



CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN INDIA

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ABSTRACT

In recent times there have been evidences of an increasing awareness of corporate social responsibility in Indian business scenario. India is a fast growing economy and is booming with national and multinational firms. Therefore it is all the more imperative for the Indian companies to be sensitized to CSR in the right perspective.

In this paper an effort is made to examine the CSR initiatives of three industries such as IT, Pharma & FMCG sectors. Nine companies from the Nifty Index with diverse industrial background have been selected for the study because their contribution in the area of CSR initiatives are substantial and worthy of emulation by other companies.

Introduction

The concept of corporate social responsibility (CSR) is not new to Indian companies. However, what is new is the way it has caught on with Indian

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corporate and the direct involvement of employees in implementation of these projects. Dedicated departments in most organizations are looking into much more than just funding or getting involved in one-time projects.

In recent times, there have been evidences of an increasing awareness of the responsibility of corporate towards the society and the community at large. This is very essential as the society provides all the necessary inputs required for the successful and effective functioning of the business organizations. Hence it is the bounden duty of the corporate to utilize their talents and resources to the possible extent for the benefit of the society. Corporate social responsibility is one such niche area of Corporate Behavior and Governance that needs to get aggressively addressed and implemented tactfully in the organizations. At the same time CSR is one such effective tool that synergies the efforts of corporate and the social sector agencies towards sustainable growth and development of societal objectives at large. India is a fast growing economy and is booming with national and multinational firms. At the same time, the Indian land also faces social challenges like poverty, population, growth, corruption, and illiteracy just to name a few. Therefore it is all the more imperative for the Indian companies to be sensitized to CSR in the right perspective in order to facilitate and create an enabling environment for the partnership between the civil society and business.

Scope of Study

There are many reports and studies undertaken by a variety of agencies about the social responsibility of corporate organization's responsibility towards other stakeholders such as the employees, the customers, the shareholders, the suppliers and the government.

The scope of this study is limited to the examination of the Corporate Social Initiatives of 3 Industries, such as I.T, Pharmaceuticals, and FMCG. The scope also includes the theoretical aspects of Corporate Social Responsibility. The present study is predominantly based on secondary data. It is aimed at examining various aspects relating to Corporate Social Performance in a number of areas. The study has adopted the case representing various industries.

Selection of the Companies

Nine companies from the Nifty Index and from diverse industrial background companies which constitute a judgmental sampling have been selected for the study. These companies have been selected because their contribution in the area of Corporate Social Initiatives are substantial and worthy of emulation by other companies.

List of Companies	
Company	Industry Type
INFOSYS	COMPUTERS-SOFTWARE
WIPRO	COMPUTERS-SOFTWARE
TCS	COMPUTERS-SOFTWARE
HLL	FMCG
COLGATE	FMCG
DABUR INDIA	FMCG
RANBAXY LABS	PHARMACEUTICALS
DR. REDDY'S LAB	PHARMACEUTICALS
GLAXO-SMITHLINE LAB	PHARMACEUTICALS

Review of Literature

Many scholars have conducted studies in the aspect of corporate social responsibility and socially responsible stakeholder policies. These studies have been reviewed below.

As an introductory study, Davis (1975) has provided five propositions for social responsibility in corporations. The first proposition states that social responsibility arises from social power. Social responsibility arises from a concern about the consequences of business actions as they affect the interests of others. The second proposition is that business has to operate as a two-way open system with the open receipt of inputs from society and open disclosure of its operations to the public. The third proposition is that social costs as well as benefits of an activity, product or service should be

thoroughly calculated and considered in order to decide whether to proceed with the manufacture of a product or not. The fourth proposition states that the social costs of each activity, product or service should be priced into it so that the user pays for the effects of his consumption on society. The final proposition is that beyond social costs reduction, business institutions as citizens have responsibilities for social involvement in areas of their competence where major social needs exist. The author thus outlines the basic principles for developing socially responsible policies.

Nearly two decades after the above study, Freeman and Liedtka (1991) have critically re-examined the corporate social responsibility and have provided three propositions that may be the basis for a new conservation on social responsibility. The first proposition is entitled 'the stakeholder proposition' and states that the corporations are connected networks of stakeholder interests. This proposition expands the conversation of a corporation to more groups to include suppliers, employees and customers among others making them legitimate partners in the dialogue. The second proposition named 'the caring proposition' describes that corporations are places in which both individual human beings and human communities engage in caring activities that are aimed at mutual support and unparalleled human achievement.

Carroll's (1979) study has divided the social performance of organization into typologies to give direction towards ideal performance. Carroll has developed a three dimensional conceptual model of corporate social responsibility and includes the categories of economic, legal, ethical and discretionary responsibilities. The second dimension deals with the social issues involved such as consumerism, environmental issues, product and occupational safety and similar issues of social responsibility. The third dimension deals with social responsiveness strategies such as reaction, defense, accommodation and proaction. These three dimensions are combined together in the model which can help managers to conceptually understand the level of their social performance and improve upon it to develop socially responsible stakeholder policies.

Robin and Reidenbach (1987) have shown how stakeholder policies can be integrated into the marketing strategy process. The authors have applied the social responsibility perspective in the planning process by using the image of an average family for developing values within an organization. Based on this analogy the authors have shown the imbibing of values like empathy, care and concern in the organization.

Garrett (1989) has used 'the due care' theory for increasing the responsibilities of business towards the stakeholders. This theory is based on 'classical vocationalism' of Plato and Aristotle according to which it is the responsibility of management to take care of others' need and to serve them. Thus the author through the 'due care' theory has shown how corporations can be socially responsible.

Sharplin (1989) has used the concept of 'public firm' in which the management is an agent to all factor suppliers and not the shareholders alone. Since each stakeholder group has interest in a public firm and can monitor the agent, the public firm tries to efficiently administer its contracts with all stakeholders. The author has stated that this can be achieved through the development of socially responsible stakeholder policies.

Wokutch (1990) has presented the Japanese style of corporate social responsibility, especially in terms of occupational safety and health practices of the Japanese firms. Because of the personnel philosophy, Japanese corporations, which give importance to human resources, occupational health and safety procedures, are integrated into the core of the production system in Japanese firms. This integration includes high meetings, emphasis on training activities, pursuit of zero accident campaigns, the managers and workers, and effective dual emphasis on behavioral and engineering orientations to promote safety and health.

Chakraborty (1991) showed the deep roots of Indian ethos from which Indian managers can develop a structure of values on the basis of which they can develop stakeholder policies.

Gopalakrishna (1992) has studied the perceptions of middle and top-level executives belonging to the industrial centers of India regarding social responsibility. The aspects covered by him include the need and rationale for corporate social responsibility, priorities and approaches towards, organizational arrangement and implementation of corporate social responsibility, and social audit.

Chakraborty (2001) discussed corporate social responsibility in terms of some deeper psycho-philosophical insights into human existence both individual and collective.

Anand (2002) studied social responsibility initiatives as building blocks of corporate reputation in the Indian context. He analyzed the reputation from

a stakeholder perspective. Reputation helps in properly positioning a firm's identity. This has been proved in the case of socially responsible Indian firms, which are also considered to have a good reputation.

Bansal and Kandola (2003) take a value-based look at corporate social responsibility and discuss the question, 'Why good people behave badly in organizations?' According to them, companies must create consistent organizational values that espouse corporate social responsibility, and employee empowerment that encourages individuals to express their concerns to senior management.

Lockwood (2004) explained the critical role of the HR function in organizations play in leading and educating their firms regarding the importance of CSR, while at the same time, strategically implementing sound HR management practices that support the company's business and CSR goals. According to him, firms must shift from first and second generation social responsibility practices of not risking a firm's business success in the name of CSR and move over to third generation CS practices where a firm addresses significant societal issues, such as poverty and cleansing the environment; and the HR function must lead this shift.

Corporate social responsibility has been studied from the value perspective. Hopkins (2004) studied the economic value-added implications of CSR actions and has found the following areas of impact: Brand equity and companies' reputation, Access to financing, Employee motivation, Innovation, creativity, intellectual capital and learning, and Better risk management.

Bigg and Ward (2004) tried to link corporate social responsibility, good governance and corporate accountability through an institutional framework. They found that it is necessary to integrate public governance and CSR activities for better results. Further, they feel that corporate must create a more inclusive agenda through a value framework of sharing and caring. Ultimately, firms must have a multi-stakeholder outlook to frame their CSR policies.

Fombrun (2005) studied the evolving standards regarding building corporate reputation through Corporate Social Responsibility (CSR) initiatives.

Corporate Social Responsibility at Infosys

Infosys Foundation where Service is the Password

Through creating opportunities and working towards a more equitable society, the Infosys Foundation has made small, but effective strides in the areas of healthcare, education, social rehabilitation and the arts. Promoted by Infosys Technologies limited, the foundation offers the promise of a better tomorrow, through its projects across India.

About Infosys Foundation:

Since its inception in 1966, the Infosys Foundation has worked to support the underprivileged in society and enrich their lives. Promoted by Infosys Technologies Limited, the Foundation began its work in Karnataka, India, gradually extending its activities to the states of Tamil Nadu, Andhra Pradesh, Maharashtra, Orissa and Punjab. Infosys Foundation began charitable trust founded in 1996. Sudha Murthy, Mrs. Sudha Gopalakrishnan and Mr. N.S. Raghavan are the trustees of this foundation. It has successfully implemented projects in four key focus areas:

1. Healthcare:

Conducting rehabilitation camps at tribal areas, drought hit areas, etc. Construction of Hospitals. Upgrading the hospitals with significant equipment like ultrasound scanners, ambulance, significant drugs in certain cases, etc

2. Social rehabilitation and rural upliftment:

Construction of Orphanages, Construction of rehabilitation centers , Old age homes, and Rehabilitation of Devadasis in Karnataka, Rehabilitation of mentally retarded through other local organizations. Rehabilitation of children on platforms, streets and slums. Assisting the promotion of social awareness among the tribes or other backward communities where evil practices are followed and Donation of passenger vans to certain rehabilitation centers etc are the prominent ones under this scheme.

3. Art and Culture:

Promotion of deprived art or culture by organizing stage-shows and donating for such organization which promotes such talents are the various programmes undertaken by the foundation.

4. Education

The Foundation has undertaken 'A Library for Every School', one of the largest rural education program in the country. The Foundation also identifies promising students from economically weaker sections and provides financial support for their higher education till fist-degree level, in addition to its scholarships program for rural students. The Foundation has constructed Science Centers and labs in rural schools and donated generously towards reconstruction of old school buildings.

It has undertaken a large rural education program titled "A library for every school" under which 5500 libraries have been set up in government schools spread across many villages. Other activities include the reconstruction of old school buildings, setting up of rural Science Centers and schemes to provide support to dying traditional art and culture forms.

Corporate Social Responsibility at Wipro

Azim Premji Foundation

The Azim Premji Foundation run by the Wipro chairman is working on providing elementary schooling to thousands of underprivileged children. It believes in partnering to guarantee learning in school.

Vision

To significantly contribute to quality universal education as a foundation to a just, humane and equitable society.

Learning Guarantee Program

Objectives:

Identifying schools that are delivering learning guarantee within existing constraints and observe how schools respond to external stimulus by way of incentives and competition. Undertake research to establish the factors that enable schools to successfully influence learning, enrolment and attendance and communicate the same to schools across the State.

Accelerated Learning Program

Launched in August 2002, across 6 districts, encompassing 16 taluks (blocks) of North East Karnataka, the Accelerated Learning Program aimed to bridge the competency gap of out of school children, enrolled through Bridge

courses and also improve the Learning levels of underachieving children in regular class.

Scale and Coverage:

In the year 2002-2003, Azim Premji Foundation implemented the Remedial Teaching Program in 1500 schools covering about 55,000 children across 7 districts of North-east Karnataka (Raichur, Bellary, Gulbarga, Yadgir and Bijapur). Gaining from the previous year's experience, the Accelerated Learning Program was designed to be implemented in the same districts.

Technology Initiatives

Computer Assisted Learning Center

In 2001, the Foundation to understand the rural environment and the aspirations of the parents conducted a survey in 3 rural districts of Karnataka. One of the questions asked in the survey was on what they mean by an educated person. The consistent reply of ability to speak English and work on Computers as criteria for an educated person, set the foundation thinking to leverage this aspiration value to get the children back to school and keep them there.

To leverage this aspiration value, the Foundation set up in 35 Rural Primary Schools, Computer Assisted Learning Centers to enhance the quality of learning in children, in addition to attracting children back to school and keeping them there, through Computer based lessons developed for the Karnataka state curriculum for classes 1 to 7.

Policy Planning Unit (PPU)

Policy Planning Unit is a joint initiative between Government of Karnataka and Azim Premji Foundation to assist the Department of Primary Education to enhance Community involvement in schools, document and transfer academic practices and build administrative and technical capabilities.

The Child Friendly School Initiative

As part of the initiatives of Azim Premji Foundation, in partnership with Government of Karnataka and UNICEF, has designethe Child Friendly School Initiative with the objective to; Develop a set of quality indicators for a school Develop state level indicators for educational quality.

Coverage: 1100 schools during 2004 – 2008 in Karnataka and Andhra Pradesh Pilot during 2004 in 385 schools in one block each of Gulbarga and Raichur district of Karnataka ; 150 schools in seven mandals of Chittoor district of Andhra Pradesh.

Corporate Social Responsibility at Tata Consultancy Services (TCS)

TCS has initiated and supported community initiatives in the field of community health and family welfare, water management, vocational training, education and literacy and has encouraged application of modern scientific and managerial techniques and expertise.

Corporate social responsibility (CSR) in TCS operates on two distinct tiers: Involvement with communities directly related to the company's line of business and use of the company's core competence to address societal problems. CSR is also seen in the company's concern for preservation of the environment. The company aligns itself with the Tata Council of Community Initiatives, which is the apex body coordinating social initiative across all Tata companies.

Maitree (an association of employees and their families across the globe) has partnered with 'Sanctuary Asia', and NGO that promotes wildlife preservation and support of nature. Instances of philanthropy as first generation CSR include hands-on involvement with Tsunami relief along with the Tata relief community, Maitree initiatives for the socially under privileged, support of Sevalaya (an orphanage, old age home and school), support of individual initiatives like work with the blind, street children among others. Similar initiatives include development of websites for NGOs, creation of database for Child Line, which supports children in distress in 54 centers in India and the rice husk ash based rural water filter developed in the company's R&D center in Pune.

Asia's First Tertiary care children's hospital

TCS is helping the Society for Re-habilitation of Crippled Children (SRCC), which manages the Children's Orthopedic Hospital and School for Remedial Education. The hospital is in the process of expanding its existing facility in Haji Ali, Mumbai to provide world-class facilities for children's health care. The expanded facility will address the gap, which exists in the metropolitan

city of Mumbai of not having a single hospital facility dedicated to children. TCS along with the SRCC are taking the lead to raise awareness and lead a fund raising campaign.

TCS set up the Adult Literacy Program (ALP) to help the Indian Government eradicate illiteracy major social concern affecting a third of the Indian population comprising of old and young adults. To accelerate the rate of learning, the ALP uses a TCS-designed ComputerBased Functional Literacy Model (CBFLM), an innovative teaching method that uses multimedia software to teach adults to read within 30-45 learning hours – spread over 1-1.5 hour sessions, 3 times a week, over a period of 10-12 weeks.

The Computer Based Functional Literacy Model uses animated graphics patterns for visualization and audio appreciation. By combining graphic patterns of visualization, repetition of sound patterns and language structures and cognition of the meaning, a person is made to read. This CBFL method is implemented using computers and flash cards.

Golden Peacock Global award for corporate social responsibility 2007

Tata Consultancy Services (TCS) has been selected the winner of the 'Golden Peacock Global Award for Corporate Social Responsibility (Asia) – 2007' for corporate social responsibility in the 'large business' category by the institute of directors, the international body of company directors. In meeting its objectives of improving competitiveness of business through development of leadership, the institute of directors has instituted the Golden Peacock Awards to promote corporate excellence in areas of quality, innovation, training, governance, environment management and corporate social responsibility.

Corporate Social Responsibility of Ranbaxy Labs

Ranbaxy has a strong element of Corporate Social Responsibility inscribed in its values and its concern for the society extends well beyond its business motives.

Success and achievement are not viewed in terms of commercial gains only. They believe that corporate social responsibility is the key for providing a deep symbiotic relationship that exist between the company and the environment in which it functions.

As a responsible corporate citizen Ranbaxy has always appreciated the importance of the social development in its environment .It is a part of Ranbaxy's 'Values in Action'.

RCHS- Ranbaxy Community Healthcare Society

Ranbaxy created the Ranbaxy Community Healthcare Society (RCHS) in 1994 to improve the primary health of the population in the underprivileged section of the society. Starting with a small group, today the society covers 95 villages and a population of almost 2 lakh people.

The RCHS team of doctors and paramedics operate through mobile healthcare vans. On a weekly basis they also hold clinics in different villages. Focusing on providing information rather than only distributing medicines, the team has been successful in mobilizing local support for their activities.

Addressing on areas of immunization, vitamin deficiency, malnourishment among children and maternity health, RCHS undertakes preventive, promotive and curative checks. Under its care, infant mortality has reduced considerably. It also implements several projects on reproductive child health and family welfare, specifically in the low attention areas of Madhya Pradesh, Himachal Pradesh, Punjab and Delhi.

RCHS is an active participant in all major national health campaigns like National Pulse Polio Immunization drive. It holds rallies and administers polio doses to the children in and around the Company's facilities. It also organizes awareness campaigns on safe motherhood, nutrition, breastfeeding and on population control education program in conjunction with several NGO's and local administration.

HIV/AIDS

HIV/AIDS is among the gravest issues cornering the world today. With over forty million people infected with HIV and its expected escalation to over fifty million by the end of 2012, the situation has become a cause for great concern. Currently, an estimate six million People Living with HIV/AIDS (PLHAs) in developing countries requires Anti-Retroviral Therapy (ART). RCHS carried out a project called as "Targeted Intervention for Prevention of HIV/AIDS among Truckers and Migrant Laborers in the Urban Slum Areas of Dewas, Madhya Pradesh" along with Madhya Pradesh AIDS Control Society.

The project led to an overall increase in the level of awareness about AIDS to about 70% with simultaneous decrease in unsafe sexual behavior to about 7% amongst the target groups.

Managing Chemical Wastes

Ranbaxy is fully aware of the importance of ground -water protection in terms of both availability and quality. Continuous efforts are made to reduce the detrimental environmental footprints by initiatives like wastewater reduction and resources conservation. Utmost care is taken while designing the manufacturing facilities to ensure total containment of the chemical handled. To minimize the chemical discharge to the environment, Ranbaxy has invested in effluent treatment plant using the latest reverse osmosis membrane based technology integrating it with the multi-effect thermal evaporating system and state-of-the-art incinerator. Simultaneously, steps are taken to reduce waste at the source.

Company carries out several other welfare initiatives around its facilities in Mohali & Toansa in Punjab; Paonta Sahib in Himachal Pradesh. In these regions drinking water scarcity was a major issue. Ranbaxy, therefore, initiated special drinking water projects in these villages to put an end to long-standing problem.

Towards eradicating Malaria

Ranbaxy has joined hands with Medicines for Malaria Venture (MMV) to develop a life saving Synthetic Peroxide Anti-malaria Drug. MMV is a nonprofit Swiss Foundation dedicated to the eradication of this disease for the developing countries.

Frost & Sullivan award

Ranbaxy received the prestigious Frost & Sullivan Award 2004 for Customer Value in recognition for its sustained and consistent effort, to bring about an easy access for Anti-retroviral to millions of people suffering from HIV/ AIDS in the developing countries at affordable price. The company's offers of 'less than a dollar a day' HAART (High Active Anti -Retroviral Regiment) therapy has been found the most economical in the world as per a price survey done by Medicines Sans Frontieres.

Corporate Social Responsibility of Glaxo Smithkline

GAVS, a trust promoted for the development of rural masses Gramin Arogya Vikas Sanstha (GAVS) is a registered public trust promoted by Glaxo in April 1997. The trust operates in three needy, predominantly tribal villages, 55 kms away from GSK's factory at Nashik. The trust aims at fulfilling basic healthcare, education and other developmental needs of the villagers.

GAVS organizes weekly medical check-ups and treatment by qualified doctors, preventive health awareness programs using audio-visual besides running a small savings scheme for women and youth. Training programs in health, midwifery is also being conducted by the organization.

All programs are implemented through a full-time trained social worker, under the guidance of four trustees (all GSK management staff) who periodically visit the project and provide their time, professional skills and expertise towards its activities.

SSSS, a trust working for disadvantaged slum children in Mumbai

Shishukalyan Snehi Swayamsevak Sanstha (SSSS) – meaning “a voluntary organization for Child Welfare”, is a charitable trust promoted by Glaxo India employees in 1979 for the development of financially disadvantaged children – deprived of opportunities such as basic education, healthcare and recreation.

The SSSS operates in the slums of Worli Koliwada, a fisher folk community, located near the company's head office in Mumbai. The SSSS runs a Medical Care Center, which provides comprehensive health check-up and treatment, Nutritional Supplements Scheme for children at a preprimary education center and an Educational Sponsorship Scheme for needy girl students of a local school.

Glaxo AIDS help line

As a unique and innovative initiative for counseling and dissemination of information on HIV/AIDS to the lay public in Mumbai, the company launched a 24 hours phone-in help line in October 2000. Highly trained and experienced team of counselors answer thousands of callers from 10 a.m.

to 9 p.m. Thereafter, the callers can obtain basic information on issues related to HIV/AIDS through a comprehensive Interactive Voice Response that is operational from 9 p.m. to 10 a.m., available in two local languages besides English. The help line focuses on various aspects related to general awareness, prevention, treatment and care, psychosocial support for HIV positive people and their families.

During 2006-07 GSK donated life-saving medicines worth £27 million (\$49 million), to support relief efforts in almost 100 countries. Supplies of antibiotics and basic medicines were sent in response to the South East Asian tsunami, hurricanes in the US and the Caribbean and the earthquake in Pakistan.

In the immediate aftermath of the tsunami they donated more than 3.6 million doses of antibiotics to prevent the spread of infectious diseases in affected countries. GSK has also committed £2 million (\$3.8 million) to support organizations working on relief and reconstruction operations in the disaster area.

Following hurricane Katrina GSK donated medicines valued at \$10 million to relief facilities in ten US states. This included antibiotics, vaccines and consumer healthcare products such as toothpaste, antacids and pain relievers. GSK also supplied interim shipments of medicines for diabetes, heart disease, and asthma for patients who had lost their supplies in the disaster. Some of the medicines were distributed to hospitals and shelters by our partner organizations such as Project HOPE and AmeriCares.

Corporate Social Responsibility by Dr. Reddy's Lab

While 'Sustainability: The Triple Bottom Line' as a term may have a contemporary ring to it, the spirit underlying it has been relevant through the ages.

At Dr. Reddy's, they believe that any high performance sustainable organization rests on the three pillars of economic, social and environmental performance. To be a truly sustainable organization, in the broadest definition of its terms, an organization must perform well across all three dimensions.

Naandi Foundation

Being a discovery-led company, Dr. Reddy's laboratories Ltd. recognizes and upholds the need to support innovation-driven enterprises that create breakthroughs, not only in laboratories, but in the social sector as well, to impact the quality of life.

Life Research, Hope – Driven by this spirit, the company, led by Chairman, Dr. K Anji Reddy, called upon similar-minded corporates and created a new platform, a not-for-profit development organization that could showcase not only to India but the international community as well, the depth of corporate will in shouldering the responsibility of finding solutions to long-pending social development problems of the country.

Naandi Foundation was created through this effort. It is an autonomous, public trust that works together with governments, corporates and civil society to improve the lives of the underprivileged.

For employees who want to do more, Naandi offers several windows of opportunities to give back to the society. These range from adopting government schools, and volunteering in them to improve quality education, to participating in tribal development projects. Dr. Reddy's new recruits inevitably get their first taste of rural India, every year, through an Outbound Rural Sensitivity Training, which is organized by Naandi.

Ability to garner civil society support has propelled Naandi's growth and reach. It is the only NGO in the country to run automated central Midday meal kitchens in urban centers – the ones at Hyderabad and Vishakapatnam presently cater to around 1200 government schools. So far the kitchens have supplied 45 million meals, without complaints, to the underprivileged that come to these schools. This task gets bigger as Naandi targets to implement this model for the children of 5 other cities in the country.

Corporate Social Responsibility of Hindustan Lever Limited

A candle loses nothing of its light by lighting another candle. At HLL, they believe that an organization's worth is equally reflected by the service it renders to the community.

Vision

Unilever's mission is to add vitality to life. They meet everyday needs for nutrition, hygiene, and personal care with brands that help people feel good, look good and get more out of life.

CSR Activities of Hindustan Levers

Ankur and Kappagam rehabilitation center for handicapped children. A need for an institution was realized that the handicapped children could grow up to become socially valueless adults unless they are offered some special care and rehabilitation. Keeping this in mind, in 1992 they started a center for the handicapped called "Ankur" (meaning seedling in Hindi) in the area around our Doom Dooma Tea Estates in Assam. Their aim was to impart special education and provide services to children suffering from various disabilities like cerebral palsy, mental retardation, deafness, blindness, polio and other physical disabilities.

Kappagam (meaning "shelter" in Tamil) is the second center for the special education of the handicapped children. It is located on the plantation property in Valparai, Coimbatore district. The focus of "Kappagam" is the same as "Ankur". At present there are about 15 children attending "Kappagam" classes on a regular basis. The children are provided with free transportation, medical aid, food, play materials and rehabilitation inputs. Physiotherapy and speech therapy are the new initiatives being tried in "Kappagam" with a view to benefit the physically and mentally challenged children.

Disaster Relief

Rebuilding Lives:

HLL has reconstructed a village in the Bhachau Taluka of Gujarat's Kachch district. The village, which has been named Yashodhadham, was dedicated to its 1100 residents in December 2002. The residents belong to Nani Chirai village, which was completely wrecked by the devastating earthquake of January 2001.

Yashodhadham, spread over 25 acres, comprises 289 homes. HLL has also provided a school building, an exclusive playground for children and a multi-purpose community center, including a crèche, health center community room and village administration office. Space has been left all along the

village for parks and public squares, where villagers will subsequently plant trees.

Special Education & Rehabilitation

Asha Daan:

The initiative began in 1976, when HLL supported Mother Teresa and Missionaries of Charity to set up Asha Daan, a home in Mumbai for abandoned, challenged children, and the destitute. Subsequently Asha Daan has become the home for the HIV- positive. The objective in supporting Asha Daan was and continues to be to share the organization's prosperity in supporting the Mother's mission of serving the "poorest of the poor". Asha Daan has been set up on a 72,500 square feet plot belonging to HLL, in the heart of Mumbai city. HLL bears the Capital and revenue expenses for the maintenance, upkeep and security of premises. The destitute and the HIV positive are provided with food, shelter and medication for the last few days of their lives.

School Contract Program

The objective of the School Contract Program is to supplement the schools' effort to improve the teaching standards and acquire the more relevant capabilities and new facilities.

Started in 1996, this program indirectly benefits children studying in 21 schools, and is now being extended to other locations around the country. The following are some of the activities over the years.

They have been helping various schools by offering donations to build an auditorium, a library or a laboratory, and also for purchasing computers. Even they have organized workshops for teachers to train them to become more effective both in classroom and managing the school.

To help the all round development of students they have sponsored various sports and cultural activities in their schools. They also have helped the Sophia opportunity school to set up an exclusive facility to address the disabilities of children in the age group of 0-3 years.

Health & Hygiene Education

Lifebuoy Swasthya Chethana is the single largest rural and educational health program ever undertaken in India. Its objective is to educate people about basic hygienic habits.

It has been developed around the insight that people mistakenly believe “visible clean is safe clean”. The program establishes the existence of “invisible germs” and associated risk of infection. In India this is important, because diarrhea, caused by invisible germs, is the second largest cause of death among children below the age of 5. The project will help reduce incidence of such diseases, by raising awareness by preventive hygienic practices.

Started in 2002, the program has as of now covered about 15000 villages in 8 states – Uttar Pradesh, Bihar, Jharkhand, West Bengal, Orissa, Madhya Pradesh, Chattisgarh, and Maharashtra; it has already touched about 70 million people, imparting hygiene education to over 25 million children. The vision of this ongoing project is to make a billion Indians feel safe by focusing on their health and hygiene needs.

The Lifebuoy Lifeline Express – “A train full of hope”

In India there are people who are too poor to afford the services of a doctor. They live in villages where surgery is unheard of and basic medical facilities are a luxury. For these people, they, along with the Impact People Foundation started the Lifebuoy Lifeline Express.

This Express is a “hospital-on-rails” a train that travels to the rural areas of the country carrying medical supplies and offering surgery facilities to the poorest of the poor

Water conservation and harvesting

HLL’s water conservation and harvesting project’s major objective is to reduce water consumption in its operations and regenerate sub-soil water tables.

Water management is a focus area for all HLL factories and water conservation has been made one of the main key performance indicators of the HLL factory. Through a series of technology innovations and novel processing routes HLL has reduced its water ground consumption by over 50%. HLL has also applied technologies that recycle effluent water after treatment – 70% of HLL sites are now zero discharge sites.

Corporate Social Responsibilities of Dabur

Promoting Hygiene and Health

In collaboration with the Chunni Lal Medical Trust, they operate in 12 adopted villages providing medicare services and conducting mass awareness drives.

Promoting formal and non-formal education

For children who have dropped out of school as well as ones who have never been to school, sundesh provides the assistance and opportunity to take up formal education. Sundesh also works for promotion of adult literacy and has opened many teaching centers.

Promoting income generating activities

To help communities find means of livelihood that suit their skills, Sundesh has established vocational training facilities for cutting and tailoring, beekeeping, mushroom farming and food preservation.

Promoting self-reliance

They encourage people to form cooperatives and self-help groups that can ultimately take care of the community's needs. There are already 25 Self – Help groups of economically weak families and groups formed by members of lower and middle-income families.

Sundesh

At Sundesh, The Team has initiated social development programs that take a holistic approach. Integrating various aspects like health, literacy, employment and empowerment to let people take control of their lives.

At Sundesh the aim is not to provide charity, but to enable deprived communities, so that they have the resources to lead a better life. And ultimately be a dynamic and resourceful arm of mainstream society.

Afforestation

Dabur has also set up the most modern tissue culture facility for micro propagation of medicinal herbs. The company is involved in reforestation in the Himalayan Range, which would help in maintaining the green cover

there. The company has set up a state-of-the-art green house for saplings of more than 40 endangered plant species to help in averting the extinction of these plant species. This contract activity provides additional source of income to farmers.

Corporate Social Responsibilities of Colgate Palmolive (India) Ltd

Colgate People worldwide share a commitment to the three core corporate values: Caring, Global Teamwork and Continuous Improvement. These values are reflected not only in the quality of our products and the reputation of our Company, but also in our dedication to serving the communities where we do business.

Colgate's success is found on the Company's core values of Caring, Continuous Improvement and global teamwork. Evident in all aspects of our business, these values are the driving force behind everything we do. It is reflected in our commitment to providing safe, high quality products that enhance the lives of the consumers around the world. These values fuel our successful long-term efforts to create a workplace where all Colgate people act with integrity and with respect for one another. Colgate's goal is to help make our world a safer, better, healthier place to live in. Making a difference in the world does make a world of business sense.

Dominic Savio Summer Camp

Colgate has been associated with Dominic Savio for the last 26 years and has conducted a number of summer camps for children in the age group of six to sixteen. It focuses on teaching children a range of skills, from knitting, cooking and painting to calligraphy, music and dance. The children also get practical coaching sessions in plumbing, commercial art and mathematics.

Disability: Colgate Endeavors

Colgate Palmolive India sponsors the Inter Mumbai Physically challenged Cricket tournament along with Premnagar Sports Club. With teams participating from all over Mumbai it gives the participants a chance to showcase their talent, and compete in the spirit of the game.

The Company encourages the physically challenged to explore their talent in various sporting disciplines by sponsoring such events and helping them to give their best. It is our constant endeavor to support such organizations that work for such worthy causes. Whenever there has been a National Disaster, Colgate- Palmolive India has always risen to the occasion.

Education: Partnership with Pratham

Colgate supports Pratham, an NGO working in the field of education of underprivileged children. Colgate has worked with Pratham to set up libraries in economically backward areas to encourage and inculcate the habit of reading among the children living here. It also supported training and development modules for Pratham's volunteer base of over 10,000 people.

Teachers Training Program

Training in the basics of oral health care is imparted to schoolteachers. This helps them play a significant role in preventive oral care habits in the students. The Teachers Training Program forms a vital part of the Colgate Bright Smiles, Bright Futures Program.

Conclusion

The time has come where corporate have to realize that CSR is no more an addition to the business; it is a key differentiator of it. CSR is not about how a company gives away its money; it is about how it makes money. Now it is a fact that business has little choice to take the path of CSR in the interest of profit and sustainability. The sooner corporate entities realize this and aggressively pursue this process, the better off they will be.

We can conclude with the quote of J.R.D Tata about the need of CSR in Indian business houses – "Every company has a specific and continuing responsibility towards the people of the area in which it is located and in which its employees and their families live. In every city, town, or village, large or small, there is always need for improvement for help, for relief, for leadership and for guidance."

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