



The Corporate Social Responsibility of Indian Companies: The Case of Tata

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ABSTRACT

Corporate social responsibility is based on the belief that businesses have a greater duty to society than just providing jobs and making profits. It asks business leaders to consider their decisions' environmental and social impacts in order to reduce harm where possible. The Tata group's activities relate to education, livelihoods and skill development, rural development, water and sanitation, healthcare and strengthening services. In a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence.

Key words: Corporate Social Responsibility, Objective, Initiatives

Introduction

The main objective of the company is to earn a profit and maximize the wealth of the shareholder. With this basic objective, every company wants to achieve long term stable growth. Various factors decide the long term success of the company like trust, **decisiveness, Competition, Records, Network, Patience, Risk, Optimism, etc.** In a world disillusioned with globalization, the business needs to work on a model that works for everyone. Now a day corporate works with the three baseline approach people, Planet, and Profit. Only profit should not be a motive of corporate but the business has a responsibility towards the society and environment. If a company wants to sustain for the long period then he has to take care of the things around it. Corporate uses the various resources from the society for the benefit of the business and its responsibility of the company to restore that benefit also for the stable, long term growth and advancement of the country. Through this ethical practice, a company can improve the lives of its workers, families, and society as a large.

Corporate Social responsibility (CSR) is an enduring assurance by businesses to combine social and environmental concerns in their business operations. By Amending the Indian companies Act, 2013 India became the first country in the world that has made corporate social responsibility compulsory in 2014. As per this amendment, the corporate must spend 2% of its average net profit on CSR activities if their net worth is 500 crore or more or an annual turnover of 1000 crore or more, or net profit of 5 crores in a financial year. India became the first country to legislate the need to undertake CSR activities and mandatorily report CSR initiatives under the new Companies Act 2013. The noncompliance of the rule will lead to monetary penalties as well as imprisonment as per the amended law.

The Objective of the study

The objective of the paper is to know the various CSR activities of the Tata Group. The aim is also to know the various program, activities, and schemes of the CSR activities by the Tata Group.

Research methodology:

The information related to various companies is collected from various reports of the Government and the annual reports of the companies.

Tata Group:

Tata group is Indian Multinational Conglomerate holding company headquartered in Mumbai, Maharashtra, India in India operated in more than 100 countries across six continents. It was founded in 1868 by Jamsetji Tata, a father of the Indian Industry. There are 29 publicly-listed Tata enterprises with a combined market capitalization of over \$300billion (INR 24 trillion) as on March 31, 2023. Tata son is the principal holding company and promoter of Tata Companies. Tata Consultancy Services Ltd., Tata Steel Limited, Tata Motors Limited, Titan Company Limited, Tata Chemicals Limited, Voltas Limited, Tata Coffee Limited, Tata consumer limited, The Indian Hotels Company Limited, etc. are the group companies of Tata Group. The Tata group is a value-driven organization. With the core values like Integrity, responsibility, excellence, pioneering, and unity the Group works with fair, transparent, accountable, and ethical management to protect the interest of all stakeholders, including shareholders, employees, customers, vendors, regulators, and society. With a Unique code of conduct, the Tata group has shown the highest ethical and moral standards, respect for human rights and dignity, professionalism, honesty, integrity in all interactions with the stakeholder and society as a whole.

Initiatives by Tata Group for the community Welfare:

Tata Group was formed 152 years ago by Jamsetji Tata and he strongly believed that community is not the just stakeholder but it is the very purpose of its existence. 66% of Tata Sons' equity is held by the Tata Trusts and dividends flow directly to support the philanthropic work of the Trusts. Over the past century and a half, the Tata group has calibrated its mission to address India's most urgent needs. Health, Education, empowerment, and environment are the four major areas that need more care for the long term growth of the country.

Health: Tata Group is very concerned about the health of society. The Lady Tata Memorial Trust which was established in 1932 spends a majority of its income on international research of Leukaemia. Tata Trusts has partnered with the National Dairy Development Board to fortify 200 lakh liters milk per day with Vitamins A & D for the good health of the people. Tata Memorial Hospital and Tata Medical center provides health care and setting the new benchmark for Cancer treatment in the country.

Empowerment: Tata Group also provides skill-based knowledge for the long term sustainment. Through a project, Tata Strive the company tries to train youth for employment and entrepreneurship. Under the Lakhpati Kisan smart village program, the company has touched the life of 96000 tribal households by providing agriculture knowledge and training by the various financial inclusion program.

Education: With the path of the vision of his founder Tata groups also believes that nation-building must begin with education upliftment of the people. To fulfill the research-based education Tata group has started the Indian Institute of Science, Tata Institute of fundamental Research and Tata Institute of Social Science. The national center for performing Arts was also built by the Tata group for the promotion of arts in the country.

Tata Motors: It is the biggest automobile manufacturing company in India with an extensive range of passenger, commercial, and defense vehicles in its portfolio. The total amount of 22.19 crore was spent by Tata Motors. Tata motor received an award “Golden Peacock Global CSR Award' for the financial year 2018-19 by the Institute of Directors.

CSR activities by Tata Motors	
Name of the activity/Initiative/Program	Objective of the activities/ Initiative/Program/Scheme
1 Aarogya	Aims to curb malnutrition through the facilitation of clean drinking water to remote communities Beneficiary: 3.9 lacs children
2 Vidyadhanam	Aims to improve the academic performance of secondary/college going students through a targeted approach by instituting needbased financial support, special coaching classes Beneficiary: 1.5 lacs students
3 Kaushalya	Aims to Train unemployed youth in three segments viz. auto trades, non-auto trades, and agriculture & allied activities Beneficiary: 1.17lacs youth skilled and 63% employed
4. Dhaaga	Promotes Women Empowerment by engaging with both rural and urban women. It is a woman based micro-enterprise initiative for improving the social status and providing sustainable livelihood.

Tata Consultancy Services

Tata Consultancy Services Limited is an Indian multinational information technology service and consulting company headquartered in Mumbai, Maharashtra, India. It is a subsidiary of the Tata Group and operates in 149 locations across 46 countries.

CSR activities by Tata Consultancy Services	
Name of the activity/Initiative/Program	Objective of the activities/ Initiative/Program/Scheme
1. Adult Literacy Program	In house Computer Based Functional Literacy (CBFL) software, available in nine Indian and three foreign languages. Beneficiary: 3.65 lacs adults
2. Lab on Bike	An instructor traveling to the government schools, with a science experiment kit which fits on to the side of his/her bike to cover different concepts from physics, chemistry, Biology. Beneficiary: 1540 students and 110 teachers from the Government school of Bangalore and Ahmadabad.
3. Cancer Care	TCS DINC, has partnered with some of the topmost Cancer hospitals to provide services such as Care Coordination, Active Patient Management, Counseling, and Virtual Care, which have been helping cancer patients in their treatment journey both within and outside the hospital. Beneficiary: 1 lac patients

Tata Steel

Tata Steel Limited, formerly Tata Iron and Steel Company Limited, is an Indian multinational steel-making company based in Jamshedpur, Jharkhand, and is headquartered in Kolkata, West Bengal, India. Tata steel wants to be an industry leader in CSR relating to environment and health. Tata Steel Jamshedpur is the Indian benchmark for CO2 emission intensity in the country.

CSR activities by Tata Steel	
Name of the activity/Initiative/Program	Objective of the activities/ Initiative/Program/Scheme
1 Maternal and New Born Survival Initiative(MANSI)	Focus on working with pregnant women, mothers, and children on the issue of infant mortality through partnerships with the government, and national and international NGOs. Beneficiary: 44% reduction in death rate

	achieved in the area of Odisha and Jharkhand
2 Residential camp schools	For the children who are either dropouts or from vulnerable backgrounds engaged in child labor. Beneficiary: 3 new Masti ki Pathshalas created in FY 2018-19
3 Women Self-help Groups (SHGs)	To impart skills and empower them to run an enterprise. Beneficiary: 10000 women empowered through SHG in 95 panchayats.

Tata Motors begins 'Go Green' initiative: To plant a tree for every vehicle sold & serviced

Tata Motors aims to systematically reduce its environmental impact by assessing its footprint across the whole lifecycle and value chain of its products.

Tata Motors, along with its channel partners, has announced the launch of its 'Go Green' initiative under which, the company, in association with an NGO, will plant a sapling for the sale of every new commercial vehicle and for every new customer who gets their vehicle serviced at the company's dealer workshop and Tata Authorised Service Station. The company will take care of the sapling and the customer will be awarded a certificate and a link with the geotagged location of the plantation, thereby allowing the customer to monitor its status.

Tata Motors states that the initiative will enable the best health of these newly-planted saplings, which will include a variety of diverse species of fruit-bearing, medicinal and native trees. The plantation will be spread across various locations in over 10 states of the country, thereby adding to the green cover of the country.

"Environment sustainability is at the core of what we do at Tata Motors, its energy-efficient manufacturing practices, and environment-friendly product offerings are a testament to this," Rajesh Kaul, Vice President, Sales & Marketing, Commercial Vehicle Business Unit, Tata Motors, said.

Tata Motors is pleased to announce this collaboration with SankalpTaru where it is actively engaging with the large base of consumers that the company caters to, in tree plantation drives. The company will continue to stay abreast of evolving needs in the best interest of future generations, constantly devising unique, sustainable, and future-ready solutions to tackle pressing problems, he added.

The company says that the recently launched BS6 product range assures significantly reduced tail-pipe emissions and it is also working towards a low-carbon strategy. As a signatory of the RE100 initiative, Tata Motors aims to source 100% renewable electricity by 2030.

CONCLUSION

The Tata group remains one of the premier and largest establishments in our country and around the globe in general. Ratan Tata's inauguration as chairman of the group coincided with India's economic liberalization, which radically altered the country's industrial environment.

Awareness regarding green products and green marketing is increased and it is becoming more important as now people are more concerned about their environment and becoming more socially responsible. The objective of green marketing is to satisfy the needs and desires of the customers and keep the company responsible in

maintaining long-term social and environmental gains. All green marketing activities are focused along with environmental concern in green marketing.

CSR is the prime obligation of the company towards the society. Tata Group is taking lots of initiatives to remove the barriers from the society in the area of Education, Health, and Environment. The Group has made “Social Responsibility” as a core duty in their vision. These all activities, programs have created very positive and good results and formed many success stories also.

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