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ON

CORPORATE SOCIAL RESPONSIBILITY-

DOING THE RIGHT THING FOR OUR

COMMUNITY

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By

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CORPORATE SOCIAL RESPONSIBILITY-

DOING THE RIGHT THING FOR OUR COMMUNITY

CSR as a concept has been the focus of various deliberations and much research over the past few years; and has come to occupy an important place in the academic and business arena. Evolving all the time, it has morphed from a purely philanthropic to a systemic and, finally, strategic activity. India is the first country to have legislated CSR mandates. Others like Sweden, Norway, UK, South Africa, Ghana and Ivory Coast follow some specific codes for sustainable and socially accountable business practices, like Social Labor Plan (SLP) and Local Content Law (LCL).

WHAT IS CSR?

CSR is the process by which an organization thinks about and evolves its relationships with stakeholders for the common good, and demonstrates its commitment in this regard by adoption of appropriate business processes and strategies. Thus CSR is not charity or mere donations.

The concept of CSR is not simple to define; various concepts and themes overlap this term. The concepts of corporate citizenship, sustainable business, environmental responsibility, the triple bottom line, social and environmental accountability, business ethics and corporate accountability are all very much linked with CSR.

The term CSR itself came into common use in the early 1970s. The last decade of the twentieth century witnessed a shift in focus from charity and traditional philanthropy towards a more direct engagement of business in mainstream development, and concern for disadvantaged groups in society. In India, there is a growing realization that business cannot succeed in isolation and social progress is necessary for sustainable growth. An ideal CSR practice has both ethical and philosophical dimensions, particularly in India where there is a wide gap between sections of people in terms of income and standards as well as socio-economic status (Bajpai, 2001).

ORIGIN OF CSR ACTIVITY

- The new concept of Corporate Social Responsibility has been introduced by the Companies Act, 2013.

- The new concept of Corporate Social Responsibility has been introduced under section 135 of the Companies Act, 2013 and Companies (Corporate Social Responsibility) rules, 2014.
- India is the first country in the world to introduce statutory Corporate Social Responsibility (CSR) through the new Companies Act, 2013. Prior to this landmark development, CSR was not a new concept in India and can be traced with historic pieces of evidence.
 - While doing web search about CSR and CSR policies apparently one feels that lot many things have been done in foreign countries and India has borrowed the concept from the foreign countries. But, the fact is that the concept of CSR has existed in ancient India and our ancient wisdom has framed a platform for CSR and it is such ancient wisdom that has given direction to the corporate houses and industries actively supporting CSR. The origin of CSR can be traced from our Upanishads, Puranas and Vedic literature like Ramayana, Mahabharata, and Bhagavad-Gita.
- As is common wisdom, Indian companies have been engaged in CSR/charity/philanthropy since time immemorial. Whether it was the factories investing in the communities around them to reduce dependence on a migratory workforce and for having happier families and hence happier employees, or businessmen giving back to their communities or causes near and dear to their hearts. Whether it is foundations building places of worship to bring communities together, or a whole host of other methods through which corporates giving back to the society in some shape or form. In most instances, these were treated as acts of charity or philanthropy, or the owners giving back to society.

HISTORY AND EVOLUTION OF INDIAN CSR

India has the world's richest tradition of corporate social responsibility. CSR in India has evolved through different phases, like community engagement, socially responsible production and socially responsible employee relations. Its history and evolution can be divided into four major phases.

PHASE 1 (1850 TO 1914):

The first phase of CSR is known for its charity and philanthropic nature. CSR was influenced by family values, traditions, culture and religion, as also industrialization. The wealth of businessmen was spent on the welfare of society, by setting up temples and religious

institutions. In times of drought and famine these businessmen opened up their granaries for the poor and hungry. With the start of the colonial era, this approach to CSR underwent a significant change. In pre-Independence times, the pioneers of industrialization, names like Tata, Birla, Godrej, Bajaj, promoted the concept of CSR by setting up charitable foundations, educational and healthcare institutions, and trusts for community development. During this period social benefits were driven by political motives.

PHASE 2 (1910 TO 1960):

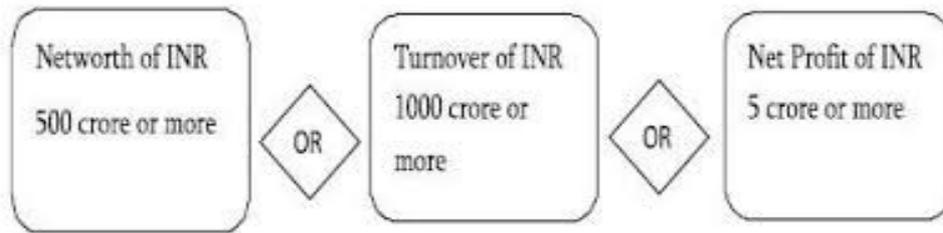
The second phase was during the Independence movement. Mahatma Gandhi urged rich industrialists to share their wealth and benefit the poor and marginalized in society. His concept of trusteeship helped socio-economic growth. According to Gandhi, companies and industries were the 'temples of modern India'. He influenced industrialists to set up trusts for colleges, and research and training institutions. These trusts were also involved in social reform, like rural development, education and empowerment of women.

PHASE 3 (1950 TO 1990):

This phase was characterized by the emergence of PSUs (Public Sector Undertakings) to ensure better distribution of wealth in society. The policy on industrial licensing and taxes, and restrictions on the private sector resulted in corporate malpractices which finally triggered suitable legislation on corporate governance, labor and environmental issues. Since the success rate of PSUs was not significant there was a natural shift in expectations from public to private sector, with the latter getting actively involved in socio-economic development. In 1965, academicians, politicians and businessmen conducted a nationwide workshop on CSR where major emphasis was given to social accountability and transparency.

PHASE 4 (1980 ONWARDS):

In this last phase CSR became characterized as a sustainable business strategy. The wave of liberalization, privatization and globalization (LPG), together with a comparatively relaxed licensing system, led to a boom in the country's economic growth. This further led to an increased momentum in industrial growth, making it possible for companies to contribute more towards social responsibility. What started as charity is now understood and accepted as responsibility. The guidelines for CSR set by the government serves as the non-negotiable commitment that corporations have to abide by.



SPECIFIC FEATURES OF COMPANIES ACT – 2013

- The provisions of the CSR Act apply to all companies that have any one of the following in any financial year
- An average of the previous three financial years' PAT will be considered for calculating the 2% for CSR.
- CSR policy of a company should ensure that surplus arising out of a CSR activity will not become part of business profits.
- CSR policy should specify that the CSR corpus will include the following: a) 2% of average net profit; b) any income arising thereof; c) Surplus arising out of CSR activities.
- Companies may collaborate or pool resources with other companies to undertake CSR activities and any expenditure incurred on such collaborative efforts will qualify for computing CSR spending.
- All companies falling under the provision of Section 135 (1) of the Act should report, in the prescribed format, the details of their CSR initiatives in the director's report and on the company's website.
- In case a company has failed to spend 2% of the average net profit, the reason for doing so should be mentioned in the annual board report.

CSR ACTIVITIES IN INDIA

The most common thematic areas covered by the companies include health, education, livelihood, environment and rural development. Of these, education is the most common and 100% of the companies included in the research were found to have undertaken some initiatives on education; this was followed by livelihood and environment, and then healthcare and rural development.

EDUCATION:

The study indicates that providing infrastructure support is the most common activity in the education domain, undertaken by approximately 88% or 44 out of a total of 50 companies focusing on education.

HEALTHCARE:

In the healthcare domain, organizing health camps to offer curative services and raising awareness on health issues are the most common activities implemented by nearly 74% of the companies.

ENVIRONMENT:

CSR initiatives aimed towards the betterment of the environment include green initiatives such as tree plantation drives to promote afforestation, as well as efforts to conserve water, and to manage and dispose of waste responsibly. Green initiatives garner the highest attention with 76% of all companies undertaking specific initiatives to improve the environment and approximately 64% taking measures to conserve water.

LIVELIHOOD:

Out of the 50 companies approximately 88% support skill development through vocational training, and 78% support income generation activities.

RURAL DEVELOPMENT:

In rural development, 68% of companies have been working towards betterment of rural areas by providing infrastructure support.

CSR WORLDWIDE

In most parts of the world the minorities are the most focused part of society when it comes to appreciation of the CSR activities. There are a number of activities and initiatives that focus on the empowerment of girls and women rights. CSR has also made a huge impact upon the awareness about climatic change and the global environment on the whole.

CSR in the UAE has been made mandatory and will be executed among 400,000 companies across the country. The UAE ministry is working towards making modifications in the current policies and laws to make Corporate Social Responsibility compulsory for UAE companies. The government has come up with an award system that will be introduced to give financial privileges and exemptions for outstanding companies in the area of social responsibility that include partial exemption from bank guarantee for workers, corresponding to the value of community contribution. Outstanding companies have also been promised to be given priority

when coming to government contracts. This initiative aims to raise awareness and support the interaction of the private sector with economic, social and environmental development challenges while encouraging the firms to support the various community projects in the country.

The **American** companies are well groomed with the implementation of CSR and are improving their abilities to attract and keep more and more customers and stakeholders with them. They take advantage of the benefits in terms of reduced risk and increased green production and addressing the concerns of stakeholders on a serious note. They are more concerned with sustainability and keep check of what is the impact of their steps on the ecosystem on the whole. The scenario is such that customers tend to buy from a brand which is more concerned about the ecosystem and social clauses.

The corporate social responsibility initiatives in **Australia** however tends to be modest the progress of CSR has remained slow and insufficient over the past decade. Studies show that there is not much awareness of CSR. The majority of businesses are just aware rather than truly integrating the CSR activities into what they do. There is an absence of national standards on how exactly CSR must be inculcated in Australian companies strategies, the approach by even the largest firms towards CSR activities remain only operational.

Swedish companies have a long history of CSR work and Sweden is viewed as pioneer within the field. They have been named among the top countries for coming up with innovative environment related technologies. They focus towards extensive environmental protection, come up with active measures to respect human rights, improve workplaces and fight corruption. Many of the Swedish companies are at the forefront in integrating a sustainable approach to business in their strategies and daily management.

CSR IN SELECT COMPANIES

TATA

As TATA turns 150 years old in its global operations, they incorporated many CSR Activities in Tata Companies & Societies.

Tata Steel

Tata Steel has adopted the Corporate Citizenship Index, Tata Business Excellence Model and the Tata Index for Sustainable Development. Tata Steel spends 5-7 per cent of its profit after tax on several CSR initiatives.

Self-Help Groups: (SHG's) Over 500 self-help groups are currently operating under various poverty alleviation programs; out of which over 200 are engaged in activities of income generation through micro enterprises. Women empowerment programs through Self-Help Groups have been extended to 700 villages. From the year 2003 to 2006, the maternal and infant survival project had a coverage area of 42 villages in Gamharia block in Seraikela Kharsawa and a replication project was taken up in Rajnagar block. For providing portable water to rural communities 2,600 tube wells have been installed for the benefit of over four Lakh people.

Social Welfare Organizations: Tata Steel supports various social welfare organizations. They include;

- ✓ Tata Steel Rural Development Society
- ✓ Tribal Cultural Society
- ✓ Tata Steel Foundation for Family Initiatives
- ✓ National Association for the Blind
- ✓ Shishu Niketan School of Hope
- ✓ Centre for Hearing Impaired Children
- ✓ Indian Red Cross Society, East Singhbhum

Healthcare Projects: In its 100th year, the Tata Steel Centenary Project has just been announced. The healthcare projects of Tata Steel include facilitation of child education, immunization and childcare, plantation activities, creation of awareness of AIDS and other healthcare projects.

Economic Empowerment: A program with an expenditure of Rs 100 crore has been estimated for the purpose of improvised agriculture has been taken up in three backward tribal blocks in Jharkhand, Orissa and Chhattisgarh; and this program is expected to benefit 40,000 tribal living in over 400 villages in these three States.

Assistance to government: Tata Steel has hosted 12 Lifeline Expresses in association with the Ministry of Railways, Impact India Foundation and the Government of Jharkhand. It has served over 50,000 people. Five thousand people have got surgical facilities and over 1,000 people received aids and appliances. Over seven lakh rural and another seven lakh urban population have been benefited by the CSR activities of Tata Steel. The National Horticulture

Mission program that has been taken up in collaboration with the Government of Jharkhand has benefited more than a thousand households. In collaboration with the Ministry of Non Conventional Energy and the Confederation of Indian Industry, focus is laid on renewable energy aiming at enhancing rural livelihood.

Tata Motors

Pollution Control: Tata Motors is the first Indian Company to introduce vehicles with Euro norms. Tata Motors' joint venture with Cummins Engine Company, USA, in 1992, was a major effort to introduce emission control technology in India. To make environment friendly engines it has taken the help of world-renowned engine consultants like Ricardo and AVL. It has manufactured CNG version of buses and also launched a CNG version of its passenger car, the Indica. Over the years, Tata Motors has also made investments in the establishment of an advanced emission-testing laboratory.

Restoring Ecological Balance: Tata Motors has planted 80,000 trees in the works and the township and more than 2.4 million trees have been planted in Jamshedpur region. Over half a million trees have been planted in the Poona region. The company has directed all its suppliers to package their products in alternate material instead of wood. In Pune, the treated water is conserved in lakes attracting various species of birds from around the world.

Economic Capital in Lucknow, two Societies: Samaj Vikas Kendra & Jan Parivar Kalyan Santhan have been formed for rural development & for providing healthcare to the rural areas. These societies have made great efforts for health, education and women empowerment in rural areas.

Human Capital: Tata motors have introduced many scholarship programs for the higher education of the children. Through a scholarship program Vidyadhanam, the company supports 211 students. Out of these students 132 students are from the marginalized sections of the society. These students get books, copies and other study materials. They also undergo different kinds of workshops, creative & outdoor sessions and residential camps as well. The company has entered into Public-Private Partnership (PPP) for upgrading 10 Industrial Technical Institutes (ITI) across the country.

Natural Capital on the World Environment Day: Tata Motors has launched a tree plantation drive across India and countries in the SAARC region, Middle East Russia and Africa. As many as 25,000 trees were planted on the day. Apart from this more than 100,000 saplings were planted throughout the monsoon.

Tata Chemicals Ltd (TCL)

Tata Chemicals supports the UN Global Compact and is committed to reporting its sustainability performance in accordance with GRI (Global Reporting Initiatives) guidelines. Its main operations for environment protection include optimal use of resource, finding alternative sources of fuel and raw materials, and maximizing reuse and recycling. All in all they have the policy of avoid, reduce and reuse. The company runs a rural development program at Okhamandal and Babrala. It was one of the first organizations to hold an Impact camp, which was held at Mithapur in the year 1982, providing eye care to hundreds of patients at the Mithapur Hospital. Tata Chemicals Limited was also the first organization to run world's first hospital on wheels - the Life Line Express, through Jamnagar district for the first time between November 21, 2004 and December 21, 2004.

Tata Tea

Tata Tea has been working hard since the 1980s to fulfill the needs of specially-abled people. It has set up the Srishti Welfare Centre at Munnar, Kerala; its various programs provide education, training and rehabilitation of children and young adults with special needs.

Srishti has four projects:

- The **DARE** (Drug Abuse Resistance Education) School
- The DARE strawberry preserve unit
- Athulya
- Aranya.

Tata Tea's welfare officers help identify and encourage relatives or children of employees who are handicapped to join the Welfare Centre for special education and rehabilitation.

The DARE provides the students with training in basic academics, self-help skills and skills like gardening, cooking, weaving etc. Children are taught to paint and some of the paintings are printed and sold as greeting cards. The sales proceeds of which are used back into the units.

The DARE strawberry preserves unit trains youngsters to make natural strawberry preserve. The trainees are paid for the work; they receive social cover, free medical aid and other benefits.

Athulya has two units:

- ✓ A vocational training center that imparts training in stationery-making
- ✓ A handmade paper-making unit which trains physically challenged persons in the art of making recycled paper.

Aranya project was started to nurture the lives of the disabled and also to revive the ancient art of natural dye. Individuals are given training in various natural dyeing techniques including block printing, tie and dye, batik work, etc. Their products are sold in and outside the country. Tata Tea's Jaago Re! Campaign exemplifies the Social-Cause Marketing Initiatives.

Titan

Titan has employed 169 disabled people in blue collar workforce at Hosur.

TISCO

TISCO was awarded The Energy Research Institute (TERI) award for Corporate Social Responsibility (CSR) for the fiscal year 2002-03 in recognition of its corporate citizenship and sustainability initiatives. As the only Indian company trying to put into practice the Global Compact principles on human rights, labor and environment, TISCO was also conferred the Global Business Coalition Award in 2003 for its efforts in spreading awareness about HIV/AIDS.

Tata Consultancy Services (TCS)

In 2010-11, TCS supported its local communities in the United States: supported the victims of the 2010 Chilean earthquake, conducted IT educational programs for high school students in Cincinnati, raised support and awareness for diabetes prevention through a series of marathon sponsorships.

Tata Consultancy Services runs an adult literacy program. Indian government launched Saakshar Bharat, an adult education program in 2009 and the program will now go online via TCS partnership. The scheme, aimed at female literacy aims to make literate 70 million people, of which at least 85 percent are women literate and the program has already been rolled out in 167 districts across 19 states.

TCSR

Tata Chemicals Society for Rural Development (TCSR) works to improve the quality of life of the people and communities. It also aims at supporting sustainable development, which is the central theme of the company's corporate philosophy. It works to protect and nurture the rural populations in and around TCL's facilities, and assists people in attaining self-sufficiency in natural resource management, livelihood support. It also aims at the building of health and education infrastructure i.e. schools and hospitals, maternity centers etc.

The initiatives that TCSR is involved in include:

- a. Agricultural development

- b. Animal husbandry
- c. Watershed development
- d. Education
- e. Rural energy
- f. Women's programs
- g. Relief work

Tata Council for Community Initiatives (TCCI)

TCCI was established in 1994. TCCI's mission states: "We will work together to be and to be seen as, a group which strives to serve our communities and the society at large". TCCI is also involved in assisting Tata companies maintain sustainability reporting the guidelines of Global Reporting Initiative (GRI). It is the focal point for the UN Global Compact in India, which has 42 Tata companies as signatories, the highest in the world from a single business group.

In collaboration with the United Nations Development Programs (India), TCCI has crafted the Tata Index for Sustainable Human Development, aiming at directing, measuring and enhancing the community work those Tata enterprises is undertaking for the upliftment and welfare of the people.

UJJIVAN

Ujjivan Financial Services Limited started operations as an NBFC in 2005 with the mission of providing a full range of financial services to the economically active poor who are not adequately served by financial institutions.

UJJIVAN's CSR Activities

The company constantly strives to ensure strong corporate culture which emphasizes on integrating CSR values with business objectives. It pursues initiatives to eradicate hunger, poverty, promoting preventive health care and making available safe drinking water, promoting education, including special education, employment enhancing vocational skill training for women, promoting gender equality, programs for empowering women and projects for environmental protection.

Ujjivan CSR activities span five key areas and their single-minded goal here is to holistically approach poverty reduction and bettering quality of lives through social development projects.

- Community infrastructure development projects: Minor constructions and renovations such as bus stands (waiting sheds), public parks, schools and anganwadis, public toilets, water connections and public taps, public library, Construction of foot over bridges, reconstruction or renovation of existing damaged infrastructure etc.
- Environmental Projects: Ensuring environmental sustainability, recharge-pit for bore wells, solar lamps at public places (e.g. Government hospitals), conservation of natural resources and maintaining quality of soil, air and water.
- Public amenities, Health and Hygiene:
 - a) Safe drinking water facility at public places (bus stand, schools, hospitals etc)
 - b) Safety for public (fencing electric transforms, road signals)
 - c) Public health and hygiene (supporting PHCs & maternity homes, cleaning public places, clearing garbage dumps, providing dust bins, improving drainage, area spraying for Malaria, Chikengunya, Dengue, public awareness programs etc)
- Promoting Education: Providing facilities in schools & Anganwadis, Initiatives for Girl child education, merit scholarships for technical education.
- Social Welfare: Relief programs and facilities to orphanages, old age homes, mentally & physically challenged personals etc.

WIPRO

Wipro Limited is a Global multinational IT consulting and System Integration Services Company headquartered in Bangalore. It is one of India's largest publicly traded companies and seventh largest IT services firm in the World. It is recognised for its comprehensive portfolio of service, strong commitment to sustainability and good corporate citizenship, they have dedicated employees serving clients across six continents.

The Company is always dedicated towards CSR activities and has spent more than the prescribed CSR budget in last three financial years. Estimated Prescribed CSR Budget FY 2017 - 2018: **INR 212.26 Cr**

CSR Activities of Wipro

Educational Initiatives (2015-16) Project Budget: INR 8.23 Cr

- Providing essential materials to those affected by natural disasters
- Providing preventive and curative health services with specific focus on malnutrition and infant mortality rate.

- Education for Underprivileged in proximate communities
- Initiatives in Education of children with Disability
- Initiatives in sustainability education in schools and colleges across India
- Initiatives in improving education in engineering colleges in India

Community Development CSR Programme of Wipro (2014-15)

During 2014, company initiated two disaster rehabilitation projects in Uttarakhand and Odisha in response to the floods and cyclone events in 2013. In line with company's approach, both these projects focus on long term rehabilitation and strengthening of the affected communities. In Uttarakhand, in collaboration with very credible local partners with a long track record, multiple activities on strengthening local livelihoods were initiated. 20 village level farmer's group have been formed with the objective of training them on alternate methods of farming. 8964 fruit saplings have been planted in farms belonging to 293 farmers while 236 beneficiaries have been identified for vegetable plantation. Company's work in Odisha touched the lives of 250 farmers and their families who were provided fishing nets and awareness training around them, Village level Disaster Committees were set up in 15 villages.

Education for Under Privileged (2016-17) Project Budget: INR 129.09 Cr

- The company has provided Education for Underprivileged in proximate communities in many states of India.
- Systemic reform initiatives in school education in India, in the areas of ecology, social science, languages and affective education, material development, public advocacy, assessment reform, teacher capacity building, strengthening the school system through community and systemic engagement.
- The company has provided support for the initiatives in Education of children with Disability across India.
- The Company undertook the initiatives in sustainability education in schools and colleges across India.
- Program of higher education in engineering and technology linked to skills development for the IT industry.

- The company has provided support for the initiatives in improving education in engineering colleges in India.

Environmental Activities (2016-17) Project Budget: INR 56.70 Cr

The Company has supported the activities regarding water, biodiversity, Energy, Waste management, Sustainability advocacy and research.

Wipro Cares

Wipro Cares is focused on certain key developmental issues faced by communities. It is a trust formed in the year 2003 that seeks to work with communities proximate to Wipro's centre of operations. Wipro Cares is currently engaged in 16 projects across India. Through seven of its health care projects in four states of India Wipro Cares is providing more than 75000 people in 53 villages access to primary health care. More than 47000 children benefit from the five education projects in five Indian cities. Our project in social forestry has helped plant more than a lakh trees, and has at the same time provided livelihood to around 80 farmers. The projects in disaster rehabilitation have helped rebuild the lives of people affected by Karnataka Floods, Bihar Floods, Japan Tsunami, Hurricane Sandy, Philippines Cyclone, Uttarakhand Floods, Odisha Floods and many more. Employee engagement is an integral part of Wipro Cares where the employees are encouraged to volunteer with their partners, acting thus as catalysts in bringing about positive changes.

RELIANCE

Reliance Anil Dhirubhai Ambani group (Anil Dhirubhai Ambani Ventures Limited) is an Indian conglomerate, headquartered in Navi Mumbai, India. The company which was formed after Dhirubhai Ambani's business was divided up, is headed by his younger son Anil Ambani. It has a market capitalisation of rupees 890 billion and net assets worth Rupees 1,800 billion. The Reliance group operates in over 20,000 towns and 4,50,000 villages in India and abroad.

Reliance group has four listed companies. Reliance power, Reliance Communications, Reliance Infrastructure, and Reliance Capital, with a shareholder base of over 12 million. The group provides telecom, financial services, construction, entertainment, power, health care, manufacturing, defence, aviation, and transportation services.

Expenditure On Csr Initiatives During 2017

During FY 2016-17, Reliance contributed `674 crore towards Corporate Social Responsibility (CSR).

The developmental initiatives of Reliance have so far touched the lives of more than 12 million people across India in more than 12,500 villages and 74 urban locations. This year, Reliance has undertaken several significant interventions aimed at improving lives of the marginal and underprivileged communities. The following sections provide details of the Company's key initiatives undertaken in this year.

Rural Transformation

Reliance works towards bridging the developmental gap between rural 'Bharat' and urban India by improving rural livelihood, addressing poverty, hunger and malnutrition. Key initiatives in this area include supporting farm and non-farm livelihoods. They help rural communities in organising themselves to form Village Associations (VA's) and producer companies. These initiatives focus on improving food security, enhancing nutrition and developing community infrastructure. Since inception, the programme has reached out to over 52,000 families across 500 villages.

Water Scarcity

Reliance has contributed towards conserving rainwater in all its programme villages. Various harvesting structures including new and renovated earthen check dams, masonry check dams, farm ponds and open wells, temporary structures such as boribandhan, tanks etc. have been constructed. Through these structures, over 5.86 crore cubic metres of rain water has been harvested since inception. Through these initiatives, over 2,900 hectares of land has been brought under water efficient irrigation system this year and over 23,500 hectares brought under irrigation since inception.

Over 100 ferro-cement structures were constructed last year across the villages. As a result of these water security measures, 131 villages achieved drinking water security and 51 villages were secured for irrigation. For effective use of water resources, water budgeting has been done in 354 villages.

Food And Nutrition Security

Reliance ensured reduction in cost of production to enhance farm incomes. Till date, over 56,000 Ha of land has been brought under sustainable agriculture with nearly 5,000 Ha of private wasted land brought under cultivation. This has ensured food security for over 20,000 households. To improve nutritional food intake, Reliance has been setting up nutrition gardens. As on date nearly 8,000 Reliance Nutrition Gardens (RNGs) have been developed. Reliance's RNG model has been highly praised by various Government and Non-Government organisations on different platforms. Several organisations have adopted the Reliance model of nutrition garden (RNG) and have scaled it up in their project areas with technical support from the implementing team of Reliance Foundation.

Use Of Technology In Enhancing Agricultural Output

Reliance has been developing technological solutions for improved agricultural productivity, such as Azolla, a green manure for paddy that has an immense potential to meet the growing demand of fodder among small and marginal farmers. Over 800 such farmers in Andhra Pradesh have benefitted from these technologies. Technologies like Banana bunch covers are being used by farmers of banana plantations to protect fruits from pests and birds. Till date, Reliance has distributed over 50,000 banana covers to over 450 farmers, which is low cost technology and a simple solution that can be replicated and scaled up.

Swachh Bharat Abhiyan

Since the launch of Government of India's Swachh Bharat Mission, Reliance has been conducting several activities to improve health outcomes in its programme villages. This year, awareness campaigns were carried out through posters, kalajathas and rallies in each of the programme villages to sensitise them on the importance of toilet construction. Additionally, using technological platform, people were also informed about the procedures through teleconferencing and toll free helplines to avail the benefits of schemes such as SardarAwasYojana, Pradhan MantriGraminAwasYojana, Vriddha Pension Yojana, Animal Loan Yojana etc. The villages are also collaborating with different Government schemes for leveraging their fund to achieve the Open Defecation Free (ODF) status. As a result of these efforts, over 15,000 toilets have been constructed in about 263 villages and 48 villages were declared to be ODF by the Government.

Healthcare For Women And Children

Reliance engages community volunteers called SwaasthSanginis, who are mostly Accredited Social Health Activists (ASHAs) working under the health systems, are trained and empowered to provide basic diagnostic services besides educating women on birth preparedness and complication readiness during maternity.

The nutrition intervention spread across 136 villages and 74 urban locations has screened 29,706 children under 5 years of age for malnutrition this year (42,528 screenings since inception). Of these, about 8 percent i.e. 2,217 children were identified malnourished and received treatment (3,511 treatments since inception). Over 33,958 women were screened for anaemia this year (45,979 screenings since inception). This year, the programme has enrolled over 1,440 women for availing maternal health services (2,441 women since inception). Through the maternal health intervention, over 350 women were saved from high risk complications that could otherwise cause death.

Specialized Care for HIV, AIDS And Tuberculosis

Reliance HIV & TB Control Centre at Mora village, Surat provides diagnostic and curative services to HIV AIDS patients. More than 3,300 infected patients have registered for treatment and over 12,000 patients have been examined in the year 2016-17. Consecutively for the second year at Hazira ART centre, marriage bureau was conducted for individuals affected with HIV. This year, over 230 people participated in this event from the surrounding communities of Gujarat, Rajasthan, Madhya Pradesh and Maharashtra.

For care and support of People Living with HIV (PLHIV), nutritional support has been provided to children infected with HIV through Reliance HIV & TB Control Centre at Hazira, Motikhavdi, Medical Centre at Jamnagar and in Gadimoga. This year, 410 children affected with HIV were provided nutritional kits besides providing emotional and social care for their well-being through dedicated projects including HOPE, Bal Kalyan and Gift.

Through Khushi Clinic at truck parking area, all the truck drivers are checked for HIV Testing besides these, other available facilities include examination by doctors, outpatient management of patients, general awareness and counselling on health, personal hygiene and de-addiction. About 3,400 truck drivers got benefitted through these services in the FY 2016-17. At Jamnagar, the Integrated Counselling and Testing Centre of MotiKhavdi Medical Centre has catered to 1,367 people this year.

Education for All

With an objective of providing access to quality education to underprivileged children in India, the Education for All initiative was launched in 2010 with ardent support from Mumbai Indians. In 2017, the initiative is supporting twelve partner NGOs. With an objective to provide virtual learning experience to underprivileged children, a Digital Learning Van is launched this year. Since inception, the initiative has positively impacted the lives of about 1,00,000 underprivileged children.

Infrastructure Development

In collaboration with Government of Gujarat, a cable suspension bridge “SudamaSetu” is constructed by Reliance that connects River Gomati and Panchkui area. It is now facilitating the pilgrims to visit the Panchnad and Panchkui area, both believed to be dated and associated with the mythological history “Pandavas”.

ZOMATO

Zomato is an online restaurant search and service provider. It currently operates in 23 countries:- India, Australia and USA. Internet and mobile app are the only channel used for the whole process for customers to find a suitable restaurant with better discount deals and place an order.

The focus has been to provide the best user experience possible for anyone looking to discover or search for restaurants. Zomato was initially called ‘Foodiebay’ and started in 2008 by Mr. Deepinder Goyal and Pankaj Chaddah.

Corporate Social Responsibility activities Of Zomato

Zomato cares about their users as much as their restaurant partners. As a result, they are de-listing hundreds of restaurants from our food ordering platform for not being compliant to Food Safety and Standards Authority of India (FSSAI) regulations, an initiative that is being embraced by the restaurant community. These measures will certainly help sustain the ecosystem as it will filter out parties that aren’t keen on prioritizing the users’ interest.

The Food Hygiene Ratings initiative by Zomato

Three months ago, they ran a survey amongst their users and found that 86% of them would prefer dining at, or ordering in from restaurants that have transparent food hygiene standards. Moreover, 93% users gave more weightage to wanting to eat at or order in from a hygienic place – that is, given a choice, they would rather go to a place that they know is clean and hygienic, over a place which serves food that tastes just great. To address this need-gap, and to better educate their users, they introduced Food Hygiene Ratings for restaurants listed on Zomato.

The audits will check whether they meet various aspects of the food hygiene – e.g.s. how is the food handled, does the restaurant have separate cooking spaces for vegetarian and non-vegetarian items, the basic cleanliness level of the restaurant, and how the business manages what it does; i.e. to make sure food is prepared and served in a clean environment.

Food Hygiene standards found at the time of an audit will be rated on a scale of 1 to 5 – where 1 would denote an urgent need for improvement, and 5 would denote high standards of food hygiene at the premises. It's rather simple – higher ratings mean better food hygiene standards. To begin with, Zomato launched this initiative in the UAE and Australia. They have also started thinking along these lines for India, and are working with stakeholders from the restaurant industry as well as regulatory bodies to ensure that we can all use each other's strengths to improve the overall perception and reality of the restaurant industry. This is how the food hygiene ratings will be integrated into the Zomato app.

Campaign "Menus for Change", 'Child Rights And You'

Zomato the popular restaurant search service unveiled its Corporate Social Responsibility campaign '**Menus For Change**' in collaboration with **Child Rights and YOU(CRY)**. Through the month long nation wide campaign, Zomato aimed to raise money by creating special menus through collaboration with restaurant partners like LiteBite foods, olive and Pan India foods. Many restaurants donated 15% of the revenue generated through the special menus to '**Child Rights and You**'.

The campaign aims to raise funds to support CRY in their concerted efforts to address hunger and undernourishment among children in India. Every second child in India is malnourished and ¼ th of the countrys 1.1 billion population goes to bed hungry.

‘Menus for Change’ aims to contribute and create a difference in the lives of the less fortunate. SohaMoitra Regional director of ‘Child Rights And You’ said:- ‘We are delighted to associate with Zomato and hope this initiative will endeavor to change lives of millions of underprivileged children in India. This partnership will expand our scope of work and highlight the situation of children in India.

DeepinderGoyal, founder and CEO of Zomato said, ‘For a long time they have been working towards creating a strong network to bring people closer to food. This is the chance to give back the community and help those who don’t have easy access to food. With ‘Menus to Change’ they hope to make a meaningful contribution to the mission of making good food available to all.

The 1, 10,000 meals donation for the Chennai Flood Support

In a widely applauded Corporate Social Responsibility move to the flood situation that took place in chennai, Zomato had raised commitments for 1,10,000 meals distributed free of cost to those who were affected in the floods. This figure was reached by Zomato matching each meal donation of Rs 50 with an identical contribution from itself.

Zomato had set up a dedicated flood page where 55,000 meals were donated by the general public in 12 hrs when the campaign was active, till then the company had to temporarily focus on the delivery of these meals. For this they set up a relay point where local delivery partners like Chennai volunteers and Robin Hood Army Delivery and other well- wishers collected meals for distribution across the city.

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