

Corporate Social Responsibility – Education in India

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Abstract

A globalized economy and the privatization of higher education institutions have transformed the nature of academia. Adopting a business-like approach which emphasizes a strategic CSR framework is key to survival in this increasingly competitive arena. It does not appear as a surprise to see universities and colleges discover the opportunity to move the focus beyond the classroom into their own institutional operations. Universities, as the centers of knowledge generation and sharing, perform a very important role in addressing the world's socio-economic and environmental issues by promoting sustainable solutions.

KEYWORDS: CSR , Sustainability, Promoting, Environmental and Academia

INTRODUCTION

“Good quality education is a foundation for dynamic and equitable societies.” – Desmond Tutu Education is the backbone of every society in this world. But what matters the most is the quality education- a dream for many. In India, out of the 229 million students enrolled for class I-XII, only few receive quality education with good teachers and teaching aids. According to UNICEF specialist, 40-50 per cent of the children from 15-18 years age group are dropping out of schools. These drop-outs become child-laborers denying themselves access to quality education and professional skills.

GOVERNMENT INITIATIVES

In 2013-14, the government had allocated a huge amount of Rs.65,869 crore and Rs.70, 505 crore for the year 2014-15 for the total education outlay. Important milestone in Government's measure to offer education for all is the “Sarva Shiksha Abhiyan” which has been in operation since 2000-2001. It promises to offer free and compulsory education to children of 6-14 years. The late Chief Minister of Tamil Nadu, K.Kamaraj, was the pioneer in introducing midday meal scheme for schools in the year 1962 to encourage parents to send their kids to schools and reduce dropout rates.

To improve quality while providing access to secondary schools at the same time, Rashtriya Madhyamik Shiksha Abhiyan (RMSA, 2009) scheme was brought into action. Sakshaar Bharat Mission was launched in 2001 to prevent alarming drop in female literacy. On the infrastructure side, District Information System for Education (DISE) reported in 2012 that more than 91% of primary schools have drinking- water facilities and 86% of schools built in the last 10 years have a school building.

But that is not enough because the challenge is huge and not only government but everyone has to take efforts towards imparting quality education. This will not only deliver workers but thinkers, innovators & leaders to the society.

CSR IN EDUCATION IN INDIA

Several private organizations are joining hands with the Government to make that ultimate dream of offering quality education in India come true. As an important part of it, the role of corporate with their Corporate Social Responsibility (CSR) in India is crucial in improving the educational conditions in India.

CSR activities of TATA Group in Education sector

Tata group leads from the front with a whopping 1000 crores budget on CSR for the year 2013-14. Among which Tata Steel is the highest spender. It aims at launching 1,000 schools project in Odisha, for improving the quality of education in government primary schools.

Tata Education Excellence Program, is an award winning education program in Pune, launched by Tata Motors. Every year it identifies 600 boys and girls, enrolled in secondary schools. This program has helped improve the pass percentage of students to 98% and reduced the drop-out rates from 35 to less than 5%. According to Gajendra Chandel, Chief Human Resources Officer of Tata Motors, the company supports 11 schools in Jamshedpur, Asha Kiran a special needs children school and many municipal schools in Mumbai. They also organize coaching classes for weak students and provide scholarship assistance to meritorious students.

CSR activities of Wipro in Education sector

Wipro's "Applying Thought in Schools" is a part of its CSR initiative "Wipro cares". This program has brought together 1000 schools, 10,000 educators and 30 social organizations across 17 states in the country to create a complete reform in the field of education. Wipro also supports workshops and seminars that empower teachers.

CSR activities of ITC in Education sector

ITC Limited was ranked number 1 for the second consecutive year in the CSR category in the Nielsen Corporate Image Monitor 2012-13. ITC's Primary Education Program has benefitted over 300,000 children. ITC in its rural endeavor provides primary education in order to address the problem of economic weakness rural families. Their initiatives aim at improving infrastructure in Government schools, providing supplementary education to support children with school learning, building community and parental involvement with school education. It also has a network of 353 libraries, resource centers, Roaming Laptops program and mobile library services covering 310 schools.

CSR activities of Indian Oil Corporation in Education sector

Indian Oil Corporation rewards over 2600 scholarships to meritorious students every year as their CSR initiative in the field of education. They reward students from all walks of life, especially girls, physically handicapped and students from J&K.

CSR activities of Aditya Birla Group in Education sector

Aditya Birla Group fulfill their CSR responsibilities by concentrating on awarding merit scholarships for girls to pursue higher education and technical education for boys to make them industry-ready. Aditya Birla Schools are spread over 11 states along with Balwadis and Aditya Birla Vidya Mandirs providing education for every genre of kid. They also promote computer education and distance education for schools all over the country.

CSR activities of Maruti Suzuki in Education sector

Maruti Suzuki's CSR initiative in the field of education takes a technical education-oriented route. They have adopted over 10 state –run ITI colleges in the states of Kerala, Tamil Nadu, Maharashtra, Goa and Haryana to transform them into centers of excellence in their respective fields.

CSR activities of Reliance Industries in Education sector

Reliance Industries partakes in CSR activities by constructing & renovating school buildings, providing free note books and text books to students, rewarding the meritorious with scholarships, building remedial centers and spreading awareness about the need for computer education in rural India.

CSR activities of Canon India in Education sector

As a part of its CSR responsibilities, Canon India has adopted 2 government schools in Ferozpur Namak village and Maharaja katta village. They take care of these two schools by improving the basic infrastructure, building resource centers and libraries, providing training for the teachers and equipping the school with sports kits.

CSR activities of Tech Mahindra in Education sector

TMF is a CSR player within the Mahindra Group is a leading social organization at a national level. Tech Mahindra's social initiatives are carried out by Tech Mahindra Foundation(TMf), its corporate social responsibility(CSR) arm. It has worked tirelessly towards the vision of 'Empowering through Education' with a budget of INR 35 Cr for 2015-16. The Foundation is running 150+ projects in ten locations of India. More than 50 schools where the Foundation intervened in 2014-15 have shown better performance on academic, social, organizational and infrastructural domains.

Mini Science Centre for CSR activities

A Mini Science Center includes 60+ interactive table top science and math working models along with informative backdrops. The Mini Science Center includes working models for subjects like biology,

chemistry, physics, astronomy, geometry and mathematics. These working models are often based on textbook syllabus of class 5th to 10th of SSC, CBSE and ICSE boards. These are available in English as well as regional languages.

STEM Learning Pvt Ltd is a pioneer in installing Mini Science Centers in India. STEM Learning has developed Mini Science Center models based on textbook syllabus of class 5th to 10th of SSC, CBSE & ICSE boards. STEM Learning has installed over 250 Mini Science Centers all across India in Government & private schools. STEM Learning is associated with CSR initiatives of JSW Foundation, L&T Infotech, Bank of Baroda, Lupin Foundation & Ultratech Cement.

Shiksha Program in Protector and Gamble

Since its inception, P&G has improved life for more than 300 million children around the world through our Live, Learn and Thrive cause. Every second of every day, two children benefit from P&G Live, Learn and Thrive initiatives. By focusing our social investments on improving life for disadvantaged children and youth, P&G and our brands are able to focus our attention on an area that is critically important, now and for generations to come.

There is tremendous need in this area, as millions of children around the world live in heartbreaking conditions. By focusing our expertise, technologies, and resources to address these issues, we can help children get off to a healthy start, receive access to education, and build skills for life. There are more than 100 Live, Learn and Thrive programs taking place in over 65 countries every day. From providing life-saving vaccinations and safe water in Africa, to safe homes across Europe, to educational opportunities in Asia, to essential nutrition in North America, to early childhood development in Latin America...P&G aims to improve life for children and youth around the world.

Shiksha aims to build the educational future of India ‘ Brick-by-Brick’ by addressing the need for better educational infrastructure and building the tangible asset of schools. Shiksha’s interventions span across health and hygiene facilities at schools such as clean drinking water and separate toilets for boys and girls, advanced educational aids such as libraries and computercenters, as well as basic infrastructure needs such as classrooms.

P&G’s Shiksha is focused on empowering the girl child with quality education. In this picture, girl students head towards their school – The Govt High School Lodi Majra, supported by the neighboring P&G plant in Baddi, Himachal Pradesh.

Shiksha has evolved into the national consumer movement that it is today, with the invaluable support of our stakeholders amongst the media, influencers, employees and customer partners. Over the years, the program has received generous support from many thought leaders & celebrities such as actors Anupam Kher, Susmitha Sen, Saiif Ali Khan, Sharmila Tagore, RR Madhavan, Abhay Deol, Konkana Sen, Tabu and Soha Ali Khan; social activist Dr. Kiran Bedi; artist Jatin Das and many more.

Shiksha owes its success to the commitment of P&G employees and the support of our partners and stakeholders. P&G employees volunteer their time and effort towards the program and are engaged with

the initiative at several platforms. For instance, in 2010, over 400 employees from across the P&G family nationally traveled to the RTI Shiksha Sadhana School in pune. Shiksha These activities together help Shoksha further its motto If India will study, India will grow and help us touch and improve the lives of our consumers.

CONCLUSION

The education sector in India has developed substantially since Independence. With the advent of the Millennium Development Goals (MDGs), significant attention has been given to achieving the goal of Universal Primary Education, at the center of which lies Universal Primary Enrollment. The Sarva Shiksha Abhiyaan (SSA) and the Right to Education Act (RTE) were India's responses to this commitment. While these interventions have encouraged increased enrollment rates, considerable issues concerning the quality of education, competency, lack of accountability, irrelevant curriculum and pedagogy have risen, and these challenges have serious consequences on the growth and development potential of our country. Learning outcomes are evidently dispersed between high and low-income schools, leading to massive inequity in the education sector. Annual Status of Education Report(ASER) has shown that learning outcomes in rural India have declined even after the implementation of the Right to Education Act. The magnitude and scale of these challenges, therefore, require intensive efforts and funds from varied sources, other than the government of India.

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