

A STUDY ON “CSR INITIATIVES OF JUBILANT BHARTIA FOUNDATION”

(Special reference to Jubilant Life Sciences, Nanjanagud)

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Abstract

Society’s expectation from businesses has increased in the recent times. Corporate Social Responsibility has gained significant interest in the recent years. Corporate Social Responsibility has evolved as an intrinsic part of today’s corporate world. . CSR not only helps the company in building its image in the society but it also has a great impact on the society as it helps in developing the community through the activities it undertakes, which is in a way giving back to the society what it gains from it. . The descriptive design has been used in this study to learn more about the CSR activities of the company. It is important to notice that practice of Corporate Social Responsibility has become one of the essential factors in developing the community by the Business Houses. Sustainability has become the talk of the town in the corporate world.

Key Words: CSR, Sustainability, Society, Community.

INTRODUCTION:

Society’s expectation from businesses has increased in the recent times. In the face of insecurity, backlash against globalization and mistrust on large businesses, there is a growing pressure on business leaders and their businesses who are expected to deliver wider societal value. This is heightened by the role of information technology especially the internet which provides a widespread exposure about corporate abuses around the world.

Corporate Social Responsibility has gained significant interest in the recent years. Corporate Social Responsibility has evolved as an intrinsic part of today’s corporate world. Corporations around the world are struggling with a new role, which is to meet the needs of the present generation without compromising the ability of the next generations to meet their own needs.

Organizations are being called upon to take responsibility for the ways their operations impact societies and the natural environment.

CSR policy functions as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders. ISO 26000 is the recognized international standard for CSR. Public sector organizations (the United Nations for example) adhere to the triple bottom line (TBL).

DEFINITIONS:

The World Business Council for Sustainable Development in its publication Making Good Business Sense by Lord Holme and Richard Watts, used the following definition – “Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large”.

The CSR definition used by Business for Social Responsibility is “Operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business.”

According to the EU Commission (2002) – “CSR is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their interaction with their stakeholders on a voluntary basis.”

PRINCIPLES OF CSR:

Because of the uncertainty surrounding the nature of CSR activity it is difficult to define CSR and to be certain about any such activity. It is therefore imperative to be able to identify such activity and we take the view that there are three basic principles which together comprise all CSR activity. These are:

- Sustainability
- Accountability
- Transparency

RESEARCH METHODOLOGY:

Corporate Social Responsibility is very advantageous as it is used as a business strategy as it helps the organizations in building a trust with the community and also helps in increasing the goodwill of the company in the society. CSR not only helps the company in building its image in the society but it also has a great impact on the society as it helps in developing the community through the activities it undertakes, which is in a way giving back to the society what it gains from it.

AIM OF THE STUDY:

The study aims at knowing the various initiatives undertaken by Jubilant Bhartia Foundation under their Corporate Social Responsibility to improve the standard of living of the beneficiaries in the society within which they operate.

OBJECTIVES:

- To portray accurately the various CSR activities undertaken by Jubilant Bhartia Foundation.
- To understand the impact/effectiveness of the CSR activities on the community.
- To assess the impact of corporate social responsibility programs as perceived by Jubilant Bhartia Foundation in bringing changes in the life of the community they operate in.

RESEARCH DESIGN:

Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection. The descriptive design has been used in this study to learn more about the CSR activities of the company.

TOOLS OF DATA COLLECTION:

Interview Schedule to get practical exposure to know about the benefits received by the beneficiaries. Also to know the positive impact of the activities on the community and the opportunities provided to them. Secondary data to learn about the overall details about the

activities of the foundation and to get in-depth knowledge of the past services provided by the foundation under its CSR initiatives.

PLACE OF STUDY:

The universe of the study includes few of the villages (Kallahalli, Geekahalli, Geekahalli Hundi) that are looked after by the Jubilant Bhartia Foundation under its CSR initiatives undertaken by Jubilant Lifesciences Ltd, Nanjangud.

METHOD OF DATA COLLECTION:

The researcher also had a one to one interaction with the villagers or the beneficiaries regarding the impact of the CSR initiatives of the company in their lives and also to know about their opinions and experiences after the intervention of JBF into their lives. This interaction was based on an unstructured interview schedule prepared by the researcher to gain more insight into the activities and their effect on the community.

DATA ANALYSIS

The researcher collected the information from the villagers from the 3 villages i.e. Kallahalli, Geekalli & Geekalli Hundi. They were chosen randomly. The study used informal session of interview with the villagers to gather information regarding the activities conducted by the Jubilant Bhartia Foundation. The following information was collected by the researcher through the interview. The information has been analyzed under the following headings by the researcher.

EDUCATION:

Primary education is the bed block on which a nation builds its future. Jubilant is committed to contribute its bit in bringing improvements in this vital sector of education. Their policy focuses on strengthening the existing educational infrastructure than to create parallel institutes for education. With this objective JBF has initiated the Project 'Muskaan' in 2007 for supporting Government Primary Schools in rural areas and work hand in hand with the authorities to bring about change in the society. The total number of beneficiaries from Kallahalli, Geekalli, Geekalli Hundi or 223 under project Muskaan.

1. Since how many years has Jubilant Bhartia Foundation (JBF) assisted your school?

The researcher collected information from 3 school & 2 anganwadis regarding the number of years that JBF has been associated with them. The researcher got to know that JBF has been associated with them since its initiation. The researcher found out that JBF has been extremely helpful in bringing up the school's premises & infrastructure.

2. What are the major facilities provided by JBF?

The researcher interviewed the head masters/head mistress of the schools to gain information regarding the major facilities that JBF was providing them. It was pretty evident that JBF has been extensively working in the field of education to provide quality education to the children of the villages. The work done by JBF has been very impressive & this was expressed by the interviewees. The major facilities that JBF provided them were, school, library books, sanitation & hygiene facilities, infrastructure facilities, plantation, water facility, teaching via radio as per the information provided by the interviewees.

3. Are the students benefited by the facilities provided by JBF?

The researcher collected the information from the students of 3 schools regarding the facilities provided by JBF. As per the information collected, it was seen that the students were very happy with the benefits especially with the library books & also the facility under project Muskaan that undertakes gifting one story book to the children on their birthdays. Also the school children showed a lot of enthusiasm regarding the celebration of the school annual day as they get to showcase the talent. They are also benefited by the classroom facilities and also the infrastructure facility that provided by JBF.

4. Are the programs introduced by JBF effective in improving the quality of education?

As the researcher interviewed and observed the interviewees it was seen that the quality of education has improved since its intervention. Also the interest of the students in schools has increased which is a positive effect on the students as it decreases the dropouts among them. The students show a lot of interest in the books that are provided by JBF. Also the various programs that are provided under the Project Muskaan have increased the interest of the children, especially programmes such as Read India Programme and the Joy of Reading Programme that have inculcated in the children the interest to read and learn.

5. Has there been an increase or decrease in the no. of dropouts after the intervention of JBF?

As per the data collected by the researcher, it was seen that the rate of dropouts had significantly gone down in the villages. All the three schools showed no dropouts in the present year. The heads of the school were really proud to give out the information that they have zero dropouts in the school and that all the children are showing a great deal of interest in attending the classes. This also shows that the quality of education has gone up by a notch as the parents in the village are taking more interest in sending their children to school than making them work or stay at home.

6. Does JBF support the students in higher education or provides any facilities for assisting them?

The researcher discussed with the heads of the school and also with a few parents regarding the support of JBF in providing facilities for higher studies as there are classes only till the seventh grade in all the schools in the villages. The villagers said that they have approached the foundation to ask for their support to increase the number of classes or grades upto high school but due to the lack of amenities such as land and infrastructure JBF has not been able to provide them with the needs. But JBF has agreed to build the infrastructure for the schools if the villagers can provide them with the land in the villages.

HEALTH:

SwasthaPrahari – an initiative to reduce infant & maternal mortality ratio; Integrated Counselling & Testing Centre (ICTC) for HIV/AIDS & DOTS centre for Tuberculosis treatment. Jubilant Bhartia Foundation (JBF) has started initiatives such as community health services, and SwasthyaPrahari project with the objective of strengthening healthcare services for the community around manufacturing locations. Their health camps help in keeping the community aware of prevailing diseases. The total number of beneficiaries from Kallahalli, Geekalli, Geekalli Hundi are:

1. What are the facilities provided by JBF with respect to health?

Health is a major focus under the CSR activities of JBF. The researcher gained a lot of information regarding the health facilities provided by JBF to the villagers. The major facilities

provided as per the information collected from the villagers are – general health check-ups conducted by the doctors from JBF, medical camps conducted for school children, subsidized or minimal fees for the health check-ups, free health check-ups for the villagers of kallahalli, out-patient services exclusively for the villagers of kallahalli in tie-up with JSS Hospital, Mysore. It was also seen that the pregnant women in the village were given special facilities for their & their baby's health. The primary health care centers are run by JBF in all the villages.

2. How regularly do they conduct general health check-ups?

As health is an integral part of the CSR activities, a lot of effort is put into taking care of the health of the community in which Jubilant Life Sciences is operating. The researcher collected the information that at all the villages except kallahalli general health check-ups are conducted twice in a week with the PHC being open from morning to afternoon. At kallahalli the general health checkups are conducted 5 days a week as it falls under the immediate vicinity of the company.

3. What are the special health campaigns conducted by JBF?

JBF conducts a variety of campaigns when it comes to health awareness. The data collected from the villagers tells us that the various campaigns conducted are- eye check-up camp, dental health camps, campaign on maternal & child health, general health check-up camps and also HIV awareness camps. Few camps are specially conducted for school children at the villages.

4. Do they provide facilities with affiliation with other hospitals?

Yes. According to the information gathered from the villagers, JBF provides out-patient facilities in affiliation with JSS Hospital, Mysore. But these out-patient services are restricted to the villagers of kallahalli because kallahalli falls under the immediate vicinity of the company. And the villagers need more health care facilities as compared to other villages. Also the expenses of the out-patient facilities are all borne by the company.

LIVELIHOOD:

At Jubilant Bhartia Foundation, they believe that entrepreneurship is the most important tool not just for economic growth but also for presenting solutions to prevalent social problems. To improve the employability skills of the youth, Jubilant Bhartia Foundation, (JBF) has introduced

NayeeDisha, a vocational training programme. Under this project, we conduct skill development programme at JBF's Vocational Training Centres at different locations aimed at helping the trainees find 'skills for life' on successful completion. The training programs are provided across a wide array of areas like mobile and tractor repairing, stitching, retail management, soft skill development and beautician courses, offer the right mix of 'class room' and 'hands on' training for optimum results. The number of beneficiaries under this programme from Kallahalli, Geekalli & Geekalli Hundi are:

1. What are the various livelihood trainings provided by JBF?

As per the information collected from the Vocational Training Centre (VTC) & Stitching Centre the following trainings have been provided to the youth under livelihood programme- personality development course & course in spoken English, beautician course, tailoring courses, basic computer course, electrical course. These trainings are provided and also placements are taken care after the training. As per the interaction with the students of the courses it was seen that tailoring, beautician & the work place skills (WPS) have the most demand among all the courses.

2. Does JBF provide any employment opportunities other than the training programmes?

JBF has undertaken the provision of employment opportunities for the youth. It has outsourced its training facilities to a company called Labor Net that undertakes the training & placements of the youth at the VTC. As per the information collected from the trainees at labor net the researcher got to know that labor net provides 100% employment opportunities to the trainees. Labor Net is in collaboration with companies like Schneider electrical & Godrej that help in providing training facilities & also provide employment opportunities. At the Stitching center labor net provides the trainees with contracts from nearby companies for their uniform stitching.

3. Do they collect any fees for the training programmes conducted by JBF?

Yes, a certain amount of fees is collected from the students or trainees at the VTC. The fees amount is minimal & feasible for the students as per the courses. The fees structure ranges from Rs 500-750 for the courses provided at the VTC. And also according to the economic status of the student concession are provided to them on the fees structure.

4. Does JBF support in any other way to support your livelihood?

As per the interview with the ladies at the Stitching Centre the researcher got to know that JBF had helped them organize a self help group (SHG) so that they could financially help themselves in times of need. Also JBF helps the villagers to get loans for their independent employment at a subsidized rate of interest. Also JBF provides employment opportunities to the trainees & villagers at Jubilant Life Sciences as contract labors.

FINDINGS & DISCUSSION

On the data collected by the researcher and the analysis done on the information collected in the above chapter, the researcher has obtained the following findings and has interpreted them in the discussion in this chapter.

- It was observed that Jubilant Bhartia Foundation has a very active way of delivering their CSR activities and take up the activities very seriously.
- The CSR activities of JBF are delivered based on the needs of the villagers. It was seen that the major objective of JBF is to provide good quality of services to the community.
- JBF also helps in creating a learning environment for trainees at the training centres.
- JBF has helped in providing better employment opportunities to the villagers and the youth ever since its initiation.
- The extensive CSR activities undertaken by JBF have helped in creating a good bond with the villagers.
- It has been a great source of motivation to the children in terms of their education and also has helped in the eradication of child labour from the vicinity.
- It has focused on the concept of women empowerment and in doing so has helped the women in taking up self employment.
- A major contribution of JBF to the village of Kallahalli has been the installation of the water purification system in the village to provide them with clean and pure drinking water facility.
- It has also undertaken activities to promote and provide the villagers with better sanitation and hygiene facilities and also to create proper awareness among them.
- It has been helpful in building up the village infrastructure with respect to drainage and water facilities in the village. It has also focused on preserving the environment of the villages nearby by planting trees.

CONCLUSION

It is important to notice that practice of Corporate Social Responsibility has become one of the essential factors in developing the community by the Business Houses. Sustainability has become the talk of the town in the corporate world. The company act 2013 mandates Corporate Social Responsibility for every organization irrespective their structure and size. It's high time to think in getting involved in CSR to have sustainable development of the society and the Nation.

References:

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