Corporate Social Responsibility: How TCS is performing it well?

Dr. S.K.S. Yadav
Associate Professor,
Department of Commerce & Business Administration
Meerut College, Meerut, U.P., India

Abstract: In recent years, increasing attention has been given to the concept of Corporate Social Responsibility (CSR), defined in terms of the responsiveness of businesses to stakeholders’ legal, ethical, social and environmental expectations. CSR has generally been a pragmatic response to consumer and civil society pressures. These have mainly been focused on trans-national corporations (TNCs) serving markets in the North, but often operating in countries in the South. Accusations by governments and civil society of environmental pollution, human rights abuses and exploitation of labour in supply chains, have pressured companies to become more environmentally and socially responsible. However, the business community has also quickly recognized the strategic value of being more responsible and is beginning to align products and business relationships, in particular through their supply chains, accordingly. Ensuring that CSR supports, and does not undermine, the development of small and medium-sized enterprises (SMEs) in developing countries is crucial to meeting the goal of improving the impact of business on society. SMEs make up more than 90% of all businesses worldwide and are essential to the ‘path out of poverty’ for many developing countries. This paper presents Corporate Social Responsibility is an integral part of Industries and how the corporate circle cooperating in accepting Corporate Social Responsibility? The paper also presents the various TCS activities to ensure Social Responsibility fulfillment.

Keywords: Corporate social responsibility (CSR), Environmental and Economic Responsibilities of Business (NVGs), Principles of Business Responsibility
1. INTRODUCTION

What's the key to winning over consumers today? Business experts will cite everything from a strong loyalty program to a personalized, mobile-friendly shopping experience. These offerings are certainly important, but one thing that may tip the scales in your favour is using your profits to do well in the world.

Corporate social responsibility (CSR) refers to a business practice that involves participating in initiatives that benefit society. Liz Maw, CEO of non-profit organization Net Impact, noted that CSR is becoming more main stream as forward-thinking companies embed sustainability into the core of their business operations to create shared value for business and society. “Sustainability is not just important for people and the planet, but also is vital for business success,” said Maw, whose company connects students and professionals who want to use business skills to do social good. Communities are grappling with problems that are global in scope and structurally multifaceted — Ebola, persistent poverty, climate change. The business case for engaging in corporate social responsibility is clear and unmistakable. Billions are at stake if fast and large-scale action is not taken.

As consumers' awareness about global social issues continues to grow, so does the importance these customers place on CSR when choosing where to shop. "Technology has brought global connectivity and enabled advocacy and awareness for social situations that were once obscure," said Alexis Magnan-Callaway, whose fashion company Pax Cult donates 10 percent of its profits to an organization of the customer's choice. Millennials are redefining what it means to connect and give back through this technology. It's not just about having a recycling program or sustainable products. People want to feel good about what their dollar is doing.

The National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business (NVGs) released by the Ministry of Corporate Affairs has adopted nine areas of Business Responsibility. These 9 Principles of Business Responsibility at National level are given briefly as follows:

P1. Business should conduct and govern themselves with ethics, transparency and accountability

P2. Businesses should provide goods and services that are safe and contribute to sustainability

P3. Businesses should promote the wellbeing of all employees
P4. Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalised.

P5. Businesses should respect and promote human rights

P6. Business should respect, protect, and make efforts to restore the environment

P7. Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner

P8. Businesses should support inclusive growth and equitable development

P9. Businesses should engage with and provide value to their customers and consumers in a responsible manner

Consumers are not the only ones who are drawn to businesses that give back. Susan Cooney, founder of crowd funding philanthropy platform Givelocity, said that a company's CSR strategy is a big factor in where today's top talent chooses to work.

"The next generation of employees is seeking out employers that are focused on the triple bottom line: people, planet and revenue," Cooney told Business News Daily. "Coming out of the recession, corporate revenue has been getting stronger. Companies are encouraged to put that increased profit into programs that give back."

2. TYPES OF CORPORATE SOCIAL RESPONSIBILITY

CSR can encompass a wide variety of tactics, from giving nonprofit organizations a portion of a company's proceeds, to giving away a product or service to a worthy recipient for every sale made. Here are a few of the broad categories of social responsibility that businesses are practicing:

2.1. Environment: One primary focus of corporate social responsibility is the environment. Businesses, both large and small, have a large carbon footprint. Any steps they can take to reduce those footprints are considered both good for the company and society as a whole.
2.2. Philanthropy: Businesses also practice social responsibility by donating to national and local charities. Whether it involves giving money or time, businesses have a lot of resources that can benefit charities and local community programs.

2.3. Ethical labour practices: By treating employees fairly and ethically, companies can also demonstrate their corporate social responsibility. This is especially true of businesses that operate in international locations with labor laws that differ from those in the United States.

3. EXAMPLES OF CORPORATE SOCIAL RESPONSIBILITY

While many companies now practice some form of social responsibility, some are making it a core of their operations. Ben and Jerry's, for instance, uses only fair trade ingredients and has developed a dairy farm sustainability program in its home state of Vermont. Starbucks has created its C.A.F.E. Practices guidelines, which are designed to ensure the company sources sustainably grown and processed coffee by evaluating the economic, social and environmental aspects of coffee production. Tom's Shoes, another notable example of a company with CSR at its core, donates one pair of shoes to a child in need for every pair a customer purchases.

Undertaking socially responsible initiatives is truly a win-win situation. Not only will your company appeal to socially conscious consumers and employees, but you'll also make a real difference in the world. Keep in mind that in CSR, transparency and honesty about what you are doing are paramount to earning the public's trust.

"If decisions about social responsibility are made behind closed doors, people will wonder if there are strings attached, and if the donations are really going where they say," Cooney said. "Engage your employees and consumers in giving back. Let them feel like they have a voice."

4. CORPORATE SOCIAL RESPONSIBILITY FOR MARKET INTEGRATION

In recent years, increasing attention has been given to the concept of Corporate Social Responsibility (CSR), defined in terms of the responsiveness of businesses to stakeholders’ legal, ethical, social and environmental expectations. CSR has generally been a pragmatic
response to consumer and civil society pressures. These have mainly been focused on transnational corporations (TNCs) serving markets in the North, but often operating in countries in the South. Accusations by governments and civil society of environmental pollution, human rights abuses and exploitation of labour in supply chains, have pressured companies to become more environmentally and socially responsible. However, the business community has also quickly recognized the strategic value of being more responsible and is beginning to align products and business relationships, in particular through their supply chains, accordingly.

Ensuring that CSR supports, and does not undermine, the development of small and medium-sized enterprises (SMEs) in developing countries is crucial to meeting the goal of improving the impact of business on society. SMEs make up more than 90% of all businesses worldwide and are essential to the ‘path out of poverty’ for many developing countries. If CSR demands are protectionist, culturally inappropriate or unreasonably bureaucratic the net effect will be to undermine livelihoods in the South. On the other hand, the SME sector must not be allowed to become a loophole in which polluting, exploitative industries flourish.

Support for SME development can be an important part of the CSR commitment of large companies in the context of responsible supply chain management, and improvements in social and environmental impacts can go hand-in-hand with better quality and management.

In its CSR Programme, UNIDO addresses the need to establish a framework for SMEs that helps translate Corporate Social Responsibility principles into a relevant SME perspective, thereby enhancing their competitiveness and market access.

5. CORPORATE SOCIAL RESPONSIBILITY BY TCS

At Tata Consultancy Service (TCS), sustainability is seen as a state of being in balance between Corporate Economic Responsibility (CER) and Corporate Social Responsibility (CSR).

- Approach
- Initiatives
- Key Facts and Figures
The guiding principle of TCS’ Corporate Social Responsibility programs is “Impact through Empowerment,” where empowerment is a process of strengthening the future today, so that risks are minimized, value created and certainty is experienced. We strive to ensure that the communities engaged through our CSR initiatives also experience certainty in their lives.

The core areas for TCS’ CSR programs are education, health and environment. The choice of education as a theme flows from TCS being in the knowledge domain. Similarly, attention to the cause of health acknowledges that health is a vital precondition for promoting social good. Concern for the environment is in line with our belief that this global cause demands our attention to ensure a sustainable and productive planet. These themes are established centrally for adoption or adaptation across all geographies.

5.1. TCS’ Approach

TCS has chosen the following channels to drive its CSR initiatives:

- Developing innovative solutions to address large-scale societal problems by utilizing our IT core competence.
- Volunteering for projects that address the felt need of communities in which TCS operates, while aligning with the core themes of TCS’ CSR.
- Participating in community development program championed by its clients.
- Partnering with select non-government and civil society organizations and other government bodies.
- Supporting large-scale causes such as disaster relief or any other cause as determined by the Corporate CSR Council.
### 5.2 TCS’ Initiatives

Some of the initiatives include the following:

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<th>Region</th>
<th>Sustainable Community Initiatives</th>
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<tr>
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<td>Adult Literacy Programs&lt;br&gt;University Alliances&lt;br&gt;TCS’ BPO Employability Program&lt;br&gt;Academic Interface Program&lt;br&gt;mKRISHI&lt;br&gt;WebHealth Center&lt;br&gt;Mansuki&lt;br&gt;TCS Maitree village development initiative&lt;br&gt;TCS Maitree’s Advanced Computer Training Center&lt;br&gt;Med Mantra&lt;br&gt;InsighT&lt;br&gt;Empower&lt;br&gt;CSR Technical Team’s support to social organizations</td>
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<td>Landmark computer training&lt;br&gt;Scholarships at CIDA City Campus&lt;br&gt;City Ambassadors Football Club&lt;br&gt;Support to Reach for Dreams</td>
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*Source: TCS Annual Reports, 2011-15*
5.3. Key Facts And Figures

In the year 2011-12 year TCS associates volunteered 58,362 hours on CSR initiatives and through these initiatives reached out to 57,90,604 beneficiaries.

TCS IN THE NEWS

*IT a huge enabler for sustainability: Girish Ramachandran*

In this special issue of Eco Business, Girish Ramachandran, President, Asia Pacific shares his thoughts on CSR and IT as an enabler for sustainability

*More TCS in the News*

VIDEO

*TCS Summit 2013 attendees participate in Build a Bike for local charity*

The attendees of the TCS Summit 2013 participated in Build a Bike for local charity. They raced to construct the ultimate human-powered, no-gasoline-needed rocket—a child-sized bicycle, for the local Boys & Girls Club in Hilton Head. Activities involved volunteering their time to help those in need.

6. DETAIL STUDY OF SOCIAL RESPONSIBILITY PROJECTS UNDERTAKEN BY TCS

a. Education & Skill Building

i. Adult Literacy Programme (ALP), a Computer Based Functional Literacy Programme

TCS designed the Adult Literacy Programme (ALP) by using its expertise in IT to conceptualise and develop the modules to achieve functional literacy. Today, the software is available in 9 Indian languages and 3 foreign languages namely, Northern Sotho (South Africa) and Moore (West Africa) and Arabic. Since inception, the programme has reached 2,31,178 beneficiaries which include prison inmates in New Delhi and Lucknow.
ii. **UDAAN**, initiative for increasing employability of Kashmiri Youth TCS was the first organization in India to sign an MOU with the National Skill Development Corporation (NSDC) to promote employability among youth from Jammu & Kashmir. Through a 14 week training programme designed by TCS, Udaan seeks to improve skills relevant to the industry as well as increase employment opportunities available to them. The Company trained 200 candidates in FY 15 of which 126 were offered jobs in TCS. 75% of the candidates were mobilised through Indian Army under Operation Megh Rahat, described by Armymen as their “biggest flood relief and rescue exercise so far”

iii. **EMPOWER Through Empower**, TCS aims at building capacity and capabilities of its support staff at various TCS offices. Modules for training include acquiring basic computer skills, communication through English, and other relevant soft skills. In FY15, 480 beneficiaries received training under the Empower programme across locations.

iv. **Academic Interface Programme (AIP)**. The Company commitment towards the development of faculty for academic institutes, improvement of employability of students and development of curricula as per industry requirements has been consistent. As part of Board of Studies, TCS helps 37 Boards of various institutes across the country in revamping their curriculum as per current industry trends. In addition, TCS has signed Memorandum of Understandings with the Govt of Gujarat, Assam, Tamil Nadu, Maharashtra and Jharkhand to serve as a partner in the establishment of Indian Institute of Information Technology in Vadodara, Guwahati, Tiruchirappalli, Nagpur and Ranchi respectively. This is being done through PPP model in association with Govt. of India & other industry partners. In FY15, 993 workshops were conducted under AIP reaching 1,51,834 students. In addition, 318 faculty development programmes were also conducted which reached 10,757 faculty. Through TCS Research Scholarship Programme the company has been supporting 188 PhD research scholars from 33 institutes across India.

v. **Advanced Computer Training Center (ACTC)** In an effort to promote employability among individuals with visual impairment, the Company has created a programme that offers IT-enabled vocational courses that are in sync with the industry requirements, personality development and training in corporate etiquette. This unique programme aims at bridging the gap between computer skills of persons who are visually impaired and those required by IT/ITES. Till date, TCS has trained 156 individuals of which 121 candidates are employed with TCS and other companies. 5 of these trainees are currently pursuing higher studies.
vi. TCS IT Wiz. TCS IT Wiz, the biggest inter school IT Quiz programme in India, started in 1999 Business Responsibility Report 125 as a part of the educational Initiative to build awareness and hone IT skills for young students. The programme is the first and the largest powerful Knowledge Platform of this scale, on Information Technology for students of class 8-12. The TCS IT Wiz, which was held between August and November 2014 across 14 locations in India— Ahmedabad, Bangalore, Bhubaneswar, Chennai, Coimbatore, Delhi, Hyderabad, Indore, Kochi, Kolkata, Lucknow, Mumbai, Nagpur and Pune—witnessed over 18,432 students of class 8-12 from over 1,900 schools participating at the Regional level.

vii. Rural IT Quiz. TCS partnered with the Government of Karnataka to start India’s first Rural IT Quiz programme in the year 2000. The Quiz aims at enhancing IT awareness among students from rural areas, promoting inclusive growth and building their confidence. The Rural IT Quiz currently reaches rural students in Madhya Pradesh, Gujarat, Maharashtra, Chattisgarh and Rajasthan. The 15th edition of the Rural IT Quiz was conducted in the states of Gujarat, Maharashtra, Madhya Pradesh, Chattisgarh, Rajasthan and Karnataka this year. The programme witnessed participation from over 8,000 schools.

viii. TCS Maitree Village Development Programme. TCS is working to deploy a sustainable model to improve Education, Healthcare and Environment and promote Economic Empowerment in rural areas across India. To enhance their livelihood options in Panvel, India, TCS associates have trained 45 women in making eco-friendly jute bags through the ‘Women Empowerment Programme’.

Infrastructure for clean drinking water is also built as supplementary support. Volunteers visit the school every weekend to teach the kids conversational English, Science and Maths. The Panvel Rural Development initiative is one of the flagship volunteering initiatives of TCS Maitree. More than 1014 people both children and adults have benefitted from these initiatives in Panvel (Maharashtra), Nainar (Tamil Nadu), Padmapur (Odisha), Challera (UP).

Ix Insight The programme is designed to meet the ISE, CBSE and State Board syllabus and uses a case study methodology with a practical approach. InsighT seeks to promote team building, leadership, communication, and presentation skills, along with technical skills. This year, InsighT was run in 36 schools reaching 2,040 students.
b. Health

i. Cancer Research Institute. An integrated Hospital Management System and IT infrastructure which includes a comprehensive and fully integrated, web-based solution has been provided free of cost to the Cancer Institute at Chennai. Since its inception at the Cancer Institute in 2010, the system has enabled more than 80,000 new patient registrations, over 500, 000 doctor consultations and 50,000 hospital admissions.

TCS is continuing to support Cancer Institute by continuously enhancing the system in alignment with the needs of Cancer Institute. In 2014, a new module to support the Chemotherapy function has been taken up for development. This year saw an increase of 37% in the laboratory investigations being reported in the system, a direct result of the automation of laboratory equipment interface with the Hospital Management System.

ii. Tata Medical Center (TMC). TCS also designed and implemented a comprehensive Hospital Management System for TMC, Kolkata. TCS is providing 24x7 maintenance support services to TMC, Kolkata which includes enhancement to functions of a comprehensive Hospital Management System (HMS) and the site IT Infrastructure. Upgrade of desktops to Windows7 is in progress. A 32TB NAS storage has been added for nonHMS data archival by TMC medical staff.

These activities are part of the IT Infrastructure services. Currently a TCS sponsored Clinical Trial platform is being developed, which is expected to be in the production environment this year. For ease of communication and tracking of information flow a SMS gateway has been implemented at TMC. After a successful integration with the IP patient admission process the SMS gateway is now being integrated with other process flows in phases.

iii. Projects undertaken by the CSR Tech Team. The Tech CSR team has been instrumental in leveraging core competencies and capabilities (i.e. feasibility assessment, business & process analysis, prioritisation of aspirations, design, development and consulting) for social programmes and initiatives. Bulk of non-government organizations (NGO) struggle in visualizing and functioning with corporate style efficiencies. TCS’ Tech CSR Team uses information technology (IT) as key enabler to assist such organizations and is instrumental in analyzing and highlighting areas of improvement and suggesting processes and systems to increase efficiency for social organizations. This has assisted NGO in highlighting increased visibility of their programme activities and
initiatives - to their teams, management and donors. This in turn translates into enhancement of NGOs overall experience due to increase in efficiency, credibility and accountability which is substantiated by fact based statistics. In Financial Year 2015 the Tech CSR Team has focused on supporting multiple Health based initiatives for organizations like Retina India Foundation (Indian Retina Repository) and Operation Smile (Patient Management System). Tech CSR Team has also prepared a Case Management System to assist Justice and Care in tracking human trafficking cases.

c. Affirmative Action

i. BPS Employability Programme Since 2010. TCS has dedicated itself towards addressing this critical concern of lack of exposure to contemporary skills within the country. TCS launched a simple yet powerful employability training programme for marginalised youth across India. This Employability Training Programme comprises of 80 to 100 hours of powerful interactive content designed to develop skills that increase their chances of finding employment.

The training provides an effective platform for the development of communication skills, corporate etiquette, interview skills, resume building and basic computer knowledge. Above all, the programme enables the trainees to become self-confident. Recruitment process for entry level jobs is conducted by TCS BPS post the training.

In the last 3 years, the programme has trained 56,631 students with a cumulative reach of 16,676 SC/ST youth through training programmes in over 160 geographic locations. Over 3,626 of these trained youth have found employment at TCS BPS.

ii. COPA ITI Training. TCS has developed a Faculty Development Programme for Industrial Training Institute Instructors. The objective of the programme is to enhance the capability of the faculty in ITIs so that the quality and course delivery is in line with the latest industry practices on the subjects Thus far, with our technology specialists, we have trained COPA faculty from ITIs located in Uttar Pradesh, Haryana, Gujarat, West Bengal, Maharashtra, Odisha, Karnataka and Tamil Nadu. 158 Faculty from various ITIs across 8 states have been trained and certified by TCS.
iii. BriDgeIT. BriDge IT is unique project to demonstrate the use of IT as a key enabler in school education, adult literacy and creation of entrepreneurs in Jhansi district (Bundelkhand region), Uttar Pradesh. This is a joint venture with the National Confederation of Dalit Organisations (NACDOR) who provides field level support in identifying schools and in the identification of young entrepreneurs; and Pratham as the domain expert is providing support in education domain support in child education. The programme reaches 500 school children through computer-aided learning, 250 adults through the adult literacy programme and also provides support to 5 Dalit entrepreneurs. In FY 15, number of Entrepreneurs reached was 31, number of children reached was 1471 and number of adults reached was 140.

iv. IT Employability Programme. Encouraged by the success of the BPS Employability Programme, in 2014 TCS embarked on a new initiative to promote employability. Students in the 5th semester of four engineering colleges in Andhra Pradesh, Karnataka, Madhya Pradesh and Maharashtra each, have received training through a specially designed 200hr module designed to promote employability in the IT sector. Students from 22 engineering colleges have been reached through this programme.

v. Other Affirmative Action Programmes. At the Manuski Hostel in Pune, TCS has sponsored the education of 40 children from socially and economically disadvantaged communities. Water filters, computers and a broadband connection have also been provided within the girls’ hostel a library has been set up for the boys’ hostel.

In NOIDA, TCS has associated with Vidya & Child to promote learning in Maths, English and other soft skills among children in these locations. TCS also provides financial support for meritorious students in Class XI and Class XII. TCS has been supporting students through FAEA for the past 4 years. This year, TCS contributed INR 3,50,000 towards 5 scholarships through Foundation for Academic Excellence and Access (FAEA) to help SC/ST students studying in professional courses in leading colleges in the country.
d. Global Initiatives.

Under the STEM “Education to Careers” banner in North America, TCS is working to create a robust framework to promote interest and careers in Science, Technology, Engineering & Math (STEM). The goIT Student Technology programme aims to increase students’ interest in IT by providing inschool IT career and awareness workshops, and hands-on technology education to high school students free of cost. Since its inception in 2009, goIT has evolved from a two-school camp to a year-long programme and has impacted over 8,800+ students across 11 cities reaching 1,800 new students. goIT was launched this year in Canada. In addition, national level partnerships have been forged with leading organisations such as US 2020, Million Women Mentors and nPower. TCS’ pro-bono technology platforms for US2020 and Million Women Mentors now enable mentors to reach over 300,000 students. TCS has completed over 65 consulting projects for non-profit organizations through NPower, resulting in over $1Million of social good. NPower through TCS’ support has trained over 360 disadvantaged youth and 80 veterans, providing them with internship and job placements. President Barack Obama recognized TCS as a partner of US2020 in the 2014 ‘Educate to Innovate’ progress report.

Expansion of efforts to promote interest in IT & technology in APAC continues through Go for IT! and Work Placements Programmes. Go for IT is a 1 week structured and intensive work placement initiative designed to encourage girls to consider IT as a career. TCS employees interact with the trainees also sharing their personal experiences, providing insight into their current roles and thereby increasing the students’ enthusiasm towards IT. Till date, the programmes have reached 6,500+ students. In FY15, the programmes reached 63 students, in 13 schools with associates pledging over 130 hours of volunteer time. 86% of students said that their participation in the TCS Work Experience programme has inspired them to study IT and 100% felt that their knowledge of the IT Industry has increased exponentially. TCS received the 5th Hong Kong Corporate Citizenship Award (2015). TCS associates have also designed and implemented a comprehensive IT system for Operation Smile China, which provides free surgeries to young patients with cleft palates. In Middle East and Africa, IT awareness in schools, Graduate Development Programmes and Customer Training in IT address the global “Education to Careers” theme. Till date, 30 graduates have been trained and employed; 2 IT Training centers built for marginalised communities and 2000+ customer employees trained. In Africa, TCS is a Level 2 BEEE contributor. In UK TCS is seen as enthusing young people into technology through its IT Futures. The programme seeks to engage students at critical stages in education, while strengthening the
ability of educators to deliver effective training and relevant skills. Through IT Futures, TCS facilitated IT application development for 160 schools, IT challenges to students through 100 school workshops, 100 work placements at TCS and 12 Universities involved in programmes where students provide IT solutions to local charities. As part of this programme, TCS is proud to be a founding donor of the Queen Elizabeth Prize for Engineering. 63% reached by IT Futures indicated that they will consider an IT career and 90% of teachers say that the programme has triggered an interest in technology. In Europe, youth summer camps and technical skill enhancements programs have been instrumental in encouraging an interest in IT. This year, goIT was also launched in Sweden & Germany.

In LATAM, a programme focusing on Social & Economic empowerment of differently abled was launched. Through ENABLE 3000 Volunteering hours were invested and 21 associates hired in post the training. TCS received the Best Volunteering Company (Red Cross, Ecuador) and Company with Best Social Service Practices (Foundation Tierra Nueva of Carollo Father).

e. Volunteering through TCS Maitree and Purpose4Life.

TCS Maitree was started with the purpose of creating a spirit of camaraderie among TCS associates and their families. Through Maitree’s core Philosophy of Together Caring & Sharing we have enkindled the “Spirit of Camaraderie” in terms of meaningful activities for TCSers, their families & the Community. This network encourages associates and their families to look upon themselves as a part of TCS’ extended family. The scope of TCS Maitree now also includes socially relevant initiatives. The initiatives undertaken promote volunteering in meaningful activities such as working with the differently abled and extra classes for under-privileged children in schools near TCS offices and Rural areas. One of the incidental objectives of TCS Maitree’s Volunteering Programmes is to assist volunteers in the development of their professional and personal attributes. TCS Purpose4Life initiative was launched in April 2014 and since then, the initiative has contributed over 2,21,000 hours with more than 35000 employees registered on the portal and over 2300 initiatives across Environment, Education and Health. TATA Trusts collaborated with TCS and other group companies (TSMG, TCE and TISS) to launch Mission Garima with an objective of improving the lives of conservancy workers of Municipal Corporation of Greater Mumbai. TCS volunteers are entrusted with Project Yukti, an innovation-cum-competition involving ideation and propagation, execution, preliminary assessment and digitization of the idea and
the survey responses received from migrant workers. So far, 52 volunteers reached out to 50 municipal chowkis and pumping stations, interacted with more than 800 workers and generated over 6500 ideas.

f. Support to Disaster Relief.

In the year 2015, the TCSC and associates extended support to the relief efforts of Tata Relief Committee and the PM’s Relief Fund in Jammu & Kashmir Andhra Pradesh and Odisha.

7. CONCLUSION.

Corporate social responsibility indulges firms to integrate social, environmental and economic concerns into their values, culture, decision making, strategy and operations in a transparent and accountable manner in order to create wealth and improve society well being. It leads to societal sustainable development, customer satisfaction and adherence to principles of fair competition, anti-bribery and anti-corruption measures, accountability, transparency and performance reporting etc. The results of the study revealed that incorporating social responsibility leads to control over environmental factors, timely & adequate delivery of goods and above all promotes societal safeguards. Further, it has been analysed that inculcating the habit of corporate social responsibility fosters and reflects the ethical considerations of small scale manufacturers and adopting CSR escorts to effective and sustaining relationships with upstream and downstream partners. From the practical perspective, the managers with the help of government functionaries must take initiatives to organize trade shows, seminars, workshops, conference to strengthen corporate social responsibility by integrating fragmented chain intermediaries. Sensitizing managers through periodic training & education programmes the need & strategies for how to impart satisfactory and publicly social responsibility for profitable inter-firm relationships. The study is limited to TCS, so results cannot be generalized for all or industries functioning in other parts of country having similar or dissimilar business environment. Future researches can be undertaken in analysing CSR from the perspective of wholesalers, retailers and customers in medium & large scale product & service industries.
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