



FULFILLMENT OF SOCIO ECONOMIC IMBALANCES THROUGH PRIVATE SECTOR

Dr. R. Narsaiah*

A. Vinay Kumar**

*Faculty in Management Studies, Department of Humanities and Social Sciences (H&SS), JNTUH College of Engineering, Hyderabad.

**Student Pursuing 5th Year in Integrated Dual Degree Programme (IDP), B-Tech & MBA with Bachelors in Electrical and Electronics Engineering (EEE), Masters in MBA with specialisation of Marketing, JNTUH College of Engineering, Hyderabad.

Abstract

In the business world, the important “responsibility” for companies has been to maximize profit and increase shareholder value. In other words, company financial responsibility has been the sole bottom line of success. With an era of globalization the economies of business has changed from corporate centric to the consumer centric, where the consumer’s perception towards a product, service, concept or an organization is most concerned.

Business being an integral part of the society, which influences the society, so it cannot ignore the importance of society. In the last few decades this transformation gave initiation to a broader corporate responsibilities—for the environment, for local communities, for working conditions, and for ethical practices—has gathered momentum and taken hold. This new driving force is known as corporate social responsibility (CSR). This consists of wide range of activities and programs, which involves looking at how to improve social, environmental and economical impacts of business.

CSR plays a key role in the sustainable business strategy, which draws attention on how to maximize the usage of resources with minimum consumption, exploration of resources without exploitation and maintain equilibrium of resources for future generations. Company’s CSR strategies encourage the company to make a positive impact on the environment and stakeholders and also including consumers, employees, investors, communities, and others.

The main purpose of this paper is to describe the policies, processes and performance of Tata Consultancy Services to help the customers, communities, and employees understand the past performance. It includes the various activities performed by the organization with respect to environment awareness, health and safety programs and other voluntary activities performed by the employees and company for the welfare of society as part of Corporate Social Responsibility. It also covers the achievements of the company for its services.

Introduction

Now-a-days many companies are showing more interest in contributing to the society and thus also increase its demand in the society. 75 private companies spent Rs 3,509.7 crores in FY15, which went up to Rs 4,190.5 crores in FY16. While 12 PSU’s spent Rs 1,250.8 crores in FY15, which up to Rs 1,842.9 crores in FY16.

Considering the company’s philosophy to the maximum extent, Social activities have been an improving part of TCS’s business of helping customers in achieving business objectives by providing innovative, best in class consulting, IT solutions and services. TCS’s spirit of caring and sharing is included in its mission statement which gains huge round of applause from the people.

It works with the goal of empowering communities to make an impact in the three focus areas of Education and Skills, Health and Wellbeing, and Environmental Stewardship. Our sustainability initiatives take the form of volunteering effort by our employees, providing pro bono IT services for worthy causes, and funding programs run by non-governmental organizations and other agencies.

Amount Spent By TCS Ltd. in Social Activities

S. No	Year	Expenditure (in Rs. Crores)
1	2016-2017	379.70
2	2015-2016	294.23
3	2014-2015	218.42
4	2013-2014	93.60
5	2012-2013	71.60



The Expenditure amount in social activities is increasing year by year in TCS indicating its increasing concern towards society. In Financial year 2016-2017 there is 1.7% of average profit for previous three years in respect of standalone.

Objectives of Study

The main aim of the paper is to study

1. All the practices, policies and programs undertaken by TCS for the growth and development of company.
2. Expenditure amount on each of the social activity implemented by TCS in the year 2016-2017.
3. Importance of social activities in TCS and how best it is doing, by analysing the data using SPSS (Statistical Package for Social Sciences) software.

Research Methodology

The study of social concern of TCS. is mainly based on secondary sources of data. Secondary sources of data include both Internal sources of data like accounting records, internal experts reports, miscellaneous reports and External sources of data like government publications, previous articles, magazines, research papers, journals, official website of TCS.

Social Activities in TCS

Expenses for the year 2016-2017

S. No	Activity Particulars	Expenditure Amount (in Rs. Crores)	Percentage (%)
1	Education and Skill Building	90.6	23.86
2	Health and Wellness	88.3	22.20
3	Restoration of Heritage Site	0.2	0.00052
4	Environmental Sustainability	0.6	0.00015
5	Contribution to TCS Foundation	200.0	52.67
6	Total	379.7	100

The most important programs undertaken by TCS Foundation for improving lives of the people are:-

Waste Reduction and Reuse

In FY17, 27.4% of the total wet waste generated was treated through onsite composting or bio-digester treatment. A total of 185.5 ton of compost was generated from garden waste in FY16, helping TCS avoid the use of chemical fertilizers, and the resultant soil and groundwater pollution. As for e-waste, in FY17, 25,623 items of redundant equipment were disposed of through government-authorized handlers or recyclers, in accordance with the 2 regulations of each country. For India operations, hazardous wastes (as defined by regulations) are handled and disposed of as per the Hazardous Waste (Management and Handling) Rules, 2008, only through government authorized vendors.

Energy Conservation

As part of our energy conservation plans, we aim to halve the company's carbon footprint by 2020, with FY08 taken as the base year. Energy consumption is the key contributor to TCS' carbon footprint, with purchased electricity accounting for 90% of our total consumption.

Employee Engagement

TCS Company also observed 'Tata Sustainability Month' in June 2016, with over 1.6 lakh associates participating. As part of this initiative, more than 26,000 LED bulbs were supplied to 7,221 employees with the help of Energy Efficiency Services Ltd, and as part of the Ujala initiative of the Government of India. More than 20,000 people were also engaged beyond TCS boundaries through exhibitions and sessions at school and colleges.

Education and Skill Development

In FY17, under BridgeIT, we trained 126 Digital entrepreneurs to implement our computer-aided learning module in 210 government schools, reaching 18,230 children and 808 adults across 143 villages. In schools where the program is active, overall attendance went up by nearly 52%.

Health and Sanitation

In 2017, TCS created a tablet-based tool called e-partogram. Prescribed by the World Health Organization, this tool is used by workers associated with the Indian Institute of Public Health in Odisha to reduce infant and maternal mortality by identifying and prioritizing critical cases. After funding the construction of toilets in 1,472 schools across the country – reaching over 80,757 girl students – under the Prime Minister's Swachh Bharat in FY16, TCS is currently supporting sanitation awareness programs and the maintenance of the toilets.



Overseas Initiatives

To encourage schoolchildren to pursue higher education in the science, technology, engineering, and mathematics (STEM) fields, TCS has implemented student engagement programs across several countries. In North America, our flagship program go IT continues to scale well (page 12). TCS is leading cross-sector efforts to expand diversity and ensure access to computer science education, including its founding partnership of STEM mentoring programs such as US 2020 and Million Women Mentors, and our ongoing work with partners such as NPower, NCWIT, Boys Scouts of America, and STEM connector. Over 3,000 TCS volunteers supported these programs in FY17, reaching over 17,600 students. Additionally, over 300,000 people benefited through TCS’ leadership in national initiatives, STEM partnerships, and pro bono tech platforms. On December 1, 2016, MWM crossed the one million mentor pledges milestone, and has already engaged over 650,000 mentor-mentee relationships.

Water Conservation

All our new facilities are built for water conservation to ensure 100% treatment of sewage and rainwater harvesting. In FY17, consistent water management measures have helped reduce per capita fresh water consumption by 14.6% over baseline year FY08, and flattish compared to FY16. TCS recycled 7.5 mn kL of water in FY17. Implementation of rooftop collection systems, storage tanks, and recharge trenches and pits has led to a 25% increase in the rainwater harvesting potential at TCS sites in FY17 over the previous year

Conclusion

The Social activities act as a relationship between corporate companies, government institutions and citizens. TATA Consultancy Services has done many activities with respect to Corporate Social Responsibility. It has achieved many awards for its voluntary services which have been done for the welfare of society. It has improved very much in its service. T-test in SPSS is applied for data of expenditure amounts spent in social activities by TCS. It is proved that statistically there is no significant difference between allocated and expenditure amounts spent in social activities and thus contributes for the society to the maximum extent.

References

1. <http://www.Sites.tcs.com/>
2. <http://www.tcs.com/>
3. http://investors.tcs.com/investors/Documents/Annual%20Reports/TCS_Annual_Report_2016-2017
4. <http://sites.tcs.com/corporate-sustainability/>

Data Analysis Using SPSS Software

Null Hypothesis:-There is no significant difference between allocated and expenditure amounts.

Data view in SPSS

	YEAR	EXP
1	2013	72
2	2014	94
3	2015	218
4	2016	294
5	2017	380
6	.	.

Variable view in SPSS

Level of significance-95%-0.05

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	YEAR	Numeric	12	0		None	None	12	Right	Scale	Input
2	EXP	Numeric	12	0		None	None	12	Right	Scale	Input



Output in SPSS

T-Test

[DataSet1]

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
EXP	5	211.52	130.976	58.574

One-Sample Test

	Test Value = 200					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
EXP	.197	4	.854	11.520	-151.11	174.15

- First table tells us the descriptive statistics number of samples, mean of samples , standard deviation and standard error mean of given samples.
- Second table helps us to find whether the mean of our sample is significantly different from test value i.e, 200 or not.

We have t score = 0.197. This gives the information of how many units our score is away from the average score Here df=4 which is (no.of samples -1)

- If the Sig. (2-Tailed) value is greater than 0.05 in the result...

We can conclude that there is no statistically significant difference between your mean and test value

- If the Sig. (2-Tailed) value is less than or equal to 0.05 in the result...

We can conclude that there is a statistically significant difference between your mean and test value

Here Sig. (2-Tailed) value is 0.854 which is greater than 0.05 so there is no statistically significant difference between mean and test value.

Here, we used 95% confidence level. This tells us what kind of difference we can expect from population

In this case, we are 95% sure that our average is at least 151.11 points below 200 and at most 174.15 points above 200.

Result

Here there by we can conclude by T-test that there is though the difference between test value and average of samples, there is no statistically significant difference between the them.