



CSR ACTIVITIES TOWARDS WORLD OF EQUALS (WIPRO Ltd).

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Abstract

Wipro thought that it is difficult for them to engage with the social and ecological challenges that are challenging the humanity. Hence, the company thought that its conviction to engage with social issues must be deep, meaningful and it should be formed on the bedrock of long-term commitment because, in its sense, this is only the way by which real change can happen on the ground. So Wipro committed to forming an effective Corporate Social Responsibility (CSR) plan, so that approach can serve both, enlightened business interest and social good. Wipro runs CSR programmes on a strong foundation of ethical principles, sound management, and good governance. It also includes holding themselves up to public scrutiny through a framework of transparent, rigorous reporting.

Keywords: Wipro Cares, Prescribed Amount, Actual Amount.

Objective

The primary objective of the company's CSR policy largely focuses on certain key developmental issues faced by communities, such as, but not limited to, primary health care, environment, and education to disable and providing rehabilitation to communities that are affected by natural calamities.

Introduction

Depending on the company and industry, the concept of corporate social responsibility takes many forms. Through CSR programs a company can boost their own brands as well as through volunteer efforts, one can benefit society. Thus, CSR is primarily a strategy of large corporations. Wipro care is a trust formed in the year 2003 that seeks to work with communities proximate to Wipro's center of operations. Across India, Wipro Cares is currently engaged in 16 projects. Through seven of its health care projects in four states of India, Wipro Cares is providing more than 75000 people in 53 village's access to primary health care.

Governance and Maintenance

In Wipro, the Board Governance, Nomination and Compensation Committee will be the apex body that will oversee CSR policy and programs. The committee comprises of independent directors, one is chairman and other two members. An officer of the company at the senior most level is expected to report to the Board CSR committee. The goals and objectives along with the budgets of the CSR group will be discussed and signed off at the beginning of every year in the presence of chairman along with CSR committee. This task will happen as part of the annual strategic and operating plan processes of the organization. With the defined priorities and goals, CSR leadership team will allocate the budgets. This committee follows a system of quarterly reporting to the Chairman and the board CSR committee.

Operating Framework

The implementation of the CSR programs will happen directly through functions and groups within the company that has been set up for this purpose or it will happen through multiple channels – a separate trust (e.g. Wipro Cares). Decisions in this regard will be based on what is most appropriate and that will be taken by the CSR leadership of the company. Their implementation approach is to primarily work through partners with established track records in the respective domains. A small team of dedicated sustainability and CSR staff monitor and oversee the execution of the projects. The majority of these projects are long-term multi-year programs.

Methodology

The study includes the CSR programs initiated by the company for the welfare and development of the society. The data here, as shown below, is taken from the company's annual report.



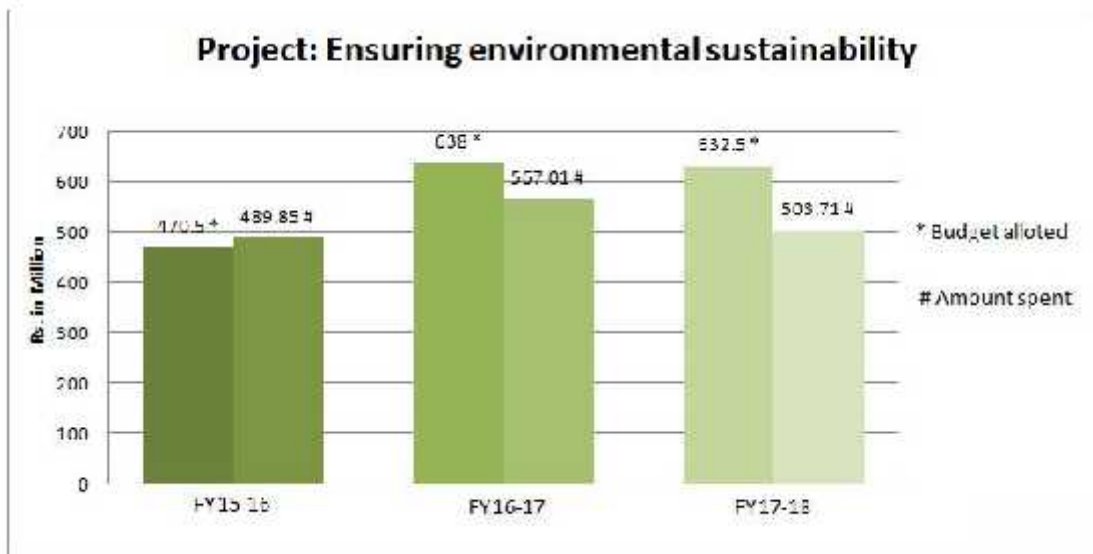
Methods

Project 1-Ensuring Environmental Sustainability

Wipro, as it is a member of the Indo-US joint research program – the Solar Energy Research Institute for India and the United States (SERIUS), company is supporting a long-term program that does a comparative analysis of decentralized micro-grids in rural Karnataka in India. The main aim of the work is to bring power grid to remote villages. Wipro has spent 2.09 Cr for this project during the financial year 2017-18.

The company has spent 47.40 Cr of the amount on the conservation of energy in the year 2017-18. Wipro's first flagship project in biodiversity was the wetland biodiversity zone and unique Butterfly Park that uses recycled water at the Electronic City campus in Bangalore. Wipro second project in Pune focused on trebling the number of native species and includes five thematic gardens – aesthetic and palm garden, spring garden, Ficus garden, spice and fruit garden. Under this project more than 240 species of native plants serving multiple ecological purposes. The company has spent 0.49 Cr of the amount on this project during the financial year 2017-18.

Water conservation program has attempted to explore the issues of groundwater in a 35 sq. Km area around their corporate headquarters in Bangalore – an area where the presence of water is largely unregulated and which is completely dependent on groundwater for its needs. This is representative of many rapidly developing urban and peri-urban cities in India; in Bangalore itself, around 40% of its water needs are met by groundwater. Wipro has spent 0.37 Cr on water conservation in the year 2017-18.



In the FY 2016-17 Wipro has spent 567 million which is 77.61 million more than the amount that was spent in FY 2015-16.

Coming to the FY 2017-18 the amount spent on ensuring environmental sustainability is decreased by 63.3 when it is compared to previous financial year.

Project 2- Education

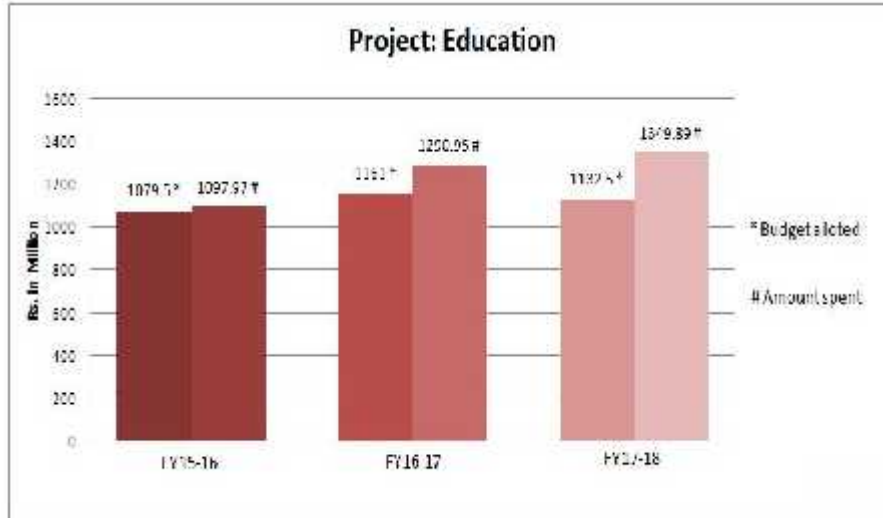
Over the past 17 years, Wipro has worked to contribute to systemic reform in school education in India, through Wipro Applying Thought in Schools (WATIS). During 2017-18, they continued to build the momentum of identifying and supporting new and young start-ups in school education through a structured program of seeding fellowships. 29 Fellows from 17 organizations were added during the year taking the total number of 'Fellows' to 60 with an amount of 7.25Cr.

The company has contributed 0.01Cr for improving education in engineering colleges in India. Wipro has started a program for science graduates that would enable them to study for a post-graduate degree in engineering and technology in the year 1995 known as the Wipro Academy of Software Excellence (WASE) program. Wipro has supported and enabled more than 28,000 students to graduate from the WASE. During 2017-18, the total number



of new entrants into the two programs was 3,274 while the aggregate strength across four years was 13,636 with an amount of 120.8Cr.

Wipro Earthian, a flagship program that brings together two of key concerns, Education and Sustainability, into a nation-wide initiative for schools as well as colleges which are continued to expand and progress on multiple fronts in its eighth year. In 2017-18 Wipro has spent 2.98Cr on this project.



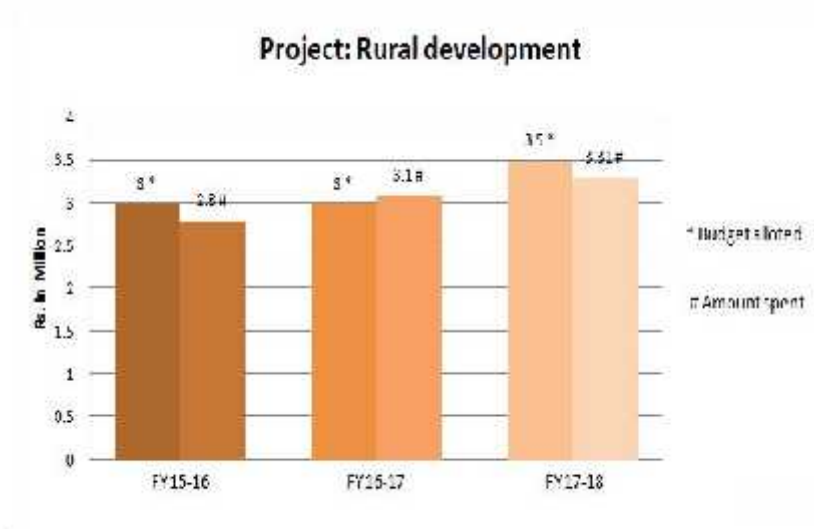
From last three years report, the graph clearly shows that Wipro is spending more amount than what they actually allocated for the education sector.

It also shows that amount that they are spending on the education sector is increased when compared to the previous year.

Project 3- Rural Development Project

The Company has carried out following activities for Rural Development projects.

1. Providing and improving infrastructure facilities.
2. Providing safe drinking/ domestic water supply.
3. Renovation of Road.
4. Installation of transformer/street lights, etc.



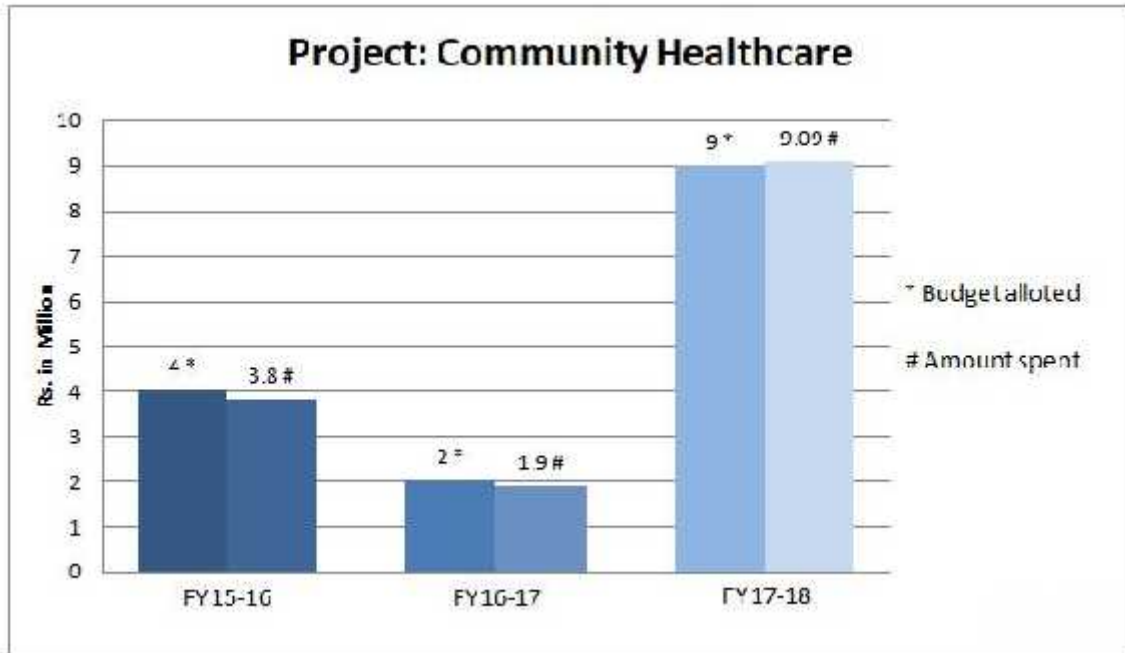


Rural development graph shows that Wipro has spent less than the allocated amount in both FY 2015-16 and 2017-18.

Even though the amount spent on this project is less than the allocated amount but the amount spent on this project increased every year.

Project 4-Community Health Care

Wipro Cares works with partners who provide good quality primary health care services to underserved communities covering more than 40,000 people belonging to extremely disadvantaged communities in Nagaland, Karnataka and Maharashtra. Company's work in these states is in remote, inaccessible villages where health care access has been weak or non-existent till now. Wipro has spent 0.91Cr in the year 2017-18.



There is a huge increase in the amount that is allocated and which actually spent in the community healthcare sector.

The amount spent in this sector in the FY 2017-18 is 450% more than the amount they spent in FY 2016-17.

Other projects

Contribution to Prime Minister's National Relief Fund (1.00cr), Ensuring Environmental Sustainability(0.42cr), Old Age Homes(0.05cr), Women Empowerment(0.16cr), Biodiversity Conservation(2.00cr), Education and Skill Development Initiatives(0.61cr), Rural Development Projects(0.12cr), Healthcare Initiatives(8.83cr), Sanitation & Drinking Water Facilities(4.53cr), Promoting Arts & Culture(4.00cr), Shriram Matriculation School(2.60cr), Education Initiatives(1.13cr), Skill Development & Livelihood Programmes(3.78cr), Skill Development and Livelihood Programmes(0.13cr), Mission 100 Project(2.10cr), Shriram Prajna Bharathi Vidya Kendra (0.15cr), Child Welfare & Development(0.12cr), Disaster Relief(0.02cr), Holistic Care for Vulnerable Girls(0.10cr). Skill Development for Youth (1.50cr) and many other projects.

Findings

The below table shows the last three years prescribed and actual amount spend by the Wipro company on CSR activities



CSR Financial Details (INR Cr.)

Year	2015-2016	2016-2017	2017-2018
Actual CSR	159.80 Cr	186.30 Cr	186.00 Cr
Prescribed CSR	156.00 Cr	176.40 Cr	183.30 Cr

The Graphical Representation of the Above Given Table Is Given Below



1. In the year 2017-18 the prescribed CSR is 183.30Cr but they have spent 186.00Cr which is 3.30Cr more than the prescribed CSR.
2. Wipro has a nature to spend more amount than the prescribed amount, that shows their concern towards CSR policy of the company.
3. Comparing to previous years CSR amount, they have decreased amount by 0.30Cr but still then had spent higher amount than prescribed CSR of current financial year.

Conclusion

The CSR committee hereby confirms that the implementation and monitoring of CSR activities are in compliance with CSR objectives and CSR policy of the WIPRO. The total amount spent towards CSR during FY 2017 was approximately Rs. 1,860 million which is less than the amount spent in FY 2016. But the amount spent on education, rural development and community healthcare are higher in FY 2017 than in FY 2016 and FY 2015.

References

1. Wipro annual report 2017-18.
2. Wipro annual report 2016-17.
3. Wipro annual report 2015-16.
4. Csrbox.org/India_Company_Wipro-Ltd-Karnataka.