

CHAPTER - 6
CORPORATE SOCIAL RESPONSIBILITY:
PRIVATE SECTOR CORPORATIONS

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CHAPTER - 6

CORPORATE SOCIAL RESPONSIBILITY: PRIVATE SECTOR CORPORATIONS

“No success in material terms is worthwhile unless it serves the needs and interests of the country and is achieved by fair and honest means”. – JRD TATA

INTRODUCTION

Private sector can be defined as the part of the economy that is not state controlled, and is run by individuals and companies for profit. The private sector encompasses all for-profit businesses that are not owned or operated by the government. In other words, the private sector is usually composed of organizations that are privately owned and not part of the government. These usually include corporations (both profit and non-profit), partnerships, and charities. An easier way to define of the private sector is by thinking of organizations that are not owned or operated by the government. For example, retail stores, credit unions, and local businesses will operate in the private sector (Investopedia, 2013).

6.1 HISTORY AND DEVELOPMENT OF PRIVATE SECTOR IN INDIA

The importance of private sector in Indian economy over the last 20 years has been tremendous. The opening up of Indian economy has led to free inflow of foreign direct investment (FDI) along with modern cutting edge technology, which increased the importance of private sector in Indian economy considerably.

Previously, the Indian market was ruled by the government enterprises but the scenario in Indian market changed as soon as the markets were opened for investments. This results the rise of the Indian private sector companies, which prioritized customer's need and speedy service. This further fueled competition amongst same industry players and even in government organizations. The post 1990 era witnessed total investment in favor of Indian private sector. The investment quantum grew from 56% in the first half of 1990 to 71 % in the second half of 1990. This trend of investment continued for over a considerable period of time. These

investments were especially made in sectors like financial services, transport and social services.

The late 1990s and the period thereafter witnessed investments in sector like manufacturing, infrastructure, agriculture products and most importantly in Information technology and telecommunication. The present trend shows a marked increase in investment in areas covering pharmaceutical, biotechnology, semiconductor, contract research and product research and development.

The importance of private sector in Indian economy has been very commendable in generating employment and thus eliminating poverty. Further, it also affected the following –

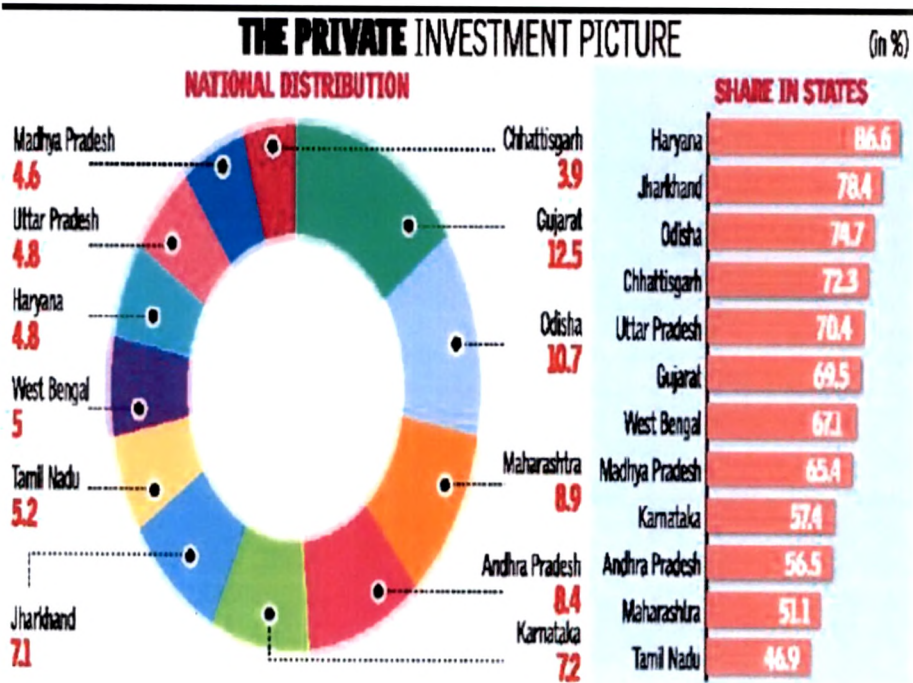
- Increased quality of life
- Increased access to essential items
- Increased production opportunities
- Lowered prices of essential items
- Increased value of human capital
- Improved social life of the middle class Indian
- Decreased the percentage of people living below the poverty line in India
- Changed the age old perception of poor agriculture based country to a rising manufacturing based country
- Effectuated increased research and development activity and spending
- Effectuated better higher education facilities especially in technical fields
- Ensured fair competition amongst market players
- Dissolved the concept of monopoly and thus neutralized market manipulation practices

The importance of private sector in Indian economy can be witnessed from the tremendous growth of Indian BPOs, Indian software companies, Indian private banks and financial service companies. The manufacturing industry of India is flooded with private Indian companies and in fact they dominate the said industry. Manufacturing companies covering sectors like automobile, chemicals, textiles, agri-foods, computer hardware, telecommunication equipment, and petrochemical products were the main driver of growth. The Indian BPO sector is more concentrated with rendering services

to overseas clients. The KPO sector is engaged in delivering knowledge based high-end services to clients.

Gujarat has topped the list of States with the highest share of outstanding private sector investments (including both domestic and foreign private sectors) across India as of June 2012, according to ASSOCHAM study. The State garnered an investment of Rs. 10.34 lakh crore, accounting for 12.5 per cent of the total outstanding private investment of Rs. 82 lakh crore. Gujarat was followed by Odisha (10.7 per cent) and Maharashtra (8.9 per cent) of private investment. This portrays the bureaucratic efficiency, infrastructure facilities and ease of land acquisition in Gujarat which has influenced the inflow of private investments that are mostly driven by profitability considerations.

In this study, the selected samples are those private sector companies which are privately owned by individual or group of individuals not by government undertaken. They are Indian private or locally based private companies including some BSE listed limited companies.



Source: ASSOCHAM, Business Line

Number of private sector companies selected for data collection:

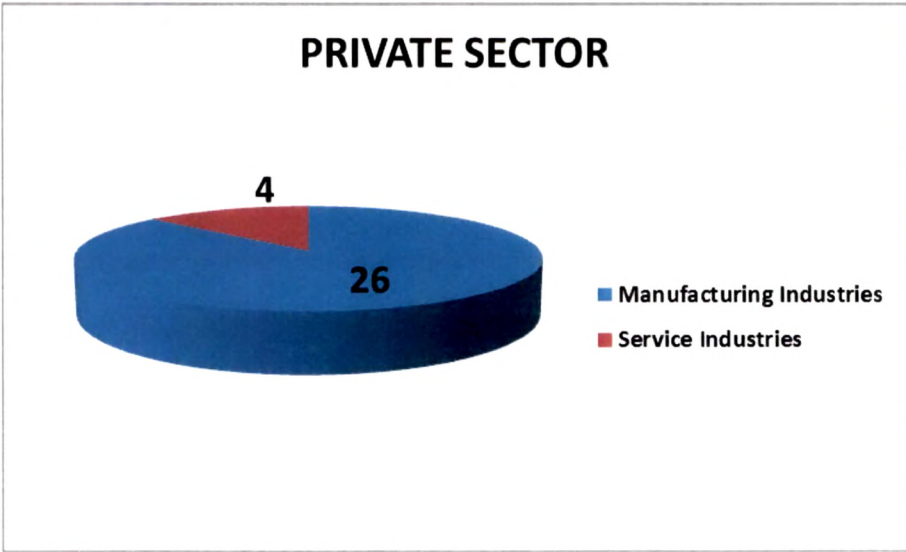
| Private Sector | CSR Activities at Vadodara | CSR Activities not at Vadodara but elsewhere |
|--------------------------|-----------------------------------|---|
| Manufacturing Industries | 26 | 08 |
| Service Industries | 04 | 08 |
| Total | 30 | 16 |
| Grand Total: 46 | | |

6.2 DATA ANALYSIS OF PRIVATE SECTOR CORPORATIONS: CSR ACTIVITIES ARE CARRIED OUT IN VADODARA REGION

The following is the list of selected private sector corporations (30) located in Vadodara region, comprising of both Manufacturing sectors and Service sectors and carrying their CSR activities in Vadodara.

| Sr. No. | Manufacturing Sector | Sr. No. | Service Sector |
|----------------|--|----------------|-------------------------------------|
| 1 | Reliance Industries Limited (RIL) | 27 | Rishabh Software Pvt. Ltd. |
| 2 | Jubilant Life Sciences Limited | 28 | Big Bazaar |
| 3 | Synefra Engineering and Construction Limited | 29 | Pantaloons Fashion & Retail Limited |
| 4 | Alembic Limited | 30 | HDFC Bank Limited |
| 5 | Transpek Industry limited | | |
| 6 | Kemrock Industries and Exports Ltd. | | |
| 7 | Deepak Nitrate Limited | | |
| 8 | Cosmo Films Pvt. Ltd | | |
| 9 | Jyoti Limited | | |
| 10 | Larsen and Toubro Limited (L&T) | | |
| 11 | Conmat Systems Pvt. Ltd. | | |
| 12 | Aditya Birla Insulator | | |
| 13 | Apollo Tyre Limited | | |
| 14 | Diamond Power Infrastructure Ltd. | | |

| | | | |
|----|-------------------------------------|--|--|
| 15 | Inox India Limited (INOXCVA) | | |
| 16 | Shaily Engineering Plastics Limited | | |
| 17 | Golden Tobacco Limited | | |
| 18 | CEAT Limited | | |
| 19 | HNG Float Glass Limited | | |
| 20 | Zydus Cadila | | |
| 21 | R. R. Kabel (Ram Ratna Group) | | |
| 22 | JCT Electronics Ltd. | | |
| 23 | Piramal Glass Limited | | |
| 24 | COSMOS IMPEX (India) Pvt. Ltd | | |
| 25 | Rubamin Limited | | |
| 26 | Vasu Healthcare Pvt. Ltd. | | |



6.2.i Reliance Industries Limited (RIL)

Introduction

Reliance Industries Limited is an Indian conglomerate company headquartered in Mumbai, India. The company operates in three segments: petrochemicals, refining and oil and gas. Its other segments include textile, retail business, Special Economic Zone (SEZ) development and telecom/broadband business. RIL, Vadodara Manufacturing Division (VMD) was earlier part of the Indian Petrochemicals Corporation Ltd. (IPCL) with Management control by Government of India. In 2002,

due to divestment of the equity, the management control went in the hands of Reliance Petro investments Limited (RPiL) of RIL Group. On 5 September, 2007, IPCL got merged with RIL. RIL, Vadodara Manufacturing Division (VMD) is multi-product manufacturing portfolio includes Polymers, Synthetic Rubber, Synthetic Fiber and Fiber Intermediates, Solvents and Industrial Chemicals.

CSR Activities

Beauty culture and health care training: 5000 village women/girls from villages in Undera and Bajwa villages are outreached. Dress making, Designing and Embroidery Training: 30 rural women/girls from villages benefited from this training program. Distribution of Sewing Machines: RIL, VMD had distributed twenty five sewing machines to the rural women of Dhanora, Bajwa, Karodia, Undera and Koyali. Tri-cycle distribution to 15 physically challenged Villagers from Poicha, Anghad, Dhanora, Khandi. Adult and Creative Education programs are held in Dhanora, Koyali and Bajwa villages. Jewellery Articles Making Training: Women/Girls from of Karachiya Village were benefited from this training.

Mobile Repairing Training: ten rural youth from Anghad, Dhanora and Koyali villages were given training which in turn will help them in self-employment. Electrical Technician Training: twenty five rural youth were imparted training. 15000 villagers outreached from the training given to rural youth in Computer training, Plumbing and Hand Pump Repairing.

Waste Land Development: 2000 saplings planted in Bajwa, Dhanora and Karodia villages. Fruit Sapling Distribution to Farmers: 750 Saplings are distributed to the farmers of Khandi and Poicha villages. Animal Medical Camp: Medical camp conducted for the benefit of villagers from Poicha and Khandi village whose main source of income depends on their Livestock. Almost 775 animals were checked in the camp which was organized with the help of Baroda Dairy.

Road Safety Awareness Rally: Road safety awareness program organized at Koyali and Undera schools. Around 1200 students participated in the rally. Safety Awareness and Training: Safety awareness and training program organized for the women of Dhanora/Rampura. Over 125 women participated in the awareness program.

Health and Hygiene awareness programs: Several awareness programs organized for the benefit of Rural Women and Youth on health and hygiene. Programs include prevention of Diabetes and Blood Pressure, how to improve Hemoglobin without taking expensive medicines and prevention of Kidney ailments. Tree Plantation: 2500 saplings planted in Surrounding villages and schools in Rampura, Dhanora and Undera, restoration and preservation of precious Artwork at VMD.

Computer Literacy Program: Computer Literacy Program for the students of Vth, VIth and VIIth Standard of Undera School organized in coordination with the students of The M. S. University of Baroda, Vadodara. Dristi Art and Essay Competition: Over 1400 youngsters/school children from VMD Family benefitted.

Water Conservation Awareness program in surrounding villages; provided support to NGO-SVADES for Community Welfare in forty surrounding villages of RIL/IOC/GSFC/GACL; sponsored project for AIDS awareness, hygiene and sanitation, education to villagers in coordination with NGO Society for Village Development in Petrochemicals Area (SVADES), Vadodara. Drug De-addiction Program: It is arranged for those who are addicted with drugs from the nearby villages.

RCC Roads were constructed in ten surrounding villages, water pumps constructed in three villages and Aaganwadis in two villages. The infrastructure development work was carried by RRDT (Reliance Rural Development Trust).

RIL provides scholarship to Meritorious Students under Dhirubhai Ambani Foundation (DAF), organizes summer coaching camps of various Games. RIL, Vadodara is associated in organizing Vadodara International Marathon organized for Cleanliness Drive in Vadodara. Several income generation programs are organized for Sakhi Mandal (SHGs) of surrounding villages in coordination with students of Faculty of Family and Community Sciences, The M.S. University of Baroda. These training programs are carried out in coordination with Jan Shikshan Sansthan (Min. of HRD- GOI, Village Panchayat).

Beneficiaries Account

The beneficiaries include nearby village people that cover children, students, women, youth, and elderly persons located in Anghad, Dhanora, Koyali, Bajwa, Poicha, Khandi, Rampura, Karodia, Karachiya, Shreki etc. An interaction with Panchyat member Pravinbhai Parmar and other ladies i.e. Meenaben Parmar, Gohal Urmilla Ganeshbhai, Madhuben (Bajwa Sarpanch) who attended women empowerment courses like tailoring beauty culture etc. shared nice reviews on courses run by the company and the benefits they have got from such programs.

6.2.ii Jubilant Life Sciences Limited

Introduction

Jubilant Life Sciences Limited is an integrated Pharmaceutical and Life Sciences company. As India's largest Custom Research and Manufacturing Services (CRAMS) player and a leading Drug Discovery and Development Solutions provider out of India, it is constantly engaged in delivering value to its global customers through innovative technologies, products and services. Today, it is well recognized as a 'Partner of Choice' by leading global pharmaceutical and Life Sciences companies. The Company through its presence in India, USA, Canada, Europe and China constantly serves its customers spread across 90 countries.

CSR Activities

Through its non-profit wing, Jubilant Bhartia Foundation (JBF), the company has been with all social initiatives that focus on primary education, basic healthcare and skill development for employability and self-sustenance. The company provides skill development courses (Skill Entrepreneurship Development Program) in collaboration with NABARD Bank which include tailoring, beauty parlour, computer literacy, plumbing, established Self Help Group (SHGs), Day Care centers, Dispensary, Mobile Dispensary and Specialized Health Camps, Blood donation camp, tree plantation etc. Health and environment related awareness programs are organized with the help of Eco-club, Swasthya Prahari and Occupational Health Centre for hygiene and environmental issues for their community mainly School Children and employee's family. In addition to celebrating World Environment Day, Earth Day, World Health Day, the company also organized various awareness programs on: General Health checkup, Tuberculosis, HIV/AIDS, Communicable Diseases like

Swine Flu etc. In Vadodara Unit, weekly community health programs are initiated in three villages namely Juna Samlaya, Karachia and Paswa. 780 patients benefited from this activity during July-September 2009. Under Pratibha Puraskar Program, 95 meritorious students of Gajraula and Samlaya blocks, who topped in Matriculation and Intermediate examinations, are awarded.

Muskaan Project established in 2007 supports rural government Primary Education System. 4 ceiling fans are provided to Juna Primary School, Samlaya. Other accessories like school uniform, bags, stationeries etc. are also provided. The company involves into rural infrastructure in nearby villages.

Beneficiaries Account

School children, women and youth, nearby village people at large located in Juna Samlaya, Karachia and Paswa are beneficiaries of the company. In the Juna Primary School, the teachers said that the students have received bags, uniforms, stationeries and the company also planted many trees in and around the village and school.

6.2.iii Synefra Engineering and Construction Limited

Introduction

Synefra formerly known as Suzlon Infrastructure Ltd., (A Tanti Group Company) was established in 1998 with a focus to conceptualize, invest, develop and maintain hi-tech industrial infrastructure globally. Synefra offers a wide array of specialized services in: Excellence in Project Management (e-PM), Engineering, Procurement and Construction (EPC) and Special Economic Zones Development including integrated Facility Management Services (i-FMS).

CSR Activities

They celebrate of International Days to create awareness among the employees and communities about various issues. World Environment Day is celebrated by planting trees on SEZ, schools and common village lands. Employees, villagers, school teachers and students were participated. During the year 2011-12, 2116 trees were planted in and around the SEZ. Every year on 2nd February, blood donation drive is organized. 76 bottles blood was collected from the donor employees of Synefra and SE Forge and contract staff.

Promotion of Micro Finance and Micro Enterprise: Synefra is implementing Dilse project since 2009 in 6 villages around the SEZ. They work with women by organizing them into groups and introducing savings and credit transactions. Small micro enterprises are established by giving training to those who want to go for it. Formed 20 self-help groups have aggregate savings of Rs. 2.26 lakh. Their credit intake is Rs. 4.22 lakh with a recovery rate of 96%. Project funds have provided Rs. 2.70 lakh towards seed capital for micro enterprises to the women groups with the Government contributing Rs. 35000. The benefits availed through various government schemes facilitated by the project are Rs. 3.01 lakh. Partnered with CEE in 2009 and started Anandshala project in 10 schools in 10 villages around the SEZ. The project completed the implementation phase in 2011-12. There were two components – software and hardware. 1300 students and 52 teachers benefited from the trainings and activities of the project. ‘Best Anandshala Award’ announced and prizes were given in a function to 3 of the 10 schools. Synefra has built a school for Alwa Village. In 2011-12, it was handed over to Gram Panchayat and the children started using the premises. Installation of RO Plant and a Cooler for the Block Resource Centre is part of rural infrastructure.

Suzlon Foundation Day was celebrated in a unique way by 10 employees who gave one hour for cleaning the lagoon on the SEZ. There was also distribution of clothes to the construction laborers at GDA site – the clothes were collected through a ‘Clothes Collection Drive’ from the employees.

Integrated Agriculture Based Livelihood Program (IABLP) has a goal to enhance livelihood through improved agricultural practices like organic farming, cultivation methods and livestock productivity. Vermi composting beds and 12 composting pits were developed and people are using the compost in their fields. 60 farmers implemented SRI method in paddy cultivation. 3000 animals were vaccinated against HS and BQ diseases, 1950 poultry birds against Ranikhet disease, 132 goats against FMD disease, reducing morbidity and mortality and improving production. 1st phase of Agrovet training was given to three staff members of the IGSSS NGO, which is implementing Dilse project.

Beneficiaries Account

The beneficiaries' villages include Alwa, Pipariya, Amodar, Bhadol, Gulabpura, Narmadpura, Kamalapur, Gajadhara, Chipad and Vesaniya around Waghodia SEZ. The inhabitants of the village are not homogenous but consist of different castes such as Rajput, Bharwad, Rabari, Patel, Vankar, Bhaliya and Rathodiya (who are tribal and the poorest). The school authority said that through the project 'Anandshala', both students as well as teachers are getting benefitted from the trainings. Establishment of a primary school by Synefra is seen in Alwa village.

6.2.iv Alembic Limited

Introduction

Established in 1907, Alembic Pharmaceuticals is a pharmaceutical company with manufacturing facilities in Panelav near Halol, Vadodara and Baddi, India. The Company's R&D facilities are spearheading in the areas of Chemistry, Microbiology, Pharmaceutical Technology and Bio-Equivalence. Alembic is a certified ISO-9002, ISO-14001 and ISO 27001 company with manufacturing practices and facilities that conform to WHO-GMP guidelines.

CSR Activities

In the 1980s, the company initiated its rural development program, located near Panelav, close to Vadodara. The Rural Development Society started work amongst villagers in 50 villages. The objective was to provide self-employment and education opportunities for both the villagers and their children. Today, the society provides vocational training and education till the secondary level. The society also conducts health check-up camps and awareness programs for the villagers.

In 1964, Alembic established a hospital in honor of its founder, Bhailalbhai Amin. Now Bhailal Amin General Hospital (BAGH) in Vadodara is rated one of the best in Gujarat. It began as a one-room dispensary to cater to the employees of the company, and has since then grown to accommodate a 165-bed, four ICUs, secondary and tertiary care multi-specialty hospital with 150 doctors. The daily management of BAGH is taken care by family members of the founder to ensure seamless and quality healthcare.

Since 1959, the Alembic group under the aegis of its Uday Education Trust has been providing education through its five schools based in Vadodara and Bangalore with over 5000 students across primary, secondary and higher secondary streams in Vadodara and over 1,500 students in Bangalore. The 'Space Studio' in Vadodara was set up specially to provide a working facility to graduates in fine arts. Other activities and programs initiated by Alembic group consists of health education, health care and HIV/AIDS programs; vocational training; self-employment training; industrial co-operatives; Self Help Groups i.e. Papad and Snack services, hosiery and garment making, carpentry, Acrylics etc.; Yuvati Vikas Kendra i.e. Adolescent Girls center for psycho-social support, school support, adolescent counseling and youth development; Legal AID center; farmer training program and agriculture development; sanitation program etc. Alembic Pharmaceuticals Limited runs some of the reputed schools in Vadodara like Tejas, Alembic Vidhayalaya, Utkarsh Vidyalaya and D.R. Amin Memorial School.

Beneficiaries Account

Students, village people, women and youth, patients, Vadodara citizens etc. are the beneficiaries located in nearby operational areas i.e. Vadodara city, Panelav near Halol, Baddi etc. The members of Self Help Group shared that the company has helped them to form SHGs and started papad and snack services, hosiery and garment making, carpentry etc.

6.2.v Transpek Industry limited

Introduction

Transpek Industry Limited was set up in 1965, Corporate Headquarter at Vadodara initially for manufacturing Transparent Acrylic Sheets. Since then the Company has grown to become one of the leading manufacturers and exporters of a range of chemicals servicing the requirements of customers from a diverse range of industries - Textiles, Pharmaceuticals, Agrochemicals, Polymers, etc.

CSR Activities

Transpek is undertaken community development programs through its non-governmental organization, Shroff's Foundation Trust. Transpek also supports a host of other NGOs who are actively involved in community development. Some of these

are Shroffs Foundation Trust; United Way of Vadodara; Shram Mandir Trust, Sindrot; Bal Bhavan, Vadodara; Shrujan, Kutch; Vivekanand Research and Training Institute (VRTI); and Society for Clean Environment (SOCLEEN), Vadodara.

Transpek has established CSR department focusing on three main areas: Education, Health Care and Skill Enhancement. Training on Tailoring, Wiring, Welding, Plumbing, Mobile repairing are provided. Bus transport facilities to faculty members; tree plantation (around 100 trees planted at river bank temple of Nana Ekalbara); various medical camps at Mujpur village for Skin and Eye; distribution of free medicines which benefited 203 people; yearly awards are provided to meritorious students to encourage them; organized summer workshop for school children of surrounding villages (which is called KALRAV) in 2010-11; provided learning resources like blackboard, vessels, tables, benches with laminated top; distributed school uniform to school children etc. In 2008-09, Transpek Ltd. joined as industry partner under the Public Private Partnership (PPP) Scheme.

Under the Shroffs Foundation Trust, below are the themes of development activities:

| Areas | Activities |
|-----------------------------|--|
| Community Development | Samrath Program, Capacity Building of Samaj Shilpis, Strengthening of Self Help Groups |
| Natural Resource Management | Watershed Development, Rain Water Harvesting |
| Drudgery Reduction | Agro Tool Bank, Agri Resource Center |
| Livelihood Security | Livelihood Enhancement Team, Kamdhenu, Jute Diversification Program |
| Health Programs | Jivan Jyot, Preventing HIV/AIDS, CHANGE for Grass root Empowerment, Swami Vivekanand Swasthya Pariseva Prakalp |
| Education Programs | Training the Tribal Youth, Gyan Jyot, Protecting Children's Rights for Education |

Beneficiaries Account

Village people, local community, tribal, youth and women, children are main beneficiaries located in Nana Ekalbara, Mujpur. Under Shroffs Foundation Trust, the

locations spreading into tribal belt of Chhota Udepur Center, Pavi Jetpur, Hodko, Banni, Kutch and Ekalbara in Padra. The youth stated that “we have gone through the trainings like mobile repairing, wiring, welding and have got practical learning”. Few of them got jobs in shops and companies.

6.2.vi Kemrock Industries and Exports Ltd.

Introduction

Established in 1981, Kemrock Industries and Exports Limited is a fully integrated global leader in the manufacture of Fiber Reinforced Composite Materials. Often outperforming traditional materials in the most demanding applications, Kemrock provides engineered solutions made possible by the exhaustive resources and in-house capability of its Vadodara facility.

CSR Activities

Education: Kemrock initiated improving Gram Shala (Primary School) in village Asoj. With the guidance of Shri Kalpesh Patel, CMD a team started to work renovation of a 100 years old school building for strengthening the walls and changing the roofing system. It has now considered as model school in the area which has 350 students from as much as 5 nearby villages. On the 100th anniversary of the school, CMD has distributed uniforms, shoes, bags and study material to the children. New advanced type blackboards have been fitted in the classrooms and a computer has been provided to the school. Company staffs are contributing in providing computer education to the children. The company has also installed RO system for drinking water purification and water cooler of adequate capacity.

ITI, Jabugam: Kemrock has adopted industrial training institute at Jabugam near Bodeli, located in tribal area for uplifting it to Centre of Excellence. Initial emphasis was in improving the confidence level and communication skill of students from the tribal area.

Skill Upgradation for Engineering Students: Kemrock participated in skill upgradation plan jointly by Government of Gujarat and CSM Software, Bangalore for introducing global level skill for equipment design, process development and ship building skills at Faculty of Technology and Engineering, Vadodara, L.D. Engineering College, Ahmedabad and Government Polytechnic, Rajkot.

Rural art to International Level: Kemrock has sponsored an international platform 'Village India Experience - Gujarat Exhibition' for the artisans of the tribal, Bhil community, living in the region where this art exhibited. It also provides support to Sahaj, an NGO, which focuses on local tribal women and their livelihood enhancement.

Support to Religious Activities: Kemrock provides basic facilities of snacks, food to pedestrian pilgrimages to Pavagadh, Vadodara and supports the religious and social activities in the surrounding villages during major festivals like Navratri, Ganesh Chaturthi etc.

Help during Emergency Situation: Kemrock arranged to distribute food packets and other requirement to all the villagers in the surrounding villages during heavy floods, provides fire tender along with crew during any situation of fire in the surrounding region free of cost, Ambulance during any health related emergency to surrounding areas.

Beneficiaries Account

School Students as well as technical students, tribal people, local community etc. are the main beneficiaries located in Asoj, Pavagadh, Jabugam etc. Renovation of primary school is seen with installation of RO system for drinking water in the Asoj village.

6.2.vii Deepak Nitrate Limited

Introduction

Deepak Nitrite is a chemical industry manufactures Pharma, Rubber, Colorants and Imaging chemicals headquartered at Vadodara. It has manufacturing facilities at Nandesari, Vadodara, in Gujarat and at Pune, Roha, Taloja in Maharashtra and Hyderabad. All of them are complying with ISO 9001: 2008 standards.

CSR Activities

The Deepak Medical Foundation (DMF) and Deepak Charitable Trust (DCT) formed by the Deepak Group works towards the upliftment of the Quality of life of people living in Nandesari, Vadodara, (Gujarat) and Taloja (Maharashtra). They provide various services which include medical services, vocational training and educational programs. Numerous "Balwadis" (nurseries and day care centers) have also been set

up to ensure a sound and basic foundation for the next generation. Responsible Care Certified Deepak Nitrite Ltd is awarded Business world FICCI CSR Award 2011-12.



The first initiative was a small 15 bedded maternal and child care hospital to provide curative and preventive services for the industrial workers living around 30 villages comprising 40,000 population surrounding the industrial belt, Nandesari, Vadodara. An Emergency Transport Facility was established in 1982. This service assisted government in delivering maternal and child care services in these 30 villages. The Foundation gradually made a foray into sectors like livelihood promoting by setting up first women's dairy cooperative societies and women's self-help groups, disaster relief and rehabilitation, preschool education, HIV prevention and adolescent health. In the early nineties the Foundation started to promote socio-economic development of the communities through Women's Savings, Credit groups and the first Women's Dairy Cooperative in 1995. Due to heavy influx of migrant workers in industrial belts, the Foundation initiated HIV/AIDS prevention interventions in 1997. Since 2004-2005 the Deepak Foundation is in partnership with the Department of Health and Family Welfare, Government of Gujarat and it also provides motherhood and child survival in the entire tribal area of Vadodara district. Today, the Organization has evolved into a full-fledged Foundation covering all 1548 villages of Vadodara district in Gujarat. The interventions that initially catered to the needs of only the industrial workers for nearly twenty years today through its multifaceted programs reaches out to nearly 2 million population spread over 1548 villages of Vadodara district to provide services in various development sectors through Public Private Partnership (PPP). The Deepak Foundation operates several projects. The main-focus is on SMCS and KALP-Project.

Safe Motherhood and Child Survival (SMCS)

The SMCS-Project has been implemented since 2005 in cooperation with the government of Gujarat. The project aims to reduce the infant and maternal mortality in the district by the existing government health delivery systems. The key components of the project are:

1. Formation and strengthening of Village Health and Sanitation Committees.
2. Behavior Change Communications through village volunteers i.e. Accredited Social Health Activists (ASHAs).
3. Setting up emergency transport network and two Mobile Health Units in difficult tribal areas.
4. Establishment of Comprehensive Emergency Obstetric and Newborn Care (CEmONC) unit linked to a Community Health Centre covering 9 lakh tribal populations.
5. Setting up Help Desk at district level receiving referral cases from peripheral areas.
6. Providing a comprehensive package of services for anemia prevention and control.

Kawant Livelihood Project (KALP)

Started in 2009, the KALP-Project contains multiple steps to develop livelihood in Kawant. Kawant comprises more than 30,000 households. Holistic development through people's participation calls for integration of services at grass roots level. The project has been implemented in partnership with the Tribal Development Department, Government of Gujarat. The foundation plans to undertake the following:

1. Promote livelihood opportunities in conventional and potential farm and non-farm sectors.
2. Generate additional employment through skills development, extension and credit support and micro entrepreneurship promotion.
3. Mitigate distress migration by the creation of a strong social safety net for the vulnerable groups and create fall back employment sources.
4. Promote community participation in the process of development and establish Kawant Development Corporation under section 25 of the Companies Act.

Beneficiaries Account

Women and children, tribal people, village people located in Kawant, Nandesari are the beneficiaries. They claimed that they have covered 1548 villages of Vadodara district. The beneficiary women shared that they have got treatment during their pregnancy time and the care taken for the child was satisfactory. Mobile health units are also available for tribal people.

6.2.viii Cosmo Films Pvt. Ltd

Introduction

COSMO is the global manufacturer of BOPP Films and after acquiring GBC's Commercial Print finishing business, the Company has become the largest producer of thermal films in the world. A state-of-art manufacturing units in India, Korea and USA helps them in delivering world class packaging and thermal lamination solutions across the globe. COSMO Films established plant in Karjan, Vadodara.

CSR Activities

Computer Literacy Program: Cosmo Foundation initiated Computer Literacy Program based on the needs of the surrounding area. The program has built partnership with 10 government grant-in-aid local schools in 8 neighboring villages of CFL Plant, covers 1801 students from class I to XII, imparts computer skills on Window and Linux based operating systems, has designed curriculum, modules for teachers training and assessment system for teachers and students, Awards Computer to the best adjudged performers, basic computer course for youth in summer holidays.

Cosmo Gyan Vihar Kendra: The major challenge faced by the Computer Literacy Program was lack of reading and writing skills among many students. Based on study only 45.3% students from class V could read class II text books, 43% students could do subtraction and 40.6% students could tell time in Gujarati. The data suggested children lack basic reading and arithmetic skills which subsequently has an adverse effect and hampers their overall learning. To tackle this social issue, Cosmo Gyan Vihar Kendra was set up to strengthen basic reading, writing, arithmetic skills as well as to teach students to explore, experiment and express their thoughts and emotions effectively.

Significant features include:

- building linkages with primary schools in 6 villages;

- identification, enrollment and grading of the students;
- designing of curriculum, teachers training and assessment;
- focus on teaching language, mathematics and computer;
- Enrolment of 469 students representing from class II to VII;
- Bal mela – An activity fair for children to promote joyful learning.

Basic English Learning: Cosmo Foundations works at two levels by providing:

- Systematic English coaching with self-learning material for CF functionaries and
- Special inputs to 5th to 10th class students in selected schools with 334 students covered in 2011

Career Guidance Program: The program seeks to sensitize the students in understanding the importance of 10th grade as a turning point in their career, generating interest in studying the challenging subjects and providing exposures to a range of non-stereotyped careers. The program serves to the students across the schools and villages.

Education Aid to Slum Children: Since 2001, Cosmo Films has partnered with Bhartiya Samaj Seva Kendra, a local non-profit organization. Every year, eight students, from class VI to diploma courses are chosen and awarded educational aid.

COSMO has awarded Africa CSR Leadership Awards, Mauritius on 12th December 2012.

Beneficiaries Account

School students, both boys and girls are the most important beneficiaries located in Karjan and nearby villages. An interaction with computer teacher Gandhi Mittal and Dimpal Patel, Chirag Parmar (cluster coordinator) shared that they have got jobs to impart computer and other courses organized by the company and got good exposure.

6.2.ix Jyoti Limited

Introduction

The Jyoti Group of Companies is a conglomeration of industrial units involved in manufacturing and marketing of electrical and hydraulic engineering equipment used extensively in the vital sectors of national and international economy. Jyoti made a modest beginning, as an engineering department of Alembic Chemical Works Ltd.

Vadodara, under the leadership of late Rajmitra Bhailalbhai Amin. In 1943, the engineering department developed into an independent Private Ltd.

CSR Activities

Education: Jyoti Limited supports Navrachana School, Sama, Vadodara. Founded in 1967 by the Navrachana Education Society, the School draws its strength from a 43 year track record of excellence. Navrachana Vidyani Vidyalaya commenced operations in the year 2000, Nav-Prerna activity was started in the year 2002, Navrachana International School commenced operations in the year 2003. Navrachana University commenced operations in the year 2009.

Community Development: Jyoti Ltd supports NGOs like Society for Clean Environment, Community Science Centre, V-One Society, Citizens Blood Donation Society, Vadodara Marathon, etc. including infrastructure, financial, manpower, etc. As a part of its CSR obligation, Jyoti Ltd. was one of the Co-Sponsors for all the three Marathons held in the city of Vadodara. First Marathon supported the Vadodara Traffic Education Trust formed to help the local police authorities by forming a corpus and recruiting additional contractual manpower to help regular police force in educating and regulating the traffic. Second Marathon was organized with the theme “Clean Vadodara Green Vadodara”. Marathon held in February, 2012 to celebrate the spirit of the city and the 150th Birth Anniversary of Maharaja Sayajirao Gaekwad. The main Marathon event was preceded by events like Laser Show, painting exhibition, etc. and was followed by a grand musical program by noted singer Kailash Kher, Sunidhi Chauhan etc. Jyoti Ltd. has been sponsoring the Annual Essay Writing Competition conducted by Forum of Free Enterprise, Mumbai since 1956.

Environment: Importance of development and popularization of renewable sources of energy and Gujarat Energy Development Agency (GEDA) was set up under the Chairmanship of late Dr. Nanubhai Amin. Sardar Patel Renewable Energy Research Institute (formerly known as Jyoti Solar Energy Institute) was set up in 1979 in response to the need for developing renewable energy based systems particularly relevant to rural areas. The Company has till date manufactured, supplied, installed and commissioned about 400 MW capacity of hydro power equipment in India and abroad. Hydro power is a clean source and the company is striving to develop newer and more efficient models and contribute for cleaner and greener future.

Beneficiaries Account

Students, citizens etc. are the beneficiaries of the company. The organizer of Vadodara Marathon shared that Jyoti Limited is one of the patron donor of the event.

6.2.x Larsen and Toubro Limited (L&T)

Introduction

Larsen and Toubro is also known as L&T, is an Indian multinational conglomerate headquartered in Mumbai, India. The company was founded in Mumbai in 1938 by two Danish engineers, Henning Holck-Larsen and Soren Kristian Toubro. L & T, Vadodara offers single point design, engineering and development solutions for core sector industries mid and downstream hydro carbon projects, power plant and water system technologies including integrated engineering services.

CSR Activities

CSI (Corporate Social Initiatives) set up at Vadodara has expended its activities in the identified trust areas and its ladies club has taken keen interest in education programs and support to specially abled. The CSR areas included are mother and child health, health camp, education, skill building, project 'Neev', distribution of uniforms, donation of education kits to schools in Waghodia village, summer camp for students, prepared teaching material for Balwadi teachers in regional language calls 'Vidya Arambhasanskaram', tailoring courses for women particularly in Ekta Nagar, Slum of Vadodara. L&T Ladies Welfare Association-Vadodara, 'Darshan' is a welfare association started in 1995 by spouses of L&T employees. Members are spouses, lady employees, and mothers of L&T employees. The objectives of this association are to perform work for charity, extend moral, physical and financial support to the underprivileged of our society. It is contributing to the various needs of such institutions like old age homes, schools for the physically and mentally challenged children and giving main focus on women empowerment and children health and education etc.

Social Initiatives by Darshan:

Three Major Projects are undertaken by 'Darshan'

- Project Neev
- Project Samarth
- Project Kiran

Project Neev:

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|---|---|
| Arpan Special School | School for 125 physically and mentally challenged children, Regular visits by members, creating a good rapport with the children; Darshan provides outlets for their hand-made product, Donated Rs. 150,000 towards furnishing of a new classroom. |
| Jalaram Old Age Home, Shram Mandir and Leprosy Home | Monthly visits by members to the old age home, Bhajans, festivals and interaction with the senior citizens, Donated a bobbin-winding machine and mattresses to the leprosy home, Celebrated Gandhi Jayanthi with inmates and the kids club for children. |
| Disha- Autism Centre | Provides therapies and rehabilitative services to children with Autism, Down's syndrome, cerebral Palsy and multiple disabilities, Darshan sponsors 5 needy children, has plans to support more such children, Providing outlet for the handicrafts made by children. |

Project Samarth - Women Empowerment:

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| Project started in August, 2009. Tailoring classes and embroidery classes are conducted for ladies of Ekta Naga Slum area. Mehendi classes are started from March, 2011. |
| These classes are conducted in Ekta Nagar. Darshan, pays for the training and also finds marketing avenues for the finished product. |
| Certified beautician courses and housekeeping courses are on the pipeline. This will find new avenues for jobs. |
| Certified tailoring classes are being conducted at Energy centre. It will become a proper vocational training centre for various activities. |

Project Kiran - A RAY of Hope:

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| Darshan, started working with a Maa Bharti Municipal School, Akota from August 2010. The school has classes from class 1 to class 5 with strength of 300 students. Darshan celebrates Diwali, children's day and Independence day with them. These children are encouraged to participate in Indradhanush Annual Day program. DVD with educational CDs, Music System and Mattresses were provided for the school. |
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| It conducted a complete medical checkup with special attention to Dental and Eyes, follow up treatments are also taken for the kids. |
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| Members go to the school regularly to teach English, Hindi Poems, English rhymes, Moral stories and personal hygiene are also taught. Roofing and complete painting of the school premises was taken up. |
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Beneficiaries Account

School children, women, slum children, physically challenged etc. are the main beneficiaries located in Waghodia and around Vadodara. An interaction with spouses of L&T employees shared they feel nice to work for social cause. Conduct of women self-independent courses like tailoring, beauty parlour etc. were also endorsed by women in nearby villages.

6.2.xi Conmat Systems Pvt. Ltd.

Introduction

CONMAT is a group of companies, engaged in designing and manufacturing Construction Equipment, Material Handling Systems, Industrial Storage Systems and Industrial Automation and Service provider for Oil & Gas Pipeline. CONMAT produces Automatic Concrete Batching and Mixing Plants, Transit Mixers, Concrete Pumps and Concrete Paving Machines for Canals and Roads.

CSR Activities

Every year COMMAT organizes “Plantathon” in collaboration with Times of India on Environment Day. The company has distributed more than 30,000 saplings at 9 different gardens in Baroda. A competition was also organized to write about improving the environment, and the winners were awarded with a trip to Himalayas and opportunity to meet Padma Vibhushan Mr. Sunderlal Bahuguna, the famous Chipko Andolan Leader. Creating environmental awareness programs in schools and colleges by associating for various events and competitions like “Conmat Cosmopolitan Tree Garden Award” in collaboration with Rotary Club of Baroda. Organizing and supporting the famous Swastik Rangoli Exhibition for the last several years, in order to revive this non-rewarding and non-commercial art, Eco- Friendly

Immersion of Lord Ganesh. The company provides education to villagers to care for environment in collaboration with AIESEC, an international student organization.

Beneficiaries Account

Students, citizens, local villages etc. are the beneficiaries of the company. The beneficiary AIESEC, an NGO, located in Fatehgunj, Vadodara, shared that they have been associating with the company since a long time and working for the development of nearby villages of the operation area of Pore, Vadodara.

6.2.xii Aditya Birla Insulator (ABI)

Introduction

Aditya Birla Insulators, the Indian manufacturer of high voltage porcelain insulators is a subsidiary of Aditya Birla Nuvo Ltd. World class technology and produce high quality insulators at state-of-the-art manufacturing facilities. Aditya Birla Insulators is the country's largest, and the world's fourth largest manufacturer of electrical insulators and the product range includes hollow, solid core, disc, pin, post insulators, finding applications in substation equipment and in transmission systems. The products are exported to over 58 countries worldwide, with focused markets in Europe, America, Middle East, Africa and China.

CSR Activities

According to the Chairperson of Aditya Birla Group, Mrs. Rajashree Birla, the CSR referred to as "To actively contribute to the social and economic development of the communities in which we operate. In doing so, build a better, sustainable way of life for the weaker sections of society and raise the country's human development index." The focus areas for CSR are: (1) Education, (2) Health Care, (3) Social Cause, (4) Quality of life improvement and (5) Agriculture.

Aditya Birla Insulator has donated and made boiler operational for girl inmates of Kasturba Gandhi Balika Vidyalaya (KGBV) School, tree plantation in schools, RO plant fixation. Conducted free blood sugar camp by ABI Staff colony club house for residents, around 23 members were participated from Staff Colony. Blood donation camp by Red Cross Society was organized on 14th November 2011, the birth anniversary of founder late Mr. Aditya Vikram Birla at Halol unit where 112 unit

blood has collected. Each donor was given a small gift as a token of appreciation. Pulse Polio: ABI felicitated 41 Polio booths in Halol Taluka and 843 drops were given. The company sponsored one day snacks for the students of Akhil Bhartiya Vidhyathi Parishad, Halol. The company has taken up various activities like developing a park cum garden, renovating a school, constructing four separate ladies bathrooms at ABI workmen colony. Organized two days program on sustainable livelihood covering training of chemical products making like detergent, phenyl, rose water, liquid soap, candle making etc. 45 ladies were participated. Two days program on sustainable livelihood on beauty parlour and health care was organized for 56 ladies. Organized framers meet in collaboration with NABARD-DDM and IFFCO-DAO focusing problems on unavailability of irrigation and water storage covering 72 farmers including Sarpanch and Depty Sarpanch of Sathrota village. Around 202 blankets were distributed to BPL families in Sathrota, Gambhirpura and Heerapura villages.

Beneficiaries Account

Local communities, workmen, colony staff, women, farmers, students etc. are the beneficiaries of the company located mainly nearby Sathrota, Gambhirpura and Heerapura villages. In Kasturba Gandhi Balika Vidyalaya (KGBV) School, the authority said that the company has provided boiler and RO system to the school and also planted many trees in and around the school.

6.2.xiii Apollo Tyre Limited

Introduction

Apollo Tyres Ltd is the world's 15th biggest tyre manufacturer with annual consolidated revenues of Rs 121.5 billion in 2011. It was founded in 1976. Its first plant was commissioned in Perambra, Kerala. In 2006 the company acquired Dunlop Tyres International of South Africa. The company now has four manufacturing units in India, two in South Africa, and two in Zimbabwe and one in Netherlands.

CSR Activities

The biggest and most comprehensive initiative under company's CSR work is on HIV-AIDS prevention and awareness.

Three key stakeholder groups are -

1. Commercial vehicle customers or the trucking community,
2. Employees and
3. Business partners are addressed directly through Apollo's HIV-AIDS program.

Other activities are community infrastructure development, healthcare, education, agriculture empowerment in nearby villages and road safety. In association with the local taluka's development program, Apollo has initiated adult literacy classes for over 60 women in the nearby two villages. These are evening classes, held five days a week in the premises of the local school. The aim is to spread the program to cover all adults in the two villages i.e. Limda and Ishwarpura, Vadodara. Apollo Tyres is supporting an Emergency Medical Service (EMS) for the city. The EMS program is being implemented by a local NGO Lifeline Foundation, with experts in highway rescue and a doctor trained in emergency rescue and care. Through a common four-digit phone number, 24-hour emergency help will soon be available to every Baroda resident cutting down on deaths and casualties due to delays in medical care to a patient.

Beneficiaries Account

Trucking community, local village people located in Limda and Ishwarpura villages. The women who attended evening classes were shared that they attended the evening time classes and learnt many useful things for their living.

6.2.xiv Diamond Power Infrastructure Ltd.

Introduction

Starting in 1970, Diamond Power Infrastructure Ltd. has is integrated manufacturer of power transmission equipment and turnkey services provider (EPC), Power transmission and distribution and a product range that covers nearly 80% of the T&D infrastructure requirements. They have in-house manufacturing facilities for cables, conductors, transformers and transmission towers.

CSR Activities

Diamond Power has supported in school building, school renovation in nearby village. The company supports various social causes such as tree plantation, free

medical checkup for villagers, cleanliness drives (Vadodara International Marathon), traffic sensitivity drives, contribute to religious functions and slum development activities. The company adopted ten Anganwadis as approached by VMC.

Beneficiaries Account

Local communities, villagers, etc. are beneficiaries located around Jarod, Garadiya, and Vadodara etc. School renovation and tree plantation have been seen during the visit to the Jarod village.

6.2.xv Inox India Limited (INOXCVA)

Introduction

INOXCVA, headquartered in Vadodara is an ISO 9001-2000 and OHSAS 18001 certified company focused in design, manufacture and supply of vacuum insulated cryogenic tanks used for storage, distribution and transportation of Industrial Gases such as Liquid Oxygen, Nitrogen, Argon, N₂O, CO₂ and LNG.

CSR Activities

INOX has adopted an ITI in Lunawada, Vadodara under PPP mode for training in the trade of welder. Around 20 trained people were hired from the same institute by the company. Tree plantation, environment awareness, contribution to religious functions etc. are also part of their CSR activities.

Beneficiaries Account

Students, tribal people are the beneficiaries of the company located in Lunawada and Panchmahal. Tree plantation and environment awareness camps have noticed during the visit.

6.2.xvi Shaily Engineering Plastics Limited

Introduction

Shaily Engineering Plastics Ltd (Shaily) established in 1987 with 2 injection molding machines at Halol, Vadodara. In 1994 Shaily setup its second facility at Rania, Gujarat that is now the company's headquarters. It manufactures plastic components from high performance and ultra-high performance polymers. Today the services are

such as pad printing, vacuum metalizing, hot stamping, hot foiling, ultrasonic welding, vibration welding and assemblies.

CSR Activities

The company has organized various events like free medical checkup, education awareness programs, meditation camps by Art of Living trainers, training on corporate managerial skills and campus interviews at various educational institutes. Other activities included are distribution of inspirational book i.e. The Gift of Life, tree plantation, employee get-together including workmen where around 1400 people were participated.

Beneficiaries Account

Local communities, school children are main beneficiaries located in Halol, Rania, GTO etc. The beneficiaries viewed that they have gone through the 'Art of Living classes' organized by the company.

6.2.xvii Golden Tobacco Limited

Introduction

Golden Tobacco Ltd, the flagship of Dalmia group is in the cigarette market and processed tobacco. They manufacture various categories of cigarettes, namely full flavor, lights, ultra lights, menthol, menthol lights and extra menthol lights. The company later diversified into petrochemicals, additives, paper, marine products, etc. The company has manufacturing units, located at Mumbai in Maharashtra and Vadodara in Gujarat.

CSR Activities

The company has organized blood donation camps, yoga classes etc. They give donation to various social and religious events. Other CSR activities are tree plantation, help people in natural calamities, donate one day salary for social causes.

Beneficiaries Account

Poor and village people are the main beneficiaries of the company. An interaction with HR employees as beneficiary shared that they donate one day salary to company's CSR activities and feel good to do this cause.

6.2.xviii CEAT Limited

Introduction

CEAT Limited is a tyre manufacturing company based in Mumbai. CEAT is an abbreviation for Cavi Elettrici e Affini Torino (Electrical Cables and Allied Products of Turin). Founded in Italy as CEAT Tyres by Virginio Bruni Tedeschi, the company established its manufacturing in India in 1958 and was sold to Pirelli by Virginio's heir Alberto Tedeschi (Carla Bruni's grandfather) in the 1970s. The company's Indian division was then taken over by RPG Enterprises in the year 1982 which also got the rights to the CEAT brand and renamed the company as CEAT Limited.

CSR Activities

Under education program the company runs a flagship program called Akshar works for children studying in public schools, started Computer classes for BPL (Below Poverty Line) students at Palej in Gujarat, donates old clothes of employee and contract people to nearby villages, also donated chairs and tables to Tarsali ITI, organized career development program for employees. The company organized blood donation camps where around 84 units of blood were collected. Tree plantation, contribute to social and religious events etc. are other CSR activities of the company.

Beneficiaries Account

School children, local communities etc. are the beneficiaries of the company. The beneficiaries said that they have received clothes which are donated by the company. The company's employees who donated blood informed that nearly 84 units have been collected during the blood donation camps.

6.2.xix HNG Float Glass Limited

Introduction

HNG Float Glass Limited was incorporated in 2006 in Halol, Vadodara under the flagship of the HNG Group to manufacture different varieties of float glass. The company started with a capital outlay of INR 550 Cr and has an installed capacity of 600 TPD. HNG Float Glass Limited was established by the HNG Group for a synergic diversification of their line of business.

CSR Activities

The company CSR activities include distribution of school furniture, stationeries, note books to nearby school and 30 chairs for Panchayat. The company supported in construction of drinking water facility for laborers, donated Rs. 1 lac for furniture to Government Girls School, and donated Rs. 5 lac for gymkhana renovation which is run by government.

Beneficiaries Account

School children, local villagers of Chandrapura are the beneficiaries of the company. The government gym authority near Halol informed that they have got Rs.5 lac to renovate the building and they have renovated and brought a few necessary equipment for the gym.

6.2.xx Zydus Cadila

Introduction

Zydus Cadila is a global pharmaceutical company that discovers, develops, manufactures and markets of healthcare products. In Vadodara, Zydus Cadila's plant at Dhabhasa, in Padra taluka, was commissioned in 1997 by a company called Banyan Chemicals, and acquired by Zydus Cadila in 2002. The plant has a 90 million tonne capacity. It is an FDA-approved facility and also approved WHO GMP guidelines.

CSR Activities

The company in Vadodara organizes free medical camps like ENT, dental, pathological checkups etc. The company distributed school uniforms to nearby village school children. Tree plantation and environment awareness is also part of their CSR.

Beneficiaries account

School children, local communities are the beneficiaries of the company located in Dabhasa, Umraya and Ekalbara. The students of the nearby schools shared that they have received school uniform from the company and also planted many trees in the village and school premises.

6.2.xxi R. R. Kabel Limited

Introduction

RR Kabel Limited manufactures electrical and fire-safe wires and cables. The company provides single/multi core control, armored/unarmored, shielded, braided, and building wires and cables for the insulation and sheathing of halogen free flame retardant, cross linked polyethylene, heat resistant PVC, and flame retardant low smoke PVC polymers. RR Kabel Limited operates as a subsidiary of Ram Ratna Wires Ltd.

CSR Activities

The company is organized free medical camps to the nearby villages. Other CSR activities include celebration of RR Day every year on 5th May, tree plantation and provide tree guards, distribution of slippers to school children. They have constructed Balwadi in Waghodia.

Beneficiaries Account

School children, tribal and local communities are the beneficiaries located near operations area of Waghodia and Silvassa. The beneficiaries of the villages said that the company has organized free medical camps and they have got free treatment and medicines as well.

6.2.xxii JCT Electronics Ltd.

Introduction

JCT Electronics Limited (JCTEL) is a flagship company of the Thapar Group founded in the 1920's. The Thapar Group comprises of 54 companies and 84 manufacturing plants. In 1996, JCTEL set-up a new Greenfield plant near Vadodara in Gujarat. It is engineered in-house with Hitachi's assistance to manufacture one million CPTs per annum which were increased to 4.80 million CPTs over a period of time. The plant has capabilities to manufacture 14", 20", 21" Pure Flat and 21" Ultra Slim tubes.

CSR Activities

The company is made financial help to construct of toilets blocks for APL (Above Poverty Line) and BPL (Below Poverty Line) people. They have conducted awareness

camps on environment, tree plantation; provided free medical camps to nearby villages, helped in upliftment of Anganwadi at nearby villages etc.

Beneficiaries Account

Nearby villages and villagers are the beneficiaries of the company located near Karjan, Kandhari, Kharda. The families of BPL shared that toilet blocks are made by the company and also assisted to nearby Anganwadi renovation.

6.2.xxiii Piramal Glass Limited

Introduction

Piramal Glass, earlier known as Gujarat Glass is glass packaging company providing packaging for pharmaceutical and perfume industry. Prior to acquisition in 1984 by Piramal Group, the company located its manufacturing plant in Kosamba, Gujarat. Piramal Glass invested Rs.100 crore on capacity expansion at its Jambusar unit in Vadodara through a Greenfield project.

CSR Activities

Piramal Glass organizes free medical checkup camps. They are involved into empowerment programs and tree plantation. The company is distributed gifts to meritorious students in nearby schools. They contributed to become part of Bal Bhavan.

Beneficiaries Account

School children, local villages are the beneficiaries located near Jambusar, Gajera, Uchchhad, Masar road. The beneficiaries said that free medical camps were conducted by the company along with tree plantation in the villages.

6.2.xxiv Cosmos Impex (India) Pvt. Ltd

Introduction

COSMOS, headquartered in Vadodara, is a solution provider in the field of Machine Tools comprising Machining Centres, Turning Centres, EDM's, SPM's and allied equipment having its roots in the year 1987 as a startup selling cutting tools.

CSR Activities

Cosmos CSR activities comprise: distribution of notebooks and gift to schools in Laxmipura village and celebration of social and religious functions. The company celebrates tree plantation every on 5th June i.e. Environment Day.

Beneficiaries Account

School children, employees are the beneficiaries of the company. The employees of the company taken as beneficiaries shared that the company celebrated most of the festivals and get a chance to get together with family, received gifts and bonus during Diwali etc.

6.2. xxv Rubamin Limited

Introduction

Rubamin is a chemicals and metals company with operations in India, U.A.E. and Democratic Republic of Congo. Its corporate office is located in Subhanpura, Vadodara. The core business activities comprise manufacturing of Specialty Metal Chemicals, Metal Intermediates and Mineral Exploration.

CSR Activities

The company's CSR activities are tree plantation and green environment, blood donation camp, medical awareness camp, sponsoring various events e.g. Vadodara Marathon, recreational activities, health care and education to nearby villages.

Beneficiaries Account

Local community, citizens, etc. are the main beneficiaries of the company. The organizer of the Vadodara Marathon shared that Rubamin is also one of the sponsors of the event.

6.2.xxvi Vasu Healthcare Pvt. Ltd.

Introduction

The company is established in 1980. Vasu Healthcare has been taking consistent strides in healthcare sector. A privately owned Indian Company, Vasu Healthcare originally focused on patented formulations of herbal/ayurvedic origin. Today Vasu Healthcare is engaged in ayurvedic/herbal formulations of natural origin, active

ingredient enriched, standard extract based natural formulations and natural Over The Counter (OTC) health care products.

CSR Activities

The company organizes free medical camps, offer subsidized medicines to the needy, help people in case of any occurrences of epidemic. They also set up temporary project teams -'Vasudhars' for carrying out the CSR related task, offers cash donations to NGOs and Institutions working, promoting practical training through industrial exposure to students of various pharmacy colleges etc., "Patient Value" by means of creating awareness in the society for certain chronic ailments like Benign Prostatic Hyperplasia (BPH), Arthritis, Osteoporosis by organizing community level programs with social groups like Senior citizens' associations, Pensioners association, Laughing club, Lions club etc. The company has also set up VASU Foundation, provides aid to medical establishments working for the challenged, schools and colleges for education of poor children, victims of natural calamities, for setting up libraries to give vocational guidance to poor students etc.

Beneficiaries Account

Poor people, children, students etc. are the main beneficiaries of the company. The beneficiaries said that they have received free medical treatment and subsidized medicines.

6.2.xxviii Rishabh Software Pvt. Ltd.

Introduction

Rishabh Software is a CMMI Level-3 company that provides offshore software development and business process services since 1999. Through the offices in the US (Silicon Valley), UK (London) and India (Vadodara, Mumbai) it provides service to global clients and executed software development, BPO and Engineering services. The headquarter office is located in Vadodara.

CSR Activities

The company is having own trust called 'Rishabh Charitable Trust'. Every year the company organizes blood donation camp in the month of February which is a two day program. The company was involved in 'Cleanathon' Vadodara where the employees

took part in cleanliness drive to clean 5 km area of operation road alongside Gajanan Complex down to Akota Garden. Rishabh Charitable Trust is started free ambulances.

Beneficiaries Account

Employees, citizens of Vadodara etc. are the beneficiaries of the company. An interaction with employees as main beneficiaries of the company explained that they were part of 'Cleanathon' and served to clean 5 km of cleanliness drive and also donated blood on the occasion of Valentines' Day.

6.2.xxviii Big Bazaar

Introduction

Big bazaar is the largest hypermarket chain in India. As of June 2, 2012 there are 214 stores across 90 cities and towns in India. Big Bazaar is designed as an agglomeration of bazaars or Indian markets with clusters offering a wide range of merchandise including fashion and apparels, food products, general merchandise, furniture, electronics, books, fast food and leisure and entertainment sections. Big Bazaar was introduced by Kishore Biyani, the Future Group in September 2001 with the opening of its first four stores in Kolkata, Indore, Bengaluru and Hyderabad within a period of 22 days.

CSR Activities

Big Bazaar, Vadodara celebrates Diwali, Christmas and other festivals with slum area people, old age home and other nearby downtrodden people. They call CSR as 'Big Bazaar Seva Initiative'. They provide free gifts, lunchbox pack to the people. Water pots for birds were provided. They organize competition i.e. racing among the children of any selected society and distribute free gift hampers to the winners. They have tied up with Swaminarayan Sect to contribute to make awareness on tobacco, cancer etc.

Beneficiaries Account

Employees, customers, slum people etc. are the beneficiaries of the Big Bazaar. The elderly people of the old age home, Jalaram Trust, have stated that they have occasionally received gift hampers from Big Bazaar employees.

6.2.xxix Pantaloons Fashion and Retail Limited

Introduction

Pantaloons is a large Indian retailer, part of the Future Group, and operates in multiple retail formats in both, value and lifestyle, segments of the Indian consumer market. Headquartered in Mumbai, the company has over 1,000 stores across 71 cities in India and employs over 35,000 people, and as of 2010, it was the country's largest listed retailer by market capitalization and revenue.

CSR Activities

The Pantaloons team donates old clothes, toys and other things to poor people. They are collaborating with NGOs like Aadhar, Gunjh etc. for their CSR activities. They provide awareness to public to contribute in donation to the deprived people. Remove of plastic bags from the street is also part of their CSR activities.

Beneficiaries Account

Customers, poor people, employees etc. are the beneficiaries of the Pantaloons. The beneficiaries viewed that clothes, toys and other accessories donated to them and they expect more essential things to be provided to them.

6.2.xxx HDFC Bank Limited

Introduction

HDFC Bank Limited is an Indian financial services company based in Mumbai, Maharashtra was established in August 1994. HDFC Bank is the fifth largest bank in India by assets and the largest bank by market capitalization as of 1 November, 2012. The bank was promoted by the Housing Development Finance Corporation, a premier housing finance company (set up in 1977) of India. As on May 2013, HDFC Bank has 3,062 branches and 10,743 ATMs, in 1,568 cities in India, and all branches of the bank are linked on an online real-time basis.

CSR Activities

A few CSR activities are undertaken by the bank in Vadodara. They organized blood donation camps. The bank contributed to sponsorship or donations to social and cultural events. Tree plantation and environment or other religious day celebrations are also part of the CSR activities.

Beneficiaries Account

Rural people, customers, employees etc. are the beneficiaries of the bank. Donations have received for some social welfare activities by the bank.

DATA INTERPRETATION

Following are few Private sector industries in Vadodara to show the relevant CSR information – In Private sector, 80% of companies said contacts with other enterprises or professionals and reading of official documents are main sources of getting information on CSR. Scientific reviews get least response of 30% than the other sources (Figure 1).

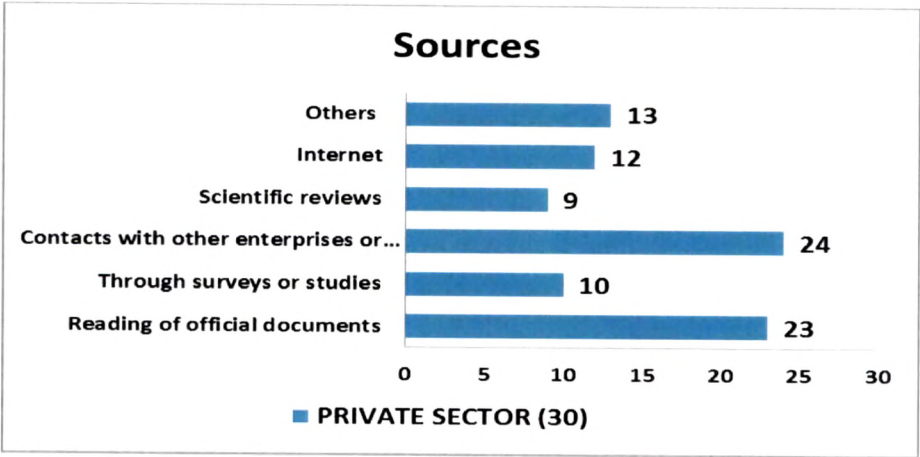


Figure 1 Sources of Knowledge about CSR

In Private sector, 96.66% said employees are the most important stakeholder of the companies followed by local communities 83.33%, customers 80%, suppliers 70%, shareholder 66.66% with least response of 26.66% on others (Figure 2).

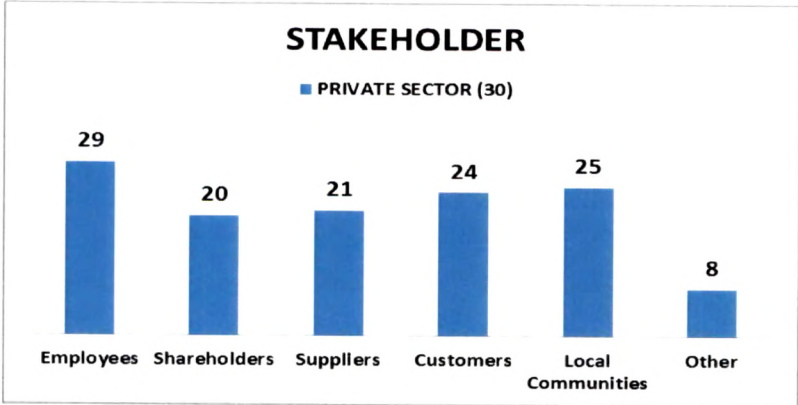


Figure 2 Identified Stakeholders

In Private sector, the data shows the aspects affects in the process of CSR are included support and encouragement from management and planning go simultaneously as 90%, 86.66%. Training (30%) and consultancy (6.66%) for CSR get least response (Figure 3).

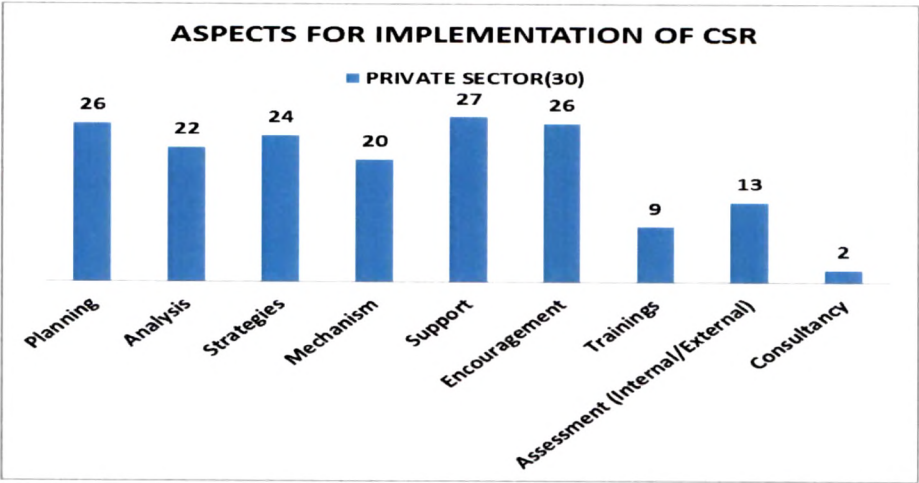


Figure 3 Various Aspects related to CSR Implementation

In Private sector, the key area education (83.33%), health care (80%), environment (70%), organising awareness camps on various social issues (60%) provide more focus than the other areas. Least response on microfinancing and credit assistance (6.66%) (Figure 4).

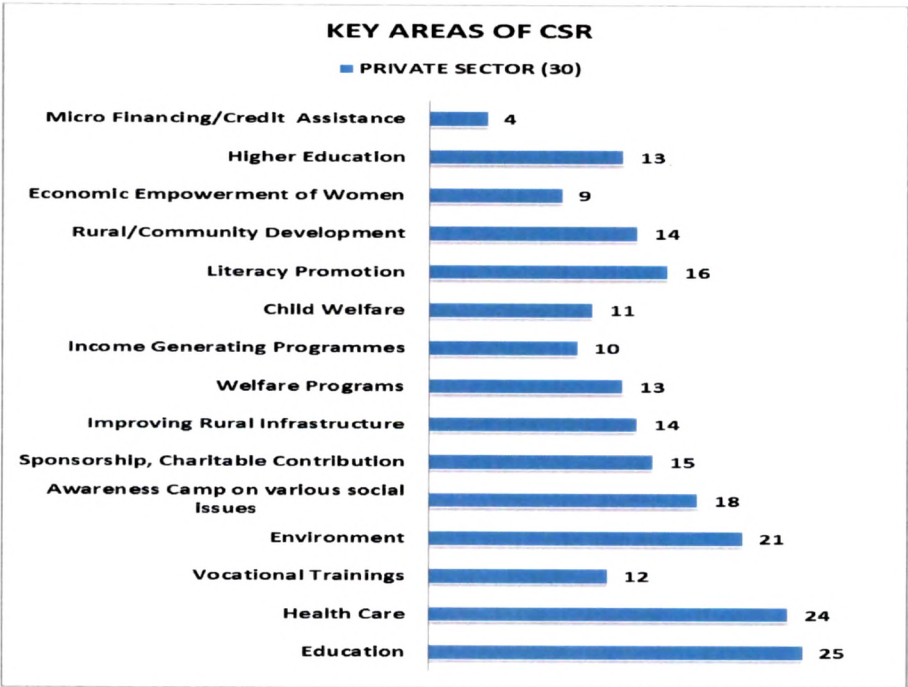


Figure 4 Key Areas of CSR

In private sector, 93.33% stated that the purpose of CSR is to work for betterment of local society. The least response acquired in profit making of CSR (10%) (Figure 5).

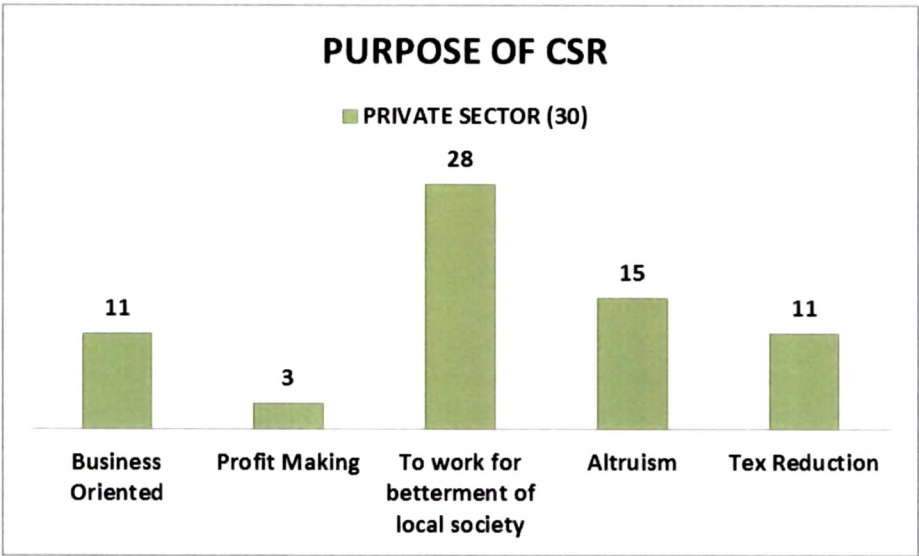


Figure 5 Purpose of CSR

In Private sector, 25 corporates stated that mechanism towards CSR activities are done through directly through their CSR/HR personnels. 7 corporates said they have their own foundation which take care of all the social activities (Figure 6).

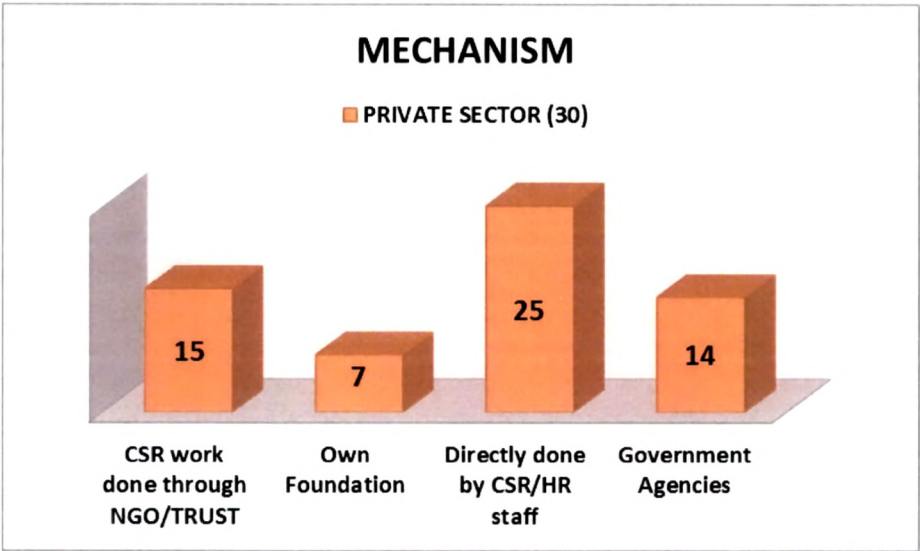


Figure 6 Mechanisms for CSR

In Private sector, 93.33 % said the most important beneficiaries are local communities following children/students (83.33%), villagers (76.66%), women (73.33%). Here also both tribal (36.66%) and sports personnel (33.33%) have received less response than other mentioned beneficiaries (Figure 7).

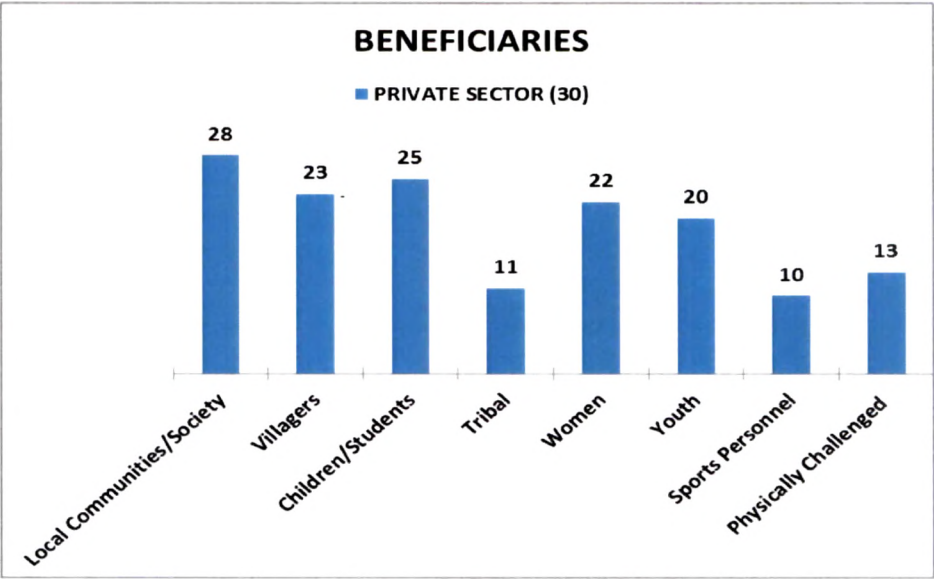


Figure 7 Lists of Beneficiaries

In Private sector, 24 corporates said that they are concern for environmental pollution. Mostly they have stated that required precautions are taken care by the company. Least response received in involvement of mitigating global warming (Figure 8).

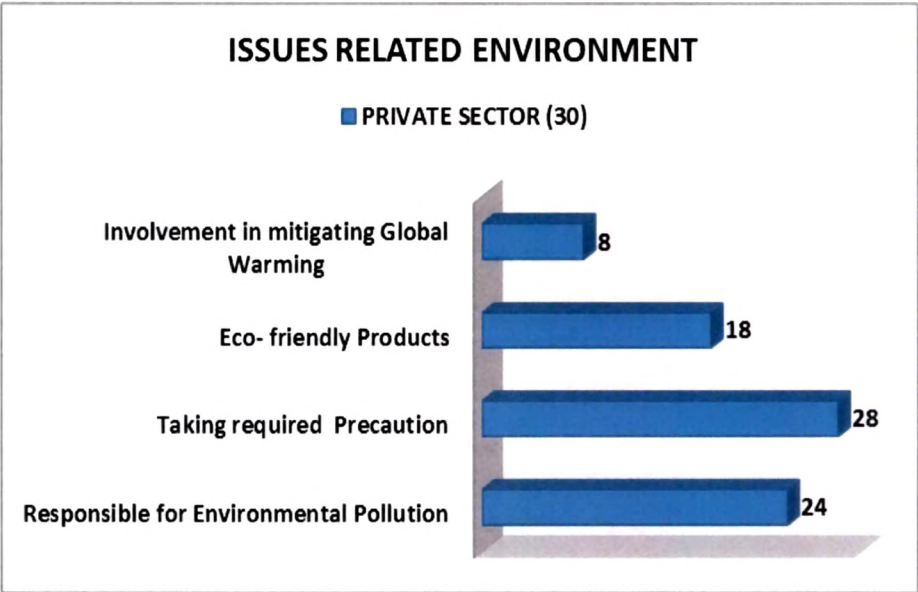


Figure 8 Issues related to Environment

In Private sector, the responses on the benefits of having CSR or doing CSR activities can help in good rapport (90%), image building (86.66%), create responsible organisation (83.33%). They gave least response on attract customers (43.33%) as organisation benefits (Figure 9).

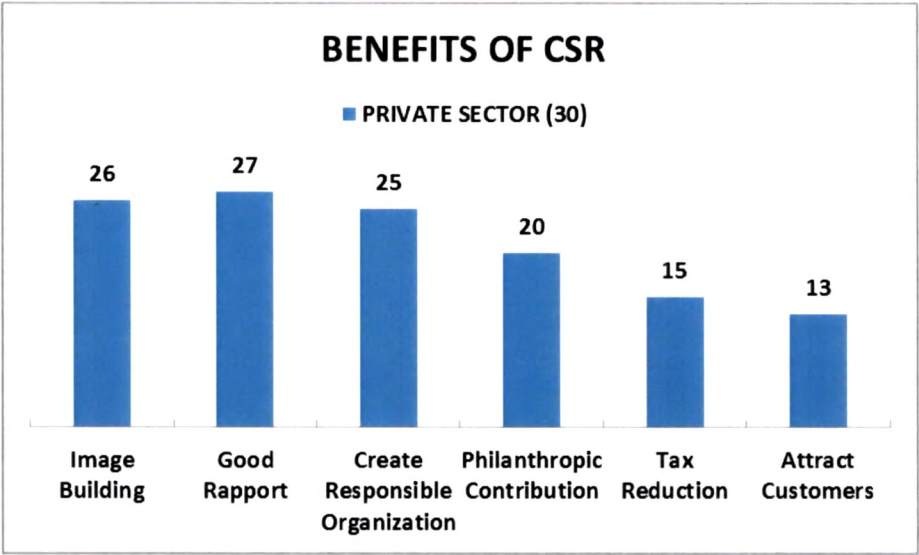


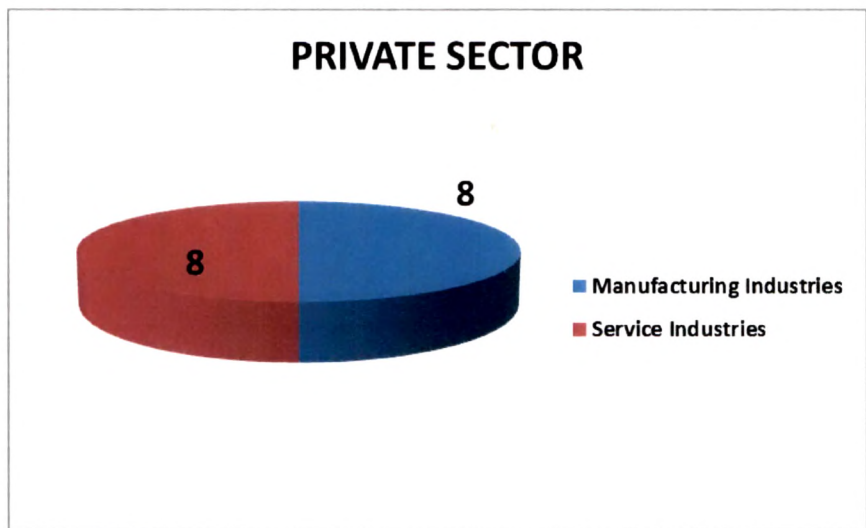
Figure 9 Benefits of CSR

6.3 DATA ANALYSIS OF PUBLIC SECTOR CORPORATIONS IN VADODARA REGION: CSR ACTIVITIES ARE CARRIED OUT ELSEWHERE

The following are the selected Public Sector Companies (16) in Vadodara, but their CSR activities are carried out not in Vadodara but in other branch offices elsewhere.

| Sr. No. | Manufacturing Sector | Sr. No. | Service Sector |
|---------|--------------------------------------|---------|--|
| 1 | EMCO Ltd. | 9 | Bharti Airtel |
| 2 | Arvind Mills | 10 | Welcome Group Hotel (ITC Group) |
| 3 | Thermax Ltd. | 11 | The Gateway Hotel |
| 4 | United Phosphorous Ltd. | 12 | Mahindra and Mahindra Financial Services Limited (MMFSL) |
| 5 | Gujarat Sidhee Cement Limited (GSCL) | 13 | Max India Limited |
| 6 | Essar Steel Ltd. | 14 | Make My Trip India Pvt. Ltd. |

| | | | |
|---|------------------|----|---|
| 7 | Manikchand Group | 15 | AVIVA Life Insurance Company India Ltd. |
| 8 | Lupin Ltd. | 16 | Sterling Addlife India Limited |



6.3.i EMCO Limited

Introduction

EMCO established in 1964, has evolved in the power sector in India. EMCO has 6 state-of the-art manufacturing plants at Thane, Jalgaon, Dadra, Vadodara, and 15 offices across India. EMCO has in-house R&D and International Advisory Board on Technology (IABT), spearheading various initiatives to optimize power transmission and distribution through cutting-edge technology.

CSR Activities

The company is having its own foundation namely EMCO Foundation (EF) focuses 3 main areas i.e. Education, Environment and Health Care. Education projects under Program “Akshar” through soft skills enhancement, self-confidence building and support (like rewards, scholarship) in school education. Projects “Ankur”, “Amrut” and “Roshni” are environmental initiatives e.g. tree plantation, seed and solar lamp distribution, watershed development. Under health care project “Jeevan” is designed e.g. blood donation camps. Under project Shiksha being implemented in slums of Thane and Jalgaon, children between age group of 6 to 14 years are enrolled in the classes where they are taught basics of English, Marathi, and Mathematics. The

teaching aid includes display cards, charts and interactive teaching methods like games, songs, reading are applied for effective results.

6.3.ii Arvind Mills Limited

Introduction

Arvind Mills, the flagship company of the Lalbhai Group, is one of India's leading composite manufacturer of textiles headquarters in Ahmedabad, Gujarat, India. It manufactures a range of cotton shirting, denim, knits and bottomweights (Khakis) fabrics. It is India's largest denim manufacturer apart from being world's fourth-largest producer and exporter of denim. In the early 1980s, the company brought denim into the domestic market, thus started the jeans revolution in India. Today it not only retails its own brands like Flying Machine, Newport and Excalibur but also licensed international brands like Arrow, Lee, Wrangler and Tommy Hilfiger, through its nationwide retail network.

CSR Activities

Education: Through SHARDA Trust, Arvind is upgrading the standards of municipal schools in Ahmedabad and work towards employable youth. Today, over 900 students each year from five municipal schools benefit from the supplemental English, Mathematics and Computer education provided at three learning centers that are equipped with state of the art facilities.

Urban infrastructure: Development of CG road, Ahmedabad's most popular street in a manner offers the urban dweller and visitor a clean, organized and enjoyable shopping/recreational experience.

Upgrading slums: Arvind in partnership with the Ahmedabad Municipal Corporation developed a model to upgrade the slums of Ahmedabad. These slums house about 30% of the city's population that live in the most disadvantaged circumstances. Its initiatives cover dwelling of over 181 hutments, housing 1200 people and was provided with improved surroundings and access to clean drinking water and proper sanitation facilities in individual houses.

Vocational Training: Arvind initiated vocational training programs to develop the skill of unemployed youth and help them take up Garment Operative jobs within Arvind and other garment manufacturing firms in Ahmedabad. In another initiative,

Arvind has organized Programs in English and Computer Application, equip students with relevant knowledge and skills and find suitable job openings for them.

6.3.iii Thermax Ltd.

Introduction

Thermax Ltd. is an Indian energy and environment engineering company based in India; and in Britain. It manufactures boilers, vapour absorption machines, offers water and waste solutions and installs captive power projects. Thermax came into being by harnessing the power of steam, produced by boilers. The company first started with producing small, once through, baby boilers to cater steam required at that time by the hospitals and the business was established in 1966. It was also the year A. S. Bhathena (father of Ex-chairman Anu Aga) collaborated with a Belgian company, Wanson, to commence business operation as Wanson India Ltd., manufacturing small boilers at a unit in Dadar, Mumbai. The company was renamed Thermax Limited in 1980.

CSR Activities

Under the aegis of Thermax Social Initiative Foundation (TSIF), Thermax has signed a memorandum of understanding (MOU) with the Pune Municipal Corporation (PMC) School Board for a period of 30 years. TSIF, in partnership with the NGO Akanksha, today runs and manages two schools for children from low-income families where they are provided free and quality education. The company established K C Thackeray Vidya Niketan English Medium School and Savitribai Phule English Medium School. In the year 2010-2011 the company supported Akanksha Foundation to work for underprivileged in Pune. 593 donors from Pune and the Savli factory participated in the blood donation camp supported by Sassoon Hospital, Poona Hospital, DY Patil Medical Hospital, Deenanath Mangeshkar Hospital, SSG Hospital Baroda and the Rotary Club of Pune Sports City, partner with CII-Yi initiative, environment etc. Thermax supported and sponsored the 10-month internship programme conducted by Centre for Youth Development and Activities (CYDA) for young graduates belonging to SC/ST and socially deprived sections of society. The internship gives Dalit students' knowledge, skills and practical training to work in the development sector and allied fields such as media, journalism, etc.

6.3.iv United Phosphorous Ltd

Introduction

United Phosphorus Ltd is a global generic crop protection, chemicals and seeds company. The company is engaged in the business of agrochemicals, industrial chemicals and chemical intermediates. They operate in three segments: agro chemical, industrial chemicals and others.

CSR Activities

The GIDC Rajju Shroff Rofel Institute of Management Studies (GRIMS) is a unique partnership between the Rotary Foundation for Education and Learning (ROFEL), Vapi and the State Industrial Development Corporation of Gujarat (G.I.D.C.). The ROFEL Trust was set up in 1985 to provide educational facilities in the region at all levels. In the initial years, the trust organized and awarded scholarships for Vapi students for study outside Vapi in various disciplines, ranging from engineering and medicine to business administration and arts and commerce. The Trust soon branched out to start the first Arts & Commerce College in Vapi in 1990, followed by a Bachelor of Business Administration Course in 1996. This was followed further in 1999 by a Management Institute (GRIMS) to conduct the course in Post Graduate Level and a college of Science and College of Pharmacy.

6.3.v Gujarat Sidhee Cement Limited (GSCL)

Introduction

Gujarat Sidhee Cement Limited (GSCL) was originally set up as a joint venture between the Gujarat Industrial Investment Corporation and The Mehta Group. GSCL's plant is located at Sidheegram in Sutrapada Taluka, District Junagadh, and Gujarat State, India. GSCL's plant uses the latest Dry Process Pre-calcination technology comparable to international standards. The state-of-the art plant makes use of machinery which is sourced from reputed international companies.

Because of its proximity to the Porbandar and Pipavav ports, it has competitive access to the export markets in the Africa, Middle East countries, Sri Lanka and Bangladesh by the economical sea route. Gujarat Sidhee Cement Limited (GSCL) markets cement under the brand name "Sidhee". GSCL product range includes Ordinary Portland

Cement (OPC) 53 Grade and 43 Grade, Portland Pozzolana Cement (PPC) and clinker.

CSR Activities

In his autobiography, Nanjibhai Kalidas Mehta, the founder of the Group, writes- "My greatest joy was in business. But money was not the end, but the means to a better, kinder life. Commerce was a field where I could seek the means for being charitable to the brethren whose love had blessed me".

This concern for society begins, naturally, at home, and the Group has always looked after its employees in every way. It provides them with medical and educational facilities, and in some cases goes further, to provide the entire surrounding community with facilities such as schools, hospitals, good roads, clean water supply, sports facilities and scholarships.

The Mehta Group is especially proud of its public service project 'Arya Kanya Gurukul Girls School' in Porbandar set up in 1937. The school was a brave new experiment in women's education, combining a modern outlook with the spirit of Vedic times, and thus synthesizing the best of East and West. The enrollment to the Gurukul is without any distinction of caste, creed or religion. Girls from devout Muslim families and Christian native girls from Africa have also been trained at the Gurukul. Nanjibhai's homage to the Father of the Nation culminated in the erection of Kirti Mandir, a monument in memory of Gandhiji built over his birthplace in Porbandar.

6.3.vi Essar Steel Ltd.

Introduction

Essar Steel is a global producer of steel with presence in key markets in Asia, Europe, Africa and North America. It has an annual capacity of 14 million tonnes. The product portfolio includes pipes, plate's cold rolling, galvanizing and pre-coated segments. It is India's largest exporter of flat steel with 10 million tons per annum (MTPA) of capacity in India and 4 million tons per annum (MTPA) in worldwide facility. On 11 June 2012, Essar Steel India commissioned a 19 MW heat recovery power plant at Hazira, Surat District, Gujarat.

CSR Activates

The company is having own foundation “The Essar Foundation” was set up to work within the framework of the 3E model: Entrepreneurship, Education and Environment to adopt a future-focused approach to sustainability. The Foundation's activities, divided across six focus areas: livelihoods and entrepreneurship, women's empowerment, health, education, infrastructure and environment. Planting thousands of trees and laying water pipelines, self-supporting schemes for women, schools, roads, and playgrounds and outreach programs at Hazira and its neighboring areas. Others activities include building water pipelines, providing subsidized medical care, installing infrastructure (roads, water tanks, electric connections). Rainwater harvesting ponds, school building renovations and health camps are some of the initiatives undertaken and supported by Essar. Essar Foundation is operating a Community Health Center at Jakhar Village. Two doctors in the health center provide primary health care services to approximately 100 patients a day from 5 nearby villages: Jakhar, Singach, Vadinar, Bharana, and Mithoi. They are operating a Mobile Health Van (MHV) that provides primary health care services to 9 villages of Jamnagar District. The foundation organized Bal Vividha in Timdi in February 2012 and in Vadinar in January 2013. The three day programme focused on the alternative ways of learning besides classroom education, and saw the participation of more than 7,500 children across 21 village schools.

6.3.vii Manikchand Limited

Introduction

Headquartered in Pune, the Manikchand Group is a privately owned group of industries in India. It primarily started out as a company that produced chewable tobacco products called 'Gutka' around six decades ago. The group is diversified into Pan Masala, Mouth Freshner, Packaged Water, Offset Printing, Wedding Cards, Flexible Packaging, Electrical Switches, Flour Mills. Some of the industry products act as a front for surrogate advertising through the audio-video media channels due to strict restrictions or bans on tobacco advertising in India. Its products are exported to more than 30 countries worldwide

CSR Activities

The Manikchand Group has established R M Dhariwal English Medium School in rural area, Shirur, Pune in 1993 and Manikchand Dhariwal Institute of Management and Rural Technology (MDIMRT) is another institute to the rural and economically challenged citizens. The Matoshree Madanbai Dhariwal Hospital is to provide healthcare at Shirur taluka, which provides the modern medical facilities. They engage in helping people during natural disasters, contribute to religious activities etc. The company has set up an old age home - Rasiklal Manikchand Dhariwal Vrudh Ashram - Panshet, Pune, nearly fifty elders are provided free accommodation and food. A similar project of old age home is supported at Tirthdham Manglayatan, Aligarh. Established a full-fledged girls hostel - Shobha Rasiklal Dhariwal Girls Hostel, at Pune provide free food and accommodation to 150 girls. The hostel is well equipped with computer and internet centre, gymnasium, library and conference hall.

6.3.viii Lupin Limited

Introduction

It is the 2nd largest Indian pharmaceutical company by market capitalization; the 14th largest generic pharmaceutical company globally and; the 5th largest generic pharmaceutical company in the US by prescription-led market share. It has the distinction of being the fastest growing generic pharmaceutical player in the two largest pharmaceutical markets of the world, the US and Japan; and is the 5th largest and the fastest growing generic pharmaceutical player in South Africa. The Company has significant market share in key markets in the Cardiovascular (prils and statins), Diabetology, Asthma, Pediatrics, CNS, GI, Anti-Infectives and NSAIDs therapy segments etc. The Company's R&D endeavours have resulted in significant progress in its NCE program.

CSR Activities

Lupin has established the "Lupin Human Welfare & Research Foundation (LHWRF)" on 2 October 1988. LHWRF started with a few small rural development projects covering around 35 villages in Bharatpur District, Rajasthan. Its efforts have touched the lives of over a million people across 2,200 villages in the states of Rajasthan, Madhya Pradesh, Maharashtra and Uttarakhand. Activating training cum production centers for strengthening traditional artisans and developing new skills boost to

services industry and agro-processing financial (including micro financing) resources and marketing. LHWRF helps arrange alternative credit for rural people through SIDBI and RMK, benefiting more than 7400 beneficiaries for establishing micro-enterprises. Extension and infield training, soil conservation, new crop introduction, post-harvest measures, and organic farming including vermin composting, bee-keeping. The soil reclamation program in Bharatpur district is the most important activity for the foundation. LHWRF has focused on strengthening the large network of government healthcare systems and preventive care through safe drinking water immunization programs and health camps. LHWRF is the district training and implementation agency for innovative school education, programs such as Lok Jumbish, Shishika Karmi and the joint UN program of Janshalas. Pre-school and mother care health programs are also an important part of the foundation's work. They screened the film all over India at the clinics of nearly 5,000 leading TB-specialists, 100 TB camps across India in 2002-03, where Lupin sponsored patient diagnosis with sputum testing and X-rays. Public awareness was created through extensive campaigning with the local communities-up to 200 people turned up for single camp in the Indian state of Uttar Pradesh. The company provides Patient education literature in 9 different Indian languages.

6.3.ix Bharti Airtel Limited

Introduction

Bharti Airtel Limited, commonly known as Airtel, is an Indian multinational telecommunications Services Company headquartered at New Delhi, India. It operates in 20 countries across South Asia, Africa and the Channel Islands. It offers its telecom services under the Airtel brand, and is headed by Sunil Bharti Mittal. Bharti Airtel is the first Indian telecom service provider to achieve Cisco Gold Certification.

CSR Activities

Bharti Airtel is having own foundation name 'Bharti Foundation'. The Satya Bharti School Program is the flagship rural education initiative delivering free quality education to over 200,000 underprivileged children. CSR activities included: Blood donation camp, contributing during natural disasters, awareness program on HIV/AIDS, Diabetics, and partner with The Akshaya Patra Foundation Mid-day meal program etc., Airtel Ashiana works for underprivileged children at Mohali Airtel

office. The Bharti Scholarship and Mentorship Program to enable academically bright youth from financially weak families, currently supports 232 scholars across the country and covers courses in management, engineering and agriculture.

6.3.x Welcome Group Hotel (ITC Group)

Introduction

ITC Limited was started with Welcome Group Chola Sheraton. Since then the ITC-Welcome Group brand has encompassed over 60 hotels across more than 50 destinations in India, including super deluxe and five star hotels, heritage palaces, havelies and resorts and full service budget hotels. In Vadodara it is located in R.C. Dutt Road, Alkapuri.

CSR Activities

The group provides employee opportunities for disabled (PWD) people with vocational training and advocacy. They mostly use environment friendly products and systems.

6.3.xi The Gateway Hotel (Taj Group of Hotels)

Introduction

Part of the Taj Group of Hotels, The Gateway Hotels and Resorts are full service upscale hotels and resorts in the South Asia region. The Gateway Hotels and Resorts are located in 21 cities and holiday destinations with plans to open in many more. It is located in Akota, Vadodara.

CSR Activities

They are parting with NGOs to train underprivileged women housewives in hospitality, self-grooming and house-keeping. In association with 'Paramparik Karigar' identifies the artisans and craftsmen across India around all location of Taj hotels and assigns projects to trainees who identify unique arts and craft of India.

6.3.xii Mahindra and Mahindra Financial Services Limited (MMFSL)

Introduction

Mahindra and Mahindra Financial Services Limited is a finance company based in India. It is among the top 500 Indian companies by market capitalization. MMFSL is

focused on providing financing for Utility Vehicles (UVs), Tractors, Commercial Vehicles, Used Vehicles and Cars in the rural and semi-urban sectors. MMFSL is a subsidiary of Mahindra and Mahindra Limited, a leading tractor and UV manufacturer with more than 60 years' experience in the Indian market. Mahindra Finance has a presence spread over 600+ locations across India.

CSR Activities

The company has own foundation named 'Mahindra Foundation'. Within Village Electrification Project across 42 locations in Maharashtra, have installed 168 Solar Street Lights (each location has four streetlights). Employee Social Options (ESOPS) are designed to instill social volunteering in the employees of the Mahindra group. Mahindra Hariyali is a mass tree plantation initiative undertaken by each and every Mahindra location, be it a Plant/factory setting or a corporate office. Project Nanhi Kali was initiated in 1996 by K C Mahindra Education Trust (KCMET) to provide primary education to underprivileged girl children. Life Line Express, a free of cost hospital-on-wheels, is a joint undertaking of Mahindra and Mahindra Automotive and Mahindra Finance to sponsor the Lifeline Express project at Rangia, Assam. It organized blood donation camps and donated ambulances to Echo, Voice of India, Sevak Mental Hospital, Mukth Jeevan and other hospitals.

6.3.xiii Max India Limited

Introduction

Max India was founded in the year 1985 to engage in the business of manufacturing penicillin-based drugs, bulk active pharmaceuticals and packaging films. Over the next 16 years, Max India ventured into businesses across conventional and new age sectors. The business model invariably was JVs with international leaders, including New York Life, Gist Brocades, Elf Atochem, Hutchison Telecommunications etc.

CSR Activities

Having its own foundation calls 'Max India Foundation' it focuses on Health, Children and Environment. The company is provided health care i.e. free artificial limbs, polio calipers to disabled people, vaccinations to children for deadly diseases like Hepatitis B, DPT, MMR, and Measles. Max foundation also provides blood donation camps, health and environment awareness camps; donate clothes and items

for sanitation and hygiene. Max Healthcare set up a hospital for the underprivileged of Madhya Pradesh, Lifeline Express in partnership with Shrimant Madhavrao.

6.3.xiv Make My Trip India Pvt. Ltd.

Introduction

Make My Trip is an Indian online travel agency which is a big part of the market. Indian Railways tickets, domestic bus tickets, international and domestic hotel bookings, car rental, international and domestic holiday packages, MICE (MICE) (Meetings, Incentives, far Conventions, Exhibitions), visa services, B2B (B2B) services and a variety of other kinds of travel related services and product offers. Established in April 2000, MakeMyTrip.com today in addition to several franchise locations across India, and offices in 20 cities in New York and San Francisco International offices.

CSR Activities

The company has a club that is committed towards 'Making A Difference' (M.A.D.) in the lives of the under privileged. The club comprises of Trippers and is chaired by their CEO, Deep Kalra. The focus is towards volunteer work for the various NGOs. They encourage Trippers to take a day off from work to do their bit towards the society. Their "Giving Back" program involves working for causes related to Children - Education and Health and Environment. It is involved with the following: Udayan Care, Million Trees Gurgaon, Parivar Society, Genesis Foundation, Give India Payroll Giving Program and Goonj.

Make My Trip is also the first online travel company to have launched a Carbon Footprint green initiative, which allows air passengers booking tickets on the website to offset their carbon footprint for the journey by contributing towards an afforestation program run under the aegis of GiveIndia by Seva Mandir in Rajasthan.

6.3.xv Aviva Life Insurance Company India Ltd.

Introduction

Aviva India is an Indian life assurance firm, and a joint venture between Aviva plc (Public Limited Company) a British assurance company, and Dabur Group, an Indian conglomerate. Aviva began operations in July 2002 as a joint venture with Dabur

Group, one of India's oldest business houses. As per the Indian insurance sector regulations, Aviva plc (Public Limited Company) has a 26% stake and Dabur has a 74% stake in the JV partnership.

CSR Activities

Aviva India is involved with education of underprivileged children, under the Street to School program, the international Corporate Social Responsibility program of Aviva plc. Within India, it works with NGOs in various parts of India to enable education for street and slum children, and helps them with funds for setting up and running outreach centers. Aviva India also conducts the Aviva Great Wall of Education in various cities each year, which collects books for underprivileged children. Over the last three years, the Aviva Great Wall of Education has collected more than 2 million books, which have been given to more than 500,000 underprivileged children across the country. The Aviva Great Wall of Education collected over 1.1 million books in 2011 alone. The Aviva Great Wall of Education was also listed in the Limca Book of Records for being the 'largest wall of books' for its debut year. It has received multiple awards, including the Bronze award at the inaugural CRY Child Rights Champion Award, 'Highly Commended Award' at the TVE Corporate Sustainability Awards given at BAFTA, London, Gold at Spikes Asia 2010, a Bronze at Effies 2010 and a Silver at the Effies in 2011. It also won an Indy's award in the 'Community and Social Welfare' category in 2011, and was awarded 'Out of the box PR idea' award at India PR and Corporate Communications Awards in 2012. Aviva India employees volunteer time to conduct workshops with children enrolled with its partner NGOs as well.

6.3.xvi Sterling AddLife India Limited

Introduction

Sterling Hospital is one of the largest hospital chains in Gujarat, considered to be the leading one by the levels of independent certification, facilities and equipment, as well as size and capacities. It is owned and managed by Sterling AddLife India Ltd. The specialties in which it provides medical care include: Cardiology, Neurology, GI Medicine, Hematology, Oncology, Reproductive Medicine, Critical and Emergency treatment, Trauma and Orthopedic, Neonatology and General Medicine. Surgery treatments include CVTS, Neuro and Onco-surgeries, Nephrology (with Kidney

Transplant), GI surgeries and General Surgeries. Sterling's multi-specialty hospitals have presence in six major cities of Gujarat: Ahmedabad, Vadodara, Rajkot, Mundra, Bhavnagar and Gandhidham.

CSR Activities

Sterling Hospital has been providing free and concessional Healthcare to the deserving and needy. Social outreach program consists of Free Health Camps, Public Awareness Talks, CMEs for medical fraternity, Outstation OPDs etc. Mega health checkup camp conducted at 33 societies in association with Radio Mirchi where nearly 2000 participants have benefited (2007). Basic Life Support Program for Rotary Members (2007), Participation in Ambaji Camp on 'Bhadarvi Punam', where a Doctors team has seen nearly 18000 pilgrims (2007), Mega health Camp for parents in Association with UCMAS (2008), Free Medical Camp open for all, at Unjha where 1000 participants has taken benefit, First Aid and basic Life Support training Program is organized for Traffic Police personnel, Every year World Kidney Donor's Day is celebrated with series of activities like Walkathon, felicitate Kidney donors by giving them a trophy and Certificate for saving lives, to spread awareness about Kidney Disease and saving lives, on World Heart Day, Sterling hospital take initiatives like organizing Walkathon, colony promotions etc. and involve various associations, corporate house to spread awareness about cardiac Disease and its risk, Outstation OPDs are planned at various places within the Gujarat at regular intervals, Public Awareness Talk is given by eminent doctors on various topics related to heart, Kidney, joints etc. at regular intervals at club, associations like Rotary, lions etc.

6.4 MAJOR FINDINGS AND INTERPRETATION

6.4.i Private Sector - Manufacturing Industries

- The CSR activities of selected 26 Private sector Manufacturing industries in Vadodara are mainly focusing on for village children
- Education
- Health care for poor section of the society
- Infrastructure providing and capacity building program
- Anganwadis, temples, village roads

- Designing women and youth empowerment programs like beauty parlor, tailoring, computer classes, mehendi classes, flower making etc., women and girls;
- Running training courses or computer/personality development, motor driving, technical or plumbing, mobile repairing etc. for rural youth and children.
- Tree plantation and environment day celebration by organizing awareness camps and
- Encouraging competition among school children through environment day celebration
- All the companies are engaged directly through their HR/CSR professionals and indirectly through NGO and other sponsorship or donations.
- Mostly Chemical manufacturing companies are more active in implementing CSR activities or programs.
- Companies like Transpek Industries Limited, Deepak Nitrate Limited, Jubilant Life Sciences etc. are having own foundation/Trust to run social welfare activities.
- Mostly it is seen that CSR activities are done under the umbrella of HR department.
- The target beneficiaries of these companies are the people of surrounding local communities.
- All these companies do follow statutory precaution for factory pollution.
- One of the major concerns of these companies is to keep green environment in the factory premises and celebrating environment day through tree plantation, awareness camps etc.
- Another major concern of majority of these corporations is in the area of health.
- Organizing blood donation camp is one of the common and key events of these companies.
- Many of these companies are involved in sponsorship of International Vadodara Marathon.
- Most of these companies budget for CSR is not fixed and it is need based.

6.4.ii Private Sector - Service Industries

The selected four companies in this category are less actively involved in CSR activities in Vadodara region.

- The activities are included organizing blood donation camps, tree plantations, donations and sponsorship etc.
- Activities are undertaken through HR personnel and influenced by top management.
- They sometimes get involve other cross functional officials to execute their CSR active

6.5 PHOTOGRAPHS

Respondents (HR/CSR Officials) from Private Sector Companies in Vadodara



Ms. Archana Joshi, Director,
Deepak Foundation, Vadodara



Ms. Mamta Baxi, Program Coordinator
Cosmo Foundation, Vadodara



CSR Team, Reliance Industries Limited
(RIL) Vadodara



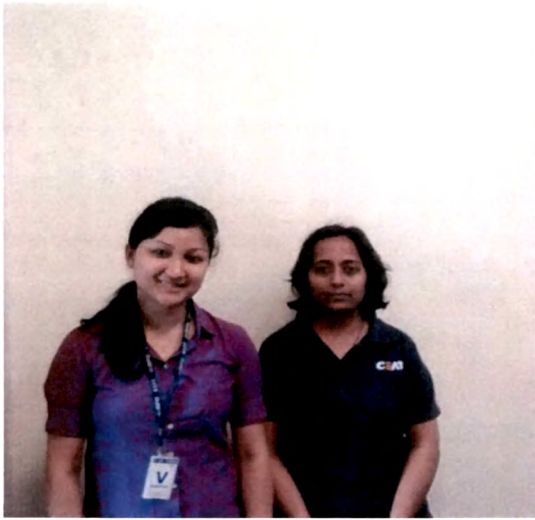
Ms. Dipti Verma, Executive - HR,
Piramal Glass, Vadodara



Mr. Sudhir Sethi, Asst. VP-HR & Admn.
InoxCVA India Limited



Mr. Rajesh Palkar, Head, P&A,
Rubamin Limited, Vadodara



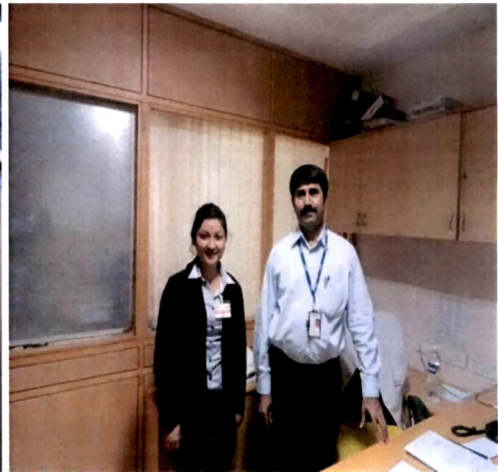
Ms. Krishna Vaidya, Asst. Manager-HR
CEAT Limited, Vadodara



Mr. Anil Kumar Kapoor, General
Manager(CSR), Transpek Industry Ltd.



Mr. Prahladji B. Vihol, Sr. Manager,
CSR, Synefra, Vadodara



Mr. Ruchir R. Someshwar, Manager-HR,
Cadila Zydus, Vadodara



Mr. Sanjay Padiyar, Program Officer-CSR,
Jubilant Bhartia Foundation, Vadodara



Ms. Anjali, Program Coordinator,
Deepak Foundation, Vadodara

Various CSR Activities Undertaken by Private Sector Companies at Vadodara



Computer Training for Chidren
at Cosmo Foundation, Vadodara



Tailoring Courses to women by Jubilant
Bhartia Foundation, Vadodara



Awareness Rally by school children at RIL
Vadodara



Community Awareness Program by RIL
Vadodara



Drug De-Addiction Program for youth by RIL, Vadodara



Tricycle Distribution to Physically Challenged by RIL, Vadodara



Cleanliness drive by Rishabh Software, Vadodara



Employees of Rishabh Software Cleanliness activity at Akota road, Vadodara

With Beneficiaries



Computer teachers & students at Cosmo Foundation, Karjan, Vadodara



Beneficiary school at Karjan, Vadodara



Participated in a cleanliness awareness rally by RIL, Vadodara



Interaction with School principal & Panchayat member at Dhanora village, Vadodara



School Children from Dhanora
Village, Vadodara



Interaction with beneficiary in
Koyali Village, Vadodara



Interaction with beneficiaries at Jeher
Village



Youths learning welding training
by Transpek Industries Ltd.