



CORPORATE SOCIAL RESPONSIBILITY: A STUDY ON CSR OF GODREJ LTD

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Abstract

Corporate Social Responsibility may be a conception that has become dominant in business coverage. it's involved with the link between a company and therefore the native society within which it resides or operates. A strategic approach to CSR is more and more necessary to a company's aggressiveness. It will bring advantages in terms of innovation, long effectiveness, value saving, client and worker engagement. As a whole, CSR plays an important role within the progress of the society and therefore the firm.

Today CSR is initiated by several public and personal sectors. This paper elaborates the CSR practices, policies and programs preoccupied by several non-public organizations for the expansion and development of society. The study principally concentrates on the key practices that ar initiated by GODREJ Pvt.Ltd as a district of its social responsibility. It focuses on the contribution of GODREJ Pvt.Ltd. towards CSR activities everywhere Asian country and its allocation of funds annually. The paper describes particularly expenditure quantity on every of the CSR practices for the year 2016-2017.

Key Words: Corporate Social Responsibility, Social Interest, Godrej Pvt. Ltd, Society.

Introduction

Corporate Social Responsibility (CSR) may be a conception whereby organizations serve the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and therefore the atmosphere all told aspects of their operations. Harnessing of natural resources encompasses a direct impact on the economy, atmosphere and society at massive. CSR is, thus, joined with the apply of property development. As way as attainable, CSR activities are undertaken within the edge wherever company carries out its business activities. However it's not obligatory to confine CSR activities within the edge of the non-public Sector Enterprise (PSE) solely. The importance of CSR had emerged considerably within the last decade. Over the time, CSR distended to incorporate each economic and social interest. In conjunction with this it additionally broadened to hide economic

Additionally asocial interests. Companies became a lot of clear in account in gandrresort to public coverage owing to pressures from varied stakeholders. It is attainable for corporations to behave within the desired moral and accountable manner towards shoppers, employees, communities, stake holders and atmosphere additionally. They have started incorporating their CSR initiatives in their annual reports.

Corporate Social Responsibility Practices in Godrej Philanthropic Efforts of the Godrej Group

The Godrej cluster has been at the forefront of philanthropic and social activities for many decades. About twenty three per cent of the promoters holding within the Godrej cluster is command in trusts that invest within the atmosphere, health and education. Through investment and oversight by the trust, an oversized tract of flowering tree forests in Bombay has been protected, developed, and maintained for many years, and it is a second set of lungs for town. The cluster has frequently supported education and supports the Udayachal pre-primary and first faculties that concentrate on the all-around development of youngsters. The Udayachal high school has been licensed with the International College Award in recognition of the varsity incorporating world education into its course of study and innovation into room teaching. Additionally, the cluster has supported initiatives in tending through the Godrej Memorial Hospital that aims to supply quality tending at reasonable prices. One such initiative is that the partnership with Smile Train, a US-based organization, that helps in acting corrective birth defect and roof of the mouth surgery in kids from low income families. The cluster offers surgery and hospital care to those kids freed from value.

Workplace Giving

In 2016, the cluster revived its work giving programmer that permits the team members to gift a particular quantity each month to their non-profit partners. They partnered with 3 organizations, specifically save the kids Asian country, World life Fund, and Teach for Asian country. The organizations are elect when thorough analysis, keeping in mind the Brobdingnagian scope of their efforts towards rising education for unfortunate kids, making access to health facilities in



rural areas, and protection of the atmosphere. The initiative may be a part of the Group's tradition of financial aid and allows the team members to create an on the spot distinction to someone's life.

Teach for Country: INDIA

Since its beginning in 2009, GCPL has been supporting Teach for Asian country, a nationwide movement involving outstanding faculty graduates and young professionals, UN agency commit 2 years to full-time teaching in underneath resourced faculties and become womb-to-tomb leaders operating towards the pursuit of equity in education. In 2009, Teach for Asian country began its journey in lecture rooms with seventy eight Fellows (or teachers) in 2 cities across thirty four faculties, and reaching resolute three, 000 kids. In financial year 2016-17, the movement has full-grown to hide 353 faculties in seven cities, with about one, 100 Fellows completely impacting quite thirty-nine, 500 kids.

Godrej Good & Green

In line with our vision of Brighter Living for all stakeholders, they need developed a long vision for making a a lot of comprehensive and greener Asian country. This vision has been named 'Godrej sensible & Green' and is predicated on the shared worth principle. The conception of shared worth is outlined as policies and in operation practices that enhance the aggressiveness of a company whereas at the same time advancing the economic and social conditions in the communities in that it operates. As a part of this initiative, the cluster aspires to form a a lot of employable Indian manpower, come through a greener Asian country, and introduce permanently and inexperienced merchandise by 2020. Specifically, our Group-level goals for 2020 as a part of this vision ar as follows:

1. coaching one million rural and concrete youth for consummate employment.
2. Achieving zero waste to lowland, carbon neutrality, a positive water balance on with a reduction in our specific energy consumption, and increase in our renewable energy portfolio.
3. Procuring simple fraction of their portfolio revenues from sensible and/or inexperienced product and services; people who ar environmentally superior or address a vital social issues shoppers at the bottom of the financial gain pyramid.

Godrej is supporting renewable energy comes in rural India to deal with the shortage of energy provide in line with the Deen Dayal Upadhyaya Gram Jyoti Yojana of the govt. of India.

S.No	Details	Information(In Rupees)
1.	Paid Up Capital	34.06 Crores
2.	Total Turnover	5013.69 Crores
3.	Total Profit After Taxes	848.03 Crores
4.	Total Expenditure On Csr As	The Company Has Spent 16.52
	A Percentage Of Profit After	
	Taxes	Crore Which Is 2.02% Of The
		Total Net Profit In Last 3
		Financial Years
	List Of Activities In Which	A)Livelihood Enhancement
5.	The Amount Has Been Used In	Projects
	The Aforementioned Point 4	B)Environment
		Sustainabillity
		C)Promotion Of Preventive
		Health Care

Monetary Details of the corporate



Sustainable Procurement Policy



In line with the commitment to boost the quality of living of the folks round the factories, They still work closely with Singwari village close to Malanpur plant. Singwari features a population of roughly five, 000 people, and thru the wants assessment, They known that education, water, sanitation and attention ar a number of the priority desires of the village.

Water convenience was a necessity that was evident throughout their desires assessment associated it absolutely was an imperative priority of the community. In consultation with the native panchayet and also the community, they revived a dysfunctional pump associated designed an overhead water tank having a capability of 10,000 litres close to the govt. Gymnasium, Singwari. This facility provides water access to over 250 folks of the village, and that they currently don't need to jaunt get water. They worked in partnership with the panchayet and also the folks of the village. This approach helped them to create answerableness and make sure the semi permanent impact of the project. Now, the villagers have taken the responsibility of maintaining the water tank. In line with this initiative, team members volunteered on Godrej international Volunteering Day, December 5, at the first and Gymnasium in Singwari to unfold the message of conservation, health, hygiene and sanitation. Over fifty of the team members unionized numerous interactive activities for the college kids

For girls and girls of Singwari, many activities were unionized to market health and safety awareness. To demonstrate fireplace safety, they unionized associate awareness session by consultants to tackle the eruption of electrical, LPG, or the other domestic fireplace. They additionally command a home safety awareness session throughout the National Safety Week (March four to 11). Over forty five ladies and girls attended these sessions and gained helpful insights.

They unionized associate setting sensitization session with the contract staff and native villagers and distributed over one hundred fifty saplings of native plants to them for planting around their homes.

At the Vigyan Mela, unionized in Bhopal by Madhya Pradesh Council of Science & Technology united with Vigyan Bharti, They showcased a operating model of ETP/soap method and product and shared our commitment of building a additional employable and greener Asian nation. They additionally won a reward for the simplest marquee within the trade class.



Throughout the wants assessment, basic infrastructure at native faculties was evident as a priority want. In consultation with the community and faculty administration, they created a girls' bathroom at the S.K. Public College and a court at the govt. elementary school. Additionally, they provided a mobile library and storage instrumentation to each the colleges. over three hundred students from each faculties can enjoy the infrastructure support. They worked in partnership with the college administration and also the community. This approach helped them distribute answerableness and make sure the semi permanent impact of the project. The college administration has currently taken the responsibility of maintaining the infrastructure facilities. In line with this initiative, the team members volunteered on Godrej international Volunteering Day, December 5, at the native faculties to unfold the message of hygiene and sanitation and imbibe

They have unrelentingly targeted on safety at their producing plants; therefore, they celebrate the National Safety Week, Road Safety Week and fireplace Service Week. They need unionized associate awareness campaign in New Guwahati Brahmaputra River Industrial park to sensitize rockers, automobile and truck drivers. They need additionally unionized associate awareness session for ladies within the residential vicinity on domestic electrical safety

Globally, global climate change affects seasonal weather patterns, resulting in either intense precipitation or drought-like events. In financial year 2016-17, they need initiated AN integrated watershed management programmer within the drought-prone district, Siddipet, Telangana. They operating in partnership with NABARD to assist restore the ecological balance of the region and mitigate the chance of global climate change for the native farmers. The project covers quite three, 300 hectares of land and can aim to recharge groundwater and create additional water obtainable for

Irrigation. They're conjointly operating to support farmers in adopting property farming practices and mitigating the impact of global climate change. They estimate that the project can offset GHG emissions to the tune of seventy five thousand tCO₂e and restore 3.5 million kL of water.

To address the shortage of energy provide, they're operating to make renewable energy ecosystems in rural India. They supply sub urbanised, off-grid renewable energy systems through community-level

Installations. These mini- and micro-grids area unit being put in in sixty seven electricity lacking villages in state, Uttarakhand, and Madhya Pradesh. Additionally, they're coaching the native youth and building awareness on the potential of renewable energy systems for meeting rural energy desires.

As of March 2017, they need trained quite 187,000 youth in skills that may enhance their earning potential. These programmers embody the following:

1. Beauty and hair care programme
2. Retail management coaching
3. Channel sales for rural youth

Godrej flagship programmer, Godrej Salon-i, trains young ladies and ladies in beauty and hair care. Quite thirty thousand candidates have graduated from this programmer in financial year 2016-17. Since the origin of the programmer in 2011, they provided quite 87,975 young girls across India with skills that may improve their earning potential facilitate them increase their quality and hash out their rights reception and within the community.

Godrej retail management coaching programmer helps retail search house owners and in-shop associates build skills relevant to general trade. It aims at arming little retailers with skills to vie against unionized retail stores. The in-shop retail associates programmer.

Involves coaching available and shelf management. It helps them grasp their product and perceive the expansion drivers of the business. The coaching search owner's programmer helps them perceive the drivers of their business further more as with efficiency manage stock and move with customers.

It conjointly covers general trends in retail and self-service stores. Since financial year 2013-14, they'd trained quite 7,100 individuals in retail management.

Since financial year 2012-13, they'd trained nearly 73,500 youth across forty four locations. it's a 40-hour coaching programme, half that is spent within the schoolroom and therefore the spouse is experiential learning. The



programme has been specially designed for coaching distributor sales resources. quite seventy five per cent of our trainees are placed.

They are a customer-centric Company and fasten sizeable price to the trust, satisfaction and loyalty of the purchasers across the planet. Godrej primary focus is to please their customers, each external and internal. Customer-centricity is an element of Godrej Group's Code of Conduct. They try to

Confirm that client desires area unit glad which their product and services provide price to the purchasers.

Godrej client focus extends not solely to external however conjointly internal customers. They firmly believe that external client satisfaction is earned provided that the wants and cheap expectations of internal customer's area unit met. Godrej workers area unit powerfully inspired to act in accordance with this principle

Conclusion

Corporate Social Responsibility (CSR) may be a relationship between world companies, governments of states and individual citizen's .GODREJ Pvt Ltd. policies and procedures integrate social, environmental, ethical, human rights or client issues into business operation and strategy together with stake-holders. GODREJ Pvt Ltd. has contributed abundant for the expansion and development of society

Through numerous CSR programs. The most areas embody education, health care, community and welfare activities, girls direction, business trainings then on. GODREJ has been providing basic infrastructure facilities and amenities within the transferral colonies and therefore the affected villages to

Supply cheap normal of community life. These embody village roads, drainage, beverage facilities, community halls, augmentation of primary health centers, primary colleges, streetlights etc. The study concludes that CSR practices and policies of GODREJ assure organization's commitment towards social responsibility .In this paper we've got seen the effective usage of the 9 principles by GODREJ for the aim of its company Social Responsibility (CSR)

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