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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	SOCIO-ECONOMIC INFLUENCE OF SHARI'AH ON CONSUMERS' MOTIVES AND PERCEPTION IN ZAMFARA STATE, NIGERIA DR. HALIRU BALA	1
2.	EFFECTIVENESS OF COMPUTER ASSISTED INSTRUCTION IN RELATION TO THE LEARNING OUTCOMES OF THE ENGINEERING MANAGEMENT STUDENTS OF UNIVERSITY X MA. TEODORA E. GUTIERREZ	4
3.	IDENTIFYING TECHNOLOGICAL PARAMETERS EFFECTIVE ON COMPETITIVENESS OF SMALL AND MEDIUM-SIZED RESIN COMPANIES ACCORDING TO UNIDO MODEL: CASE STUDY OF IRAN KEATON POLYESTER MANUFACTURING COMPANY EHSAN GHASEMI, SEYED REZA HEJAZI, ABOLGHASEM ARABIOUN & REZA ALIBAKHSI	6
4.	IMPACT OF ISLAMIC BUSINESS ETHICS ON FAMILY CONSUMPTION DECISION MAKING IN ZAMFARA STATE, NIGERIA DR. HALIRU BALA	12
5.	ETHICAL ISSUES AND CONSUMER PERCEPTION ABOUT BRANDED AND UNBRANDED MILK PRODUCTS: THE EMERGING SCENARIO DR. ASHOK AIMA & NARESH SHARMA	15
6.	SOFTWARE PROJECT MANAGEMENT - BEST PRACTICES DR. K. A. PARTHASARATHY	19
7.	RECALLING ANCIENT WISDOM FOR A SUSTAINABLE DEVELOPMENT DR. PADMA SHANKAR	23
8.	RADIO FREQUENCY IDENTIFICATION (RFID) TANAJI D. DABADE, DR. SHIVAJI U. GAWADE & ALEKHA CHANDRA PANDA	27
9.	SERVICE QUALITY MODELS IN HEALTHCARE - A REVIEW (1990-2010) K. VIDHYA, DR. C. SAMUDHRA RAJKUMAR & DR. K. TAMILIYOTHI	34
10.	A I R E P: A NOVEL SCALED MULTIDIMENSIONAL QUANTITATIVE RULES GENERATION APPROACH SAPNA JAIN, DR. M. AFSHAR ALAM & DR. RANJT BISWAS	45
11.	AN ANALYSIS OF ONLINE IDENTITY MANAGEMENT TECHNIQUES APARAJITA PANDEY & DR. JATINDERKUMAR R. SAINI	53
12.	PAPR REDUCTION OF OFDM BASED ON ADAPTIVE ACTIVE CONSTELLATION EXTENSION NEELAM DEWANGAN & MANGAL SINGH	56
13.	ANALYZING THE OUTPERFORMING SECTOR IN THE VOLATILE MARKET DR. SANDEEP MALU, DR. UTTAM RAO JAGTAP & RAHUL DEO	60
14.	AN ANALYTICAL STUDY OF JOB STRESS AMONG SOFTWARE PROFESSIONALS IN INDIA DR. SURENDRA KUMAR	65
15.	PROCESS FRAMEWORK FOR BUSINESS VALUE ENHANCEMENT BY IMPROVING OPERATIONAL EFFICIENCY RAMAKRISHNAN. N	71
16.	AN OVERVIEW OF SUPPLY CHAIN MANAGEMENT PRACTICES IN INDIAN AUTOMOBILE SECTOR R.VENKATESHWAR RAO	75
17.	AN EMPIRICAL STUDY OF BRAND PREFERENCE OF MOBILE PHONES AMONG COLLEGE AND UNIVERSITY STUDENTS DR. DINESH KUMAR	81
18.	ICT IN BANKING SECTOR: DISASTER AND RECOVERY OF INFORMATION GAGAN DEEP, SANJEEV KUMAR & ROHIT KUMAR	86
19.	CREDIT CARDS AND ITS IMPACT ON BUYING BEHAVIOUR: A STUDY WITH REFERENCE TO RURAL MARKET P.MANIVANNAN	89
20.	EMERGING APPLICATIONS AND SECURITY FOR VoIP: A STUDY HEMA JANDSALAR & DR. B. S. JANGRA	93
21.	SUCCESSION PLANNING IN INDIAN BANKING SYSTEM: A STUDY CONDUCTED AMONG BANK OFFICERS OF COIMBATORE DR. RUPA GUNASEELAN & S.DHANA BAGIYAM	96
22.	A CONCEPTUAL STRUCTURE FOR KNOWLEDGE MANAGEMENT MODEL IN HIERARCHICAL DISTRIBUTED ENVIRONMENT: CASE STUDY OF KNOWLEDGE SHARING AMONG DIFFERENT GOVERNMENT ORGANIZATION WORKING FOR PLANNING AND FACILITATING WATER RESOURCES IN UTTARAKHAND STATE JATIN PANDEY & DARSHANA PATHAK JOSHI	99
23.	A DNA-BASED ALGORITHM FOR MINIMUM SPANNING TREE PROBLEM USING TEMPERATURE GRADIENT TECHNIQUE B.S.E.ZORAIDA	102
24.	MARKET BASKET ANALYSIS: A DATA MINING TOOL FOR MAXIMIZING SALES & CUSTOMER SUPPORT KALPANA BABASO SALUNKHE, MURLIDHAR S. DHANAWADE & SACHIN PATIL	107
25.	FAULT DETECTION IN NETWORKS BASED ON DYNAMIC INTERVAL BASED ACTIVE PROBING BANUMATHI R	110
26.	ISSUES AND CHALLENGES IN ELECTRONIC WASTE DR. KUNTAL PATEL & NIRBHAY MEHTA	113
27.	STUDY ON CSR OF WIPRO, TATA & RIL SHWETA PATEL & ZARNA PATEL	116
28.	EMPOWERING RURAL WOMEN – ROLE OF MICROFINANCE DR. NANU LUNAVATH	119
29.	ROLE OF E-LEARNING IN EDUCATION: A STUDY OF UNIVERSITY OF JAMMU ANJU THAPA	126
30.	ADVERTISING: DO THEY HELP CONSUMERS IN MAKING SOUND PURCHASE DECISIONS? PINKI	130
	REQUEST FOR FEEDBACK	132

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## STUDY ON CSR OF WIPRO, TATA &amp; RIL

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## ABSTRACT

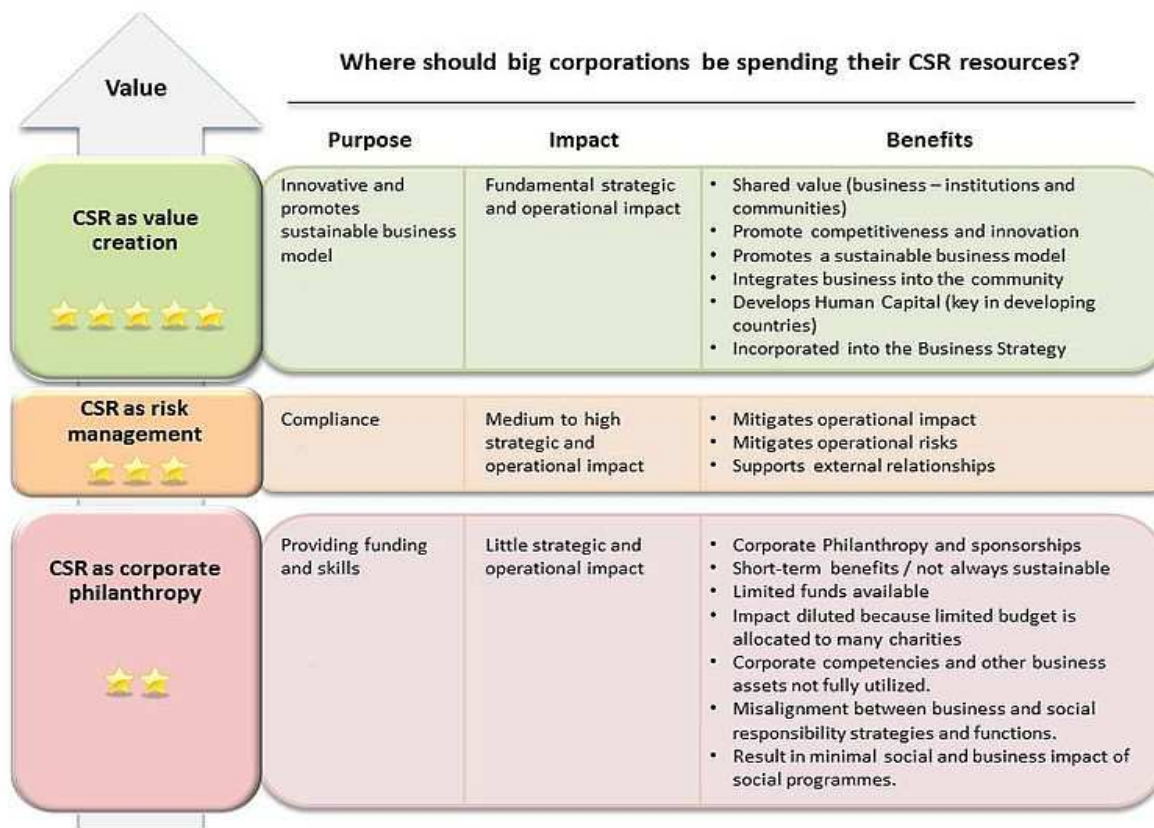
This article highlights the CSR activities adopted by big companies. Today big companies are voluntarily taking further steps to improve the quality of life for employees and their families as well as for the local community and society at large. Engaging in corporate social Responsibility activity is 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<sup>6</sup>.



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.

## 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<sup>2</sup>.

## 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 literacy 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.

**Drishhti:-**A unique joint initiative of RIL and National Association of Blind, Project Drishhti 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 facilitated. This 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 organised 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



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<sup>10</sup>.

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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