

# **PART- II**

## **CHAPTER: 4. CORPORATE SOCIAL RESPONSIBILITY: ISSUES AND ASPECTS**

## **CHAPTER: 5. CORPORATE SOCIAL RESPONSIBILITY IN PUBLIC SECTOR**

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**CHAPTER - 4**  
**CORPORATE SOCIAL RESPONSIBILITY:**  
**ISSUES AND ASPECTS**

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## **CHAPTER - 4**

### **CORPORATE SOCIAL RESPONSIBILITY: ISSUES AND ASPECTS**

#### **INTRODUCTION**

In present times, it is found that there is greater awareness of CSR among leading companies in the industry but it remains on the periphery for many other companies. In particular, the business processes and systems needed to manage the complexities of social and environmental performance specifically the coordination across functions responsible for environmental impact, legal issues, procurement, HR, government relations, and community affairs are still lagging behind. Looking ahead, the full integration of CSR into business strategy, functions, and operations by international and national/local companies alike will be critical for successful capital project development and execution. This includes robust management systems that draw from industry-leading practices and deployment of practitioners that understand the intersection of business priorities and societal expectations.

#### **4.1 VARIOUS ISSUES AND ASPECTS OF CSR**

The present research dealt with various issues/elements that occur in the system of CSR implementation. The major issues or elements around which the CSR activities/initiatives are revolve are –

- From which kinds of sources have known or come to know about CSR?
- Are the company's stakeholders and the identified stakeholders consulted to assess the development priorities and/or target that the organization supported?
- In planning these activities do they take into consideration the issues and needs of the organization and community?
- Are the CSR activities aligned with planned or on-going organization policies, programmes, processes and products?
- In planning, was there adequate analysis of the differing impact on people and society?

- Are these activities aligned with national and or international standards and policies?
- Are the outcomes and strategies of CSR activities complementing the programmes of other partners/NGOs or other organizations?
- In determining the success/impact of these activities are any formal impact assessments conducted?
- What mechanism is installed for the implementation of the CSR?
- What are the main steps taken by organization to monitor the CSR activities?
- Does top management give regular support and encouragement in making CSR plan more effective?
- Do CSR initiatives create any conflict among top management, middle management and lower management?
- What are the organization's benefits of having CSR initiatives?
- Are Corporates using CSR to build an image of a good and responsible organization?
- Which organizations offer consultancy services to Corporates keen on engaging in CSR work?
- Which is the role model corporate with excellent CSR activities?
- What is the employee strength in CSR team of the company?
- Does the company provide any CSR-related training?
- What are the key areas of CSR in the company?
- What is the company's involvement on sponsorship or other charitable contributions?
- Does the company responsible for environmental pollution?
- What are the steps/ precautions taken care by the company to rectify/ avoid environmental pollution?
- Does the company have environmentally-friendly products?
- Does the company involve in mitigating global warming?
- Who are the beneficiaries of the company?
- Does the company produce reports/publications on any of CSR policies/activities?
- Has the company won/ receive any CSR Award?

- Do the companies have awareness of the current range of Local CSR initiatives?
- Do the companies have awareness of the current range of National CSR initiatives?
- Do the companies have awareness of the current range of Global CSR initiatives?
- Are the reports based on any locally or internationally established standards?

## 4.2 DATA ANALYSIS AND INTERPRETATIONS

The data has been collected from each public sector, private sector and MNC sector companies comprising of both manufacturing and service industries in Vadodara region. Each sector has been involved partly or fully in CSR activities and having several aspects to carry the work in an efficient way. Data has prepared in a tabulation form to give a clear understanding of the aspects of CSR that deal with their business (Appendix - 3).

The data table clearly shows that majority of these three sectors have come across the sources of knowledge about CSR mostly based on reading of official documents and contacts with other professionals and enterprises. During the course of their interaction with other enterprises they have come to know about CSR in a more focused and systematic way. The respondents said that most of the primary information and knowledge of CSR have acquired through their university/college in curriculum. The source of internet is scored least position among public sector but in private sector companies and in MNC sector, the response is average (Table 4.1).

**Table 4.1 Sources of Knowledge about CSR**

<b>SOURCES</b>	<b>PUBLIC SECTOR(15)</b>	<b>PRIVATE SECTOR (30)</b>	<b>MNC SECTOR (15)</b>
Reading of official documents	06	23	07
Through surveys or studies	02	10	03
Contacts with other enterprises	07	24	08

or professionals			
Scientific reviews	05	09	05
Internet	02	12	06
Others	05	13	05

The data clearly indicates that among the all three sectors the employees and local communities are the most preferred stakeholders. It is found from the data that within the local communities, villagers, students, women, and children and youth are the most considered stakeholders of the companies. In the other category stakeholders includes Government institutions, NGOs, physically challenged people etc. The respondents are also viewed that shareholders of the company play a vital role and recognized them as one of the most influential stakeholders of the company (Table 4.2).

**Table 4.2 Identified Stakeholders**

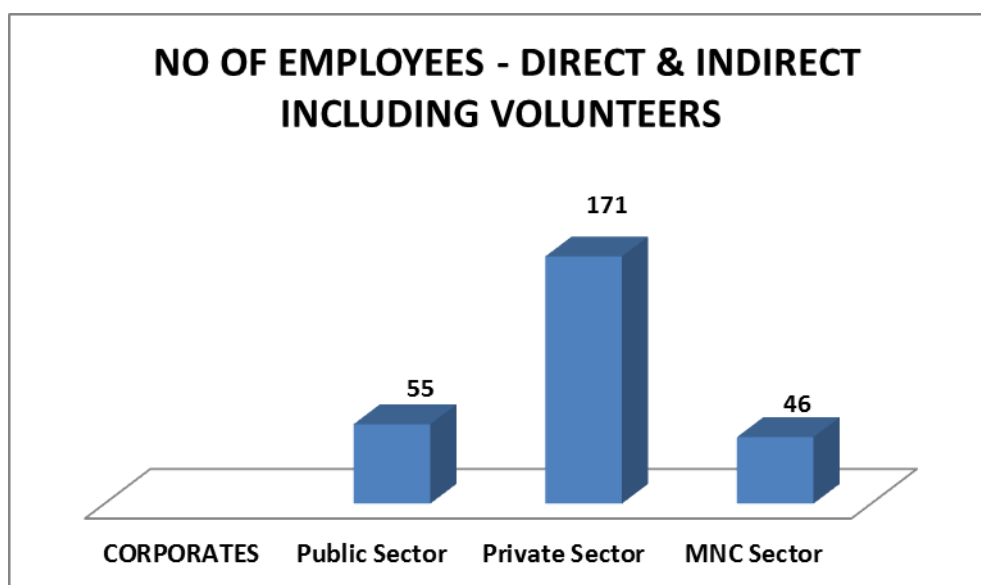
<b>STAKEHOLDER</b>	<b>PUBLIC SECTOR (15)</b>	<b>PRIVATE SECTOR(30)</b>	<b>MNC SECTOR(15)</b>
Employees	14	29	14
Shareholders	12	20	03
Suppliers	09	21	02
Customers	11	24	04
Local Communities	13	25	06
Other	05	08	01

The data reveals that most of these three sector companies in Vadodara region involve HR or CSR personnel to look after the CSR activities. The respondents who have interviewed are having some academic background of Social Work/CSR from the Social Work Faculty, Management faculty (MBA/MHRM/HRD), Family and Community Science Faculty, Sociology Department, Psychology Department of The M.S. University of Baroda. The volunteers are mostly working on temporary basis. Few of public sector and private companies give opportunity to students to work in a project to carry out CSR activities of the company. Majority of these companies are

engaging their CSR duties and responsibilities under the HR department. Sometimes other departments of the company like finance, sales and marketing are also part of the functioning CSR activities (Table 4.3).

**Table 4.3 Strength of CSR Team (Permanent, Cross-functional and Voluntary based)**

<b>CORPORATES</b>	<b>NO OF EMPLOYEES - DIRECT &amp; INDIRECT INCLUDING VOLUNTEERS</b>
Public Sector (15)	55
Private Sector (30)	171
MNC Sector (15)	46



The data represents that there are various aspects which are related to the implementation of CSR activities. All the HR/CSR officials stated that their top management is supporting and encouraging the employees to do CSR activities in an effective manner. Few of these Corporates have gone through the consultancy services from the outside. The employees who are assigned with CSR work consider that a proper planning and its actual strategic implementation are prime tools to get a

fruitful result. At the same time they shared that the consideration should be more focused which will help the development of local community and society at large. A few public sector companies have conducted assessment (Internal/External) and feedback survey to gauge the opinion of the beneficiaries.

Monthly review meetings, minutes of meetings, meetings with village headman, meetings with board of directors, weekly or monthly visits to the sites where CSR activities are carried out, etc. are important mechanisms which drive the process in a smoother way. Sometime the Corporates send their employees to attend seminars, conferences to enhance their knowledge and to know what others are doing in the same field (Table 4.4).

**Table 4.4 Various Aspects related to CSR Implementation**

<b>ASPECTS</b>	<b>PUBLIC SECTOR (15)</b>	<b>PRIVATE SECTOR (30)</b>	<b>MNC SECTOR(15)</b>
Planning	12	26	10
Analysis	11	22	09
Strategies	12	24	08
Mechanism	11	20	07
Support	14	27	13
Encouragement	13	26	12
Trainings	09	09	03
Assessment (Internal/External)	10	13	03
Consultancy	06	02	01

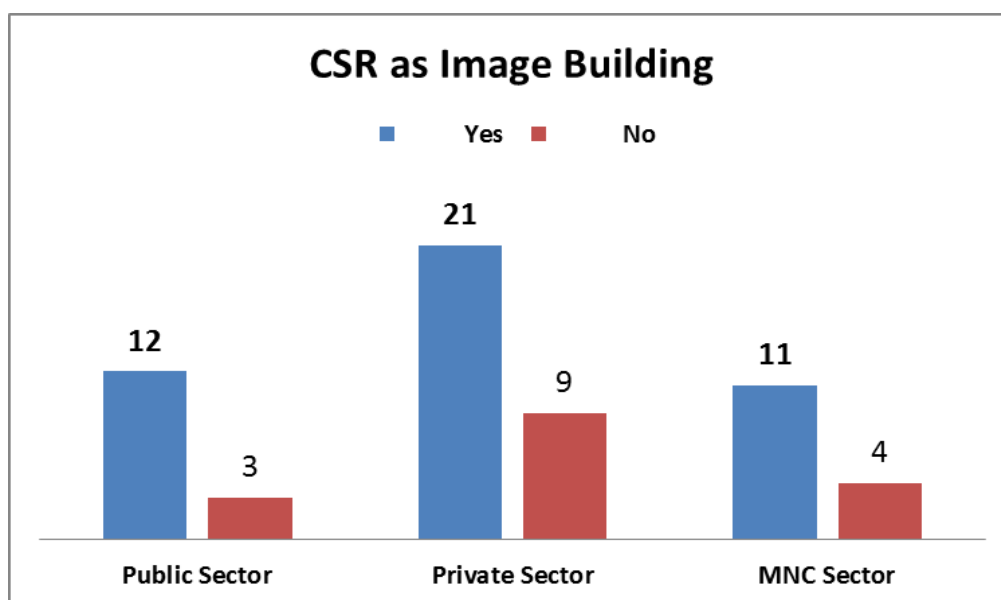
The data exhibits that these entire three sector Corporates considered that CSR can be recognized as an image of good and responsible business entity. The CSR activities can represent a transparent and ethical corporate in society because they are concerned for the people of surrounding operation areas. Taking the example of Tata Group, most of these Corporates admired the Tata Group as a responsible company which created a good image through the CSR activities. Few of them are totally



against of propaganda of their CSR activities and viewed that it should not be a marketing tool to enrich products of the business (Table 4.5).

**Table 4.5 CSR works for Image Building**

CORPORATES	IMAGE BUILDING	
	Yes	No
Public Sector (15)	12	03
Private Sector (30)	21	09
MNC Sector (15)	11	04



The information illustrates the key areas of the Corporates under the purview of CSR. The main focus areas are education, health care, vocational training programs, environment, awareness camps of various social issues, improvement of rural infrastructure, various sponsorship and charitable contributions etc. It is found that all these sectors companies are more concerned on education, health and vocational training programs. Rural infrastructure, renovation work in village and schools, awareness camps on environment, etc. are known activities of these companies. A few known public sector companies are involved in 'The Akshaya Patra Foundation' for providing free mid-day meal to schools.

Among all these three sectors, few of public sector companies are engaging micro financing/credit assistance. Organizing blood donation camps is also seen as a common CSR activity of these Corporates. The employees of the Corporates are the donors of the blood donation camp and they donate the collected blood units to hospitals and other local and government blood banks. Within the higher education program, some Corporates have adopted ITI institutions for enriching technical studies to rural youth. Sponsorship or contributions to religious, cultural and natural calamities are also part of the CSR activities.

In rural infrastructure program, the Corporates have worked to build and renovate schools, village community hall, temple etc. Few of public sector companies have lay down roads in the local villages. The vocational training program is one of the major concern areas of CSR for all these three sectors which includes training on tailoring, beauty parlor, flower making, *mehendi* classes, *papad* and snacks making, mobile and a/c repairing, motor driving etc. (Tables 4.6)

**Table 4.6 Major Key Areas of CSR**

<b>KEY AREAS</b>	<b>PUBLIC SECTOR (15)</b>	<b>PRIVATE SECTOR (30)</b>	<b>MNC SECTOR (15)</b>
Education	12	25	10
Health Care	10	24	09
Vocational Trainings	8	12	03
Environment	7	21	08
Awareness Camp on various social issues	5	18	04
Sponsorship, Charitable Contribution	6	15	05
Improving Rural Infrastructure	9	14	04
Welfare Programs	3	13	03
Income Generating Programmes	5	10	03
Child Welfare	4	11	08
Literacy Promotion	8	16	08
Rural/Community Development	8	14	03

Economic Empowerment of Women	7	9	03
Higher Education	4	13	04
Micro Financing/Credit Assistance	3	4	0

The data unravels that the main purpose of the CSR is to work for betterment of the local community or society. The CSR activity gives them to share a good time with villagers and that can help to strengthen the bondage with the neighbouring villages and their people. They believe that the purpose behind the CSR is not business oriented or profit making (Table 4.7).

**Table 4.7 Main Purpose of CSR**

<b>PURPOSE OF CSR</b>	<b>PUBLIC SECTOR (15)</b>	<b>PRIVATE SECTOR (30)</b>	<b>MNC SECTOR(15)</b>
Business Oriented	01	11	08
Profit Making	01	03	05
To work for betterment of local society	14	28	14
Altruism	08	15	06
Tex Reduction	04	11	05

The collected information declares that the companies adopt certain mechanism towards CSR or societal requirement. In public sectors, most of the Corporates carry out CSR activities through NGO/Trust and other government agencies. Few of the public sector and private sector Corporates are having their own registered Trusts or Foundations, under which they carry out their activities. It is also shown that most of these companies assign CSR activities to the HR department and its employees. MNC sector companies are not so involved with NGO or other government agencies (Table 4.8).

**Table 4.8 Mechanisms adopted towards societal requirements**

<b>MECHANISM</b>	<b>PUBLIC SECTOR (15)</b>	<b>PRIVATE SECTOR (30)</b>	<b>MNC SECTOR (15)</b>
CSR work done through NGO/TRUST	13	15	05
Own Foundation	8	7	01
Directly done by CSR/HR staff	12	25	08
Government Agencies	11	14	03

The data clearly reveals that the beneficiaries of the Corporates are local communities, women and youth, children/students, physically challenged etc. The beneficiaries are mostly belonging to nearby villages of the companies. The development of tribal people and their conditions are not the prime concern for the Corporates in comparison with the other beneficiaries. The CSR program has been designed according to the needs of the beneficiaries if it is approved by the top management. Majority of the public sector Corporates take the need assessment and feedback survey of the beneficiaries during implementation of their programs. Few private sector companies also take the feedback survey to get the effectiveness of the program (Table 4.9).

**Table 4.9 List of Beneficiaries**

<b>BENEFICIARIES</b>	<b>PUBLIC SECTOR (15)</b>	<b>PRIVATE SECTOR (30)</b>	<b>MNC SECTOR (15)</b>
Local Communities/Society	14	28	12
Villagers	08	23	07
Children/Students	09	25	10
Tribal	06	11	01
Women	11	22	05
Youth	10	20	07
Sports Personnel	06	10	02
Physically Challenged	08	13	02

The data unravels the Corporates' responses to the issues related to environment. Almost all Corporates are taking required precaution and having pollution control board certifications. Majority of the Corporates are having ISO 14000 for environment system certification from accredited company. Some of the Corporates have transformed or adopted green technology in their system to control environmental pollution. Tree plantation and environment day celebration on 5<sup>th</sup> June are common CSR or environment drives. But their involvement in mitigating global was the least (Table 4.10).

**Table 4.10 Environment**

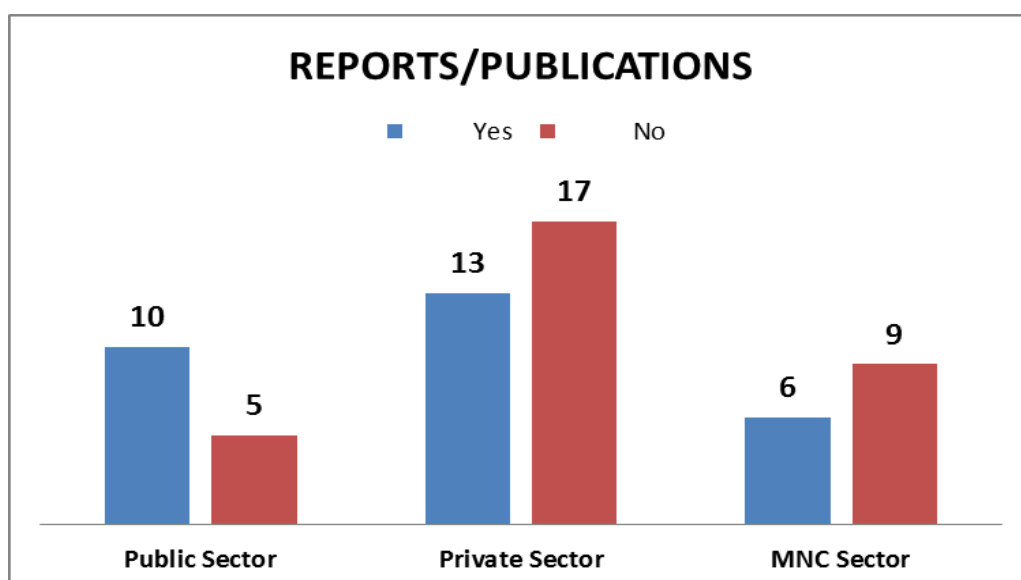
<b>ISSUES RELATED TO ENVIRONMENT</b>	<b>PUBLIC SECTOR (15)</b>	<b>PRIVATE SECTOR (30)</b>	<b>MNC SECTOR (15)</b>
Responsible for Environmental Pollution	12	24	11
Taking required Precaution	14	28	13
Eco- friendly Products	07	18	12
Involvement in mitigating Global Warming	07	08	04

The data indicates that the Corporates' benefits of having CSR are to build good image, good relations with surrounding people, to create a responsible organization etc. Through the CSR activities the Corporates can construct an ethically responsible business and having a nice bonding with nearby people which in turn can strengthen the existing business system in a sustainable manner. To showcasing the CSR activities do not have much link to attract customers and excluding of company tax, it can even maintain a peace and protective environment with the surroundings (Table 4.11).

**Table 4.11 Benefits of having CSR**

<b>BENEFITS OF CSR</b>	<b>PUBLIC SECTOR (15)</b>	<b>PRIVATE SECTOR(30)</b>	<b>MNC SECTOR(15)</b>
Image Building	13	26	11
Good Rapport	12	27	11
Create Responsible Organization	12	25	12
Philanthropic Contribution	10	20	08
Tax Reduction	07	15	06
Attract Customers	07	13	08

The data illustrates that the public sector Corporates are more active in publishing their CSR activities. The private and MNC sector Corporates are not publishing their CSR activities in regular basis. A common fact of all these three sectors companies are that they publish in their company intranet for all users of the company. Sometimes they publish it in company's quarterly or annual reports including the budgets. Few of the Corporates have separate reports for the CSR activities in annual basis. Those Corporates, who are having their own 'Foundation', have separate Foundation reports in quarterly or annual basis with budget for CSR activities. Few of Corporates publish their sustainability reporting (GRI Reporting) that is disclosure of company's economic, environment, social and governance performance (Table 4.12).

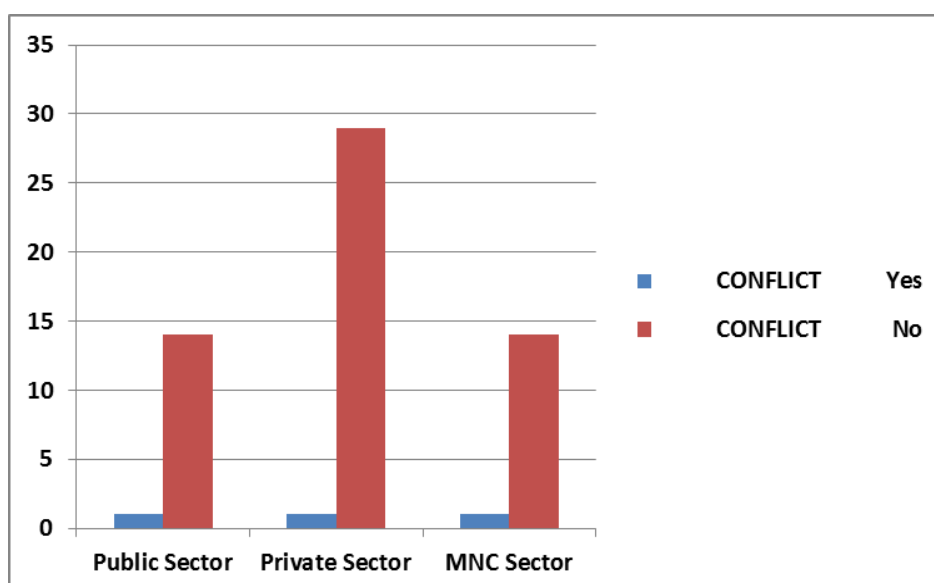
**Table 4.12 Reports/Publications of CSR**

CORPORATES	REPORT/PUBLICATION	
	Yes	No
Public Sector (15)	10	05
Private Sector (30)	13	17
MNC Sector (15)	06	09

The data declared that there occurs little or no conflict during implementation of CSR activities among the top management, middle management and lower management of these three sectors of companies. Sometimes conflict takes place because of budget allocation and its effective implementation and approvals from the top management (Table 4.13).

**Table 4.13 CSR activities create any conflict**

CORPORATES	CONFLICT	
	Yes	No
Public Sector (15)	01	14
Private Sector (30)	01	29
MNC Sector (15)	01	14



The rating scale of data precisely exhibits that the awareness of public sector Corporates about CSR in local level marks as good. In the same way the awareness of public sector and MNC sector Corporates about CSR in local level place as good. The rating scale also shows that awareness of all these three public sector, private sector and MNC sector Corporates about CSR in national and global level noted as fair or poor (Table 4.14).

**Table 4.14 Respondents' Awareness of CSR**

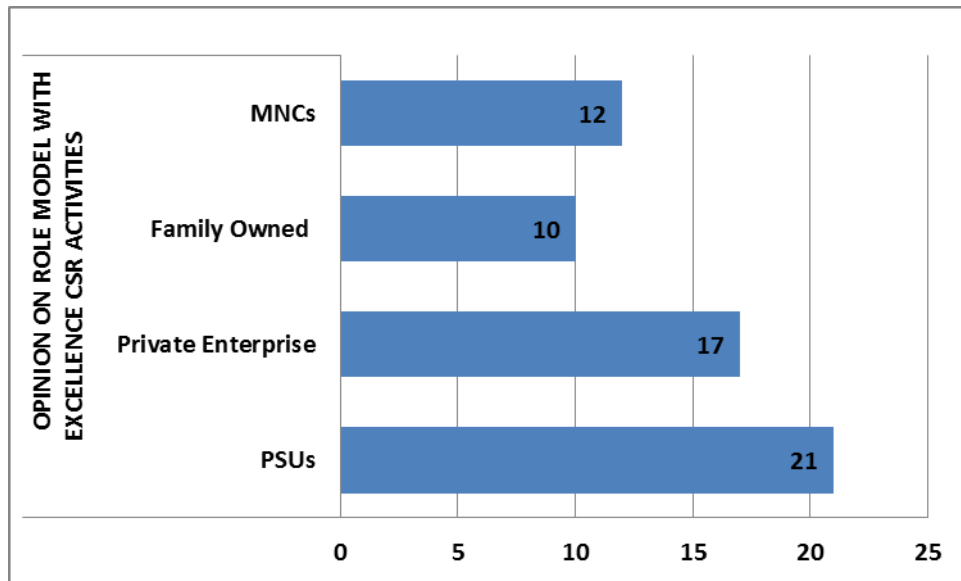
AWAR-NESS LEVEL	PUBLIC SECTOR (15)				PRIVATE SECTOR (30)				MNC SECTOR (15)			
	Ex cell ent	G o o d	Fa ir	P o or	Ex cel lent	Go od	F ai r	P o or	Exc elle nt	G o o d	Fai r	P o or
Local	2	7	1	0	3	13	1	0	0	8	0	0
National	2	7	1	0	3	7	5	0	0	8	0	0
Global	2	7	1	0	2	7	6	0	0	7	3	3

The data reveals that most of the respondents have stated that public sector companies are doing good CSR activities as compared to private sector, family owned and MNC sectors. Most of the respondents explained the example of Tata Group with excellence CSR. Few companies have quoted their own example of doing good CSR work. They have also mentioned the examples of other private companies like Infosys, Birla Group, Reliance Industries Limited for their CSR activities. Percentage wise, PSU (35%) followed by Private Enterprises (28.33%), MNCs (20%) and lastly family owned company/organization (16.66%) are doing good CSR activities (Table 4.15).

**Table 4.15 Respondents opinion about Role Model Corporates with Excellence CSR Activities**

OPINION ON ROLE MODEL WITH EXCELLENCE CSR ACTIVITIES			
PSUs	Private Enterprise	Family Owned	MNCs
21	17	10	12

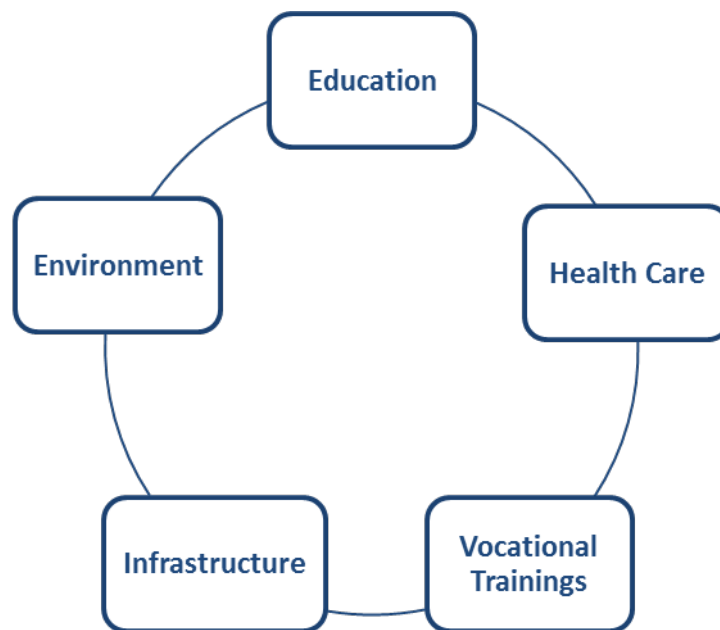




- Majority of the Public sectors, Private sectors and MNC sector companies are taking help or involve the local NGO to implement their activities. The Reliance Industries Limited in Vadodara work in collaboration with Jan Shikshan Sansthan to impart vocational trainings like computer applications, motor driving, mobile repairing, technician training for youth and beauty parlor course, embroidery, flower making, *mehendi* making for girls and women. The other NGOs who work with Corporates in linking with CSR are SVADES, Pratham, Manav Seva Foundation, Baroda Citizens Council, United Way of Baroda etc.
- Majority of Public sector companies which exist in Vadodara region have fixed budget for implementation of CSR activities for the community development.
- Except a few, majority of the Private sector and MNC sector companies, other companies in Vadodara spend budget for CSR on need basis. Whenever need arises or the village Panchayat, or people of surrounding communities, schools, hospitals etc. are put up an application requesting the companies to support, then the companies may attend their needs by reviewing the request and discuss with officials who are responsible in the field of CSR. If the reason for requesting help is genuinely required for the beneficiaries, the companies would ready to take the issue into consideration.

- The data shows that a few Public sector companies in Vadodara region i.e. IOCL, GACL, ONGC, GAIL, GSFC are making analysis of baseline survey, before implementing the CSR projects. After the completion of program, these companies also do impact assessment survey to gauge the outcome and feedback from the program. Most of these companies taking help in doing survey and report from the students of the various faculties i.e. Faculty of Social Work, Faculty of Family and Community Sciences, Faculty of Management, etc. of The M.S. University of Baroda, Vadodara, Gujarat.
- A few companies have set up their own foundation/trust to work for social development of downtrodden areas and communities. Dipaak Nitrite Limited, Vadodara, a private enterprise produces a spectrum of chemicals had been established their own foundation in 1982, namely “Deepak Foundation”. It involves mainly women and children development, integrated livelihood program, disaster relief and rehabilitation and integrated child development. Another manufacturing division of chemical, Transpek Industries Limited, Vadodara, set up “Shroffs Foundation Trust” to cater the needy by working for community development, natural resource management, drudgery reduction, livelihood security, health program and education program.
- 99% of the companies from all the three sectors stated that, the top management gives regular support and encouragement in making CSR plan effectively. Only 1% viewed that sometimes there is little conflict between the top management, the middle management and the lower management in allocating funds and its effective implementation.
- All companies are having the similar view as CSR initiatives affect the day today work life in a positive way. It gives a sense of belongingness to work for betterment of society and needy people.
- Within the area of health care and environment, organizing blood donation camps and tree plantation seem very common among all Corporates.
- Among the two industrial segment i.e. manufacturing and service, the manufacturing unit in Vadodara is doing more CSR activities than the service unit.
- In some companies corporate communication department is taking care of their CSR activities.

- Majority of the corporate sectors made the HR department of their companies fully responsible for organizing CSR activities. In some companies CSR officials work under the umbrella of HR department.
- It is found that majority of the Public sector companies and large Private sector companies like Reliance Industries Limited and Transpek have separate department/cell for CSR with few regular CSR officials.
- CSR activities of MNC sector in Vadodara are less as compared to Public and Private sectors.
- The study found that the corporate participation among service industries CSR initiatives is not so satisfactory.
- The study shows that all these three sectors companies in Vadodara region have taken major consideration on five 'core' areas. These are:
  - ✓ Education
  - ✓ Health Care
  - ✓ Vocational Trainings
  - ✓ Infrastructure
  - ✓ Environment



- Other kinds of CSR activities include sponsorship/charitable contribution to the various social causes like Vadodara International Marathon, traditional classical music concerts, dance programs, religious and cultural events like Garba celebrations, Kite festivals etc. They are also financially

supporting to preserve historical monuments, helping to provide food and shelter to the people who suffer in natural calamities etc.

- It is shown that all these three corporate sectors try to adopt the nearby villages where their operational plant is located. Some of them are not totally adopting the village but provide necessary amenities of drinking water, donation to school building, road construction to the upliftment of rural people. The public sector companies i.e. IOCL, IOCL, GSFC, GACL etc. adopted the villages of Undera, Koyali, Rampura, Dhanora, Karodia, Ranoli, Bajwa, Dashrath etc. The Private sector companies i.e. Reliance Industries Limited, Alembic Limited, Aditya Birla Insulator etc. adopted the surrounding villages of Bajwa, Koyali, Rampura, Dhanora, Panelav, Sathrota, etc. the MNC sector companies i.e. ABB, FAG, Dupont etc. adopted villages nearby i.e. Maneja, Makarpura, Fatehpura, Manjusr, Nimeshra etc.
- The CSR activities of Private sector and MNC sector banks are mostly centrally controlled. Their head or corporate offices are more involved in CSR than the regional branches. In regional branches the banks are limited to blood donation camp, tree plantation, donations etc.
- The beneficiaries of these companies are mainly youth, women, school children, elderly and local community at large. The beneficiaries are also providing equal support to Corporates in implementation of CSR activities. The beneficiaries feel that these CSR activities are useful and making a observable positive difference in the surrounding villages. The beneficiaries shared that the Corporates should continue these CSR activities in a planned and regular way with more and more involvement of local people.
- Since the last two decades the concern for environment is growing in a fast track. Majority of the Corporates follow the statutory precautions to protect the environment. Most of these companies are having international standard of environmental management system i.e. ISO 14000 which provides practical tools for companies and organizations looking to identify and control their environmental impact and constantly improve

their environmental performance. ISO 14001:2004 and ISO 14004:2004 focus on environmental management systems.

- The Public sector companies like Gujarat Refinery (IOCL), ONGC, GAIL, GSFC etc. the private sector companies like Kemrock, Diamond Power Infrastructure Limited, Jyoti Limited, and the MNC sector ABB, FAG, DuPont etc. are having ISO 1400 standard.
- Under the banner of CSR majority of these companies involve in tree plantation in workplace and surrounding villages, schools etc. Some of these companies are engaged in various environmental awareness camps, establishing and maintaining green parks, tree guards, distribute tree and fruit sapling to farmers, waste land development programs, promoting green environment through different social events.
- The study clearly shows that majority of the Corporates do not publish their CSR activities in national and global level. It is also found from the data that none of these companies have CSR accreditation or management certifications like SA 8000, GRI Reporting etc. in local operational areas. They publish their reports in their quarterly or annual reports, office intranet, etc. Few of these companies have received awards in the field of CSR. E.g. GIPCL has been conferred with two Awards of Excellence 2011 by the Federation of Gujarat Industries (FGI), Vadodara, viz. 1. FGI Award for Excellence in the area of 'Outstanding Contribution in the Field of 'Corporate Social Responsibilities (CSR)'. 2. FGI Award for Excellence in the area of 'Rural Development by Individual, NGO or Institution' conferred to DEEP - Development Efforts for Rural Economy and People, an NGO promoted by GIPCL. The award also carries a cash prize of Rs. 50,000/- (Rupees Fifty Thousand). Each award comprising a Trophy and a Citation were handed over by the Hon'ble Chief Minister of Gujarat, Shri Narendra Modi, at a function held on 10th September, 2012 at FGI Business Centre, Vadodara History and Culture of Vadodara.

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## **CHAPTER - 5**

### **CORPORATE SOCIAL RESPONSIBILITY: PUBLIC SECTOR CORPORATIONS**

*“Service that is rendered without joy helps neither the servant nor the served. But all other pleasures as possessions pale into nothingness before service which is rendered in a spirit of joy”. - Mahatma Gandhi*

#### **INTRODUCTION**

The public sector is usually composed of organizations that are owned and operated by the government. This includes federal, provincial, state, or municipal governments, depending on where you live. The public sector is that portion of society controlled by national, state or provincial, and local governments (Margaret Rouse, 2010).

Public Sector means the various economic, industrial and commercial activities taken up by the State i.e., Central Government, State Government, Union Territories or local self-governments. The public sector in India has taken up projects involving highly sophisticated technology and difficult construction. It has played a very important role in the economic development of country. They are the medium through which rapid industrial development has resulted. They have helped in producing enough infrastructural facilities (production of electricity, coal, steel, petroleum etc.) so that private sectors may grow. Even in the agricultural field the Green Revolution could be possible through public sector by providing power and fertilizers (Swati Gupta, 2012).

The public sector enterprises cover all those undertakings which are wholly or partly owned to the extent of at least 51% of the share capital by the state. There are normally 3 forms of public sector companies in India (i) Limited Companies formed under Companies Act in which at least 51 per cent shares are held by the state (ii) Statutory Corporations set up through an Act of Parliament, for example, Food Corporation of India, Life Insurance Corporation, Industrial Finance Corporation, Unit Trust of India etc. and (iii) Holding Companies formed under Companies Act.



These Companies have a hold on the already set up Companies Act as an institutional buffer between the companies and the Government, for example Steel Authority of India, National Textiles Corporation etc. In addition to these forms, there are several Departments of Public Undertaking like Ordinance Factories, Railways, Post and Telegraph, Telephones etc. These Undertakings are directly run by the government and therefore do not normally come under the purview of public sector enterprises.

The public sector referred to as the state sector or the government sector, is a part of the state that deals with either the production, ownership, sale, provision, delivery and allocation of goods and services by and for the government or its citizens, whether national, regional or local/municipal. Examples of public sector activities are range from delivering social security, administering urban planning and organizing national defense. Complete outsourcing or contracting out, with a privately owned corporation delivering the entire service on behalf of government. This may be considered a mixture of private sector operations with public ownership of assets, although in some forms the private sector's control and/or risk is so great that the service may no longer be considered part of the public sector (Barlow et al., 2010). In spite of their name, public companies are not part of the public sector; they are a particular kind of private sector company that can offer their shares for sale to the general public, i.e. to anyone willing to buy them (as opposed to a privately owned company, shares of which can be sold to someone only if the owner of the shares agrees to sell them).

## **5.1 HISTORY AND DEVELOPMENT OF PUBLIC SECTOR IN INDIA**

Since independence, Central and State Public Sector Undertakings (PSUs) play a prominent role in India's industrialization and economic development. A predominantly agrarian economy, a weak industrial base, low savings, inadequate investments and lack of industrial facilities called for state intervention to use the public sector as an instrument to steer the country's underlying potential towards self-reliant economic growth. The macroeconomic objectives of Central PSUs have been derived from the Industrial Policy Resolutions and the Five Year Plans. State-level Public Sectors Enterprises (State PSUs) were established because of the rising need for public utilities in the states. These PSUs operated in public utilities such as railways, post and telegraph ports, airports and power and contributed significantly

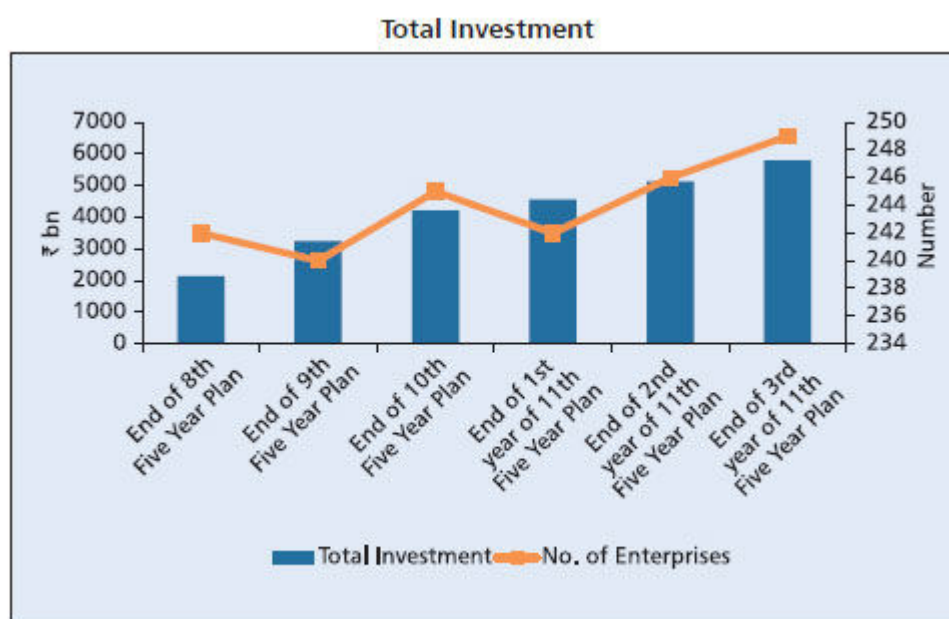
towards infrastructure development in India. Since its inception during the First Five Year Plan, many public sector undertakings performed exceptionally well in wealth creation for the country (Bradstreet, 2011) .

Many Central PSUs, particularly the *Maharatnas*, are already global players matching the best global firms in their field of operations. One of the important reasons for the excellent performances of Central PSUs during the recent years was the empowerment of the boards of such profit making Central PSUs by the Government leading to greater autonomy. Consequently, such PSUs have been able to effectively use this autonomy to enhance their performance and operate on commercial lines.

Public sector enterprises in India have grown from only five enterprises post-independence and with an investment of 0.3 billion in the year 1951 to 249 enterprises as on Mar 31, 2010. Aggregate investment in Central PSUs has been increasing over the years. Total investment, including equity plus long-term loans of Central PSUs went up from 5,135.32 billion in FY09 to 5799.20 billion in FY10, growing 12.93%. As on March 31, 2010, there were 94 mega projects costing 10 billion and above and 44 major projects costing between 1 billion and 10 billion.

The evolution of PSUs can be divided into three distinguished phases - 1) The pre-independence era; 2) The post-independence era; and 3) The post-liberalization period. The fourth period could perhaps be the one following the recent global economic crisis. During the pre-independence era there were few public enterprises, namely the railways, the posts and telegraph, the port trust, All India Radio and the ordinance factories, among few other government managed enterprises. During the post-independence era, the Industrial Policy Resolution 1956 was implemented and several strategies specific to the public sector were defined in policy statements in 1973, 1977, 1980 and 1991. The post liberalization era which commenced from 1991 saw the Government introducing the concept of *Maharatna*, *Navratna* and *Miniratna* to accord greater financial and managerial autonomy with the aim of incurring higher capital expenditure apart from forming JVs within the country as well as outside. The period following the recent global economic downturn was one of Government infusing capital into the economy. In order to boost sectors such as real estate, agriculture and small enterprises, Government of India, through public sector banks,

provided capital at lower interest rates. These initiatives of the Government helped contain serious after effects of the economic meltdown while keeping a tab on inflation.



Source: DPE, Public Enterprises Survey 2009-2010

The Public Sector Undertakings of Indian Government, number more than 200 commercially functioning companies. The Public Sector Undertaking companies are better known by their shorter initial form of PSU. These undertakings are divided into two parts: State and Central. The Indian Public Sector Undertakings are legal business entities. These Undertakings are companies that have their management control with the Indian Government. Majority of the Public Sector Undertakings in India have their shares actively traded in the stock markets of the country. A number of PSU's are highly profitable and denoted as '*Navaratnas*'. A prominent example of a *Navaratna* is ONGC. All Public Sector Undertakings of the Government of India does business with the aim of generating a monetary profit. The management structure of PSU's consists of a dominant partner in the form of the Indian Government. The other partners are usually not government related. A Public Sector Undertaking or PSU has a number of advantages compared to its peer companies in the private sector. The PSU's have ready access to funds when required. The companies usually take the form of large corporations and support people through mass employment.

PSUs contributed significantly to the country's economy. As on Apr 30, 2011, of the total 247 Central PSUs and their subsidiaries only 50 were listed; of these, 47 that were listed at the Bombay Stock Exchange (BSE) constituted 22% of the total market capitalization of 4,946 companies listed on the BSE (Bradstreet, 2011).

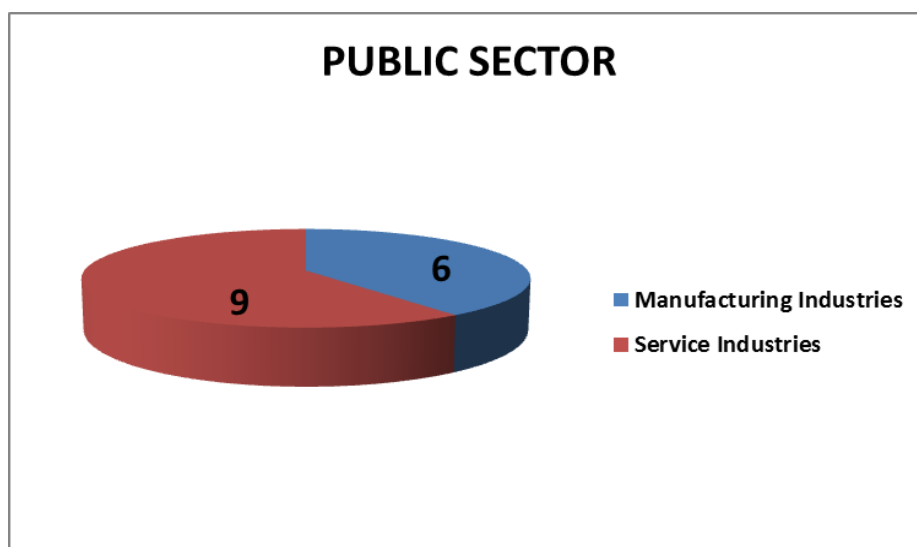
**Number of Public Sector Companies selected for data collection:**

<b>Public Sector</b>	<b>CSR Activities at Vadodara</b>	<b>CSR Activities not at Vadodara but elsewhere</b>
Manufacturing Industries	09	04
Service Industries	06	04
<b>Total</b>	15	08
<b>Grand Total: 23</b>		

Selected public sector companies in Vadodara region where CSR activities are carried in Vadodara. The following are the list of selected Public Sector Companies (15) located in Vadodara region, comprising both manufacturing sectors and service sectors and carrying out their CSR activities in Vadodara.

<b>Sr. No</b>	<b>Manufacturing Sector</b>	<b>Sr. No</b>	<b>Service Sector</b>
1	Gujarat State Fertilizers and Chemicals Limited (GSFC)	7	Gujarat Industries Power Company Limited (GIPCL)
2	Gujarat Alkalies and Chemical Limited (GACL)	8	Gujarat Urja Vikas Nigam Limited (GUVNL)
3	Indian Oil Corporation Limited (Gujarat Refinery) IOCL	9	Power Grid Corporation of India Ltd.
4	Oil and Natural Gas Corporation(ONGC)	10	Baroda District Co-Operative Milk Producers' Union Ltd. (Baroda Dairy)
5	GAIL India Limited	11	Bank of Baroda (BOB)

6	IOT Anwasha Engineering and Construction Ltd.	12	Vadodara Municipal Corporation (VMC)
		13	Indian Railway
		14	State Bank of India (SBI)
		15	National Bank for Agriculture and Rural Development (NABARD)



## 5.2 DATA ANALYSIS OF PUBLIC SECTOR CORPORATIONS: CSR ACTIVITIES ARE CARRIED OUT IN VADODARA REGION

### 5.2. i Gujarat State Fertilizers and Chemicals Limited (GSFC)

#### Introduction

Gujarat State Fertilizers and Chemicals Limited is an Indian manufacturer of fertilizer. GSFC was founded in 1967. Oil and gas discoveries in Bombay High and South Basin triggered the birth of eight new generation fertilizer plants to fulfill the growing food needs of India. GSFC manufactures fertilizers, plastics, nylons, fibers, industrial gases and varied chemicals including urea, ammonia, ammonium sulfate, sulfuric acid, phosphoric acid and di-ammonium phosphate. The company took their first step in the year 1967 by setting up of 6 plants with an initial investment of Rs 40

crore. These 6 plants started production of Ammonia, Urea, Ammonia Sulphate (AS), Di-ammonium Phosphate (DAP), Sulphuric Acid and Phosphoric Acid. In the year 1969, the company began their phase 2 expansion by expanding the ammonia and urea production. In the year 1974, they began their phase 3 expansion due to diversification of products. GSFC is located in Vadodara, Gujarat, on the Vadodara-Ahmedabad National Highway.

GSFC has created more than 24 brands of fertilizers, petrochemicals, chemicals, industrial gases, plastics, fibers and other products. Industrial Products under this it manufactures Anhydrous Ammonia, Argon Gas, Caprolactam, Melamine, Methyl Ethyl Ketoxime, Nylon-6, Oleum and Sulphuric Acid. In Agro products segment, the company manufactures a range of fertiliser, bio-fuels and seeds. In Biotech products, the company manufactures range of biotech products under various brands such as Sardargib, Sardar Eco Green, Sardarvam, Sardartrap and Sardarlures, Sardarneem, Sardaramin and Sardaramin Granules.

### **CSR Activities**

The CSR policy of GSFC is stated as “We at GSFC are committed to Development, encourage and help various initiatives for sustainable development, water efficiency, optimizing use of water, education and environment improvement, empowerment of physically challenged community and helping society during natural calamities. We recognize that we must integrate our business values and operations to meet the expectation of all our stakeholders i.e. customers, employees, regulators, investors, suppliers, the community and the environment”.

GSFC, a Responsible Care Awarded company contributes towards Mid-Day Meal Scheme run by The Akshaya Patra Foundation. The Akshaya Patra Foundation, which provides nutritious and hygienic food to around 617 schools with 50,000 children in Vadodara city and Talukas. GSFC has put street lights on village roads and has constructed bus-stand and other facilities for nearby villages. GSFC has spearheaded Biogas as an alternative energy source and has installed over 22000 Biogas plants. The company distributed gas stoves to around 5000 Anganwadis in 2010.

Around Rs.1.50 crore has been contributed towards capital expenditure and committed to contribute Rs.3.36 crore for operating expenditure in 3 years. GSFC extends financial support to “Society for Village Development”, NGO working in the field of developing village infrastructure, sanitation, water recharging, education, youth activities, health awareness, etc. GSFC has allocated budget of Rs.1.22 crore for construction of 1750 Household Sanitary Latrines (HSL) for families living in surrounding villages. GSFC has provided computer system, software, 29” colour television and speakers to school in Dashrath village to enable multimedia computer based training for students. GSFC conducts various medical camps in nearby villages like eye check-up camps, blood donation camps, etc. For providing drinking water, the company has built up many overhead tanks and water connections for nearby villages.

GSFC has constructed school and college buildings, donated funds for library facility to the rural youth and encourage young children for primary schooling. GSFC organizes various sports camps and also has job facility on sports quota for upcoming youth talents. In order to create healthy environment, GSFC educates youth about the environment and safety measures and cleanliness. GSFC has promoted many gardens circles and assisted Barodians in maintenance of common infrastructure and spreads awareness on benefits of trees, green surroundings and also distributes seedlings of Banyan, Pipal and Neem trees to NGOs, Panchayats, Schools of nearby villages. So far, they have planted more than 1.5 lakh trees of Banyan, Pipal and Neem in all their 4 units.

Since 1993, every year GSFC imparts knowledge to young people residing in surrounding villages regarding chemicals being handled by GSFC. The training covers areas like safety, environment, civil defense; disaster management etc. creates awareness regarding actions to be taken during unlikely emergency situation.

### **Beneficiaries Account**

School Children, village people, local communities, women and youth are the main beneficiaries who are located in Bajwa, Karachiya, Dashrath, Ranoli, Chhani etc. The beneficiaries said that they are getting water through the water tanks which are constructed by GSFC and also have Household Sanitary Latrine (HSC) constructed by

GSFC for poor villagers. Consultation with village Sarpanches (Village Headman) is also held for CSR implementation by the GSFC officials. The authority of the Akshaya Patra Foundation has stated that GSFC is also contributing to mid-day meal program in Vadodara.

## **5.2.ii Gujarat Alkalies and Chemical Limited (GACL)**

### **Introduction**

Gujarat Alkalies and Chemicals Limited was incorporated on 29th March, 1973 in the State of Gujarat by Gujarat Industrial Investment Corporation Limited (GIIC), a wholly owned company of Government of Gujarat, as a Core Promoter. GACL has two units located at Vadodara and Dahej, both in the State of Gujarat. It has integrated manufacturing facilities for Caustic Soda, Chlorine, Hydrogen Gas, Hydrochloric Acid, Chloromethanes, Hydrogen Peroxide, Phosphoric Acid, Potassium Hydroxide, Potassium Carbonate, Sodium Cyanide, Sodium Ferrocyanide.

### **Vision and Mission of the Company**

**Vision:** To continue to be identified and recognized as a dynamic, modern and eco-friendly chemical company with enduring ethics and values.

**Mission:** To manage our business responsibly and sensitively, in order to address the needs of our Customers and Stakeholders. To strive for continuous improvement in performance, measuring results precisely, and ensuring GACL's growth and profitability through innovations. They demand the highest ethical standards from all and to ensure the highest quality products and processes.

### **CSR Activities**

GACL undertakes and sponsors CSR activities in the areas of – Environment, Health and Sanitation, Education, Infrastructure and Sports and Culture. GACL identified 11 Villages around Vadodara complex and collaborated with the NGOs (SVADES and ANARDE) were engaged to undertake the activities. The company maintains DRP (Daily Progress Report) to see the implementation and progress of CSR activities. GACL Foundation Trust (GACL Education Society) is established by GACL.

### **Environment**

First in the country to switchover to membrane cell technology from mercury cell technology, switched over from Naphtha to Natural Gas for Power Plant, received



UN's prestigious Clean Development Mechanism (CDM) projects approval, established 83.75 MW wind mills for renewable green energy. GACL is installed Solar Cooking system for canteen to use green energy and save conventional fuel. Developed Green Belt by growing more than 1, 00,000 trees. Developed and maintaining 'Klori Bird Park' at Dahej Complex.

### **Health and Sanitation**

GACL is contributed for the medical camps organized for salt laborers (Agarias) of Bharuch district, contributed for purchase of 5 Multipara Monitors for Pediatric Intensive Care Unit of Kashiben Gordhandas Patel Children Hospital, Vadodara. Organized blood donation camps at Baroda and Dahej complexes. They organized eye check-up camps with a focus on cataract, both at Ranoli and Dahej villages. The company Co-sponsored the health survey being carried out by Department of Food and Nutrition, Faculty of Family and Community Science, The M. S. University of Baroda under Mid-Day Meal Programme. GACL has taken up new construction and repairing of Ranoli Public Health Center (PHC) and Maternity Home. Sponsored construction of 34 household sanitary latrines for BPL families at Ranoli, 91 Household Sanitary Latrines for BPL families at Dashrath villages of Vadodara district and also co-sponsored construction of 285 HSL for Sardar Sarvoar Punarvasvat Agency.

### **Education**

The company is provided school bags, school kits and toys for Anganwadis' entrants as a part of Kanya Kelavani Mahotsav, sponsored toys for Anganwadis' entrants of tribal areas of Vadodara. They sponsored construction of a modern centralized kitchen and delivery vans for running Mid-Day Meal program by The Akshaya Patra Foundation and Committed to contribute for the operational cost for three years i.e. 2009 to 2012. The benefit has reached to about 50000 students in 118 + 32 Govt. and Government aided schools of Vadodara City and 18 villages surrounding GACL, GSFC and GIPCL, and the donor companies' establishments. Recently the same facility has been extended to Padra Taluka also, with the help of other donors.

### **Infrastructure**

Layed RCC Roads at Sherghi, Karachia and Anagadh Villages of Baroda covering approximately 1443 mts long (4329 Sqm) roads. The company has installed a High-Mast lighting System and Traffic Island at Link Road of Bharuch. GACL has contributed for drinking water under CADP scheme at village Vav, Vagra Taluka of

Bharuch District. It has Co-sponsored construction of 4 lane RCC road along with strengthening of Railway Over-bridge at Ranoli.

### **Sports and Culture**

They Co-sponsored Special Olympics, Bharat, for the Intellectually Disabled youth; National Cricket tournament for the Deaf at Delhi; State Ranking Tournament and National Talent Series in Tennis organized by Bal Bhavan Society, Vadodara; and Lakulish World Open Yogasan Championship - 2010 organized by Yoga and Cultural Association of Maharashtra. Sponsored vocal music programme organized by Swar Vilas, Vadodara. They contributed towards Navaratri Mahotsav for United Way of Baroda and SOS (Serve Our Society) and Co-sponsored Malhar Festival of Classical Music by Komal Nishad, Vadodara.

The policy of CSR is written by GACL as “Integrating social and environmental concerns of its stakeholders with its business operations undertaking and helping others to undertake Community Development Activities with a view to improve quality of their lives”.

GACL has recently signed MoUs during the Vibrant Gujarat Summit 2013, with Gujarat government's education department for modernization of five schools and with the state government's health department for establishment of five medical diagnostic centers.

GACL is honored for 'Best Corporate Social Responsibility Practices' during the BSE's (Bombay Stock Exchange) 7th Social and Corporate Governance Awards celebration on World CSR Day on 18th February, 2013, Mumbai. On behalf of GACL Mr. Y K Shishode, Public Relations Officer presented various CSR initiatives and received the coveted honor from Dr. Alok Bhardwaj, Executive Vice President, Canon, India.

### **Beneficiaries Account**

Internal as well as external stakeholders, local village people, Anganwadis, etc are major beneficiaries located in Ranoli, Dashrath, Vadodara city, Dahej, Vav, Vagra Taluka of Bharuch District, Padra, Sherkhi, Karachia and Anagadh. The authority of the Akshaya Patra Foundation has stated that GACL has contributed to build the

kitchen facility at Vadodara and assisting to mid-day meal program in Vadodara. The beneficiaries said that the company has constructed roads for transportation and Anganwadis for children. Local villagers acknowledge the good will of the GACL.

### **5.2.iii Indian Oil Corporation Limited - IOCL (Gujarat Refinery)**

#### **Introduction**

The Gujarat Refinery at Koyali in Vadodara, Gujarat, in Western India is Indian Oil's largest refinery. The refinery was commissioned in 1965-1966. Its facilities include five atmospheric crude distillation units. The major units include CRU, FCCU and the first Hydrocracking unit of the country. Gujarat Refinery is implementing a mega project worth around Rs.7000 crore to comply with the road map for supplying eco-friendly Bharat Stage-III and IV compliant MS and HSD and to upgrade the bottom of the barrel to improve the gross margin of the Refinery. The Indo-Soviet Treaty of Friendship and Cooperation in February 1961, the establishment of this site for 2 million metric ton per annum (mmta) oil refinery was selected on 17 April 1961. Soviet and Indian engineers signed a contract in October 1961 for the preparation of the project. Prime Minister Jawaharlal Nehru laid the foundation stone of the refinery on 10 May 1963.

The refinery was commissioned with Soviet assistance at a cost of Rs.26 crore began production in October 1965. The first crude distillation unit with a capacity of 1 mmta was commissioned for trial production on 11 October 1965 and achieved its rated capacity on 6 December 1965. Throughput reached 20% beyond its designed capacity in January 1966. President Sarvepalli Radhakrishnan dedicated the refinery to the nation with the commissioning of second crude distillation unit and catalytic reforming unit on 18 October 1966.

#### **CSR Activities**

IOCL provides vocational training courses on tailoring, beauty parlour, jewelry making, computer training, flower making, mehndi classes, etc. IOCL has built up many water tanks and water connections for nearby villages and tribal areas (Chhota Udeipur). IOCL is spending 25% of yearly allocated fund to development of tribal areas. IOCL has constructed Anganwadis, school and college buildings with donated books, stationeries, funds for the rural children and youth and encourage young

children for education, organizes various medical camps like blood donation camp, eye check-up, safety related trainings etc., also has job facility on sports quota for upcoming youth talents. In order to create healthy environment, educates youth about the environment and safety measures and cleanliness, tree plantation in various plants, townships, schools, allocating funds for various activities etc. Physical assets have been created in villages of Koyali, Karachiya. IOCL has promoted many gardens, circles and assisted Barodians in maintenance of common infrastructure. It established many self-help groups for women in nearby villages for the purpose of income generation. The company contributes to Mid-Day Meal Scheme run by The Akshaya Patra Foundation which provides food to school children in Vadodara city and Talukas. IOCL is being involved into various infrastructure activities like roads, funding schools, public places, etc. Gujarat Refinery or IOCL has given top most priority to tree plantation as a part of air pollution control measures. About 2 lakh trees have been planted over 139 acres land in the periphery of the Refinery. By setting up a pond spread over 3 acres; a home away from home has also been created for birds, both migratory and non-migratory. In an effort to promote and improve the health of communities in the neighborhood of areas of operation, the company runs child and maternity health centers. Child and maternity health camps are conducted at major units with the active partnership of the local communities.

Physical assets like equipment and ambulances are provided to hospitals for the common man. Deserving students from poor and needy families are given financial help through the Indian Oil Scholarship Scheme. The Corporation also supports a variety of endeavors in arts, culture, music and dance, apart from organizing various programs for the citizens.

### **Beneficiaries Account**

Local community people, tribal belt of Chota Udeipur, students, youth and women are major beneficiaries under the CSR activities. The locations of beneficiaries nearby operation are Koyali, Karachiya, Asoj, Undera, Bajwa etc. The beneficiaries shared that they sometime send applications to the company on various issues/problems faced by local communities which were mostly attended by the IOCL authorities. Villagers get benefited from the medical camps organized by the company.

## **5.2.iv Oil and Natural Gas Corporation (ONGC)**

### **Introduction**

ONGC is an Indian multinational oil and gas company headquartered in Dehradun, India. It is one of the largest Asia-based oil and gas exploration and production companies, and produces around 72% of India's crude oil and around 48% of its natural gas. It is one of the largest publicly traded companies by market capitalization in India. ONGC has been ranked 357th in the Fortune Global 500 list of the world's biggest corporations for the year 2012. It is also among the Top 250 Global Energy Companies by Platts. ONGC was founded on 14 August, 1956 by the Indian state, which currently holds a 69.23% equity stake. It is involved in exploring for and exploiting hydrocarbons in 26 sedimentary basins of India, and owns and operates over 11,000 kilometers of pipelines in the country. Its international subsidiary, ONGC Videsh, currently has projects in 15 countries across the Globe.

ONGC was set up under the visionary leadership of Pandit Jawahar Lal Nehru. Pandit Nehru reposed faith in Shri Keshav Dev Malviya who laid the foundation of ONGC in the form of Oil and Gas division, under Geological Survey of India, in 1955. A few months later, it was converted into an Oil and Natural Gas Directorate. The Directorate was converted into Commission and christened Oil & Natural Gas Commission on 14th August 1956. In 1994, Oil and Natural Gas Commission was converted into a Corporation, and in 1997 it was recognized as one of the Navratnas by the Government of India. Subsequently, it has been conferred with Maharatna status in the year 2010.

Over 56 years of its existence ONGC has crossed many a milestone to realize the energy dreams of India. Today, Oil and Natural Gas Corporation Ltd. (ONGC) is, the leader in Exploration & Production (E&P) activities in India having 72% contribution to India's total production of crude oil and 48% of natural gas. ONGC has established more than 7 Billion tonnes of in-place hydrocarbon reserves in the country. In fact, six out of seven producing basins in India have been discovered by ONGC. ONGC produces more than 1.27 million Barrels of Oil Equivalent (BOE) per day. It also contributes over three million tonnes per annum of Value-Added-Products including LPG, C2 - C3, Naphtha, MS, HSD, Aviation Fuel, SKO etc.

## **CSR Activities**

CSR programs are focused on disaster relief management; water management projects include drain water harvesting; and Community Development Programs. ONGC, Vadodara is involved in various community development programs like promoting literacy and higher education by providing grants or scholarships to the economically disadvantaged. Donating money for the construction and renovation of schools, provide benches, water tanks etc. Promoting healthcare by organizing various medical camps i.e. eye checkup camps, general checkup, mobile dispensaries, etc. ONGC participated in promoting sports and cultural events. The company provides help in natural calamities. Awareness events on environment, tree plantation are also major part of CSR. ONGC is especially focuses on nearby operational areas and provide compensation to local people due to land acquisition, provide crop compensation also.

At Vadodara Asset, CSR activities are done in coordination with NGOs, Government Agencies and they try to be associated with government plans/schemes. They have been doing few baseline surveys, need assessment through the MSW students of The M.S. University of Baroda, Vadodara. ONGC helps with 40 lac to Roshni project which is run by Don Bosco for the improvement of slum areas in Vadodara where Self Help Groups (SHG) were formed within that slum. ONGC provided medical ICU/ICCU room facility in SSG hospital, Vadodara by investing approximately one to two crore. ONGC provided assistance to physically disabled people, distributed tri-cycles, organized cricket tournament, vocational training to blind people. Under the project Mokshada, the company and Mokshada Paryavaran Evam Van Suraksha Samaiti expended the canvas to provide Mokshada Green Cremation System (MGCS), uses significantly less wood. 10 MGCS units were established across the cities of Vadodara, Cambay, Ahmedabad and Delhi.

## **Beneficiaries Account**

Students, children, village youth and women, rural villages nearby etc. are beneficiaries located in Makarpura, Tarsali etc. The SSG hospital authority, Vadodara said that they have received good amount of money to construct ICU/ICCU room facility. Interactions with students of The M.S. University under the study project of CSR in the company revealed that they are getting good learning and practical exposure which will be helpful to them in their career.



**Source:** ONGC Sustainability Report 2011-2012

## 5.2.v GAIL (India) Limited

### Introduction

GAIL (India) Limited is the largest state-owned natural gas processing and distribution company headquartered in New Delhi, India. It has the following business segments: Natural Gas, Liquid Hydrocarbon, LPG Transmission, Petrochemical, City Gas Distribution, Exploration and Production, GAILTEL and Electricity Generation. GAIL has been conferred with the Maharatna status on 1 Feb 2013, by the Government of India. Currently only six other Public Sector Enterprises (PSEs) enjoy this coveted status amongst all central CPSEs. GAIL India Limited was incorporated in August 1984 as a Central Public Sector Undertaking (PSU) under the Ministry of Petroleum and Natural Gas (MoP & NG).

GAIL (India) Limited was incorporated in August 1984 as a Central Public Sector Undertaking (PSU) under the Ministry of Petroleum & Natural Gas (MoP & NG). The company was previously known as Gas Authority of India Limited. It is India's principal Gas transmission and marketing company. The company was initially given the responsibility of construction, operation and maintenance of the Hazira-Vijaypur-Jagdishpur (HVJ) pipeline Project. It was one of the largest cross-country natural gas pipeline projects in the world. Originally this 1800-kilometre-long pipeline was built at a cost of INR1700 crore (US\$260 million) and it laid the foundation for development of market for natural gas in India. GAIL commissioned the 2,800 kilometers (1,700 mi) Hazira-Vijaipur-Jagdishpur (HVJ) pipeline in 1991. Between 1991 and 1993, three liquefied petroleum gas (LPG) plants were constructed and

some regional pipelines acquired, enabling GAIL to begin its gas transportation in various parts of India.

GAIL began its city gas distribution in New Delhi in 1997 by setting up nine compressed natural gas (CNG) stations. In order to secure Gas for its mainstream business Exploration and Production department was created. Today GAIL is a partner in the Dawoo-OVL led consortium in two offshore blocks in Myanmar which has made a gas discovery. Bulk of its blocks are located in India in the prolific basins of Cambay, Assam-Arakan, Mahanadi, Krishna Godavary Deep water and on land, Cauvery on land and deep water and western offshore.

### **CSR Activities**

GAIL has identified seven trust areas of CSR with total allocation as follows:

<b>Sr. No</b>	<b>Trust Areas</b>	<b>Allocation %</b>
1	Environment Protection and Horticulture	20%
2	Infrastructure Development	15%
3	Drinking Water and Sanitation	10%
4	Health Care and Medical Facility	20%
5	Community Development	10%
6	Education and Literacy Enhancement	10%
7	Skill Development and Empowerment	15%

An amount of Rs. 3, 06, 67,000.00 (Three Cr. Six Lac and Sixty Seven Thousands only) was spent under CSR up to the financial year of 2010-11 by Vadodara office. Investment in infrastructure by GAIL includes contribution of Rs. 53.63 Lac for construction of two Bal Gokulam project in Karelibaug, Vadodara - a multipurpose children home for providing shelter to orphan child which was inaugurated by hon'ble chief minister of Gujarat Narendrabhai Modi on 22<sup>nd</sup> May, 2010. GAIL has purchased one food delivery vehicle with inbuilt utensils for distribution of Mid-Day Meal through The Akshaya Patra Foundation. Rs. 5 Lac spent for conducting Thalassemia Blood Checkup camps and Screening Tests for 2000 school going students in the tribal belt of Chota Udeipur, Kavant and Naswadi in Vadodara by Indian Red Society,



Gujarat State Bank, Ahmedabad (2009-10). An amount of Rs. 2 Lac was spent for providing furniture to Deaf and Dumb College, Karelibaug run by Mook Dhvani Trust (2008-09). Rs. 3.25 Lac for furniture and equipment for setting up Vocational Training Unit for children with Autism Spectrum Disorders, Mental Retardation and other Multi Disabilities to Special School and Autism Centre run Disha Charitable Trust (2008-09). Maintenance of existing traffic island, tree guards at Fatehgunj Circle to United Way Circle, existing green belt and bus shelters in front of Airport and Makarpura bus depot through Sulabh (2008-09).

Rs. 7.20 Lac was spent on providing financial support under Adopt-A-Gran program for basic needs like food, ration, clothing etc. for leprosy cured 100 older persons living in the surrounding villages in Vadodara through HelpAge India, an NGO. Investing Rs. 10 Lac for organizing corrective surgeries and distributed medical appliances like wheel chairs, tricycles, prosthesis to disabled persons etc., with Rs. 3 Lac spent on 6 seated Mobile Toilet Unit for public gathering and slum clusters in Vadodara for clean and green and better environment through Sulabh International Social Service Organization, Ahmedabad (2007-08). GAIL has constructed table tennis court at Bal Bhawan Society, Vadodara for promoting sports facilities.

### **Beneficiaries Account**

Tribal people, physically challenged, village people, patients, children and youth, etc. are beneficiaries situating around Karelibaug, Fatehgunj, Makarpura, Chota Udeipur, Kavant, Naswadi etc. Bal Gokulam project started in Karelibaug, Vadodara providing shelter to orphan children. Tree guards at Fatehgunj Circle to United Way Circle, existing green belt and bus shelters in front of Airport and Makarpura bus depot have seen as part of CSR activities.

### **5.2.vi IOT Anwasha Engineering and Construction Ltd. (IOTAEC)**

#### **Introduction**

Founded in 1996, IOT Anwasha Engineering and Construction Ltd. is the company in the field of engineering, construction and manufacturing. It is a subsidiary of IOT Infrastructure and Energy Services Limited, a joint venture of Indian Oil Corporation Limited and Oil Tanking GMBH. It is a mechanical construction with a niche in fabrication and erection of large storage tanks, pressure vessels, silos and small poised

spherical vessels. IOTAEC has two manufacturing Units at Savli, Vadodara and the third State of the Art Unit is also commissioned to serve the growing needs of Clients in the Refinery, Petrochemical, Fertilizer, Chemicals, and Power and Energy industries.

### **CSR Activities**

IOT Anwesha has establishment IOT Aatmiyata Trade Training Centre. IATTC inputs Vocational Training in Carpentry, Plumbing, Welding and gardening to the “Not so fortunate”. While the training school has commenced operations, the MSF has taken up a Project at Sindhrot Village, Vadodara to build state of the Art infrastructure suitable for providing Vocational Training for the under privileged and weaker sections of society. The training institute has started giving different trainings w.e.f. 1st August, 2011 in Carpentry, Grinding, Gardening, Welding, Massonery, Fittering and Gas Cutting.

The company once initiated activity of paper bags making and distributed to local vegetable venders. It has its own foundation named as “Manav Seva Foundation”. Manav Seva has established Gyan Mandir to promote Yoga, Meditation, Ayurvedic Treatment and other “Art of Living” Courses. Gyan Mandir is a huge hall wherein all the activities of Manav Seva take place. Art of living courses are taken by volunteers from Sri Sri Ravi Shankar’s The Art of Living Foundation. The foundation distributes food and clothes to the underprivileged families and the families affected through natural calamities. It gives educational grant and scholarship to needy students every year. So far such educational grants/scholarship given to 50 students out of which during 2010 they have given scholarship to 12 students. Manav Seva Foundation is organizing Ayurvedic and Homeopathic medical camp every week.

### **Beneficiaries Account**

Youth and women, under privileged families, children and students etc. are beneficiaries located mainly near Sindhrot, and in and around Vadodara. The beneficiaries said that they have received scholarship when they have scored good result in Board examinations.

## **5. 2.vii Gujarat Industries Power Company Limited (GIPCL)**

## **Introduction**

GIPCL was incorporated in 1985 as Public Limited Company under the auspices of Government of Gujarat. The company is engaged in business of Electrical Power Generation. The total present capacity of Vadodara and Mangrol plants is 815 MW. The company is having its registered office at P.O. Petrochemical, Vadodara. It commissioned its first power project; a 145 MW gas based Combined Cycle Power Plant in February, 1992 at Vadodara. Power from this plant is distributed to its promoters in proportion to their original equity holding. Nearly 63% shares in the company are held by the State Government Companies and GUVNL.

## **CSR Activities**

GIPCL is co-sponsoring a Mid-day Meal Scheme run by The Akshaya Patra Foundation at Vadodara. GIPCL has adopted ITI's in the remote tribal belts of Jhankhvav (Dist: Surat-Gujarat) and Dediapada (Dist: Rajpipla- Gujarat). Development Efforts for Rural Economy and People (DEEP) is a Trust, promoted by GIPCL to undertake Social Developmental Activities which are basically aimed at Infrastructure and Community Development program in its operational areas. CSR activities focus on school infrastructure, Anganwadis, drinking water with water cooler and RO System, sanitation facilities, drainage system, toilet sanitary blocks for individual and schools, Bal Ghar development, dairy Co-operative buildings, recreational park, computer system, sponsorship to meritorious students etc. The other CSR activities are organizing various free health camps like General Checkup, Sickie Cell, and Eye camp and also organized tricycle distribution to physically challenged, infrastructure facilities to Primary Health Centre (PHC) and Community Health Centre (CHC). GIPCL also contributed to green belt development of mining land periphery, in and around power station and township. They have formed many Self Help Groups of micro finance and skill development for self-employment. Self-development includes trainings on tailoring, beauty parlour, lace patti embroidering, home decoration, Jari work (Silk industry). Livelihood programs include training to youth in behavioral, computer and technical, English class, animal husbandry, agri productivity. Under Capacity building, activities are Panchayat Raj Institutions (PRIs), strengthening Mahila Sammelan (women empowerment) etc.

GIPCL has been conferred with two Awards of Excellence 2011 by the FGI.



Awards	Donor
Outstanding Contribution in the Field of Corporate Social Responsibilities (CSR)	Federation of Gujarat Industries (FGI)
Rural Development by Individual, NGO or Institution	Federation of Gujarat Industries (FGI)

The award also carries a cash prize of Rs. 50,000/- (Rupees Fifty Thousand). Awards were given by the Hon'ble Chief Minister of Gujarat, Shri Narendra Modi, at a function held on 10th September, 2012 at FGI Business Centre, Vadodara.

### Beneficiaries Account

Local communities, children, students, residents, women and youth, physically challenged etc. are main beneficiaries located in Vadodara and Surat operational areas. The authority of Akshaya Patra Foundation shared that the company contributed to build the kitchen facility and other facilities.

## 5.2.viii Gujarat Urja Vikas Nigam Limited (GUVNL)

### Introduction

The Gujarat Urja Vikas Nigam Limited is an electrical services umbrella company in the state of Gujarat. It was set up in May 1999 and is registered under the Companies Act, 1956. The Company was created by the Gujarat Electricity Board (GEB) as it's wholly owned subsidiary in the context of liberalization and as a part of efforts

towards restructuring of the power sector with the aim of improving efficiency in management and delivery of services to consumers.

### **CSR Activities**

The CSR activities of GUVNL include renovation of Bhaili Government Primary School, Vadodara; construction of Exhibition Hall at Vadodara Community Science Center; construction of class rooms and Miscellaneous civil work for primary school at Dhinod (Kosamba); Lalpur Primary school Development in Mehsana; sponsoring certain activities for citizens; awareness campaign for energy conservation; accident prevention; conducting various competitions for school children; allowing students for project work etc.

### **Beneficiaries Account**

Citizens, school children, employees are main beneficiaries of the company. The interactions with employees shared that they are getting all basic facilities and welfare schemes which under government sector employees get.

## **5.2.ix Power Grid Corporation of India Ltd.**

### **Introduction**

Power Grid Corporation of India Ltd. is an Indian state-owned electric utilities company headquartered in Gurgaon, India. Power Grid wheels about 50% of the total power generated in India on its transmission network. Power Grid was incorporated in 1989 and based on its impeccable performance. Government of India categorized it as the Miniratna Category - I PSU w.e.f. Oct'98. Further, recognizing the role of POWERGRID in the overall development of Indian power sector and its consistent performance as per benchmark parameters stipulated by Department of Public Enterprise (DPE) "Navratna status" was conferred to POWERGRID w.e.f. 1 May 2008.

In 1980, the Rajadhyaksha Committee on Power Sector Reforms submitted its report to the Government of India suggesting extensive reforms in the Indian power sector. Based on the recommendations of the Rajadhyaksha Committee, in 1981 the Government of India took the policy decision to form a national power grid which would pave the way for the integrated operation of the central and regional

transmission systems. Pursuant to this decision to form a national power grid, Power Grid was incorporated on 23 October 1989 under the companies Act, 1956 as the National Power Transmission Corporation Limited, with the responsibility of planning, executing, owning, operating and maintaining the high voltage transmission systems in the country. The company received a certificate for commencement of business on 8 November 1990. Subsequently, the name of the company was changed to Power Grid Corporation of India Limited with effect from 23 October 1992. As on 30 September 2010, the total number of holders of Equity Shares of our Company is 792,096.

### **CSR Activities**

All Sub-stations actively participated to undertake activities in their neighborhood areas with a focus on different thrust areas like Education, Health-care, Infrastructure Development, Ecology and Environment Conservation, Developmental Programmes in Tribal areas etc. Health checkup, vaccination camps to school children were organized at Village Bamhorisheikh and in nearby villages. The patients were inspected and free medicines worth Rs. 27000/- were distributed and all other medical services extended to the patients free of cost. Total 550 patients were responded from the villages. A Veterinary health checkup camp was organized for the domestic animals like Cows, Buffaloes, Dogs, Sheeps etc. Power Grid assisted the villagers specially the scheduled castes and scheduled tribes for mitigating their problems by treating their live stocks. Total 120 animals were treated and injected/provided medicines free of cost. Beneficiaries were residents of 7 villages. Fifteen (15) Ceramic Steel Green Chalk Boards were supplied and installed to 10 schools of nearby 7 villages. These schools are located in SC/ST villages. Other CSR activities include installation of Solar LED lights with 56 Watts Solar LED lights having operating hours of 12 hours and guaranteed for 10 Years. Free Computer Training Programs organized at Damoh Sub-station through M/s SACT, distribution of computers, construction of water tank, installed 500 ft bore well at Industrial Training Institute, Bargi, toilet for school, repairing of roads, tree plantation at surroundings of sub-stations, around 700 plants were planted in nearby schools 300 plants were distributed to the villagers and farmers, distributed benches, tables, chairs to schools, sponsorship for sports event “KHEL UTSAV – 2011” etc. Scholarships are provided to 8 girl students of 10<sup>th</sup> and 12<sup>th</sup> class from Scheduled Castes /Scheduled Tribes and

other backward class families. Total Rs. 30000/- were distributed equally among the 8 students.

### **Beneficiaries Account**

Beneficiaries included are women, youth, poor villagers of SCs/STs, backward families, students etc. located all nearby sub stations i.e. Bamhorisheikh, Gungi, Gungitola, Dhanora, Basahari, Bamhorisheikh, Ghai, Belai, Harsoli, Addupura, Shahpura, Damoh, Khaijra etc. Beneficiary schools are - Primary school Bhoi, Vadodara; Sardar Vidyarthi Ashram, Dehgam; Primary school, Vatva and Primary school Ganeshpura. The women who have trained under empowerment program said they have gone through the trainings conducted by Power Grid and few of them started their own small business.

### **5.2.x Baroda District Co-Operative Milk Producers' Union Ltd. (Baroda Dairy)**

#### **Introduction**

It is a district level milk processing industry established in the year 1957 registered under Gujarat State Co-Operative Societies Act. The farmers elected their representatives from the village societies and the district union. They employ professionals to operate the dairy and manage its business. The aim is to provide remunerative returns to the milk producers and serve the interest of Indian consumers by providing quality milk products through federation M/S Gujarat Co-Operative Milk Marketing Federation Limited. The dairy is having ISO 14001 and ISO 22000 Standards.

The credit of the establishment and development of the Vadodara Sangh, goes to Dr. Varghese Kurien, the guiding light of the 'White Revolution'. He backed the efforts of the Sangh with a generous declaration that any losses incurred by the Sangh in its initial years will be borne by the Amul Dairy. With the development and enlargement of the institution, 26-acre land of the Makarpura, Tarsali Road, which was acquired with co-operation from the VMC and 50,000 liter capacity plant, was setup in 1962. With increasing milk production, a modern dairy plant inaugurated by Shri Morarji Desai was set up on 26th April 1965.

### **CSR Activities**

The Sangh has taken up projects of various self-leadership programs like VMS, women's leadership programs and also projects for educating farmers about hygienic milk production. Tree plantation program in Vadodara district through affiliated primary village Co-operative milk societies, total 71,970 trees have been planted (April 2012 to Feb 2013). Baroda Dairy has set up Animal Breeding Centre (ABC) with the objective of developing genetically superior milk breeds to rising per animal productivity. Integrated dairy development project (Vanbandhu Kalyan Yojana), which is chief minister's ten point program was offered to Baroda Dairy. This project was implemented by the union for 5 years i.e. 2007 to 2012. BPL families having score 0-16 particularly the schedule tribes, are selected for this project. Government has allotted the grant of Rs.17.20 crore, out of which Rs.15.94 crore were utilized for the purpose of milk giving cattle purchase and other related infrastructures. During these years total 11,208 beneficiaries were identified out of which 9,255 beneficiaries were approved for loan by GTDC, out of which finally 8,545 beneficiaries were got benefitted. The beneficiaries were given training before the procurement of milk animals i.e. buffalo or cow, then provided the cattle, utensils' set, hand operated chaff cutter, fodder seeds, and 3 years cattle insurance with the help of government subsidy.

Under New Gujarat Pattern Yojna, grants were provided to tribal talukas like Chhota Udeipur, Jetpurpavi, Kawant, Naswadi and Shakeda. There are 3 heads such as 2403-pashupalan, 2404-dairy vikas, 2425-sahkar, under which they are given the grant for purchase of MTM, AMCS, electronics weigh scale, electric chaff cutter, dudhghar, animal health kits, utensils set, water trough (HAWADA) etc. as per their planning.

### **Beneficiaries Account**

Village people, farmers, tribal belt, women etc. are included as major beneficiaries located in and around Vadodara District i.e. Waghodia, Chhota Udeipur, Jetpurpavi, Kawant, Naswadi, Shakeda, Tarsali etc. The farmers who have been contributing to provide milk are pretty happy and shared that they are benefitted for their community as well. Sometime they have received subsidiary or free treatment facility for their animals.



## **5.2.xi Bank of Baroda (BOB)**

### **Introduction**

Bank of Baroda is an Indian state-owned banking and financial services company headquartered in Vadodara. It offers a range of banking products and financial services to corporate and retail customers through its branches and through its specialized subsidiaries and affiliates in the areas of retail banking, investment banking, credit cards and asset management. Its total global business was Rs. 7,003 billion as of 30 Sep 2012. In addition to its headquarters in its home state of Gujarat it has a corporate headquarter in the Bandra Kurla Complex in Mumbai. Based on 2012 data it is ranked 715 on Forbes Global 2000 list. BOB has total assets in excess of Rs. 3.58 trillion (short scale), or Rs. 3,583 billion, a network of 4261 branches (out of which 4168 branches are in India) and offices, and over 2000 ATMs.

The bank was founded by the Maharaja of Baroda, H. H. Sir Sayajirao Gaekwad III on 20 July 1908 in the Princely State of Baroda, in Gujarat. The bank, along with 13 other major commercial banks of India, was nationalized on 19 July 1969, by the Government of India and has been designated as a profit-making Public Sector Undertaking (PSU).

### **CSR Activities**

Bank of Baroda has established Baroda Swarozgar Vikas Sansthan (Baroda R-SETI) for imparting training to unemployed youth, free of cost for gainful self-employment and entrepreneurship skill development which help them improve their family economic status and also gives a boost to various regional economies within these locations. All the Lead Districts of this Bank have R-SETI. About 46 such Sansthans have been established by the Bank in which more than 1, 22,000 youth have been trained and around 75,000 have been gainfully self-employed.

Bank has established 52 Baroda Gramin Paramarsh Kendra for knowledge sharing, problem solving and credit counseling for rural masses across the country. In order to spread awareness among the rural mass on various financial and banking services and to speed up the process of financial inclusion, this Bank has also established 21 Financial Literacy and Credit counseling Centers (FLCC) during FY12 taking the total number of FLCCs to 39.

### **Beneficiaries Account**

Rural people, employees, school children are major beneficiaries of the bank. One major stakeholder i.e. an employee of the branch shared that sometimes they also voluntarily contribute to the CSR activities and they are also getting satisfactory facilities by the bank.

### **5.2.xii Vadodara Municipal Corporation (VMC)**

#### **Introduction**

The "Vadodara Mahanagar Seva Sadan" or Vadodara Municipal Corporation or VMC, established in July 1950 under the Bombay Provincial Corporation Act, 1949, is responsible for the civic infrastructure and administration of the city of Vadodara.

The governing structure of VMC consists of political and administrative wings. The political wing is an elected body of councilors headed by a Mayor. The Commissioner from the IAS cadre heads the administrative wing and is responsible for strategic and operational planning and management of the Corporation. The Commissioner takes decisions on behalf of the Board or the Standing Committee formed from the elected councilors to perform the duties of the Corporation.

#### **Services of VMC**

As per the section 63 and 66 of the Bombay Provincial Municipal Corporation Act, the VMC is responsible for certain obligatory and discretionary services. Activities are as follows:

<b>Obligatory Services</b>	<b>Discretionary Services</b>
Erection of boundary of city defining city limits	Construction and maintenance of maternity homes and infant welfare houses
Watering, Scavenging and Cleansing of all public streets and places	Maintenance of central laboratories
Sewage services	Swimming pool and other public health services
Drainage services	Tree plantation on road sides
Fire services	Construction and maintenance of public parks and gardens

Health and Medical services	The holding of exhibition, athletics or games
Street Lighting services	The maintenance of an ambulance services
Maintenance of a monuments and open spaces	Construction and maintenance of theatres, community halls and museums etc.
Identification of streets and houses	Building or purchase of staff quarters
Regulation and abatement of offensive and dangerous trades or practices	Construction and maintenance of public transport facilities
Maintenance of burial houses and funeral homes	Construction and maintenance of educational institutes
Construction or acquisition of public markets and slaughter houses	Construction and maintenance of infirmaries and hospitals
Construction or acquisition of cattle-pounds	The destruction of animals and birds causing a nuisance
Primary education services	Construction and maintenance of factory for the disposal of sewage
Health and hygiene services	The building or purchase and maintenance of suitable dwellings for the poor and working classes
Construction, maintenance and alternation of bridges	Provision of shelter to homeless persons and poor relief
Water supply services	Surveys of buildings or lands
Preventing and checking the spread of dangerous diseases	Measures to meet any calamity affecting the public in the city any measure to promote public safety, health, convenience or instruction
The securing or removal of dangerous buildings and places	
Construction of conservancy staff quarters	
Maintenance of relief works in scarcity, floods etc.	

Vadodara Mahanagar Seva Sadan got the first ever declared National Award for 'Energy Conservation in Street Lighting' by BEE in 2008, for saving energy in street lighting with better service and using latest technology for energy saving. The award was given by Honorable Power Minister Shree Shushil Kumar Shinde. Vadodara Municipal Corporation (VMC) repeat the history again in 2010 by acquiring second national award for 'Energy Conservation in Street Lighting' declared by BEE.

### **Beneficiaries Account**

Development of city and Citizen of Vadodara is major concern for imparting services. Most of people said that VMC is catering good services to the Vadodara region but more can be done to keep the city clean in a systematic manner. The authority of the Akshaya Patra Foundation stated that VMC has contributed to mid-day meal program in Vadodara.

## **5.2.xiii Indian Railways (IR)**

### **Introduction**

Indian Railways (IR) is an Indian state-owned enterprise, owned and operated by the Government of India through the Ministry of Railways. It is one of the world's largest railway networks comprising 115,000 km (71,000 mi) of track over a route of 65,000 km (40,000 mi) and 7,500 stations. Railways were first introduced to India in 1853 from Bombay to Thane. In 1951 the systems were nationalized as one unit, the Indian Railways, becoming one of the largest networks in the world. IR operates both long distance and suburban rail systems on a multi-gauge network of broad, meter and narrow gauges. It has operations cover twenty four states and three union territories and also provides limited international services to Nepal, Bangladesh and Pakistan.

The history of rail transport in India began in the mid-nineteenth century. In 1849, there was not a single kilometer of railway line in India. A British engineer, Robert Maitland Brereton, was responsible for the expansion of the railways from 1857 onwards. The Allahabad-Jabalpur branch line of the East Indian Railway had been opened in June 1867. Brereton was responsible for linking this with the Great Indian Peninsula Railway, resulting in a combined network of 6,400 km (4,000 mi). Hence it became possible to travel directly from Bombay to Calcutta. This route was officially opened on 7 March 1870 and it was part of the inspiration for French writer Jules

Verne's book *Around the World in Eighty Days*. At the opening ceremony, the Viceroy Lord Mayo concluded that “it was thought desirable that, if possible, at the earliest possible moment, the whole country should be covered with a network of lines in a uniform system”.

### **CSR Activities**

The prime CSR activities focus on employees and their families having a separate welfare department which looks after all the related activities. These welfare activities include residential (quarters) place, school building in staff colony, conducting children's recreational camp, medical camp and having own railway hospital to provide health care facilities with 24 hours doctors availability, safety and environment related trainings, canteen facilities for employees, own clubs and sports ground, training school etc. It has two recognized unions and 34 unrecognized unions. Railway Staff College, Vadodara, the national training academy of the Ministry of Railways, caters to the in-house training requirements of all railway officers at various levels. As part of the training curriculum, railway managers are exposed to men and women of excellence from outside the railway environment so that they learn about success stories from different walks of life and imbibe the elements of compassion, leadership and team management. The Indian Railways is 150 years old and believed to be the lifeline of the country since it is the biggest civilian employer in the world with over 17 lakh employees. CSR has always been an integral part of the Indian Railway's functioning and the activities range from transportation of drinking water and fodder free of cost to drought affected areas, enhanced fare compensation for cancer patients, senior citizens, free fare for the freedom fighter and their widows, catering to more than 10,000 shelter less people and investments in IIT-Kharagpur to develop the largest research center.

### **Beneficiaries Account**

Citizens of India, employees and their families, children etc. are the key beneficiaries. Catering services to each corner of society through reasonable, comfortable and convenient mode of transportation is their main concern. The employees shared that they have a department for the welfare activities which takes care the employees and his/her families. They have free and subsidized rate of ticketing facility to travel.

## **5.2.xiv State Bank of India (SBI)**

### **Introduction**

State Bank of India is a multinational banking and financial services company based in India. It is a government-owned corporation with its headquarters in Mumbai, Maharashtra. As of December 2012, it had assets of US\$501 billion and 15,003 branches, including 157 foreign offices, making it the largest banking and financial services company in India by assets.

The roots of the State Bank of India lie in the first decade of 19th century, when the Bank of Calcutta, later renamed the Bank of Bengal, was established on 2 June 1806. The Bank of Bengal was one of three Presidency banks, the other two being the Bank of Bombay (incorporated on 15 April 1840) and the Bank of Madras (incorporated on 1 July 1843). All three Presidency banks were incorporated as joint stock companies and were the result of the royal charters. On 1 July 1955, the Imperial Bank of India became the State Bank of India.

### **CSR Activities**

The SBI in Vadodara region is providing donation and other charitable contribution or financial help to various organizations. They are involved into tree plantation and green environment. SBI has provided school uniform, books, stationary etc. to rural villages. They have come up with various rural banking schemes for the rural and poor people.

### **Beneficiaries Account**

Citizens, employees, school children especially girl child, patients etc. are important beneficiaries of the bank. Donations have received by many cultural and social events/institutions from SBI. Tree plantation has also noticed in and around Vadodara region.

## **5.2.xv National Bank for Agriculture and Rural Development (NABARD)**

### **Introduction**

National Bank for Agriculture and Rural Development is an apex development bank in India having headquarters based in Mumbai and other branches are all over the country. The Committee to Review Arrangements for Institutional Credit for

Agriculture and Rural Development (CRAFICARD), set up by the Reserve Bank of India (RBI) under the Chairmanship of Shri B. Sivaraman, conceived and recommended the establishment of the NABARD. It was established on 12 July 1982 by a special act by the parliament and its main focus was to uplift rural India by increasing the credit flow for elevation of agriculture and rural non-farm sector and completed its 25 years on 12 July 2007.

### **CSR Activities**

The bank sanctioned two Rural Entrepreneurship Development Programmes (REDPs) like driving and auto mechanic training and tailoring with the duration of six weeks each, conducted by Kawant Education Society. Three years' program is designed in formation and credit linkage of 100 Self Help Groups (SHGs) to NGO 'BHASHA'. In Vadodara, the branch works for livelihood-enhancing schemes collaborated with corporate house i.e. Jubilant Life Sciences Limited, Savli.

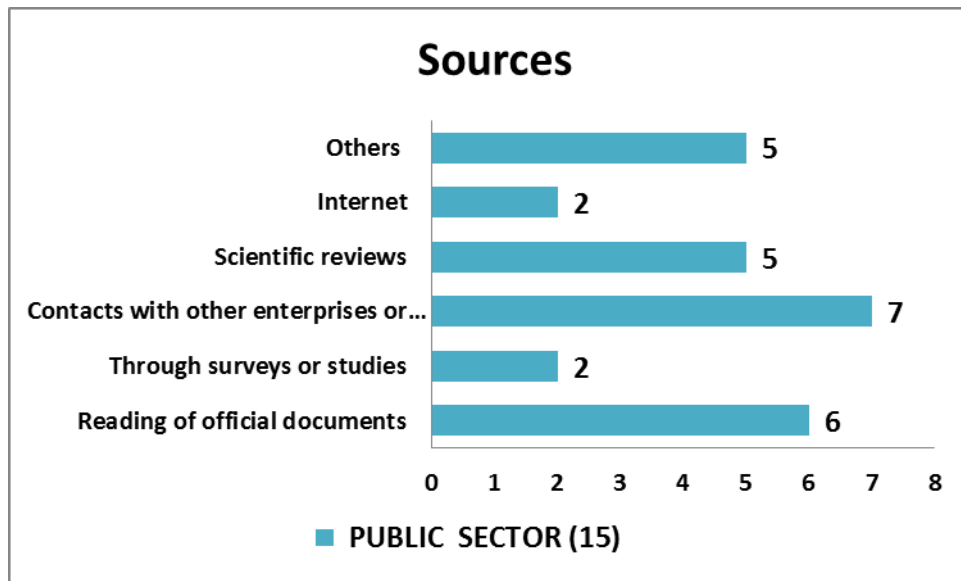
### **Beneficiaries Account**

An interaction with Father Gregory and Mr. Ramesh, NGO Kawant Education Society shared that NABARD bank has organized 6 week of driving and auto mechanic training and tailoring programs for the youth of the villages, which was endorsed by the villagers.

### **DATA INTERPRETATION**

Following data with few diagrams show the CSR and its relevant information of public sector industry in Vadodara -

The CSR/HR officials of Public sector, companies provided views on the sources of information or knowledge of CSR from the contacts with other enterprises or professionals (46.66%); Internet (13.33%) and survey or studies least response (13.33%) and others categories (33.33%) of the companies said that most of them acquired it from their curriculum when they were in colleges/universities or since the company inception they were aware of CSR and its implementation process (Figure 1).



**Figure 1 Sources of Knowledge about CSR**

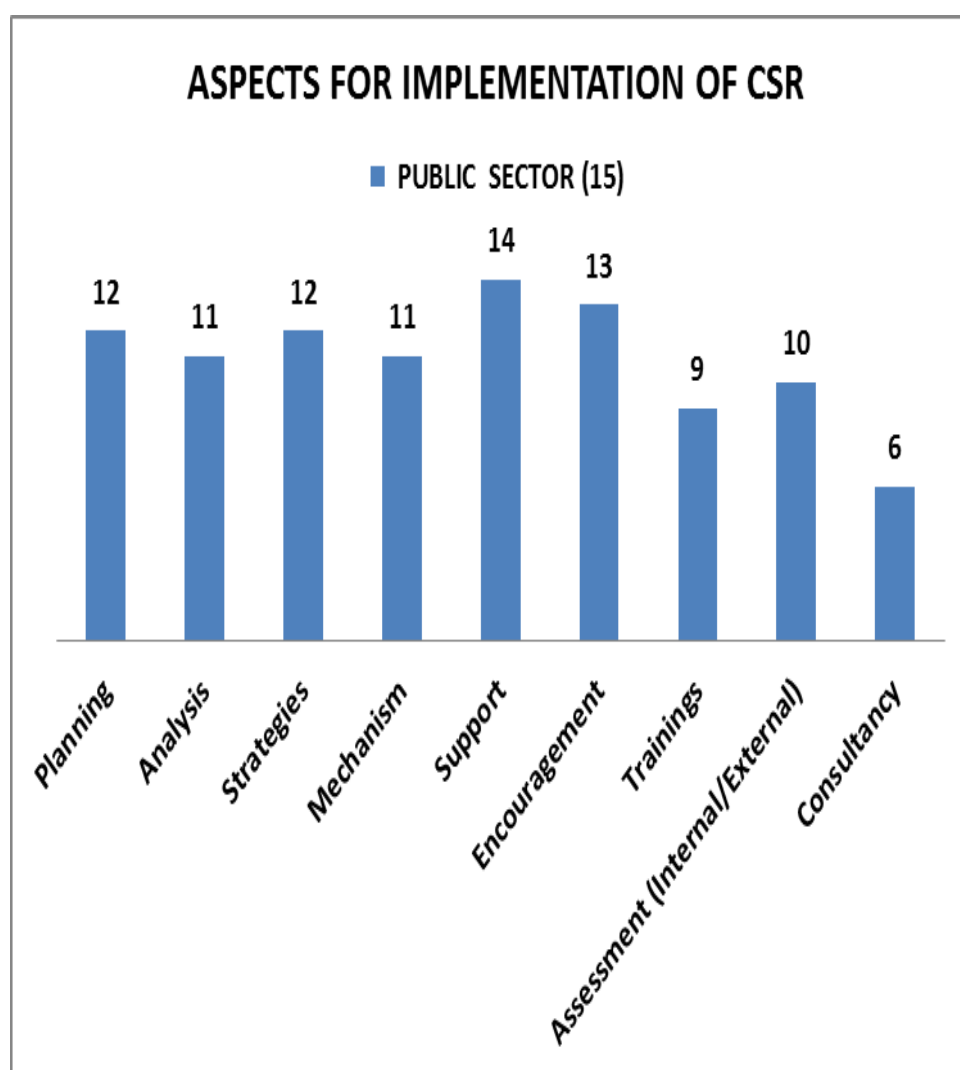
The diagram shows that employees (93.33%) and local communities (86.66%) are most considered and influential stakeholder of the organisation. 80% says on shareholder. Within other category (33.33%) says NGO, local government, volunteers etc. are their stakeholder (Figure 2).



**Figure 2 Identified Stakeholders**

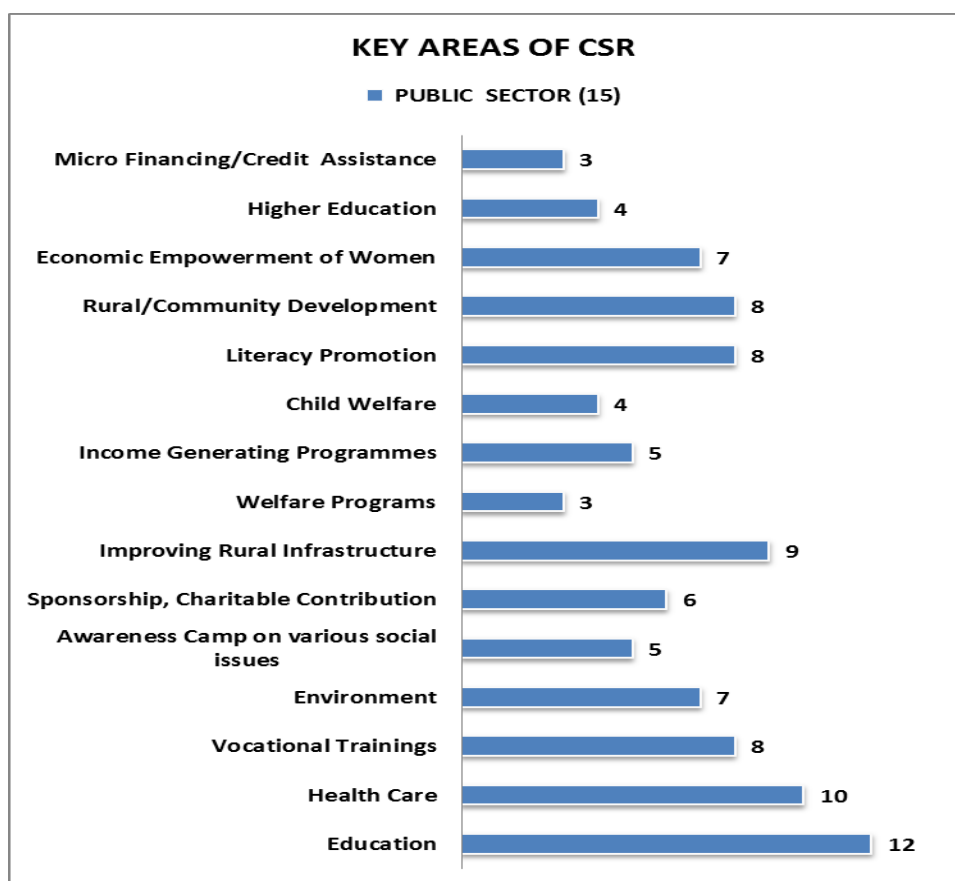


Several aspects affects in the process of planning and implementation of CSR. The Public sector companies commented that support (93.33%) and encouragement (86.66%) from top management regularly, responses given on following aspects both planning and strategies 80%, analysis and mechanism 73.33%. Least commented on trainings 60% and consultancy 40% (Figure 3).



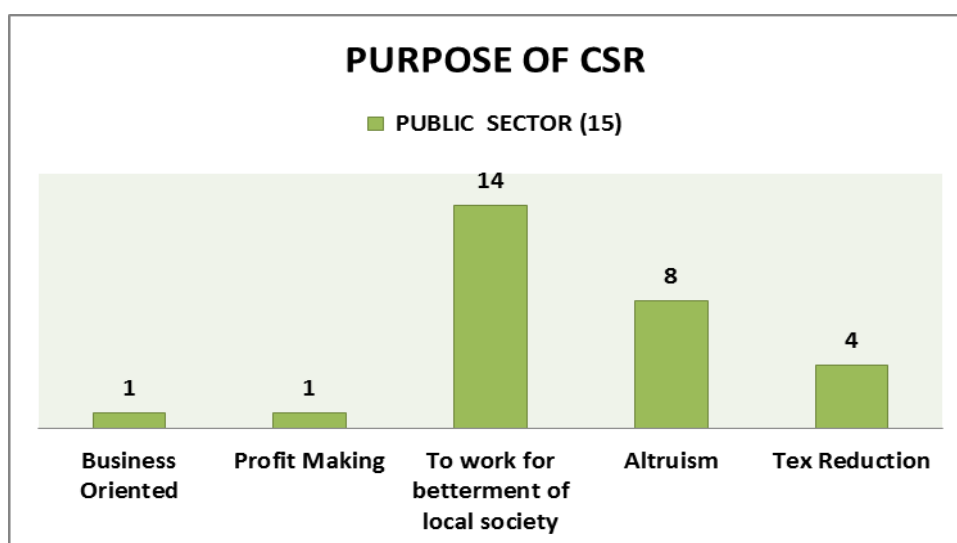
**Figure 3 Various Aspects related to CSR Implementation**

In Public sector, the key area education (80%), health care (66.66%), improving rural infrastructure (60%), community development (60%), vocational trainings (60%), empowerment of women (46.66%) and environment (46.66) provide more focus than the other areas (Figure 4).



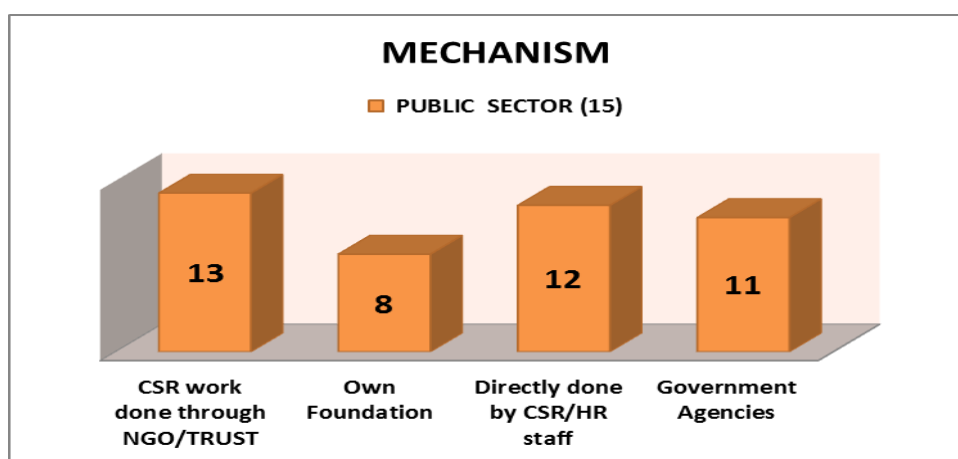
**Figure 4 Key Areas of CSR**

In Public sector, 93.33% said the purpose of CSR is to work for betterment of local society. They felt that it gives self satisfaction for doing CSR activities for community or vulnerable group or people. They stated that CSR is not business oriented and profit making drive (Figure 5).



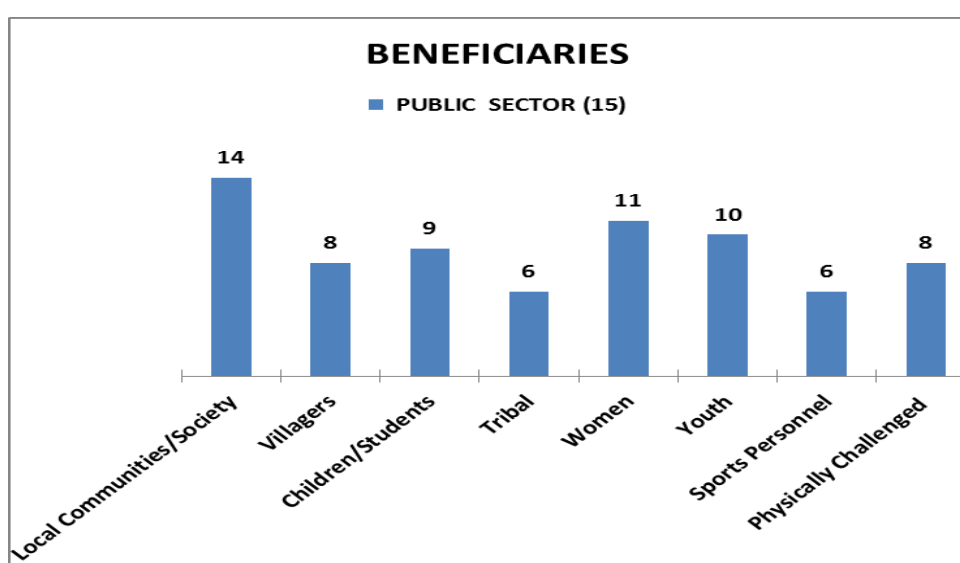
**Figure 5 Purpose of CSR**

In Public sector, 13 corporates stated that mechanism towards CSR activities are done through NGO/Trust. 12 companies said that they execute CSR activities directly through their CSR/HR personnels. Government agencies like local administrative body, DRDA, VMC etc. are also played a vital role. 8 corporates said they have their own foundation but it is running effectively by their corporate offices (Figure 6).



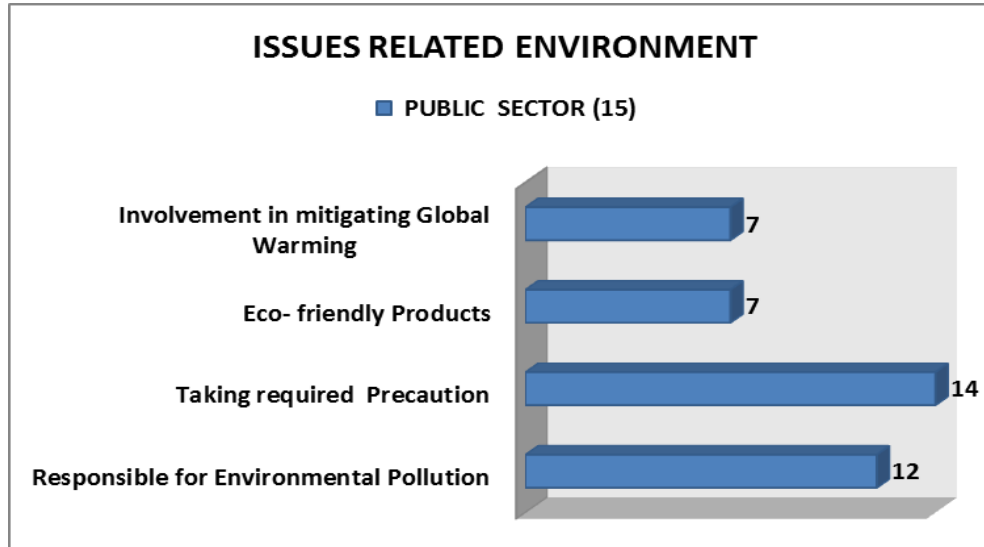
**Figure 6 Mechanisms for CSR**

In Public sector, 93.33% said the most important beneficiaries are local communities following women (73.33%), youth (66.66%), children/students (60%). Both tribal and sports personnel (40%) have received less response than other mentioned beneficiaries (Figure 7).



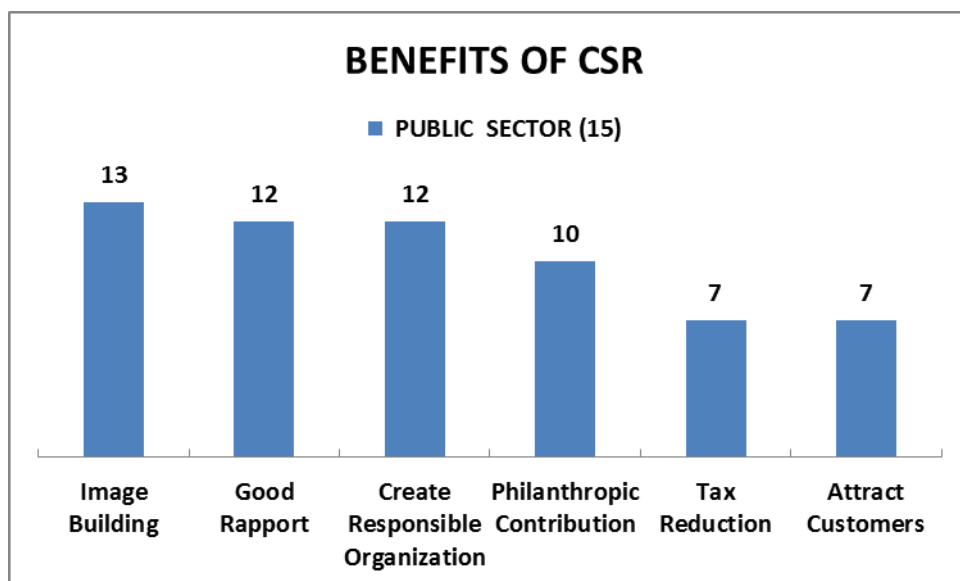
**Figure 7 Lists of Beneficiaries**

In Public sector, most of the corporates (12) said that they are responsible for environmental pollution and high response on taking care statutory precaution to maintain environment (Figure 8).



**Figure 8 Issues related to Environment**

In Public sector, the responses on the benefits of having CSR or doing CSR activities can help in image building (86.66%), good rapport (80%), create responsible organisation (80%). They gave least response on the tax reduction and attract customers as organisation benefits (Figure 9).

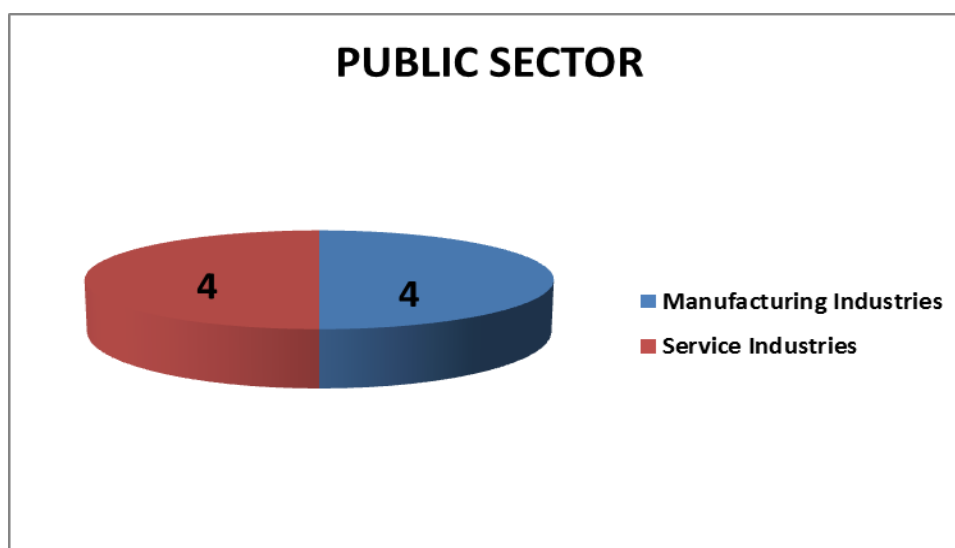


**Figure 9 Benefits of CSR**

### 5.3 DATA ANALYSIS OF PUBLIC SECTOR CORPORATIONS IN VADODARA REGION: CSR ACTIVITIES ARE CARRIED OUT ELSEWHERE

The following are the selected Public Sector Corporations (8) in Vadodara, but their CSR activities are carried out not in Vadodara but in other branch offices elsewhere.

Sr. No.	Manufacturing Sector	Sr. No.	Service Sector
1	Engineers India Limited (EIL)	5	Life Insurance Corporation of India (LIC)
2	ONGC Petro Additions Limited (OPAL)	6	Union Bank of India (UBI)
3	Steel Authority of India (SAIL)	7	Bharat Sanchar Nigam Limited (BSNL)
4	Bharat Heavy Electricals Limited (BHEL)	8	Central Bank of India (CBI)



#### 5.3.i Engineers India Limited (EIL)

##### Introduction

Engineers India Limited is a public-sector undertaking of the Government of India under the Ministry of Petroleum and Natural Gas. It was initially set up in 1965 to

provide engineering and related technical services for petroleum refineries and other industrial projects. The current chairman and managing director of the company is A K. Purwaha. EIL has its Head Office at Bhikaji Cama Place, New Delhi with regional offices at Kolkata, Chennai, and Vadodara.

### **CSR Activities**

The company sponsored education of 50 students of SOS children's village at New Delhi from economically weaker sections of society, provided a school bus to SOS children's village at Bawana. Sponsored infrastructural facilities of educational institutes at Assam for facilitating quality education among the rural and urban poor like Industrial Training Institute, Rameshwar Higher Secondary School, Barbaruah Girl's High School. Sponsored education, physical and psychological rehabilitation of child victims of communal, caste, ethnic or terrorist violence of the 50 students, 25 each in Assam and Jammu & Kashmir, Provided summer and winter uniforms to underprivileged girl children for St. Mary's School project of informal education 'Naya Daur', Provided Mobile Medicate Unit at Guwahati, Ahmedabad and Pune to serve aged people and slum areas on a weekly basis, rural electrification through Solar Power, distribution of wheel chairs to disabled sports persons etc.

### **5.3.ii ONGC Petro Additions Limited (OPaL)**

#### **Introduction**

ONGC Petro additions Limited a multibillion joint venture company was incorporated in 2006, as a Public Limited Company under the companies Act, 1956, promoted by Oil and Natural Gas Corporation (ONGC) and co-promoted by GAIL and GSPC. OPaL is setting up a grass root mega Petrochemical project at Dahej, Gujarat in PCPIR/SEZ. The corporate office is located in Vadodara, Gujarat.

### **CSR Activities**

Medical camps, drinking water supply schemes supported to Luvara and Ambheta villages. School bags were distributed to the children of the same villages. School uniforms were distributed to all the children and teachers of Ambheta village, three bus stops/shelters in Ambheta village has been constructed, celebrate various cultural functions, tree plantation etc.

### **5.3.iii Steel Authority of India (SAIL)**

#### **Introduction**

SAIL is India's largest steel producing company. With a turnover of Rs. 50,348 crore, the company is among the five *Maharatnas* of the country's Central Public Sector Enterprises. SAIL has five integrated steel plants, three special plants, and one subsidiary in different parts of the country. It is a public sector undertaking which trades publicly in the market is largely owned by Government of India and acts like an operating company. Incorporated on 24 January 1973, SAIL has more than 100,000 employees. During 2010–11, the manpower of SAIL reached a level of 110794 (as on 31 March 2011) from 116950 (as on 1.4.2010). The company's current chairman is C.S. Verma. With an annual production of 13.5 million metric tons, SAIL is the 14th largest steel producer in the world.

Major plants owned by SAIL are located at Bhilai, Bokaro, Durgapur, Rourkela, Burnpur (near Asansol) and Salem. SAIL is investing Rs 210 billion in West Bengal, to set up a wagon factory. Besides, it has R&D centre for Iron & Steel (RDCIS), Centre for Engineering and Technology (CET), Management Training Institute (MTI) and SAIL Safety Organization (SSO) located at Ranchi capital of Jharkhand.

#### **CSR Activities**

SAIL has established 61 Primary Health Centres, 12 Reproductive and Child Health Centres, 18 Hospitals and 6 Super-Specialty Hospitals (2008-09), 24 MMUs /ambulances have been provided to various NGOs like HelpAge India, Bharat Sewashram Sangha, Anugraha Drishtidaan, etc. A special project 'Akshaya' for providing free investigation to TB patients of under privileged sections; project 'Chetna' for treatment of sickle cell anemia are run in Rourkela; contributing in infrastructure, water supply, sports, culture and heritage, eco-friendly disposal, tree plantation, The Akshaya Patra mid-day meal scheme, various free health camps, solar power, vocational training etc.

### **5.3.iv Bharat Heavy Electricals Limited (BHEL)**

#### **Introduction**

It is an Indian state-owned integrated power plant equipment manufacturer and operates as engineering and manufacturing company based in New Delhi, India.

BHEL was established in 1964, ushering in the indigenous Heavy Electrical Equipment industry in India. The company has been earning profits continuously since 1971-72 and paying dividends since 1976-77. It is one of the only 7 mega Public Sector Undertakings (PSUs) of India clubbed under the esteemed '*Maharatna*' status. On 1 February 2013, the Government of India granted *Maharatna* status to Bharat Heavy Electricals Limited.

### **CSR Activities**

BHEL has developed a CSR Scheme and its Mission Statement on CSR is "Be a Committed Corporate Citizen, alive towards its Corporate Social Responsibility". BHEL's contributions toward CSR include adoption of villages, free medical camps/charitable dispensaries, schools for the underprivileged and handicapped children, ban on child labour, disaster/natural calamity aid, employment for handicapped, widow resettlement, employment for Ex-serviceman, irrigation using treated sewage, pollution checking camps, plantation of millions of trees, energy saving and conservation of natural resources through environmental management. BHEL provides financial assistance to various NGOs/Trusts/Social Welfare Societies that are engaged in social welfare activities throughout the country. 56 villages having nearly 80,000 inhabitants have been adopted. BHEL shares the growing concern on issues related to Environment and Occupational Health and Safety (OHS) and is committed to protecting environment and to providing safe and healthy environment to all its employees.

### **5.3.v Life Insurance Corporation of India (LIC)**

#### **Introduction**

Life Insurance Corporation of India is the largest insurance group and investment company in India. It is a State-owned corporation where the Government of India has 100% stake. It has assets estimated of ₹13.25 trillion (US\$240 billion). It was founded in 1956 with the merger of 245 insurance companies and provident societies (154 life insurance companies, 16 foreign companies and 75 provident companies). Life Insurance Corporation of India headquartered in Mumbai, India; currently it has 8 zonal offices and 113 divisional offices located in different parts of India. It has around 3500 servicing offices including 2048 branches, 54 Customer Zones, 25 Metro Area Service Hubs and a number of Satellite Offices located in different cities and



towns of India and has a network of 13,37,064 individual agents, 242 Corporate Agents, 79 Referral Agents, 98 Brokers and 42 Banks (as on 31.3.2011) for soliciting life insurance business from the public. The slogan of LIC is "Yogakshemam Vahamyaham" which translates from Sanskrit to "Your welfare is our responsibility".

### **CSR Activities**

LIC Golden Jubilee Foundation Scholarship is started for economically backward families for higher studies. The Foundation has supported projects ranging from construction of hospitals, mid-day meal program with The Akshaya Patra, school buildings and classrooms, library, computer centre, old age homes, hostel buildings for children in tribal areas, vocational training centers for differently abled persons. LIC Foundation has also provided funds for purchase of school buses for transportation of differently abled children, provide mobile ambulances. The Foundation has supported cochlear implant program for children from economically weaker sections of the society spread across the country through KEM Hospital, Pune. LIC Golden Jubilee Foundation has helped people where the natural calamities have devastated human life and provided infrastructural support to orphan children through NGO's.

### **5.3.vi Union Bank of India (UBI)**

#### **Introduction**

Union Bank of India is one of the largest public sector banks of India (the government owns 55.43% of its share capital remains public, private organizations and foreign companies), is listed on the Forbes 2000. It has assets of USD 13.45 billion and all the bank's branches have been networked with its 4129 ATMs. Union Bank of India was registered on 11 November 1919 as a limited company in Mumbai and was inaugurated by Mahatma Gandhi.

### **CSR Activities**

Farmers' club is an initiative to encourage farmers in villages catered by rural branches. Basic idea is to bring farmers together and discuss their problems, solutions and new agricultural practices. Any farmer can become a member of a Farmers' Club. Union Mitr is especially designed for the rural population. It facilitates financial education to all strata of people. Village Knowledge Centre (VKC) serves as

information dissemination centre providing instant access to farmers to latest information/knowledge available in the field of agriculture, starting from crop production to marketing. A “VKC In-charge” who looks after the operations of the VKC mans every VKC.

### **5.3.vii Bharat Sanchar Nigam Limited (BSNL)**

#### **Introduction**

Bharat Sanchar Nigam Limited is an Indian state-owned telecommunications company headquartered in New Delhi, India. It is the largest provider of fixed telephony and fourth largest mobile telephony provider in India, and is also a provider of broadband services. BSNL is India's oldest and largest Communication Service Provider (CSP). It had a customer base of 95 million as of June 2011. BSNL, was known as the Department of Telecommunications, had been a near monopoly during the socialist period of the Indian economy. During this period, BSNL was the only telecom service provider in the country.

#### **CSR Activities**

BSNL provides voluntary services during natural calamities and it has a provision of ambulance services. Rajasthan BSNL CSR distributed free mobile handsets and free SYM cards to 1000 BPL families; Vilapuram donated computers with free unlimited broadband usage for Physically Challenged Government Special Schools and also donated free table, chair, modem and telephone; project to maintain and clean some long distance Rajdhani trains; special concession for senior citizens, tree plantation, tri-cycle/rickshaw for physically challenged, irrigation facility, infrastructure, health and welfare etc.

### **5.3.viii Central Bank of India (CBI)**

#### **Introduction**

Central Bank of India, a government-owned bank, is one of the oldest and largest commercial banks in India. It is based in Mumbai. The bank has 4100 branches and 270 extension counters across 27 Indian states and three Union Territories. At present, Central Bank of India has one overseas office, which is a joint venture with Bank of India, Bank of Baroda, and the Zambian government.

## **CSR Activities**

The Bank has formulated schemes under financial inclusion for financially weaker excluded persons of society. The Bank has donated a sum of Rs.95.30 lakhs during the year 2010-11 to various Trusts, NGOs, Associations, Charitable Institutions etc. The Bank has Implemented Youth Finance Facility in collaboration with Commonwealth Secretariat in 4 backward districts. The aim is to provide integrated financial assistance to youth for setting up micro enterprise. Bank provided Technical Assistance through capacity building on Micro-finance in St. Lucia in West Indies. The Bank had organized inclusive and integrated program on Small Business Competitiveness Development Program in Jaipur in collaboration with Commonwealth secretariat. In order to develop rural entrepreneurship, the Bank launched a Rural Development and Self Employment Training Institute (RUDSETI) at Ambikapur (Chattisgarh), Chhindwara (Madhya Pradesh), Jabalpur (Madhya Pradesh), Jalpaiguri (West Bengal) and Ratlam (Madhya Pradesh). This will provide entrepreneurship training to the rural youth, to enable them to take to vocational activities. The Bank has already set RUDSETIs at Kota, Muzaffarpur and Hoshangabad.

## **5.4 MAJOR FINDINGS AND INTERPRETATIONS**

### **5.4.i Public Sector - Manufacturing Industries**

The major findings of the CSR activities of selected 6 Public sector Manufacturing industries in Vadodara are as follows:

- All these companies' most concern areas are Education, Health, Rural Infrastructure, Empowerment programs especially for women and youth, and maintaining green environment and conducting regular awareness camps on safety and environment.
- It was found that all these selected companies are having management policy for CSR.
- GSFC, GIPCL and GACL are prime patrons for Mid-Day Meal program of The Akshya Patra Foundation.
- All these above companies are adopting nearby 2-3 villages (approx.) of their operation area and provide necessary amenities.

- These companies are targeting to develop village schools and their students, village PHC (Public Health Centre), construction of village roads, drinking water facility by building water tanks, water pumps/bore wells etc.
- It is found that all these companies have fixed budget for CSR activities, do review their CSR activities monthly or quarterly by CSR Officials or management.
- These companies organize various school level competitions taking the theme of environment, tree plantation, save water etc. and to motivate school children they provide scholarship or other financial help to meritorious students to go for higher studies.

#### **5.4.ii Public Sector - Service Industries**

The major findings of the CSR activities of selected 9 Corporates of service industries are as follows:

- The main concern areas of CSR activities are health care, infrastructure, empowerment program, tree plantation, and environment awareness.
- Except industrial service sector rest of the corporations are not very actively doing CSR for community development.
- The Vadodara division Indian Railway, Bank of India, State Bank of India, Baroda Dairy, and GUVNL etc. are not actively engaged into community development or they do not have specific or structured CSR program for this respective region.
- The two power sector companies like Power Grid and GIPCL having own management policy regarding CSR, are undertaking CSR activities in a continuous manner and allot resource and budget regularly focusing on area of education, health care, rural infrastructure and empowerment/income generating program.

## 5.5 PHOTOGRAPHS

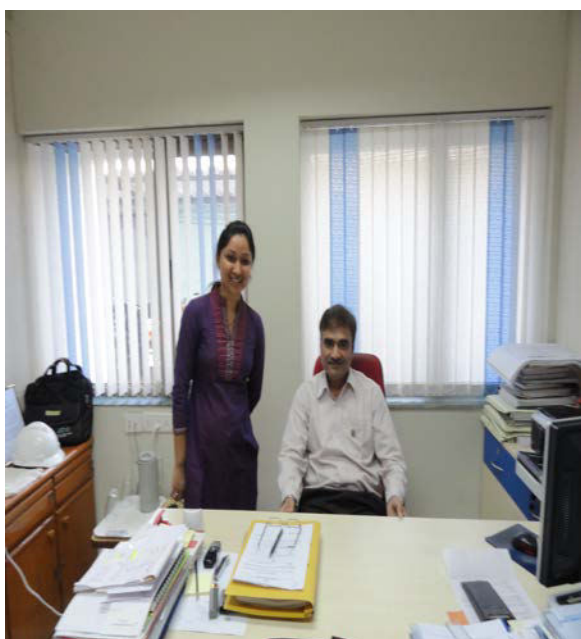
### Respondents (HR/CSR Officials) from Public Sector Companies in Vadodara



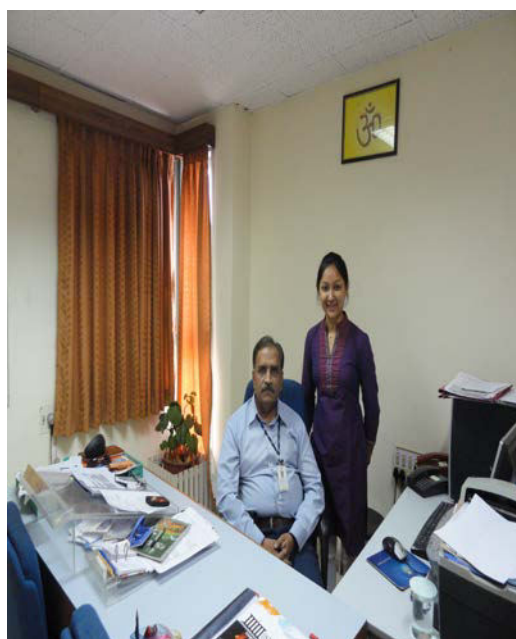
Mr. J.P. Kujur, Sr. Manager (HR)  
GAIL (India) Limited, Vadodara



Mr. J.G. Bhatt, Dy. Manager (A&W)  
Gujarat Refinery (IOCL), Vadodara



Mr. S.H. Purohit,  
Dy. General Manager (HR/Admn.)  
Gujarat Industries Power Company Ltd.  
(GIPCL), Vadodara



Mr. Nikhil Patel, Dy. General Manager  
Gujarat Alkalies & Chemical Limited  
(GACL), Vadodara

## Various CSR Activities Undertaken by Public Sector Companies at Vadodara



Eye Checkup camp by GACL



Household Sanitation Latrine in Ranoli Village, by GACL



Aanganwadi Construction by GACL



Street Light installed by GACL



Water Tank constructed by Power Grid



Tree Plantation by Power Grid



## WITH BENEFICIARIES



Beneficiaries of SHGs at Chhota Udepur Tribal village Jeher & Chilarwant



Beneficiaries of SHGs at Chhota Udepur Tribal area village Jeher & Chilarwant



Mr. Milind K. Gupte Asst. General Manager, NABARD, at Chhota Udepur village



Girl Child Education at The Adivasi Academy, Tejgad, Vadodara



NABARD training program for Women at Kawant Village



An interaction with village youth and Panchayat, Vadodara

**CHAPTER - 6**  
**CORPORATE SOCIAL RESPONSIBILITY:**  
**PRIVATE SECTOR CORPORATIONS**

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## **CHAPTER - 6**

### **CORPORATE SOCIAL RESPONSIBILITY: PRIVATE SECTOR CORPORATIONS**

*“No success in material terms is worthwhile unless it serves the needs and interests of the country and is achieved by fair and honest means”. – JRD TATA*

#### **INTRODUCTION**

Private sector can be defined as the part of the economy that is not state controlled, and is run by individuals and companies for profit. The private sector encompasses all for-profit businesses that are not owned or operated by the government. In other words, the private sector is usually composed of organizations that are privately owned and not part of the government. These usually include corporations (both profit and non-profit), partnerships, and charities. An easier way to define of the private sector is by thinking of organizations that are not owned or operated by the government. For example, retail stores, credit unions, and local businesses will operate in the private sector (Investopedia, 2013).

#### **6.1 HISTORY AND DEVELOPMENT OF PRIVATE SECTOR IN INDIA**

The importance of private sector in Indian economy over the last 20 years has been tremendous. The opening up of Indian economy has led to free inflow of foreign direct investment (FDI) along with modern cutting edge technology, which increased the importance of private sector in Indian economy considerably.

Previously, the Indian market was ruled by the government enterprises but the scenario in Indian market changed as soon as the markets were opened for investments. This results the rise of the Indian private sector companies, which prioritized customer's need and speedy service. This further fueled competition amongst same industry players and even in government organizations. The post 1990 era witnessed total investment in favor of Indian private sector. The investment quantum grew from 56% in the first half of 1990 to 71 % in the second half of 1990. This trend of investment continued for over a considerable period of time. These

investments were especially made in sectors like financial services, transport and social services.

The late 1990s and the period thereafter witnessed investments in sector like manufacturing, infrastructure, agriculture products and most importantly in Information technology and telecommunication. The present trend shows a marked increase in investment in areas covering pharmaceutical, biotechnology, semiconductor, contract research and product research and development.

The importance of private sector in Indian economy has been very commendable in generating employment and thus eliminating poverty. Further, it also affected the following –

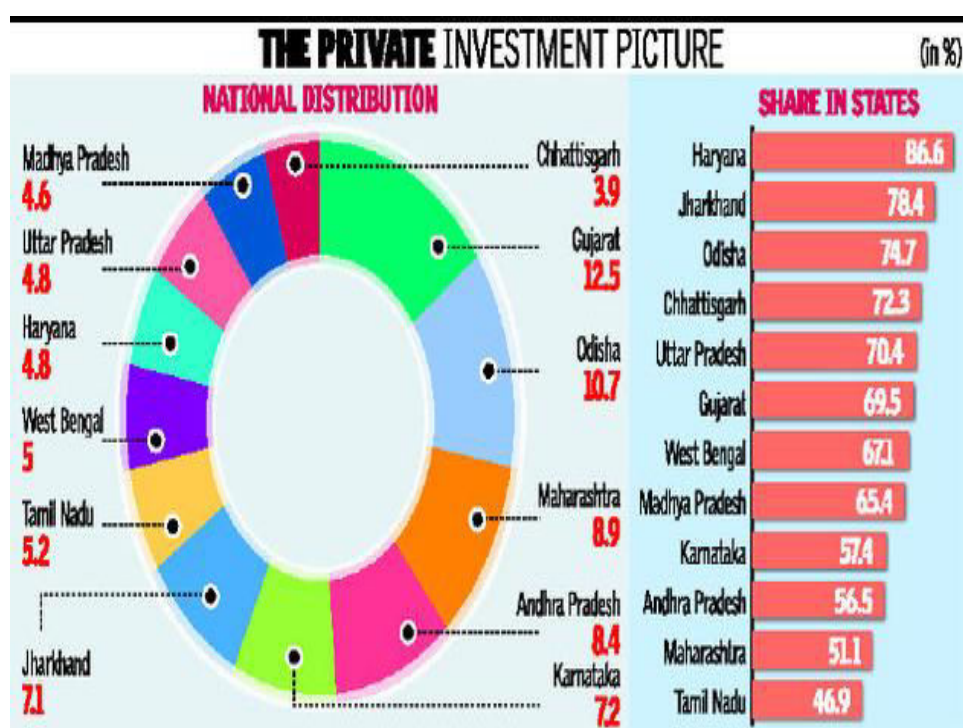
- Increased quality of life
- Increased access to essential items
- Increased production opportunities
- Lowered prices of essential items
- Increased value of human capital
- Improved social life of the middle class Indian
- Decreased the percentage of people living below the poverty line in India
- Changed the age old perception of poor agriculture based country to a rising manufacturing based country
- Effectuated increased research and development activity and spending
- Effectuated better higher education facilities especially in technical fields
- Ensured fair competition amongst market players
- Dissolved the concept of monopoly and thus neutralized market manipulation practices

The importance of private sector in Indian economy can be witnessed from the tremendous growth of Indian BPOs, Indian software companies, Indian private banks and financial service companies. The manufacturing industry of India is flooded with private Indian companies and in fact they dominate the said industry. Manufacturing companies covering sectors like automobile, chemicals, textiles, agri-foods, computer hardware, telecommunication equipment, and petrochemical products were the main driver of growth. The Indian BPO sector is more concentrated with rendering services

to overseas clients. The KPO sector is engaged in delivering knowledge based high-end services to clients.

Gujarat has topped the list of States with the highest share of outstanding private sector investments (including both domestic and foreign private sectors) across India as of June 2012, according to ASSOCHAM study. The State garnered an investment of Rs. 10.34 lakh crore, accounting for 12.5 per cent of the total outstanding private investment of Rs. 82 lakh crore. Gujarat was followed by Odisha (10.7 per cent) and Maharashtra (8.9 per cent) of private investment. This portrays the bureaucratic efficiency, infrastructure facilities and ease of land acquisition in Gujarat which has influenced the inflow of private investments that are mostly driven by profitability considerations.

In this study, the selected samples are those private sector companies which are privately owned by individual or group of individuals not by government undertaken. They are Indian private or locally based private companies including some BSE listed limited companies.



Source: ASSOCHAM, Business Line

**Number of private sector companies selected for data collection:**

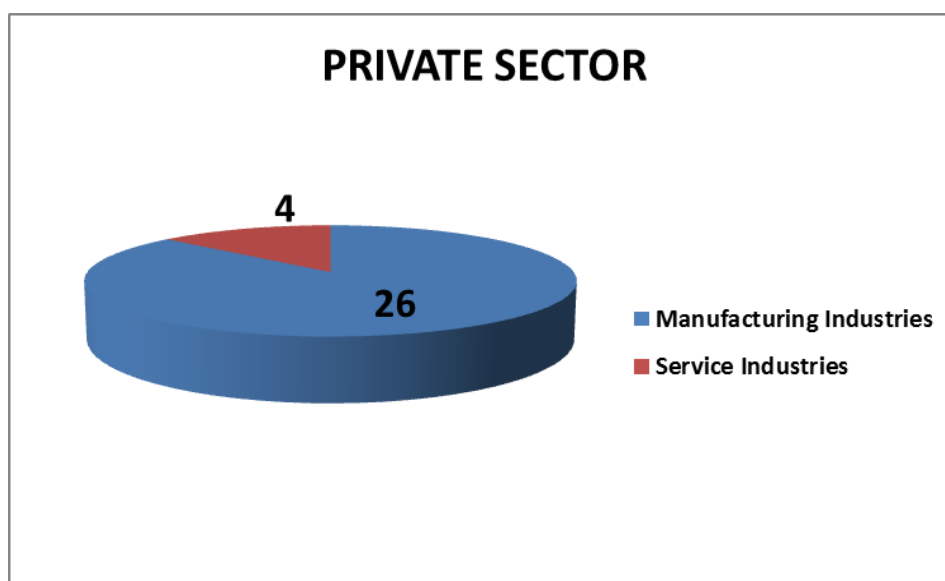
<b>Private Sector</b>	<b>CSR Activities at Vadodara</b>	<b>CSR Activities not at Vadodara but elsewhere</b>
Manufacturing Industries	26	08
Service Industries	04	08
<b>Total</b>	30	16
<b>Grand Total: 46</b>		

## **6.2 DATA ANALYSIS OF PRIVATE SECTOR CORPORATIONS: CSR ACTIVITIES ARE CARRIED OUT IN VADODARA REGION**

The following is the list of selected private sector corporations (30) located in Vadodara region, comprising of both Manufacturing sectors and Service sectors and carrying their CSR activities in Vadodara.

<b>Sr. No.</b>	<b>Manufacturing Sector</b>	<b>Sr. No.</b>	<b>Service Sector</b>
1	Reliance Industries Limited (RIL)	27	Rishabh Software Pvt. Ltd.
2	Jubilant Life Sciences Limited	28	Big Bazaar
3	Synefra Engineering and Construction Limited	29	Pantaloon Fashion & Retail Limited
4	Alembic Limited	30	HDFC Bank Limited
5	Transpek Industry limited		
6	Kemrock Industries and Exports Ltd.		
7	Deepak Nitrate Limited		
8	Cosmo Films Pvt. Ltd		
9	Jyoti Limited		
10	Larsen and Toubro Limited (L&T)		
11	Conmat Systems Pvt. Ltd.		
12	Aditya Birla Insulator		
13	Apollo Tyre Limited		
14	Diamond Power Infrastructure Ltd.		

15	Inox India Limited (INOXCVA)		
16	Shaily Engineering Plastics Limited		
17	Golden Tobacco Limited		
18	CEAT Limited		
19	HNG Float Glass Limited		
20	Zydus Cadila		
21	R. R. Kabel (Ram Ratna Group)		
22	JCT Electronics Ltd.		
23	Piramal Glass Limited		
24	COSMOS IMPEX (India) Pvt. Ltd		
25	Rubamin Limited		
26	Vasu Healthcare Pvt. Ltd.		



### 6.2.i Reliance Industries Limited (RIL)

#### Introduction

Reliance Industries Limited is an Indian conglomerate company headquartered in Mumbai, India. The company operates in three segments: petrochemicals, refining and oil and gas. Its other segments include textile, retail business, Special Economic Zone (SEZ) development and telecom/broadband business. RIL, Vadodara Manufacturing Division (VMD) was earlier part of the Indian Petrochemicals Corporation Ltd. (IPCL) with Management control by Government of India. In 2002,

due to divestment of the equity, the management control went in the hands of Reliance Petro investments Limited (RPiL) of RIL Group. On 5 September, 2007, IPCL got merged with RIL. RIL, Vadodara Manufacturing Division (VMD) is multi-product manufacturing portfolio includes Polymers, Synthetic Rubber, Synthetic Fiber and Fiber Intermediates, Solvents and Industrial Chemicals.

### **CSR Activities**

Beauty culture and health care training: 5000 village women/girls from villages in Undera and Bajwa villages are outreached. Dress making, Designing and Embroidery Training: 30 rural women/girls from villages benefited from this training program. Distribution of Sewing Machines: RIL, VMD had distributed twenty five sewing machines to the rural women of Dhanora, Bajwa, Karodia, Undera and Koyali. Tri-cycle distribution to 15 physically challenged Villagers from Poicha, Anghad, Dhanora, Khandi. Adult and Creative Education programs are held in Dhanora, Koyali and Bajwa villages. Jewellery Articles Making Training: Women/Girls from of Karachiya Village were benefited from this training.

Mobile Repairing Training: ten rural youth from Anghad, Dhanora and Koyali villages were given training which in turn will help them in self-employment. Electrical Technician Training: twenty five rural youth were imparted training. 15000 villagers outreached from the training given to rural youth in Computer training, Plumbing and Hand Pump Repairing.

Waste Land Development: 2000 saplings planted in Bajwa, Dhanora and Karodia villages. Fruit Sapling Distribution to Farmers: 750 Saplings are distributed to the farmers of Khandi and Poicha villages. Animal Medical Camp: Medical camp conducted for the benefit of villagers from Poicha and Khandi village whose main source of income depends on their Livestock. Almost 775 animals were checked in the camp which was organized with the help of Baroda Dairy.

Road Safety Awareness Rally: Road safety awareness program organized at Koyali and Undera schools. Around 1200 students participated in the rally. Safety Awareness and Training: Safety awareness and training program organized for the women of Dhanora/Rampura. Over 125 women participated in the awareness program.

Health and Hygiene awareness programs: Several awareness programs organized for the benefit of Rural Women and Youth on health and hygiene. Programs include prevention of Diabetes and Blood Pressure, how to improve Hemoglobin without taking expensive medicines and prevention of Kidney ailments. Tree Plantation: 2500 saplings planted in Surrounding villages and schools in Rampura, Dhanora and Undera, restoration and preservation of precious Artwork at VMD.

Computer Literacy Program: Computer Literacy Program for the students of Vth, VIth and VIIth Standard of Undera School organized in coordination with the students of The M. S. University of Baroda, Vadodara. Dristi Art and Essay Competition: Over 1400 youngsters/school children from VMD Family benefitted.

Water Conservation Awareness program in surrounding villages; provided support to NGO-SVADES for Community Welfare in forty surrounding villages of RIL/IOC/GSFC/GACL; sponsored project for AIDS awareness, hygiene and sanitation, education to villagers in coordination with NGO Society for Village Development in Petrochemicals Area (SVADES), Vadodara. Drug De-addiction Program: It is arranged for those who are addicted with drugs from the nearby villages.

RCC Roads were constructed in ten surrounding villages, water pumps constructed in three villages and Aaganwadis in two villages. The infrastructure development work was carried by RRDT (Reliance Rural Development Trust).

RIL provides scholarship to Meritorious Students under Dhirubhai Ambani Foundation (DAF), organizes summer coaching camps of various Games. RIL, Vadodara is associated in organizing Vadodara International Marathon organized for Cleanliness Drive in Vadodara. Several income generation programs are organized for Sakhi Mandal (SHGs) of surrounding villages in coordination with students of Faculty of Family and Community Sciences, The M.S. University of Baroda. These training programs are carried out in coordination with Jan Shikshan Sansthan (Min. of HRD- GOI, Village Panchayat).



### **Beneficiaries Account**

The beneficiaries include nearby village people that cover children, students, women, youth, and elderly persons located in Anghad, Dhanora, Koyali, Bajwa, Poicha, Khandi, Rampura, Karodia, Karachiya, Shreki etc. An interaction with Panchyat member Pravinbhai Parmar and other ladies i.e. Meenaben Parmar, Gohal Urmilla Ganeshbhai, Madhuben (Bajwa Sarpanch) who attended women empowerment courses like tailoring beauty culture etc. shared nice reviews on courses run by the company and the benefits they have got from such programs.

### **6.2.ii Jubilant Life Sciences Limited**

#### **Introduction**

Jubilant Life Sciences Limited is an integrated Pharmaceutical and Life Sciences company. As India's largest Custom Research and Manufacturing Services (CRAMS) player and a leading Drug Discovery and Development Solutions provider out of India, it is constantly engaged in delivering value to its global customers through innovative technologies, products and services. Today, it is well recognized as a 'Partner of Choice' by leading global pharmaceutical and Life Sciences companies. The Company through its presence in India, USA, Canada, Europe and China constantly serves its customers spread across 90 countries.

#### **CSR Activities**

Through its non-profit wing, Jubilant Bhartia Foundation (JBF), the company has been with all social initiatives that focus on primary education, basic healthcare and skill development for employability and self-sustenance. The company provides skill development courses (Skill Entrepreneurship Development Program) in collaboration with NABARD Bank which include tailoring, beauty parlour, computer literacy, plumbing, established Self Help Group (SHGs), Day Care centers, Dispensary, Mobile Dispensary and Specialized Health Camps, Blood donation camp, tree plantation etc. Health and environment related awareness programs are organized with the help of Eco-club, Swasthya Prahari and Occupational Health Centre for hygiene and environmental issues for their community mainly School Children and employee's family. In addition to celebrating World Environment Day, Earth Day, World Health Day, the company also organized various awareness programs on: General Health checkup, Tuberculosis, HIV/AIDS, Communicable Diseases like

Swine Flu etc. In Vadodara Unit, weekly community health programs are initiated in three villages namely Juna Samlaya, Karachia and Paswa. 780 patients benefited from this activity during July-September 2009. Under Pratibha Puraskar Program, 95 meritorious students of Gajraula and Samlaya blocks, who topped in Matriculation and Intermediate examinations, are awarded.

Muskaan Project established in 2007 supports rural government Primary Education System. 4 ceiling fans are provided to Juna Primary School, Samlaya. Other accessories like school uniform, bags, stationeries etc. are also provided. The company involves into rural infrastructure in nearby villages.

### **Beneficiaries Account**

School children, women and youth, nearby village people at large located in Juna Samlaya, Karachia and Paswa are beneficiaries of the company. In the Juna Primary School, the teachers said that the students have received bags, uniforms, stationeries and the company also planted many trees in and around the village and school.

## **6.2.iii Synefra Engineering and Construction Limited**

### **Introduction**

Synefra formerly known as Suzlon Infrastructure Ltd., (A Tanti Group Company) was established in 1998 with a focus to conceptualize, invest, develop and maintain hi-tech industrial infrastructure globally. Synefra offers a wide array of specialized services in: Excellence in Project Management (e-PM), Engineering, Procurement and Construction (EPC) and Special Economic Zones Development including integrated Facility Management Services (i-FMS).

### **CSR Activities**

They celebrate of International Days to create awareness among the employees and communities about various issues. World Environment Day is celebrated by planting trees on SEZ, schools and common village lands. Employees, villagers, school teachers and students were participated. During the year 2011-12, 2116 trees were planted in and around the SEZ. Every year on 2nd February, blood donation drive is organized. 76 bottles blood was collected from the donor employees of Synefra and SE Forge and contract staff.

Promotion of Micro Finance and Micro Enterprise: Synefra is implementing Dilse project since 2009 in 6 villages around the SEZ. They work with women by organizing them into groups and introducing savings and credit transactions. Small micro enterprises are established by giving training to those who want to go for it. Formed 20 self-help groups have aggregate savings of Rs. 2.26 lakh. Their credit intake is Rs. 4.22 lakh with a recovery rate of 96%. Project funds have provided Rs. 2.70 lakh towards seed capital for micro enterprises to the women groups with the Government contributing Rs. 35000. The benefits availed through various government schemes facilitated by the project are Rs. 3.01 lakh. Partnered with CEE in 2009 and started Anandshala project in 10 schools in 10 villages around the SEZ. The project completed the implementation phase in 2011-12. There were two components – software and hardware. 1300 students and 52 teachers benefited from the trainings and activities of the project. ‘Best Anandshala Award’ announced and prizes were given in a function to 3 of the 10 schools. Synefra has built a school for Alwa Village. In 2011-12, it was handed over to Gram Panchayat and the children started using the premises. Installation of RO Plant and a Cooler for the Block Resource Centre is part of rural infrastructure.

Suzlon Foundation Day was celebrated in a unique way by 10 employees who gave one hour for cleaning the lagoon on the SEZ. There was also distribution of clothes to the construction laborers at GDA site – the clothes were collected through a ‘Clothes Collection Drive’ from the employees.

Integrated Agriculture Based Livelihood Program (IABLP) has a goal to enhance livelihood through improved agricultural practices like organic farming, cultivation methods and livestock productivity. Vermi composting beds and 12 composting pits were developed and people are using the compost in their fields. 60 farmers implemented SRI method in paddy cultivation. 3000 animals were vaccinated against HS and BQ diseases, 1950 poultry birds against Ranikhet disease, 132 goats against FMD disease, reducing morbidity and mortality and improving production. 1st phase of Agroveter training was given to three staff members of the IGSSS NGO, which is implementing Dilse project.

### **Beneficiaries Account**

The beneficiaries' villages include Alwa, Pipariya, Amodar, Bhadol, Gulabpura, Narmadpura, Kamalapur, Gajadhara, Chipad and Vesaniya around Waghodia SEZ. The inhabitants of the village are not homogenous but consist of different castes such as Rajput, Bharwad, Rabari, Patel, Vankar, Bhaliya and Rathodiya (who are tribal and the poorest). The school authority said that through the project 'Anandshala', both students as well as teachers are getting benefitted from the trainings. Establishment of a primary school by Synefra is seen in Alwa village.

### **6.2.iv Alembic Limited**

#### **Introduction**

Established in 1907, Alembic Pharmaceuticals is a pharmaceutical company with manufacturing facilities in Panelav near Halol, Vadodara and Baddi, India. The Company's R&D facilities are spearheading in the areas of Chemistry, Microbiology, Pharmaceutical Technology and Bio-Equivalence. Alembic is a certified ISO-9002, ISO-14001 and ISO 27001 company with manufacturing practices and facilities that conform to WHO-GMP guidelines.

#### **CSR Activities**

In the 1980s, the company initiated its rural development program, located near Panelav, close to Vadodara. The Rural Development Society started work amongst villagers in 50 villages. The objective was to provide self-employment and education opportunities for both the villagers and their children. Today, the society provides vocational training and education till the secondary level. The society also conducts health check-up camps and awareness programs for the villagers.

In 1964, Alembic established a hospital in honor of its founder, Bhailalbai Amin. Now Bhailal Amin General Hospital (BAGH) in Vadodara is rated one of the best in Gujarat. It began as a one-room dispensary to cater to the employees of the company, and has since then grown to accommodate a 165-bed, four ICUs, secondary and tertiary care multi-specialty hospital with 150 doctors. The daily management of BAGH is taken care by family members of the founder to ensure seamless and quality healthcare.

Since 1959, the Alembic group under the aegis of its Uday Education Trust has been providing education through its five schools based in Vadodara and Bangalore with over 5000 students across primary, secondary and higher secondary streams in Vadodara and over 1,500 students in Bangalore. The 'Space Studio' in Vadodara was set up specially to provide a working facility to graduates in fine arts. Other activities and programs initiated by Alembic group consists of health education, health care and HIV/AIDS programs; vocational training; self-employment training; industrial co-operatives; Self Help Groups i.e. Papad and Snack services, hosiery and garment making, carpentry, Acrylics etc.; Yuvati Vikas Kendra i.e. Adolescent Girls center for psycho-social support, school support, adolescent counseling and youth development; Legal AID center; farmer training program and agriculture development; sanitation program etc. Alembic Pharmaceuticals Limited runs some of the reputed schools in Vadodara like Tejas, Alembic Vidhayalaya, Utkarsh Vidyalaya and D.R. Amin Memorial School.

### **Beneficiaries Account**

Students, village people, women and youth, patients, Vadodara citizens etc. are the beneficiaries located in nearby operational areas i.e. Vadodara city, Panelav near Halol, Baddi etc. The members of Self Help Group shared that the company has helped them to form SHGs and started papad and snack services, hosiery and garment making, carpentry etc.

### **6.2.v Transpek Industry limited**

#### **Introduction**

Transpek Industry Limited was set up in 1965, Corporate Headquarter at Vadodara initially for manufacturing Transparent Acrylic Sheets. Since then the Company has grown to become one of the leading manufacturers and exporters of a range of chemicals servicing the requirements of customers from a diverse range of industries - Textiles, Pharmaceuticals, Agrochemicals, Polymers, etc.

#### **CSR Activities**

Transpek is undertaken community development programs through its non-governmental organization, Shroff's Foundation Trust. Transpek also supports a host of other NGOs who are actively involved in community development. Some of these

are Shroffs Foundation Trust; United Way of Vadodara; Shram Mandir Trust, Sindrot; Bal Bhavan, Vadodara; Shrujan, Kutch; Vivekanand Research and Training Institute (VRTI); and Society for Clean Environment (SOCLEEN), Vadodara.

Transpek has established CSR department focusing on three main areas: Education, Health Care and Skill Enhancement. Training on Tailoring, Wiring, Welding, Plumbing, Mobile repairing are provided. Bus transport facilities to faculty members; tree plantation (around 100 trees planted at river bank temple of Nana Ekalbara); various medical camps at Mujpur village for Skin and Eye; distribution of free medicines which benefited 203 people; yearly awards are provided to meritorious students to encourage them; organized summer workshop for school children of surrounding villages (which is called KALRAV) in 2010-11; provided learning resources like blackboard, vessels, tables, benches with laminated top; distributed school uniform to school children etc. In 2008-09, Transpek Ltd. joined as industry partner under the Public Private Partnership (PPP) Scheme.

Under the Shroffs Foundation Trust, below are the themes of development activities:

<b>Areas</b>	<b>Activities</b>
Community Development	Samrath Program, Capacity Building of Samaj Shilpis, Strengthening of Self Help Groups
Natural Resource Management	Watershed Development, Rain Water Harvesting
Drudgery Reduction	Agro Tool Bank, Agri Resource Center
Livelihood Security	Livelihood Enhancement Team, Kamdhenu, Jute Diversification Program
Health Programs	Jivan Jyot, Preventing HIV/AIDS, CHANGE for Grass root Empowerment, Swami Vivekanand Swasthya Pariseva Prakalp
Education Programs	Training the Tribal Youth, Gyan Jyot, Protecting Children's Rights for Education

### **Beneficiaries Account**

Village people, local community, tribal, youth and women, children are main beneficiaries located in Nana Ekalbara, Mujpur. Under Shroffs Foundation Trust, the

locations spreading into tribal belt of Chhota Udepur Center, Pavi Jetpur, Hodko, Banni, Kutch and Ekalbara in Padra. The youth stated that “we have gone through the trainings like mobile repairing, wiring, welding and have got practical learning”. Few of them got jobs in shops and companies.

## **6.2.vi Kemrock Industries and Exports Ltd.**

### **Introduction**

Established in 1981, Kemrock Industries and Exports Limited is a fully integrated global leader in the manufacture of Fiber Reinforced Composite Materials. Often outperforming traditional materials in the most demanding applications, Kemrock provides engineered solutions made possible by the exhaustive resources and in-house capability of its Vadodara facility.

### **CSR Activities**

**Education:** Kemrock initiated improving Gram Shala (Primary School) in village Asoj. With the guidance of Shri Kalpesh Patel, CMD a team started to work renovation of a 100 years old school building for strengthening the walls and changing the roofing system. It has now considered as model school in the area which has 350 students from as much as 5 nearby villages. On the 100<sup>th</sup> anniversary of the school, CMD has distributed uniforms, shoes, bags and study material to the children. New advanced type blackboards have been fitted in the classrooms and a computer has been provided to the school. Company staffs are contributing in providing computer education to the children. The company has also installed RO system for drinking water purification and water cooler of adequate capacity.

**ITI, Jabugam:** Kemrock has adopted industrial training institute at Jabugam near Bodeli, located in tribal area for uplifting it to Centre of Excellence. Initial emphasis was in improving the confidence level and communication skill of students from the tribal area.

**Skill Upgradation for Engineering Students:** Kemrock participated in skill upgradation plan jointly by Government of Gujarat and CSM Software, Bangalore for introducing global level skill for equipment design, process development and ship building skills at Faculty of Technology and Engineering, Vadodara, L.D. Engineering College, Ahmedabad and Government Polytechnic, Rajkot.

**Rural art to International Level:** Kemrock has sponsored an international platform ‘Village India Experience - Gujarat Exhibition’ for the artisans of the tribal, Bhil community, living in the region where this art exhibited. It also provides support to Sahaj, an NGO, which focuses on local tribal women and their livelihood enhancement.

**Support to Religious Activities:** Kemrock provides basic facilities of snacks, food to pedestrian pilgrimages to Pavagadh, Vadodara and supports the religious and social activities in the surrounding villages during major festivals like Navratri, Ganesh Chaturthi etc.

**Help during Emergency Situation:** Kemrock arranged to distribute food packets and other requirement to all the villagers in the surrounding villages during heavy floods, provides fire tender along with crew during any situation of fire in the surrounding region free of cost, Ambulance during any health related emergency to surrounding areas.

### **Beneficiaries Account**

School Students as well as technical students, tribal people, local community etc. are the main beneficiaries located in Asoj, Pavagadh, Jabugam etc. Renovation of primary school is seen with installation of RO system for drinking water in the Asoj village.

## **6.2.vii Deepak Nitrate Limited**

### **Introduction**

Deepak Nitrite is a chemical industry manufactures Pharma, Rubber, Colorants and Imaging chemicals headquartered at Vadodara. It has manufacturing facilities at Nandesari, Vadodara, in Gujarat and at Pune, Roha, Taloja in Maharashtra and Hyderabad. All of them are complying with ISO 9001: 2008 standards.

### **CSR Activities**

The Deepak Medical Foundation (DMF) and Deepak Charitable Trust (DCT) formed by the Deepak Group works towards the upliftment of the Quality of life of people living in Nandesari, Vadodara, (Gujarat) and Taloja (Maharashtra). They provide various services which include medical services, vocational training and educational programs. Numerous "Balwadis" (nurseries and day care centers) have also been set



up to ensure a sound and basic foundation for the next generation. Responsible Care Certified Deepak Nitrite Ltd is awarded Business world FICCI CSR Award 2011-12.



The first initiative was a small 15 bedded maternal and child care hospital to provide curative and preventive services for the industrial workers living around 30 villages comprising 40,000 population surrounding the industrial belt, Nandesari, Vadodara. An Emergency Transport Facility was established in 1982. This service assisted government in delivering maternal and child care services in these 30 villages. The Foundation gradually made a foray into sectors like livelihood promoting by setting up first women's dairy cooperative societies and women's self-help groups, disaster relief and rehabilitation, preschool education, HIV prevention and adolescent health. In the early nineties the Foundation started to promote socio-economic development of the communities through Women's Savings, Credit groups and the first Women's Diary Cooperative in 1995. Due to heavy influx of migrant workers in industrial belts, the Foundation initiated HIV/AIDS prevention interventions in 1997. Since 2004-2005 the Deepak Foundation is in partnership with the Department of Health and Family Welfare, Government of Gujarat and it also provides motherhood and child survival in the entire tribal area of Vadodara district. Today, the Organization has evolved into a full-fledged Foundation covering all 1548 villages of Vadodara district in Gujarat. The interventions that initially catered to the needs of only the industrial workers for nearly twenty years today through its multifaceted programs reaches out to nearly 2 million population spread over 1548 villages of Vadodara district to provide services in various development sectors through Public Private Partnership (PPP). The Deepak Foundation operates several projects. The main-focus is on SMCS and KALP-Project.

### **Safe Motherhood and Child Survival (SMCS)**

The SMCS-Project has been implemented since 2005 in cooperation with the government of Gujarat. The project aims to reduce the infant and maternal mortality in the district by the existing government health delivery systems. The key components of the project are:

1. Formation and strengthening of Village Health and Sanitation Committees.
2. Behavior Change Communications through village volunteers i.e. Accredited Social Health Activists (ASHAs).
3. Setting up emergency transport network and two Mobile Health Units in difficult tribal areas.
4. Establishment of Comprehensive Emergency Obstetric and Newborn Care (CEmONC) unit linked to a Community Health Centre covering 9 lakh tribal populations.
5. Setting up Help Desk at district level receiving referral cases from peripheral areas.
6. Providing a comprehensive package of services for anemia prevention and control.

### **Kawant Livelihood Project (KALP)**

Started in 2009, the KALP-Project contains multiple steps to develop livelihood in Kawant. Kawant comprises more than 30,000 households. Holistic development through people's participation calls for integration of services at grass roots level. The project has been implemented in partnership with the Tribal Development Department, Government of Gujarat. The foundation plans to undertake the following:

1. Promote livelihood opportunities in conventional and potential farm and non-farm sectors.
2. Generate additional employment through skills development, extension and credit support and micro entrepreneurship promotion.
3. Mitigate distress migration by the creation of a strong social safety net for the vulnerable groups and create fall back employment sources.
4. Promote community participation in the process of development and establish Kawant Development Corporation under section 25 of the Companies Act.

### **Beneficiaries Account**

Women and children, tribal people, village people located in Kawant, Nandesari are the beneficiaries. They claimed that they have covered 1548 villages of Vadodara district. The beneficiary women shared that they have got treatment during their pregnancy time and the care taken for the child was satisfactory. Mobile health units are also available for tribal people.

### **6.2.viii Cosmo Films Pvt. Ltd**

#### **Introduction**

COSMO is the global manufacturer of BOPP Films and after acquiring GBC's Commercial Print finishing business, the Company has become the largest producer of thermal films in the world. A state-of-art manufacturing units in India, Korea and USA helps them in delivering world class packaging and thermal lamination solutions across the globe. COSMO Films established plant in Karjan, Vadodara.

#### **CSR Activities**

**Computer Literacy Program:** Cosmo Foundation initiated Computer Literacy Program based on the needs of the surrounding area. The program has built partnership with 10 government grant-in-aid local schools in 8 neighboring villages of CFL Plant, covers 1801 students from class I to XII, imparts computer skills on Window and Linux based operating systems, has designed curriculum, modules for teachers training and assessment system for teachers and students, Awards Computer to the best adjudged performers, basic computer course for youth in summer holidays.

**Cosmo Gyan Vihar Kendra:** The major challenge faced by the Computer Literacy Program was lack of reading and writing skills among many students. Based on study only 45.3% students from class V could read class II text books, 43% students could do subtraction and 40.6% students could tell time in Gujarati. The data suggested children lack basic reading and arithmetic skills which subsequently has an adverse effect and hampers their overall learning. To tackle this social issue, Cosmo Gyan Vihar Kendra was set up to strengthen basic reading, writing, arithmetic skills as well as to teach students to explore, experiment and express their thoughts and emotions effectively.

Significant features include:

- building linkages with primary schools in 6 villages;

- identification, enrollment and grading of the students;
- designing of curriculum, teachers training and assessment;
- focus on teaching language, mathematics and computer;
- Enrolment of 469 students representing from class II to VII;
- Bal mela – An activity fair for children to promote joyful learning.

**Basic English Learning:** Cosmo Foundations works at two levels by providing:

- Systematic English coaching with self-learning material for CF functionaries and
- Special inputs to 5th to 10th class students in selected schools with 334 students covered in 2011

**Career Guidance Program:** The program seeks to sensitize the students in understanding the importance of 10th grade as a turning point in their career, generating interest in studying the challenging subjects and providing exposures to a range of non-stereotyped careers. The program serves to the students across the schools and villages.

**Education Aid to Slum Children:** Since 2001, Cosmo Films has partnered with Bhartiya Samaj Seva Kendra, a local non-profit organization. Every year, eight students, from class VI to diploma courses are chosen and awarded educational aid.

COSMO has awarded Africa CSR Leadership Awards, Mauritius on 12th December 2012.

### **Beneficiaries Account**

School students, both boys and girls are the most important beneficiaries located in Karjan and nearby villages. An interaction with computer teacher Gandhi Mittal and Dimpal Patel, Chirag Parmar (cluster coordinator) shared that they have got jobs to impart computer and other courses organized by the company and got good exposure.

## **6.2.ix Jyoti Limited**

### **Introduction**

The Jyoti Group of Companies is a conglomeration of industrial units involved in manufacturing and marketing of electrical and hydraulic engineering equipment used extensively in the vital sectors of national and international economy. Jyoti made a modest beginning, as an engineering department of Alembic Chemical Works Ltd.

Vadodara, under the leadership of late Rajmitra Bhailalbhai Amin. In 1943, the engineering department developed into an independent Private Ltd.

### **CSR Activities**

**Education:** Jyoti Limited supports Navrachana School, Sama, Vadodara. Founded in 1967 by the Navrachana Education Society, the School draws its strength from a 43 year track record of excellence. Navrachana Vidyani Vidyalaya commenced operations in the year 2000, Nav-Prerna activity was started in the year 2002, Navrachana International School commenced operations in the year 2003. Navrachana University commenced operations in the year 2009.

**Community Development:** Jyoti Ltd supports NGOs like Society for Clean Environment, Community Science Centre, V-One Society, Citizens Blood Donation Society, Vadodara Marathon, etc. including infrastructure, financial, manpower, etc. As a part of its CSR obligation, Jyoti Ltd. was one of the Co-Sponsors for all the three Marathons held in the city of Vadodara. First Marathon supported the Vadodara Traffic Education Trust formed to help the local police authorities by forming a corpus and recruiting additional contractual manpower to help regular police force in educating and regulating the traffic. Second Marathon was organized with the theme “Clean Vadodara Green Vadodara”. Marathon held in February, 2012 to celebrate the spirit of the city and the 150th Birth Anniversary of Maharaja Sayajirao Gaekwad. The main Marathon event was preceded by events like Laser Show, painting exhibition, etc. and was followed by a grand musical program by noted singer Kailash Kher, Sunidhi Chauhan etc. Jyoti Ltd. has been sponsoring the Annual Essay Writing Competition conducted by Forum of Free Enterprise, Mumbai since 1956.

**Environment:** Importance of development and popularization of renewable sources of energy and Gujarat Energy Development Agency (GEDA) was set up under the Chairmanship of late Dr. Nanubhai Amin. Sardar Patel Renewable Energy Research Institute (formerly known as Jyoti Solar Energy Institute) was set up in 1979 in response to the need for developing renewable energy based systems particularly relevant to rural areas. The Company has till date manufactured, supplied, installed and commissioned about 400 MW capacity of hydro power equipment in India and abroad. Hydro power is a clean source and the company is striving to develop newer and more efficient models and contribute for cleaner and greener future.

## **Beneficiaries Account**

Students, citizens etc. are the beneficiaries of the company. The organizer of Vadodara Marathon shared that Jyoti Limited is one of the patron donor of the event.

## **6.2.x Larsen and Toubro Limited (L&T)**

### **Introduction**

Larsen and Toubro is also known as L&T, is an Indian multinational conglomerate headquartered in Mumbai, India. The company was founded in Mumbai in 1938 by two Danish engineers, Henning Holck-Larsen and Soren Kristian Toubro. L & T, Vadodara offers single point design, engineering and development solutions for core sector industries mid and downstream hydro carbon projects, power plant and water system technologies including integrated engineering services.

### **CSR Activities**

CSI (Corporate Social Initiatives) set up at Vadodara has expended its activities in the identified trust areas and its ladies club has taken keen interest in education programs and support to specially abled. The CSR areas included are mother and child health, health camp, education, skill building, project 'Neev', distribution of uniforms, donation of education kits to schools in Waghodia village, summer camp for students, prepared teaching material for Balwadi teachers in regional language calls 'Vidya Arambhasanskaram', tailoring courses for women particularly in Ekta Nagar, Slum of Vadodara. L&T Ladies Welfare Association-Vadodara, 'Darshan' is a welfare association started in 1995 by spouses of L&T employees. Members are spouses, lady employees, and mothers of L&T employees. The objectives of this association are to perform work for charity, extend moral, physical and financial support to the underprivileged of our society. It is contributing to the various needs of such institutions like old age homes, schools for the physically and mentally challenged children and giving main focus on women empowerment and children health and education etc.

### **Social Initiatives by Darshan:**

Three Major Projects are undertaken by 'Darshan'

- Project Neev
- Project Samarth
- Project Kiran

**Project Neev:**

Arpan Special School	School for 125 physically and mentally challenged children, Regular visits by members, creating a good rapport with the children; Darshan provides outlets for their hand-made product, Donated Rs. 150,000 towards furnishing of a new classroom.
Jalaram Old Age Home, Shram Mandir and Leprosy Home	Monthly visits by members to the old age home, Bhajans, festivals and interaction with the senior citizens, Donated a bobbin-winding machine and mattresses to the leprosy home, Celebrated Gandhi Jayanthi with inmates and the kids club for children.
Disha- Autism Centre	Provides therapies and rehabilitative services to children with Autism, Down's syndrome, cerebral Palsy and multiple disabilities, Darshan sponsors 5 needy children, has plans to support more such children, Providing outlet for the handicrafts made by children.

**Project Samarth - Women Empowerment:**

Project started in August, 2009. Tailoring classes and embroidery classes are conducted for ladies of Ekta Naga Slum area. Mehendi classes are started from March, 2011.
These classes are conducted in Ekta Nagar. Darshan, pays for the training and also finds marketing avenues for the finished product.
Certified beautician courses and housekeeping courses are on the pipeline. This will find new avenues for jobs.
Certified tailoring classes are being conducted at Energy centre. It will become a proper vocational training centre for various activities.

**Project Kiran - A RAY of Hope:**

Darshan, started working with a Maa Bharti Municipal School, Akota from August 2010. The school has classes from class 1 to class 5 with strength of 300 students. Darshan celebrates Diwali, children's day and Independence day with them. These children are encouraged to participate in Indradhanush Annual Day program. DVD with educational CDs, Music System and Mattresses were provided for the school.
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It conducted a complete medical checkup with special attention to Dental and Eyes, follow up treatments are also taken for the kids.
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Members go to the school regularly to teach English, Hindi Poems, English rhymes, Moral stories and personal hygiene are also taught. Roofing and complete painting of the school premises was taken up.
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### **Beneficiaries Account**

School children, women, slum children, physically challenged etc. are the main beneficiaries located in Waghodia and around Vadodara. An interaction with spouses of L&T employees shared they feel nice to work for social cause. Conduct of women self-independent courses like tailoring, beauty parlour etc. were also endorsed by women in nearby villages.

### **6.2.xi Conmat Systems Pvt. Ltd.**

#### **Introduction**

CONMAT is a group of companies, engaged in designing and manufacturing Construction Equipment, Material Handling Systems, Industrial Storage Systems and Industrial Automation and Service provider for Oil & Gas Pipeline. CONMAT produces Automatic Concrete Batching and Mixing Plants, Transit Mixers, Concrete Pumps and Concrete Paving Machines for Canals and Roads.

#### **CSR Activities**

Every year COMMAT organizes “Plantathon” in collaboration with Times of India on Environment Day. The company has distributed more than 30,000 saplings at 9 different gardens in Baroda. A competition was also organized to write about improving the environment, and the winners were awarded with a trip to Himalayas and opportunity to meet Padma Vibhushan Mr. Sunderlal Bahuguna, the famous Chipko Andolan Leader. Creating environmental awareness programs in schools and colleges by associating for various events and competitions like “Conmat Cosmopolitan Tree Garden Award” in collaboration with Rotary Club of Baroda. Organizing and supporting the famous Swastik Rangoli Exhibition for the last several years, in order to revive this non-rewarding and non-commercial art, Eco- Friendly



Immersion of Lord Ganesh. The company provides education to villagers to care for environment in collaboration with AIESEC, an international student organization.

### **Beneficiaries Account**

Students, citizens, local villages etc. are the beneficiaries of the company. The beneficiary AIESEC, an NGO, located in Fatehgunj, Vadodara, shared that they have been associating with the company since a long time and working for the development of nearby villages of the operation area of Pore, Vadodara.

### **6.2.xii Aditya Birla Insulator (ABI)**

#### **Introduction**

Aditya Birla Insulators, the Indian manufacturer of high voltage porcelain insulators is a subsidiary of Aditya Birla Nuvo Ltd. World class technology and produce high quality insulators at state-of-the-art manufacturing facilities. Aditya Birla Insulators is the country's largest, and the world's fourth largest manufacturer of electrical insulators and the product range includes hollow, solid core, disc, pin, post insulators, finding applications in substation equipment and in transmission systems. The products are exported to over 58 countries worldwide, with focused markets in Europe, America, Middle East, Africa and China.

#### **CSR Activities**

According to the Chairperson of Aditya Birla Group, Mrs. Rajashree Birla, the CSR referred to as “To actively contribute to the social and economic development of the communities in which we operate. In doing so, build a better, sustainable way of life for the weaker sections of society and raise the country's human development index.” The focus areas for CSR are: (1) Education, (2) Health Care, (3) Social Cause, (4) Quality of life improvement and (5) Agriculture.

Aditya Birla Insulator has donated and made boiler operational for girl inmates of Kasturba Gandhi Balika Vidyalaya (KGBV) School, tree plantation in schools, RO plant fixation. Conducted free blood sugar camp by ABI Staff colony club house for residents, around 23 members were participated from Staff Colony. Blood donation camp by Red Cross Society was organized on 14th November 2011, the birth anniversary of founder late Mr. Aditya Vikram Birla at Halol unit where 112 unit

blood has collected. Each donor was given a small gift as a token of appreciation. Pulse Polio: ABI felicitated 41 Polio booths in Halol Taluka and 843 drops were given. The company sponsored one day snacks for the students of Akhil Bhartiya Vidhyathi Parishad, Halol. The company has taken up various activities like developing a park cum garden, renovating a school, constructing four separate ladies bathrooms at ABI workmen colony. Organized two days program on sustainable livelihood covering training of chemical products making like detergent, phenyl, rose water, liquid soap, candle making etc. 45 ladies were participated. Two days program on sustainable livelihood on beauty parlour and health care was organized for 56 ladies. Organized framers meet in collaboration with NABARD-DDM and IFFCO-DAO focusing problems on unavailability of irrigation and water storage covering 72 farmers including Sarpanch and Depty Sarpanch of Sathrota village. Around 202 blankets were distributed to BPL families in Sathrota, Gambhirpura and Heerapura villages.

### **Beneficiaries Account**

Local communities, workmen, colony staff, women, farmers, students etc. are the beneficiaries of the company located mainly nearby Sathrota, Gambhirpura and Heerapura villages. In Kasturba Gandhi Balika Vidyalaya (KGBV) School, the authority said that the company has provided boiler and RO system to the school and also planted many trees in and around the school.

## **6.2.xiii Apollo Tyre Limited**

### **Introduction**

Apollo Tyres Ltd is the world's 15th biggest tyre manufacturer with annual consolidated revenues of Rs 121.5 billion in 2011. It was founded in 1976. Its first plant was commissioned in Perambra, Kerala. In 2006 the company acquired Dunlop Tyres International of South Africa. The company now has four manufacturing units in India, two in South Africa, and two in Zimbabwe and one in Netherlands.

### **CSR Activities**

The biggest and most comprehensive initiative under company's CSR work is on HIV-AIDS prevention and awareness.

Three key stakeholder groups are -

1. Commercial vehicle customers or the trucking community,
2. Employees and
3. Business partners are addressed directly through Apollo's HIV-AIDS program.

Other activities are community infrastructure development, healthcare, education, agriculture empowerment in nearby villages and road safety. In association with the local taluka's development program, Apollo has initiated adult literacy classes for over 60 women in the nearby two villages. These are evening classes, held five days a week in the premises of the local school. The aim is to spread the program to cover all adults in the two villages i.e. Limda and Ishwarpura, Vadodara. Apollo Tyres is supporting an Emergency Medical Service (EMS) for the city. The EMS program is being implemented by a local NGO Lifeline Foundation, with experts in highway rescue and a doctor trained in emergency rescue and care. Through a common four-digit phone number, 24-hour emergency help will soon be available to every Baroda resident cutting down on deaths and casualties due to delays in medical care to a patient.

### **Beneficiaries Account**

Trucking community, local village people located in Limda and Ishwarpura villages. The women who attended evening classes were shared that they attended the evening time classes and learnt many useful things for their living.

## **6.2.xiv Diamond Power Infrastructure Ltd.**

### **Introduction**

Starting in 1970, Diamond Power Infrastructure Ltd. has is integrated manufacturer of power transmission equipment and turnkey services provider (EPC), Power transmission and distribution and a product range that covers nearly 80% of the T&D infrastructure requirements. They have in-house manufacturing facilities for cables, conductors, transformers and transmission towers.

### **CSR Activities**

Diamond Power has supported in school building, school renovation in nearby village. The company supports various social causes such as tree plantation, free

medical checkup for villagers, cleanliness drives (Vadodara International Marathon), traffic sensitivity drives, contribute to religious functions and slum development activities. The company adopted ten Anganwadis as approached by VMC.

#### **Beneficiaries Account**

Local communities, villagers, etc. are beneficiaries located around Jarod, Garadiya, and Vadodara etc. School renovation and tree plantation have been seen during the visit to the Jarod village.

### **6.2.xv Inox India Limited (INOXCVA)**

#### **Introduction**

INOXCVA, headquartered in Vadodara is an ISO 9001-2000 and OHSAS 18001 certified company focused in design, manufacture and supply of vacuum insulated cryogenic tanks used for storage, distribution and transportation of Industrial Gases such as Liquid Oxygen, Nitrogen, Argon, N<sub>2</sub>O, CO<sub>2</sub> and LNG.

#### **CSR Activities**

INOX has adopted an ITI in Lunawada, Vadodara under PPP mode for training in the trade of welder. Around 20 trained people were hired from the same institute by the company. Tree plantation, environment awareness, contribution to religious functions etc. are also part of their CSR activities.

#### **Beneficiaries Account**

Students, tribal people are the beneficiaries of the company located in Lunawada and Panchmahal. Tree plantation and environment awareness camps have noticed during the visit.

### **6.2.xvi Shaily Engineering Plastics Limited**

#### **Introduction**

Shaily Engineering Plastics Ltd (Shaily) established in 1987 with 2 injection molding machines at Halol, Vadodara. In 1994 Shaily setup its second facility at Rania, Gujarat that is now the company's headquarters. It manufactures plastic components from high performance and ultra-high performance polymers. Today the services are

such as pad printing, vacuum metalizing, hot stamping, hot foiling, ultrasonic welding, vibration welding and assemblies.

### **CSR Activities**

The company has organized various events like free medical checkup, education awareness programs, meditation camps by Art of Living trainers, training on corporate managerial skills and campus interviews at various educational institutes. Other activities included are distribution of inspirational book i.e. The Gift of Life, tree plantation, employee get-together including workmen where around 1400 people were participated.

### **Beneficiaries Account**

Local communities, school children are main beneficiaries located in Halol, Rania, GTO etc. The beneficiaries viewed that they have gone through the 'Art of Living classes' organized by the company.

## **6.2.xvii Golden Tobacco Limited**

### **Introduction**

Golden Tobacco Ltd, the flagship of Dalmia group is in the cigarette market and processed tobacco. They manufacture various categories of cigarettes, namely full flavor, lights, ultra lights, menthol, menthol lights and extra menthol lights. The company later diversified into petrochemicals, additives, paper, marine products, etc. The company has manufacturing units, located at Mumbai in Maharashtra and Vadodara in Gujarat.

### **CSR Activities**

The company has organized blood donation camps, yoga classes etc. They give donation to various social and religious events. Other CSR activities are tree plantation, help people in natural calamities, donate one day salary for social causes.

### **Beneficiaries Account**

Poor and village people are the main beneficiaries of the company. An interaction with HR employees as beneficiary shared that they donate one day salary to company's CSR activities and feel good to do this cause.

## **6.2.xviii CEAT Limited**

### **Introduction**

CEAT Limited is a tyre manufacturing company based in Mumbai. CEAT is an abbreviation for Cavi Elettrici e Affini Torino (Electrical Cables and Allied Products of Turin). Founded in Italy as CEAT Tyres by Virginio Bruni Tedeschi, the company established its manufacturing in India in 1958 and was sold to Pirelli by Virginio's heir Alberto Tedeschi (Carla Bruni's grandfather) in the 1970s. The company's Indian division was then taken over by RPG Enterprises in the year 1982 which also got the rights to the CEAT brand and renamed the company as CEAT Limited.

### **CSR Activities**

Under education program the company runs a flagship program called Akshar works for children studying in public schools, started Computer classes for BPL (Below Poverty Line) students at Palej in Gujarat, donates old clothes of employee and contract people to nearby villages, also donated chairs and tables to Tarsali ITI, organized career development program for employees. The company organized blood donation camps where around 84 units of blood were collected. Tree plantation, contribute to social and religious events etc. are other CSR activities of the company.

### **Beneficiaries Account**

School children, local communities etc. are the beneficiaries of the company. The beneficiaries said that they have received clothes which are donated by the company. The company's employees who donated blood informed that nearly 84 units have been collected during the blood donation camps.

## **6.2.xix HNG Float Glass Limited**

### **Introduction**

HNG Float Glass Limited was incorporated in 2006 in Halol, Vadodara under the flagship of the HNG Group to manufacture different varieties of float glass. The company started with a capital outlay of INR 550 Cr and has an installed capacity of 600 TPD. HNG Float Glass Limited was established by the HNG Group for a synergic diversification of their line of business.

### **CSR Activities**

The company CSR activities include distribution of school furniture, stationeries, note books to nearby school and 30 chairs for Panchayat. The company supported in construction of drinking water facility for laborers, donated Rs. 1 lac for furniture to Government Girls School, and donated Rs. 5 lac for gymkhana renovation which is run by government.

### **Beneficiaries Account**

School children, local villagers of Chandrapura are the beneficiaries of the company. The government gym authority near Halol informed that they have got Rs.5 lac to renovate the building and they have renovated and brought a few necessary equipment for the gym.

## **6.2.xx Zydus Cadila**

### **Introduction**

Zydus Cadila is a global pharmaceutical company that discovers, develops, manufactures and markets of healthcare products. In Vadodara, Zydus Cadila's plant at Dhabhasa, in Padra taluka, was commissioned in 1997 by a company called Banyan Chemicals, and acquired by Zydus Cadila in 2002. The plant has a 90 million tonne capacity. It is an FDA-approved facility and also approved WHO GMP guidelines.

### **CSR Activities**

The company in Vadodara organizes free medical camps like ENT, dental, pathological checkups etc. The company distributed school uniforms to nearby village school children. Tree plantation and environment awareness is also part of their CSR.

### **Beneficiaries account**

School children, local communities are the beneficiaries of the company located in Dabhasa, Umraya and Ekalbara. The students of the nearby schools shared that they have received school uniform from the company and also planted many trees in the village and school premises.

## **6.2.xxi R. R. Kabel Limited**

### **Introduction**

RR Kabel Limited manufactures electrical and fire-safe wires and cables. The company provides single/multi core control, armored/unarmored, shielded, braided, and building wires and cables for the insulation and sheathing of halogen free flame retardant, cross linked polyethylene, heat resistant PVC, and flame retardant low smoke PVC polymers. RR Kabel Limited operates as a subsidiary of Ram Ratna Wires Ltd.

### **CSR Activities**

The company is organized free medical camps to the nearby villages. Other CSR activities include celebration of RR Day every year on 5<sup>th</sup> May, tree plantation and provide tree guards, distribution of slippers to school children. They have constructed Balwadi in Waghodia.

### **Beneficiaries Account**

School children, tribal and local communities are the beneficiaries located near operations area of Waghodia and Silvassa. The beneficiaries of the villages said that the company has organized free medical camps and they have got free treatment and medicines as well.

## **6.2.xxii JCT Electronics Ltd.**

### **Introduction**

JCT Electronics Limited (JCTEL) is a flagship company of the Thapar Group founded in the 1920's. The Thapar Group comprises of 54 companies and 84 manufacturing plants. In 1996, JCTEL set-up a new Greenfield plant near Vadodara in Gujarat. It is engineered in-house with Hitachi's assistance to manufacture one million CPTs per annum which were increased to 4.80 million CPTs over a period of time. The plant has capabilities to manufacture 14", 20", 21" Pure Flat and 21" Ultra Slim tubes.

### **CSR Activities**

The company is made financial help to construct of toilets blocks for APL (Above Poverty Line) and BPL (Below Poverty Line) people. They have conducted awareness



camp on environment, tree plantation; provided free medical camps to nearby villages, helped in upliftment of Anganwadi at nearby villages etc.

### **Beneficiaries Account**

Nearby villages and villagers are the beneficiaries of the company located near Karjan, Kandhari, Kharda. The families of BPL shared that toilet blocks are made by the company and also assisted to nearby Anganwadi renovation.

## **6.2.xxiii Piramal Glass Limited**

### **Introduction**

Piramal Glass, earlier known as Gujarat Glass is glass packaging company providing packaging for pharmaceutical and perfume industry. Prior to acquisition in 1984 by Piramal Group, the company located its manufacturing plant in Kosamba, Gujarat. Piramal Glass invested Rs.100 crore on capacity expansion at its Jambusar unit in Vadodara through a Greenfield project.

### **CSR Activities**

Piramal Glass organizes free medical checkup camps. They are involved into empowerment programs and tree plantation. The company is distributed gifts to meritorious students in nearby schools. They contributed to become part of Bal Bhavan.

### **Beneficiaries Account**

School children, local villages are the beneficiaries located near Jambusar, Gajera, Uchchhad, Masar road. The beneficiaries said that free medical camps were conducted by the company along with tree plantation in the villages.

## **6.2.xxiv Cosmos Impex (India) Pvt. Ltd**

### **Introduction**

COSMOS, headquartered in Vadodara, is a solution provider in the field of Machine Tools comprising Machining Centres, Turning Centres, EDM's, SPM's and allied equipment having its roots in the year 1987 as a startup selling cutting tools.

### **CSR Activities**

Cosmos CSR activities comprise: distribution of notebooks and gift to schools in Laxmipura village and celebration of social and religious functions. The company celebrates tree plantation every on 5<sup>th</sup> June i.e. Environment Day.

### **Beneficiaries Account**

School children, employees are the beneficiaries of the company. The employees of the company taken as beneficiaries shared that the company celebrated most of the festivals and get a chance to get together with family, received gifts and bonus during Diwali etc.

## **6.2. xxv Rubamin Limited**

### **Introduction**

Rubamin is a chemicals and metals company with operations in India, U.A.E. and Democratic Republic of Congo. Its corporate office is located in Subhanpura, Vadodara. The core business activities comprise manufacturing of Specialty Metal Chemicals, Metal Intermediates and Mineral Exploration.

### **CSR Activities**

The company's CSR activities are tree plantation and green environment, blood donation camp, medical awareness camp, sponsoring various events e.g. Vadodara Marathon, recreational activities, health care and education to nearby villages.

### **Beneficiaries Account**

Local community, citizens, etc. are the main beneficiaries of the company. The organizer of the Vadodara Marathon shared that Rubamin is also one of the sponsors of the event.

## **6.2.xxvi Vasu Healthcare Pvt. Ltd.**

### **Introduction**

The company is established in 1980. Vasu Healthcare has been taking consistent strides in healthcare sector. A privately owned Indian Company, Vasu Healthcare originally focused on patented formulations of herbal/ayurvedic origin. Today Vasu Healthcare is engaged in ayurvedic/herbal formulations of natural origin, active

ingredient enriched, standard extract based natural formulations and natural Over The Counter (OTC) health care products.

### **CSR Activities**

The company organizes free medical camps, offer subsidized medicines to the needy, help people in case of any occurrences of epidemic. They also set up temporary project teams -'Vasudhars' for carrying out the CSR related task, offers cash donations to NGOs and Institutions working, promoting practical training through industrial exposure to students of various pharmacy colleges etc., “Patient Value” by means of creating awareness in the society for certain chronic ailments like Benign Prostatic Hyperplasia (BPH), Arthritis, Osteoporosis by organizing community level programs with social groups like Senior citizens' associations, Pensioners association, Laughing club, Lions club etc. The company has also set up VASU Foundation, provides aid to medical establishments working for the challenged, schools and colleges for education of poor children, victims of natural calamities, for setting up libraries to give vocational guidance to poor students etc.

### **Beneficiaries Account**

Poor people, children, students etc. are the main beneficiaries of the company. The beneficiaries said that they have received free medical treatment and subsidized medicines.

## **6.2.xxviii Rishabh Software Pvt. Ltd.**

### **Introduction**

Rishabh Software is a CMMI Level-3 company that provides offshore software development and business process services since 1999. Through the offices in the US (Silicon Valley), UK (London) and India (Vadodara, Mumbai) it provides service to global clients and executed software development, BPO and Engineering services. The headquarter office is located in Vadodara.

### **CSR Activities**

The company is having own trust called ‘Rishabh Charitable Trust’. Every year the company organizes blood donation camp in the month of February which is a two day program. The company was involved in ‘Cleanathon’ Vadodara where the employees

took part in cleanliness drive to clean 5 km area of operation road alongside Gajanan Complex down to Akota Garden. Rishabh Charitable Trust is started free ambulances.

### **Beneficiaries Account**

Employees, citizens of Vadodara etc. are the beneficiaries of the company. An interaction with employees as main beneficiaries of the company explained that they were part of 'Cleanathon' and served to clean 5 km of cleanliness drive and also donated blood on the occasion of Valentines' Day.

## **6.2.xxviii Big Bazaar**

### **Introduction**

Big bazaar is the largest hypermarket chain in India. As of June 2, 2012 there are 214 stores across 90 cities and towns in India. Big Bazaar is designed as an agglomeration of bazaars or Indian markets with clusters offering a wide range of merchandise including fashion and apparels, food products, general merchandise, furniture, electronics, books, fast food and leisure and entertainment sections. Big Bazaar was introduced by Kishore Biyani, the Future Group in September 2001 with the opening of its first four stores in Kolkata, Indore, Bengaluru and Hyderabad within a period of 22 days.

### **CSR Activities**

Big Bazaar, Vadodara celebrates Diwali, Christmas and other festivals with slum area people, old age home and other nearby downtrodden people. They call CSR as 'Big Bazaar Seva Initiative'. They provide free gifts, lunchbox pack to the people. Water pots for birds were provided. They organize competition i.e. racing among the children of any selected society and distribute free gift hampers to the winners. They have tied up with Swaminarayan Sect to contribute to make awareness on tobacco, cancer etc.

### **Beneficiaries Account**

Employees, customers, slum people etc. are the beneficiaries of the Big Bazaar. The elderly people of the old age home, Jalaram Trust, have stated that they have occasionally received gift hampers from Big Bazaar employees.

## **6.2.xxix Pantaloons Fashion and Retail Limited**

### **Introduction**

Pantaloons is a large Indian retailer, part of the Future Group, and operates in multiple retail formats in both, value and lifestyle, segments of the Indian consumer market. Headquartered in Mumbai, the company has over 1,000 stores across 71 cities in India and employs over 35,000 people, and as of 2010, it was the country's largest listed retailer by market capitalization and revenue.

### **CSR Activities**

The Pantaloons team donates old clothes, toys and other things to poor people. They are collaborating with NGOs like Aadhar, Gunjh etc. for their CSR activities. They provide awareness to public to contribute in donation to the deprived people. Remove of plastic bags from the street is also part of their CSR activities.

### **Beneficiaries Account**

Customers, poor people, employees etc. are the beneficiaries of the Pantaloons. The beneficiaries viewed that clothes, toys and other accessories donated to them and they expect more essential things to be provided to them.

## **6.2.xxx HDFC Bank Limited**

### **Introduction**

HDFC Bank Limited is an Indian financial services company based in Mumbai, Maharashtra was established in August 1994. HDFC Bank is the fifth largest bank in India by assets and the largest bank by market capitalization as of 1 November, 2012. The bank was promoted by the Housing Development Finance Corporation, a premier housing finance company (set up in 1977) of India. As on May 2013, HDFC Bank has 3,062 branches and 10,743 ATMs, in 1,568 cities in India, and all branches of the bank are linked on an online real-time basis.

### **CSR Activities**

A few CSR activities are undertaken by the bank in Vadodara. They organized blood donation camps. The bank contributed to sponsorship or donations to social and cultural events. Tree plantation and environment or other religious day celebrations are also part of the CSR activities.

### Beneficiaries Account

Rural people, customers, employees etc. are the beneficiaries of the bank. Donations have received for some social welfare activities by the bank.

### DATA INTERPRETATION

Following are few Private sector industries in Vadodara to show the relevant CSR information – In Private sector, 80% of companies said contacts with other enterprises or professionals and reading of official documents are main sources of getting information on CSR. Scientific reviews get least response of 30% than the other sources (Figure 1).

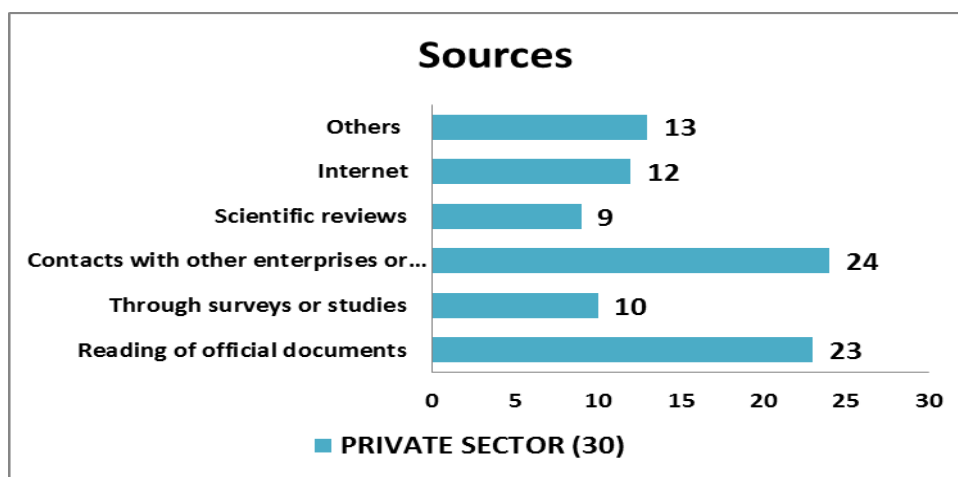


Figure 1 Sources of Knowledge about CSR

In Private sector, 96.66% said employees are the most important stakeholder of the companies followed by local communities 83.33%, customers 80%, suppliers 70%, shareholder 66.66% with least response of 26.66% on others (Figure 2).

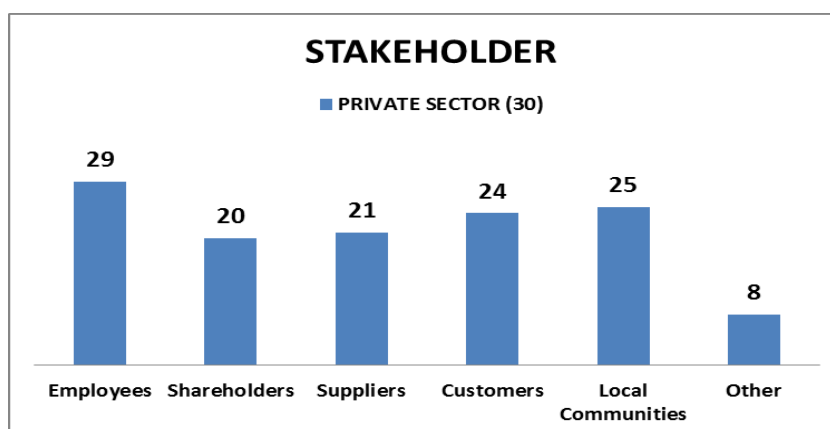
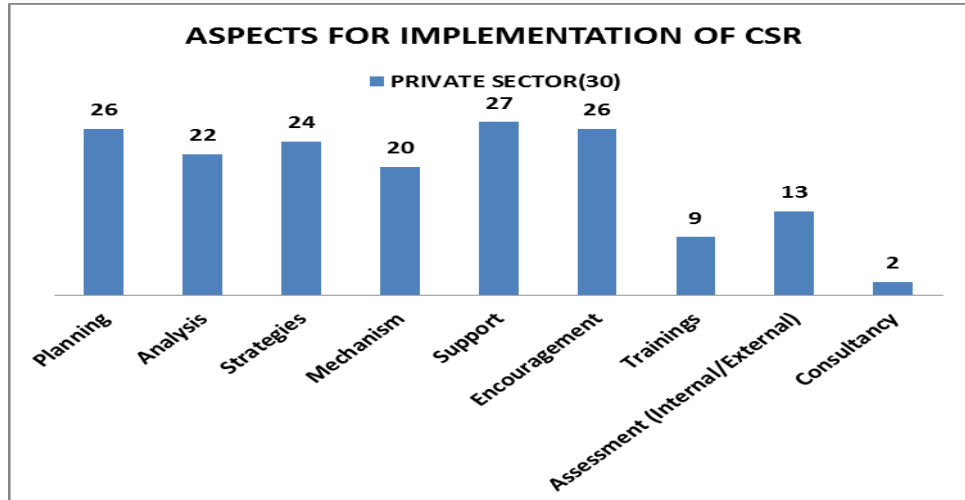


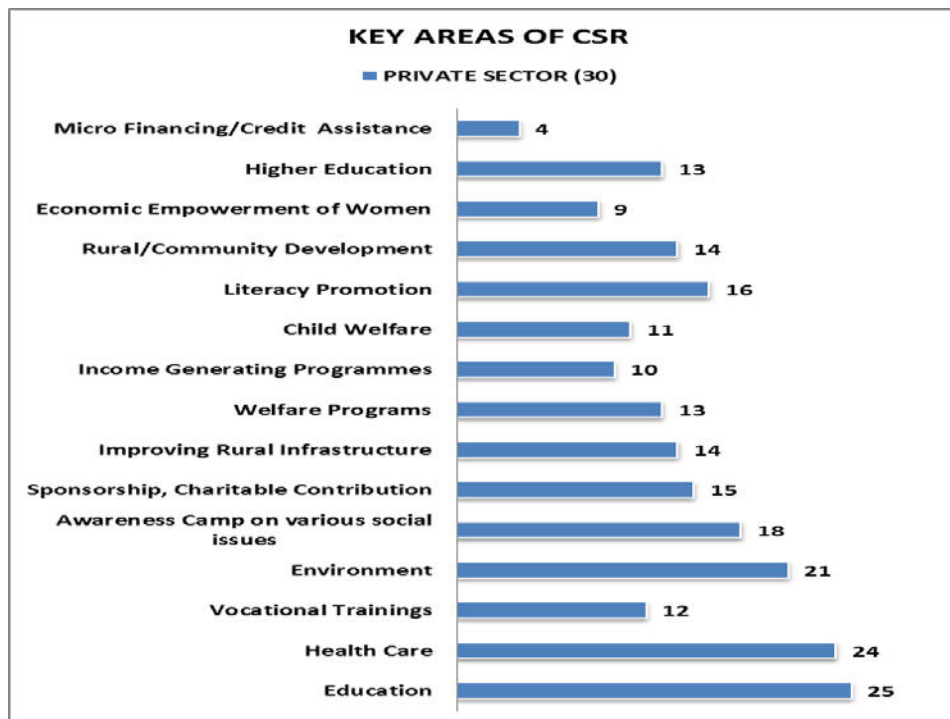
Figure 2 Identified Stakeholders

In Private sector, the data shows the aspects affects in the process of CSR are included support and encouragement from management and planning go simultaneously as 90%, 86.66%. Training (30%) and consultancy (6.66%) for CSR get least response (Figure 3).



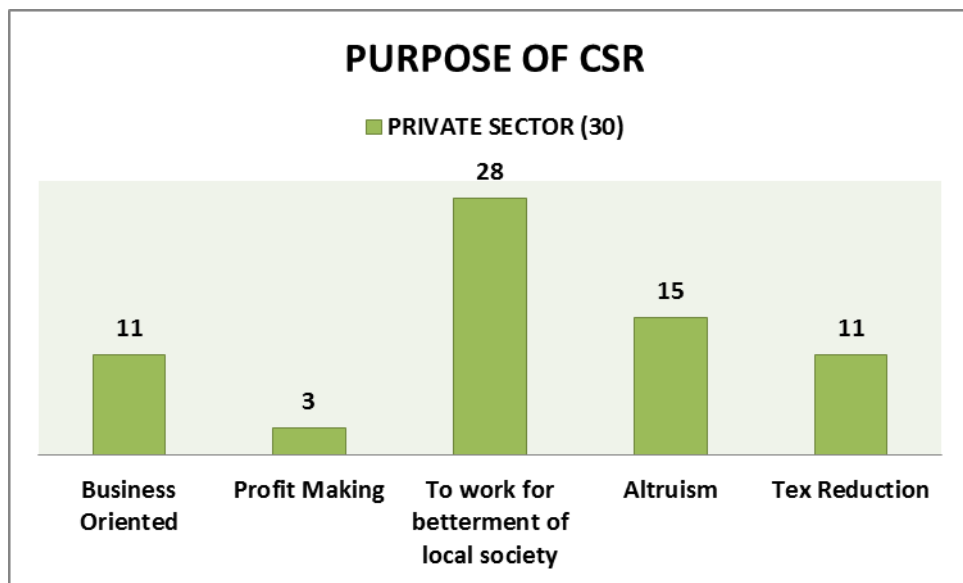
**Figure 3 Various Aspects related to CSR Implementation**

In Private sector, the key area education (83.33%), health care (80%), environment (70%), organising awareness camps on various social issues (60%) provide more focus than the other areas. Least response on microfinancing and credit assistance (6.66%) (Figure 4).



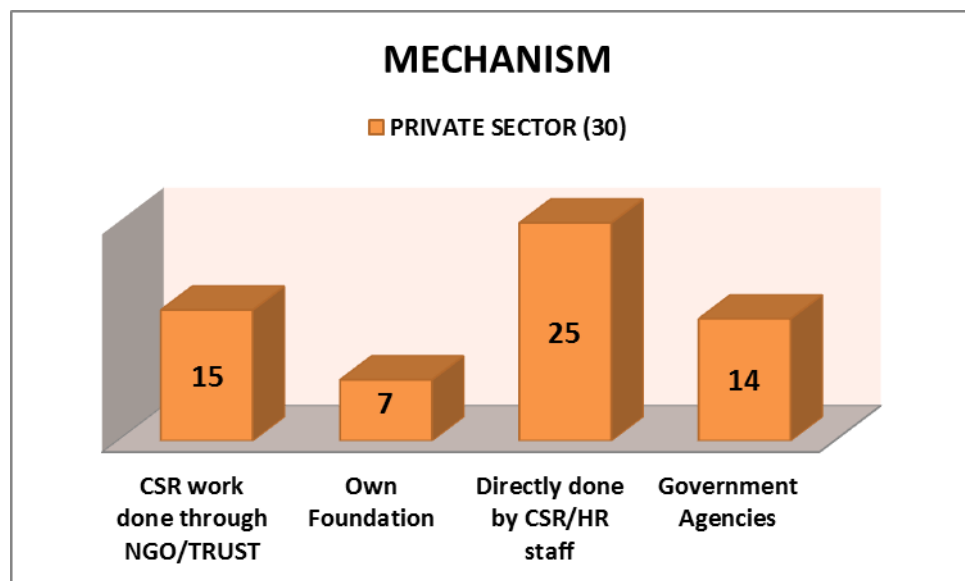
**Figure 4 Key Areas of CSR**

In private sector, 93.33% stated that the purpose of CSR is to work for betterment of local society. The least response acquired in profit making of CSR (10%) (Figure 5).



**Figure 5 Purpose of CSR**

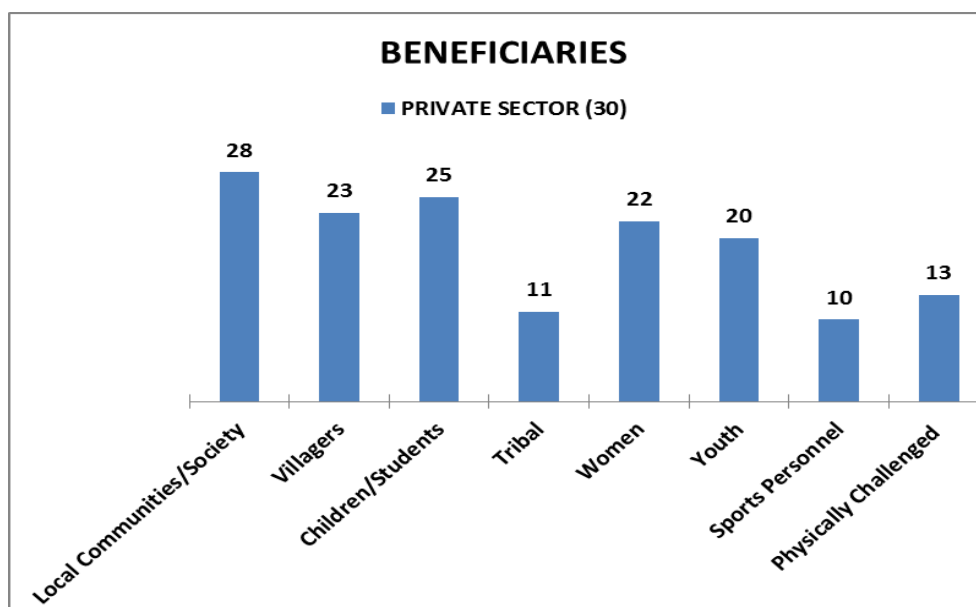
In Private sector, 25 corporates stated that mechanism towards CSR activities are done through directly through their CSR/HR personnels. 7 corporates said they have their own foundation which take care of all the social activities (Figure 6).



**Figure 6 Mechanisms for CSR**

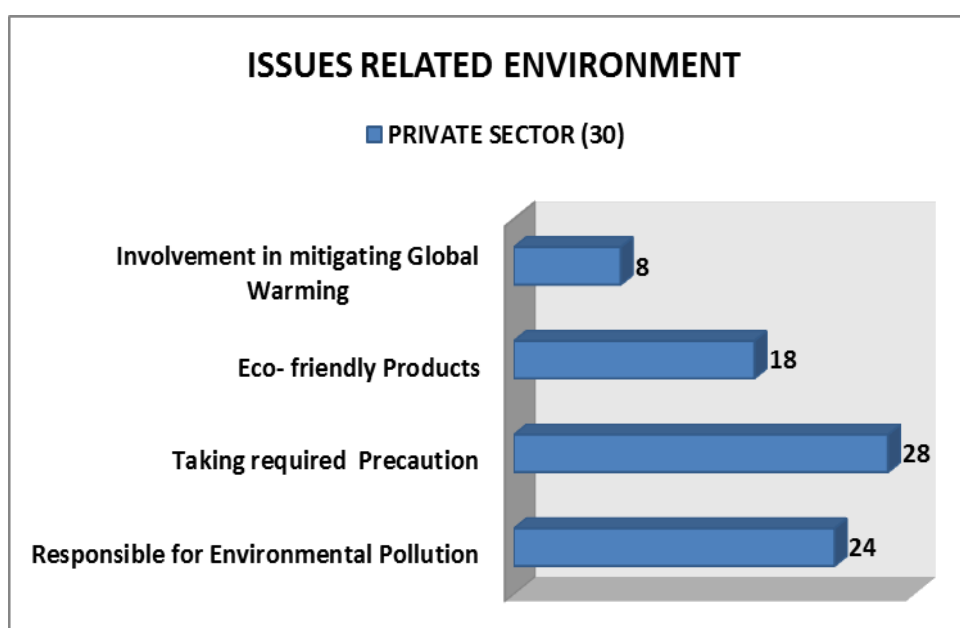


In Private sector, 93.33 % said the most important beneficiaries are local communities following children/students (83.33%), villagers (76.66%), women (73.33%). Here also both tribal (36.66%) and sports personnel (33.33%) have received less response than other mentioned beneficiaries (Figure 7).



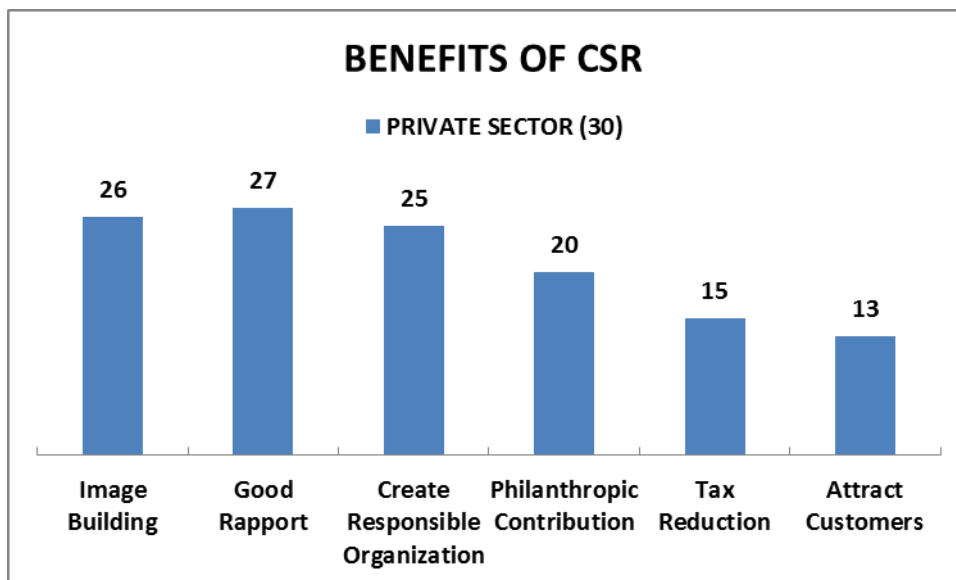
**Figure 7 Lists of Beneficiaries**

In Private sector, 24 corporates said that they are concern for environmental pollution. Mostly they have stated that required precautions are taken care by the company. Least response received in involvement of mitigating global warming (Figure 8).



**Figure 8 Issues related to Environment**

In Private sector, the responses on the benefits of having CSR or doing CSR activities can help in good rapport (90%), image building (86.66%), create responsible organisation (83.33%). They gave least response on attract customers (43.33%) as organisation benefits (Figure 9).



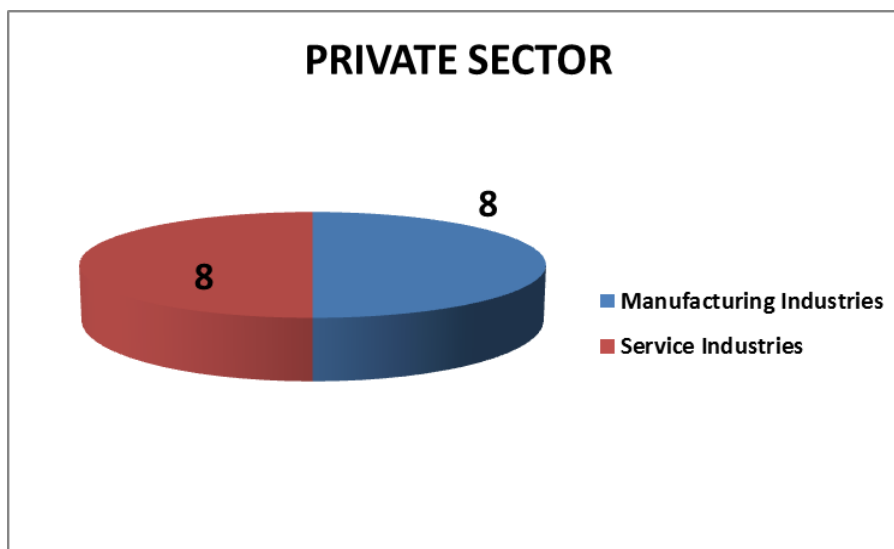
**Figure 9 Benefits of CSR**

### **6.3 DATA ANALYSIS OF PUBLIC SECTOR CORPORATIONS IN VADODARA REGION: CSR ACTIVITIES ARE CARRIED OUT ELSEWHERE**

The following are the selected Public Sector Companies (16) in Vadodara, but their CSR activities are carried out not in Vadodara but in other branch offices elsewhere.

<b>Sr. No.</b>	<b>Manufacturing Sector</b>	<b>Sr. No.</b>	<b>Service Sector</b>
1	EMCO Ltd.	9	Bharti Airtel
2	Arvind Mills	10	Welcome Group Hotel (ITC Group)
3	Thermax Ltd.	11	The Gateway Hotel
4	United Phosphorous Ltd.	12	Mahindra and Mahindra Financial Services Limited (MMFSL)
5	Gujarat Sidhee Cement Limited (GSCL)	13	Max India Limited
6	Essar Steel Ltd.	14	Make My Trip India Pvt. Ltd.

7	Manikchand Group	15	AVIVA Life Insurance Company India Ltd.
8	Lupin Ltd.	16	Sterling Addlife India Limited



### 6.3.i EMCO Limited

#### Introduction

EMCO established in 1964, has evolved in the power sector in India. EMCO has 6 state-of the-art manufacturing plants at Thane, Jalgaon, Dadra, Vadodara, and 15 offices across India. EMCO has in-house R&D and International Advisory Board on Technology (IABT), spearheading various initiatives to optimize power transmission and distribution through cutting-edge technology.

#### CSR Activities

The company is having its own foundation namely EMCO Foundation (EF) focuses 3 main areas i.e. Education, Environment and Health Care. Education projects under Program “Akshar” through soft skills enhancement, self-confidence building and support (like rewards, scholarship) in school education. Projects “Ankur”, “Amrut” and “Roshni” are environmental initiatives e.g. tree plantation, seed and solar lamp distribution, watershed development. Under health care project “Jeevan” is designed e.g. blood donation camps. Under project Shiksha being implemented in slums of Thane and Jalgaon, children between age group of 6 to 14 years are enrolled in the classes where they are taught basics of English, Marathi, and Mathematics. The

teaching aid includes display cards, charts and interactive teaching methods like games, songs, reading are applied for effective results.

### **6.3.ii Arvind Mills Limited**

#### **Introduction**

Arvind Mills, the flagship company of the Lalbhai Group, is one of India's leading composite manufacturer of textiles headquarters in Ahmedabad, Gujarat, India. It manufactures a range of cotton shirting, denim, knits and bottomweights (Khakis) fabrics. It is India's largest denim manufacturer apart from being world's fourth-largest producer and exporter of denim. In the early 1980s, the company brought denim into the domestic market, thus started the jeans revolution in India. Today it not only retails its own brands like Flying Machine, Newport and Excalibur but also licensed international brands like Arrow, Lee, Wrangler and Tommy Hilfiger, through its nationwide retail network.

#### **CSR Activities**

**Education:** Through SHARDA Trust, Arvind is upgrading the standards of municipal schools in Ahmedabad and work towards employable youth. Today, over 900 students each year from five municipal schools benefit from the supplemental English, Mathematics and Computer education provided at three learning centers that are equipped with state of the art facilities.

**Urban infrastructure:** Development of CG road, Ahmedabad's most popular street in a manner offers the urban dweller and visitor a clean, organized and enjoyable shopping/recreational experience.

**Upgrading slums:** Arvind in partnership with the Ahmedabad Municipal Corporation developed a model to upgrade the slums of Ahmedabad. These slums house about 30% of the city's population that live in the most disadvantaged circumstances. Its initiatives cover dwelling of over 181 hutments, housing 1200 people and was provided with improved surroundings and access to clean drinking water and proper sanitation facilities in individual houses.

**Vocational Training:** Arvind initiated vocational training programs to develop the skill of unemployed youth and help them take up Garment Operative jobs within Arvind and other garment manufacturing firms in Ahmedabad. In another initiative,

Arvind has organized Programs in English and Computer Application, equip students with relevant knowledge and skills and find suitable job openings for them.

### **6.3.iii Thermax Ltd.**

#### **Introduction**

Thermax Ltd. is an Indian energy and environment engineering company based in India; and in Britain. It manufactures boilers, vapour absorption machines, offers water and waste solutions and installs captive power projects. Thermax came into being by harnessing the power of steam, produced by boilers. The company first started with producing small, once through, baby boilers to cater steam required at that time by the hospitals and the business was established in 1966. It was also the year A. S. Bhathena (father of Ex-chairman Anu Aga) collaborated with a Belgian company, Wanson, to commence business operation as Wanson India Ltd., manufacturing small boilers at a unit in Dadar, Mumbai. The company was renamed Thermax Limited in 1980.

#### **CSR Activities**

Under the aegis of Thermax Social Initiative Foundation (TSIF), Thermax has signed a memorandum of understanding (MOU) with the Pune Municipal Corporation (PMC) School Board for a period of 30 years. TSIF, in partnership with the NGO Akanksha, today runs and manages two schools for children from low-income families where they are provided free and quality education. The company established K C Thackeray Vidya Niketan English Medium School and Savitribai Phule English Medium School. In the year 2010-2011 the company supported Akanksha Foundation to work for underprivileged in Pune. 593 donors from Pune and the Savli factory participated in the blood donation camp supported by Sassoon Hospital, Poona Hospital, DY Patil Medical Hospital, Deenanath Mangeshkar Hospital, SSG Hospital Baroda and the Rotary Club of Pune Sports City, partner with CII-Yi initiative, environment etc. Thermax supported and sponsored the 10-month internship programme conducted by Centre for Youth Development and Activities (CYDA) for young graduates belonging to SC/ST and socially deprived sections of society. The internship gives Dalit students' knowledge, skills and practical training to work in the development sector and allied fields such as media, journalism, etc.

### **6.3.iv United Phosphorous Ltd**

#### **Introduction**

United Phosphorus Ltd is a global generic crop protection, chemicals and seeds company. The company is engaged in the business of agrochemicals, industrial chemicals and chemical intermediates. They operate in three segments: agro chemical, industrial chemicals and others.

#### **CSR Activities**

The GIDC Rajju Shroff Rofel Institute of Management Studies (GRIMS) is a unique partnership between the Rotary Foundation for Education and Learning (ROFEL), Vapi and the State Industrial Development Corporation of Gujarat (G.I.D.C.). The ROFEL Trust was set up in 1985 to provide educational facilities in the region at all levels. In the initial years, the trust organized and awarded scholarships for Vapi students for study outside Vapi in various disciplines, ranging from engineering and medicine to business administration and arts and commerce. The Trust soon branched out to start the first Arts & Commerce College in Vapi in 1990, followed by a Bachelor of Business Administration Course in 1996. This was followed further in 1999 by a Management Institute (GRIMS) to conduct the course in Post Graduate Level and a college of Science and College of Pharmacy.

### **6.3.v Gujarat Sidhee Cement Limited (GSCL)**

#### **Introduction**

Gujarat Sidhee Cement Limited (GSCL) was originally set up as a joint venture between the Gujarat Industrial Investment Corporation and The Mehta Group. GSCL's plant is located at Sidheeegram in Sutrapada Taluka, District Junagadh, and Gujarat State, India. GSCL's plant uses the latest Dry Process Pre-calcination technology comparable to international standards. The state-of-the art plant makes use of machinery which is sourced from reputed international companies.

Because of its proximity to the Porbandar and Pipavav ports, it has competitive access to the export markets in the Africa, Middle East countries, Sri Lanka and Bangladesh by the economical sea route. Gujarat Sidhee Cement Limited (GSCL) markets cement under the brand name "Sidhee". GSCL product range includes Ordinary Portland

Cement (OPC) 53 Grade and 43 Grade, Portland Pozzolana Cement (PPC) and clinker.

### **CSR Activities**

In his autobiography, Nanjibhai Kalidas Mehta, the founder of the Group, writes- "My greatest joy was in business. But money was not the end, but the means to a better, kinder life. Commerce was a field where I could seek the means for being charitable to the brethren whose love had blessed me".

This concern for society begins, naturally, at home, and the Group has always looked after its employees in every way. It provides them with medical and educational facilities, and in some cases goes further, to provide the entire surrounding community with facilities such as schools, hospitals, good roads, clean water supply, sports facilities and scholarships.

The Mehta Group is especially proud of its public service project 'Arya Kanya Gurukul Girls School' in Porbandar set up in 1937. The school was a brave new experiment in women's education, combining a modern outlook with the spirit of Vedic times, and thus synthesizing the best of East and West. The enrollment to the Gurukul is without any distinction of caste, creed or religion. Girls from devout Muslim families and Christian native girls from Africa have also been trained at the Gurukul. Nanjibhai's homage to the Father of the Nation culminated in the erection of Kirti Mandir, a monument in memory of Gandhiji built over his birthplace in Porbandar.

### **6.3.vi Essar Steel Ltd.**

#### **Introduction**

Essar Steel is a global producer of steel with presence in key markets in Asia, Europe, Africa and North America. It has an annual capacity of 14 million tonnes. The product portfolio includes pipes, plate's cold rolling, galvanizing and pre-coated segments. It is India's largest exporter of flat steel with 10 million tons per annum (MTPA) of capacity in India and 4 million tons per annum (MTPA) in worldwide facility. On 11 June 2012, Essar Steel India commissioned a 19 MW heat recovery power plant at Hazira, Surat District, Gujarat.

### **CSR Activates**

The company is having own foundation “The Essar Foundation” was set up to work within the framework of the 3E model: Entrepreneurship, Education and Environment to adopt a future-focused approach to sustainability. The Foundation's activities, divided across six focus areas: livelihoods and entrepreneurship, women's empowerment, health, education, infrastructure and environment. Planting thousands of trees and laying water pipelines, self-supporting schemes for women, schools, roads, and playgrounds and outreach programs at Hazira and its neighboring areas. Others activities include building water pipelines, providing subsidized medical care, installing infrastructure (roads, water tanks, electric connections). Rainwater harvesting ponds, school building renovations and health camps are some of the initiatives undertaken and supported by Essar. Essar Foundation is operating a Community Health Center at Jakhar Village. Two doctors in the health center provide primary health care services to approximately 100 patients a day from 5 nearby villages: Jakhar, Singach, Vadinar, Bharana, and Mithoi. They are operating a Mobile Health Van (MHV) that provides primary health care services to 9 villages of Jamnagar District. The foundation organized Bal Vividha in Timdi in February 2012 and in Vadinar in January 2013. The three day programme focused on the alternative ways of learning besides classroom education, and saw the participation of more than 7,500 children across 21 village schools.

### **6.3.vii Manikchand Limited**

#### **Introduction**

Headquartered in Pune, the Manikchand Group is a privately owned group of industries in India. It primarily started out as a company that produced chewable tobacco products called 'Gutka' around six decades ago. The group is diversified into Pan Masala, Mouth Freshner, Packaged Water, Offset Printing, Wedding Cards, Flexible Packaging, Electrical Switches, Flour Mills. Some of the industry products act as a front for surrogate advertising through the audio-video media channels due to strict restrictions or bans on tobacco advertising in India. Its products are exported to more than 30 countries worldwide



### **CSR Activities**

The Manikchand Group has established R M Dhariwal English Medium School in rural area, Shirur, Pune in 1993 and Manikchand Dhariwal Institute of Management and Rural Technology (MDIMRT) is another institute to the rural and economically challenged citizens. The Matoshree Madanbai Dhariwal Hospital is to provide healthcare at Shirur taluka, which provides the modern medical facilities. They engage in helping people during natural disasters, contribute to religious activities etc. The company has set up an old age home - Rasiklal Manikchand Dhariwal Vrudh Ashram - Panshet, Pune, nearly fifty elders are provided free accommodation and food. A similar project of old age home is supported at Tirthdham Manglayatan, Aligarh. Established a full-fledged girls hostel - Shobha Rasiklal Dhariwal Girls Hostel, at Pune provide free food and accommodation to 150 girls. The hostel is well equipped with computer and internet centre, gymnasium, library and conference hall.

### **6.3.viii Lupin Limited**

#### **Introduction**

It is the 2nd largest Indian pharmaceutical company by market capitalization; the 14th largest generic pharmaceutical company globally and; the 5th largest generic pharmaceutical company in the US by prescription-led market share. It has the distinction of being the fastest growing generic pharmaceutical player in the two largest pharmaceutical markets of the world, the US and Japan; and is the 5th largest and the fastest growing generic pharmaceutical player in South Africa. The Company has significant market share in key markets in the Cardiovascular (prils and statins), Diabetology, Asthma, Pediatrics, CNS, GI, Anti-Infectives and NSAIDs therapy segments etc. The Company's R&D endeavours have resulted in significant progress in its NCE program.

### **CSR Activities**

Lupin has established the "Lupin Human Welfare & Research Foundation (LHWRF)" on 2 October 1988. LHWRF started with a few small rural development projects covering around 35 villages in Bharatpur District, Rajasthan. Its efforts have touched the lives of over a million people across 2,200 villages in the states of Rajasthan, Madhya Pradesh, Maharashtra and Uttarakhand. Activating training cum production centers for strengthening traditional artisans and developing new skills boost to

services industry and agro-processing financial (including micro financing) resources and marketing. LHWRF helps arrange alternative credit for rural people through SIDBI and RMK, benefiting more than 7400 beneficiaries for establishing micro-enterprises. Extension and infield training, soil conservation, new crop introduction, post-harvest measures, and organic farming including vermin composting, bee-keeping. The soil reclamation program in Bharatpur district is the most important activity for the foundation. LHWRF has focused on strengthening the large network of government healthcare systems and preventive care through safe drinking water immunization programs and health camps. LHWRF is the district training and implementation agency for innovative school education, programs such as Lok Jumbish, Shishika Karmi and the joint UN program of Janshalas. Pre-school and mother care health programs are also an important part of the foundation's work. They screened the film all over India at the clinics of nearly 5,000 leading TB-specialists, 100 TB camps across India in 2002-03, where Lupin sponsored patient diagnosis with sputum testing and X-rays. Public awareness was created through extensive campaigning with the local communities-up to 200 people turned up for single camp in the Indian state of Uttar Pradesh. The company provides Patient education literature in 9 different Indian languages.

### **6.3.ix Bharti Airtel Limited**

#### **Introduction**

Bharti Airtel Limited, commonly known as Airtel, is an Indian multinational telecommunications Services Company headquartered at New Delhi, India. It operates in 20 countries across South Asia, Africa and the Channel Islands. It offers its telecom services under the Airtel brand, and is headed by Sunil Bharti Mittal. Bharti Airtel is the first Indian telecom service provider to achieve Cisco Gold Certification.

#### **CSR Activities**

Bharti Airtel is having own foundation name 'Bharti Foundation'. The Satya Bharti School Program is the flagship rural education initiative delivering free quality education to over 200,000 underprivileged children. CSR activities included: Blood donation camp, contributing during natural disasters, awareness program on HIV/AIDS, Diabetics, and partner with The Akshaya Patra Foundation Mid-day meal program etc., Airtel Ashiana works for underprivileged children at Mohali Airtel

office. The Bharti Scholarship and Mentorship Program to enable academically bright youth from financially weak families, currently supports 232 scholars across the country and covers courses in management, engineering and agriculture.

### **6.3.x Welcome Group Hotel (ITC Group)**

#### **Introduction**

ITC Limited was started with Welcome Group Chola Sheraton. Since then the ITC-Welcome Group brand has encompassed over 60 hotels across more than 50 destinations in India, including super deluxe and five star hotels, heritage palaces, havelies and resorts and full service budget hotels. In Vadodara it is located in R.C. Dutt Road, Alkapuri.

#### **CSR Activities**

The group provides employee opportunities for disabled (PWD) people with vocational training and advocacy. They mostly use environment friendly products and systems.

### **6.3.xi The Gateway Hotel (Taj Group of Hotels)**

#### **Introduction**

Part of the Taj Group of Hotels, The Gateway Hotels and Resorts are full service upscale hotels and resorts in the South Asia region. The Gateway Hotels and Resorts are located in 21 cities and holiday destinations with plans to open in many more. It is located in Akota, Vadodara.

#### **CSR Activities**

They are parting with NGOs to train underprivileged women housewives in hospitality, self-grooming and house-keeping. In association with 'Paramparik Karigar' identifies the artisans and craftsmen across India around all location of Taj hotels and assigns projects to trainees who identify unique arts and craft of India.

### **6.3.xii Mahindra and Mahindra Financial Services Limited (MMFSL)**

#### **Introduction**

Mahindra and Mahindra Financial Services Limited is a finance company based in India. It is among the top 500 Indian companies by market capitalization. MMFSL is

focused on providing financing for Utility Vehicles (UVs), Tractors, Commercial Vehicles, Used Vehicles and Cars in the rural and semi-urban sectors. MMFSL is a subsidiary of Mahindra and Mahindra Limited, a leading tractor and UV manufacturer with more than 60 years' experience in the Indian market. Mahindra Finance has a presence spread over 600+ locations across India.

### **CSR Activities**

The company has own foundation named 'Mahindra Foundation'. Within Village Electrification Project across 42 locations in Maharashtra, have installed 168 Solar Street Lights (each location has four streetlights). Employee Social Options (ESOPS) are designed to instill social volunteering in the employees of the Mahindra group. Mahindra Hariyali is a mass tree plantation initiative undertaken by each and every Mahindra location, be it a Plant/factory setting or a corporate office. Project Nanhi Kali was initiated in 1996 by K C Mahindra Education Trust (KCMET) to provide primary education to underprivileged girl children. Life Line Express, a free of cost hospital-on-wheels, is a joint undertaking of Mahindra and Mahindra Automotive and Mahindra Finance to sponsor the Lifeline Express project at Rangia, Assam. It organized blood donation camps and donated ambulances to Echo, Voice of India, Sevak Mental Hospital, Mukth Jeevan and other hospitals.

## **6.3.xiii Max India Limited**

### **Introduction**

Max India was founded in the year 1985 to engage in the business of manufacturing penicillin-based drugs, bulk active pharmaceuticals and packaging films. Over the next 16 years, Max India ventured into businesses across conventional and new age sectors. The business model invariably was JVs with international leaders, including New York Life, Gist Brocades, Elf Atochem, Hutchison Telecommunications etc.

### **CSR Activities**

Having its own foundation calls 'Max India Foundation' it focuses on Health, Children and Environment. The company is provided health care i.e. free artificial limbs, polio calipers to disabled people, vaccinations to children for deadly diseases like Hepatitis B, DPT, MMR, and Measles. Max foundation also provides blood donation camps, health and environment awareness camps; donate clothes and items

for sanitation and hygiene. Max Healthcare set up a hospital for the underprivileged of Madhya Pradesh, Lifeline Express in partnership with Shrimant Madhavrao.

#### **6.3.xiv Make My Trip India Pvt. Ltd.**

##### **Introduction**

Make My Trip is an Indian online travel agency which is a big part of the market. Indian Railways tickets, domestic bus tickets, international and domestic hotel Arkshnen, car rental, international and domestic holiday packages, MICE (MICE) (Meetings, Incentives, far Conventions, Exhibitions), visa services, B2B (B2B) services and a variety of other kinds of travel related services and product offers. Established in April 2000, MakeMyTrip.com today in addition to several franchise locations across India, and offices in 20 cities in New York and San Francisco International offices.

##### **CSR Activities**

The company has a club that is committed towards 'Making A Difference' (M.A.D.) in the lives of the under privileged. The club comprises of Trippers and is chaired by their CEO, Deep Kalra. The focus is towards volunteer work for the various NGOs. They encourage Trippers to take a day off from work to do their bit towards the society. Their "Giving Back" program involves working for causes related to Children - Education and Health and Environment. It is involved with the following: Udayan Care, Million Trees Gurgaon, Parivar Society, Genesis Foundation, Give India Payroll Giving Program and Goonj.

Make My Trip is also the first online travel company to have launched a Carbon Footprint green initiative, which allows air passengers booking tickets on the website to offset their carbon footprint for the journey by contributing towards an afforestation program run under the aegis of GiveIndia by Seva Mandir in Rajasthan.

#### **6.3.xv Aviva Life Insurance Company India Ltd.**

##### **Introduction**

Aviva India is an Indian life assurance firm, and a joint venture between Aviva plc (Public Limited Company) a British assurance company, and Dabur Group, an Indian conglomerate. Aviva began operations in July 2002 as a joint venture with Dabur

Group, one of India's oldest business houses. As per the Indian insurance sector regulations, Aviva plc (Public Limited Company) has a 26% stake and Dabur has a 74% stake in the JV partnership.

### **CSR Activities**

Aviva India is involved with education of underprivileged children, under the Street to School program, the international Corporate Social Responsibility program of Aviva plc. Within India, it works with NGOs in various parts of India to enable education for street and slum children, and helps them with funds for setting up and running outreach centers. Aviva India also conducts the Aviva Great Wall of Education in various cities each year, which collects books for underprivileged children. Over the last three years, the Aviva Great Wall of Education has collected more than 2 million books, which have been given to more than 500,000 underprivileged children across the country. The Aviva Great Wall of Education collected over 1.1 million books in 2011 alone. The Aviva Great Wall of Education was also listed in the Limca Book of Records for being the 'largest wall of books' for its debut year. It has received multiple awards, including the Bronze award at the inaugural CRY Child Rights Champion Award, 'Highly Commended Award' at the TVE Corporate Sustainability Awards given at BAFTA, London, Gold at Spikes Asia 2010, a Bronze at Effies 2010 and a Silver at the Effies in 2011. It also won an Indy's award in the 'Community and Social Welfare' category in 2011, and was awarded 'Out of the box PR idea' award at India PR and Corporate Communications Awards in 2012. Aviva India employees volunteer time to conduct workshops with children enrolled with its partner NGOs as well.

### **6.3.xvi Sterling AddLife India Limited**

#### **Introduction**

Sterling Hospital is one of the largest hospital chains in Gujarat, considered to be the leading one by the levels of independent certification, facilities and equipment, as well as size and capacities. It is owned and managed by Sterling AddLife India Ltd. The specialties in which it provides medical care include: Cardiology, Neurology, GI Medicine, Hematology, Oncology, Reproductive Medicine, Critical and Emergency treatment, Trauma and Orthopedic, Neonatology and General Medicine. Surgery treatments include CVTS, Neuro and Onco-surgeries, Nephrology (with Kidney

Transplant), GI surgeries and General Surgeries. Sterling's multi-specialty hospitals have presence in six major cities of Gujarat: Ahmedabad, Vadodara, Rajkot, Mundra, Bhavnagar and Gandhidham.

### **CSR Activities**

Sterling Hospital has been providing free and concessional Healthcare to the deserving and needy. Social outreach program consists of Free Health Camps, Public Awareness Talks, CMEs for medical fraternity, Outstation OPDs etc. Mega health checkup camp conducted at 33 societies in association with Radio Mirchi where nearly 2000 participants have benefited (2007). Basic Life Support Program for Rotary Members (2007), Participation in Ambaji Camp on 'Bhadarvi Punam', where a Doctors team has seen nearly 18000 pilgrims (2007), Mega health Camp for parents in Association with UCMAS (2008), Free Medical Camp open for all, at Unjha where 1000 participants has taken benefit, First Aid and basic Life Support training Program is organized for Traffic Police personnel, Every year World Kidney Donor's Day is celebrated with series of activities like Walkathon, felicitate Kidney donors by giving them a trophy and Certificate for saving lives, to spread awareness about Kidney Disease and saving lives, on World Heart Day, Sterling hospital take initiatives like organizing Walkathon, colony promotions etc. and involve various associations, corporate house to spread awareness about cardiac Disease and its risk, Outstation OPDs are planned at various places within the Gujarat at regular intervals, Public Awareness Talk is given by eminent doctors on various topics related to heart, Kidney, joints etc. at regular intervals at club, associations like Rotary, lions etc.

## **6.4 MAJOR FINDINGS AND INTERPRETATION**

### **6.4.i Private Sector - Manufacturing Industries**

- The CSR activities of selected 26 Private sector Manufacturing industries in Vadodara are mainly focusing on for village children
- Education
- Health care for poor section of the society
- Infrastructure providing and capacity building program
- Anganwadis, temples, village roads

- Designing women and youth empowerment programs like beauty parlor, tailoring, computer classes, mehendi classes, flower making etc., women and girls;
- Running training courses or computer/personality development, motor driving, technical or plumbing, mobile repairing etc. for rural youth and children.
- Tree plantation and environment day celebration by organizing awareness camps and
- Encouraging competition among school children through environment day celebration
- All the companies are engaged directly through their HR/CSR professionals and indirectly through NGO and other sponsorship or donations.
- Mostly Chemical manufacturing companies are more active in implementing CSR activities or programs.
- Companies like Transpek Industries Limited, Deepak Nitrate Limited, Jubilant Life Sciences etc. are having own foundation/Trust to run social welfare activities.
- Mostly it is seen that CSR activities are done under the umbrella of HR department.
- The target beneficiaries of these companies are the people of surrounding local communities.
- All these companies do follow statutory precaution for factory pollution.
- One of the major concerns of these companies is to keep green environment in the factory premises and celebrating environment day through tree plantation, awareness camps etc.
- Another major concern of majority of these corporations is in the area of health.
- Organizing blood donation camp is one of the common and key events of these companies.
- Many of these companies are involved in sponsorship of International Vadodara Marathon.
- Most of these companies budget for CSR is not fixed and it is need based.



#### **6.4.ii Private Sector - Service Industries**

The selected four companies in this category are less actively involved in CSR activities in Vadodara region.

- The activities are included organizing blood donation camps, tree plantations, donations and sponsorship etc.
- Activities are undertaken through HR personnel and influenced by top management.
- They sometimes get involve other cross functional officials to execute their CSR active

## 6.5 PHOTOGRAPHS

### Respondents (HR/CSR Officials) from Private Sector Companies in Vadodara



Ms. Archana Joshi, Director,  
Deepak Foundation, Vadodara



Ms. Mamta Baxi, Program Coordinator  
Cosmo Foundation, Vadodara



CSR Team, Reliance Industries Limited  
(RIL) Vadodara



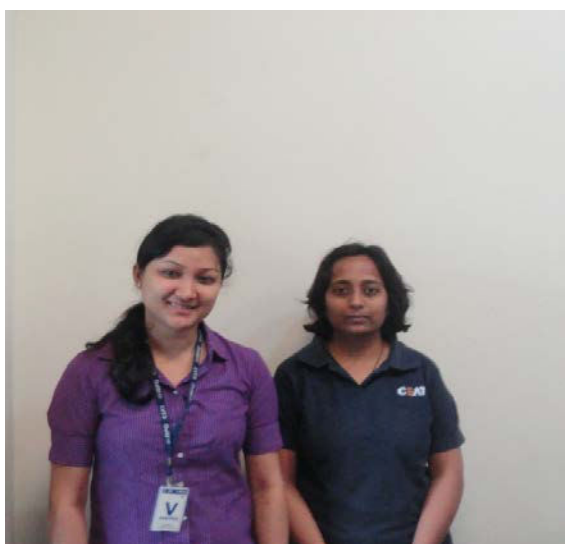
Ms. Dipti Verma, Executive - HR,  
Piramal Glass, Vadodara



Mr. Sudhir Sethi, Asst. VP-HR & Admn.  
InoxCVA India Limited



Mr. Rajesh Palkar, Head, P&A,  
Rubamin Limited, Vadodara



Ms. Krishna Vaidya, Asst. Manager-HR  
CEAT Limited, Vadodara



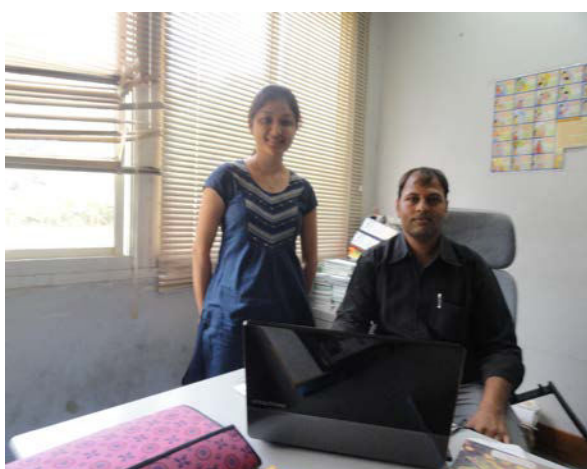
Mr. Anil Kumar Kapoor, General  
Manager(CSR), Transpek Industry Ltd.



Mr. Prahladji B. Vihol, Sr. Manager,  
CSR, Synefra, Vadodara



Mr. Ruchir R. Someshwar, Manager-HR,  
Cadila Zydus, Vadodara



Mr. Sanjay Padiyar, Program Officer-CSR,  
Jubilant Bhartia Foundation, Vadodara



Ms. Anjali, Program Coordinator,  
Deepak Foundation, Vadodara



## Various CSR Activities Undertaken by Private Sector Companies at Vadodara



Computer Training for Children  
at Cosmo Foundation, Vadodara



Tailoring Courses to women by Jubilant  
Bhartia Foundation, Vadodara



Awareness Rally by school children at RIL  
Vadodara



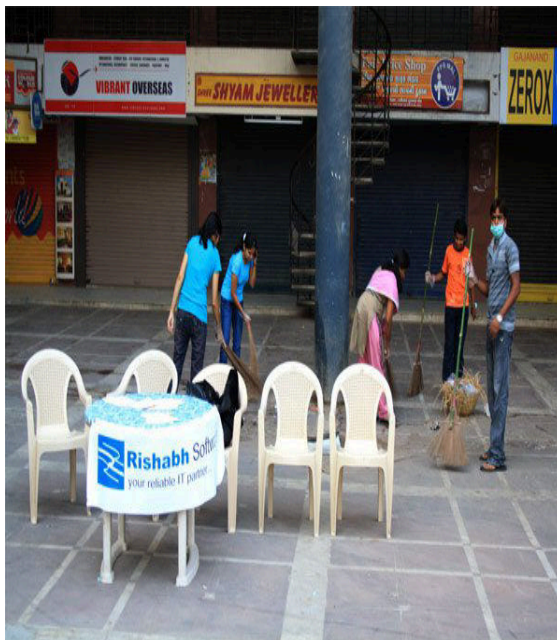
Community Awareness Program by RIL  
Vadodara



Drug De-Addiction Program for youth by RIL, Vadodara



Tricycle Distribution to Physically Challenged by RIL, Vadodara



Cleanliness drive by Rishabh Software, Vadodara



Employees of Rishabh Software Cleanliness activity at Akota road, Vadodara



## WITH BENEFICIARIES



Computer teachers & students at Cosmo Foundation, Karjan, Vadodara



Beneficiary school at Karjan, Vadodara



Participated in a cleanliness awareness rally by RIL, Vadodara



Interaction with School principal & Panchayat member at Dhanora village, Vadodara





School Children from Dhanora Village, Vadodara



Interaction with beneficiary in Koyali Village, Vadodara



Interaction with beneficiaries at Jeher Village



Youths learning welding training by Transpek Industries Ltd.

**CHAPTER - 7**  
**CORPORATE SOCIAL RESPONSIBILITY:**  
**MULTINATIONAL SECTOR CORPORATIONS**

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## **CHAPTER - 7**

### **CORPORATE SOCIAL RESPONSIBILITY: MULTINATIONAL SECTOR CORPORATIONS**

*"A good company delivers excellent products and services, and a great company does all that and strives to make the world a better place."*

**- William Ford Jr., Chairman, Ford Motor Co.**

#### **INTRODUCTION**

A Multinational Corporation (MNC) or Multinational Enterprise (MNE) is a corporation that is registered in more than one country or that has operations in more than one country. It is a large corporation which both produces and sells goods or services in various countries. It can also be referred to as an international corporation. Multinational corporations are important factors in the processes of globalization. National and local governments often compete against one another to attract MNC facilities, with the expectation of increased tax revenue, employment, and economic activity. To compete, political powers push towards greater autonomy for corporations, or both. MNCs play an important role in developing the economies of developing countries like investing in these countries provide market to the MNCs but provide employment, choice of multi goods etc.

A corporation has its facilities and other assets located in more than one country other than its home country. Such companies have offices and/or factories in different countries and usually have a centralized head office where they co-ordinate global management. Very large multinationals have budgets that exceed those of many small countries. Nearly all major multinationals are American, Japanese or Western European, such as Nike, Coca-Cola, Wal-Mart, AOL, Toshiba, Honda and BMW. Advocates of multinationals say they create jobs and wealth and improve technology in countries that are in need of such development. On the other hand, critics say multinationals can have undue political influence over governments, can exploit developing nations as well as create job losses in their own home countries. According to Howard Perlmutter (1969) Multinational companies may pursue policies

that are home country-oriented or host country-oriented or world-oriented. Perlmutter uses such terms as ethnocentric, polycentric and geocentric. However, "ethnocentric" is misleading because it focuses on race or ethnicity, especially when the home country itself is populated by many different races, whereas "polycentric" loses its meaning when the MNCs operate only in one or two foreign countries.

## **7.1 HISTORY AND DEVELOPMENT OF MULTINATIONAL SECTOR IN INDIA**

According to Franklin Root (1994), an MNC is a parent company that

1. Engages in foreign production through its affiliates located in several countries,
2. Exercises direct control over the policies of its affiliates,
3. Implements business strategies in production, marketing, finance and staffing that transcend national boundaries (geocentric).

The term MNC differs from International Corporation. International Corporation is a company with manufacturing investment or service operation in at least one country, while MNCs have direct investment in several countries and considerable share is in foreign countries. The transnational corporations (TNCs) are incorporated or unincorporated enterprises comprising parent enterprises and its affiliates. TNC is a multinational company in which both ownership and control are so dispersed internationally. There is no principal domicile and no one central source of power. The term global corporation is also often used to mean more or less the same thing as TNC. However there is a view that global corporation is one which considers the entire world as single market in which globally standardized products are sold. A company can be called as a MNC if it fulfills the following criteria (Hub Pages, 2012):

- Corporation/Company's local subsidiaries are managed by nationals.
- Corporation/Company has a multinational central management.
- Company/Corporation maintains complete industrial organizations, including research and development and manufacturing facilities in several countries.
- Corporation/Company has a multinational stock ownership.

- Corporation/Company operates in many countries at different levels of economic development.

The managing headquarters of MNCs are located in one country i.e. home country while enterprise carries out operations in a number of other countries i.e. host country. Below are some of the reasons that motivate a company to go for international investments.

- To reduce the impact of tariffs
- To gain a greater share in a foreign market or to combat competition
- To exploit natural resources of the host country
- To enjoy benefits of tax exemptions
- To reduce the cost of production by using cheap labor and material cost and transport cost
- To reduce the impact of strict trade and industry rules and regulations of home country like pollution laws.

The research sample of MNC companies included for the purpose of data collection are those MNC sector companies whose origins are not grounded in India, but have some joint ventures and branches/business in India. They are not Indian Multinational Corporations. For example, Asea Brown Boveri Limited (ABB), where headquarter is located in Zürich, Switzerland. FAG Bearings, where headquarter is situated in Germany etc.

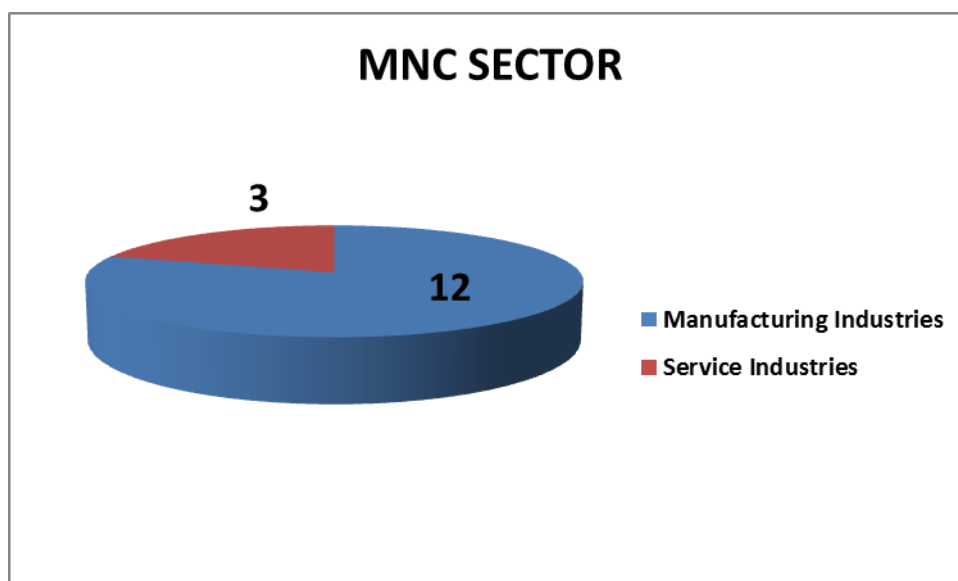
**Number of MNC sector companies selected for data collection:**

<b>MNC Sector</b>	<b>CSR Activities at Vadodara</b>	<b>CSR Activities not at Vadodara but elsewhere</b>
Manufacturing Industries	12	01
Service Industries	03	05
<b>Total</b>	15	06
<b>Grand Total: 21</b>		

## 7.2 DATA ANALYSIS OF MULTINATIONAL SECTOR CORPORATIONS: CSR ACTIVITIES ARE CARRIED OUT IN VADODARA REGION

The following are the list of selected Multinational Corporations (15) located in Vadodara region, comprising of both manufacturing sectors and Service sectors and carrying their CSR activities in Vadodara.

Sr. No	Manufacturing Sector	Sr. No	Service Sector
1	Asea Brown Boveri Limited (ABB)	13	Domino's Pizza
2	FAG Bearings India Limited	14	HSBC Bank
3	E.I. DuPont India Private Limited	15	Standard Chartered Bank
4	Bombardier Transportation India Ltd.		
5	Transpek-Silox Industry limited		
6	Gulbrandsen Chemicals Pvt. Ltd		
7	Huntsman-Baroda Textile Effects Pvt. Ltd		
8	Sud-Chemie India Pvt. Ltd		
9	Schneider Electronics		
10	Siemens Ltd.		
11	Linde Engineering India Pvt. Ltd.		
12	INEOS ABS		



## **7.2.i Asea Brown Boveri Limited (ABB)**

### **Introduction**

ABB is a leader in power and automation technologies that enable to improve performance while lowering environmental impact. ABB operations in India include 12 manufacturing facilities with over 10,355 employees. The ABB Group is increasingly leveraging the Indian operations for projects, products, services, engineering and R&D. One power transformer factory is located in Maneja, Vadodara.

### **CSR Activities**

ABB has upgraded school buildings in nearby villages providing basic amenities and electricity to the rural places. ABB organized a visit to Community Science Centre for 309 students from Makarpura and Fathepura Schools. They have organized road safety training to school children and distributed the important safety instruction pamphlets to all attended students. The company has organized teachers' training program through the trainers of Confederation of Indian Industry (CII), Vadodara. ABB started outsourcing parts of its electrical relay assembly in 2005 to the Sevathirth training and rehabilitation center in Vadodara. Since then more than 30 young people have been trained in the work. ABB pays Rs.50 for each assembled electrical relay, and workers at the center earn around Rs. 2,500 - 4,000 per month. They have been maintaining tree guards from Sayaji Garden to Vadodara Airport and built Airport Island, Tarsali Circle near to ABB Maneja, Fatehgunj Circle, Bhavan's School Circle etc.

### **Beneficiaries Account**

Students, nearby village people, youth etc. are the beneficiaries of the company. An interaction with youth who work in electrical relay stated that they have got job opportunities through the outsource work of the company.

## **7.2.ii FAG Bearings India Limited**

### **Introduction**

FAG Bearings India Limited was incorporated in 1962. Since January 2002 FAG has been integrated into a strong network because that is when FAG, together with INA and LuK formed the Schaeffler Group. INA and FAG became the world's second

largest rolling bearing manufacturer. FAG India's headquarter and manufacturing facilities are located in Vadodara, Gujarat, India.

### **CSR Activities**

FAG is involved into effective environment management system with respect to air, water, waste and noise; expansion of medical facility for betterment; certification of Occupational Health and Safety Management System for better and healthy work environment and commitment for safety of people working in the premises; and EU Standards in the areas of Environment Health and Safety. For the betterment of the society, donations are given to schools, providing free lunches to Mother Teresa's Missionaries of Charity at Maneja village, and for the purpose of portable huts for policemen, police commissioner of Baroda for renovation of police chow key at Tarsali, They are running Aanganwadi at Maneja village on monthly basis; blood donated to Blood Bank by employees regularly and V-One Society for providing aids to physically handicapped people.

### **Beneficiaries Account**

School students, physically handicapped people, employees etc. are the beneficiaries of the company. The authority of Mother Teresa's Missionaries of Charity at Maneja village said FAG provides the children for lunches.

## **7.2.iii E.I. DuPont India Private Limited**

### **Introduction**

It is a subsidiary of US-based \$38 billion E. I. du Pont de Nemours Company. DuPont association with India started in 1802 when the first shipment of raw materials for black powder to be used in explosives was imported by India from the U.S. DuPont India. It markets a wide range of products in a variety of market segments including agriculture, food and nutrition; health care; home and construction; electronics; safety and protection; and transportation and infrastructure.

### **CSR Activities**

CSR activities have focused on improving the education facility at the school and upgrading the village infrastructure and creating a hygienic school environment. The employees of DuPont India have contributed to Prayas - sponsoring few village

children at Savli by paying for their education, medical requirements, clothing, food and shelter. CSR activities include donating computers, RO plant at primary school, scholarship scheme to meritorious students, water tank at Manjusar village, drainage line and drinking water line, general health checkup, orthopedic medical camp, public sanitation block at Nimeshra village etc.

### **Beneficiaries Account**

Students, local community people etc. are the beneficiaries of the company. A primary school in Savli has computers, RO system installation for drinking water provided by the company. The school authority informed that scholarship schemes are also available for meritorious students, provided by the company.

## **7.2.iv Bombardier Transportation India Ltd.**

### **Introduction**

Bombardier Transportation is the rail equipment division of the Canadian firm Bombardier Inc. Bombardier Transportation. The division is headquartered in Berlin, Germany. Bombardier Transportation produces a wide range of products including passenger rail vehicles, locomotives, bogies, propulsion and controls, in addition to offering a number of services. André Navarri is the current President of Bombardier Transportation. In January 2011 the company had 34,900 employees, 25,400 of them in Europe, and 59 manufacturing locations around the world.

### **CSR Activities**

Bombardier Transportation is one of the world's largest companies in the rail-equipment manufacturing and servicing industry with need based CSR budget. In the aegis of Tree planting in India, thousands of saplings are planted with the help of Baroda School children. Bombardier supports Disha Project which provides assistance to the people who suffer from natural calamities.

### **Beneficiaries Account**

Students, employees etc. are the main beneficiaries of the company. Tree plantation is seen in and around Vadodara especially in schools like Navrachana school, few primary schools etc.



## **7.2.v Transpek-Silox Industry limited (TSIL)**

### **Introduction**

An Indo-Belgian joint venture between Transpek Industry Limited, India, and Silox, S.A, Belgium, TSIL manufactures inorganic chemicals for a wide range of applications such as Textile, Paper & Pulp, Tyre & Rubber, Paint and Plastics etc. Silox S.A of Belgium, which is a JV between Prayon Group and Cybelle S.A from Belgium, has global presence and manufacturing locations in Europe, North America and Asia. Silox specialises in manufacture of high performance ‘active’ and other Zinc oxide grades, SHS and anti-corrosion pigments.

### **CSR Activities**

The company is organized a creative activity for the students of 4<sup>th</sup> and 5<sup>th</sup> standard at Hynapura P. G. Shala and were taught how to make attractive ‘Toran’, wall hangings by using fancy material. They celebrated various occasions like celebration of Republic Day, Rakshabandhan, Sharad Purnima. The company often organizes Rongoli competition, Patriotic song competition, Debate competition, Sports competition, Children’s Workshop, Anganwadi Teachers Training etc. It has opened a library to promote learning attitude and to increase the level of general knowledge among the students. Housekeeping competitions are organized to raise the points like cleanliness, arrangement of decoration, hygiene at nearby selected villages. With the help of active NGOs, short occupational training programs on various skills like Embroidery, Pottery, Beauty treatments and Mehendi application are imparted to young girls. Similarly, women are trained in cottage industry skills like preparation of detergents, washing powders etc. They also provide lectures on preparation of healthy recipes to village women, informative lectures on post pregnancy etc. Periodic Medical Camps like eye checkup, orthopedic, lungs function capacity test etc. are held in villages around its manufacturing locations. Tree plantation is also part of their CSR activity.

### **Beneficiaries Account**

School students, women and youth, local village people etc. are the beneficiaries of the company. An interaction with village women who attended empowerment programs like tailoring, flower making, detergent and washing powder making etc. shared that the trainings were quite useful and now few of them make detergent and

washing powder at home for household purpose and don't need to buy these items from shops.

#### **7.2.vi Gulbrandsen Chemicals Pvt. Ltd.**

##### **Introduction**

Gulbrandsen Chemicals Pvt. Ltd. is a subsidiary of Gulbrandsen Chemicals, USA. The company manufactures and exports anhydrous aluminum chloride worldwide. Gulbrandsen Chemicals Pvt. Ltd. has a plant for manufacturing of inorganic chemicals, organ metallic compounds and other chemicals located on coastal highway, village Mujpur, Vadodara.

##### **CSR Activities**

Gulbrandsen Chemicals provided infrastructure facility to nearby village schools located in Mujpur. The company helped the Public Health Centre (PHC) in terms of infrastructure, medical facilities etc. They constructed and provided water tanks and pumps to village people. They have provided toys, fans, lights to Anganwadis, they also distributed school bags to six nearby villages. Awareness on environment and tree plantation is also included in CSR program.

##### **Beneficiaries Account**

Local village people, students, etc. are the beneficiaries of the company. The doctor of Public Health Centre (PHC), near the company said that the company provided financial help to renovate and upgrade medical facilities of the PHC by the company.

#### **7.2.vii Huntsman-Baroda Textile Effects Pvt. Ltd. (BTEPL)**

##### **Introduction**

Baroda Textile Effects Private Limited earlier known as Baroda Textile Effects Limited was incorporated on 25th June, 2007 as a wholly owned subsidiary of Metrochem Industries Ltd. MIL's demerge its Baroda Unit as an ongoing business entity into BTEPL and subsequently divest the control of the company to Huntsman International (India) Private Ltd (HIIPL). The Baroda unit of MIL was demerged in June 2009 by a demerger scheme approved by the High Court of Gujarat and HIIPL acquired the business of BTEPL. Huntsman International (India) Private Limited (HIIPL) is a part of the Huntsman Corporation of USA.

### **CSR Activities**

The CSR activities include capacity building of Anganwadi teachers through periodic workshops on effectiveness of pre-school education. 8 workshops were conducted till date with 27 Anganwadi workers. Provision of educational material given on periodical basis to 40 children; infrastructure upgradation to 6 Anganwadis; conducted parents-teachers meeting to create awareness on early childhood care etc. The company conducted 10 days summer camps in 2 villages on activity based learning, career guidance program, career guidance program for the kids of BTEPL associates included a test with kids on API model that is Aptitude + Personality + Interest and result sharing with one to one counseling. They have established a science lab in Dabhasa Kumar Shala; distribution of note books, school bags and benches to schools. Celebration of festivals like Kite flying, Janmastami and Diwali, provide academic achievement awards etc. are part of the CSR activities.

### **Beneficiaries Account**

School children are the important beneficiaries of the company. The school authorities informed that the up gradation of six Anganwadis undertaken by the company makes in a better way which makes a comfortable place of learning and provided necessary facilities to the children.

## **7.2.viii Sud-Chemie India Pvt. Ltd.**

### **Introduction**

The company was registered in 1969 as Catalysts and Chemicals India (West Asia) Pvt. Ltd. The name was first changed to United Catalysts India Ltd. and then to Süd-Chemie India Ltd., consequent to change in name of the parent company. Manufacturing operations at Cochin unit has started in 1970. Baroda unit was started in 1978. The company has been catering to the Syngas catalyst requirements of almost all the fertilizer manufacturing companies in India. They are market leaders for Syngas catalysts in India. Refineries and Petrochemical industries are also using catalysts with the introduction of MIDREX catalysts, started meeting the requirements of Sponge Iron Plants also.

### **CSR Activities**

The company helps the school through free health checkup to school children, health checkup for women and villagers. They have often organized drawing and quiz competitions. It has distributed note books and other stationary to deprived school children. They involved into improvement of school infrastructure, tree plantation and environment day celebration, providing vocational training of higher section of schools in the villages of Angadh, Nandesari, Ramgadh, Rampura etc.

### **Beneficiaries Account**

School students, women, local community people etc. are the beneficiaries of the company located in Angadh, Nandesari, Ramgadh, Rampura villages. The school principal shared that the students have received books, stationary etc. in the year 2010-11.

## **7.2.ix Schneider Electronics India Pvt. Ltd.**

### **Introduction**

Schneider Electric SA is a France-based multinational corporation that specializes in electricity distribution, automation management and produces installation components for energy management. It is headquartered in Rueil-Malmaison, France. Baroda Plant Sprawling over 9,000 Sqm of built-up area on 35,000 Sqm, produces Switches, Wiring Accessories and Cable Management Systems for international and domestic markets. All processes, taking place at the plant are ISO 9000-2000 and ISO 14000 certified and products also comply with stringent European standards on quality including ROHS.

### **CSR Activities**

The company has its own foundation called “Schneider Electric Corporate Foundation” established in March 2008. BipBop program is initiated to address three key issues to provide sustainable access to electricity: the lack of appropriate equipment through the development of an adequate offer, the lack of financial resources available for innovative energy entrepreneurs through funding and the skills and expertise shortage through technical and business training. The Vadodara plant celebrated Luli Week from 1<sup>st</sup> to 5<sup>th</sup> July 2013 aimed to reduce ‘Carbon Footprints’ and come by walk to the plant. They contributed “shram dan” join hands with United

Way of Baroda to help in packaging of school kits, organized career guidance workshop in village school to guide 10<sup>th</sup> and 12<sup>th</sup> standard students. The company conducted blood donation camp within the plant and collaborated with local hospitals. Schneider Electric India Won the Golden Peacock Award for Corporate Social Responsibility on April 28, 2012.

### **Beneficiaries Account**

Local community people, children, employees etc. are the beneficiaries of the company. The employees of the company as prime beneficiaries said that they have participated in Luli week and walked to promote the drive to reduce carbon footprints.

## **7.2.x Siemens Ltd.**

### **Introduction**

Siemens in India is a leading powerhouse in electronics and electrical engineering with a business volume aggregating about Rs. 12,000 crore. Siemens Ltd., in which Siemens AG (Germany) holds 75% of the capital, is the flagship listed company of the Siemens group in India. It is the only Siemens company in the world other than parent Siemens AG and Siemens Inc. in America that is listed on the stock exchanges (NSE: SIEMENS; BSE: SIEMENS). It operates in the core business areas of Industry, Infrastructure and Cities, Energy and Healthcare. It has nation-wide sales and service network, 21 manufacturing plants and employs about 18,000 people.

### **CSR Activities**

Health and education are major concerns in CSR implementation. Siemens India is involved in providing free drinking water and electricity in rural areas, having own ambulance called Sanjivini which runs in villages providing free medicines and doctors to needy villagers. The employees of Siemens get 7 days voluntary leave for doing company's CSR activities. ITI employees are sent to impart technical lectures. The company is renovated Maneja Municipal School and organized drawing competition with the theme of environment, tree plantation, save electricity, save water etc. among students and given prizes to them.

### **Beneficiaries Account**

School children, employees, etc. are the beneficiaries of the company located in Maneja and other sub plants of the company. The teacher of the Maneja Municipal School shared that the company has organized drawing competition among the students of the school.

### **7.2.xi Linde Engineering India Pvt. Ltd.**

#### **Introduction**

Linde Engineering, a division of the Linde Group, is a leading world-wide technology partner for plant engineering and construction. Linde's global success is built on Linde's extensive process engineering expertise in the planning, project development and construction of turnkey industrial plants. With more than 1,000 process engineering patents and 4,000 completed plant projects, Linde ranks among the leading international plant contractors. Linde Engineering India Pvt. Ltd. (LEI) was established in 1987 with its Indian operation head office in the banyan city of Vadodara with 900 employees.

#### **CSR Activities**

Educational initiatives done by the company in the slum area of Fatehgunj with the help of NGO called Pratham NGO. A donation box is placed in the office reception and the management asks employees to donate money for good cause. The collected money goes to the Pratham NGO and other social causes.

### **Beneficiaries Account**

Slum people, employees etc. are the beneficiaries of the company. A donation box is seen in the office reception to collect donation from the employees. The employees stated that they do contribute to the good cause.

### **7.2.xii INEOS ABS**

#### **Introduction**

The Company was originally incorporated as ABS Plastics Limited in the year 1973 then changed its name to ABS Industries Limited. The erstwhile ABS Industries Limited now INEOS ABS (India) Limited (the "Company"™) w.e.f. June 17, 2008, is a pioneer in developing the market for the versatile engineering thermoplastic

material “Acrylonitrile Butadiene Styrene (ABS) in India. In early 1997, Bayer Industries Private Limited, a 100% holding company of the German major, Bayer AG acquired a majority share of 51% in ABS Industries Limited.

### **CSR Activities**

The CSR activities of the company included organized free blood donation camps; provide stationaries and other necessary amenities to nearby schools and their children. The company is engaged into some charity and sponsorship to various religious and cultural events. Tree plantation and environment awareness also part of the CSR activities. The company says the employee welfare and safety is also key point in CSR.

### **Beneficiaries Account**

Local village people, employees etc. are the beneficiaries of the company. The beneficiaries of the company mainly villagers from Nandesari, informed that the company conducts blood donation camps, awareness camps in the village.

## **7.2.xiii Domino's Pizza**

### **Introduction**

Domino's Pizza is an American restaurant chain and international franchise pizza delivery corporation headquartered at the Domino Farms Office Park in Ann Arbor Township, Michigan, United States, near Ann Arbor, Michigan. Founded in 1960, Domino's is the second-largest pizza chain in the United States (after Pizza Hut) and the largest worldwide, with more than 10,000 corporate and franchised stores in 70 countries.

“Domino's Pizza India Private Ltd” started operations in 1996 subsequently changed its name to "Jubilant FoodWorks Ltd" in 2009. The company's and India's first Domino's Pizza outlet was opened in New Delhi in 1996. The company runs 576 Domino's Pizza outlets in 123 cities as of 31 March 2013. India is a major market for Domino's Pizza. Eight out of the top 10 Domino's restaurants in the world by volume (number of pizzas sold) are located in India.

### **CSR Activities**

The Domino's Pizza team in Vadodara provides free fruits and meal to hospitals, slum areas etc. The team provides free fruits to all patients especially women at Jumnabai General Hospital, Vadodara. The team is also provides blankets to poor people during winter season.

### **Beneficiaries Account**

Customers, mothers and children etc. are the beneficiaries of the company. An interaction with 10 women with new born babies in the Jamnabai General Hospital (Gujarat Government undertaken) shared that a team of 12-15 staff of Domino's Pizza has visited the hospital on 30<sup>th</sup> December 2011, and distributed fruits to all of them.

### **7.2.xiv HSBC**

#### **Introduction**

HSBC Holdings P.L.C. is a British multinational banking and financial services organisation headquartered in London, United Kingdom founded in London in 1991 by The Hongkong and Shanghai Banking Corporation. The origins of the bank lie in Hong Kong and Shanghai, where branches were first opened in 1865. The HSBC name is derived from the initials of The Hongkong and Shanghai Banking Corporation Limited. HSBC's origins in India date back to 1853, when the Mercantile Bank of India was established in Mumbai. In India, the Bank offers comprehensive products and services to its corporate and commercial banking clients as personal banking customer base.

### **CSR Activities**

Future first is supporting to set up a 'Kheivigyan Center' (Toy Library) with toys that engage children who otherwise have little access to healthy and educational forms of recreation. Future First is a five-year, US\$ 10 million initiative of the HSBC Global Education Trust led out of HSBC in India. The main focus area: Non-formal Education, Beneficiaries: Children from poor families and Number of beneficiaries: 3000. Rural Urban Development Institute (RUDI) Manager's School in 9 districts in the Western India state of Gujarat is run by SEWA (Self Employed Women's Association) Gram Mahila Haat. It imparts on-going Western India, Gujarat (Rural) managerial and leadership inputs to rural producer groups who are poor, self-



employed women workers in the inform economy. These women are members of SEWA, India's largest movement of over 600,000 self-employed women in urban and rural Gujarat. The objective of HSBC RUDI Manager's School is to enhance skills of women so as to improve marketability of their products by educating them on advanced production techniques and introducing them to economic concepts such as supply-and-demand prediction.

### **Beneficiaries Account**

Rural people, women, customers etc. are the beneficiaries of the bank. The women of the SEWA (Self Employed Women's Association), have got practical exposure and few of them started small income generating business/program in the rural village.

## **7.2.xv Standard Chartered Bank**

### **Introduction**

Standard Chartered PLC is a British multinational banking and financial services company headquartered in London, United Kingdom. It operates a network of over 1,700 branches and outlets (including subsidiaries, associates and joint ventures) across more than 70 countries and employs around 87,000 people. It is one of the India's largest international banks with 99 branches in 42 cities, and have been operating since 1858.

### **CSR Activities**

The Standard Chartered is title sponsor of Mumbai Marathon for the last ten years. The branch in Vadodara conducted blood donation camps especially concerned with thalassemia patients. They are involved into sponsorship and charitable contributions.

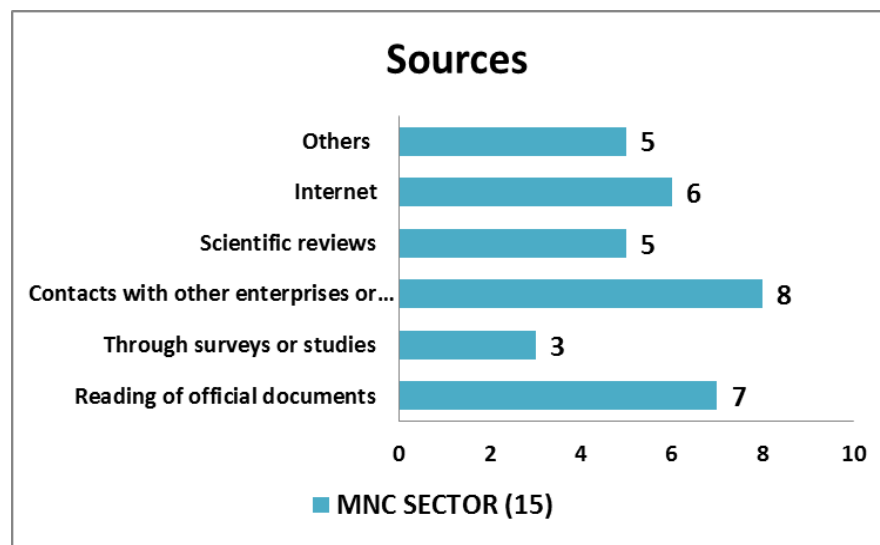
### **Beneficiaries Account**

Customers, employees, patients etc. are the beneficiaries of the bank. The authority of the Mumbai Marathon stated that the Standard Chartered Bank is one of the prime sponsors of the mega event.

## **DATA INTERPRETATION**

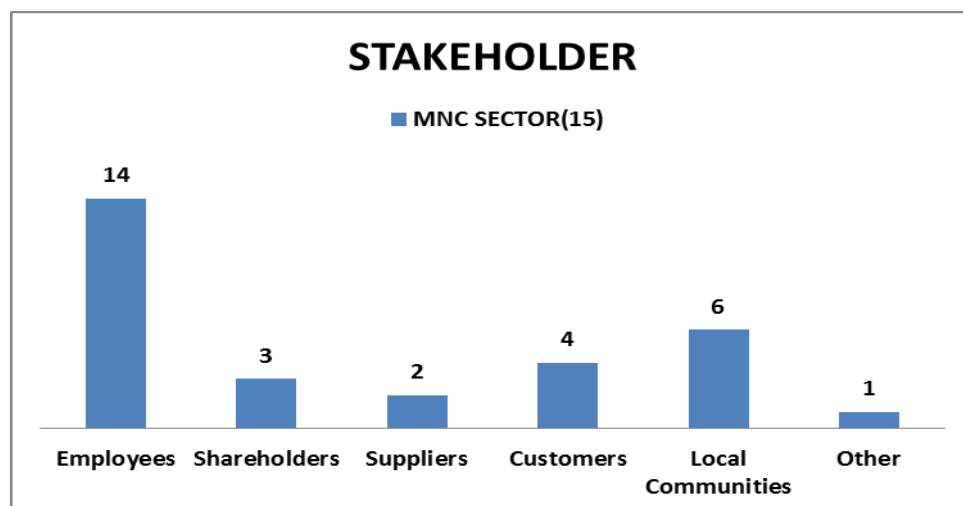
Following are few diagrams with data (in percentage) of MNC sector industry, Vadodara to show the CSR and its relevant information. In MNC sector, the views

seem to be same as Private sector companies e.g. 53.33% says contact with enterprises or professionals and 46.66% says reading of official documents are major sources of getting information on CSR. Surveys or studies get least response of 20%. Here 40% of companies response says internet source plays one of the key role compared to other two sectors (Figure 1).



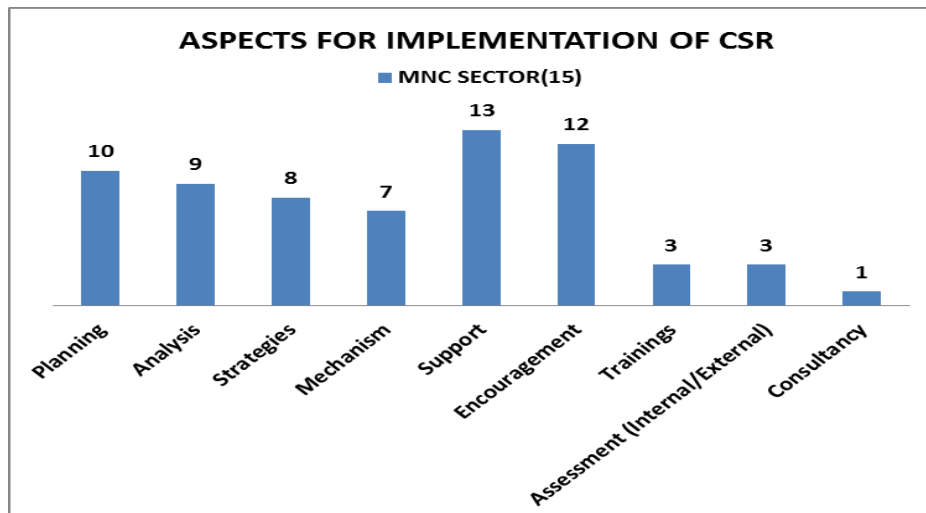
**Figure 1 Sources of Knowledge about CSR**

In MNC sector, 93.33% says employees are major stakeholder than other stakeholders (Figure 2).



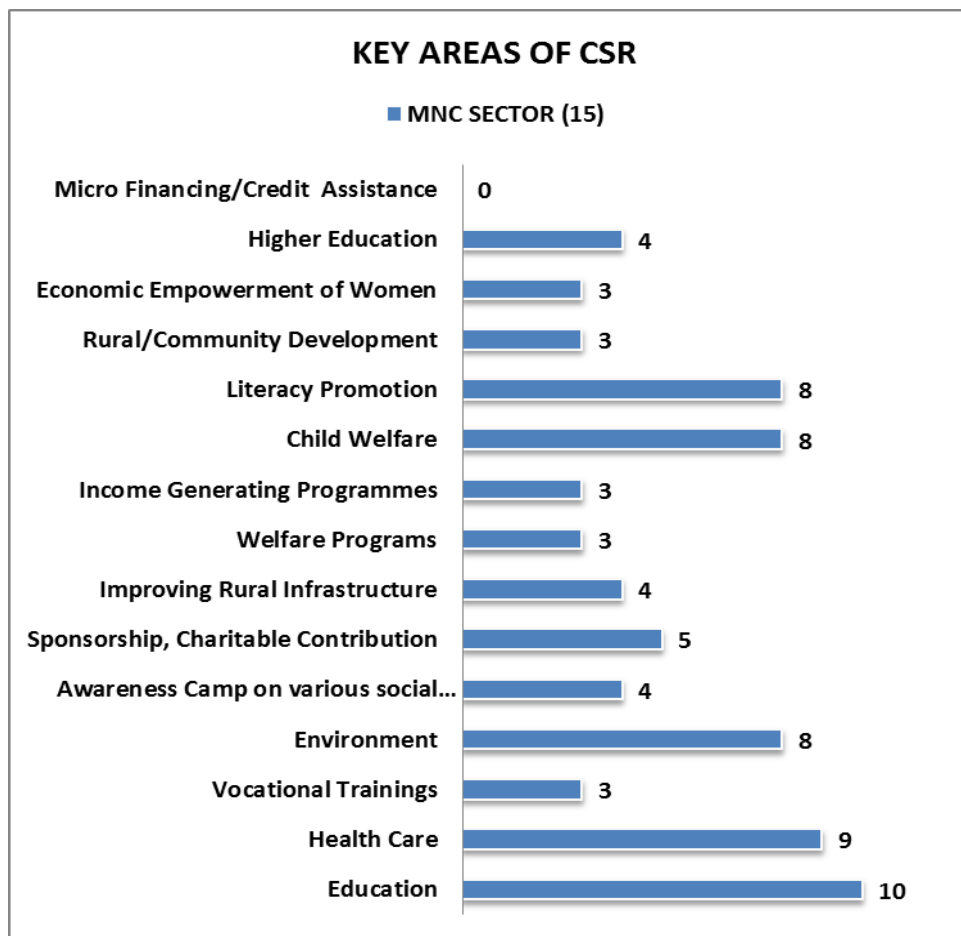
**Figure 2 Identified Stakeholders**

In MNC sector the responses seem more high on support, encouragement, planning, analysis and least on assessment either internal and external (Figure 3).



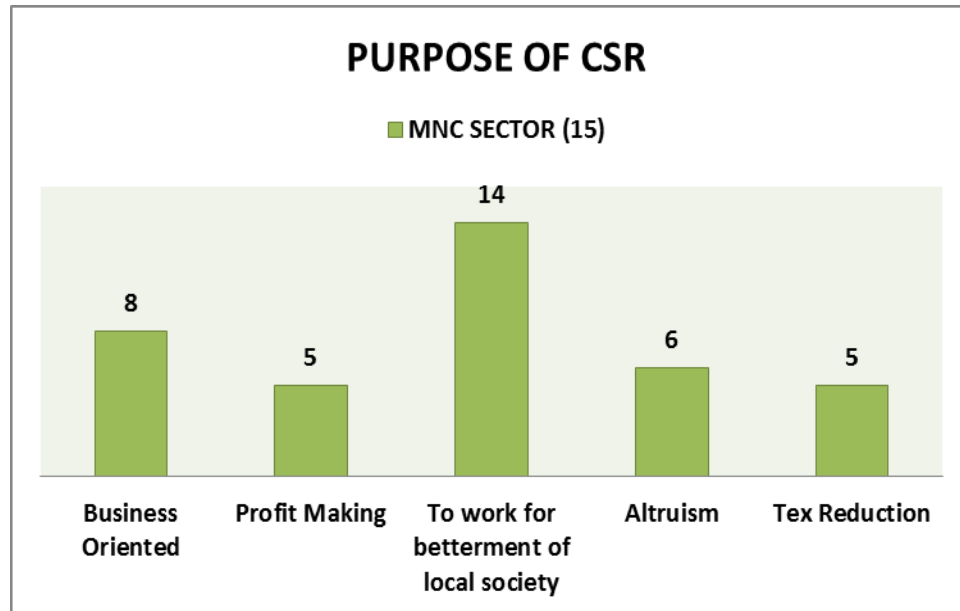
**Figure 3 Various Aspects related to CSR Implementation**

In MNC sector, the key area education (66.66%), health care (60%), environment (53.33%), child welfare (53.33%) provide more focus than the other areas. The data is not found any provision for microfinancing and credit assistance (Figure 4).



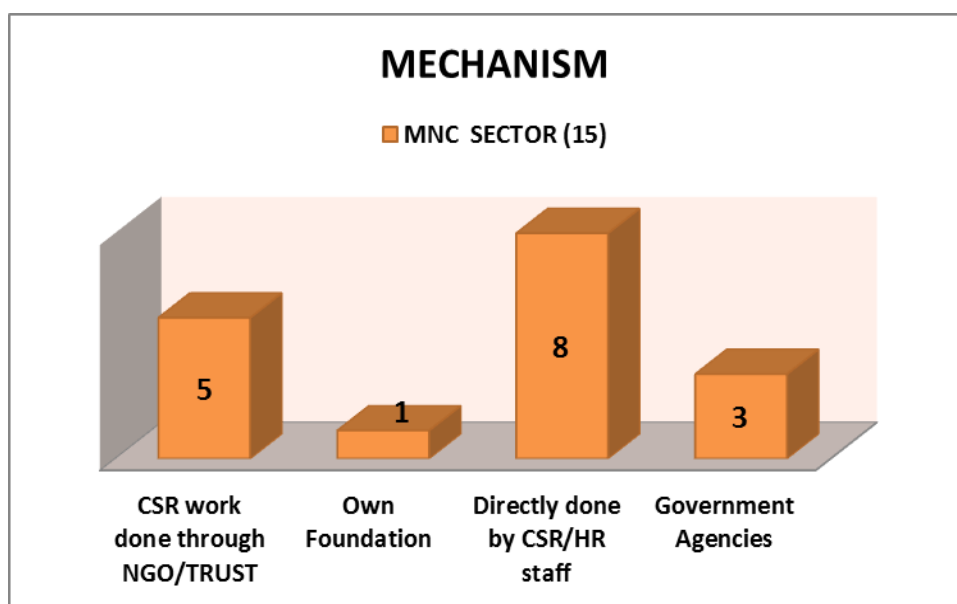
**Figure 4 Key Areas of CSR**

In MNC sector, 14 companies or 93.33% stated that the purpose of CSR is to work for betterment of local society. They said profit making (33.33%) and tax reduction (33.33%) are least important in the process of CSR implication (Figure 5).



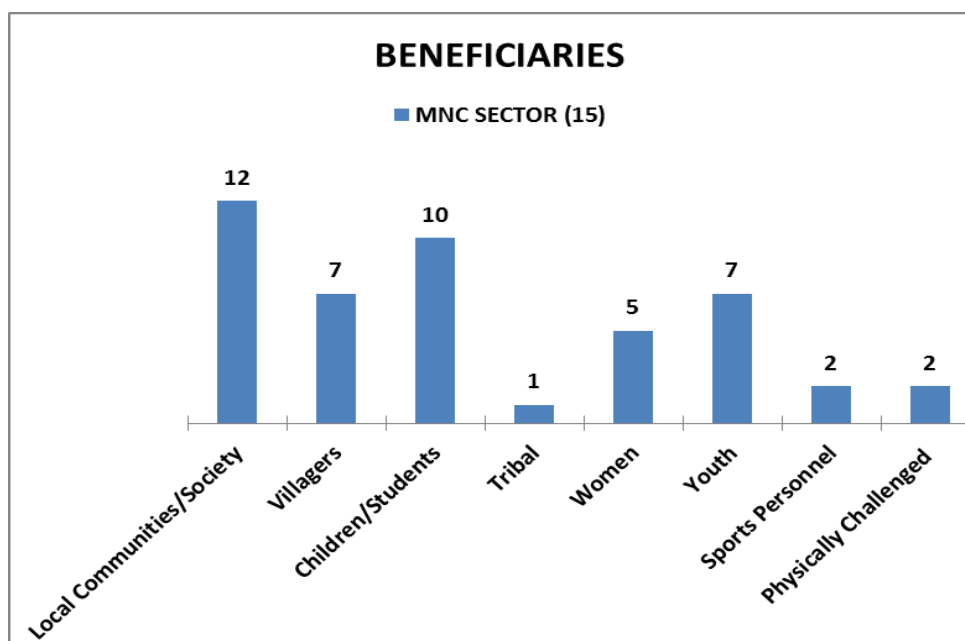
**Figure 5 Purpose of CSR**

In MNC sector, the mechanism involved for most of their CSR works is done directly through HR personnel and NGO help. There is least response on taking help of government agencies and having their own foundation (Figure 6).



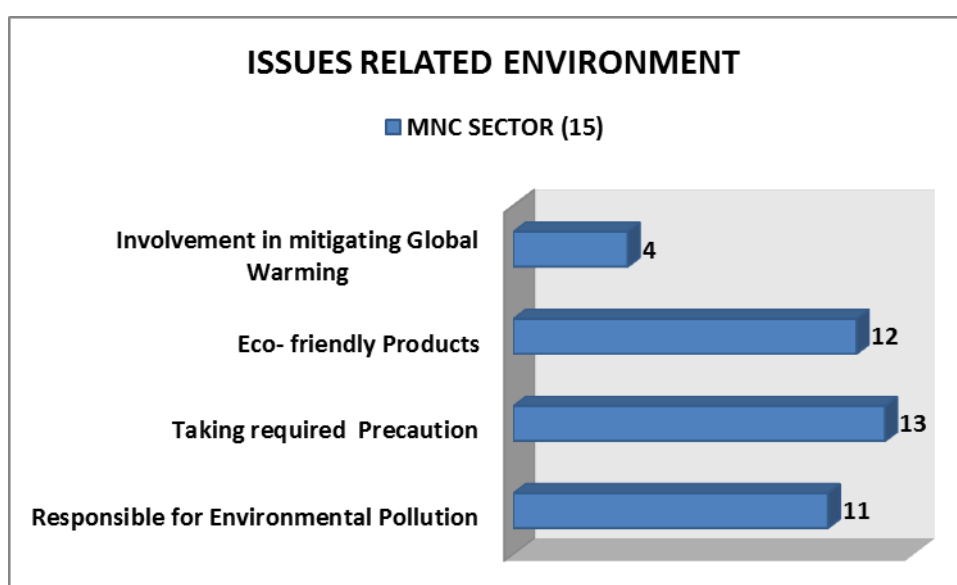
**Figure 6 Mechanisms for CSR**

In MNC sector, local communities (80%) and children or students (66.66%) are most important beneficiaries. Focusing on tribal community, sports personnel and physically challenged are least concern (Figure 7).



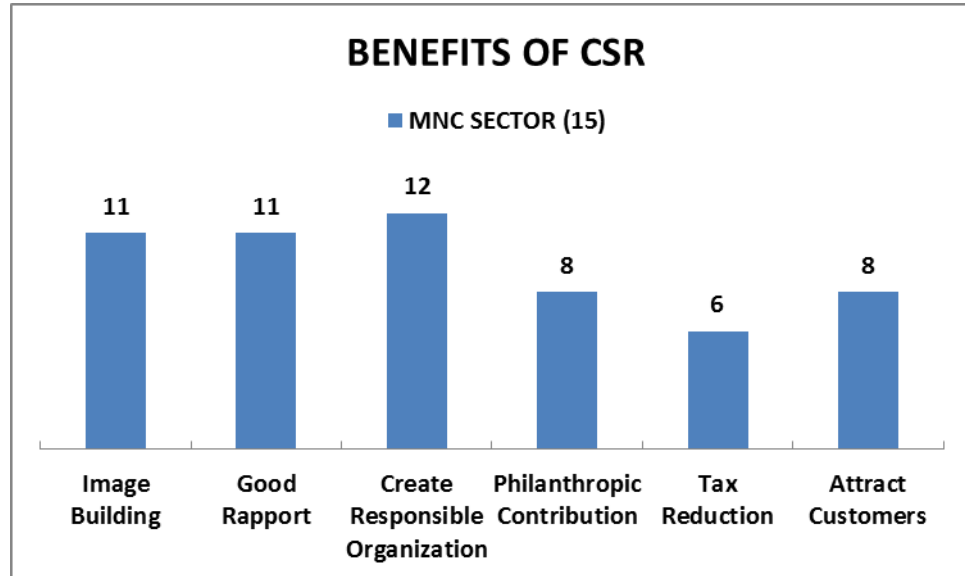
**Figure 7 Lists of Beneficiaries**

In MNC sector, 13 corporates said that they are taking required precautions for environmental pollution. Least response received in involvement of mitigating global warming (Figure 8).



**Figure 8 Issues related to Environment**

In MNC sector, the responses on the benefits of having CSR or doing CSR activities can create responsible organisation (80%), both good rapport and image building (73.33%) gets equal response. They gave least response on tax reduction (40%) as organisation benefits (Figure 9).

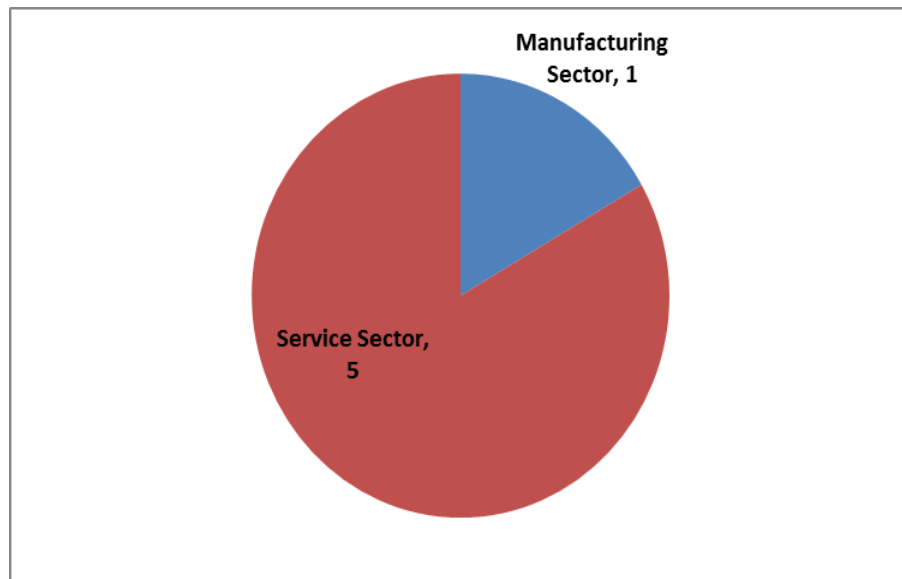


**Figure 9 Benefits of CSR**

### **7.3 DATA ANALYSIS OF MULTINATIONAL SECTOR CORPORATIONS IN VADODARA REGION: CSR ACTIVITIES ARE CARRIED OUT ELSEWHERE**

The following are the selected MNC Sector Companies (06) in Vadodara, but their CSR activities are carried out not in Vadodara but in other branch offices elsewhere.

Sr. No.	Manufacturing Sector	Sr. No.	Service Sector
1	General Motors (GM)	2	Vodafone
		3	Blue Dart Express Ltd. (DHL)
		4	TUV Rheinland (India) Pvt. Ltd.
		5	Thomas Cook
		6	City Bank



### **7.3.i General Motors (GM)**

#### **Introduction**

General Motors Company, Inc., commonly known as GM (General Motors Corporation before 2009), is an American multinational automotive corporation headquartered in Detroit, Michigan, and among the world's largest automakers by vehicle unit sales, employing 202,000 people and doing business in 157 countries. General Motors produces cars and trucks in 37 countries, and sells and services the vehicles through the brands - Chevrolet, Buick, GMC, Cadillac, Baojun, Holden, Isuzu, Jie Fang, Opel, Vauxhall, and Wuling. GM India started its Indian journey in 1996 and offers products under the Chevrolet brand in the country. Its flagship brand, Chevrolet, was introduced in India in 2003, under the banner "For a Special Journey Called Life". One manufacturing unit is located in Halol, Vadodara.

#### **CSR Activities**

General Motors Foundation has donated more than \$315 million in grants to support nonprofit organizations within the areas of Education, Health and Human Services, Environment and Energy and Community Development. In 2010, the GM Foundation committed an unprecedented \$27.1 million grant to the United Way for Southeastern Michigan. This was the largest donation in the GM Foundation's history. The funds will create a "Network of Excellence" in seven metro-Detroit high schools: Central High School (Detroit), East Detroit High School, Hamtramck High School, Harper

Woods High School, Henry Ford High School (Detroit), River Rough High School and Madison High School (Madison Heights).

GM and the GM Foundation have contributed more than \$1 million to the American Heart Association and have focused on research and prevention of the major illnesses of heart disease, cancer and diabetes. The Web-based Countdown2Drive program is designed to help parents and teens discuss and reinforce key habits for safely riding with other drivers. Through the program, parents and their teens draft an agreement that reinforces safety behaviors such as always wearing a safety belt, reducing driver distraction and checking in with parents upon arrival or departure. The GM Foundation and General Motors contributed more than \$10 million to the MLK Foundation for the Martin Luther King, Jr. National Memorial that was dedicated on October 16, 2011.

GM Foundation and Earth Force sponsored the inaugural Chevrolet GREEN Educator Awards. In conjunction with the GM GREEN program, 20 educators nationwide were honored with the inaugural Chevrolet GREEN Educator Award. Established by Earth Force Inc. and the General Motors Foundation, the award recognizes exceptional educators who integrate environmental education into their classrooms.

### **7.3.ii Vodafone India Limited**

#### **Introduction**

Vodafone Group is a British multinational telecommunications company headquartered in London and with its registered office in Newbury, Berkshire. It is the world's second-largest mobile telecommunications company measured by both subscribers and 2011 revenues, and had 439 million subscribers as of December 2011. Vodafone owns and operates networks in over 30 countries and has partner networks in over 40 additional countries. Vodafone also owns 45% of Verizon Wireless, the largest mobile telecommunications company in the United States measured by subscribers. Vodafone India, formerly Vodafone Essar and Hutchison Essar, is the third largest mobile network operator in India after Airtel and Reliance Communication by subscriber base. It is based in Mumbai, Maharashtra. It has approximately 147.48 million customers as of December 2012.



### **CSR Activities**

Sanchar Shakti project, in partnership with the Department of Telecommunications operates in seven rural areas of India. It aims to improve women's information communication technology skills and supports to know information about health, social issues and government schemes sent to the women, who are members of their local self-help group, over their mobile phones. The Women and Innovation Awards (WIN Awards) celebrate the use of mobile technology to improve the lives of women across India in the areas of education, health and economic empowerment. In partnership with the Digital Empowerment Foundation, the Vodafone Foundation hosted the WIN Awards on Friday 2<sup>nd</sup> December at the India Habitat Centre in Delhi. Grant of INR 4 million given for best socially empowering mobile initiatives in India. The Vodafone Group Foundation has allocated a total of £150,000 to assist victims across the country through International relief agencies including Oxfam. Red Alert is an emergency SMS fundraising program enabling Vodafone Foundations and Vodafone companies to emergencies and disasters. The program provides the facility for Vodafone employees and customers in 21 countries to give free of charge to appeals via SMS in response to disasters and emergencies.

### **7.3.iii Blue Dart Express Ltd. (DHL)**

#### **Introduction**

It is South Asia's premier courier and integrated express package Distribution Company. It has extensive domestic network covering over 33,751 locations, and service more than 220 countries and territories worldwide through group company DHL, the premier global brand name in express distribution services. In 8 November 2004, DHL Express invested €120 million in Indian domestic courier Blue Dart and became the majority shareholder in the company.

### **CSR Activities**

Blue Dart's commitment towards community causes since its inception in 1983. As part of the DHL Group and in line with its CSR platform, Blue Dart's major focus areas are – Education, Environment and Disaster Management.

#### **Education (Go Teach)**

In association with Oasis India (NGO) started an initiative called "Blue Edge - Empowering Lives", which is aimed at the lives of young adults from difficult

environment, who have not been able to complete their education. Through this initiative around 50 students every six months have provided training on English Speaking, Computer Skills, Life Skills and Customer Orientation. Since inception, 524 students have successfully completed this program and have felicitated at seven Graduation Ceremonies held in Blue Dart headquarters in Mumbai.

#### **Environment (Go Green)**

The company has taken up various steps to sum up as 'Go Green' initiatives like Sapling plantation, Mangrove Clean-up, Recycling Waste, Energy Conservation (Eg. Power Saver: Lights Off Initiative) and Route Optimization.

#### **Disaster management response (Go Help)**

In association with Think Foundation (NGO), Sarla Blood Bank and other blood banks regularly hold Blood Donation Drive facilities, to help young Thalassemia patients, who need blood transfusion every 15 days to survive. In October 2009, DHL Team from all business units worked out to send the relief material to the flood affected areas of Karnataka and Andhra Pradesh. They organize the 'Help a Child' initiative to give 'gifts' to deprived children during the festive season of Christmas. The gifts comprised bags of donations - clothes, woolen clothes, toys, books, stationery, school bags, shoes, lunch boxes, water bottles, soaps, shampoos, toothpaste, etc.

### **7.3.iv TUV Rheinland (India) Pvt. Ltd.**

#### **Introduction**

TÜV Rheinland is a global provider of technical, safety, and certification services. TÜV Rheinland was founded in 1872 and has its headquarters in Cologne, Germany. It employs more than 16,000 people in 500 locations in 65 countries and generates annual revenues of € 1.5 billion till 2012. The group's guiding principle is to achieve sustained development of safety and quality in order to meet the challenges arising from the interaction between man, technology and the environment. TÜV Rheinland has bundled its more than 2,500 services into a portfolio of 42 global business fields. One regional office is located in Gotri, Vadodara.

#### **CSR Activities**

Employees donated a day's salary and some of them also volunteered to render social service to people affected by the Tsunami in December 2004. Employees participated

in blood donation camps organized by Lions' Blood Bank in Bangalore for four consecutive years in 2007, 2008, 2009 and 2010. Employees offered a days salary and contributed to the Deccan Herald Flood Relief Fund for people affected in the floods in Bihar (Eastern India) and North Karnataka during 2008 and 2009 respectively and provided tables, chairs and school benches to the children of about 7 villages which were badly affected. TUV Rheinland India helped a Tent School at Kundalahalli, near Whitefield, Bangalore (meant for children of construction workers in the unorganized sector) and provided the school with Chairs and Furniture apart from providing school books and sweets during the visit of Mr. Ulrich Feitz in May 2009.

### **7.3.v Thomas Cook (India) Ltd.**

#### **Introduction**

Thomas Cook Group is a British global online/offline travel company created on 19<sup>th</sup> June 2007 by the merger of Thomas Cook AG and MyTravel Group. Thomas Cook India Ltd. (TCIL), earlier a subsidiary of Thomas Cook group. Currently Thomas Cook (India) Limited is promoted by Fairfax Financial Holdings Limited through its wholly owned subsidiary, Fairbridge Capital. Presently operates in over 101 cities across 250 locations, including 28 airport counters. Thomas Cook (India) Ltd. is one of the largest integrated travel and travel related financial services company in the country offering a broad spectrum of services that include Foreign Exchange, Corporate Travel, Leisure Travel, and Insurance. The Company launched its Indian operations in 1881 and is celebrating its 133 years of world-class service in India in 2012 (at the time of data collection). Thomas Cook India ltd. is listed both on Bombay Stock Exchange as well as National Stock Exchange.

#### **CSR Activities**

The Key elements of CSR are -

**Customers:** In the sustainability report, Thomas Cook stresses that the company is obsessed with customer service and that the keyword for them is “satisfied customers”. All staff with direct contact to customers goes through customer service training programmes to assure the best and highest standard of service. That is why Thomas Cook proudly received many awards, e.g. Favourite Package Holiday Company in 2010.

**Employees:** Thomas Cook works to engage and motivate its employees in order to create a sustainable competitive advantage. It is also reached by completing employee surveys and by having an open communication where employees can raise concerns without fear of retribution. Thomas Cook makes sure to acknowledge employees who have demonstrated exceptional commitment and it rewards high levels of performance and loyalty.

**Suppliers:** Thomas Cook wants to influence its suppliers to improve their sustainability performance and to show best practices in the industry. In order to do so, Thomas Cook sends an electronic magazine to the suppliers with inspiration from previous sustainability projects in other destinations and hopefully, it can inspire the suppliers to do the same. Managers and staff from the hotels are sent to training to be more responsible and implement sustainability measures. For instance, hotels should measure its energy, water, fuel and towel use. With some simple changes, the overall consumption can be reduced significantly.

**Environment:** One of the main points in the company's environmental management is to reduce and report on carbon emission from aircrafts. Thomas Cook tries to keep a high load factor on all aircrafts to lower the emissions per passenger per kilometre. The pilots also take different measures to be more fuel efficient, e.g. the aircrafts are equipped with light-weight items in the cabin and the pilots choose the more direct route to save fuel. Reducing and recycling waste is another focus area for Thomas Cook. For instance paper and expired brochures from the offices and catering waste from the aircrafts are recycled and the airports are also encouraged to make some changes.

**Communities:** The fifth and last focus area is their community that means both home communities and destination communities. One cause that is particularly important is projects to help sick and disadvantaged children. Thomas Cook asks its customers to make donations if they wish to support the cause and the company also collects unwanted currency on return flights to the United Kingdom. In Northern Thailand, Thomas Cook works hard to overcome problems concerning child labour, child trafficking and child prostitution. Thomas Cook has built a 'School for Life' that gives education to children and furthermore, it gives money to many organisations that struggle to overcome negative impacts of tourism.

### **7.3.vi City Bank**

#### **Introduction**

Citibank is the consumer banking division of financial services multinational Citigroup. Citibank was founded in 1812 as the City Bank of New York, later First National City Bank of New York. As of March 2010, Citigroup is the third largest bank holding company in the United States by total assets, after Bank of America and JPMorgan Chase.

#### **CSR Activities**

The Citi Foundation supports the economic empowerment and financial inclusion of low to moderate-income people in communities where the banks operate. They work collaboratively with a range of partners to design and test financial inclusion innovations with potential to achieve scale and support leadership and knowledge building activities. The core focus areas included are -

**Financial Capability and Asset Building** – Increases in the number of low to moderate income adults/youth who learn financial behaviors and accumulate and preserve financial assets.

**Microfinance** – Increases in the supply and use of financial products, supplied by microfinance institutions that improve and accelerate the financial inclusion of low to moderate income individuals.

**Enterprise Development** – Increases in the number of micro or small enterprises that provide new income generation and/or employment opportunities for low to moderate income individuals.

**College Success**– Increases in the number of low- to moderate income secondary school students who are meeting the academic, financial and social milestones to enroll in and complete postsecondary education.

**Youth Education and Livelihoods**– Increases in the number of low-income youth, ages 13-25, who complete secondary school, become employed, start their own income-generating business or obtain postsecondary education or training.

**Neighborhood Revitalization** – Increases in the number of small businesses, affordable housing units or community facilities that contribute to the economic and/or environmental sustainability of low- to moderate-income communities.

**Disaster Response** – Supporting preparedness, immediate response, and rebuilding efforts, that all contribute to the long-term economic recovery of communities

## **7.4 MAJOR FINDINGS AND INTERPRETATIONS**

### **7.4.i MNC Sector - Manufacturing Industries**

The CSR activities of selected 12 MNC sector Manufacturing industries in Vadodara are involved into education, health care, renovation of schools, vocational training courses for youth and children.

- Tree plantation and environment day celebration are most common CSR activities.
- The CSR activities are done under the aegis of HR department.
- All these companies follow statutory precaution to maintain factory free from pollution.
- Few of these companies' are involved in sponsorship and charitable donations.
- Most of these companies budget for CSR is not fixed and the CSR activities are not implemented in structured and regular way.
- They stated that central head office is more responsible in doing CSR activities.

### **7.4.ii MNC Sector - Service Industries**

The selected 3 MNC sector service industries are not so actively involved in CSR activities in Vadodara region.

- One main CSR activity included is organizing blood donation camps.
- Tree plantations, fruits distribution to patients, donations and sponsorships etc. are few concerns of corporations.
- Activities are mostly run under the HR personnel.

## 7.5 PHOTOGRAPHS

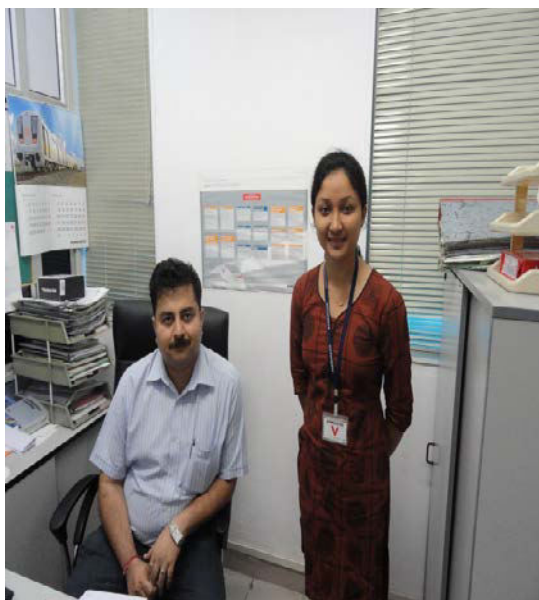
### Respondents (HR/CSR Officials) from MNC Sector Companies in Vadodara



Mr. Amit Arora (HR Specialist)  
Mr. Prashant Paralikar (HR Executive)  
E.I. DuPont India Pvt. Ltd. Vadodara



Mr. Jayprakash Nair, Executive (T&D)  
FAG Bearings India Limited



Mr. Dibyendu C. Thakur  
Head - HR, Bombardier Transportation,  
Vadodara



Mr. Amarjit Singh Atthwal,  
Asst. General Manager – HR,  
Sud Chemie India Pvt. Ltd., Vadodara



## Various CSR Activities Undertaken by MNC Sector Companies at Vadodara



Health checkup camp by Transpek-Silox, Vadodara



Beauty Parlor courses to girls by Transpek-Silox, Vadodara



Luli Week by employees of Schneider Electronics to reduce carbon footprint



Work Station at Seva Tirth by ABB





Tree guards provided by ABB



Fatehgunj Circle maintained by ABB



Training Course on flower pot making by Transpek-Silox, Vadodara



Fruit distribution by Domino's Pizza Employee

## WITH BENEFICIARIES



A mother at Jamnabai General Hospital, Vadodara



Team of Domino's Pizza, Vadodara



Jamnabai Hospital at Mandvi, Vadodara



Akshaya Patra Foundation, Vadodara