transforming India (NITI AAYOG)
Main Objective: to foster involvement and participation in the economic policy-making process by the State Governments of India.

48. Pradhan Mantri Khanij Kshetra Kalyan Yojana (PMKKKY)
Main Objective: To Safeguard Health, Environment and Economic Conditions of the Tribals.

49. Namami Gange Project
Main Objective: To integrates the efforts to clean and protect the Ganga river in a comprehensive manner.

52. Rashtriya Gram Swaraj Abhiyan
Main Objective: To help Panchayat Raj Institutions deliver Sustainable Development Goals.

MISSIONS
1. Atal Mission For Rejuvenation And Urban Transformation (Amrut):
   Ministry: Ministry of Urban Development
   Main objective: Providing basic services (e.g. water supply, sewerage, urban transport) to households and build amenities in cities which will improve the quality of life for all, especially the poor and the disadvantaged.

2. Mission Indradhanush:
   Ministry: Ministry of Health
   Main objective: It aims to immunize all children under the age of 2 years, as well as all pregnant women, against seven vaccine preventable diseases.

3. Smart Cities Mission:
   Ministry: Ministry of Urban Development in collaboration with the state governments of the respective cities.
   Main objective: To develop 100 cities all over the country making them citizen friendly and sustainable and offer a good quality of life through smart solutions

CAMPAIGNS
1. Digital India:
   Ministry: Ministry of Electronics and Information Technology
   Main objective: To deliver Government services to citizens electronically by improving online infrastructure and by increasing Internet connectivity.

2. Make In India:
   Ministry: Ministry of Finance
   Main objective: To encourage multi-national, as well as domestic companies to manufacture their products in India and create jobs and skill enhancement in 25 sectors.

3. Skill India:
   Ministry: Skill Development and Entrepreneurship
   Main objective: aim to train over 40 crore (400 million) people in India in different skills by 2022.

4. Swachh Bharat Abhiyan:
   Ministry: Ministry of Urban Development
   Main objective: To fulfil Mahatma Gandhi’s dream of a clean and hygienic India.
Among all the schemes Swachh Bharat Abhiyan is the most impactful scheme, where the Prime Minister himself is involved in spreading the message of Clean India Clean. The idea was conceived in March 2014 at a sanitation conference organised by UNICEF India and the Indian Institute of Technology as part of the larger Total Sanitation Campaign, which the Indian government launched in 1999.

“A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150 birth anniversary in 2019,” said Shri Narendra Modi as he launched the Swachh Bharat Mission at Rajpath in New Delhi. On 2nd October 2014, Swachh Bharat Mission was launched throughout length and breadth of the country as a national movement. The campaign aims to achieve the vision of a ‘Clean India’ by 2nd October 2019.

On the occasion of Gandhi Jayanti, in commemoration of Mahatma Gandhi, October 2nd each year is celebrated as the Rashtriya Swachhta Diwas in India.

While leading the mass movement for cleanliness, the Prime Minister exhorted people to fulfil Mahatma Gandhi’s dream of a clean and hygienic India. Shri Narendra Modi himself initiated the cleanliness drive at Mandir Marg Police Station. Picking up the broom to clean the dirt, making Swachh Bharat Abhiyan a mass movement across the nation, the Prime Minister said people should neither litter, nor let others litter. He gave the mantra of ‘Na gandagi karenge, Na karne denge.’ Shri Narendra Modi also invited nine people to join the cleanliness drive and requested each of them to draw nine more into the initiative.

By inviting people to participate in the drive, the Swachhta Abhiyan has turned into a National Movement. A sense of responsibility has been evoked among the people through the Clean India Movement. Understanding the significance of sanitation, Prime Minister, Shri Narendra Modi has simultaneously addressed the health problems that roughly half of the Indians families have to deal with due to lack of proper toilets in their homes.

People from different sections of the society have come forward and joined this mass movement of cleanliness. From government officials to jawans, bollywood actors to the sportspersons, industrialists to spiritual leaders, all have lined up for the noble work. Millions of people across the country have been day after day joining the cleanliness initiatives of the government departments, NGOs and local community centres to make India clean. Organising frequent cleanliness campaigns to spreading awareness about hygiene through plays and music is also being widely carried out across the nation.
The ‘#MyCleanIndia’ was also launched simultaneously as a part of the Swachh Bharat drive to highlight the cleanliness work carried out by citizens across the nation. Addressing the nation on the occasion of Rashtriya Swachhta Diwas on October 2\textsuperscript{nd}, 2017, Prime Minister Narendra Modi says that everyone likes cleanliness, but the problem in our country is the lack of willingness to do it ourselves. Even a 1,000 Mahatma Gandhis, a 1,00,000 Narendra Modis and several Chief Ministers cannot make the dream of a Swachh Bharat True. But it over 120 crore Indians come together, India will definitely become cleaner. Another successful event is the NDTV-Dettol Banega Swachh India, a five-year 360-degree campaign aimed at spreading awareness about sanitation, empowering citizens with better hygiene and sanitation facilities across the country. The agenda of the cleanathon this year is to take a holistic approach to swachhata and ask people to implement #Mere10Guz for Swachh Zameen (Clean Land), Swachh Hawa (Clean Air) and Swachh Pani (Clean Water). ‘Mere 10 Guz’ the cleanup drive which resulted in over 1 billion impressions digitally. The campaign hashtag #Mere10guz trended No.1 on Twitter with the Prime Minister of India, himself tweeting with words of encouragement. 50 million people were touched through print, radio, TV and mobile. The United Nations Environment Chief was in India for a week to declare India as the host for the World Environment Day 2018 celebrations. India Has What It Takes To Lead The World In Tackling Plastic Pollution, Says UN Environment Chief as reported by PTI on February 26, 2018. As far as India is concerned, he said, it views environmental issues very much as a moral obligation and has got what it takes to lead the world into this change. “India has very high rates of recycling, and in recent years, some of the biggest citizen action movements have happened in this country- for example, the Versova beach cleanup in Mumbai,” he said. “So India has what it takes to lead the world into this change,” he said. “It is a booming economy with the innovation and business expertise to change the way we make and use products. And it is a country that views environmental issues very much as a moral obligation, to give back to people, nature and the world,” he added.

3.2 Involvement of State Governments in promoting CSR initiatives in India CSR has been taken up by the prime minister as an area of priority. Various efforts at the Central level have been made by the PMO & its Ministries to intensify the CSR activities in the desired areas of social interest.
The State governments have also undertaken various measures to channelize the CSR funds in such a way that it provides welfare to the state. Many state governments have come up with CSR Cells, CSR Authorities, CSR summits, etc. in order to augment the CSR agenda further.

**Gujarat**

The Gujarat government has been hard selling the state as an ideal industrial investment destination while simultaneously drawing allegations that the same is at the expense of human development index. It is now out to prove it can go beyond.

The government has now set up the Gujarat Corporate Social Responsibility Authority (GCSRA), the first one from a state government in the country, to create an exclusive agency to channelise contributions to finance projects like construction of toilets and tackling malnutrition, besides several other themes.

Mr. Sahu who is the chairman of the GCSRA says there are 14,000 companies, including some 13,500 forming the small and medium scale industrial units, which are supposed to park funds under CSR activities. He says the idea is to create a channelising body where the companies investing in CSR can donate or park their funds for effective social development initiatives of the state government. "Several companies don't know where to put their mandatory CSR funds, so our idea is to help them," Sahu said.

"So, once a company approaches GCSRA seeking guidance on where to invest, the agency will put it through an implementing agency at the grassroots level working on the particular subject. The companies can also directly contact the agencies, which will largely be non-government organisations (NGOs)," he says.

Sahu says that as per estimates for 2014-15, the corporates registered in Gujarat are expected to release around Rs. 700 crore to Rs. 800 crore in mandatory CSR funds by July.

"We have taken up pilot projects for construction of toilets in rural and urban areas, tackling malnutrition and diagnostic healthcare," Sahu added. He said the initiative was not to put state government funds but those of the corporates into social initiatives.

In view of this, Gujarat CSR Authority has been established under the administrative control of the Industries and Mines Department (IMD) Government of Gujarat for the purpose of managing the CSR fund and also for coordinating, monitoring and implementing the various CSR activities. GCSRA provides a platform to the companies for the optimal utilization of CSR funds through facilitating both the public and private sector companies in relation to carry out their CSR activities.
Mission of GCSRA is “To catalyze sustainable growth by creating an enabling environment for the corporate sector to work in partnership with the Government, Non-Government, and Civil Society Organizations, as well as Community Organizations in the field of Corporate Social Responsibility.”

Objectives of GCSRA are -

- To provide a neutral and credible platform to all stakeholders engaged in CSR best practices for capturing relevant issues to foster sustainable growth.
- To provide research, training, practice, capacity building, standard setting, advocacy, rating, monitoring, recognition and related support in the field of CSR.
- To facilitate exchange of experiences and ideas between various stakeholders for developing a framework for strengthening of CSR indicatives.
- To facilitate any other assistance directly or indirectly for activities which seek to promote CSR practices.
- To establish and deepen links with the organisations in various parts of the world which promote CSR practices for exchange of ideas and for collaborative actions and programmes.
- To collaborate and to support, directly or indirectly, the initiative of any individual, group, organisation or institution in promoting good practices in CSR.
- To establish a database of credible implementing outfits with whom the corporate entities as well as the donor organisations can collaborate and work.
- To create CSR fund with contribution of Government PSUs and private sector companies and channelize the CSR fund for optimum utilisation through a sustainable mechanism.
- To implement various CSR projects of state importance through credible implementing agencies in that area.
- To conduct activities relating to
  - Public health in general but preventive health care and sanitation in particular
  - Promotion of employment enhancing vocation skills especially among youth
  - Promotion of an ecosystem for enhancement of cognitive growth of Pre-Anganwadi children
  - Contributions of funds to the technology incubators located within Gujarat
  - Such other activities relating to CSR as may be prescribed in the Companies Act 2013 or Companies (Corporate Social Responsibility Policy) Rules, 2014 or any other rules which Central Government may make from time to time.
To do all such other things as may be deemed incidental or conducive to the attainment of the above objects.

Functions of GCSRA include -

- To formulate schemes for carrying out any of the objects of this Society.
- To render technical assistance, information, instructions, inspection, supervision and other facilities to any company / Institution / Body / Society etc.
- To collaborate with any corporate, associate, co-operative organization, advisory societies and other suitable bodies as it may deem necessary in order to carry out the objectives effectively.
- To invest the Fund of the Society in such manner as may be required from time to time. To deposit for safe custody any document of title or any other papers or documents or certificates held by them relating to the society under these presents with any Bank or Bankers and to pay any sum or charges payable in respect of such deposits.
- To draw, make, accept, endorse, discount, execute and issue bills of exchange, promissory notes, bills of lading, warrants, debentures and other negotiable or transferable instruments or securities.
- To purchase, take on lease, hire or otherwise acquire or hold any moveable and immovable assets, rights or privileges to give effect to the objective of the Society.
- To sell, lease, transfer, dispose off, hire or given on rent all or any assets of the Society. To engage or employ, manager, officers, supervisors, clerks and all other types of employees and to fix their terms of employment in general or in particular of any individual and to pay their salaries or wages as may be fixed from time to time.
- To do all other acts and things as may be conducive with the objects of the Society.

Rajasthan

Rajasthan CSR Web Portal (http://www.csrrajasthangov.in) is a unique interactive portal created by Department of Industries, Government of Rajasthan. This portal is to identify and list CSR companies, CSR projects/programmes within the State. Portal is facilitating and match-making of identified projects/programmes and enlisted/engaged Implementing Agencies (Societies/Trusts/Section 8 Companies) eligible for CSR Funding under the Companies Act, 2013(Corporate Social Responsibility) Rules, 2014 issued by the MCA, Government of India. Currently 125 Corporates, 85 Implementing Agencies, 18 Government
Agencies and 14 Service providers are registered on CSR Portal. Companies can directly find out the Implementing Agencies, their performances and can recommend a CSR project to them. Total projects undertaken till 2017 are 183 with a total estimated budget of Rs.1196.8 Cr as per the Government of Rajasthan CSR Portal.

**Maharashtra**

Commendable efforts have been initiated by the Maharashtra Government to create 10,000 model villages over a span of 3 years by aligning the Corporate Social Responsibility (CSR) funds and the various government initiatives aimed at village development. Participation of industry giants, scientists, influential figures and members of the various ministries, called in a high level consultation meet at the Ministry in Mumbai on 25th August, 2016. The meeting was organised by the Hon’bl Chief Minister, Devendra Fadnavis and was aimed at attracting Corporate Social Responsibility (CSR) funds for the Maharashtra Government’s flagship model village scheme.

The mission aimed at increasing the shares of the lagging villages identified in the process in the developmental agenda. Mr. Fadnavis also launched the social accountability cell for this mission along with its website www.sahabhag.maharashtra.gov.in to encourage people’s participation. The gram sabha of the village would be involved in the mission for sustainable development of the villages.

With visionary leadership of Hon. Chief Minister Shri. Devendra Fadnavis, Maharashtra has initiated various citizen centric projects rapidly. Sahabhag is a digital platform to facilitate and encourage the participation of Citizens, Corporates, NGOs and other stakeholders of the society in these projects. Sahabhag will ensure gateway for peer to peer collaboration to encourage a positive impact on social well being of the society. It is an attempt to develop an ecosystem to bring transparency and visibility in execution of projects under various government flagship programs.

Different types of stakeholders of the society such as Individuals, Institutions, Media, Organizations, and Companies etc. can register themselves on Sahabhag portal to contribute to government initiatives in various capacities.

Registration on Sahabhag will allow users to get awareness and keep track of various initiatives/projects being executed by Government of Maharashtra. It will give users an
opportunity to participate in these projects and work closely with the government in improving the delivery of services.

Objectives of Sahabhag

- To support all stakeholders engaged in social development to foster sustainable growth.
- To provide relief to the people in distress through flagship projects. With the effective implementation of these projects, the Sahabhag aims to uplift the economically weaker citizens of the society.
- To facilitate exchange of experiences and ideas between various stakeholders for undertaking social initiatives.
- To facilitate assistance directly or indirectly for activities which seek to promote social development.
- To collaborate and support, directly or indirectly, the initiative of any individual, group, organization or institution in fostering sustainable development.

Jharkhand

Jharkhand CSR Council (JCSRC) was set up by Government of Jharkhand in partnership with UNICEF as per the Government notification to this effect issued on 31 March 2015. The CSR expenditure went up from INR 247 crores in 2012-13 to 754 crores in 2015-16.

Chief Minister has identified three priorities for Jharkhand – open defecation free Jharkhand; malnutrition free Jharkhand & safe drinking water for all.

In the Governing Body meeting of the JCSRC on 1 August 2016, District CSR Committees were formed in 22 districts. State level review meeting of DCSRC was conducted by Secretary, Department of Industries on 12 July 2016. Workshop on Swachh Bharat Mission (SBM) & role of corporate sector was organized in collaboration with the Department of Drinking Water & Sanitation and UNICEF on 9 November 2016.

Management Development programme (MDP) on CSR was organized for working professionals in partnership with Department of Industries, Indian Institute of Management (IIM) Ranchi & UNICEF in May 2016. As part of the CSR work conducted by companies Memorandum of Agreement (MoA) was signed by 4 companies to run 4 Industrial Training Institutes (ITIs) in 4 districts - ITI Kasmar by Bokaro Steel Ltd in Bokaro; ITI Domchanch by
DVC in Kodarma; ITI Itkhori by CCL in Chatra; & ITI Jagannathpur by TATA Steel in West Singhbhum.

Over 6000 toilets were constructed in schools under Swachh Vidyalaya Mission. Infrastructure support was provided to 7436 Government schools in 7 districts & 11 government health facilities in 5 districts. Sports University agreed to be set up in Ranchi using CSR funds.

**Odisha**

The Government of Odisha with the CSR Administration & Responsive Engagement team have come out with a CSR Portal named ‘GO CARE’. The CSR portal acts as a one-stop shop for all CSR related activities. It will guide the corporates about the human developmental indices and priority gap areas for various sectors.

In order to institutionalize the Corporate Social Responsibility (CSR) activities undertaken by the corporates/industries in the districts of the state and across welfare sectors with different priorities and initiatives, the Government has constituted CSR Council on 27-Jun-2017 under the chairmanship of Chief Secretary and recommend the same to the corporates for undertaking the CSR activities. Need assessment is done by the CSR Council & each district in Odisha has taken up a project for CSR.

The functions of CSR Council are to:

- Approve the list of projects shared by district administration and the projects identified by departments at the state level to prioritize the projects
- Biannually assess the CSR activities in the state vis a vis the developmental agenda
- Encourage corporates to undertake baseline and impact assessment studies in respect of projects taken up in line with the state’s developmental agenda.
- Review the information reported by Corporates regarding CSR activities and serve as a feedback to the corporates on the efficacy of CSR interventions
- Assess the good practices followed by corporates which could be replicated in the state
- Institutionalize Annual CSR paper and CSR awards
Andhra Pradesh

In June, 2017 it was proposed by the government of Andhra Pradesh to establish Andhra Pradesh Corporate Social Responsibility Society (APCSR Society) under the administrative control of Higher Education Department, for the purpose of getting and managing CSR funds and also for coordinating, monitoring and implementing the various ongoing projects connected to it. The proposed APCSRS Society shall be registered under Andhra Pradesh Society Registration Act 2001.

The main aims and objectives of the proposed AP CSR Society would be, as under:-

- Establishment of CSR fund with contribution of various companies/foundations/trust/endowments/philanthropist/public spirited individuals to assist the ongoing and upcoming projects in the Higher Education department
- Channelizing the CSR contributions from various Govt. PSUs as well as Private Sector Companies etc for optimal utilization of CSR fund, through a sustainable mechanism
- Utilizing the CSR funds for improving the existing infrastructure including labs, computer, digital class room and virtual teaching centers related facilities, sports facilities and related equipment, hostel facilities, students and faculty amenities and related furniture along with other facilities including electrical and electronic equipment and other infrastructure facilities for the benefits of students, faculty and staff of educational institutions through CSR funding
- Channelizing of CSR contribution towards strengthening of existing vocational training centers with an aim of improving the employability skills among the youth of Andhra Pradesh
- Channelizing the CSR funds for extending financial assistance to economically and socially marginalized students studying in degree colleges/polytechnics and universities
- Channelizing the CSR funds for providing higher education to the differently abled students, poor rural women and economically and socially marginalized students, transgender through building infrastructural facilities and the existing infrastructure including labs, computer centers related facilities, sports facilities and related equipment, hostel facilities and related furniture along with other facilities including electrical and electronic equipment and other infrastructure facilities
• To act as a bridge between University research projects and related industry for direct funding
• Promote establishment of endowment funds/ Chair’s in the universities
• Utilizing the CSR funds for creating awareness about higher education among the youth of Andhra Pradesh through campaigning/publicity/films
• To take up such other activities which are incidental to above aims and objectives.

3.3 CSR Practices Of Indian-Origin Large –Scale Companies

The CSR mandate in the Indian Companies Act of 2013 has ushered in a new era of accountability and responsibility among corporates. CSR is not a new concept in India – Indian companies have a rich legacy of engaging in community welfare initiatives around manufacturing plants and areas of operation for several decades. However, the new CSR Act, first of its kind anywhere in the world, has brought in many positive changes: higher involvement of the Board and Executive Leadership of organisations, new thinking around measuring the impact of CSR activities, and progressive partnership models between corporates and several other stakeholders including non-profits, governments, community organisations and the “ecosystem”. The Act provides a broad framework and guidelines for corporates to foray into CSR for the first time or consolidate, strengthen and expand their existing programmes. The reporting of CSR deals mainly with budget utilisation and compliance to the basic provisions of the Law.

As part of the Swachh Bharat campaign announced by the PM in October, 2014, the government has set up a Swachh Bharat Kosh to collect contributions from individuals and organizations towards linking water supply to the constructed toilets, training and skill development to facilitate the maintenance of the toilets and to ensure its inter-linkages with education on hygiene, and liquid waste management. Scientist R. Mashelkar chairs the 19-member expert committee to examine best technologies on sanitation and water - with affordability, sustainability, scalability and quality as the main criteria.

Corporate India has committed to construct 100000 toilets, led by announcements from NTPC (24,000 units), and L&T (5,000 toilets). Commitments have also been made by TCS, Toyota Kirloskar, Bharti Foundation, Ambuja Cements and other companies. As per statistics, over 1.14 lakh government schools are without a girls’ toilet, and 1.52 lakh are
without a boys' toilet. The average cost of construction of a toilet block is about Rs 1.30 lakh, while the maintenance cost stands at Rs 20,000 per year.

Participation in other activities Corporates in India are finding a range of CSR activities to participate in – they cover CSR being used for market development, to increase product penetration and tap first-time customers, to develop relationships and partnerships with local communities, to extend the supply chain to bring poor communities into the fold, and to enhance skills and capabilities of future customers. Some examples are covered below:

- Shakti project by Hindustan Unilever – Have developed 46,000 Shakti Ammas across 2.5 lakh villages, and trained them to be entrepreneurs to make a living selling their products.
- “Good and Green” project by Godrej Consumer Products - Encourages beauty training for poor girls in villages, and helps adoption of its products among first-time consumers.
- Jindal Steel has partnered local communities through self-help groups and NGOs to improve skills and income-generating capabilities of poor families.
- Mahindra Group, RPG Group, TCS and Titan have sent their own employees, and those of their business partners as volunteers to teach in adopted schools.
- Maruti Suzuki setting up centers of excellence at 45 ITIs in 2015-16, with focus on automobile training. Other than providing machines, they will teach at these schools and award a joint certificate. Maruti Suzuki and its dealers are looking to hire annually 1500 well-trained people from these ITIs.
- ITC’s paperboard unit has adopted tribal communities by promoting social forestry. In its agarbatti business, women are being trained and linked to their business.
- Tata Group plans to develop vocational education and train 5 lakh individuals every year (from the current number of 40,000) in manufacturing, services and agriculture, in collaboration with Siemens India.
Table No. 3.1 List of top 10 companies with maximum CSR spend in the year 2015-16.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Amount (INR Cr.)</th>
<th>Type of Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliance Industries Limited</td>
<td>639.70</td>
<td>Private Indian-origin Large</td>
</tr>
<tr>
<td>Ntpc Limited</td>
<td>491.80</td>
<td>PSU</td>
</tr>
<tr>
<td>Oil And Natural Gas Corporation Limited</td>
<td>409.00</td>
<td>PSU</td>
</tr>
<tr>
<td>Tata Consultancy Services Limited</td>
<td>280.22</td>
<td>Private Indian-origin Large</td>
</tr>
<tr>
<td>Itc Limited</td>
<td>247.50</td>
<td>Private Indian-origin Large</td>
</tr>
<tr>
<td>Central Coalfields Limited</td>
<td>214.60</td>
<td>PSU</td>
</tr>
<tr>
<td>Nmdc Limited</td>
<td>210.09</td>
<td>PSU</td>
</tr>
<tr>
<td>Tata Steel Limited</td>
<td>204.46</td>
<td>Private Indian-origin Large</td>
</tr>
<tr>
<td>Infosys Limited</td>
<td>202.30</td>
<td>Private Indian-origin Large</td>
</tr>
<tr>
<td>Power Finance Corporation Limited</td>
<td>194.48</td>
<td>PSU</td>
</tr>
</tbody>
</table>

Source: National CSR Portal, Ministry of Corporate Affairs
http://www.csr.gov.in/CSR/index17.php

The above list shows that among the top 10 companies with maximum CSR spent, 5 out of 10 are PSUs, 5 are privately-owned Indian – origin Large scale companies & not even 1 is an MNC.

There is no ‘one size fits all’ approach when it comes to corporate social responsibility – each company has different anchors around which their programmes are designed, and challenges vary depending on the sector they work in, the social issues they choose to address, the geographies they work in or the stakeholders they are engaging with. While there is a lot of reporting and information available on CSR spending, policies and focus areas of companies across sectors and sizes in India, little is known about how these programmes are working on the ground.

A book on CSR practices "Small but meaningful--CSR in practice" was compiled by Maheswar Sahu and Jeevan Prakash Mohanty. First part of the book discussed the historical
perspective of early part of CSR and evolution of contemporary CSR. The book gives detailed information about 11 large-scale corporates in Gujarat and their CSR focus. The purpose of CSR spend is not to be construed as a “gap filling” effort to complement the public expenditure carried out by the Government of India. CSR projects are essentially to demonstrate innovations and set out models that can be replicated and up scaled for a wider and sustained impact. The objective is how to mainstream sustainability in development and ensure that economic, environmental and social objectives are simultaneously addressed in an ethical and transparent manner. It is clear therefore that conceiving, designing and implementing CSR projects is not an easy or a trivial task. CSR projects are laboratories or pilots of “learning” in sustainable development and leaders to show the way forward. Let us take up a case study of one such leader in the corporate world, the Indian conglomerate – Larsen & Toubro Ltd.

**Case Study : L&T Ltd.**

The Indian Institute of Corporate Affairs in its publication ‘Good Corporate Social Responsibility Practices in India’ in 2016, has summed up a few case studies of Indian companies engaging in CSR. This case is an excerpt from the same publication.

L&T is engineering excellence to build India’s social infrastructure. It is bringing better quality of life and livelihoods to rural communities through improving their access to water.

Being in the Construction industry, headquartered in Mumbai, the company’s average profit in the last 3 years is Rs. 5310.29 crores.

CSR investment - Prescribed: 106.21 crores Actual: 76.54 crores

Locations of CSR projects undertaken is 4 States (Rajasthan, Maharashtra, Tamil Nadu, Andhra Pradesh) with Implementing Partners like Arpan Seva Sansthan, Seva Mandir, National Agro Foundation, Watershed Organisation Trust, Environmental Management Centre.

Social Focus of the CSR projects is Social Infrastructure (Water and Sanitation, Skill Development, Education, Healthcare) and aligned to the MDGs

Vision - Through the ‘Building India’s Social Infrastructure’ vision, L&T aims to enable water-stressed rural communities to become self-sufficient in water for drinking, sanitation
and agriculture which in turn leads to better quality life through improved healthcare, education and higher income levels.

CSR Team - The sustainability and CSR teams form an integrated Sustainability-CSR function. The central group CSR team works closely with the individual CSR teams of the various group companies who in turn have Plant (unit) CSR teams accountable for various local initiatives.

Sustainability - The Integrated Community Development (ICD) programme has been conceived right from the start to be a 4-year project with clear exits marked at the end of the 4th year. Self-sufficiency in water and community ownership over the programme outcomes are the indicators of sustainability.

Employee Engagement - At L&T, people are the biggest drivers in ensuring CSR projects scale in their reach and impact. Unit co-ordinators, employee volunteers in the individual companies, Ladies Clubs at the manufacturing plants and each and every L&T campus has teams actively involved in social responsibility.

Monitoring & Evaluation - Monthly Progress Reports from the various field partners ensures that activities are on track. The engineering teams at L&T are involved in regular monitoring and review of all water infrastructure projects. Third Party Audits are undertaken every 3 years in order to understand the social impact of projects.

Reach and Impact - 1.3 million people benefited through social infrastructure projects in 2014-15 alone.

History and background of CSR

L&T has a long history of working on community welfare around its manufacturing centres, construction areas and company offices across India.

Consolidation post CSR Act of 2013: The passing of the CSR Act in 2013 prompted L&T to undertake a large-scale interactive process involving more than 3600 employees across designations and locations through several workshops, surveys, stakeholder engagement discussions and more to crystallize L&T’s CSR vision through a bottom-up inclusive process. What emerged was the theme of ‘Building India’s social infrastructure’ – bringing L&T’s expertise and resources to achieve positive outcomes for communities in the areas of Health, Education, Water and Sanitation and Skill.
Water as a key focus: The company decided to focus on ‘water’ as a key area in CSR and after a detailed analysis and mapping of water impoverishment across India and discussions with the community, started with its Integrated Community Development (ICD) programmes in the most water-stressed communities in 4 States. The company has gone well beyond its areas of operations to focus on communities and geographies where there is an urgent need.

“There cannot be an India for the rich, and another India for the rest. Unity between extremes is inherently fragile, and even if it were to hold, would be unacceptable to any organization with a social conscience.” - A. M. Naik, Group Executive Chairman

Integrated Community Development Programme: Salient Features and key learnings

The L&T ICD programme is implemented in phases – starting with creating sustainable water harvesting structures and water-based interventions and moving onto education, health and skill building initiatives. The project is running in 32 villages in 6 districts across 3 States. The L&T approach to community development is innovative in various ways:

- Bringing engineering expertise to solve a social need
- Community participation to ensure sustainable outcomes

As an engineering leader, L&T is focused on processes for design, manufacturing, building, project management and quality control. In its CSR vision, L&T has extended this focus on process and quality – there is a clear emphasis on measurable goals, efficiency of implementation, meticulous review of deliverables and driving towards outcomes in all partner engagements. The programme emphasizes community’s participation and ownership of the process of its social development. Every project plan integrates community assessment, contributions and stake in the project’s implementation. Local MNREGA livelihood programmes are woven into the construction of the water structures – over 95% of the structures have been constructed through villagers contribution as labour. Village Development Committees are formed to sensitize villagers and ensure maintenance of the structures and continue water sensitive consumption in farming. SHGs and water groups have been formed which create a foundation for enhancement of livelihoods, healthcare and other needs in the communities.

Leadership and employee engagement:
At L&T, not just the CSR teams, but the entire organisation lends its skills and expertise to deliver social projects. A team of civil, mechanical and environmental engineers is involved in the design and vetting of technical interventions, the finance team is involved in financial procedures and a team of social scientists is involved in facilitating processes of programme design, community engagement and project management. The Integrated Community Development (ICD) programme has become an opportunity for different L&T teams to develop empathy and architect solutions in a context that is very different from their usual operating environment.

The ICD programme is only 2 years old and there is much ground to cover before it sees full-fledged outcomes in the community. Yet, the initial results are largely positive – significant community interest, formation of over 70 SHGs and water groups as a foundation for development, over 95% of structures constructed with community resources and contribution, robust monitoring and measuring systems in place and a deep trust and engagement with several community institutions, village bodies, the Government and other institutions for sustainability.

This is just one such case of CSR by the reputed companies of India. There are many more such companies in all the regions of India who are fulfilling their moral responsibility towards the society & surroundings they work in. thus, we can easily conclude that Indian organisations are very much aware & conscious & aware of their responsibility towards the society. And this in-built sense of responsibility comes from their religious/spiritual/traditional Indian upbringing.

3.4 CSR by MSMEs in India

In India, our understanding of the MSME sector was too narrow until 1990s. The role of the sector was perceived largely in terms of promotion of employment and balanced regional development. The situation has changed. Today the role of SMEs is perceived in terms of its contribution as a specific sub sector of the economy in shaping a growing economy to perfection. MSMEs today need to be understood in terms of what they are, and what they can. Such knowledge also needs to be communicated for two reasons: (1) to trigger MSMEs into action; and (2) to gain their due respect in the wider society.

MSMEs are the lowest layer of the enterprise system in any country. Being the ‘bottom of the pyramid’, their potential is substantial. The need for tapping this potential, therefore, is not
only a business case, but a wider issue in the overall development agenda of countries, including India, and at the subnational level.

The general perception is that Small and Medium Enterprises (SMEs) constituting 90% of the worldwide population of businesses are less likely to participate in CSR initiatives due to their smaller scale of operations, resource access constraints and lower visibility. Large firms are equally motivated to participate in CSR in terms of visibility, resource access and operating scale. The study suggests a U-shaped relationship between firm size and CSR (Udayasankar, 2007).

SMEs in India are the economy bulwark, producing more than 45% of industrial output and exports are at 40% of total export of India. A general adoption of the corporate social responsibility practices by the SMEs can impact the scenario of CSR engagements. Large numbers of SMEs are regularly engaging in the social activity which can be put under today’s CSR. For any business CSR is not an option but it is a necessity for sustaining the business for long term and the advantage of the CSR is visible over a period of time. It can bring benefit in the form of better visibility, staff retention and reduced expenses of normal operation and a happy community. SMEs are normally located in a particular identifies area or reason and they can make a better impact on the surrounding community. Some SMEs are also being covered by Section 135 of the Companies Act, 2013 if they qualify the conditions, for engaging in CSR activities. There is a clear indication that SMEs are increasing their participation in the CSR initiatives. Currently it is not very widespread but in due course of time, due to self motivation, government regulation and pressure from the community will pressurise MSMES to take the social corporate initiatives in a big way (Chitra Goyal, 2014).

A study was done in the state of Punjab to study the relevance of CSR done by SMEs. The study was undertaken with a primary objective of exploring the CSR practices in SMEs operating in the state of Punjab. An article on the topic ‘Corporate Social Responsibility: Relevance in Indian SMEs’ was published by Shaveta Gupta, Sukhmani, And Neha Kalra in 2012.

The survey was carried out through a non-disguised structured questionnaire having open-ended, close-ended, and dichotomous and likert scale based questions that was prepared in a multi-stage process. The study had been analyzed by using various statistical tools like Friedman ANOVA, Factor analysis and Kruskal-Wallis test.
The study concluded that Corporate Social Responsibility is not a new concept; companies have always to some extent tried to acknowledge the responsibility towards the community. Corporate Social Responsibility today is seen as something more far reaching, engaging at a much wider level with business’ operations and relations with communities. It is essentially about business’ contribution to sustainable development and how best to maximize that contribution. But in order to move from theory to concrete action, many obstacles need to be overcome. A key challenge facing business is the need for more reliable indicators of progress in the field of Corporate Social Responsibility, along with the dissemination of Corporate Social Responsibility strategies. Transparency and dialogue can help to make a business appear more trustworthy, and push up the standards of other organizations at the same time. Thus, companies have increasingly felt the need to co-ordinate their Corporate Social Responsibility activities and demonstrate their commitment to social responsibility. As a part of Corporate Social Responsibility business should embrace responsibility for the impact of its activities on the environment, consumers, employees, communities and all other members of the public sphere (Shaveta Gupta, Sukhmani, And Neha Kalra, 2012).

The sport goods industry in Meerut is mainly profit oriented and people are not taking any initiatives of CSR. Corporate and stakeholder speak of their commitment to the corporate social responsibility but the mutual consultation and discussion is missing all together. There is neither any formal mechanism for consultation and discussion in the decision making process nor any strategy for incorporating the concerns of the stakeholders in the business process of the growth (R K Tyagi, 2010).

The author expressed that for SME sector classical view of profit maximisation and various economic considerations will rule the business. But there is a need of bringing Business and stakeholder on a common platform so as to initiate dialogue to be aware of the concerns of others. Some businesses are talking about the CSR but nothing much has come as an initiative.

A survey was carried out in Faridabad region near Delhi, India in the year 2011. Faridabad is an industrial township adjoining to Delhi and lot of small and medium scale industries are based there. Majority of the respondents identified CSR with the ‘taking care of labour’ which was followed by the responsible governance. For small companies ‘Taking care of labour’ was in reference to making wage payment on time, giving loans to workers and awarding bonus for good job. On the other hand for micro units it meant providing wages on time, advancing loans and giving free and snacks. Out of all respondents only a very few respondents indicated it as the requirement for ‘working with the global brands’.
The main driving factors for initiating CSR activities are due to the religious inclination and ethical consideration of the entrepreneurs.

In Internal CSR, some of the health related benefits such as healthy work environment, availability of the first aid kit, free medical help, and subsidised health insurance. The respondents extending education and training to the employees were limited.

In External CSR, most of the respondents are doing charity donations which are driven by the ethical and religious sentiments of the entrepreneurs. In the area of health, companies are subsidising access to health services, participate in blood donation camp and donate medical equipments to hospitals.

Respondents from micro and small scale companies expressed the lack of financial and manpower resources are the main barriers.

Most of the respondents have said that the main benefit is the feeling of ‘having done good’. Other advantages include the better labour relations, improved product or service quality (Sandeep Gupta and Parul Khanna, 2011).

Shamik Baranwal in the year 2015 conducted a research on ‘Corporate social responsibility initiatives in small and medium scale companies in Mumbai area’. The objectives of the research were to investigate and analyse the awareness among various stakeholders about the concept of CSR and its significances; to make comparative analysis of CSR Initiatives and priority areas chosen by selected companies; to investigate the Relationship between CSR Implementation and Financial indicators; and to investigate and analyse the motivational factors for endorsing CSR activities and problems faced while discharging corporate social responsibility projects.

The universe for the survey is Mumbai and its surrounding area such as Thane and Navi Mumbai. The primary data were collected through the questionnaire and personal interview. It was found that Small and medium level entrepreneurs are not able to think beyond their businesses, the reason for this might be that they are engaging themselves to keep their business alive and insuring that the shutter of the business do not go down.

Most of the businesses have a viewpoint that the businesses is a part of the social set up and businesses need to act like a responsible and social citizen.

The researcher tried to study the views of medium scale & small scale companies on various issues related to CSR. There is a clear cut divided opinion of the respondents on whether a company should be dragged into the CSR or not. In medium scale majority of the respondents
choose to remain neutral and more in favour of implementing CSR initiatives by the companies while in small scale majority is not in favour of doing an activity which is not a main stream activity. In comparison with Small Scale Companies, Medium Scale Companies are better in understanding and perceiving the need of the corporate social responsibility for the growth of the society and long term beneficial to the business.

Majority of the respondents are not aware about the National Voluntary Guidelines on Social, Environmental & Economic Responsibilities of Business issues by Govt. of India in 2011. This was more alarming in case of Small Scale.

Most of the organisations (89%) provide support to employees for Education (70%) or Healthcare (71%) or both (53%). Majority of the organizations provide support for both Education and Healthcare. Considering the two top most priority Area of importance, Education (71%) and Healthcare (67%) are the most important area chosen for CSR initiatives. Third in line is Environment (31%).

Most of the organisations (72%) are having charitable disposition either by participating in charitable events or by donating to charitable trust but only one fourth (26%) are engaging on a regular basis. This shows that most of the time the initiatives are of philanthropic nature and not a strategic approach.

Normally organisations adopt more than one way to do the CSR activities, depending on the various factors affecting his choice of mode. Two third of the organisation (66%) prefer to do it directly by the company either through self involvement or by giving direct donation to the executing organisation. One third of the organisations (31%) prefer to donate to the religious charitable institutions due to the religious inclination of the owner. Being a small setup, most of the organisation’s CSR policy related decision lie with the owner / proprietor / MD etc.

The main motivational factors for taking up the CSR initiatives is Ethical & Moral orientation of the organisations i.e. to do something for the society and Environment (73%); and other important motivational factor is “Enhancement of the positive image of the company” or “Brand Value” (50%). There is no significant difference in motivational factors of the companies.

The 3 major issues identified by respondents are Absence of Government support (47%), Lack of financial resources (42%) and inadequate response from the local authorities (41%). Two third of the organisations are either not spending anything or spending less the 0.5% of
profit on CSR activities. Total 12% of the organisations (all from small scale) do not spend any money on the external CSR. (Internal CSR expenses on the employee are always grouped as a labour welfare expenses).

30% of the organisations are spending less than less than 0.25%, while another 22% are spending between 0.25% and 0.5%. Only 7% of the organisations are spending more than 2% of their profit. Researcher did not find any co-relationship between Turnover & Percentage of profit for CSR Spend or Profit and Percentage of profit for CSR Spend. Which shows that the CSR spend is basically mindset of the entrepreneur and does not depend on the Turnover of the company or the profit earned by the company.

The top three benefits perceived by the respondents are:

1. Enhancement of reputation, image and goodwill of the company (49%)
2. Improvement in Social Environment in and around the company (43%)
3. Better co-operation of the local community (39%)

Based on the survey outcome, discussions were also held with District Industries Centres, Associations, NGOs and Company Owners. The outcome of the discussions are summarised below.

There is a lot of variation in the invested capital in this sector and lower band of this sector is facing lot of problems and hardship due to cheap imports from China and economic downturn. When survival is at stake, one cannot expect much from lower band of SMEs in the area of external CSR.

Still SMEs as a whole are doing their best and trying to engage in CSR (philanthropic) activities to the extent possible. Some medium scale companies are doing very good work for the society. These initiatives are either taken up directly or through other charitable organizations. Some Entrepreneurs’ Associations are engaged in doing good work in this area with the support of members.

There is a need to spread awareness about the CSR for well being of the society. There is a general perception that Government is not doing much to spread awareness about the culture of Social Responsibility in SME sector.

It is suggested that Government can also rope in entrepreneur associations and NGOs to carry out the awareness and training program along with the monitoring of the program and doing
impact analysis. It can be also be included in the curriculum of the training programs organized by the Directorate of Industries. A non-supportive attitude from the local authorities necessitates that they are also included in the CSR awareness program.

Baranwal suggests that there should be an effort to spread knowhow and capacity building for CSR in SME sector.

It will be a good step if Directorate of Industries and Entrepreneurs Associations can come together along with NGOs to study and suggest the projects to be taken up under the collective CSR program.

In his book published in 1991, “Approaches to Social Responsibility in industrial houses of Gujarat” Dr. Jayraj Jadeja reports that when the corporate refuses to provide fair treatment to its stake holders Government compels them to adhere to the certain desirable corporate behavior through enacting innumerable desirable laws like employee welfare, consumer protection, pollution control, etc. In such situation corporate are forced to adopt the letter of law, there is apparent feelings among many businessmen that they are discharging their responsibility in proper manner. In such situation businessman give an illusion that they are behaving like a socially responsible citizen.

But in fact what they are performing is not out of ‘altruism’ or ‘philanthropy’ but it is the bidding or compulsion set by the government.

A research was conducted in 2010 in the states of Gujarat & Maharashtra to study the CSR practices by SMEs in India. The research also tried to analyze if there is any relationship between the turnover and type of SMEs in the CSR activities undertaken by them. The data was collected from SMEs in Manufacturing mainly situated in the western part of India i.e. Maharashtra & Gujarat, the total of 500 questionnaire was distributed among SME’s along with a covering letter. 300 responses were received.

The findings suggest that the most common way of doing CSR is philanthropy. There are two major reasons for which enterprise undertake CSR activities the first is, feelings and values of an entrepreneur where 40% of the sample agreed. The second common reason for enterprise to do CSR is to do their responsibility towards society(37.67%).

There is no difference between the industry located in SEZ zone and those not located in SEZ zone in respect of carrying out environmental CSR.
There is a significant association between turnover of SMEs and the amount spent on CSR annually.

Most of the enterprises have undertaken CSR quite recently (60% of the sample in the last three years). The feelings and values of the owners were the primary reason for undertaking CSR (43%). Further, in majority of the sample (72%) the entrepreneur was the decision maker on the kind of CSR activities to be undertaken. While employees were involved to a small extent in the selection of CSR activities (20%), they were involved to a larger extent in implementing the CSR activities (38%). The amount of money spent on CSR activities was in the range of less than 1 lakh (44%) followed by 1 lakh to 5 lakhs (36%). Here the type of firm and amount of money spent on CSR are related to each other. It was found that Proprietorship firms allocated less than 1 lakh while a higher percentage of partnership firms and Private limited companies devote more than 5 lakhs on CSR. Moreover proprietorship firms have a lower turnover than private limited companies and partnership firms and this may be the reason why they allocate lesser amount to CSR. (Reena Mehta, 2010)

Majority of the SME's were focused on carrying out internal CSR (80%). Less than half the sample (46%) also focused on external CSR and one third of the sample said they focused on environmental CSR. Within internal CSR, the enterprises focused more on medical assistance followed by training and development of their employees. In external CSR, the focus was more general in nature with various activities like working with local schools, old age homes, orphanages volunteer work etc. being undertaken. Environmental CSR as understood by the sample was to do with reduction of waste and better utilization of energy. Whether the SME was of the polluting or non polluting type did not impact the kind of environmental CSR activity undertaken by them. Similarly whether the SME was located in an SEZ or not did not have an impact on the kind of environmental CSR activity carried out.

Almost half the sample (42%) responded by saying that budget allocation for CSR activities was ad hoc in nature. The entrepreneurs agree that internal CSR is better than external CSR (Mean 2.68 on 5 point rating scale) and also view CSR as a tool for improving long run profitability of the company (2.59). (Reena Mehta, 2010)

3.5 CSR by MSMEs in South Gujarat Region

Today the role of SMEs is perceived in terms of its contribution as a specific sub sector of the economy in shaping a growing economy to perfection. MSMEs today need to be understood
in terms of what they are, and what they can. Such knowledge also needs to be communicated for two reasons: (1) to trigger MSMEs into action; and (2) to gain their due respect in the wider society.

MSMEs are the lowest layer of the enterprise system in any country. Being the ‘bottom of the pyramid’, their potential is substantial. The need for tapping this potential, therefore, is not only a business case, but a wider issue in the overall development agenda of countries, including India and at the subnational level.

MSMEs in Gujarat are not stand alone. They are significantly influenced by trends in the global and national economy relating to business performance, and developments in technology and trade. Moreover, MSMEs, being a subject in the Concurrent List of the Constitution of India, development programmes in the State need to work within the overall framework and policies at the national level. A discussion on the development agenda of the State should therefore, take all these aspects into consideration.

During the time of review of literature, the researcher noticed a research gap where there was no study on the topic of CSR in the region of South Gujarat which is a major industrial hub of the country in the Western region. There are many philanthropists in the region of South Gujarat like Savji Dholakia, Shroffs, Govinbhai Dholakia, Laljibhai Patel, Mr.Mahesh Savani, etc who have donated huge sums of money for social causes which has been covered later in the chapter. However, there is no literature available on CSR by MSMEs particularly in the South Gujarat region barring a few studies by Reena Mehta, & Dr.Jadeja which partly mention about CSR by MSMEs in the region. Hence, the researcher decided to fill this research gap which she found during the review of literature & has made an attempt to do an in-depth study by conducting personal interviews with owners of MSMEs in the south Gujarat region. These are primary data collected by the researcher herself. The case studies along with personal interviews are discussed in detail in the analysis section in the later chapters.

3.6 Indian Philanthrophists & CSR

Over the years, the Indian philanthropy market has matured. Funds contributed by individual philanthropists have been steadily rising, growing faster than funds from foreign sources and funds contributed through corporate social responsibility (CSR). Philanthropists are also
becoming more sophisticated in how they view giving and are proactively adopting new strategies to move the needle towards high-impact results.

Every giver, no matter how large or small the contribution, plays a vital role in helping India move closer towards its development goals. It is only when every giver reaches his or her full potential that the billion will achieve theirs.

Foreign sources are no longer the biggest sources of private philanthropy. Although philanthropy from foreign sources has continued to increase over the years, the domestic philanthropy market has overtaken it. The rapid growth of philanthropy from individuals bodes well for the sustained growth of Indian philanthropy.

Philanthropic funding from private individuals recorded a sixfold increase in recent years: approximately INR 36,000 crore in 2016, up from approximately INR 6,000 crore in 2011 (see Figure 3). A large portion of this amount has come from a few established givers who have pledged large sums of their net worth to philanthropy. This uptick in private philanthropy is only expected to increase in the future. Bain’s 2015 *India Philanthropy Report* indicated that more than 40% of high-net-worth individual givers aimed to increase their contribution towards philanthropy over the next five years.

The rise of individual philanthropists marks an important phase in the growth of India’s philanthropy sector. More Indians are becoming wealthier, as reflected in the Forbes billionaires list in which India ranks fourth among countries with the most billionaires. Coupled with the increase in philanthropic proclivities, it becomes even more important to understand the individual philanthropist.

Writing a cheque is just the first step in a philanthropic journey. Impactful giving is a multidimensional activity that is different for each philanthropist, shaped in part by his or her unique giving philosophy, life experience, time availability, social interests and goals.

Individual philanthropists adopt a wide range of philanthropic practices. There are some who, unable to invest the requisite time to oversee their philanthropic interests, prefer to be more hands off. Then there are the engaged givers who, in addition to monetary contributions, invest their time and effort.
A philanthropic journey is complex, and there are varied approaches givers can adopt. We have put together a framework to identify the various ways that philanthropists may choose to engage in the sector.

Forbes Asia in June, 2017 announced its annual Heroes of Philanthropy list for 2017, highlighting some of the region's most prominent givers. It honoured 40 philanthropists from 14 countries across Asia Pacific, which included six Indians. The list, instituted in 2008, not only features philanthropists who have made the news with their donations in the past year but also recognises those with a long record of supporting worthy causes. Honorees include billionaires, businesspeople and celebrities who are making a mark with their generosity, a Forbes Asia press statement says.

The Indians featured in the latest list are Sanjeev Bikhchandani, founder and executive vice chairman of Info Edge (India); Subhash Chandra, chairman of Essel Group; Sanjay Lalbhai, chairman and managing director of Arvind Limited; Anand Mahindra, chairman of the Mahindra Group; Muthalampet Mahadevan, chairman of Oriental Cuisines and Rajiv Mehta, managing director of Surat Diamond Jewellery.

Four Indians have signed Bill Gates and Warren Buffet's "Giving Pledge". All are from Bengaluru, including Rohini and Nandan Nilekani who signed up in 2017.

The Hurun Research Institute in March, 2017 has released the Hurun India Philanthropy List 2016, a ranking of the most generous individuals from India. Donations were measured by the value of their cash or cash equivalent from 1 January 2016 to 31 December 2016. This is the fourth year of the list and it follows on from the Hurun India Rich List, a ranking of 339 richest individuals in India, released in September 2016 for the fourth year.

With the same cut-off as last year of Rs 10 Cr, the Hurun India Philanthropy List has 27 individuals, down by 9 from last year.

- HCL founder Shiv Nadar (71) tops the Hurun India Philanthropy list with INR 630 Crores donation towards education.

- Infosys co-founder Kris Gopalakrishnan (61) and wife, Sudha Gopalakrishnan came in second with a donation of INR 313 Crores primarily towards healthcare, social development and education.
• Mukesh Ambani (59) of Reliance-The Business Mogul, came in third with a donation of INR 303 Crores made towards causes such as education, rural development, sports, health and has also contributed to Swach Bharat.

• Kiran Mazumdar-Shaw (63) of CMD Biocon and the only self-made woman entrepreneur in the list, donated INR 45 Crores to healthcare, education and social development.

• Ajay Piramal (61), donated INR 111 Crores towards education, healthcare rural development and women empowerment.

• Accounting for 35% of the donations, education remains the most favored philanthropic cause.

• With 10 individuals, Mumbai is home to most of the Hurun philanthropists, followed by Bengaluru and Delhi.

• The average age is 65 years, four years older than the average age of the Hurun India Rich List 2016.

• With a donation of Rs 21 crores, Kumar M Birla (49) of Aditya Birla Group is the youngest philanthropist on the list; eldest being Pallonji Mistry (87) of Shapoorji Pallonji Group who contributed INR 68 crores.

• With 9 dropouts from the list, Indian philanthropy is at Rs 2,334 Crores, with an averagedonation per philanthropist being Rs 86 Crores.

• 18 Self-made and 8 Inherited in the Hurun Philanthropy List 2017

• Only 2 women philanthropists compared to 4 last year.
Table 3.2   Top 10 Indian Philanthropist of 2016

<table>
<thead>
<tr>
<th>Rank 2016</th>
<th>Rank 2015</th>
<th>Name</th>
<th>Donation (INR CR)</th>
<th>Cause</th>
<th>Age</th>
<th>Company</th>
<th>City</th>
<th>Networth (INR CR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6</td>
<td>Shiv Nadar</td>
<td>630</td>
<td>Healthcare</td>
<td>71</td>
<td>HCL</td>
<td>New Delhi</td>
<td>73,000</td>
</tr>
<tr>
<td>2</td>
<td>17</td>
<td>Kris Gopalakrishnan &amp; Family</td>
<td>313</td>
<td>Healthcare</td>
<td>61</td>
<td>Infosys</td>
<td>Bangalore</td>
<td>8,400</td>
</tr>
<tr>
<td>3</td>
<td>7</td>
<td>Mukesh Ambani</td>
<td>303</td>
<td>Healthcare</td>
<td>59</td>
<td>Reliance</td>
<td>Mumbai</td>
<td>163,400</td>
</tr>
<tr>
<td>4</td>
<td>15</td>
<td>Cyrus Poonawalla</td>
<td>250</td>
<td>Healthcare</td>
<td>71</td>
<td>Poonawalla Group</td>
<td>Pune</td>
<td>83,000</td>
</tr>
<tr>
<td>5</td>
<td>9</td>
<td>Rahul Bajaj &amp; family</td>
<td>244</td>
<td>Education</td>
<td>78</td>
<td>Bajaj Auto</td>
<td>Pune</td>
<td>20,700</td>
</tr>
<tr>
<td>6</td>
<td>8</td>
<td>Ronnie Screwvala</td>
<td>160</td>
<td>Rural Empowerment</td>
<td>54</td>
<td>Swades Foundation</td>
<td>Mumbai</td>
<td>NA</td>
</tr>
<tr>
<td>7</td>
<td>16</td>
<td>Ajay Piramal</td>
<td>111</td>
<td>Education</td>
<td>61</td>
<td>Piramal Enterprise</td>
<td>Mumbai</td>
<td>14,900</td>
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<tr>
<td>8</td>
<td>12</td>
<td>Godrej Family</td>
<td>75</td>
<td>Livelihood Enhancement</td>
<td>76</td>
<td>Godrej</td>
<td>Mumbai</td>
<td>78,500</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>Shapoorji Pallonji Mistry</td>
<td>68</td>
<td>Social Development</td>
<td>87</td>
<td>Shapoorji Pallonji Group</td>
<td>Mumbai</td>
<td>101,100</td>
</tr>
<tr>
<td>10</td>
<td>13</td>
<td>Savitri Jindal &amp; family</td>
<td>53</td>
<td>Social Development</td>
<td>66</td>
<td>Jindal Steel &amp; Power</td>
<td>Hisar</td>
<td>35,000</td>
</tr>
</tbody>
</table>

Source: Hurun Research Institute & Hurun India Rich List 2016

Shiv Nadar (71): The founder and Chairman of HCL donated Rs 630 Crores to various charitable activities through the Shiv Nadar Foundation out of which Rs 458 Crores was spent on infrastructure projects i.e. building for additional capacity creation for Shiv Nadar University.

Kris Gopalakrishnan (61): Infosys co-founder, Kris Gopalakrishnan and his wife, Sudha secure second position in the Hurun India philanthropy List and has donated Rs 313 Crores through his trust, The Pratiksha Trust, which includes projects in education, healthcare, research and entrepreneurship. They also provide scholarships to medical and engineering students and monthly pensions to senior citizens.

Mukesh Ambani (59): Indian business magnate and the richest Indian is third in Hurun India Philanthropy list. Mukesh Ambani, donated Rs 303 Cr towards healthcare. He channelizes his
philanthropic initiative through Reliance foundation, his philanthropic arm. The primary aim of the foundation is to promote sustainable growth in India. Besides healthcare, his philanthropic interests include social & rural development and education.

Cyrus S Poonawalla (71): Vaccine billionaire, Cyrus S Poonawalla, who set up Serum Institute has donated Rs 250 Crores. The funds raised are used for his philanthropic work, including setting up educational institutes and hospitals. His vision “Health for all with affordable vaccines” is revolutionizing the world saving millions of children around the world.

Rahul Bajaj & family (78): The Indian businessman, politician and philanthropist billionaire has contributed Rs 244 Crores through his CSR spending towards Education, Healthcare and Social development.

Ronnie Screwvala (54): The founder of the Swades Foundation and Unilazer Ventures donated INR 160 Crores. The sole purpose of the foundation is to provide livelihood, water and sanitation, education and health.

Ajay Piramal (61): Ajay Piramal donated Rs 111 Crores through his philanthropic initiative through Piramal Foundation. It includes activities for education (PFEL), health care (Swasthya), water purification (Sarvajal), rural development (Udgam) and Women Empowerment (Piramal Udgam). Piramal Foundation develops innovative solutions to resolve issues that are critical roadblocks towards unlocking India’s economic potential.

Godrej Family (76): Industrialist, Adi Godrej has contributed Rs 74.5 Crores out of which Rs 44.60 Crores have been donated through Pirojsha Godrej Foundation and Soonabai Godrej Foundation for causes such as education and medical aid. He has also contributed INR 4.5 Crore in his personal capacity.

Shapoorji Pallonji Mistry (87): Construction Magnate and chairman of Pallonji Group, Shapoorji Pallonji Mistry has made donations for social development, livelihood enhancement, healthcare, education and environment sustainability. His contribution is mainly attributable to the Corporate Social Responsibility (CSR) spending of Tata group companies on account of his 18.40% stake.
Kiran Mazumdar-Shaw (63): The only self-made Indian women entrepreneur, Kiran Mazumdar-Shaw’s personal philanthropy spending is spread across healthcare and education, promoting science, encouraging startups, supporting civic and social issues, encouraging art and artists and other relative areas. She has contributed Rs 40 Crores in her personal capacity for the same. Her total philanthropic contribution is Rs 45 Crores.

Anas Rahman Junaid, Managing Director and Chief Researcher, Hurun Report India, said “India being a young country would take a few more years before consistent philanthropic donations from the entrepreneurs. We would have missed some of the major donors, however, based on the information received 2016 has been a dull year for Indian philanthropy. If we were to consider the international CSR and philanthropic donations, the list would be much longer”

Other interesting donations:

- Rakesh Jhunjhunwala has pledged Rs 5,000 Crore for the welfare of the society. He is often referred to as the India’s Warren Buffet. A big supporter of various Non-Profit organizations and education trusts including Agastya and Ashoka University.

- An Indian diamantaire and philanthropic social activist, Laljibhai Patel, has pledged a donation of INR 200 Crore for the welfare of 10,000 girls of the Patidar community. He said an amount of INR 2 Lakh would be transferred to the second daughter born in the Patidar community when they would attain 21 years of age.

  - Most preferred Philanthropic Cause – 2016:

Education remains the most favored philanthropic cause followed by Healthcare and Social Development. Shiv Nadar is the highest Individual contributor for education and his primary objective is to create a measurable impact in the lives of the children and youth.

With initiatives such as Digital India, rural electrification, Modi government has been pushing the need for overall societal development. Taking advantage of such schemes, the Indian entrepreneurs are investing more into rural areas as part of long term business goals.

Cyrus S Poonawalla’s Clean City vision for Pune has made him contribute INR 130 Crores towards social responsibility and he aspires to make Indian Urban Cities more livable.
“My philanthropic efforts are directed towards building a society, where everyone has equal access to quality healthcare irrespective of person’s economic and social status.” – Kiran Mazumdar-Shaw, CMD Biocon to Hurun Report India

Table No. 3.3 Favoured Philanthropic Causes of 2016 in India

<table>
<thead>
<tr>
<th>Cause</th>
<th>No. of Donors</th>
<th>% of Donors</th>
<th>Total Contribution (INR Crs)</th>
<th>Highest Donor</th>
<th>Rank 2016</th>
<th>Highest Individual Donation (INR Cr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>13</td>
<td>48%</td>
<td>818</td>
<td>Shiv Nadar</td>
<td>1</td>
<td>630</td>
</tr>
<tr>
<td>Healthcare</td>
<td>14</td>
<td>52%</td>
<td>208</td>
<td>Mukesh Ambani</td>
<td>3</td>
<td>146</td>
</tr>
<tr>
<td>Sanitation</td>
<td>3</td>
<td>11%</td>
<td>153</td>
<td>Cyrus Poonawalla</td>
<td>4</td>
<td>130</td>
</tr>
<tr>
<td>Social Development</td>
<td>11</td>
<td>41%</td>
<td>115</td>
<td>Shapoorji Pallonji Mistry</td>
<td>8</td>
<td>38</td>
</tr>
<tr>
<td>Rural Empowerment</td>
<td>6</td>
<td>22%</td>
<td>86</td>
<td>Mukesh Ambani</td>
<td>3</td>
<td>50</td>
</tr>
</tbody>
</table>

Source: Hurun Research Institute

In 2016, there has been a rise of philanthropic contribution towards social and rural development, livelihood enhancement and sanitation; this is led by Mukesh Ambani contributing INR 49.74 Crores towards Social and Rural Development, Cyrus Poonawalla donating INR 130 crores towards sanitation and Anil Agarwal contributing INR 8.7 crores towards livelihood enhancement.

Table 3.4 Comparison of last year and this year’s primary cause of donation

<table>
<thead>
<tr>
<th>Cause</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>13</td>
<td>26</td>
</tr>
<tr>
<td>Healthcare</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>Social and Rural Development</td>
<td>17</td>
<td>10</td>
</tr>
<tr>
<td>Livelihood Enhancement</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Sanitation</td>
<td>3</td>
<td>0</td>
</tr>
</tbody>
</table>
With 27 individuals, Mumbai is the capital for India’s Philanthropist, followed by New Delhi and Bengaluru.

Table 3.5 Geographical Spread of Philanthropists in India

<table>
<thead>
<tr>
<th>City</th>
<th>2016 Count</th>
<th>2015 Count</th>
<th>Most Generous Donor</th>
<th>Donation ratio as a percentage of the whole list</th>
<th>Rank 2016</th>
<th>Total Donation (in Crs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mumbai</td>
<td>10</td>
<td>11</td>
<td>Mukesh Ambani</td>
<td>25%</td>
<td>3</td>
<td>303</td>
</tr>
<tr>
<td>Bengaluru</td>
<td>4</td>
<td>9</td>
<td>Kris Gopalakrishnan</td>
<td>26%</td>
<td>2</td>
<td>313</td>
</tr>
<tr>
<td>New Delhi</td>
<td>3</td>
<td>4</td>
<td>Shiv Nadar</td>
<td>15%</td>
<td>1</td>
<td>630</td>
</tr>
<tr>
<td>Pune</td>
<td>2</td>
<td>2</td>
<td>Cyrus Poonawalla</td>
<td>1%</td>
<td>4</td>
<td>250</td>
</tr>
<tr>
<td>Ahmedabad</td>
<td>2</td>
<td>1</td>
<td>Gautham Adani</td>
<td>19%</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>Dubai</td>
<td>2</td>
<td>2</td>
<td>Azad Moopen</td>
<td>2%</td>
<td>13</td>
<td>32</td>
</tr>
<tr>
<td>Hisar</td>
<td>1</td>
<td>1</td>
<td>Savitri Jindal &amp; Family</td>
<td>2%</td>
<td>10</td>
<td>53</td>
</tr>
<tr>
<td>Thrissur</td>
<td>1</td>
<td>1</td>
<td>T.S.Kalyanaraman</td>
<td>1%</td>
<td>27</td>
<td>10</td>
</tr>
<tr>
<td>Abu Dhabi</td>
<td>1</td>
<td>1</td>
<td>M.A.Yusuf Ali</td>
<td>1%</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>London</td>
<td>1</td>
<td>1</td>
<td>Anil Agarwal &amp; family</td>
<td>1%</td>
<td>11</td>
<td>44</td>
</tr>
</tbody>
</table>

Source: Hurun Research Institute

Table 3.6 Hurun India Philanthropy list 2016

<table>
<thead>
<tr>
<th>Rank 2016</th>
<th>Rank 2015</th>
<th>Name</th>
<th>2016 (INR crs)</th>
<th>2015 (INR crs)</th>
<th>Primary Cause</th>
<th>Company</th>
<th>City</th>
<th>Network (INR CR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6</td>
<td>Shiv Nadar</td>
<td>630</td>
<td>535</td>
<td>Healthcare</td>
<td>HCL</td>
<td>New Delhi</td>
<td>73,000</td>
</tr>
<tr>
<td>2</td>
<td>17</td>
<td>Kris Gopalakrishnan &amp; Family</td>
<td>313</td>
<td>38</td>
<td>Healthcare</td>
<td>Infosys</td>
<td>Bangalore</td>
<td>8,400</td>
</tr>
<tr>
<td>3</td>
<td>7</td>
<td>Mukesh</td>
<td>303</td>
<td>345</td>
<td>Healthcare</td>
<td>Reliance</td>
<td>Mumbai</td>
<td>163,400</td>
</tr>
</tbody>
</table>
| Rank | No. | Name and Family/Group | Education/Livelihood/Healthcare | Organization | City | Total
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>15</td>
<td>Cyrus Poonawalla</td>
<td>Healthcare</td>
<td>Poonawalla Group</td>
<td>Pune</td>
<td>83,000</td>
</tr>
<tr>
<td>5</td>
<td>9</td>
<td>Rahul Bajaj &amp; family</td>
<td>Education</td>
<td>Bajaj Auto</td>
<td>Pune</td>
<td>20,700</td>
</tr>
<tr>
<td>6</td>
<td>8</td>
<td>Ronnie Screwvala</td>
<td>Rural Empowerment</td>
<td>Swades Foundation</td>
<td>Mumbai</td>
<td>NA</td>
</tr>
<tr>
<td>7</td>
<td>16</td>
<td>Ajay Piramal</td>
<td>Education</td>
<td>Piramal Enterprise</td>
<td>Mumbai</td>
<td>14,900</td>
</tr>
<tr>
<td>8</td>
<td>12</td>
<td>Godrej Family</td>
<td>Livelihood Enhancement</td>
<td>Godrej</td>
<td>Mumbai</td>
<td>78,500</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>Savitri Jindal &amp; Family</td>
<td>Social Development</td>
<td>Jindal Steel &amp; Power</td>
<td>Hisar</td>
<td>35,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shapoorji Pallonji Mistry</td>
<td>Social Development</td>
<td>Shapoorji Pallonji Group</td>
<td>Mumbai</td>
<td>101,100</td>
</tr>
<tr>
<td>11</td>
<td>26</td>
<td>Kiran Mazumdar-Shaw</td>
<td>Healthcare</td>
<td>Biocon</td>
<td>Bangalore</td>
<td>10,800</td>
</tr>
<tr>
<td>12</td>
<td>11</td>
<td>Anil Agarwal &amp; Family</td>
<td>Healthcare</td>
<td>Vedanta Resource</td>
<td>London</td>
<td>13,700</td>
</tr>
<tr>
<td>13</td>
<td>1</td>
<td>Azim Premji &amp; Family</td>
<td>Education</td>
<td>Wipro</td>
<td>Bangalore</td>
<td>74,700</td>
</tr>
<tr>
<td>14</td>
<td>19</td>
<td>Azad Moopen</td>
<td>Healthcare</td>
<td>DM Healthcare</td>
<td>Dubai</td>
<td>7,400</td>
</tr>
<tr>
<td>15</td>
<td>27</td>
<td>Anand Burman &amp; Family</td>
<td>Healthcare</td>
<td>Dabur</td>
<td>New Delhi</td>
<td>41,800</td>
</tr>
<tr>
<td>16</td>
<td>14</td>
<td>Kumar M Birla &amp; family</td>
<td>Education</td>
<td>Aditya Birla Group</td>
<td>Mumbai</td>
<td>45,500</td>
</tr>
<tr>
<td>17</td>
<td>New</td>
<td>Gautham Adani</td>
<td>Education</td>
<td>Adani ports</td>
<td>Ahmedabad</td>
<td>42,400</td>
</tr>
<tr>
<td>No.</td>
<td>Rank</td>
<td>Name</td>
<td>Industry</td>
<td>Company</td>
<td>City</td>
<td>Amount (in cr)</td>
</tr>
<tr>
<td>-----</td>
<td>------</td>
<td>---------------------------</td>
<td>-------------------</td>
<td>-----------------------</td>
<td>---------</td>
<td>---------------</td>
</tr>
<tr>
<td>18</td>
<td>21</td>
<td>Anil Ambani &amp; Family</td>
<td>Healthcare</td>
<td>Reliance Capital</td>
<td>Mumbai</td>
<td>28,500</td>
</tr>
<tr>
<td>20</td>
<td>31</td>
<td>Ravi Pillai</td>
<td>Social Development</td>
<td>RP Group</td>
<td>Dubai</td>
<td>18,800</td>
</tr>
<tr>
<td>21</td>
<td>33</td>
<td>T.S. Kalyanaraman</td>
<td>Social Development</td>
<td>Kalyan Jewellers</td>
<td>Thrissur</td>
<td>5,600</td>
</tr>
<tr>
<td>22</td>
<td>4</td>
<td>NR Narayana Murthy &amp; Family</td>
<td>Encourage entrepreneurships</td>
<td>Infosys</td>
<td>Bangalore</td>
<td>10,400</td>
</tr>
<tr>
<td>23</td>
<td>25</td>
<td>Sunil Mittal &amp; family</td>
<td>Education</td>
<td>Bharti Airtel</td>
<td>New Delhi</td>
<td>50,300</td>
</tr>
<tr>
<td>24</td>
<td>32</td>
<td>Subhash Chandra &amp; family</td>
<td>Social Development</td>
<td>Zee Entertainment</td>
<td>Mumbai</td>
<td>35,100</td>
</tr>
<tr>
<td>25</td>
<td>36</td>
<td>Pankaj Patel &amp; family</td>
<td>Healthcare</td>
<td>Cadilla Health Care</td>
<td>Ahmedabad</td>
<td>31,000</td>
</tr>
<tr>
<td>26</td>
<td>35</td>
<td>Harsh Mariwala &amp; family</td>
<td>Education</td>
<td>Marico</td>
<td>Mumbai</td>
<td>19,600</td>
</tr>
<tr>
<td>27</td>
<td>New</td>
<td>Desh Bandhu Gupta</td>
<td>Social economic Development</td>
<td>Lupin</td>
<td>Mumbai</td>
<td>40,400</td>
</tr>
</tbody>
</table>

Source: Hurun Research Institute & Hurun India Rich List 2016

In South Gujarat & particularly in Surat too, there are many philanthropists who have donated crores of rupees for their employee welfare. One such name is that of Savji Dholakia, the owner of Hare Krishna Exporters that trades in diamonds and textiles. Dholakia has gifted 400 flats and 1,260 cars to his employees on Diwali in 2017. Dholakia has spent Rs 51 crore on Diwali bonuses in the year 2016. In 2015 too the trader gifted 491 cars and 200 flats to its employees.

Hare Krishna Exporters employs more than 5500 people and clocks an annual turnover of Rs 6,000 crore.
Call it philanthropy or team management or Strategic CSR, this appears to be the key to success to get the best manpower in the industry.

“I realized that once you have taken care of basic needs of your family, which I feel is having your own house and car, you can focus and give 100% to work. I want my employees to give their 100%. And, that’s why I want them to be free of worries of meeting basic necessities,” said Dholakia.

“ Twice a year, Savjikaka (as Dholakia is affectionately called) takes the employees’ family members, especially their parents, on a 15-day sponsored vacation.

Naresh Lunagaria, who was made a partner in the firm after working for 10 years as a manager, said: “He (Dholakia) believes in investing in his team which...according to Kaka, would bring the desired results for the company. It was in 1996 that he for the first time gifted cars – Maruti 800s – to three employees and I was one of them. Next year, 11 employees received cars.”

While gifting cars became a sort of annual ritual thereon, rewarding the best performers with flats have been grabbing eyeballs since 2014.

Since charity begins at home, Dholakia sent his 21-year-old son Dharvya to Kerala to live on his own for a month earlier this year. Soon after arriving from New York with an MBA degree, Dharvya was sent to Kerala with limited cash for use in emergency and three pairs of clothes to find a job in a completely unfamiliar place.

“We have seen life from close quarters and our value system is built around it. Our sons, born with silver spoons in their mouths, should be aware about realities of life before we hand them over the business,” said Lunagaria.

This shows the traditional cultural influence of Indian values & ethics.

Another notable contribution is by the businessman, Mr. Mahesh Savani. As per a Times of India report in December, 2016, at least 236 fatherless girls, including five Muslims and one Christian, would be married off in a programme to be organized by PP Savani Group in the city on December 25. Two bridegrooms from PP Savani family would also enter into wedlock at this mass marriage function. Mahesh Savani said, "We are lucky to be performing 'kanyadaan' of these girls. This would take the number of fatherless girls to have been married off by our group to 708. Hindus will be married as per the Vedic rituals while the
marriages of Muslims and Christian brides will be solemnized as per their religious customs
at PP Savani Chaitanya Vidya Sankul Ground. There will be garba, sangeet and mehndi too."

Savani family had conducted mass marriages of 22 girls in 2012, 53 in 2013, 111 in 2014 and
151 in 2015.

It was 1982 when the foundation stone of P P Savani Group of Schools was laid by head of
Savani Family – Vallabhbhai Savani. Unable to complete his education due to adverse
situations, Vallabhbhai decided to start an educational institution, where children from all
sections of the society can gain the education. This resulted in launch of the first school at
Khodiyar nagar in Varachha.

Today, the group operates 9 schools & PPS University in the city and all are acclaimed for
unparalleled excellence and innovative approach in education.

The history behind the name of P P Savani Group is also worth cherishing. Vallabhbhai was
always inspired by his elder brother Late Premjibhai Popatbhai Savani. To remember values
and principles given by Premjibhai, Vallabhbhai decided to develop schools under umbrella
bearing his name and so P P Savani came into existence.

Today P P Savani Group is not limited to education, but also social service, health, and
community well-being. P P Savani Heart Hospital is a place, where patients get every
treatment – even if is unable to bear the cost, it is arranged through donations. E M Charitable
Trust is another attempt, where students aspiring civil services and GPSC (Gujarat Public
Service Commission) are given coaching at very nominal fees.

Initiatives like Vivah Paanch Phera Na and Sambandho Bhavobhavo Bhavna, Lagni Na
vavtra, Samvedna Ek Dikrini, Dikri Dil No Divo are such that is has shown a new path to
society. Adopting daughters and performing all duties during marriage has inspired not only
community but also religious and political leaders.

**Laljibhai Patel** is an Indian diamantaire and philanthropic social activist, who is the
chairman of Dharmanandan Diamonds Pvt. Ltd.(DDPL) and one of the barons of the Indian
diamond Industry. Laljibhai has also took the task of addressing various issues of female
foeticide, water conservation, education, health, and social illiteracy in to his own hands for
the betterment of the State of Gujarat.

Under the presidency of Laljibhai, Samast Patidar Samaj had planned Maha Laddu Beti
Bachao Abhiyan. To encourage people to participate with empathy in this movement, handful
of grains and a glass of water were collected from 2,35,000 households to create a gigantic bundi laddu of 300,000 kilogram with the diameter of 65 feet and 35 feet of height. Moreover, with an appeal to stop female foeticide and cultivate the attitude of equality towards girl child, 170,000 6-page informative booklets were distributed throughout the state. On 1 January 2006, Surat witnessed a massive gathering of 1.2 Million people from entire Gujarat who took oath that we will never do female foeticide and prevent others doing the same. Limca Book of Records has proudly acknowledged this program.

This vast movement helped improve gender ratio in Gujarat at 890 girls to 1000 boys in contrast to 761 girls in year 2006 and has created psychological change, people start believing that girls are in no way less than boys. The discrimination is reduced to the level that people started celebrating birth of girl child as same as they do for the birth of boy child.

Growing up as a farmer's son, Laljibhai has always been concerned about rainwater conservation. He knew how uncertain rain affect annual crop yield. To resolve this, water conservation at very large capacity was necessary. To start in that direction, in his native village Ugamedi in Botad district of Gujarat, he dug 3 ponds of 3.5 km in length, up to 45 feet of depth & 400 feet of width that can store nearly 2.5 crore litres of fresh water, making them largest artificial ponds in Gujarat. The village river Sonal supposed to fill these ponds, however during following weak monsoon it was seen that these huge ponds could not be filled with river Sonal alone. After pondering over the condition he analyzed that there is another river Keri 2.5 kilometre away from village. He diverted water from river Keri that was flowing away to the ocean to river Sonal by RCC pipeline of 3 feet diameter to fill 3 huge ponds.

In this way, first time in India, he paid tribute to Shri Atal Bihari Vajpayee for his vision of interlinking rivers. This project aims to provide resolution to the perennial problem of the water scarcity and 90 percent funded by Laljibhai on his own.

The list of philanthropists from Surat cannot be complete without the mention of Shri Govindbhai Dholakia of SRK Exports. Diamond Tycoon Shree Govind Dholakia, Founder of Shree Ramkrishna Exports, Surat, is not only known as a successful entrepreneur but he also possesses a heart of diamond. Being a compassionate soul, he has always rendered himself in the service of mankind. Under his influence, Shree Ramkrishna Charitable Trust (under the banner of SRK Exports) has been at the forefront of productive community engagement for last two decades. Shree Ramkrishna Charitable Trust has organized numerous medical camps
to offer medical aid to tribal folks of the forest who are deprived of even basic medical treatment. Entire medical check-up of the villagers was done, medicines were distributed, clothes, toys, food packets, and various other needed materials were given. The camp was organized at three places of the Narmada and Tapi district. 20,000+ people from in and around Barda village of Tapi district were benefitted by the camp. Villagers of Patlamahu and Par village of Narmada district were also medically served.

The tribal villagers were treated for various diseases; precautions and preventive measures were advised by the doctors and patients of serious ailments will be brought to the city for further treatment.

Mr. Bhavesh Lathiya working in the SRK group says that have dedicated their existence to creating an umbrella where ethics, principles, and people play the most important role. Transparency and Integrity are always cherished and celebrated at SRK. They have invested time in helping everyone around; well before most of the Indian companies could understand the concept of Corporate Social Responsibility, by giving and sharing.

After the demise of his close friend and partner Virji Godhani, Govindbhai started a school in his name. He has also started many more schools and colleges with world-class facilities. He has a medical centre where top doctors come for a weekly visit. Philanthropy and social work gives him internal happiness, he says.

The virtues are old and tested and so are some of Govindbhai’s philosophies as he puts in immaculate Gujarati “Chalse (will do), Phavse (I can), Gamse (I like) ne (and) Bhavse (I adore) are the most important four words in my life which make me what I am today. As the words suggest, there is no space for negativity in my life.”

Steering the conservation towards spiritualism he tells us his biggest inspiration in life comes from Shree Dongreji Maharaj who he has been following since he was 15 years old. He says, “Dongreji Maharaj has played a pivotal role in shaping me. He has instilled in me such great values that have not only helped me in my personal life but also in my business. The most important principle that he has taught me is that there is no need for lies, cheating and unethical means to be successful. If you are true and treat your business with staunch ethics then success will come to you no matter what and will stay with you forever. Diamond business is one of the only businesses in the world that runs on blind trust. Transactions worth millions take place only based on faith and trust and if you maintain that trust, you can
never go wrong.” The younger generation should keep their confidence and aggression in check because over confidence and extreme aggression can ruin a business. Spend time with good people and imbibe their good qualities and stay away from any type of addiction,” he signs off.

More about SRK Trust & SRK Foundation will be covered in the later part of the chapter.

3.7 Role of NGOs in promoting CSR initiatives in India

NGOs (or Non-governmental Organizations) are organizations that are not a part of the government and are not the conventional for-profit businesses. NGOs normally work for different social causes which can be extremely diverse — from taking care of street dogs to rehabilitating drug addicts. The most common areas of work NGOs include: child rights, human rights, helping disabled, taking care of the elderly, wildlife protection, environment etc.

The role of NGOs in improving the lives of the most backward communities in India has been instrumental. Since India is a vast country — both geographically and demographically — it is not possible for the Government alone to uplift the poor and help the deprived sections of the society. Various international development organizations have been present in India since decades and have contributed their significant bit in helping the Indian communities come out of the quagmire of poverty and destitution. Their work contributes to the economic growth of the country in different ways. These NGOs require funds to operate which some they receive from government & some from donations received from India & abroad.

In recent times there have been controversy over the receipt, source & usage of foreign funds by NGOs, which has led to closure of many NGOs by the government. India has at least 31 lakh NGOs meaning more than double the number of schools, 250 times the number of government hospitals. These statistics were disclosed after CBI collated information from all states and Union Territories to list NGOs registered under the Societies Registration Act. The findings also stated that one NGO covers 400 people as against one policeman for 709 people.

Despite voluntary organizations receiving over Rs 11,500 crore of foreign funds annually, only two per cent of the 20 lakh odd NGOs operating in the country have been registered, raising eyebrows in the home ministry. According to a home ministry report, although there is no centralized database on the number
of NGOs in the country and the quantum of finance involved in their operations, unofficial figures indicate that there are over 20 lakh NGOs registered under Societies' Registration Act, Trust Act etc.

However, the number of NGOs registered under Foreign Contribution Regulation Act would be less than 2 per cent of the total number of NGOs.

"Though, the number of associations reporting receipt and utilization of foreign contribution is increasing; yet, it is a matter of concern that a large number of registered associations still do not submit their statutory annual returns mandated by the law," the latest Home Ministry report on receipt and utilization of foreign contribution by voluntary associations said. Thus, the role of foreign NGOs is dubious & under the scanner. They seem to be promoting ulterior motives in the name of CSR.

Karmayog is one of the NGOs in India which lists all NGOs that are operating in India on its website. It provides a platform for interaction between citizens & NGOs & Government bodies to solve problems.

There are various NGOs operating in India. To name a few international NGOs there are Rotary, Lions Club, Jaycees, Greenpeace, HelpAge India, CARE India, World Wide Fund, etc. the NGOs need to be registered under the Societies Registration Act, 1860. From 2014 onwards International NGOs need to be registered under the Foreign Contribution (Regulation) Act, 2010.

There are also very good NGOs at the National level which include Goonj, Akshay Patra, Nanhi Kali, GiveIndia Foundation, Samhita, etc.

At the local level too there are various NGOs which are doing a commendable job. ‘Chhanydo’ is one NGO which is operational in the field of healthcare & does various activities for providing concessional healthcare to the poor & needy as well as women. ‘Nandini’ is one NGO which works in the field of Animal care & welfare. Shrimad Rajchandra Mission is one NGO which works in various fields specially in Tribal areas of Dang & Dharampur selflessly to improve the living conditions in those areas.

Many such local level NGOs are operational & are doing exemplary work in every field which is identified as CSR under the Companies Act, 2013.
3.8 Charitable Trusts & CSR initiatives

There are many business houses which do their CSR activities through forming Charitable Trusts or Foundations. A part of their business profits is transferred to these Trusts or Foundations to do social activities. Some of the notable ones are mentioned below.

The Ramkrishna Charitable Trust

In the field of Education, Shree Ramkrishna Exports Pvt. Ltd. runs the 'V.N.Godhani Memorial School ,which was established in 1988. We believe the future of our nation lies with the younger generation-particularly the girl child. This school is known for its quality education and high standards throughout the city. Children from economically challenged backgrounds receive education free of cost.

It started 15 years ago with a community healthcare centre on the first level of the V.N Godhani School. The Matrushri Nanduba Popatbhai Medical Centre treats patients at relief rates, has more than 40 expert visiting doctors for consultation and offers physiotherapy, X-ray, sonography, pathology and laboratory services. In addition to this Shree Ramkrishna Export runs a 300-bed, fully equipped hospital with all the latest amenities, critical care units, individual departments and more than 100 specialist doctors along with a full complement of staff, technicians, diagnostics and emergency vehicles.

Free Medical Camps

Quarterly-held medical camps are held in order to reach out to those who may not have heard of our health centre's services. Eye check-up, diabetes, tuberculosis camps and blood donation drives are just some of the initiatives we have undertaken over the years. The tribal areas of Gujarat have been identified as having a lack of medical facilities and hence health camps with free treatment and medicine distribution are conducted by us. We have joined hands with the Government of Gujarat for operating an HIV-AIDS control program, and raised funds for the program 'Lok Diaro' through which we have adopted 750 AIDS patients for lifelong treatment.

Community

We take pride in the fact that during natural calamities and war we have risen to the challenge to manage and restore disaster stricken areas. The villages of Lutavadar and Maniba in Kutch, Gujarat were fully restored after a devastating earthquake in 2001. Brave hearts of the Kargil war were commemorated posthumously by extending financial aid to their next of kin.
During the Surat floods of 1994, 98, 2002 and 2006 and subsequent plague Shree Ramkrishna Export was actively involved in the clean-up movement with manpower and funds being utilised on the ground.

Ecology
We have built a canal in Dudhala, Saurashtra and constructed and donated 45 check dams to the villages along the canal route. Tree conservation is supported by our club named, 'Sarjan Youth Club' in Surat.

Humanitarian Awards
In order to promote excellence and honour those who have achieved it Govind Dholakia initiated the 'Matrushri Santokbbaa Manav Ratna Award.' The Ramkrishna Hall donated to the Southern Gujarat Chamber of Commerce & Industry, the SRK Sports Complex and a public park (Dholakia Garden) are just a few of the other community development programs we have implemented.

Philanthropy
Personally chaired by Govind Dholakia, level one of the V.N Godhani School doubles up as a philanthropy centre. A committee of highly dedicated team members helps identify needy persons and financial aid is dispensed to them here. Students, widows, patients, orphans and anyone in need is welcome at the 'Relief Centre'.

Employees
Our philosophy, in the words of Govind Dholakia is to 'treat employees like family and family members like employees.' At Shree Ramkrishna Export every employee is trained, evaluated, tested and then offered a job according to his personal assessment of his strengths and inclination. No wonder the Steel Authority of India (SAIL) ranked us 14th amongst India's top companies for best HR practices. In its 2009 book titled 'HR Best Practices – Manufacturing Sector in India' brought out in collaboration with the IIM-Ahmedabad, SRK Export has found special mention for its outstanding human resource management.

The Personal Touch
Govind Dholakia has made it a point to oversee all aspects of the charity and personally holds court for the supports students, widows, the sick and disabled. Students, irrespective of their religious background are required to learn by heart a passage from their religious text and funds are disbursed in accordance with the number of passages learnt. The idea behind this
exercise is that only if people want something bad enough will they make effort to gain it and once gained they know that they cannot take this help for granted as they have worked hard for it. Another benefit of this scheme is that people do not feel they are taking charity; rather there is the sense of having earned the help. People walk away with their self-esteem intact.

**Shree Ramkrishna Knowledge Foundation (SRKKF)**

Shree Ramkrishna Knowledge Foundation (SRKKF) is a culmination of the evolution journey embarked upon, more than half a century ago, by our Founder Chairman, Shri Govind Dholakia in 1964.

Our Chairman, as a brilliant mover, navigator, effective leader and entrepreneurial conductor, has initiated SRKKF for orchestrating a grand tomorrow, Grand India. His focused, resilient, visionary, passionate and innovative approach along with his belief of ‘Giving back to the Society’ has inspired to setup SRKKF.

Idea of SRKKF derived major impetus during the gathering of Lord Bhikhu Parekh, Dr. Sudha Murthy and Father Valles at Surat on 9th of February 2015 and accelerated after the meeting with Dr. APJ Abdul Kalam on 24th of April 2015 at Surat.

SRKKF has been incorporated under Government of India’s Companies Act, 2013 and Rule 8 of the Companies (Incorporation) Rules, 2014 having CIN U80212GJ2015NPL083560 on 16th of June 2015 and is limited by guarantee. Constitution of the company warrants no distribution of profit or dividend.

**OBJECTIVES**

I. To create, manage, develop and promote world-class educational, research and knowledge institutes, centers of excellence for imparting knowledge in the spheres of science, technology, arts, management, philosophy, entrepreneurship, humanity or any other field which enriches our eco-system and living experience. To encourage and participate in activities of human advancement, creativity and achievement, directly or in association with governmental or semi-governmental or any other organization dedicated to provide equal opportunities for all.

II. To build a unique policy think tank in order to influence strategic decisions in any field of knowledge and constitute advisory groups consisting of individuals of repute.
and wisdom. To undertake projects pertaining to education, training, research and knowledge for upliftment of socio-economic factors and global educational scenario. SRKKF aspires to associate with individuals and institutions which are carriers of hope to millions around the globe. We desire to move closer to all those who are the torch bearers of wisdom and knowledge in the new millennium. SRKKF has networked with representatives of breakthrough concepts for mankind, either by product or service, leading to making this world a better place to live each day.

SRKKF has connected itself with distinctive heroes and foundations who have sacrificed their lifetime with their hard work, perseverance and indomitable spirit. An acknowledgement to those contemporary Samaritans, who have contributed in the making of this Brave New World. SRKFF is our attempt to acknowledge and add to their collective efforts, to write a story of triumph which is inspiring and to bring hope and support to the needy with commitment. An army of committed team members who have demonstrated building of an exceptional company, the SRK Group, have now boarded on a passage through SRKKF to create A New India, A New World.

VISION
SRKKF will have a transformative impact on Nation and the World through continual innovation in education, research, creativity and entrepreneurship. It will enable a better future for mankind by developing effective and socially responsible individuals and organizations.

MISSION
To cultivate a transformative knowledgeable community committed to creating a collaborative environment open to free exchange of ideas, where research, creativity, innovation and entrepreneurship can flourish; and ensuring individuals can achieve their full potential.

To enhance inherent human capabilities to the peak level, so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

CSR INITIATIVES

EDUCATION

1. IIM-A & SRKKF Annual Lecture Series
2. Pradhan Mantri Kaushal Vikas Yojna (PMKVY)
3. School Empowerment Program (SEP)
4. Research Scholarship Program (RSP)
5. Wisdom – A series of lectures
6. Distinguished PGPX Faculty Awardees

HEALTH

To commemorate the visit of erstwhile President of India, Dr. A.P.J. Abdul Kalam at SRK in 2013, SRK-Kalam Health Project is initiated wherein physical check-up, laboratory investigations along with health parameters is carried out in Saurashtra and other rural areas of Gujarat. As on date, 1,12,000 people are already tested. Finding of above research project will be shared with Indian Council of Medical Research (ICMR) and Council for Scientific and Industrial Research (CSIR) along with Health Policy Authority of State and Nation. To make an impact SRKKF has aligned itself to work on UN SDG Goal 3.

AGRICULTURE

To fortify our agrarian economy, we have launched several agricultural and allied industry projects like save water and energy projects, advanced farming awareness, etc. Our earlier experience and knowledge of working on entire water cycle has been crucial in our agricultural water supply projects. In fact, by 2020, we contrive to protect and restore water-related ecosystems, including well, urban forests, wetland, rivers and lakes to percolate life in farming activities in surrounding regions. With support and active participation from local communities our team has been able to execute several awareness programs regarding the advanced and smart farming processes

SOCIAL ENGAGEMENT

SRKKF will collaborate with recognized institutions having the vision to drive research and innovation in social and community work. The foundation aims to build a better society for the next generation. Hence, it will mentor research scholars and work in tandem on socially relevant projects. They will also share best practices, latest technologies and in the process, help build a future-ready talent pool through continuous exchange of knowledge and information. It will pave a way for removal of various blind-folded beliefs prevailing in the society. It will support various constructive initiatives in the society.
Contribution to BSF (Border Security Force)

Table No. 3.7 Other social contributions by SRKKF

- SPV Formation–Shree Ramkrishna Knowledge Foundation
- Collaboration with Centres of Excellence & Institutions of Knowledge
- Reorganising and aligning various Trusts and Institutions of SRK with SRKKF
- SRK-Kalam Health Project
- CSIR-ICMR and DeitY Tie-up established
- IIM-A & SRK Annual Lecture Series
- Garnered support of Luminaries and Scholars
- Knowledge partnership with IIT-Mumbai, SVNIT
- Patronising scholars at Veer Narmad South Gujarat University
- Procured land admeasuring 60 acres

SANTOKBAA AWARD

SRK Knowledge Foundation has dedicated itself to the cause of humanity, mainly in the fields of medicine, education and upliftment of the needy. In accord with this vision, Shri Govind Bhai instituted the Santokbaa Award in the year 2007, in the affectionate memory and honor of his mother Santokbaa. Her selfless devotion and humanitarian values inspired him to further her mission by honoring altruists from various fields. In fact, the trophy of this special award is designed along her ideals – aspiration of rising from the soil, positivity, care, love, appreciation and collective growth. These core values are global and shared by all human beings.

SHROFF FOUNDATION TRUST

Shroffs Foundation Trust (SFT) has successfully blended the philosophy of Mahatma Gandhi, Ramkrishna Paramhansa and Swami Vivekananda with modern science and effective corporate management and governance systems. This unique blend of the personal with the professional, the traditional with the contemporary, the emotional with the rational and the prudent with the innovative has given SFT its leading edge. Persistence and patience… moving the boulder a little bit day by day… to pursue even the very prosaic ground tasks with utmost rigor has led to many monumental transformations.
The operative strategy of the Trust is "Sahaviryam Karva Vahey", a Sanskrit phrase broadly translated as 'the joy of togetherness… together we will achieve the best, together we will grow and together we will prosper'. The strong belief that the liberation of the vulnerable is closely linked to the liberation of the 'liberator' is at the heart of this philosophy. In the development lexicon, SFT places utmost emphasis on active community participation as the key to building an empowered community.

SFT has actively groomed local Samaj Shilpis (local leaders/change agents) to play meaningful roles to change the destiny of their communities from a chronicle of deprivation and exploitation to one of enlightenment and empowerment. With this approach, SFT strives to ensure that the capabilities of the society are built to a level where the key driver of development and growth is the society itself, and institutions, government and funding agencies only remain as a support system.

For SFT, community development is not powered by an elite leadership, but is the work of every member of the community-local, regional, national and global. SFT has striven to mobilize the support of educational and training institutes, subject specialists, government departments, donors and concerned citizens to generate expertise and resources that are needed to respond to the aspirations of the communities they are working with.

The commitment of the community to the long-term vision has ensured program sustenance and resulted in remarkable and exemplary success in Vadodara, tribal Chhotaudepur district and Banni region of Kachchh district.

Vision

The teaching of Ramkrishna Paramhansa and Swami Vivekananda:

"Each soul is potentially divine. The goal is to manifest this divinity within, by controlling nature. Do this either by work, or worship or psychic control, or philosophy – by one, or more, or all of these – and be free. This is the whole of religion... Doctrines or dogmas or rituals or books or temples or forms are but secondary details."

Mission

"To assist the village population in improving their productivity, efficiency and creativity through services and goodwill, with the support of industries, academic institutions, voluntary and government agencies and with the guidance of competent and committed experts by knowledge, inputs and effective management of available resources viz. land,
water, energy, livestock and people. To upgrade the quality of lives of everyone in the
villages: the children, the youth, women, men and the aged, mainly through their own
involvement, interest and initiative."

To evolve such a society through transformation of

- Garibi Mukt (Poverty free)
- Nyay Yukt (Fair Justice)
- Shoshan Mukt (Exploitation free)
- Poshan Yukt (Healthy and Nutritious)
- Pradushan Mukt (Pollution free)

Locations

SFT’s head office is located at Kalali in Vadodara. For geographical convenience, four
centers are located in the area where different programs are implemented. Programs at
different centers are as follows:

- Kalali head office
- Chhotaudepur
- Hodko
- Paldi-Waghdia

Initiatives

Community Development

a. Self Help Groups (SHGs)
b. Community Based Organizations (CBOs)
c. Samaj Shilpi (SS)
d. Youth Development
e. Linkages

Natural Resource Management (NRM)
Orsang Jal Ane Samruddhi (OJAS)
Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)

Livelihood Programmes
• Agriculture Diversification
• Animal Husbandry and Dairy Development
• Appropriate Farm Technologies and Drudgery Reduction
• Tribal Women Enterprise – Source of Alternate Livelihood

Medical & Public Health

• Ramkrishna Paramhans Hospital (RKPH)
• Sharda Medical Center – Chhotaudepur (SMC-CU)

Education & Training

• School Support Program (SSP)
• Youth Development Program (YDP)
• Literacy Drives

Corporate Social Responsibility

Kemtron Technologies Private Ltd., Alpha Foundation & India Renal Foundation have adopted 13 dialysis patients, providing financial support for the dialysis procedures, medicines & and surgical interventions.

Oswal & Lions club Club of Baroda have taken up an initiative to make medical services more accessible to interior villages of tribal area. A Mobile Medical Unit is donated, which will serve communities around Chhotaudepur.

SFT is also currently engaged in putting final shape to CSR initiatives for Infrastructure Leasing & Financial Services Ltd. - IL&FS for Livelihood Support, with Gujarat Alkalis and Chemicals Ltd. - GACL to set up Entrepreneurship Development Cell and other corporate houses on various other initiatives. Dr. Gaurang Ranapurwala from SFT Head Office is leading the taskforce for CSR Implementation Initiatives.

3.9 Collective CSR in India

"Alone we can do so little. Together we can do so much." - Helen Keller

This phrase sets the tone for Collective CSR. also we have seen the motto of Shroff Foundation Trust – ‘Sah Veeryam Karva Vahey’, a Sanskrit phrase broadly translated as 'the
joy of togetherness… together we will achieve the best, together we will grow and together we will prosper’.

Collective CSR in India has taken-off very well. It has been done in the form of industrial clusters, geographical clusters as part of formal clusters and community CSR in the form of Informal Clusters. There are formal Industrial clusters like the Morbi Tile Manufacturers Cluster, Haryana Sports Good Manufacturer’s Cluster, the knitwear cluster of Ludhiana, Gems and Jewellery clusters of Surat and Mumbai, clusters of Chennai, Agra and Kolkata for leather and leather products, the various Industrial Development Clusters like MIDC, GIDC, etc.

Community CSR is being very well executed by the various community associations in the region like Dayalji Ashram Trust, Modh Vanik Trust, Agarwal Samaj Trust, Maheshwari Samaj Trust, Ambika Niketan Trust, etc.

Nowadays, with the efforts of state government taking the initiatives, the collective CSR has taken a new form. Many states have their own CSR Society’s or Agencies which take care of collective CSR by providing a platform to corporates, NGOs & business to come together to participate in CSR activities. We have already seen a few examples in the section above on CSR by State Governments.

Collective CSR is one big topic of study which if studied in detail will be capable of producing an entire new thesis for research. Thus, there is further scope of in-depth research in this area.

3.10 CSR Surveys

CSR Surveys are being conducted by many organisations in India like the Samhita Foundation, Karmayog Foundation, Indian Institute of Corporate Affairs, Price Waterhouse Coopers, Ernst & Young, Confederation of Indian Industries, Times of India Foundation, etc. Each year they come out with reports regarding the CSR funds & activities being carried out at various levels by companies & business houses. Case Studys are published in the form of Coffee Table Books to cite cases of exemplary CSR work done by organisations. National CSR Portal started by the Government of India publishes all CSR related information on its website. Reporting is done by almost all companies as the awareness for CSR is growing with every passing year.