



A CSR Initiative in Education by Indian IT Companies – A Theoretical Perspective

Abirami.D, Research Scholar, Bharathiar University, Coimbatore.

Dr.S.Thothadari, Assistant Professor and Research Supervisor, PG and Research Department of
Commerce, The New College (Autonomous), Chennai.

Abstract:

The economic survey shows that nearly 800 million of population in the world doesn't have basic literate knowledge of reading and writing. The basic need of reading the information on the product, reading the validity of medicine on the medicine pack and in many cases even to write the name and basic information is becoming a biggest struggle. In India out of total population only 74% constitute of aged 7 and above and among which 26% are illiterates. Most pathetic information is nearly 270 million falling under the age category of 15 years and older are still illiterate. The deficit of education is the biggest gap which still Indian economy is struggling to fill it up. Moreover such deficit is not filled by providing vocational and technical training as the number of entrants to such courses is very meager in number. The CSR initiatives towards the society and community is executed, designed and programmed to eradicate hunger and poverty. The basic fundamental objective of such CSR initiatives is to make available the primary education to the universe, promote women education and empowerment, create gender equality, reduce child labour, help in maintain health and hygienic and overall to ensure environmental sustainability in the rural areas and among the under privileged students.

Key Words: corporate sponsorship, CSR, Education Partner, IT Companies, School infrastructure,

Introduction

CSR is defined as an initiative taken by the Indian companies collectively for the well being of the community. This became a transformational procedure and practice adopted, followed and implemented by the business houses in India. Moreover it's a mandatory compliance for all the companies to contribute for the society upliftment. The government of India brought this mandate in Companies Act 2013 amendment. Thereon the business corporations are involving in society well being activities by investing 2% of their last three years average profit. The primary motto and the objective of this mandates is to make the sustainable business houses to invest in society development activities by promoting our economy through helping the needy and required class of people, place and community in all. The CSR investment makes it a long term association ethically followed and sincerely contributing to society well being activities increase the market capitalization of such companies. The improved capitalization promotes branding and customer loyalty making the company more responsible for involving in more and more CSR activities. Ethically these activities influence sustainability of the business and reduce the government oversight on the new products and services of the IT companies. Currently corporate social responsibility is considered as the business responsibility and sustainability account making it as company's goal.

Contribution and research on CSR activities and its outcome

Dr.David (2018) carried a research in analyzing the affect of CSR activities on the financial performance of the companies. The analysis proved that the CSR activities of the companies are positively correlated with return on assets and return on equity with high significant. The companies involve in CSR activities more to build their employees loyalty and also to have reputation and branding for customers and in turn increase the financial performance of the company.

The economic survey shows that nearly 800 million of population in the world doesn't have basic literate knowledge of reading and writing. The basic need of reading the information on the product, reading the validity of medicine on the medicine pack and in many cases even to write the name and basic information is becoming a biggest struggle. In India out of total population only 74% constitute of aged 7 and above and among which 26% are illiterates. Most pathetic information is nearly 270 million falling under the age category of 15 years and older are still illiterate. The deficit of education is the biggest gap which still Indian

economy is struggling to fill it up. Moreover such deficit is not filled by providing vocational and technical training as the number of entrants to such courses is very meager in number.

IT Companies and CSR Initiatives

IT and ITES companies in India opens up the employment platform to the 2.8 million youths and graduates and employs in its indirect services and subsidiaries nearly 8.9 million people. Mostly the IT companies concentrate and contribute more towards education activities through their CSR initiatives. The few IT giants contributing towards education CSR activities are studied and given below:

Tata Consultancy Services company is the most contributing company towards education activities covering 11,141 people through Adult Literacy Program and also many education based programs through computer literacy is also extended with Allianz with universities and academic institutions. IT awareness program to create awareness among the school children was successfully run by the company which reaches 2,00,000 school students hailing from 5000 schools spread over in 12 cities across India. Above all TCS also organizes employability program wherein they train the students in English language proficiency, soft skill required for IT companies and basic computer education, such trained students get job in TCS. So far 7828 were trained.

The Infosys promotes education activities in their CSR domain in the name SPARK which comes with a tag line of Digital empowerment. The program imparts the required skill and training for the employment in IT companies. The other program of project genesis helps to update the skill of non engineers and promote them to get employment in IT companies. The program has reached 2,12,929 students. The summer vacation workshops and internships are given in the name of Catch them young to impart IT prerequisite skill and training to easily get into the IT based companies for job. The rural teachers are also included in the companies education activities and the program enriching the industry knowledge to teachers are designed as SPARK guru.

Microsoft India is the other company contributing towards education CSR activities collaborating with state government and different NGOs. The Microsoft student partner program offers training in technical area and provides opportunities. The new program to train the underserved community was named as project jyoti under which basic usage of computer skills is imparted and taught to the students.

Wipro has different dimension to education, the company strives to improve the education quality in schools. The company designs the program to upgrade the education quality. Wipro has collaborated with many education institutions supporting the social organizations covering nearly 8,00,000 students.

Intel is the company which pioneer in associating with government both central and state to initiate csr activities towards education. The objective of the company is to impart digitalized formal and informal education through Intel Teach Program. The program trained nearly million of teachers in adopting smart teaching methods in their classrooms and also the students aged 8 to 16 numbering 1,00,000 learners hailing from backward communities with technology literacy. The company also promotes higher education through research grants, Intel mentoring program, and through entrepreneurship technology forums.

The next company Mphasis associates with voluntary organizations to execute all their CSR initiatives and programs for the community people. The company involves all the stakeholders in csr activities who motivate and cheer up and also contribute their knowledge and skill to successfully execute the csr programs. The company csr programs are mostly designed for disabled students keeping in mind their right to education. The new program named Aalamba exclusively designed for school dropouts which build the employability skills to such youth making them competent to lead their life successfully. The company also extended their hand through college fees payment, tuition fees, book fees, career guidance, computer lab facilities to educate and empower students.

Accenture involves more into project initiatives branded under their csr initiative. The company partners with non profit organizations locally available to train the needy people purely on the demand sector. The company has partnered with Dr.Reddy's foundation, Don Bosco Tech, ITC Hotels to provide high skilled training to the neglected and underprivileged youth for their employability and highest focus of the training to youth is to make them employable in the hospitality sector is the prime objective of the company towards designing their CSR layouts. They also impart training skills in marketing, retailing, financial and other required skills especially to illiterate women and school dropout girls population joining hand with Mann Deshi foundation and British Asian Trust.

Mahindra Satyam executes it's csr activities mostly in government schools and they design their program to mentor the school students during weekends. The company actively takes part in distributing note books to underprivileged students and also computers delivered to

nearly 1000 government schools. The company volunteers take computer coaching classes for these school teachers and students. They also arrange tour and visits to museum, planetarium for such students. The company also conducts inter school competition and organizes health and hygiene camps.

Cognizant practices csr by teaching 1200 students from 10 different schools. They partner with AID India in educate the village program, this program has covered nearly 25 villages in Tamilnadu. They also help in classroom renovation, building library, labs like science and computer and sports equipments. In the past 3 years the company has reached nearly 1,20,000 students.

HCL technologies has a unique CSR program named as encouraging love for learning. They collected books from different sources and the employees actively donated lot of books and the library was opened in one of the school. The company also provides support training on basic etiquettes, financial management and conducting awareness camps on health and hygiene.

IBM covers underdeveloped rural and urban area schools to transform the learning process through ICT (Integration information and communication). The mechanism to teach maths, science and English at the easiest and simple ways. 600 teachers were empowered through these programs. They also started a rural entrepreneurs hub fully equipped with technology and wifi facilities. The IBM people discuss the need and challenges of the farmers with them and work on the solutions and extend the services to farmers helping them to smoothen their situation in a far better way with the use of technology for which proper training is given to such associated people.

The CSR initiatives of HP company was contracted for 3 years to leverage the socioeconomic development of a rural area. The extended help involves vocational training, education services to college youths, connectivity program for school students. The highlight of HP programs is learn my way, HP Life, innovative methodology to learn.

Design new model for leveraging SAP making a difference in teaching leadership development and impact of social. The company volunteers help the students to connect to entrepreneurs and learn and think for their future. SAP program of DELL strategically

becomes a part of sustainability by investing in talents, capital and technology to enhance education.

Tech Mahindra CSR initiatives concentrate on addressing all the educational needs and meet the gap creating a support to women empowerment in education. To make women more responsible and self dependent the training is imparted by the company by providing skill upgradation workshops, other training programs. The company also appreciates and awards the best teacher of Municipal School.

Conclusion

In general the CSR initiatives taken by the IT companies cover end to end need and requirement of an educationist and school and renders all type of help to make it strong and easily accessible and available to the highly under privileged community, municipal schools and the government schools located in rural areas. The CSR initiatives towards the society and community is executed, designed and programmed to eradicate hunger and poverty. The basic fundamental objective of such CSR initiatives is to make available the primary education to the universe, promote women education and empowerment, create gender equality, reduce child labour, help in maintain health and hygienic and overall to ensure environmental sustainability in the rural areas and among the under privileged students.

References

1. Dr. David A. O. Aunga, Mr. Michael Nathan (2018), The Impact of Corporate Social Responsibility on Corporate Financial Performance in Tanganyika Wilderness Camps Limited in Arusha Region, Tanzania. The International Journal of Social Sciences and Humanities Invention Volume 5, Issue 1, DOI: 10.18535/ijsshi/v5i1.09. pp.4293- 4306, January 2018.
2. Waddock S. A., Graves S. B., 1997, "The Corporate Social Performance-Financial Performance Link", Paper presented at the national meetings of the Academy of Management, Dallas, TX.
3. Yang, F. J., Lin, C. W., & Chang, Y. N. (2010). The linkage between corporate social performance and corporate financial performance. African Journal of Business Management, 4(4), 406-41
4. Lichtenstein, D.R., Drumwright, M.E., and Braig, B.M. (2004). The effect of corporate social responsibility on customer donations to corporate-supported nonprofits. Journal of Marketing, 68(4), 16-32.

5. http://www.worldliteracyfoundation.org/The_Economic_&_Social_Cost_of_Illiteracy.pdf http://articles.economictimes.indiatimes.com/2012-04-11/news/31324908_1_illiteracy-poverty-illiterate-people
6. Richa Gautam, Anju Singh. CSR Practices in India: A study of top 500 Companies. *Global Business and Management Research; An International Journal*, 2010; 2(1):4.
7. Babalola, Yisau Abiodun. The impact of CSR on Firm's Profitability in Nigeria. *European Journal of Economics, Finance and Administrative Sciences*, 2012, 45.
8. Jorge Arevalo A, Deepa Aravind. Corporate Social Responsibility practices in India, Approach, Drivers and Barriers, 2011; 11:399-414.
9. Dr. Ashish Mathur. Perspectives of Small and Medium enterprises for the CSR in Jodhpur. *International Journal of Research in IT, Management and Engineering*, 1:2.
10. Saeed Khan. Corporate Social Performance of Indian FMCG Companies. *Issue in Social and Environmental Accounting*. 2010; 3:2.
11. Handbook on Corporate Social Responsibility in India, pwc & CII, 2015.