

Corporate Social Responsibility: A Case Study on Tata Agricultural and Rural Training Centre for The Blind- A Tata Group Initiative



Management

KEYWORDS: Corporate social responsibility, Profitability, Stakeholders.

Richa P.Shah

Lecturer, Laxmi Institute of Commerce and Computer Application (BBA), Sarigam

Vijay Rajput

Asst.Professor, Laxmi Institute of Commerce and Computer Application (BBA), Sarigam

ABSTRACT

Ranging from the ancient time to today's modern era of technology, the mankind has covered remarkably a long path. No doubt "profit" has always been the driving force behind all this development; But In present scenario business houses have started realizing that they would have to rise over and above the profitability and take care of all those stakeholders with their survival in the society directly or indirectly. This realization resulted into the concept of Corporate Social Responsibility (CSR). This research paper moves around developing an understanding about the corporate social responsibility (CSR), taking the case study of the TATA's Initiative "Tata Agriculture and Rural Centre for Blind" in Phansa, Gujarat under Sir Dorabji Tata who has not only exemplified the sense of responsibility towards the upliftment of sightless and resource less people but also worked for the protection of their interest and helped in giving them a normal and respectful life.

INTRODUCTION

World Business Council for sustainable development defines corporate social responsibility (CSR) as —The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.”.

The Tata Group is a giant family of businesses that dominates Indian markets. There is a long history of the CSR within the group, and it is no surprise that all Tata companies have adopted a Tata Code of conduct as well as many international standards. This paper highlights the CSR drive of TATA Group in India, exemplifying before world a desirable combination of its economic and social objectives

LITERATURE REVIEW

The concept of CSR originated in the 1950's in the USA but it became prevalent in early 1970s.. During the 1980's to 2000, corporations recognized and started accepting a responsibility towards society. An ideal CSR has both ethical and philosophical dimensions, particularly in India where there exists a wide gap between sections of people in terms of income and standards as well as socio-economic status (Bajpai, 2001). CSR implies some sort of commitment, through corporate policies and action. This operational view of CSR is reflected in a firm's social performance, which can be assessed by how a firm manages its societal relationships, its social impact and the outcomes of its CSR policies and actions (Wood, 1991).

Social Responsibility Models

The Notable models for Social orientation include Carroll's model, Halal's model and Ackerman's model.

(a) Carroll's Model

Archie B. Carroll proposed a 3-d conceptual model of corporate performance which is presented below:-

Hierarchy of responsibility of business

- Economic: The firm being an economic entity, its primary responsibility is to satisfy economic needs of the society and reward the investors.
- Legal: The laws of the land and international laws of trade and commerce has to be followed and complied with.
- Ethical: Ethical responsibilities are norms which the society expects the business to observe like not resorting to hoarding and other malpractices.
- Discretionary: Discretionary responsibilities refer to the voluntary contribution of the business to the social cause like

involvement in community development or other social projects.

(b) Halal's model: Halal's return on resource model of corporate performance recognizes the fact that the corporate social responsiveness is a quite difficult task as no corporate posture is value free. A firm can only attempt to form a workable coalition among groups having diverse interests, engaged in creating value for distribution among members of coalition. The coordination between economic and ethical decisions is necessary so that the future of the firm and shareholders may be safeguarded.

(c)Ackerman's model: This model defines CSR in three different phases-

- First phase - Top management recognizes social problem
- Second phase – The Company appoints staff specialists to look into the issue and find measures to tackle it.
- Third phase - Implementation of the strategy derived by the specialists.

OBJECTIVE OF STUDY

- ✓ To understand the concept of CSR
- ✓ To find out the scope of CSR
- ✓ To know how the Tata group has fulfilled its responsibility towards destitute and sightless students; what specific activities, programs and strategies it has set, devised and implemented for the same.

RESEARCH METHODOLOGY

In-depth literature survey regarding the topic and related concepts has been done. Secondary data inclusive of quantitative and qualitative data was collected from various sources including books, research papers, newspapers, magazines, and websites.

DISCUSSION

TATA TRUST AND CSR

Jamsetji Tata, the Founder of the Tata group, and his sons Dorab and Ratan, bequeathed much of their personal wealth to the many trusts they created for the greater good of India and its people. Today the Tata trusts have come to control 66 percent of the shares of Tata Sons, the promoter holding company of the group.

About the trusts:-

There are two principal trusts operating under the Tata umbrella:

Sir Dorabji Tata Trust and Allied Trusts (SDTT)

SDTT's allocations to non-profit organisations is in these areas: natural resource management and rural livelihoods, urban poverty and livelihoods, education, health, civil society, governance and human rights, media, art, and culture. The 'allied trusts' of SDTT offer promising Indian students loan scholarship for the study in abroad and other scholarships for research. Some trusts provide medical assistance and help for the education of women and children.

Sir Ratan Tata Trust and Nava jbai Ratan Tata Trust (SRIT & NRTT)

SRIT & NRTT support rural livelihoods and communities, education, health, enhancing civil society and governance, arts and culture, and sports.

TATA'S INITIATIVE: WORKING OF TATAWADI FOR MANKIND

The Sir Dorabji Tata Trust was established by Sir Dorab Tata. Founded in 1932, it is one of the oldest non-sectarian philanthropic organizations in India. Sir Dorabji had a dream to brighten the life of sightless students so the trust laid foundation for Tata Agriculture and Rural Training Centre for the Blind in Phansa, a small village in Gujarat. This organization does much more than provide vocational training to sightless students. It heals their spirit and instill in them the vision to take on the world.

Tata Agricultural and Rural Training Centre for the Blind (TACEB) instill self-assurance in sightless students. The Centre provides training in agricultural, dairy and poultry farming, making handicrafts and cultivation of fruits and vegetables. Above all it teaches sightless students that this undeniable truth that blindness cannot stop them from making their own way in the world.

If you find yourself at the bus stop of Phansa, at 5.30 am, you will not fail to see Badri Prasad, the local milkman. This is the hour when he makes his way to the nearby United Phosphorus Factory to deliver milk. He sits down by the road, waiting for the bus. But for those who know him, no one would suspect that Badri Prasad is blind, such is the air of confidence about him.

Prasad is not the only one to acknowledge the debt. The another student, Laxman Master, has been with TACEB since its inception. He has taught himself English, Hindi, Marathi, Gujarati and arithmetic in Braille. Today he passes on his knowledge to students.

The Centre was set up with a grant from the Sir Dorabji Tata Trust, which has been actively involved in running it ever since. The Centre admits blind students, aged 16 to 35, into its residential courses for agricultural, handicrafts, weaving, dairy and vegetable farming, and Braille.

The complete lack of options for the blind in rural areas led the Trust to donate Rs 2 lakh to the National Association of the Blind. The association established TACEB in collaboration with the Royal Commonwealth Society for the Blind. The funds were used to buy 250 acres of land in Phansa, where blind adults could be trained in agriculture, horticulture, fishing, and poultry and dairy farming as a means of earning their living.

While the Centre occupies about 50 acres of land, the rest is used for the cultivation of rice and sugarcane, for sapota and mango orchards, and coconut groves. The income earned from selling the produce helps the Centre manage itself without charging its trainees. The government of Gujarat also chips in with a small monetary grant. The duration of each course is two years. The training is provided free to students.

Once training is complete, the students are sent to a cooperative society to get acclimatized to the world outside. Here they are encouraged to use the education they have received. When the Centre is convinced that the student has learnt all he or she can, it begins to consider ways of rehabilitation. The Centre's success rate has been an encouraging 60 per cent.

The Centre spares no effort in its aim to empower destitute, blind people by teaching them a trade which is not an easy task.

Students at TACEB in their leisure time walk around the verdant campus or enjoy music sessions on the *tabla*, *dholak* and harmonium.

Getting sightless students to believe in themselves is a tough job. Unlike other charitable organizations, TACEB's work doesn't end with the training. "We don't just send them out with a certificate," says Mr. Ramanuj-Corodinator at TACEB. "Our real test is how they apply and implement what they've learnt to make a living in the real world."

Resettlement is a challenge. Students are given resources to help them earn a steady income. Mangal, from Moti Vahiyad, a hamlet in the Kaprada *taluka*, and his two brothers owned seven acres of land. "When Mangal graduated from the Centre, TACEB provided him with a 1,000-foot HDC pipeline and an engine to pump water up 50 feet to his plot.

Sightless boys come here with broken hearts and broken minds. For TACEB, it is the hardest battle to fight with broken spirit and instill confidence in them.

Most of the Centre's produce is used to feed the students. The surplus is distributed in different ways: excess milk is sold to the United Phosphorus factory; the handicrafts are gifted to donors and visitors; and the delectable Alphonso mangoes find their way to Bombay House every year.

TACEB alumni have become farmers, dairymen, delivery boys, tradesmen, musicians, and even priests. The Centre has helped them to grow beyond their disability.

CONCLUSION

For maintaining the general balance in the economic and social arena it is evident to think deeply and act wisely about CSR. Every business house owe some responsibility towards the society, nation and world in general which provide it with all human, material and natural resources. As far as the Tata group is concerned, it has gone a long way in fulfilling its duty and responsibility towards the society and the nation. It has reached the masses to elevate their lives, to nurture their dreams and to hone their skills. The panoply of the Tata engagement in community development encompasses much more than can be encapsulated in a few pages. As management guru Peter Drucker says: "A healthy society requires three vital sectors: a public sector of effective governments; a private sector of effective businesses; and a social sector of effective community organizations." While there's not much it can do about the first sector, the Tata group is contributing all it can to the other two.

REFERENCE

1. Research Paper on Corporate Social Responsibility: Driving forces and Challenges by Anupam Sharma and Ravi Kiran published in International Journal of Business Research and Development in 2013. ISSN 192900977. | | 2. Archie B.Carrol and Kareem M. Shabana on the Business Case on Corporate social responsibility: A Review on Concepts, Research and Practice. Published in International journal of Management reviews 2010:<http://E.washington.edu>. | | 3. Bajpai, G.N., Corporate Social Responsibility in India and Europe: Cross Cultural Perspective 2001, <http://www.ficci.com> | | 4. Book by Sanjay K Agarwal (2008) Corporate Social Responsibility in India, ISBN 978-81-7829-792 | | 5. www.tata.com | | 6. www.sje.gujarat.gov.in