

CORPORATE SOCIAL RESPONSIBILITY INITIATIVES AND PRACTICES AMONG SELECTED INDIAN COMPANIES

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Abstract

Purpose: -This paper aims to focus on exploring initiatives and practices of Corporate Social Responsibility in the context of selected Indian Companies. Its purpose is to understand, document and review the Corporate Social Responsibility Initiatives of relatively selected companies in India, with a view to understand their current thinking on it.

Design/methodology/approach: -The study is based on extant literature and will include the examples from current Indian Scenario in selected companies. This paper studies the Corporate Social Responsibility initiatives taken by Indian Companies. Secondary research is conducted for the Indian companies through their corporate web sites pages containing information about their CSR initiatives. Information listed in this research paper is derived from CSR reports, Annual Reports, Press Releases, White Papers and various references.

Findings: - Most of the companies have started to understand that they can use CSR as a strategy in order to gain benefits and to make a better place for all people. In the long term, the firms that are socially responsible are successful.

Research/limitations/implications: -The present study provides a starting-point for further research in Corporate Social Responsibility Initiatives. This paper is of value to the researcher and practitioners of corporate social responsibility. The study, I hope, would help other small and medium sized companies, to actualize their CSR interventions.

Keywords: - Social Responsibility, Ethics, Initiative, Corporate, Stakeholder

Paper Type: - Research Paper

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Introduction

Businesses worldwide are increasingly worried about the impact of their business activities on society. They also recognize that the world they live in presents a growing array of demands, pressures and risks that are not signaled through markets or the traditional political processes on which they have relied for a very long time. Business and industry have come into existence to promote social growth and social good. They draw resources from the society and add values to generate wealth. Hence, society and business are interdependent and business must take full account of societal expectations. A stable social environment is a pre-requisite for business investment and industrial operations. So industry needs to facilitate such environment by taking care of the concerns of the society. Thus, many have implemented into their operation the so-called corporate social responsibility that aim to balance their operations with the concerns of internal and external stakeholders such as employees, customers, suppliers and business partners, labour unions, local communities, non-governmental organizations and governments.

Over the couple of decades, the concept of corporate social responsibility (hereinafter also CSR) has received considerable research attention and a consensus is emerging that companies and organization have a social obligation to operate in ethically, socially and environmentally responsible ways. Companies now are realizing that successes are being measured not solely according to their financial performance, but also by their standards of ethics and transparency and by how they impact interact with and make a difference in the environment in which they operate. All the organizations have an impact on the society and the environment through their operation, products or services and through their interactions with key stakeholders groups including employee's customer's clients, suppliers, investors and the local community.

Defining Corporate Social Responsibility

Defining CSR has not been and will not be an easy task, as there seems to be unending number of definitions and a set of associated terms and ideas. The term CSR is often used interchangeably with others, including corporate responsibility, corporate citizenship, business in society, social enterprise, sustainability, sustainable development, triple bottom line, societal value-added, strategic philanthropy, corporate ethics, and in some cases also corporate

governance. There are also clear links between these terms and those relating to socially responsible investments, community investing, social capital, and collaborative governance.

Starting from cradle, Lovelock (1979) propounded Gaia hypothesis that the whole of the ecosphere, and all living matter therein, was co-dependent upon its various facets and formed a complete system necessary for maintaining the Earth as a planet capable of sustaining life. Soon after this hypothesis, the concerned for all stakeholders became manifest and selfish indulgence has been replaced by a concern for social responsibility. Previously this concern has been known by such terms as environmental responsibility, stakeholder involvement or some similar term. It is only in its current manifestation that it has become generally known as corporate social responsibility or CSR.

As per Kotler, P., Lee, N. (2005), CSR is defined as a commitment to improve community well-being through discretionary business practices and contributions of corporate resources. A key element in his definition is the word discretionary, which refers to a voluntary commitment a business makes in choosing and implementing socially and environmentally responsible practices and making contributions. The term community well-being includes human conditions as well as environmental issues. Kotler also uses the term corporate social initiatives to describe efforts under the CSR umbrella as major activities undertaken by a corporation to support social causes and to fulfill commitments to corporate social responsibility. Causes that can be supported through these initiatives are those that contribute to: (a) community health, safety, education, and employment; (b) the environment; (c) community and economic development and other basic human needs.

According to Chandler (2002), CSR means transparent business practices that are based on ethical values, compliance with legal requirements, and respect for people, communities, and the environment. Thus, beyond making profits, companies are responsible for the totality of their impact on people and the planet.

The International Labour Organization (ILO, 2007) described CSR as “a way in which enterprises give consideration to the impact of their operations on society and affirm their principles and values both in their own internal methods and processes and in their interaction

with other actors” and further specified CSR as “a voluntary, enterprise-driven initiative, which refers to activities that are considered to exceed compliance with law”.

In European perspective (European Commission Directorate General for Employment and Social Affairs (2001)) CSR strengthens mutual trust and confidence between business and society. The relationship between both can be qualified as a symbiotic. European Commission (2001) defines CSR as “a concept whereby companies decide voluntarily to contribute to a better society and cleaner environment and as a process by which companies manage their relationship with stakeholders”. Moreover, being socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing more into human capital, the environment and the relations with stakeholders

Very soon, the concept of CSR has become widely accepted, and most companies and commentators now subscribe to the view that businesses have moral responsibilities that go beyond meeting the needs of their customers and shareholders (Brinkmann, and Peattie, 2008).

Problem Discussion and Objectives

Corporate social responsibility (CSR) differs from place to place, industry to industry and over time. It is increasingly accepted that in order to define precisely what social responsibility means to a company, it needs to engage with its stakeholders and take into account their needs and aspirations when designing CSR strategies and programmes. It is difficult to define CSR precisely because it will always have a location-specific context. Corporate Social Responsibility could take the form of community relationship, volunteer assistance programmes, healthcare initiatives, special education / training programmes and scholarships, preservation of cultural heritage and beautification of cities. It is therefore vital to understand the CSR initiatives and their priorities among companies, integration as a business strategy, review of initiative and its impact and priorities of areas for CSR. Based upon above discussion, we will define our objectives.

My research paper’s objectives are:-

1. To understand the CSR initiatives undertaken by companies viewing their current thinking, perception and interpretation of CSR.

2. To analyze the priorities of CSR initiatives undertaken by companies.
3. To examine and identify the strategies to apply CSR initiative.

Methodology

The present study is to comprehend the perception of CSR among selected Indian companies and to find the role played by them towards CSR. This is documented by studying that how Indian companies viewed CSR and what are the practices and initiatives that have been undertaken by them. The study is based on the chosen companies from manufacturing and services sectors of the industry comprising Construction, Automobiles, Banking, Petrochemical, Pharmaceutical, InfoTech, Steel, Sugar, Metals, Chemicals and Fertilizers, Cement, Consumer Durables, FMCG. In all, sample constitutes fifty companies, the data and information as was available in the form of (a) the published annual reports (b) director's reports, (c) published brochures and (d) articles and news published about the CSR initiatives of these companies in their web pages, journals and financial dailies & weeklies.

Review of Literature

CSR is not a new concept in India. Corporate like the Tata Group, Aditya Birla Group, and Indian Oil Corporation, to name a few, have been involved in serving the community ever since their inception. Many other organizations have been doing their part for the society through donations and charity events.

In India, the initial steps of CSR evolved through the concept of "Giving" which is an integral part of the Indian culture. Unlike western capitalism, businesses in Asia are pursuing social welfare philosophy embedded in corporate philanthropy (Mohan, 2001). Some families from traditional merchant communities pioneered indigenous industrialization in India in late 19th century and participated not only in freedom struggle but in the nation-building process thereafter.

Preceding the independence of India in 1944, a set of concerned industrialists' (Tata, Bajaj, Birla Group Through FICCI) came out with a development plan for India called the Bombay plan

(Srinivasan& Tendulkar, 2003). During 1950s/1960s, Narayan (cited in IIC, 1966), influenced by Gandhian philosophy of 'trusteeship' – an ancient idea invigorated by Mahatama Gandhi – most of the businessmen in India saw their business empires as a trust held in the interest of community at large.

In a 1987 empirical study by Khan and Atkinson it was found that a large percentage of the Indian executives studied agreed that CSR was relevant to business and felt that business had responsibility not only to the shareholders and employees but also to customers, suppliers, society and to the State

Business made significant contributions to support schools, colleges and hospitals, and later emphases shifted to supporting technical training, public health and rural development (Mohan, 2001). Also post independence, with a mixed economy framework, India experienced the elements of state- sponsored CSR activities through large public sector companies.

The emergence of non-family-owned businesses in 1970s also saw an increase in numbers of 'trusts' set up by businesses (Mohan, 2001). India started Change in 1990 with liberalization, privatization and globalization that significantly affected the corporate sector, bringing freedom from controls and increased roles. Shrivastava and Venkateswaran (2000) state that most corporations agree that this new found freedom carrier with it social responsibilities.

In a study of German and UK companies it was found that the largest corporations project CSR as a comprehensive, sustainable business strategy and recognizes the business-society interdependence (Silberhorn and Warren, 2007).

Government's CSR public policies and the relationships between government, businesses and civil society stakeholders have also known to impact the CSR initiatives (Albareda, Lozano, Ysa, 2007). It is also observed that large firms are more likely to identify relevant stakeholders and meet their CSR requirements through specific and formal CSR strategies (Perrini, Russo and Tencati, 2007). Firms with a high value for social responsibility are much more likely to engage in traditional kinds of plans for social strategy. The use of social strategy depends upon the presence of specific configurations of industry environment, resources and values (Husted and Allen, (2007). CSR is often understood only from the perspective of business generosity to

community projects and charitable donations. This perspective however fails to capture the valuable contributions organizations can otherwise make (Adenekan, 2007).

A research finding (TNS India & Times Foundation, 2008) revealed that over 90 per cent of all major Indian organizations were involved in CSR initiatives. The private sector found to be more involved in CSR activities over public and government sectors. The leading areas of their involvement were livelihood promotion, education, health, environment, and women's empowerment. Most of CSR ventures were done as internal projects while a small proportion were as direct financial support to voluntary organizations or communities.

Analysis and Discussion

CSR is a multidimensional concept and, therefore, complex to analyze. It consists of different variables (compiled from study of CSR understandings by sample companies) including: Company Profitability, Environmental Emissions, Healthcare, Education / Training, Welfare of Underprivileged Sections, Rural Developments, Social Welfare, Community Welfare, Education, Women Empowerment etc. As sample companies are working in different areas of CSR, therefore, on the basis of the availability of information and keeping in view the consistency of the variables, researcher classified them into seven variables (Refer Appendix: 2 for details) as: (1) Education / Training, (2) Healthcare, (3) Environment, (4) Welfare of Underprivileged Sections, (5) Rural Development, (6) Natural & Other Calamities and (7) Others. The important outcomes are elucidated in the following discussion:-

Priorities of Areas for CSR Initiatives

In the present study, the table 1 reveals that Education is the most (44 percent) taken care of area under CSR initiatives among the sample companies. This is followed by Healthcare where nearly one third (30 percent) of the companies are focusing their efforts, closely preceded by Environment (28 percent). Welfare of Under Privileged Sections of the Society and Rural Development both the issues are looked after by 16 percent of the companies. There are other social issues that are covered by one-fifth of the companies. Every company is connected with at least one CSR initiatives.

Sr. No.	CSR Initiatives	Nos. of Companies Covered this Initiative	Percentage of Companies taking this initiative
1	Education / Training	22	44
2	Healthcare	15	30
3	Environment	14	28
4	Welfare of Underprivileged Sections	8	16
5	Rural Development	8	16
6	Natural & Other Calamities	1	2
7	Others Social Issues	10	20

Table 3:- Analysis of Issues Covered under CSR Initiatives (In per cent)

Percentage does not add up to 100 as most of the companies are active in more than one area.

It is not surprising to note that only one company is active in natural & other calamities the reason being that most of the companies are slow in crises management situation and their social responsible team may not be empowered or remaining occupied in the areas close to their establishments.

On the other hand, education and healthcare are most debated area and Indian Government too is making constant efforts to lift the people from the bottom of the pyramid. In compliance with that, most of the companies' efforts are also in that direction, moreover, it helps them directly on getting the suitable manpower.

Environment is another hot global issue and lot of incentives are offered by UN in the form of Clean Development Mechanism (CDM) or Carbon Credits; and subsidies and fiscal benefits by the Indian Government, thus making it attractive for the companies to peruse it in their CSR efforts.

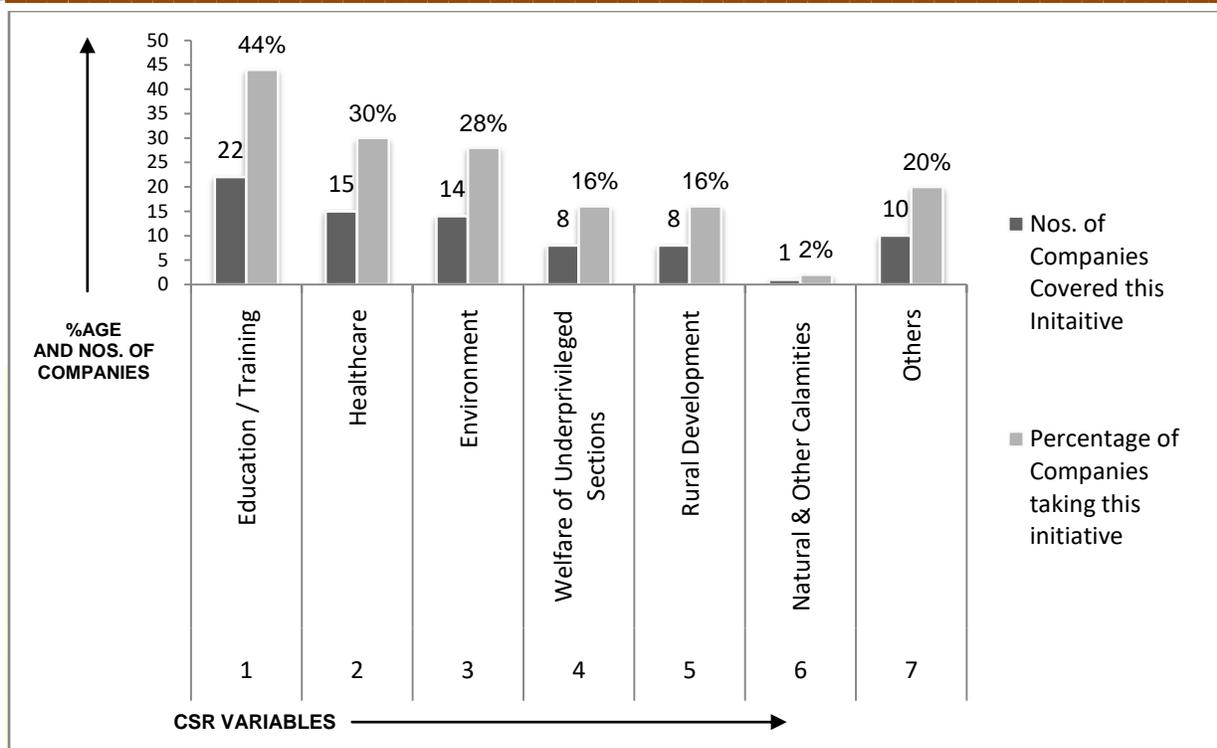


Fig1:- Bar Graph of Priorities of Issues Covered under CSR Initiatives (In per cent)

Analyzing the Table1 and Fig1, we found that Education is on top priority, Healthcare is on second priority, Environment is on third priority, Others Social Issues is on fourth priority, Welfare of Underprivileged Sections and Rural Development are on equal priority that is fifth and Natural & Other Calamities is on sixth priority for the companies.

CSR Budget

Several Indian companies might have to set aside 2 per cent of their average net profits during the preceding three years to meet corporate social responsibility (CSR) spending requirements. These are the recommendations of a parliamentary standing committee on finance. Though, the Government is unwilling to accept the recommendations.

Presently, there are very less companies who declare the funds for the CSR. In the present sample, only 5 companies (nearly 10 percent) have mentioned the expenditure incurred on the CSR initiatives during the last three financial years as a percentage of sales / turnover or as a percentage of profit otherwise all other companies are silent about CSR budget on their web

pages. There may be other companies who have budget but due to low budget they do not want to show it off publically.

Selection of CSR Initiatives

Regarding the rationale for selection of initiatives covered under CSR, the analysis indicates that the selection of initiatives under CSR by the companies depends on the factors like company mandate, current relevance of issues, demand / need from the community in that particular region where the company is established, type of industry, budget of company. The type of industry has important role in the selection of the CSR initiative. In case of Pharmaceutical, Petrochemical and Sugar industries under study, more thrust has been observed on Environment may be due to the nature of industry. Also the use of social strategy depends upon the presence of specific configurations of industry environment, resources and values.

CSR as a Business Strategy

One of the interesting finding of the study is that CSR has yet to become part of core business strategy in most companies in India. Almost all companies, irrespective of size and sector had some awareness of corporate responsibility and its potential benefits. While most companies also had policies in place related to labour issues, community relations and environmental practices, they were for the most part not backed up by comprehensive implementation and monitoring systems. Community programmes or social development initiatives, in most cases, were philanthropic and/or ad hoc in nature and not integrated into core business activities such as marketing and brand management.

Most companies have labour and environmental policy guidelines in place. This is not surprising given that Indian State Law require that companies meet minimum standards. Policies on working conditions include minimum wage requirements, health and safety, equal opportunities, non-employment of child labour, and employee welfare in general. In the area of environmental policy, most companies, especially those having a direct impact on the natural environment - extractive industries, chemical, manufacturing industries; have policies and management systems in place. However, there is a wide discrepancy between the perceptions of workers and

management about company compliance with labour regulations. The study observes that there are visible differences by company sector and size. Bigger companies, with numerous employees and a large turnover, have more corporate responsibility practices and guidelines in place. However, these tend to be more philanthropic in nature than strategic. There are also some differences with respect to sectors, with the IT industry appearing to have an edge over other.

Serious and committed approach to corporate responsibility practices is increasing its reach, but there is a vast ground yet to be covered. Corporate sector is slowly realizing the positive aspects of corporate responsibility practices (good for business is good business). There is growing collaborative work between NGOs and companies. All stakeholders are increasingly becoming aware of the diverse facets of corporate responsibility practices. The climate is conducive for the growth of corporate responsibility practices in India.

In the Indian context, very little systematic documentation of CSR initiatives is available so far. As far as strategies to apply CSR initiatives are concerned, the four strategies are identified from the study as given below:

- Only Monetary contributions
- Through an in-house department
- Collaborating with Voluntary agencies / NGOs / Government / Semi Government Organization
- Involving number of employees
- A combination of the above

Many companies have adopted more than one strategy. Many companies have collaborated with voluntary agencies and NGOs for their CSR interventions. These also include those companies that have collaborated with government and semi government agencies. The next in popularity is 'monetary contributions' followed by 'thru' an in-house department'. Few companies have involved their employees in the effort for their CSR activities. Such types of companies are mostly from Tata group. If the employees are to be involved, whether it should be on a voluntary

basis or compulsory basis was an issue raised by many organizations. How these efforts should be incorporated in the performance appraisal of the employee was another issue.

Review of CSR initiative and its impact assessment

In the context of review of the work being done by the corporates in CSR area, its impact assessment on the intended target group, nothing is mentioned on the web pages directly. But if we go through the annual reports of progressive years of some of the companies it seems that they do undertake review of the CSR activities. Some companies review these activities periodically and some after only at the end of the project or when the scheme is completed.

In the context of impact assessment of CSR initiatives on the intended target group, some of companies have shown the results of the initiatives. It seems that some of the companies do attempt to assess the impact of their CSR interventions on the intended target groups. Most of the companies do it in-house but few companies have got these impact assessment studies done by professional consultants. Most companies that do the reviews and get the impact assessment work done by outside consultants may use the results for future decision-making.

Other General Findings from the Study

It has been seen that CSR has come a long way in India. From responsive activities to sustainable initiatives, corporates have clearly exhibited their ability to make a significant difference in the society and improve the overall quality of life. In the current social situation in India, it is difficult for one single entity to bring about change, as the scale is enormous. Corporates have the expertise, strategic thinking, manpower and money to facilitate extensive social change. Effective partnerships between corporates, NGOs and the government will place India's social development on a faster track. Almost all the companies enter into CSR through acts of philanthropy not forced by outside agency or government.

Conclusions

As a conclusion of this study, it can be argued that CSR strategies have a very complex character. The concept of corporate social responsibility has gained prominence from all avenues. Organizations are increasingly realizing that CSR is no longer a collection of discreet

practices or occasional gestures motivated by marketing or public relations. It is rather a comprehensive set of practices and policies that should be integrated into the organizations operations and activities.

Organizations must realize that government alone will not be able to get success in its endeavor to uplift the downtrodden of society. It stems from the desire to do well and get self-satisfaction in return as well as societal obligation of business.

Corporate have adopted different models of CSR activities for their CSR interventions, in terms of type of activities, in terms of implementation strategies, in terms of decision making processes and in terms of involvement of voluntary agencies as also employees. This study has brought out that different companies may well adopt very different types and methods of involvement. There is no one universal model for CSR activities & initiatives, which will be appropriate for all types and sizes of companies. The appropriateness of the intervention may also vary with type of industry in which the company operates. There cannot be any universally applicable standards, codes or models. These will vary depending on (a) Size of the companies, (b) Nature of operations, (c) Its core competence, (d) Role being played by state / local governments and many such factors.

A number of CSR benefits are enjoyed by various Indian companies and feeling sustainable growth in long term. CSR impacts not only the environment and the general public at large but is also profitable for the organization. CSR is a business strategy that works. In a world where brand value and reputation are increasingly seen as an organization's most valuable assets, CSR can build the loyalty and trust that ensure a bright sustainable future. In our complex, global society, corporations are becoming increasingly visible. These businesses are not judged on their results but on their behaviour too. Thus CSR should be an integral part of every aspect of business life. As published in "Why Corporate Social Responsibility?" by The European Business Campaign, following are some of the benefits of CSR.

- Improved financial performance
- Better risk and crisis management
- Reduced operating costs

- Increased worker commitment
- Good relations with government and communities
- Enhanced brand value and reputation
- Long-term sustainability for your organization and society
- Long-term return on investments
- Increased productivity
- A license to operate

A growing number of companies in many sectors and geographic regions have discovered concrete value and competitive advantage from socially responsible practices in pollution prevention, energy efficiency, environmentally oriented design, supply chain management, and health and sustainable agriculture initiatives, among others. For these firms, CSR has had positive impacts on profits. We can conclude that CSR initiatives must be included in the overall business strategy so that the initiatives can be successfully implemented. Thus CSR is tremendously becoming a major driver of business growth and success of the organization in near coming future.

Limitations the study

The study is based on secondary information and data as made available on published sources including the websites. The size of the sample is also restricted to 50 only.

APPENDIX: 1

Corporate Social; Responsibility Initiatives of Some Indian Companies compiled from published data on company web sites:-

SL	Company Name	Areas in Which CSR Initiatives Taken By Company
1	Hindalco	Community Development
2	ONGC Ltd.	Corporate Giving, Environment
3	Larsen and Toubro	Health, Environment
4	NTPC	Gender equality
5	ITC	Labour standards
6	Infosys	Community, Education
7	BHEL	Environmental Management
8	Reliance	Energy conservation
9	Hindustan Sanitaryware	Water conservation
10	Tata Iron and Steel	Education, Community Welfare, Environment
11	Hindustan Unilever Limited	Human Development
12	Godrej Industries Ltd	Environment and Social Concerns
13	Henkel India Ltd	Environment and Social Concerns
14	Pearl Global Ltd.	Education / Training, Environment and Ethical Aspects.
15	Mahindra & Mahindra Ltd.	Education (Major Thrust), Health, Sports, Environment, Arts & Culture.
16	Nestle India Limited	Water & Energy Conservation, Environment, Community Development
17	NIIT Limited	Education
18	Novartis India Ltd.	Health
19	NMDC Ltd.	Human Development, Education
20	OCL India Ltd.	Health.
21	Oriental Bank of Commerce	Education
22	Pidilite Industries Ltd.	Rural Development
23	Ranbaxy Laboratories Ltd.	Health

24	REI Agro Ltd.	Education.
25	Sakthi Sugars Ltd.	Health Care
26	Satyam Computer Services Ltd.	Community Care.
27	Shalimar Paints Ltd.	Social Welfare with Education.
28	Shanthy Gears Ltd.	Social Welfare
29	Shipping Corporation of India Ltd.	Community welfare
30	SKF India Ltd.	Sports, Orphanage
31	Sona Koyo Steering Systems Ltd.	Community, Environment
32	State Bank of India	Rural Development, Girl Child
33	Sterlite Industries (India) Ltd.	Community, Sports, Health
34	Subros Ltd.	Environment, Health
35	Sun Pharmaceuticals Industries Ltd.	Healthcare, Education
36	Syndicate Bank	Rural Development, Women Empowerment
37	Tata Chemicals Ltd.	Rural Development and Education
38	Tata Coffee Ltd.	Community, Special Education
39	Tata Consultancy Services Ltd.	Farmers Development, Health, Community
40	Tata Power Company Ltd.	Education, Environment
41	Tata Steel Ltd.	Community, Women Empowerment
42	Tata Tea Ltd.	Community, Education, Women Empowerment
43	Tinplate Company of India Ltd.	Rural Upliftment, Health, Education
44	Union Bank of India	Rural Upliftment, Farmers
45	Wipro Ltd.	Education, Disaster Relief
46	Aditya Birla Nuvo Ltd.	Community welfare, Healthcare, Education
47	Bharat Petroleum Corporation Ltd.	Environment, Community, Education
48	Hero Honda Motors Ltd	Community welfare , Education
49	Grasim	Community Welfare, Education, Women Empowerment
50	Jubilant Organosys Ltd.	Environment, Education

APPENDIX: 2

List of Specific CSR Issues / Areas / Interventions

1) Education / Training

- Construction of School Building
- Merit scholarships to employees /others.
- Adult literacy classes.
- Vocation training to women and youth.
- Scholarships for post graduate studies abroad.
- Enhancing teacher's performance.
- Funding support to specialized institutions of higher learning's like IITs, IIM ect.

2) Healthcare

- Medical Camps
- Mobiles Medical Services.
- Pulse Polio Programme
- Construction / revamping of municipal hospitals.
- Cancer / AIDs awareness, prevention & treatment.
- Training of bear foot doctors
- Oral health awareness in schools.
- Blood donation camps.
- National Leprosy eradication
- Infant health

3) Environment

- Recycling of Pollutants / Waste
- Tree plantation
- Natural resource management
- Integrated watershed development
- Rain water harvesting programme

- Reclaiming of wasteland
- Awareness programs in schools/colleges
- Energy Conservation.
- Power Conservation.
- Water Conservation.

4) Welfare of Underprivileged Sections

- Co-Operative store in Tribal areas
- Training for women / Girls.
- Computer literacy classes for rural.
- Construction of hostel for deaf poor students.
- Support to school for mentally challenged children
- Free coaching classes in urban slums and shanties
- Construction of public Toilets.
- Funding of Libraries in slums.

5) Rural Development

- Agricultural Guidance
- Provision of drinking water.
- Agricultural Extension
- Veterinary Service.
- Drip irrigation / Re- Charging of wells.
- Rural roads & other infrastructure
- Promotion of rural income generation schemes.
- Community Welfare.
- Community Development
- Women Empowerment.

6) Natural & Other Calamities

- Earth Quake
- Flood

- Cyclone
- Disaster Management

7) Others Social Issues

- Bio gas
- Protection of wild life.
- Construction / maintenance of gardens & fountains.
- Financing of community infrastructure
- Support to sporting events.
- Welfare works with prisoners.
- Welfare work with ex-defense personnel
- Income generation activities for women
- Micros finance development & document action.
- Promoting Indian classical music theatre & art.
- Establishment of sangeet Research Academy.
- Working with Govt. agencies for family planning awareness
- Supporting programs for national integration
- Funding conservation of national monuments & heritage
- Promotion of Arts & Culture
- Promotion of sports
- Orphanage
- National integration
- Save Girl Child
- Labor Standards
- Family Planning
- Employment Protection Rules

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