



Corporate Social Responsibility and Community Development

(A case study of Azim Premji Foundation – Computer Aided Learning (CAL) Programme for Primary Schools in A.P Govt. Schools)

KEYWORDS

P. Shailaja

Research Scholar, Dept. of Public Administration, NIZAM College, (OU), Basheerbagh, Hyderabad- 01

Introduction :

India is developing country where 70% of population resides in the rural areas till today. The development of the nation depends upon the development from the grassroot level i.e. village. Community development programmes plays a crucial role in the removing the poverty among the poor in the country.

The evolution of corporate social responsibility in India refers to changes over time in India of the cultural norms of corporations engagement of corporate social responsibility (CSR) in community development programmes with CSR referring to way that businesses are managed to bring about an overall positive impact on the communities, cultures, societies and environments in which they operate.

OBJECTIVES OF THE STUDY

Corporate Social Responsibility in Rural Development Sector: Evidences from India the main objectives of the study were:

- To study and understand the CSR initiatives being taken by selected public and private Indian Companies for community development;
- To examine the corporate' approach to work and their mode of action for implementation CAL Programme in A.P
- To assess the impacts of Computer Education for the rural children at primary school level.

Methodology :-

The methodology adopted in the present study is on Secondary data as per the records of the Education Department and Sarva Shiksha Abhiyan, A.P. The secondary data on Computer Aided Learning (CAL) programme were collected from the district level and state level.

WIPRO Ltd., (Azim Premji Foundation's) Computer Aided Learning (CAL) programme :

**WIPRO Limited :**

Wipro Limited (formerly Western India Products Limited) is an Indian multinational information technology (IT) consulting and outsourcing service company located in Bangalore, Karnataka, India. As of 2012, the company had 140,000 employees in 54 countries. Wipro is the second largest IT services company in India. Its subsidiary, Wipro Enterprises Ltd., offers consumer care, lighting, healthcare, and infrastructure engineering.

The company was incorporated on 29 December 1945 in Mumbai by Mohamed Hasham Premji as Western India Products Limited, later abbreviated to Wipro. It was initially set up as a manufacturer of vegetable ghee, vanaspati and refined oils in Amalner, Dist:Jalgaon, Maharashtra under the trade names of Kisan, Sunflower and Camel. The company logo still contains a sunflower to reflect products of the original business. Wipro entered into the technology business in 1981 and has over 130,000 employees and clients across 54 countries today. IT revenues stood at \$ 5.9 billion for the year ended March 31, 2012 with a repeat business ratio of over 95%February 2002, Wipro became the first software technology and services company in India to be certified for ISO 14001 certification.

Charity to the Society :

Wipro chairman Azim Premji becomes the first Indian to sign up for the Gates-Buffer International Giving Pledge. The third richest Indian is giving it away in charity. At a time when crores are bungled and tucked away in Swiss accounts,.

Wipro chairman Azim Premji became the first Indian to donate 50 per cent of his wealth after he signed up for the 'Giving Pledge' an undertaking led by Warren Buffett and Bill Gates, among others. The pledge makes it mandatory for CEOs to donate a majority of their wealth.

The Wipro founder and chairman, who has already committed nearly 9,000 crore to the cause of education, will now give more to charity. Premji is the third non-American after Richard Branson and David Sainsbury to join the philanthropy club.

Premji had donated 8.7% of the total stock of Wipro from his personal stock-holding for philanthropy in 2010. In a note to the 'Giving Pledge' organisation, the 67-year-old technology business tycoon wrote, "I was deeply influenced by Gandhi's notion of holding one's wealth in trusteeship, to be used for the betterment of society and not as if one owned it".

In 2010, he gave 8.7 per cent of his shares to the Azim Premji Foundation that focuses on improving quality of primary education. Now on Tuesday, in signing up for the pledge, Premji said he would commit more of his wealth to his foundation to scale up operations by five times.

Azim Premji, who has donated Rs 8846 crore for education in India. Premji's philanthropic act is the largest ever by an Indian

Azim Premji says he has given \$US2.3 billion (\$2.23 billion) to an education charity he controls, reportedly the biggest charitable donation in the country's recent history.

It is his second major recent donation after giving almost \$2 billion to the charity in 2010, and came shortly after he joined the Giving Pledge club set up by Microsoft co-founder Bill Gates and billionaire investor Warren Buffet.

The charity seeks to boost the quality of India's overstretched education system by improving teacher quality and setting up model schools. Mr Premji has long promoted education as a way to tackle India's deep poverty and told a recent World Economic Forum in Davos that "education is perhaps the most powerful enabler of human life and equity". Azim Premji Foundation (APF)

In 2001, he founded Azim Premji Foundation, a non-profit organization, with a vision to significantly contribute to achieving quality universal education that facilitates a just, equitable, humane and sustainable society. It is run by the chairman of WIPRO Ltd., in India in the field of Education.



Computer Education :

Computer Aided Learning (CAL) programme is being implemented in Andhra Pradesh since 2004-05 in Govt. Upper Primary and High Schools from class III to VII to impart Computer Education to the rural children by providing Educational CDs to all the identified centers. Till 2010 this CAL programme has covered nearly 1952 Upper Primary schools and High Schools in Andhra Pradesh and supplied class wise and subject wise CD at free of cost. All the children (62418 children) of these schools have been benefited with the computer education as par equal with the corporate schools. Concerned CAL center teachers were also provided free computer training in usage of CDs with the lessons..

CAL CDs Development details.

Azim Premji Foundation (APF), Bangalore developed the competency based C.Ds which are evaluated & mapped with the content of the school subjects by State Project Office, SSA, A.P., Hyderabad and used for the CAL.

Sl. No.	Subject (C.Ds)	Titles available	Classes covered
1	Telugu	8	I to VII
2	English	8	III to VII
3	Mathematics	24	III to VII
4	EVS - I	2	III to VIII
5	Social Studies		
6	EVS - II	16	III to VII
7	Science		
8	Co-Curricular	6	III to IX
	Total	64	



Mode of Implementation of CAL

1) Hardware:

- i) For CAL Programme, existing hardware is being used i.e., Govt. of A.P supplied computers to 1000 Schools covered in all 23 districts in A.P. which are implemented by the NIIT, APTECH, EVERONN.
- ii) Other Schools which come under SSA innovations, MP-LADS, e-Seva Centres, Computers supplied by other NGOs.

2) Teacher Training

Teachers of Upper Primary Schools and Highs were trained in Computer Education and usage of subject CD attached with the lessons. A computer Instructor was also appointed to give guidance to the teachers A group of Key Resource Persons (AMOs, APOs, DIET faculty) are identified from each district and trained at the SPO, SSA, A.P., in collaboration with APF, Bangalore on various aspects for CAL implementation.



Inturn these KRPs provide training to the teachers at district level for CAL Implementation.

3) Contribution of Foundation :

- i) Development of competency based C.Ds.
- ii) Preparation of training modules and training the KRPs in collaboration with APSSA, Hyderabad.
- iii) Joint monitoring at various levels with SPO, SSA, A.P., Hyderabad.
- iv) Research & Documentation on CAL impact study.

v) Computer Based Assessment is used to evaluate the learning levels of the children.

4) Other Details

- i) Development of C.Ds on A P Specific content in Telugu Language & Social Studies for classes III to VII in collaboration with APF.
- ii) Child Developed Projects on local specific areas.
- iii) CAL guidelines developed by APSSA, Hyderabad on various aspects of CAL implementation.
- iv) National Conference was organised on CAL at Hyderabad, A.P.

5) Integration and facilitation support :

Separate time tables have been prepared – between 10.30 pm and 3.30 pm on specified week day for primary school children; rest of the periods are for ZPHS school children.

- There are 21 CDs available (16 in the lab and the rest in the school). CDs are copied to the systems.
- Though there are chairs at the center children prefer to stand and operate the computers.
- The guidelines provided for the integration are followed.
- Primary school teachers of only one attached school have the basic knowledge of computers.
- The teachers is involved in the integration of CDs in the curriculum.
- The head teacher is supportive of the programme.

6) Actual implementation

Of the two primary schools attached children of only one school visit the CALC regularly; two to three children operate the computer at a time.

- Children have acquired basic computer skills;
- Children enjoy using the computer; teachers found the maths CDs useful

There was adequate support from the authorities when needed, claimed the teachers

Conclusion :

Corporate Social Responsibility for Community Development in Rural areas evidences from India No doubt, vast majorities of the India's poorest people lives in villages and these villages are in a state of neglect and underdevelopment with impoverished people. Hence there is very much essential for involvement of CSR for community development in rural areas. As per the today's technology computer education is very much essential to the students especially for the government school children who come from the poor family background. The role and responsibility of the Corporate sectors i.e. WIPRO technologies in the field of education is very much appreciative. Other Corporate Companies must come forward for the community development in any field to eradicate the poverty from India.