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5.   **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

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    NEED/IMPORTANCE OF THE STUDY

    STATEMENT OF THE PROBLEM

    OBJECTIVES

    HYPOTHESES

    RESEARCH METHODOLOGY

    RESULTS & DISCUSSION

    FINDINGS

    RECOMMENDATIONS/SUGGESTIONS

    CONCLUSIONS

    SCOPE FOR FURTHER RESEARCH

    ACKNOWLEDGMENTS

    REFERENCES

    APPENDIX/ANNEXURE

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BOOKS
- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS
- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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CONFERENCE PAPERS
- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES
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WEBSITE
- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

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STUDY ON CSR OF WIPRO, TATA & RIL

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ABSTRACT

This article highlights the CSR activities adopted by big companies. Today big companies are voluntarily taking further steps to improve the quality of life for employees and their families as well as for the local community and society at large. Engaging in corporate social Responsibility activity is considered by many as a necessity for any company. As part of CSR activities, the giant companies start to focus on Environmental Protection, Labour Security, Human Rights, community involvement, Business standard, Market place, Education & leadership Development, Human Disaster relief, Health Promotion, Anti-corruption . This obligation is seen to extend beyond the statutory obligation to comply with legislation and sees.

KEYWORDS
Corporate Social Responsibility, healthcare initiatives, Rural Development, Education development.

INTRODUCTION

CSR is about managing the overall impact of a company on society. This includes the direct impact of operations and the wider impact of the business up and down the value chain, from suppliers to customers and consumers. It also covers the voluntary contributions the Company makes to the community and wider society. CSR is generally seen as the business contribution to sustainable development which has been defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs", and is generally understood as focusing on how to achieve the integration of economic, environmental, and social imperatives. CSR also overlaps and often is synonymous with many features of other related concepts such as corporate sustainability, corporate accountability, corporate responsibility, corporate citizenship, corporate stewardship, etc. The purpose, impact and benefits of CSR are explained in the following diagram[6].
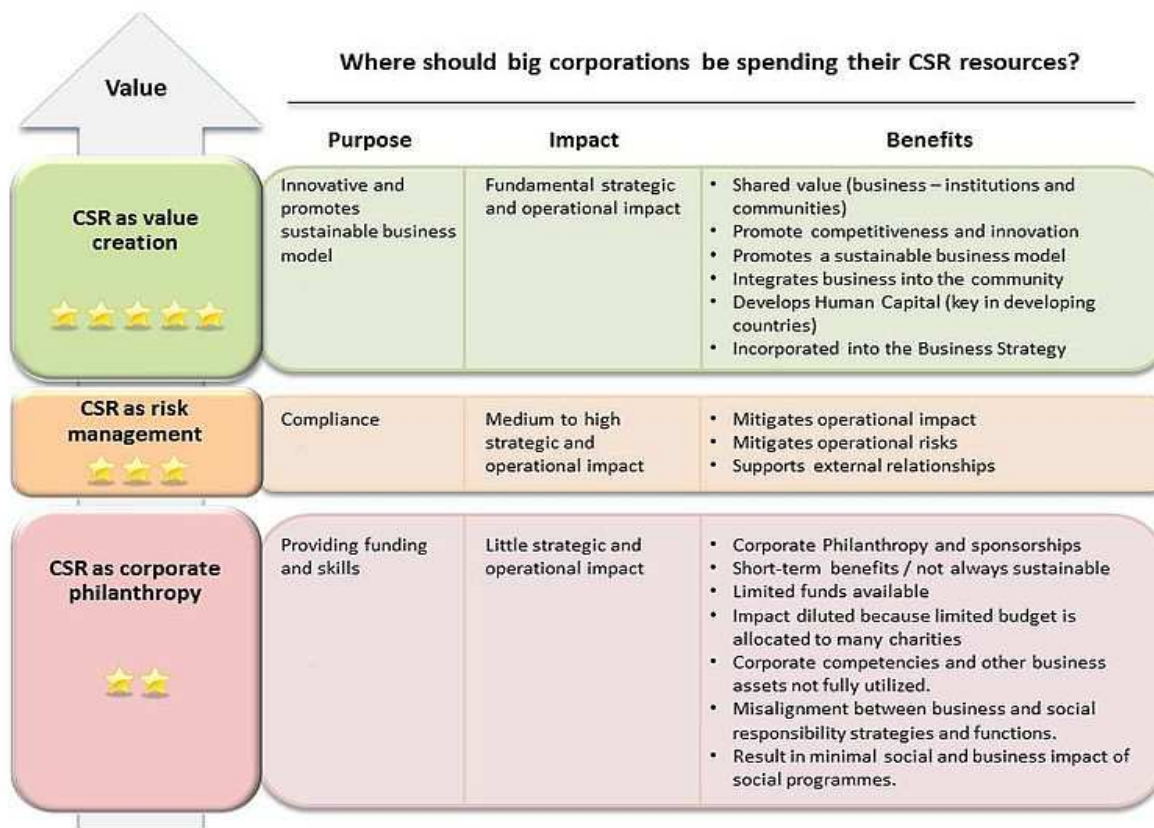
Social responsibility is an ongoing journey with evolving expectations and challenges for Business. The main objective of the paper is to study the different CSR activities adopted by the big companies like WIPRO, TATA group and Reliance Industries ltd.

OBJECTIVES OF THE STUDY
1. To understand the activities under the heading of CSR.
2. To understand and learn about the CSR activities adopted by WIPRO, TATAs and RIL respectively.

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METHODOLOGY

The information for CSR activities conducted by 3 companies is collected from their websites and annual reports. So, this study is based on secondary data only. These 3 companies are part of fortune 500 and they are the highest value creators for their shareholders[2].

FINDINGS AND DISCUSSION

CSR AT WIPRO

Wipro focus on education & healthcare for marginalized communities, and environment & disaster rehabilitation.

Education: Wipro work with partners to create an engaging atmosphere where children can spend a few hours a day at informal learning centers. Some of the initiatives aim to provide additional support to bright students from poor families by providing books or opening up their world through interactions and motivation.

Healthcare: Wipro mobile clinics reach the communities around factories and provide healthcare to those who cannot come to the centre. It provides primary health care services and focus on both preventive and curative treatment.

Environment: Wipro Cares undertakes activities in the community under its Eco-Eye charter. They adopted and developed Lake Manikonda in Hyderabad. In 2010 Wipro worked to increase its water holding capacity, built a bio-fence and installed a water purifier system to ensure that the incoming water is clean.

Disaster Rehabilitation: In areas affected by disasters, Wipro Cares works on rehabilitation, to provide long term support to the community, to restart their lives. In 2009-10, Wipro Cares ran a pilot project in parts of Bihar affected by the Kosi river breach. They also provided ecologically sustainable infrastructure such as eco-sanitation, solar lights and rain water harvesting in the community of Mandal Thola in Puraini village. Wipro also contribute by providing solar street lights, cobbled streets, raised platforms as shelters for animals, raised hand-sets and cleaned open wells among other activities.

CSR AT TATA GROUP

According to a Nielsen survey- Tata Group is the country's most admired companies for their corporate social responsibility initiatives in the field of education, environment conservation and public health.

TATA always emphasizes on promoting and encouraging economic, social and educational development within their communities. The company is pledged to causes such as strengthening civic amenities in and around its sites, providing healthcare, education, training, employment and recreation, and preserving culture and heritage, especially of indigenous tribes.

In India, Tata Steel has expanded its reach from the city of Jamshedpur and its adjoining urban areas to over 800 villages in the Indian States of Jharkhand, Odisha and Chhattisgarh, touching the lives of hundreds of thousands of people. The Tata Steel Group's focus in the area of corporate sustainability includes social sustainability, environmental sustainability, social welfare, sport and inclusive growth in an attempt to ensure that the Group's successes are shared by all its constituents and stakeholders.

CSR AT ABROAD:- In Europe, initiatives like apprenticeships and graduate schemes, sponsorship of British Triathlon and several other programs have ensured that extended communities are benefited by the Group's businesses. Tata Steel also encourages suppliers to share its high level of commitment to the environment.

Environment:- TCS community initiatives have been in areas addressing environmental and civic problems; setting up and maintaining infrastructure for urban beautification, pollution reduction and healthcare; waste management in the office environment; water treatment; and building a world-class super-specialty hospital for children in Mumbai city.

Education:- TATA INSTITUTE OF SOCIAL SCIENCES Established in 1936 as the Sir Dorabji Tata Graduate School of Social Work, the Tata Institute of Social Sciences (TISS) was recognized as a Deemed University by the University Grants Commission in 1964. The Institute's main campus is in Chembur, in Mumbai. It also has a campus located at Tuljapur, Osmanabad District, Maharashtra, and is currently engaged in setting up campuses in Hyderabad and Guwahati, responding to invitations from the respective state governments.

CSR AT RELIANCE INDUSTRIES LTD

Education:- A network of nine schools caters to 13,251 students spread across geographies in India. To promote girl education, in Gujarat, under the project "Kanya Kelvani", RIL's Dahej Manufacturing Division has extended financial assistance towards education of girl child in the state. RIL provide computer litereacy to the primary and secondary students. RIL adopted village Mangrowal- Nari primary school, which provides annually free uniforms, books, shoes and school bags are given to students and also free electricity is provided to the school. Eleven schools were selected for this initiative, out of which seven Zilla Parishad schools are located on a hilltop near the manufacturing division. RIL's Project Jagruti, the project to tackle dyslexia in Surat, is setting the pace for the community's response to the social dogma of the mentally underprivileged children. More than 8,800 hours have been spent by 35 trained teachers and more than 1,000 hours by RIL volunteers. NIOS registration has been initiated for Academic Year ("AY") 2011-12. RIL has also partnership with similar associations across the country and UNESCO / BBC has been initiated to spread awareness and benefit the students with latest training aids.

Reliance Dhirubhai Ambani Protsaham Scheme(RDAPS):- The Scheme, launched in AY 2008-09, continues to support poor meritorious students, who got admissions in junior colleges of their choice.

Mumbai Indians Education for All Initiative:- It launched its Education for All Initiative during the Indian Premier League (IPL) season in 2010 to create a movement to support efforts to provide quality education to all children. This initiative was the brainchild of Mrs. Nita Ambani, a passionate advocate for the cause of education. Through this effort, Mumbai Indians supported five NGOs carting out outstanding work in the field of education - Akanksha, Nanhi Kali, Pratham, Teach for India and Ummeed. Mumbai Indians also invited 700 children from all the NGOs to see each of the Mumbai Indians home games. Through the sale of the wristbands and additional support, Mumbai Indians was able to gift Rs. 11 lacs to each of the groups at the conclusion of IPL 3.

Community Health Care:- RIL has developed Community Medical Centers near most of its manufacturing divisions. The manufacturing divisions conduct regular health checkups for children in schools of their respective neighbouring regions. Medical camps were organized by all sites benefitting patients from nearby villages and tribal areas.

Drishti:- A unique joint initiative of RIL and National Association of Blind, Project Drishti has undertaken over 9,000 free corneal graft surgeries for the visually challenged Indians from the underprivileged segment of the society. Jamnagar Manufacturing Division runs 'Project Balkalyan', with an objective to provide nutritional support to children affected with HIV infection. The Primary Health Centre (PHC) at Dahej, Bharuch district, adopted by RIL under the National Rural Health Mission Programme caters.

Environment initiatives for the community:- A zero garbage campaign has been launched in Reliance Townships to propagate the concept of solid waste (dry and wet waste) management. This is a part of cleanliness drive for a disease-free environment at employees' township, the surrounding villages of Hazira Manufacturing Division and also Surat city in Gujarat. To reduce plastic litter Hazira Manufacturing Division in partnership with an NGO is working for social and economical security of woman rag-pickers. Under the programme, direct sale of waste PET bottles to processing units is facilitatedThis program is being extended to over 350 slums of Surat.

To bring out the innovative spirit of young students of Surat / RIL employees and also to acknowledge / reward the ideas that can contribute to improving the environment, Hazira Manufacturing Division announced a 'Green Idea Award Scheme' in 2010. RIL organised programmes of industrial, academic, historical and environmental importance such as Chemical Industry-2020 Vision and Action at Ankleshwar; Global Bird Watchers Conference at Jamnagar; Van Mahotsav- 2010 at Palitana; International Conference on Global Warming at Gujarat Vidyapeeth; Conference on Synergy with Energy; Conference on Gujarat's Maritime History by Darshak Itihas Nidhi. Further, tree plantation activities were organaised at many locations. Awareness of cleaner, greener environment and global warming issues are made at schools and also to villages from the surrounding region.

Community Development:- In FY 2010-11, Reliance Rural Development Trust (RRDT) undertook 797 works in 760 beneficiary villages of 125 talukas under 24 districts of Gujarat to create rural infrastructure under the Gokul Gram Yojana (GGY) of the Government of Gujarat. Total 608 facilities got completed during the

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year. The completed facilities include 478 Anganwadi buildings, 58 Cement Concrete Roads, 61 underground RCC sumps and 05 Check Dams and 06 other works with the total expenditure of Rs. 24 Crore in FY 2010-11.

The list of other CSR at RIL

1. Livelihood Support Programmes
2. Improving quality of agricultural produce
3. Safety initiatives for community
4. Skill Up-gradation for Plumbers
5. Heritage Conservation
6. Supporting Indian Culture
7. Promoting Sports and Sportsmen
8. Acknowledging and supporting talent
9. Supporting Institutions
10. Reliance Foundation
11. Dhirubhai Ambani Foundation

CONCLUSION

A company considered socially responsible can get benefit both by its enhanced reputation with the public as well as its reputation within the business community. Social action programs create favorable public image[10].

The CSR concept became more and more common in business practices and customers. CSR does not give immediate results. But today CSR is very important for companies. The business of the 21-st century will have no choice but to implement CSR. Like any successful management strategy, a CSR process needs both high level management vision and support, and buy-in at all levels of the company. The same CSR initiative will also not work for all types of organisations.

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