

Corporate Social Responsibility in India: A Step toward Social Development

** Ms. Snehal Ashok Bagul, Research Student, Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (MS)*

Introduction

The some years ago the concept of Corporate Social Responsibility was very new for the India but nowadays its growing rapidly and the multinational and large enterprises attracting toward this and it's become their fundamental activity. And nowadays also the national multinational and large enterprises got the importance of corporate social responsibility and the activities running is important for their companies promotion and their brand promotion in the society these activities help them to connect with the society and establish their brand image. Most of the definition showed that the importance and the concern of many companies for CSR activities are in the area of health, education and environment of the society and nature. The aim of the CSR activities are for the companies active action and concern for the society and bring the positive results by these activities among the society in the area of education, skill development, health and environment.

authors and councils, businessman defined the CSR as follows.

The World Business Council for Sustainable Development (WBCSD) defines CSR as "The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the work force and their families as well as of the local community and society at large".

Kotler and Lee define CSR as "Corporate social responsibility is a commitment to improve community well-being through discretionary, business practices and contribution of corporate resources. Corporate social initiatives are major activities undertaken by a corporation to support social causes and to fulfill commitments to corporate social responsibility"

These definitions are showing that the concern and commitment of the companies toward the society. The concept of social Charity is become nowadays a Social Responsibility for these enterprises.

According to Infosys founder, **Narayan Murthy**, "social responsibility is to create maximum shareholders value working under the circumstances, where it is fair to all its stakeholders, workers, consumers, the community, government and the environment."

There are four faces of the corporate social responsibility which are it should be economic and its responsibility to earn a profit for owner, second is the corporate social responsibility is the CSR should comply with the Law whatever the activity is going under the CSR have to legal and completed with the related legal compliances. Third is the practice and activities have to ethical Not acting just for profit, but doing what is right, just and fair and the fourth is Promoting human welfare and goodwill. Being a good corporate citizen contributing to the community and quality of life

Objectives of the research

- 1) To know the Status of Corporate Social responsibility in India
- 2) To know about Indian Multinational and other enterprises and their Key area of Corporate Social Responsibility in India and the social development through their CSR.

Research Methodology

For this research paper have collected data by using secondary data collection using various sources available in print and online are research papers, news, thesis and other.

Corporate Social Responsibility in India

The CSR activity is going in the India from many years ago by the famous and large group of industries in India which are TATA group, Aditya Birla Group these groups are involved in social welfare through arranging many events for charity to the society and the poor and weak section of the society. But just now in with modern world the charity becomes a corporate social responsibility for many companies and groups in India.

In India found that in the Top companies there are 4 Tata groups companies are on top ranked in CSR activities. The Tata group and Mr. Ratan Tata believe and said that "A company should have in its DNA, a sense to work for the welfare of the community. CSR is an extension of individual sense of social responsibility. Active participation in CSR projects is important for a company".

In India as per the new rules in Companies Act 2013, which will be 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 many companies the basic objective for the CSR activity is to create a impact of their company's brand image on society and on the Stakeholders.

In India, the concept of CSR is governed under the 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 5 crore INR and more.

After the new Companies Act made it mandatory for companies with a net worth of Rs 500 crore or with annual turnover of Rs 1,000 crore to spend under CSR, India's total CSR reporting are increased by 27% in 2015, the maximum among 45 countries (survey done by KPMG).

The companies in India realized that it is a sensible move to take up CSR activities and integrate it with their business process.

Today in India more than 115 reputed companies are came into the CSR activities and the corporate become serious and they got the sense and their responsibility towards the society from them they earning much profit and also got the sense to give the compensation to society for that.

So India many top companies started their foundations for running the CSR activities and helping the people for their development and getting the facilities these activities by the companies are also helping to the government to cover more people and get over on the limitations to reach maximum people by the government. These companies are more concern about education, health and environment and skill development.

Top 10 Companies and their Corporate Social Responsibility in India

As per the survey done by The economics Times of India partnered with Futurescape and IIM Udaipur for find out the Top 10 best companies in CSR activities in India in the year 2014 and in that survey 115 best companies have participated among that the top 10 companies in CSR activities and area in India as follow.(this top 10 companies list is as per the survey of 2014- source India CSR News, September 2016)

Mahindra and Mahindra

The Mahindra and Mahindra company have focused on three areas are Girl child, Youth and farmers by the domain area is education for them and environment and health of the country and people. Mahindra and Mahindra's project haryali has planted 7.9 million trees. Mahindra and Mahindra also sponsored the lifeline to the train and give free Medical treatment to far flung communities. As a part of Swachh Bharat Swachh Vidyalaya M&M has constructed 4,340 toilets in 1,171 locations across 11 states and 104 districts specifically for girls in government schools. Under the Mahindra and Mahindra's pride school they provided the vocational training are useful to youth livelihood they trained the youth from various area like Pune Chennai, Patna, Chandigarh and Srinagar. Under the project Nanhi kali they support to the girls child education they provide material like school bags, books, and notebooks, uniform, shoes and socks and other is workbooks and classes.

TATA Power NSE

The TATA PowerNSE's key areas for corporate social responsibility are education, Environment, Community development, health, safety, security, resources and energy conversion, skill development, women empowerment, and livelihood generation.

TATA SteelNSE

The Aim of the project Maternal and Newborn Survival Initiative (MANSI) are reduce child and infant mortality. And this project has achieved improvement in all process and outcome indicators, such as reduction in neonatal mortality by 32.7%, reduction in infant mortality (up to the age of one year) rate by 26.5%, increase in institutional delivery from 58% to 81%. Based on the early evidence of success and learning from the MANSI project, Tata Steel is scaling up the project to cover 1,500 villages.

Larson and Turbo

The key areas for CSR of L &T are Water and sanitation, education, healthcare and skill building. L&T partners with local governments on health programmes focused on reproductive health, tuberculosis & leprosy control, integrated counseling & testing centers for HIV/ AIDS. L&T's community health centers are located at Mumbai, Thane, Ahemadnagar, Hazira, Vadodara,

Coimbatore, Chennai, Lonavala and Kansbahal. L and T also have constructed their Skill Development Training Centers.

Tata ChemicalsNSE

TATA Chemical Focused on sustainable community development and preserving the ecosystem, and also has a climate change policy that maps its carbon footprint and is creating an abatement strategy for sustainable manufacturing.

The company started 'Save the Whale Shark Campaign' in 2004 and the aim of this campaign is to spread awareness about the whale shark, the world's largest fish, which was fast depleting because of slaughter by fishermen along the Gujarat coast for export. Now the company is engaged and involved in scientific study of the species to ensure its long-term survival.

Tata MotorsNSE

TATA Motors focused on Education and Employability skill development program based on automotive skills among the people and youth across the India, and spent 18.62 cr. in the yr.2014-2015 on the CSR activity.

The company is running Learn, Earn and Progress (LEAP) for mechanic motor vehicle training, a year-long programme where theoretical learning is supplemented through 'on-the-job' exposure at service centers.

GAIL

GAIL has established GIS which addresses the issue of unemployment and skill gap, by providing job-linked skill training to local youth of communities in and around its areas of operation.

The company also supporting communities in multiple thrust areas like health, sanitation, education, skill development, livelihood, and environment and also make independent over 500 students from economically backward communities join India's premier engineering institutes.

The company provided residential coaching programmes and given monthly scholarships once they get into IITs/NITs and GAIL Institute of Skills (GIS) is also working towards bridging the skill gap faced by the youth and students related field.

The GAIL Institute of Skills (GIS) is also working towards bridging the skill gap faced by the oil and gas industry. The company is successfully running their CSR activities in 25 states and UT in India.

Bharat Petroleum

The company Bharat Petroleum focused on the quality education and improving education quality and strengthening in primary, secondary education and empowering teachers by their program. And the company is also running the skill development Programme for employment in more focus on women empowerment, youth and persons with disabilities. Their CSR activity also focused on health, hygiene and rural development.

Under the company's Project BOOND, which has evolved from the construction of rain water harvesting structures to making villages drought-free and its started from 4 villages in Maharashtra and within 6yrs its covered 140 villages in India. Under this project there are benefiting over 5500 families in Maharashtra, Tamil Nadu, Karnataka, Rajasthan, Uttar Pradesh and Andhra Pradesh.

Infosys

The company's foundation which is headed by Mrs. Sudha Murthy engaged in their CSR activities in the area of removing malnutrition, improving healthcare infrastructure, supporting primary education, rehabilitating abandoned women and children and preserving Indian art and culture. Under the mid day meal program the Infosys foundation's an initiative in partnership with the Akshaya Patra Foundation, spans several states across India.

Jubilant Life Sciences

This company's key area for corporate social responsibility under the Jubilant Bhartia Foundation is elementary education, improving health indices, employability and promoting social entrepreneurship. The foundation has also focused on to reduce malnourishment in children, JBF has proposed to develop an effective and affordable platform for real time growth monitoring process for improving the nutritional intake and status of children under five years through focused expansion of home fortification and promotion of breastfeeding in village communities.

Conclusion

The Corporate social responsibility is become a fundamental practice by many top and multinational and large enterprises, these enterprises are concern now for society with their various activities toward the society. Mostly many companies in India are focused on the quality education helping government to improve the quality of education and for that they have started the foundations and tie ups and

partnership with the government and other renowned NGO in the India. These companies also emphasized on skill development and help to youth to improve their employability skills through their various programs and by their skill development institutes, other areas for their social responsibility are water harvesting save natural resources, women and child empowerment and development, health and Higgins, rural development, help to people with disabilities and focused on the environment. By these all CSR activities the companies helping for the persons and nations development and in the modern society the CSR activity is become for them from social charity to corporate social responsibility.

References

- 1) http://globalbizresearch.org/Swiss_Conference/pdf/Z5100.pdf
- 2) <http://www.legalserviceindia.com/>
- 3) <https://economictimes.indiatimes.com>
- 4) **Utkarsh Majmudar, Namrata Rana & Neeti Sanan** Mahindra & Mahindra tops CSR list in India even as companies scale up operations, Updated: Oct 26, 2015, 05.38 PM IST
- 5) Dr. Reena Shyam, An Analysis of Corporate Social Responsibility in India, International journal of research –granthaalayah, ISSN-2350-0530(O) ISSN-2394-3629(P), May 2016, PP.56-64.
- 6) Nidhi Tondon and Simran Kaur, The Role of Corporate Social responsibility in India, Research journal of commerce and behavioral science, International journal of research publication, Research gate, 2017, PP. 29-34
- 7) India CSR News, September 2016