CORPORATE SOCIAL RESPONSIBILITY INITIATIVES OF IT COMPANIES WITH FOCUS ON EDUCATION

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Abstract
Corporate social responsibility (CSR) is emerging as a new field in the management research. In India, many firms have taken the initiatives of CSR practices which have met with varying needs of the society. The present study has made an attempt to understand the status and progress and initiatives made by IT companies in India in context to CSR policy framing and implementation. Data has been collected from the official websites of the companies, in-person interviews and through structured questionnaire. The CSR initiatives in context to education sector to be rated by the interviewee were identified from the literature. Based on the information and discussions mentioned a matrix of various education related factors has been prepared. All initiatives factors have been rated on the scale of 1 to 5. Results of the study depicts that IT industry is more going for taking up CSR initiatives. Although India has entered or taken a transformational change by involving into new CSR initiatives, but still a lot has to be done in this area.

Keywords: CSR - Education - Policy framing – Initiatives.

Introduction
In today's changing world, Corporate Social Responsibility (CSR) is a growing area of interest in terms of both theory and practice. Corporate Social Responsibility (CSR) is a concept whereby companies integrate social, environmental and health concerns in their business strategy and operations and in their interactions with stakeholders on a voluntary basis. The social responsibility of business encompasses the economic, legal, ethical, and discretionary expectations that society has from organizations at a given point in time (Carroll, 1979). According to India, CSR will be the most important aspect in economic development as well as social responsibility. While CSR calls attention to a path for organizations to add to the prosperity of the general public, it additionally gives the chance to make a genuine upper hand and positive unsavory reputation for the business world (Smith 2007, Porter and Kramer 2006). As the world is shrinking due to globalization the concept of Corporate Social Responsibility (CSR) has acquired an undeniably high degree of relevance and scope in a large number of sectors. Also, there is more and more awareness that CSR activities are not only merely of charitable nature, but that they also contribute to a positive image of the company, to increased employee and customer satisfaction as well.

Every business firm has to work under some social environment that is known as a society and as a good corporate entrepreneur, one has to be responsible for the society where their firm is operating. Helping the society by means of preserving the environment, minimizing the wastage of natural resources, helping the needful, conducting educational camps, promoting IT education, running schools, recycling of products, counselling sessions, awareness programs etc. All these type of activities constitutes corporate social responsibility practices or initiatives, which help the society for the lives of the underprivileged and lend a hand in the upliftment of the society.
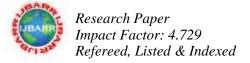
In India, many firms have taken the initiatives of CSR practices which have met with varying needs of the society. The present study has taken the major sector IT industry for the survey, as this a leading sector of India and is into the planning of CSR initiatives. After globalization of world economies most of the companies and business firms in India either already have a CSR practice initiatives or are in process of taking the initiatives. Case studies of the major firms have been used for identification of major CSR initiatives taken by firms with respect to education sector. Results of the study identified the major CSR initiatives taken up by the firm and major driving forces and proposing a framework by learning the key CSR initiatives taken.

The Educational Scene
Literacy and level of education are basic indicators of the level of development achieved by a society. Spread of literacy is generally associated with important traits of modern civilization such as modernization, urbanization, industrialization, communication and commerce. Literacy forms an important input in overall development of individuals enabling them to comprehend their social, political and cultural environment better and respond to it appropriately.

According to the Indian Census report 2011, 74 per cent of the total population in India aged seven and above are literates and 26 per cent form illiterates. Despite the country making major progress in cutting down the number of school drop-outs over the years, about 270 million people aged 15 years and older still remain illiterate in India. Among the working youth, approximately one in four is illiterate, and fewer than one in five completes secondary education

Objectives of the Study
1. To observe the organisations CSR implementation and performance
2. To Explore the CSR Initiatives in the Education Sector of Major IT Companies.

Literature Review
A research by NASSCOM Foundation (2007-2008) focused on Corporate Social Responsibility within the IT/ITES industry and found that many IT/ITES companies in India have adopted education as a major area for their social programs. The initiatives undertaken by these companies' attempts to address issues related to access, retention and quality of education.

Anupam Sharma and Ravi Kiran (2012) in their study spotlight on CSR initiatives of major companies with main focus towards education, health and environment. They analyzed major companies in India .In this study most of the companies are involved and took initiatives in CSR activities mainly towards education.

Porter and Kramer (2006) stated that strategically corporate social responsibility (CSR) can become source of tremendous social progress, as the business applies its considerable resources, expertise and insight to the activities that benefit society. Surveys show that companies should operate in ways that secure long-term economic performance by avoiding short-term behavior that is socially detrimental or environmentally wasteful.

Study by Chaudri and Wang (2007)examines CSR communication undertaken by the top100 Information Technology (IT) companies in India on their corporate websites, with an analytical focus on the dimensions of prominence of communication, extent of information and style of presentation.

Hanke and Stark (2009) proposed a conceptual framework as a basis to develop a company's CSR strategy.

Research Methodology
In order to collect the data and information about the initiatives and undergoing CSR practices following categories of professionals were contacted and interviewed: i) senior manager, ii) HR manager, iii) CSR manager. An attempt has been made to understand the status and progress and initiatives made by large firms of India in context to CSR policy framing and implementation. These firms have been chosen carefully keeping in view the following factors: These firms are into the taking of CSR initiatives, these firms are experiencing CSR practices in the education sector.

Data has been collected from the official websites of the companies, personal interviews and through structured questionnaire. The CSR initiatives in context to education sector to be rated by the interviewee were identified from the literature. Based on the information and discussions mentioned a table of various policy factors relating to the education sector has been prepared. All initiatives factors have been rated on the scale of 1 to 5.

Analysis
IBM
IBM is a company that possesses the highest standards of social responsibility in India.

Teachers Try Science Programme - This programme focuses on science, technology, engineering and maths education(STEM). Science teachers in government schools are trained to enhance the quality of teaching and improved learning outcomes

Tata Consultancy Services (TCS)
CSR programs of TCS in India is implemented through the TCS Foundation, TCS works with NGOs, Trusts, government bodies, educational institutions, other corporates & industry associations and other suitable implementing organisations as implementing partners for its CSR programs. TCS demonstrates care for the community through its focus on education & skill development, health & wellness and environmental sustainability including biodiversity, energy & water conservation.
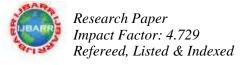
Infosys
The main objective of Infosys is promoting education, including special education and employment enhancing vocational skills specially among children, women, elderly and the differently abled and livelihood enhancement projects; monetary contributions to academic institutions for establishing endowment funds, chairs, laboratories etc with the objective of assisting students in their studies.

Wipro
More than 47000 children benefit from the five education projects in five Indian cities.. Employee engagement is an integral part of Wipro Cares where the company encourages employees to volunteer with our partners, acting thus as catalysts in

bringing about positive change.Wipro's major initiative is to help in societal change and development, to improve the quality of education in schools. The company has Supported 10 people on Wipro Education Fellowship since 2007. Currently, Wipro is engaged in projects with around 700 schools across the country in partnership with 22 partners.

Cognizant Technology Solutions (CTS)
In 2008, CTS outreach distributed 50,000 notebooks to over 5000 students in seven schools around Chennai. Outreach decided to give the initiative a pan-India footprint and has accrued funds from 7,000 associates of Cognizant. Till date, around 15,000 students have received over 100,000 notebooks made from eco-friendly materials. While they are aware that there's still a long way to go, the young employees of Cognizant have truly shown that every small step counts in making a difference.

Tech Mahindra
Tech Mahindra's social initiatives are carried out by Tech Mahindra Foundation (TMF). The company works towards the vision of 'Empowering through Education', Tech Mahindra's vision for a new India urges to empower the urban poor through the initiatives in education and vocational training. The Foundation has adopted 64 schools across India and is working with 18 partners to turn them around completely into model schools of excellence.

IGATE Global Solutions
IGATE promotes CSR activities/Projects in the field of Promotion of Education; including special education and employment enhancing vocation skills especially among children, woman, elderly and the differently abled and livelihood enhancement projects; with special emphasis on the education of the girl child.

Hexaware Technologies
Hexaware seeks to promote education and vocational training through its CSR projects. Several challenges remain in delivery of education and access to employment opportunities. The prime area of the company's CSR focuses to bring about development, enabling access to education and enhancing employability for the underprivileged of the society.

Dell
The company believes that access to education and technology is a right and necessary for all mankind. It provides grant funding , as well as the latest technology. Dell also addresses basic or community needs that might restrain a child's ability to learn.

Table 1 : Importance of the Education Initiative factors Firms

Initiatives	IBM	TCS	Infosys	Wipro	CTS	I GATE	DELL	Tech Mahindra	Hexaware	Total Score of 9 Co.'s	Avg. Score of 9 Co.'s	Ranking
Working with schools	3	3	3	3	3	2	3	4	3	27	3	2
Helping NGO's	3	3	2	3	3	3	3	3	3	26	2.88	3
Run own school	3	3	3	3	2	2	3	2	2	23	2.55	5
Give computers to promote IT education	3	4	2	2	2	2	2	3	2	22	2.44	6.5
Opening a school for free education	3	3	3	2	2	2	2	3	2	22	2.44	6.5
Organising training programs	4	4	4	3	4	3	3	4	3	32	3.55	1
Organising educational camps in rural areas	3	3	4	2	3	2	2	3	3	25	2.77	4
Total Score for 9 companies	22	23	21	18	19	16	18	22	18			
Average score for 9 companies	2.44	2.55	2.33	2	2.11	1.77	2	2.44	2			
Ranking	2.5	1	4	8	5	6	8	2.5	8			

Findings
- As business is an integral part of the social system it has to care for varied needs of the Society
- Business which is resourceful has a special responsibility to the society.
- Social involvement of business would enhance a harmonious and healthy relationship between the society and business seeking mutual benefit for the both.
- Social involvement may create a better public image and goodwill for the company which further becomes instrumental in attracting customers, efficient personnel and investors.

Significance of the Study
The IT sector has been selected on the basis of earlier available literature and by taking care that this industry is more into the initiation of corporate social responsibility projects. The IT industry has earned widespread appreciation for their ability to positively implement the social responsibility programs. Result shows that firms are more into providing good service and quality products to the customers, Focuses upon healthcare initiatives and different counselling sessions for the employees. There is a need for reinforced thrust for a planned and participatory initiative for CSR framework.

As per the importance accorded by the companies to different initiatives in context to the education sector, the highly relevant factors are: i) Organizing training programs, ii) Working with educators or schools, , iii) Helping any NGO's for this. Similarly the least importance has been given to the factors which are: i) Run firms school ii) Giving computers to promote IT education in the neighbouring area, ii) Opening a school for free education of children.

Conclusion
- This study encourages CSR promotion encompassing Education facility to the society.
- It helps the organisations to consider CSR as an investment and not an expense as it can become instrumental in increasing goodwill and corporate image.
- Development of education.
- Uplifting of the rural population.
- Strategic CSR can make the country a better investment destination.

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