

## Corporate Social Responsibility Initiatives of Major Companies of India with Focus on Health, Education and Environment

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**Abstract:** Corporate social responsibility (CSR) is emerging as a new field in the management research. In India, many firms have taken the initiatives of CSR practices which have met with varying needs of the society. The present study has made an attempt to understand the status and progress and initiatives made by large firms of India in context to CSR policy framing and implementation. Data has been collected from the official websites of the firms, in-person interviews and through structured questionnaire. The CSR initiatives in context to health, education and environment sector to be rated by the interviewee were identified from the literature. Based on the information and discussions mentioned a matrix of various policy factors has been prepared. All initiatives factors have been rated on the scale of 1 to 5. Results of the study depicts that IT and Auto industry is more going for taking up CSR initiatives while FMCG sector has focused yet not too much into the social responsibility initiatives. Although India has entered or taken a transformational change by involving into new CSR initiatives, but still a lot has to be done in this area.

**Key words:** Globalization • Liberalization • Policy-framing • Structured

### INTRODUCTION

In today's changing world nothing is perpetual but from past many years or from the business industries origin word social responsibility is fixed despite of its changing names. The concept of social upliftment of society is into the existence either in the form of philanthropy, dashvandh and now corporate social responsibility. For the emergence of any new concept or garnishing of older one needs great mind and time too. Carroll 1991 suggested a pyramid model for the implementation of CSR practices.

Again every business firm has to work under some social environment that is known as a society and as a good corporate entrepreneur one has to be responsible for the society where their firm is operating. Helping the society by means of preserving the environment, minimizing the wastage of natural resources, helping the needful, conducting educational camps, promoting IT education running schools/ NGO's, recycling of products, counseling sessions awareness programs regarding the different diseases. All these type of activities constitutes corporate social responsibility practices or initiatives, which help the society/inspiring the lives of the underprivileged and lend a hand in the upliftment of the

society. If every business firm starts taking initiatives of CSR practices this planet will be marvelous place to live.

CSR responsibilities or initiatives are very wide. Enormous amount of effort is required for the association between the CSR initiatives taken up and the society at a glance. A wealth of literature has been published on CSR over the years; many containing their own definitions of CSR and associated concepts have been undertaken (Blomback and Wigren, Muller and Kolk).

In India, many firms have taken the initiatives of CSR practices which have met with varying needs of the society. The present study has taken three major sector IT, FMCG and Auto industry for the survey. As these three are the leading sectors of India and are into the planning of CSR initiatives. After globalization of world economies most of the companies/ business firms in India either already have a CSR practices initiatives or are in process of taking the initiatives. Case studies of the major firms have been used for identification of major CSR initiatives taken by firms with respect to health, education and environment sector. Results of the study identified the major CSR initiatives taken up by the firm and major driving forces and proposing a framework by learning the key CSR initiatives taken and driving forces for the same.

**Literature Review:** Study by Maon *et al.* [1] suggest an integrative framework of corporate social responsibility design and implementation. The research proposed integrative framework for designing and implementing corporate social responsibility incorporates nine steps: raising corporate social responsibility awareness inside the organization, assessing corporate purpose in a societal context, establishing a working definition and vision for corporate social responsibility, assessing current corporate social responsibility status, developing an integrated corporate social responsibility strategic plan, implementing the corporate social responsibility integrated strategic plan, maintaining internal and external communication, evaluating corporate social responsibility related strategies and communication and institutionalizing corporate social responsibility policy.

According to John Simmons [2] the concept of the responsible organization and ethical business conduct is also a very important. Main focus of the study is on operationalizing corporate social responsibility in the context of employee governance with a purpose is to evaluate critically the ethics of “mainstream” human resource management (HRM) and to propose an alternative stakeholder systems model of human resource management.

Research by Hanke and Stark [3] proposed a conceptual framework as a basis to develop a company’s CSR strategy. This paper provides measures and instruments to make complex CSR processes more visible and manageable. The conceptual framework separates the two factors: legitimation and sense making/sense giving in the one dimension and the organizational system is separated from the organizational environment. It also suggests that conceptual framework enables a process to understand whether the engagement is more driven by legitimation or by sense making and whether the fundamental addresses is the inner world or the organizational environment.

Study by Chaudhri and Wang [4] examines CSR communication undertaken by the top 100 information technology (IT) companies in India on their corporate Web sites, with an analytical focus on the dimensions of prominence of communication, extent of information and style of presentation. The findings indicate that the number of companies with CSR information on their Web sites is strikingly low and that these leading companies do not leverage the Web sites to their advantage in terms of the quantity and style of CSR communication. It also seems that IT companies in India are lagging behind in creative and effective CSR communication on their Web sites.

According to Blomback and Wigren [5] corporate social responsibility is going to be very important concept and research topic in the study of the organizations. Chapple and Moon [6] CSR Web Site Reporting in seven Asian countries is not homogeneous but varies among countries. Pederson [7] developed a model of how managers perceive the responsibilities of business towards society. Still Indian companies need to work upon the concept of CSR Chaudhri and Wang [4], Lather [8] and Paul Hill [9]. A paradigm shift is required in corporate responsibility Sachs *et al.* [10].

Porter and Kramer (2006) stated that strategically corporate social responsibility (CSR) can become source of tremendous social progress, as the business applies its considerable resources, expertise and insight to the activities that benefit society, surveys shows that companies should operate in ways that secure long-term economic performance by avoiding short-term behavior that is socially detrimental or environmentally wasteful.

Saeed [11] depicts that CSR initiatives in India are now taken by many corporate firms. Especially for the FMCG companies, where the major challenge is reduction of packaging materials, these companies are doing work in the field of Environment care, Health care, Education, Community welfare, Women's empowerment and Girl Child care. Companies like Hindustan Unilever started work on CO2 reduction also. Banerjee *et al.* [12], suggests that environmental orientation is the recognition by managers about the importance of environmental issues faced by their firms. Today corporate social responsibility is emerging as a core focus area for an increasing number of organizations, which are looking at new and innovative ways to contribute to the communities they operate in Chopra [13].

This study has been undertaken as a part of a much wider study relating to CSR- Corporate social responsibility: A passion of large organizations or a commitment to the society. The overall study focused on the importance of company’s age viz. with respect to the Corporate Social Responsibility initiatives undertaken by the firm. Here CSR age means CSR leaders, CSR initiators and CSR newcomers. And identify the corporate social responsibility practices with reference to health, education and environment for large firms of North-West region of India [14].

**Research and Methodology:** The present study is based on inputs from 12 large scale organizations basically covering IT Sector, FMCG and Auto sector. The detailed study of CSR Initiatives by all these firms has been taken and then scores compiled for all three sectors undertaken

for the study viz. Education, Health and Environment. Using a combination of case studies and industry-wise matrices for all three sectors, i.e. Education, Health and Environment Sector the results are discussed. Thus this gives a comprehensive view of sector-wise initiatives by different industry groups. In order to collect the data and information about the initiatives and undergoing CSR practices following categories of professionals were contacted and interviewed: i) senior manager, ii) HR manager, iii) CSR manager. An attempt has been made to understand the status and progress and initiatives made by large firms of India in context to CSR policy framing and implementation. These firms have been chosen carefully keeping in view the following factors:

- These firms are into the taking of CSR initiatives,
- These firms constitutes Auto, FMCG and IT sector,
- These firms are experiencing CSR practices in the health, education and environment sector.

Data was collected from the official websites, in-person interviews and through structured questionnaire. The CSR initiatives in context to health, education and environment sector to be rated by the interviewee were identified from the literature. Based on the information and discussions mentioned above a matrix of various policy factors has been prepared. All initiatives factors have been rated on the scale of 1 to 5.

### Analysis and Results

**TCS:** Tata consultancy services is India's largest software service company and has won the Asian CSR award for initiating community development work and implementing various programs and devoting leadership and sincerity as ongoing commitment in incorporating ethical values.

Major focus of the company is on education sector. Company is working upon literacy program that cares TCS designed computer based literacy model to teach adults and this program is known as a adult literacy program.

Company is also working upon environment policy and has been developing environment friendly products and services.

TCS has also taken some footprints into the health sector too i.e. its actively supporting children's hospital in Mumbai. Success of all these CSR

practices is shared by company with a three dimensional framework that comprises employees, management and work place.

**IBM:** IBM is software company that posse's highest standards of social responsibility in our country. Company has been growing its footstep in India - and has in over 200 cities and towns across the country. IBM in India has clearly established as a one of the leaders in the Indian Information Technology (IT) sector. IBM holds frequent awards for its industry-leading employment practices and policies. Company has different department for the operation of CSR initiatives as one of them is Indian women's leadership council the main objective of this council is to provide, technical, professional and personal development to the women. This is to attract and retain women employees at IBM. Company issued its first corporate policy on environmental affairs in the year 1971 and till date its working on go green and preserving natural resources.



**Key Values:** IBM has developed a system that aligns the company's values with social responsibility initiatives and maximizes its impact as a global enterprise. With this aim company is working on specific societal issues like environment, community development, health care, education etc.

Company is committed towards the implementation of its environmental policy in all of the company's business activities. Company has integrated in organizing many health services that constitutes providing medicines, industrial work area hygiene and safety. Company is working with the motive of providing

transparent system and proactive engagement with employees, customers and the communities/society where they operate and work, with this aim they are trying to better equipped with better products and services for a smarter planet.

**Infosys:** As a leading software company Infosys is into the providing language and computer education. Company has special program for unprivileged children by which company teaches them various skills and change their outlook too. Company also donates carom, chess board, chocolates etc. to the needy ones. One of the Infosys team has been working with Kaliyuva mane, that is an informal school for dropouts. Company believes that business have direct impact upon the environment through the use of energy, use of environmental resources and other operations. Business firms have to work accordingly so that they can minimize adverse effects of technology on local community and employees.

Company is working on the concept of reengineering the process and to align them with green goals. Manufacturing of products and services has been done in such a way that the harmful impact on environment can be reduced to minimal possible level.

**CSR Activities Include:** Blood donation camp, eye donation camp and Infosys foundation has been working in the sectors of health care, education, environment preservation and social rehabilitation.

**WIPRO:** The women of Wipro (WOW), council of the company has taken various initiatives to empower women. Three main CSR activities include environment sector, education sector and energy conservation.

In the last few years company ensured consistent increase in women empowerment as ten percent increase has been observed in the year of 2004 to 2010. Basic motive of the company is 'we live in the community and the community lives in us.'

**Wipro Cares:** Focus area of Wipro cares is on taking educational and health care initiatives for migrated communities and environmental issues and disaster rehabilitation.

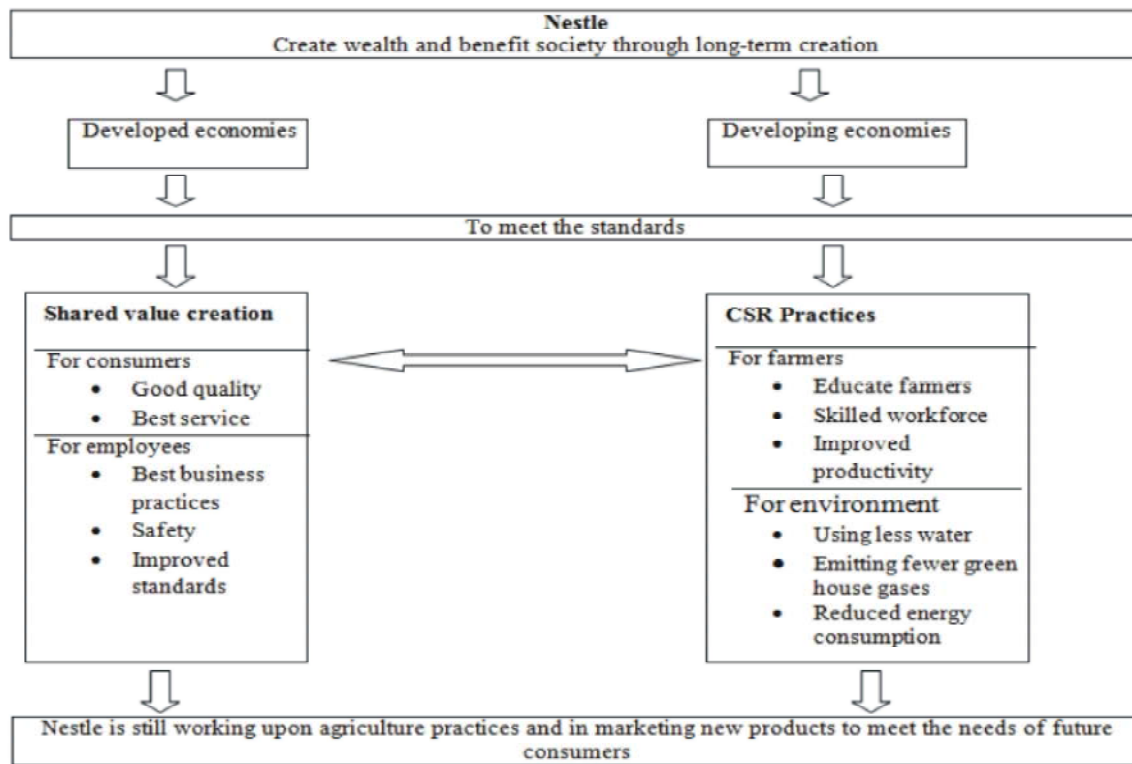
**Nestle Multinational:** In 1921 Nestle build first factory in the developing world. For the success first Nestle had to work with the farmers, helping them to be productive and

successful so that they could supply high quality milk, coffee and other raw materials. Today, Nestlé's milk district in Brazil is larger than the country of Switzerland and it has made a major difference in economic development and improved standards of living for area farmers and their families. In 1962 Nestle wanted to enter Indian market and it received government's permission to build a dairy in the northern district of Moga. Poverty in the region was severe; people were without electricity, transportation, telephones, or medical care. A farmer typically owned less than five acres of poorly irrigated and infertile soil. Many kept a single buffalo cow that produced just enough milk for their own consumption. Nestle came to Moga to build a business, not to engage in CSR. But Nestlé's value chain, derived from the company's origins in Switzerland, depended on establishing local sources of milk from a large, diversified base of small farmers. Establishing that value chain in Moga required Nestle to transform the competitive context. This created tremendous shared value for both the company and the region.

Nestle built refrigerated dairies as collection points for milk in each town and send its trucks to the dairies to collect the milk. When Nestle milk factory first opened, only 180 local farmers supplied milk. Today, Nestle buys milk from more than 75,000 farmers in the region. As the quality has improved, Nestle has been able to pay higher prices to farmers than those set by the government. Today, Moga has a significantly higher standard of living than other regions in the vicinity. Nestlé's commitment to working with small farmers is central to its strategy. It enables the company to obtain a stable supply of high-quality commodities without paying middle man. In this way Nestle invested heavily to strengthen their supply chain and found many ways to tie local needs and opportunities to their business objectives. Business is the sole creator of wealth and the origins of all income and tax revenues as well as charitable contributions. In a sound economy, people can afford both the necessities and the pleasure of life.

Nestle looks at corporate social responsibility in terms of creating shared value. 'creating shared value' is a very different approach to CSR, because it is not focused on meeting a set of standard external criteria, or on philanthropy. The idea of winners and losers does not fit this model of CSR: business can help societies progress and all sectors can help business to improve and flourish.

### Nestle Creating Shared Value System



**Coca-Cola Multinational:** Today, Coca-Cola Enterprises (CCE) is among the world's third-largest Coca-Cola bottler by volume and serves the countries of Belgium, France, Great Britain, Luxembourg, the Netherlands, Norway and Sweden, with leading positions in the non alcoholic ready-to-drink category products in each nation. Coca-Cola Enterprises provides products and services all over the world that meet the beverage demand and business needs of thousands of retail customers. As Coca-Cola is the third largest bottler in the world and the company's portfolio encompasses a full range of beverage categories, including energy drinks, still and sparkling waters, juices, sports drinks, fruit drinks, coffee-based beverages and teas. Coca-Cola Enterprises' product portfolio includes the world's renowned greatest brands and beverages. Working closely with their customers, the company ensures availability in the right place at the right moment with outstanding marketplace execution.

Major focus of the company is on customer relationships that are central to company's effort to generate superior marketplace execution, which is a cornerstone of Coca-Cola Enterprises' operating philosophy and strategy. Companies dedicated employees, empowered and accountable for decisions at

the local level, work side-by-side with the customers every day in the stores, shops and markets where ever products are sold.

In 1986 first listed on the New York Stock Exchange (NYSE: CCE), company roots go back to the birth of the Coca-Cola bottling business in the 19th century. CCE first expanded from its North American roots to Europe in 1993 with the purchase of bottling rights in the Netherlands. In 2010, The Coca-Cola Company acquired the North American operations and today, company serves customers and consumers in Belgium, Great Britain, France, Luxembourg, the Netherlands, Norway and Sweden. In each nation and local community, company strive to be an outstanding corporate citizen`

**The Best Brands in the World:** Coca-Cola Enterprises' continually working towards the exciting new innovations, extensive brand portfolio includes the best, most popular beverage brands in the world, as well introduced regularly new range of products. top ten brands of the CCE company are: Coca-Cola, diet coke, fanta, coca-cola zero, Capri sun, Schweppes, Sprite, Chaudfontaine, Minute Maid, Dr. Pepper.

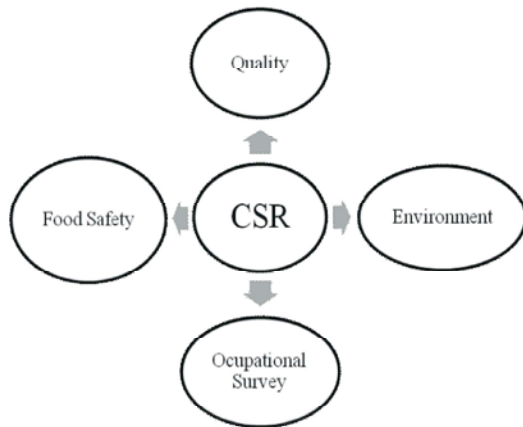
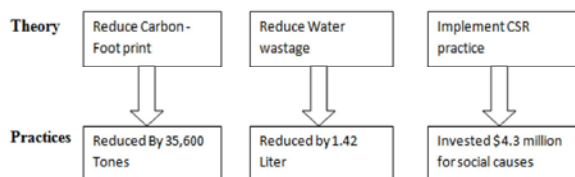


Fig. 2: Key Focus Areas

**Major Focus of Coca-Cola for Csr Practices:** As it's very clear from the above shown Figure 2, major key focus areas of the Coca-Cola multinational. For maintaining the good quality standards company has ISO 9000 certification. For environment ISO 14001 certification is required. Further for occupational survey company implements OHSAS 18001. Last but not the least major focus of the company is on the food safety and for maintaining quality of the food Coca-Cola is ISO 22000 certified.



**Building Gap between Theory and Practices:** Coca-Cola is world renowned bottler; company's portfolio encompasses a full range of beverage categories. In the changing world markets companies are trying hard to maintain their social and profitable image. Coca-Cola is among the most successful companies of the world. The reason behind this success of Coca-Cola is whatever company promises as a theory, it tries to implement or achieve that in practically. This is clearer from the Figure 3, showing the linkage between the company's theoretical assumptions with their practical achievement.

**ITC:** ITC Limited (ITC) is among one of India's leading private sector companies having a assorted portfolio of businesses. The company has been into the corporate social responsibility initiatives over the past many years and has gained appreciation worldwide. ITC is in the

business of Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business, Packaged Foods & Confectionery, Information Technology, Branded Apparel, Personal Care, Stationery, Safety Matches and other FMCG products.

**Objectives:** ITC Limited Has Following Broad Objectives:

- Providing information technology (IT) computer education across the different villages.
- Major focus of the company is on creating and continuous women empowerment.

**CSR Philosophy:** ITC is working with the concept of 'Triple bottom line' that will contribute to the growth of economy, environment and social development. Major focus area of the company is on raising agricultural productivity and helping the rural economy to be more socially inclusive. Agenda of the company revolves around sustainable development and inclusive growth. Company has taken many educational, environmental and social initiatives to ensure sustainable growth. Some key initiatives are as follows:

- ITC has a history of working for social developments in collaboration with communities and government to exchange productivity and helping in overall development.
- Company is working towards managing water soil level and forest resources to maintain the balance and ecological security.

E-Choupal project has been specifically designed to benefit the Indian agriculture. As ITC's agribusiness is among the India's largest exporters of agriculture goods. E-Choupal is a stepping stone towards achieving more efficient supply chain aimed at delivering best services and products to the customers around the world. This will be helping the farmers in knowing about market demand, relative important information will provide customized knowledge and secure quality and productivity. And e-Choupal will eliminate waste information and multiple handling of crops by virtually linking to the 'Mandy' system for price discovering.

E-Choupal project has been launched in 2000 year and been successfully executed in over 40,000 villages. Basic problem encountered during the implementation of

the project was infrastructure inadequacy, telecom connectivity and bandwidth. As India's 'Kissan' company, ITC has taken to involve the farmers in the management of whole e-Choupal initiatives. This project is considered as a success as its acting as a win-win opportunity for the farmers and company too. In the coming few years this project will be extended to 15 more states and also plans to channelize other services along with, related to health and education sector through the same e-Choupal infrastructure.

**Britannia Industries Ltd:** Britannia one of the India's largest food brands recognized for its best and innovative products, services and marketing. In the year 1892 the company was started in Calcutta with just Rs. 295 and today the company is known as Britannia. In context to CSR initiatives has focused upon health care sector, by providing healthy food products at minimal prices and with best quality.

**Corporate Citizenship:** Britannia industry is very much committed towards to be a good corporate citizen not only by obliging the terms and conditions of the law but also actively participate in the development of society and working towards the improvement of quality of life of the people where industry operates. Company has undertaken community development issues as by organizing health and family welfare programs, clean drinking water, providing free education to the poor people. Company has integrated these social responsibility practices with the business plan of the company. Britannia industry has been engaged in developing social accounting programs and to carry out social audit of their social initiatives.

**ONGC:** Oil and Natural Gas Corporation Limited (ONGC) is founded on 14 August 1956 is a state owned company. Oil and natural gas Company contributes 77% of India's crude oil production and 81% of India's natural gas production. Company is ranked as a second highest profit making Business Corporation of India. Indian government has 74.14% equity stake in this company.

'ONGC is Asia's largest and most active company involved in exploration and production of oil. It is involved in exploring for and exploiting hydrocarbons in 26 sedimentary basins of India. It owns and operates more than 11,000 kilometers of pipelines in India.'

#### **CSR Major Focus Areas:**

- The 2009 CSR guidelines define ONGC's role on corporate social responsibility emphasizing transformation of the organization from "Philanthropy" to "stakeholder participation". The concept of CSR has gained importance with the emergence of globalization and liberalization. As this, brings the awareness among the investors and customers too regarding the preserving the environment and benefiting the society.
- ONGC actively participate in the corporate social responsibility practices. Company has received the 'Golden Jubilee Award' for practicing and initiating new corporate social responsibility.
- Company is working towards water management and project Sarswati has been launched in North-west Rajasthan in the year 2005. Basic aim of the project is to locate fresh water unexploited deep ground water resources. And in progress to bring water to the people in draught areas.
- Promoting health care remedies by providing support through 20 mobile Medicare units to almost over two lakhs elderly persons across the country.
- ONGC is also taking education initiatives in Dehradun andhra Pradesh and north Eastern states. Educational initiatives includes activities like providing financial support for Bal bhavan, Tamana school for computer education for disabled children, given Braille machine for blind children provides scholarship to unprivileged girl students affected by tsunami and have undertaken many more such initiatives.
- ONGC has taken a foremost step towards providing urban amenities in rural areas this project named as PURA and as envisioned by former President A.P.J. Abdul Kalam. ONGC produces oil and gas and with this PURA project will provide the availability of isolated gas in each state:
  - Tripura - already launched
  - Assam
  - Andhra Pradesh
  - Tamil nadu
  - Gujarat
  - ONGC has won Golden Peacock award for excellence in corporate social responsibility in emerging economies' in the year 2006- by world council for corporate governance, UK.

- In the year 2008-09 company was awarded with gold trophy for scope meritorious for CSR and responsiveness and gold trophy for R&D, technology development and innovation.

**Bajaj Auto Ltd:** Bajaj Auto Limited (Bajaj Auto) is the manufacturer of scooters, motorbikes and three-wheeler vehicles and provides spare parts too. The Company works in two segments: Automotive and Investments. Bajaj auto is world's fourth largest two and three wheeler manufacturers.

- Bajaj CSR Areas:
- Education sector
- Health sector
- Women Empowerment
- Self Reliance
- Rural Development projects
- Environment & Natural Resources preservation

**MRF:** MRF is a public limited company having main objective to attain global standards with ongoing continuous improvement by improving the quality of products and services

**CSR Focus Areas:** Health care and Education sector. Company having own coaching centers and career guidance seminars, for children of the weaker section of

the society. Also awards academic scholarships to the students of local government schools. Main objective behind initiating educational initiatives is to ensure better quality of life to the future citizens of India. Special focus is on women empowerment and social awareness.

MRF Company works with the motto of prevention of diseases rather than cures and covers the sections like gynecology, dermatitis, dental clinic, organizes awareness program for aids, alcoholism and de-addiction etc.

**Maruti:** As a responsible corporate citizen, Maruti Suzuki India Limited works as a most responsible corporate citizen. Company has always believed in having the highest standards of Corporate Governance. Company has key focus upon its employees and commitment towards providing best services to the customers and maintain the standards of corporate governance.

Maruti Suzuki a automobile industry works upon global warming and global issues like climate change. Company has been strongly investing on environmental friendly products and manufacturing best products for the society. Maruti Suzuki is working upon conserving environment and preserving natural environment. Concept of reduce, reuse and recycle has been promoted by company in all the manufacturing units. Maruti Suzuki also introduced the road safety program to prevent accidents and also have own Maruti driving school to promote safe driving.

Firm													
Sector	IBM	TCS	Infosys	Wipro	Nestle	ITC	Coca-cola	Britannia Industries	Bajaj Auto	MRF Ltd.	Maruti	ONGC	
Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		

Above shown table shows that there is a significant difference between the corporate social responsibility practices opted by the firms with respect to sectors undertaken for the study. Again the leading firm's comprises IT and Auto sector. Although ITC a known FMCG brand is much known for its social responsibility initiatives but have much focused upon educational initiatives and has been lacking in the other sectors. Same with the nestle leading brand known for its social initiatives in the region but yet has very much focused in the CSR initiatives as in the health sector only.

**Importance/ Significance of Initiative Factors- Study of Initiatives Specific to It, Fmcg and Auto Sector:** Based

on the information collected and discussion as mentioned above, a matrix of various initiative factors has been prepared has been depicted in Table 1. The maximum possible score for any factor is 60 when added for all firms. The average scores at a scale of 5 have also been calculated and mentioned against each factor.

As per the importance accorded by the companies to different initiatives in context to the health sector, the highly relevant factors are: i) Directing the consumers by offering them good service and quality products, ii) Focusing upon healthcare initiatives, iii) counseling sessions, iv) Awareness program regarding the use of Alcohol/ Drugs, v) Organizing medical camps in the rural areas.



Table 1: Importance/ Significance of the Initiatives factors - Study of Health Care Initiatives of 12 Firms :

Initiatives	Firms												Total Score for 12 companies	Average Score for 12 companies	Ranking
	IBM	TCS	Infosys	Wipro	Nestle	ITC	Coca-cola	Britannia Industries	Bajaj Auto	MRF Ltd.	Maruti	ONGC			
Focuses upon healthcare initiatives	3	5	5	2	4	1	2	3	3	3	3	2	36	3	2
weekly clinics	3	3	3	2	3	1	3	2	2	3	2	2	29	2.41	6
counseling sessions	5	3	3	2	4	1	3	3	3	3	2	3	35	2.91	3
Treat some minor ailments and casualties	2	2	2	1	3	1	2	1	1	2	2	1	20	1.66	7
HIV/ AIDS awareness programs in and around the community	2	3	2	2	3	1	3	2	3	3	3	3	30	2.5	5
Awareness program regarding the use of Alcohol/ Drugs	3	2	2	2	3	1	3	4	3	3	3	3	32	2.66	4
supplementary nutrition programs	3	4	2	2	4	1	2	2	2	4	2	2	30	2.5	5
Direct to the consumers by offering them good service and quality products	4	4	4	3	4	4	2	2	4	4	4	2	41	3.41	1
Organizing medical camps in the rural areas	2	4	3	3	3	3	1	3	3	3	2	2	32	2.66	4
By minimizing water wastage and planting more trees	2	3	2	3	3	5	1	2	2	3	2	2	30	2.5	5
Total score of factor	29	33	28	22	34	19	22	24	26	31	25	22			
Average Score for 12 companies	2.41	2.75	2.33	1.83	2.83	1.58	1.83	2	2.16	2.58	2.08	1.83			
Ranking	4	2	5	8	1	9	8	8	6	3	7	8			

Table 1.2: Importance/ Significance of the Initiatives factors - Study of Education Initiatives of 12 Firms :

Initiatives	Firms												Total Score for 12 companies	Average Score for 12 companies	Ranking
	IBM	TCS	Infosys	Wipro	Nestle	ITC	Coca-cola	Britannia Industries	Bajaj Auto	MRF Ltd.	Maruti	ONGC			
Working with educators or schools	3	3	3	3	2	4	2	3	2	2	3	2	32	2.66	2.5
Helping any Ngo for this	3	3	2	3	2	3	2	3	2	2	2	2	29	2.44	6
Run firms school	3	3	3	3	2	3	2	2	2	3	3	2	31	2.58	4
Inspiring the lives of the underprivileged	2	2	3	2	2	2	2	2	2	3	3	3	28	2.08	7
Give computers to promote IT education in the neighboring area	3	4	2	2	2	4	3	2	2	2	2	2	30	2.5	5.5
Opening a school for free education of children and old people in nearby rural area	3	3	3	2	2	3	3	2	2	2	2	2	29	2.5	5.5
Organizing training programs	4	4	4	3	2	4	3	2	3	3	3	2	37	3.08	1
Organizing educational camps in the rural areas	3	3	4	2	3	3	2	2	2	3	3	1	32	2.66	2.5
Total Score for 12 companies	24	25	24	20	17	26	19	18	17	20	21	16			
Average Score for 12	2	2.08	2	1.66	1.41	2.16	1.58	1.5	1.41	1.66	1.75	1.33			
Ranking	3.5	2	3.5	6.5	10.5	1	8	9	10.5	6.5	5	12			

Table 1.3: Importance/ Significance of the Initiatives factors - Study of Environment Initiatives of 12 Firms :Firms

Initiatives	Firms												Total Score for 12 companies	Average Score for 12 companies	Ranking
	IBM	TCS	Infosys	Wipro	Nestle	ITC	Coca-cola	Britannia Industries	Bajaj Auto	MRF Ltd.	Maruti	ONGC			
Energy conversion	3	2	3	2	2	2	2	3	3	3	4	4	33	2.75	7
Waste minimization and recycling	3	3	3	3	2	3	2	3	3	3	3	4	35	2.91	3.5
Pollution prevention	3	2	3	3	2	3	2	2	4	3	4	4	35	2.91	3.5
Protection of the natural environment	4	3	2	3	3	2	2	3	3	3	3	3	34	2.83	5.5
Control over water wastage	4	3	4	3	2	3	3	3	3	2	3	3	36	3	2
Tree plantation	4	3	4	3	3	2	2	2	2	3	3	3	34	2.83	5.5
Proper disposal of chemicals	3	2	2	2	2	3	2	2	2	2	3	2	27	2.25	8
Minimizing plastic usage	3	2	3	3	2	3	2	3	3	3	3	3	33	2.75	5
Recycling of products	4	3	2	4	3	3	3	3	3	3	4	3	38	3.16	1
Total Score for 12 companies	31	23	26	26	21	24	20	24	25	25	30	29			
Average Score for 12 companies	2.58	1.91	2.16	2.16	1.75	2	1.66	2	2.08	2.08	2.5	2.41			
Ranking	1	7	4.5	4.5	10	8.5	11	8.5	6.5	6.5	2	3			

Similarly the least importance has been given to the factors which are: i) HIV/ AIDS awareness programs in and around the community, ii) supplementary nutrition programs, iii) By minimizing water wastage and planting more trees, iv) weekly clinics, v) Treat some minor ailments and casualties.

These sectors IT, FMCG and Auto has been selected on the basis of earlier available literature and by taking care that these three sectors are more into the initiation of corporate social responsibility projects. These sectors have earned widespread appreciation for their ability to positively implement the social responsibility program. Result shows that firms are more into providing good service and quality products to the customers, Focuses upon healthcare initiatives and different counseling sessions for the employees. There is a need for reinforced thrust for a planned and participatory initiative for CSR framework.

As per the importance accorded by the companies to different initiatives in context to the education sector, the highly relevant factors are: i) Organizing training programs, ii) Organizing educational camps in the rural areas, iii) Working with educators or schools, iv) Run firms school.

Similarly the least importance has been given to the factors which are: i) Give computers to promote IT education in the neighbouring area, ii) Opening a school for free education of children and old people in nearby rural area, iii) Helping any NGO's for this, iv) Inspiring the lives of the underprivileged.

As per the importance accorded by the companies to different initiatives in context to the environment sector, the highly relevant factors are: i) Recycling of products, ii) Control over water wastage, iii) Waste minimization and recycling, iv) Pollution prevention.

Similarly the least importance has been given to the factors which are: i) Protection of the natural environment, ii) Tree plantation, iii) Helping any Ngo for this, iv) Energy conversion, v) Proper disposal of chemicals.

**Company Wise CSR Initiatives:** Analysis of above collected data shows that with respect to health care initiatives firms those are going for CSR initiatives are: Nestle, TCS, ITC and Maruti. With respect to education sector firms named: Infosys, TCS, IBM and ONGC are taking initiatives. With respect to environment

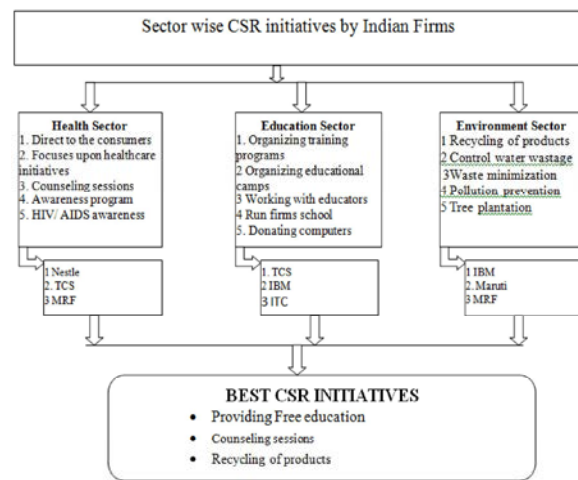
Table 2: Company wise CSR Initiatives

Health Sector	Education Sector	Environment Sector
Nestle	IBM	IBM
TCS	TCS	Maruti
MRF	ITC	MRF

initiatives firms promoting the same are: IBM, Maruti and Escorts. Thus its very much clearer from the results that IT and Auto sector is common in the three sector that is health, education and environment, while FMCG sector has focused yet only upon health care initiatives.

Hence it can be concluded that IBM, MRF and TCS are the leading firms with respect to CSR initiatives. And this also shows that Auto and IT sector are more into the implementation of CSR initiatives. FMCG is somewhat lagging behind in the initiation of social responsibility practices. Although ITC is the leading firm with respect to CSR initiatives but still incomparision to other sectors and firms FMCG sector is only into health care initiatives. Government has to take some steps to impose or motivate auto firms, so that they can also start investment in the social responsibility initiatives.

- The results of the study are depicted in Fig 1.



## CONCLUSION

In the ever changing markets Globalization and liberalization are the buzz words. In the age of globalised world, the concept of CSR can't be ignored by the corporate firms. By keeping in mind the changing market scenario business firms have to change their work culture as per the market demands. Previously we were fighting for the issues like labor laws, factory acts and child labor.

But we can see the paradigm shift in the relation of corporate house and workers. Now a day's Firms and workers all together works as a family and work for achieving the common goals. Profit sharing is the main agenda of the corporate houses. Those days have gone when basic business of business is to earn profits only. In conclusion, the findings of this study provide insights into an area of growing concern of firms towards society. Firms have been doing great effort for the achievement of business goals and marring the business goals with social responsibility practices. As per the changing market demands need of the hour is for the development of CSR framework that has been imposed by the government. So that, we can contribute to make better planet to live in.

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