



CORPORATE SOCIAL RESPONSIBILITY: A CASE STUDY OF BOSCH LTD

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“Be human and respect human dignity” By Robert Bosch.

Abstract

In the present organizations corporate social responsibility has become important to develop the economy socially & economically. In India this concept becomes more popular. All most all the public & private companies are implementing the corporate social responsibility in their business. Because business is the one of the part in the society. All the companies in India should contribute to social development of the country. The CSR concept helps to achieve the goals of business and provide quality services to the society. The term “CORPORATE SOCIAL RESPONSIBILITY (CSR)” can be referred as corporate initiative to assess and Take responsibility for the company’s effects on the environment and impact on the welfare of the society. The term generally applies to company’s efforts that go beyond what may be required by regulators or environmental protection groups. CSR is the commitment of a business to contribute to sustainable economic development, working with employees, the local community and society at large to improve their quality of life. This paper explains how the companies are taking initiatives to implement the CSR practices. This paper also tries to provide various initiatives steps taken by the Bosch ltd in the current era with respective to CSR activities. The study is totally based on the secondary data sources.

Key Words: CSR, CSR Practices, Education, Environment, Health, Bosch ltd.

INTRODUCTION

Corporate Social Responsibility (CSR) is a comprehensive term including various services, benefits and facilities offered by the company’s. It means activities designed for the promotion of the economic, social and cultural well being of the people in the country. The basic purpose of CSR is to enrich the life of people and keep them happy. As per the companies act,2013, section 135 every company having a net worth of rupees one thousand crore or more or a net profit of rupees five crore or more, during any financial year shall ensure that the company made during the three immediately preceding financial year, in pursuance of its corporate social responsibility policy. The ministry of corporate Affairs (MCA) has wide its notification dated 27 February 2014, and in exercise of powers conferred by section 1(3) of the company’s act, 2013 notified 1 April 2014 as the date on which the provisions of section 135 and schedule VII of the Act shall come into force. The CSR activities have been started a long time ago but in India its speed of implementation is very slow. The importance and awareness regarding CSR is increasing regularly in Indian economy. On the other hand social assistance is a method according to which benefits are given to the needy people, fulfilling the prescribed conditions by the government out of its own resources.

What is CSR?

The term “Corporate Social Responsibility (CSR)” can be referred as corporate initiative to assess and take responsibility for the company’s effects on the environment and impact on social welfare.

CSR rules under section 135 of the companies Act, 2013 the chairman of the committee mention the guiding principles as follows.

“CSR is the process by which an organization thinks about and evolves its relationships with stakeholders for the common good, and demonstrates its commitment in this regard by adoption of appropriate business process and strategies. Thus CSR is not charity or mere donations. CSR is a way of conducting business, by which corporate entities visibly contribute to the social good. Socially responsible companies do not limit themselves to using resources to engage in activities that increase only their profits. They use CSR to integrate economic, environmental and social objectives with the company’s operations and growth.

OBJECTIVES OF THE STUDY

- To know the scope of CSR
- To study the major areas of CSR initiatives in Bosch Ltd
- To know how the Bosch Ltd has taking its responsibility towards the society.



RESEARCH METHODOLOGY

This study is focus totally based on the secondary data which is collected from the different sources. In order to know the contribution towards CSR, information was collected from websites. Apart from these data has been taken from different books, Research papers & other print media.

CSR Activities

1. Eradication hunger, poverty & malnutrition, promoting preventive health care & sanitation & making available safe drinking water.
2. Promoting education, including special education & employment enhancing vocation skills among children, women, elderly & the differently unable & livelihood enhancement projects.
3. Promoting gender equality, empowering women, setting up homes & hostels for women & orphans, setting up old age homes, day care centers & such other facilities for senior citizen & measures for reducing inequalities faced by social & economically backward groups.
4. Reducing child mortality and improving maternal health by providing good hospital facilities and low cost medicines.
5. Providing with hospital and dispensary facilities with more focus on clean and good sanitation so as to combat human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases.
6. Ensuring environmental sustainability, ecological balance, protection of flora & fauna, animal welfare, agro forestry, conservation of natural resources & maintaining quality of soil, air & water.
7. Employment enhancing vocational skills.
8. Protection of national heritage, art & culture including restoration of buildings & sites of historical importance & works of art, setting up public libraries, promotion & development of traditional arts & handicrafts.
9. Measures for the benefit of armed forces veterans, war widows & their dependents.
10. Trading to promote rural sports, nationally recognized sports & Olympic sports.
11. Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development & relief & welfare of the Scheduled Castes, the Scheduled tribes, other backward classes, minorities & women.
12. Rural development projects & Slum area development.

COMPANY PROFILE

BOSCH Group founded in 1886 in Germany as a workshop for precision Mechanics and Electrical engineering by Robert BOSCH Group. The BOSCH Group today is the largest automotive technology supplier in the world with a global group turnover of 47.3 billion Euros in the automotive technology, industrial technology, consumer goods and buildings technology in the fiscal 2014. Robert BOSCH Group GmbH is a widely known company the world over, with presence across six continents. It has more than 300 subsidiaries and regional companies in over 60 countries. If its sale and service partners are included, then Bosch is represented in roughly 150 countries. The company employees are more than 290183 associates worldwide.

The name Bosch is synonymous with innovation in automotive technology, industrial technology and consumer goods and building technology. The company is not just famous for automotive technology products like Gasoline, Chassis systems and Car electronics, it is also a pioneer in the areas of automation technology, metal technology, packaging technology, power tools, heating technology, house hold appliances, car multimedia systems and security systems. In 2014, BOSCH Group filed 3800 patent applications across the globe. The special ownership structure of the BOSCH Group guarantees financial independence and entrepreneurial freedom of the Bosch group, making it possible for the company to plan over the long-term and to undertake significant up front investments in the safeguarding of its future.

The slogan "Invented for Life" is part of its long tradition, through which it communicates the Group's core competencies and vision, that includes technological leadership, modernity, dynamics, and quality and customer orientation. Bosch has been present in India for more than 80 years –first via representative office in Calcutta since 1992, and then from 1951 via its subsidiary Bosch Limited (formerly Motor Industries Company Limited). Bosch Limited (then MICO) began operations with a two man team in Chennai; its activities were importing and marketing BOSCH Group automotive products. Soon after the company set up a manufacturing plant for sparkplugs and fuel injection equipment for diesel engines in Bangalore. The company recorded a turnover of Rs. 9570 cores in 2014.



BOSCH VISION

Creating Value – Sharing Values

As a leading technology and services company, it takes advantage of Bosch global opportunities for a strong and meaningful development. Bosch ambition is to enhance the quality of life with solutions that are both innovative and beneficial. The focus of Bosch core competencies in automotive and industrial technologies as well as in products and services for professional and private use.

CSR Initiatives by Bosch Ltd.

At Robert Bosch Engineering & Business solutions (RBET) Consider corporate responsibility is an integral part of their business. Its vision is extending smart solutions to create long lasting value to society. The initiatives taken in the area of education and environment are towards creating sustainable benefits and ensuring a better and greener tomorrow.

CSR IN EDUCATION SECTOR

1. **Computer Education:** Bosch supports the rehabilitation of street and working children in Coimbatore. For this Bosch started Don Bosco Anable-illam, this is a center for exclusively meant for street and working children in Coimbatore since 1991. Every year 60 students are selected for this project and providing computer education. Some of the students are placed in good jobs and are earning well.
2. **Science and Computer labs:** Bosch along with Rotary club supported Agra Government school Bangalore by setting up science and computer labs. By this More than 1000 high school children's are being benefited after the inauguration of these labs.
3. **Scholarship Programme:** In India some of the talented students are not able to join for higher education, because of their financial problems. Bosch in collaboration with Foundation for Excellence (FFE) helps students by awarding scholarships. For this purpose Bosch has selected some students who are having 95% in 12th standard, and their annual income is Rs-50000. In Coimbatore region 20 students are selected for this programme.
4. **Innovation Learning:** To develop the quality of education in Government schools Bosh implementing the programme "AADHYA" in 7 Government Primary schools. The objectives of this programme is
A Technology integration in teaching methods.
B Enhancing the student's ability to learn and increasing the confidence level.
C Enhancing teacher's ability to learn, experience and to help students to achieve their goals.
D Enhancing English, developing scientific reasoning and understanding logic of mathematics.
5. **Setting up libraries:** In education sector library play an important role. For this purpose Bosch has set up 25 libraries in Government schools, benefiting more than 3260 students.
6. **Inter schools sports meet:** Generally in Government schools due to lack of opportunity, students were never encouraged in sports. But sports can develop the children physically & mentally. By considering this Bosch identified various Government schools around Coimbatore and Bangalore, who were invited to participate in the sports meet. Every year Bosch conducting sports day in Government schools.
7. **Ready for School:** In this project initiative taken by Bosch to provide stationery to children who are studying in Government schools. In Bangalore over 3500 stationary kits were donated by Bosch associates.
8. **Mid day meals for special ones:** Bosch also providing the mid day meals for the children who are mentally challenged. At present India's mid day meals scheme is one of the largest school lunch programme in the world, reaching out to nearly 120 million children's in the country. Bosch is also doing its bit towards this scheme.

CSR IN THE AREA OF ENVIRONMENT

1. **Suryapraksh:** This project was started to provide uninterrupted quality energy through solar power for poor people in rural areas. The objective is to supply the power for economically poor communities with absolutely no access to energy.
2. **Clean & Green:** As a part of CSR initiatives Bosch in association with Resident Awareness Association of Coimbatore (RAAC) 3000 trees were planted at Pudur railway quarters.
3. **World Earth day:** Every year Bosch volunteers performs street plays at malls to create awareness on various topics such as Global warming's, pollution, waste segregation, saving of rain water etc on world earth day.



4. **Rejuvenation of Kumudvathi River:** Bosch along with NGO partner International Association for Human Values (IAHV) implemented rejuvenation of Kumadvathi River in 2013. The 28 Boulder check and 30 recharge wells constructed, with this 17 villages are expected to increase their ground water level. These villages come under magadi taluk, Ramnagar district in Karnataka.

OTHER INITIATIVES

1. The “Daan Utsav –Joy of Giving” is unique initiatives that brings people together and encourage them to celebrate giving to the needy. In these activities like blood donation, fund raising for flood relief, visit to old age homes etc were organized. This celebrated between October 2nd & 8th every year.
2. Bosch taken 2180 students for movie from government schools. Children have got an opportunity to watch a movie in the theater for the 1st time in their lives.
3. Bosch conducted various general health camps in Bangalore. Total number health camps conducted is 14 and total effort spent by associates is 244 hours in year 2014.
4. Blood donation drive has been conducted by Bosch every year in the month of October. In 2014 total 801 volunteers are donated blood.
5. Every year 3rd December celebrated as international day for persons with disabilities. Bosch on 3rd December 2013 conducted a simple bolly wood quiz. This help them demystify disabilities & will help one understand people with disabilities better.
6. Every year Bosch conduct a felicitation ceremony where the senior management of the Organization acknowledged the volunteering effort of the employees by providing certificates, trophies, merchandises etc.

Awards (2012-2014)

The Export Excellence Awards special Economic zone.
Nanna Bangalore foundation Award.

CONCLUSION

To bring change in the society and to develop the economy CSR is compulsory. At present every business performing their services effectively. In mean while it has to take responsibility to implement CSR. Most of the company's focus on economic performance rather than social activities. Each and every company had to change their policies and take it as a challenge to implement CSR. To optimize impact of its CSR activities Bosch focus on child health, education, vocational training, and neighborhood projects as per the local needs. Bosch Company is engaged in more social & environmental activities and is considered as a major player in CSR. Bosch Company should have collaboration with Government while implementing the CSR programs. Bosch has been implementing more initiatives and contributing to the development of the Indian economy. Finally Bosch recognized the importance of CSR and has been making progress in recent years.

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