

A PROJECT REPORT
ON
“A STUDY ON IMPACT OF SOCIAL RESPONSIBILITY ON THE
ENDEAVOR ACHIEVEMENT OF A BUSINESS FIRM”
SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
OF
BANGALORE CENTRAL UNIVERSITY



BY
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REG NO: MB206207
UNDER THE GUIDANCE OF
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DECLARATION BY THE STUDENT

I hereby declare that “**A STUDY ON IMPACT OF SOCIAL RESPONSIBILITY ON THE ENDEAVOR ACHIEVEMENT OF A BUSINESS FIRM**” is the result of the project work carried out by me under the guidance of **Mrs. RIZWANA KHANUM** in the partial fulfillment for the award of **MASTER OF BUSINESS ADMINISTRATION BY BANGALORE CENTRAL UNIVERSITY**.

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree of Diploma or Certificate.

PLACE: BANGALORE

NAME: AMREEN TAJ

DATE:

REGISTER NUMBER: MB206207

CERTIFICATE BY GUIDE

This is to certify that the project report title “**A STUDY ON IMPACT OF SOCIAL RESPONSIBILITY ON THE ENDEAVOR ACHIEVEMENT OF A BUSINESS FIRM**” is an original work of **MISS.AMREEN TAJ** bearing University Register Number: **MB206207** and is being submitted in partial fulfillment for the award of the **MASTERS OF BUSINESS ADMINISTRATION** of **BANGALORE CENTRAL UNIVERSITY**. The report has not been submitted earlier either to this University/Institution for the fulfillment of the requirement of a course of study. **MISS AMREEN TAJ** is guided by **Mrs. RIZWANA KHANUM** who is the Faculty Guide as per the regulation of **BANGALORE CENTRAL UNIVERSITY**.

PLACE: BANGALORE

SIGNATURE OF THE GUIDE

DATE:

MRS. RIZWANA KHANUM

CERTIFICATE BY HEAD OF DEPARTMENT

This is to certify that the project report “**A STUDY ON IMPACT OF SOCIAL RESPONSIBILITY ON THE ENDEAVOR ACHIEVEMENT OF A BUSINESS FIRM**” is an original work of **MISS.AMREEN TAJ** bearing University Register Number **MB206207** and is being submitted in partial fulfillment for the award of the **MASTERS OF BUSINESS ADMINISTRATION** of **BANGALORE CENTRAL UNIVERSITY** under the guidance of **MR.DEEPAK SINGH M.C.** The report has not been submitted earlier to this University/ Institution for the fulfillment of the requirement of a course of study.

PLACE: BANGALORE

SIGNATURE

DATE:

DEEPAK SINGH M.C.

CERTIFICATE OF ORIGINALITY (PLAGIARISM)

NAME OF THE STUDENT: AMREEN TAJ

REGISTRATION NUMBER: MB206207

**TITLE OF MINI PROJECT: “A STUDY ON IMPACT OF SOCIAL RESPONSIBILITY
ON THE ENDEAVOR ACHIEVEMENT OF A BUSINESS FIRM”**

SIMILAR CONTENT (%) IDENTIFIED: 19%

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PLACE: BANGALORE

AMREEN TAJ

DATE:

MB206207

WORK DONE DIARY

WEEKS	DATE OF MEETING	TOPIC DISCUSSED	SIGNATURE OF GUIDE
WEEK-1	13-NOV-2021		
WEEK-2	25-NOV-2021		
WEEK-3	29-NOV-2021		
WEEK-4	4-DEC-2021		

CHAPTER-1
INTRODUCTION



Businesses are free to make as much profit as they want, but they must honor their social. Rather, business is a component of society in and of itself. Business receives so much from society in terms of human, physical, and natural resources that it has a duty to society.

A firm should function to make money in such a way that it meets society's expectations. Every person who lives in society owes something to it. They must adhere to society ideals and conduct standards. A business is a legal entity that is allowed by society to engage in commercial or industrial operations for the purpose of profit. However, on the commercial side, it is necessary not to do anything that is unpleasant from a social standpoint. Manufacturing and selling contaminated goods, failing to pay taxes, being deceitful, and exploitation of the environment are only a few instances of bad practices in today's society. Which may improve the revenues of the business but has a negative impact on society as whole? Providing high-quality products, maintaining a healthy working environment, paying taxes on time, installing pollution-control devices, or preventing pollution are all examples of this.

MEANING OF SOCIAL RESPONSIBILITY

Individuals and businesses have a responsibility to act in the best interests of their environment and society as a whole when it comes to social responsibility. Social responsibility says that enterprises must act in a way that serves society in addition to achieving shareholder value.

DEFINITION OF SOCIAL RESPONSIBILITY

Bowen defined social responsibility as “the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of objectives and values of our society.”

EVOLUTION OF SOCIAL RESPONSIBILITY

Companies have used social responsibility for decades to give back to society while enhancing their brand reputation. This managerial idea, as we know it now, is mostly a twentieth-century creation, having emerged in the early 1950s.

However, the history of social responsibility of business is one that actually spans over two centuries. Although responsible businesses had existed for over a century before, American economist Howard Bowen originated the phrase Corporate Social Responsibility in his book *Social Responsibilities of the Businessman* in 1953. Bowen is sometimes called to as the "Father of Corporate social responsibility”.

Social responsibility didn't really take off in the United States until the 1970s. The Committee for Economic Development introduced the concept of a "social contract" between enterprises and society in 1971. This contract advanced the idea that businesses function and exist as a result of public consent, and that businesses have a responsibility to contribute to society's needs.



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By the 1980s, early social responsibility had progressed as more businesses began to incorporate social concerns into their operations while being more responsive to stakeholders.

The social contract outlined three responsibilities, and they're still applicable today:

- Provide jobs and economic growth through well run businesses.
- Run the business fairly and honestly regarding employees and customers.
- Become more broadly involved in improving the conditions of the community and environment in which it operates.

SOCIAL RESPONSIBILITY IS GENERALLY RECOGNIZED

Social responsibility began to gain mainstream acceptance in the 1990s. Donna J. Wood, a University of Pittsburgh professor, released Corporate Social Performance Revisited in 1991, which expanded and improved on early CSR models by offering a framework for evaluating CSR programmes impacts and outcomes.

Archie B. Carroll, a business management expert and professor at the University of Georgia, authored The Pyramid of Corporate Social Responsibility in the same year. Carroll elaborated on issues he considered were critical when implementing CSR in an organization.

CSR has become an important strategy for many businesses by the early 2000s, with multibillion-dollar corporations like Wells Fargo, Coca-Cola, Walt Disney, and Pfizer implementing it into their operations.



BUSINESS AND SOCIETY

The interaction between business and society has been more important in the success of any company throughout time. The tie between business and society has become stronger throughout time, and it is now even more important for both commercial success and societal gain.

The two worlds of business and society are inextricably linked. As a result, business meets the requirements of society and society provides business with the resources it requires. Different companies operating in society play a vital part in society's functioning in many ways, such as providing employment to diverse individuals.

The primary goal of a commercial firm is to create, manufacture, and distribute goods and services to customers. This had to be done in a way that allowed businesses to profit, which necessitated considerably more than simply company capabilities in domains and procedures. If firms wish to function successfully and flourish in the future, owners' social skills, as well as maintaining relationships with customers, suppliers, and business people, are always crucial.

HOW IS BUSINESSES BENEFITED FROM SOCIAL RESPONSIBILITY

Companies take social responsibility seriously for a variety of reasons. One is that it is in their own best interests. This is a crucial and beneficial feature for the business. Social responsibility entails more than just moral and ethical considerations. Social responsibility is a key aspect in determining a company's success. The idea that the economy and the environment, or that operating a business and social responsibility are mutually exclusive, and that Social responsibility is thus a luxury that not everyone can afford, is out of date. Modern management ideas are based on the concept that firms that are operated sustainably are frequently more successful in the long run.



SOCIAL RESPONSIBILITY AMENDMENT RULES

Section 135, Companies (Corporate Social Responsibility) Rules, 2014, and Schedule VII of the Companies Act, 2013 specify obligatory provisions for companies to complete their social responsibility.

Applicability of Social responsibility Provisions:

On every Company including its holding or subsidiary having:

- Net worth of Rs. 500 Crore or more, or
- Turnover of Rs. 1000 Crore or more, or
- Net Profit of Rs. 5 Crore or more

PYRAMID THEORY OF SOCIAL RESPONSIBILITY BY PROFESSOR ARCHIE B CARROLL

According to Archie B. Carroll (1983), "Social Responsibility involves the conduct of a business so that it is economically profitable, law-abiding, ethical and socially supportive. To be socially responsible then means that profitability and obedience to the law are foremost conditions when discussing the firm's ethics and the extent to which it supports the society in which it exists with contributions of money, time and talent"

Carroll (1991) presented his social responsibility model as a pyramid for the first time in 1991. The many tiers of the pyramid assist managers in recognizing the various sorts of commitments that society expects from enterprises. The following are the four roles shown on the pyramid:



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1. PHILANTHROPIC RESPONSIBILITY

As it is in the top of the pyramid, it focuses on improving the quality of life of employees, local communities and ultimately society in general.

Philanthropic responsibility refers to a business's aim to actively make the world and society a better place. Organizations driven by philanthropic responsibility often dedicate a portion of their earnings. While many firms donate to charities and nonprofits that align with their guiding missions, others donate to worthy causes that don't directly relate to their business. Others go so far as to create their own charitable trust or organization to give back.

2. ETHICAL RESPONSIBILITY

The main concept of ethical responsibility as defined and expressed by Carroll (1991) is that it consists of what is generally expected by society over and above economic and legal expectations. Ethical responsibilities of companies cover its wide range of responsibilities. Ethical responsibilities are not necessarily imposed by law, but they are expected from ethical companies by the public and governments.



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- While meeting these ethical responsibilities, important expectations of business include their
- Performing in a manner consistent with expectations of societal mores and ethical norms
- Recognizing and respecting new or evolving ethical/moral norms adopted by society
- Preventing ethical norms from being compromised in order to achieve business goals
- Being good corporate citizens by doing what is expected morally or ethically
- Recognizing that business integrity and ethical behavior go beyond mere compliance with laws and regulations (Carroll 1991)

3. LEGAL RESPONSIBILITY

The legal responsibility of corporations demands that businesses abide by the law. Company's legal obligation is to follow the minimal norms that have been established. Organizations are expected to follow certain principles in order to run and function properly. The fundamental norms are laws and regulations that express society's defined ethical ideals. They establish how businesses can behave themselves in a fair and ethical manner, as determined by lawmakers at the national, regional, and local levels. Legal responsibility is as:

- Operating in a consistent manner in conformity with government and legal requirements
- Observing various national and local rules
- Behaving as obedient citizens of the state and corporation
- Observing legal requirements
- Providing goods and services that satisfy the legal minimal standards

4. ECONOMIC RESPONSIBILITY

Carroll's first priority is given to making Profit in Business. It concerns the responsibility of business of producing goods and services needed by society and selling them making a profit.



SOCIAL RESPONSIBILITY OF BUSINESS TODAY

Social responsibility has now become truly systematized in the business sector. Social responsibility approaches and strategies refer to the many arrangements made by businesses that make them stronger while also allowing them to protect the environment, reduce ozone-depleting material emissions, enhance the quality of their products, or advance social concern and labour equity.

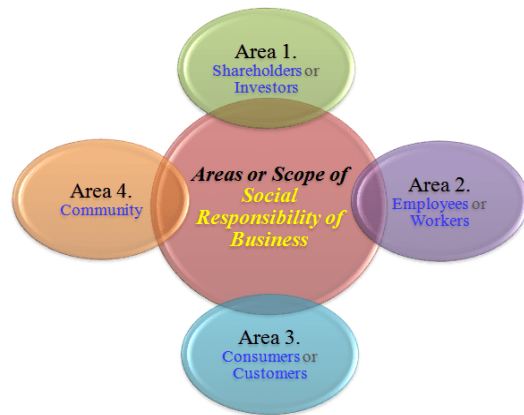
In general, a Social responsibility strategy can have an impact on different areas of a company's internal structures, as well as the composition of the external workforce and society.

Social responsibility is currently evolving. Organizations are attempting to describe better ways to contribute to sustainable development in order to enhance their image, as well as their presentation and their chances of succeeding in the long run. Social responsibility is also benefiting from creative and financial developments, and the methods in place today are likely to alter swiftly. Social responsibility communication, human resources, supply chains, and SMEs are all on the rise as ways to improve an organization's long-term viability and reputation.

Now more than ever, there is a growing importance for companies to ramp up their focus on social responsibility. A number of successful companies today that use social responsibility as a way to give back to society and thank customers for their loyalty. This can come in the form of projects, movements or empowerment of individuals. Whatever form these corporate ventures take, they are definitely a win for both the company and the community alike. Some companies are taking the lead and venturing into humanitarian projects ranging from the construction of roads to the alleviation of poverty.



SCOPE OF SOCIAL RESPONSIBILITY OF BUSINESS



The scope of social responsibility of business mainly covers its obligations or duties towards four social groups.

These are as follows:

- Shareholders or investors,
- Employees or workers,
- Consumers or customers and
- Community.

The social responsibility of business towards shareholders or investors:

- Ensure that they receive a decent return on their investment.
- They must safeguard their investment.
- Increase the market value of their stock by producing a reasonable profit and promoting a positive image of the company.
- Provide up-to-date, accurate, and complete information on how the business operates on a regular basis.
- Treat all stockholders fairly and equitably, without any favoritism or bias.
- To create and enhance products and/or services, conduct research and development (R&D) efforts.



The social responsibility of business towards employees or workers:

- Pay a reasonable income or salary.
- Provide a better workplace atmosphere and comfortable working circumstances.
- Provide for the wellbeing of workers and the Old Age Security (OAS) pension scheme.
- Arrange for skill development and educational programmers to boost work performance.
- Recognize their abilities and thank them for a job well done.
- Allow them to participate in management and take their ideas into account when making decisions.

The social responsibility of business towards the consumers or customers:

- Provide high-quality products and/or services at a fair price.
- Provide excellent customer service and after-sales support.
- Describe the items and/or services accurately and without falsifying any details.
- Be on the lookout for adulteration, low quality, a lack of service and civility, as well as misleading and deceptive advertising.
- To launch new goods and/or services and improve their quality, do research and development (R&D).
- Customers' requirements and desires should be understood, and every effort should be made to meet them.

The social responsibility of business towards community is as follows:

- Take necessary efforts to ensure that the surrounding environment's ecological balance is maintained.
- Prevent pollution of the air, water, and land that is unplanned and unmanaged from causing destruction on the ecosystem.



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- Maintain the infrastructure's quality and safety by performing routine maintenance, repairs, and upgrades as needed.
- Help victims in the case of disasters, such as the occurrence of natural calamities.
- Provide health-care facilities for the local population, with a focus on children, women, and the elderly.
- Assist government and non-governmental groups in their efforts to improve society's progress and well-being.

SOCIAL RESPONSIBILITY OF SOME COMPANIES:

INFOSYS

Infosys Limited is a global information technology corporation based in India that specializes in business consulting, information technology, and outsourcing. The firm is located in Bangalore and was formed in Pune by Narayana Murthy. After Tata Consultancy Services, Infosys is India's second-largest IT business. Infosys became the fourth Indian business to reach a market valuation of \$100 billion on August 24, 2021.

In 1981, seven engineers in Pune, Maharashtra, India, started Infosys with a capital of \$250. On July 2, 1981, it was established as Infosys Consultants Private Limited. It moved to Bangalore, Karnataka, India, in 1983. It became the first Indian company to be listed on NASDAQ.

In April 1992, the firm became Infosys Technologies Private Limited, and in June 1992, it became Infosys Technologies Limited. In June 2011, the company was renamed Infosys Limited.

Infosys, an early adopter of CSR initiatives, supports projects in the areas of national heritage protection, restoration of historical sites, and promotion of art and culture; destitute care and rehabilitation; environmental sustainability and ecological balance; promoting education and enhancing vocational skills; promoting healthcare, including preventive healthcare, and rural development, primarily through the Infosys Foundation.



SOCIAL RESPONSIBILITY OF INFOSYS

- **HUNGER, POVERTY, MALNUTRITION, AND HEALTH:**

Ending severe hunger, poverty, and malnutrition, boosting preventative healthcare and sanitation, and ensuring clean drinking water are all priorities.

- **EDUCATION:**

Promoting education, including special education and employment-enhancing vocational skills, particularly among children, women, the elderly, and the differently able, as well as livelihood enhancement projects; monetary contributions to academic institutions for the establishment of endowment funds, chairs, laboratories, and other facilities with the goal of assisting students in their studies, including skilling and reskilling initiatives for those in need.

- **RURAL DEVELOPMENT PROJECTS:**

Creating sustainable villages by increasing access, housing, drinking water, sanitation, power, and livelihoods.

- **GENDER EQUALITY AND WOMEN'S EMPOWERMENT:**

Promoting gender equality and women's empowerment; establishing houses, hostels, and day care centers for women and orphans; establishing old age homes and similar facilities for elderly residents.



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Infosys shall carry out its Social responsibility activities (projects, programmes, and other allowed activities) either directly or through the Infosys Foundation and/or such other qualifying entity / organization as the Social responsibility Committee deems appropriate. The surplus generated by social responsibility operations will not be included in the Company's corporate earnings. In compliance with this policy, any excess will be used to fund social responsibility efforts.

SOME OF THE NEW PROJECTS UNDERTAKEN BY INFOSYS FOUNDATION 2020-2021

- **COVID 19 RELIEF EFFORTS**

The firm contributed to social responsibility by assisting with COVID-19 relief efforts by supplying critical medical equipment and infrastructure to various hospitals and frontline personnel, as well as helping the poor and need's everyday needs. The relief efforts, which began with the establishment of COVID-only hospitals and wards, as well as the distribution of medical equipment, PPE kits, and sanitizers across India, proceeded through 2020-21 and are still ongoing this year.

- **INFRASTRUCTURE DEVELOPMENT IN THE HEALTHCARE SECTOR**

The corporation made a contribution to the following Social responsibility projects: At the All India Institute of Medical Sciences, the 800-bed Infosys Vishram Sadan is being built. The Sri Jayadeva Institute of Cardiovascular Sciences & Research is building a 300-bed hospital complex. The 600-bed Infosys Asha Nivas dharmashala is being built at the Tata Memorial Center. A 100-bed maternity and child care hospital will be built.

- **DRINKING WATER PROGRAM**

Under this CSR effort, the Infosys Foundation contributed to a clean drinking water project in a rural area of Karnataka.



- **DIGITAL CLASSROOMS ARE BEING SUPPORTED.**

Through this effort, the Infosys Foundation promoted digital education for impoverished children.

- **SOCIAL SERVICES THAT ARE BOTH FAIR AND COMPASSIONATE**

The Foundation contributed its social responsibility by planning and providing efficient, egalitarian, and empathic health and associated social services in rural and urban primary care settings.

- **ENCOURAGE GROUND-BREAKING SOCIAL INNOVATION.**

The Infosys Foundation offers up to INR 50 Lakhs to assist scale up relevant innovations. The goal of the Aarohan Social Innovation Awards is to speed up innovation and expand the reach of meaningful idea.

- **CONTRIBUTION TO METRO DEVELOPMENT**

Bangalore Metro Rail Corporation Limited was the recipient of a corporate social responsibility contribution from the corporation (BMRCL)

- **CONSTRUCTION OF A ROAD**

The company has made a contribution to road building in Dakshin Kannada.



- **INFRASTRUCTURE DEVELOPMENT IN EDUCATION**

Construction of a school building at the Chethana Residential School was one of the initiatives to which the corporation donated to social activity. The Ramakrishna Mission Shivanahalli is constructing a high school building. On the campus of the Indian Institute of Information Technology, a ladies' dormitory is being built. The Foundation assisted Sampradaya Paatashala in constructing a state-of-the-art campus to educate female students from middle school to post-graduate level.

TATA CONSULTING SERVICES

Tata Consultancy Services (TCS) is an Indian multinational information technology (IT) services and consulting company headquartered in Mumbai, Maharashtra, India with its largest campus located in Chennai, Tamil Nadu-India. As of February 2021, TCS is the largest IT services company in the world by market capitalization (\$200 billion). It is a subsidiary of the Tata Group and operates in 149 locations across 46 countries.

Tata Consultation Services is the second largest Indian company by market capitalisation and is among the most valuable IT services brands worldwide. In 2015, TCS was ranked 64th overall in the Forbes World's Most Innovative Companies ranking, making it both the highest-ranked IT services company and the top Indian company. As of 2018, it is ranked eleventh on the Fortune India 500 list. In April 2018, TCS became the first Indian IT company to reach \$100 billion in market capitalization.

Tata Consultation Services (TCS), a global leader in technology and consultancy, has proved its dedication to society's socio-economic development. According to the company's most recent annual report, it has spent Rs. 663 crores on different sustainable development programmes,



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much beyond its mandated CSR spending. The company's average net profit for the year was Rs. 30,003 crores.

During the fiscal years ended March 31, 2021 and 2020, the Company spent Rs. 674 crore and Rs. 602 crore on CSR spending for purposes other than the building or acquisition of any asset. Professional staff oversees the Company's CSR programmes, ensuring impact-focused implementation, monitoring, and reporting.

SOCIAL ACTIVITIES UNDERTAKEN BY TATA CONSULTING SERVICES

- **COVID-19 RELIEF**

Tata consulting services setup isolation centers, hospitals, expanded health workers' capacity, provided PPE and other medical supplies, respiratory systems for treating increasing cases, testing kits to increase per capita testing, setting up modular treatment facilities for infected patients, training of health workers as well as the general public and helped at-risk population gain access to care. These are in addition to our research & innovation efforts on vaccine, drug molecule discovery, clinical trial systems, affordable devices and more.

- **EMPOWERING SOCIETY BY NURTURING CHANGEMAKERS**

The Tata Consultancy Services social activity team and management operated calmly in the middle of the global disaster. They prioritize employee and associate safety and well-being. The corporation began converting its worldwide and India operations to Work from Home (WFH) mode as soon as word of the epidemic emerged. They started a large-scale WFH initiative based on the SBWS methodology (Secure Borderless Workspaces).



- **DIGITAL IMPACT SQUARE**

Tata Consultancy Services established Digital Impact Square (DISQ), an open innovation centre based in Nashik, with the goal of generating social impact through inclusive design and digital technologies. Young aspiring graduates work in groups to address issues related to health, hygiene, education, financial and personal security, energy, water, and the environment, food and agriculture, housing and transportation, and citizen empowerment and transparency.

- **LIFE'S PURPOSE**

Tata Consultancy Services has a successful volunteer programme called Purpose4Life that assists workers in contributing to societal well-being. Every colleague is urged to volunteer for 10 hours each year as part of this project. Employees are urged to establish teams and enlist the help of their families. Community initiatives in the areas of education, health, and the environment are carried out under this programme.

- **SANITATION**

Swachh Bharat Abhiyaan is another government of India programme that has gained traction Swachh Bharat: Swachh Vidyalaya is one of the key efforts of the pan-India cleanliness push. When Prime Minister Narendra Modi invited companies social responsibility practicing in India to join the effort by building toilets in schools. Tata Consultancy Services social responsibility went above and above.

- **DIGITAL GLASS ROOM**

During the lockdown, education was severely harmed. Tata Consultancy Services Digital Glass Room, a web-based teaching platform, cushioned the pain for many pupils. Because students



could not attend in-person classes in schools and universities, the company made the platform available for free. This meant that educational establishments across India could carry on with their lessons without fear of data or security breaches. It turned out to be a blessing in disguise because the programme is dynamic enough to incorporate quizzes and discussions, as well as having the flexibility to engage students in real-time on worksheets. The students and teachers did not feel as though they were missing out on the live event.

- **ADULT LITERACY PROGRAM**

Tata Consultancy Services social responsibility makes effective use of its forerunner status in information technology to deliver Best-in-Class literacy programmes. The Adult Literacy Program (ALP), for example, has helped many rural villagers escape the scourge of illiteracy.

- **LAB ON A BIKE**

In collaboration with Agastya International Foundation, Lab on Bike is a high-quality education initiative for government school students. Lab on Bike goes beyond basic mathematics to pique children's interest and improve their soft skills. An educator rides his bike around schools doing scientific experiments using a little kit. Children acquire new physics, biology, and chemistry ideas as a result of this process. Teachers are also given more power as a result of the procedure. In 2019, Lab on Bike enrolled 1,540 students in 29 government schools. In comparison to the previous year, the CSR program's reach increased by 54%.

- **CANCER CARE**

The doctor-to-patient ratio at Cancer Care India is 0.7, which indicates there is fewer than one doctor for every 1000 patients. In 2017, the business established the Digital Nerve Centre (or



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DNC) to fill this gap in cancer therapy. The healthcare platform is the first of its kind in the market for providing patient-centered cancer care.

WIPRO

Wipro limited is an Indian multinational corporation that provides information technology, consulting and business process services. With nearly 221,000 people, it is also India's 11th largest employer. Bangalore, Karnataka, India is the company's headquarters.

Mohamed Premji founded the firm on December 29, 1945, in Amalner, Dist. Jalgaon, Maharashtra, as "Western India Products," afterwards abbreviated to "Wipro." It began as a maker of vegetable and refined oils under the brand names Kisan, Sunflower, and Camel in Amalner, Maharashtra, British India.

After Mohamed Premji's death in 1966, his son Azim Premji, then 21 years old, became the chairman of Wipro.

During the 1970s and 1975, the firm changed its emphasis to new potential in the information technology and computer industry, which was still in its infancy in India. The company's name was changed from Western India Vegetable Products Limited to Wipro Products Limited on June 7, 1977. The name of the company was changed once again in 1982, from Wipro Products Limited to Wipro Limited.

SOCIAL ACTIVITIES UNDERTAKEN BY WIPRO LIMITED

- **SANTOOR SCHOLARSHIP PROGRAM**

Special education and inclusive education for disabled children, as well as skill development and livelihood enhancement programmes are all being promoted. We have a one-of-a-kind programme to help young girls' education called the Santoor Scholarship Program, which is an



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effort to financially support girls from low-income families who want to pursue higher education. This award is available to up to 900 female students from low-income families each year who are pursuing a degree in science, the arts, or the humanities.

- **RECONSTRUCTION AND DISASTER RELIEF**

Engaging with communities affected by natural disasters for relief and long-term rehabilitation to enhance their resilience, such as livelihood intervention and educational access.

- **HEALTH CARE IN THE COMMUNITY**

Collaboration with the community to enhance health care, particularly preventative care, safe drinking water, and sanitation. Providing essential health care services in close proximity to our business activities to low-income people.

- **ECOLOGY**

Ensure environmental sustainability, ecological balance, flora and wildlife preservation, animal welfare, agro forestry, natural resource conservation, and soil, air, and water quality.

- **SCHOLARSHIPS IN ENGINEERING AND INFORMATION
TECHNOLOGY**

Every year, Wipro team chooses B.Com, B.SC and BCA students for the WASE and WISTA scholarship programmes who want to pursue higher education in software engineering, IT, and data science but don't have the financial wherewithal to do so. They receive a college education as well as a monthly payment to help them live comfortably as students. Community care



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Through its Community Care projects, which are managed by Wipro Cares, the firm strengthens underprivileged communities in meaningful ways. Employee donations are matched 1:1 with Wipro Limited contributions on the platform (the company matched employee contributions for COVID-19 in a 2:1 ratio).



STATEMENT OF THE PROBLEM:

Social responsibility is thought to have a substantial impact on a company's long-term viability. Social responsibility has arisen as a kind of sustainable governance in the corporate world, with benefits to economic, environmental, and social growth. Successful executives understand that their long-term success is dependent on maintaining positive relationships with a diverse group of people, organizations, and institutions. Smart businesses understand that they can't succeed in failing societies, whether it's due to social or environmental issues, or governance issues. Furthermore, the general public holds the private sector to a high standard of responsible behavior. Consumers want competitively priced goods and services that represent socially and ecologically responsible company practices. Organizations used to have the option of giving back to society, but due to competition, it has now become a duty for them to become socially responsible by giving back to society. Hence, the study is undertaken.

NEED AND RELEVANCE OF THE STUDY

Social responsibility is one of the earliest and key conceptions in the study of business and society relations. A MNC's operating in an integrated world economy and it also successfully practices globally. The context for social responsibility has shifted to a world economy in which Multi National Companies is key players for which it should take responsibility for the improvement of world-wide social and environmental conditions. Now, the government has made it mandatory for the corporate whose turnover is more than 1000 crore to undertake social responsibility for the upliftment of the weaker sections of the society. If social responsibility is not taken up properly the development of the country may not be possible.



CHAPTER-2

METHODOLOGY



Tools for collecting data

- Primary data
- Secondary data

PRIMARY DATA

Primary data is collected through observations and discussions from the corporate people.

SECONDARY DATA

Secondary data consists of information that has already been existed and had been collected for some specific purpose.

This data is collected through magazines, journals, brochures, books, publications of the company and internet. This includes the study of three different companies regarding their social activities and their initiatives for the society, environment and resources. The companies taken into account are: Infosys, Tata Consultancy Services and Wipro. Study is related to companies and their focus of social responsibility .The actual investment made by these companies towards society is considered as benchmark.



OBJECTIVES OF THE STUDY

1. To study the concept of social responsibility towards business.
2. To get to know about social values of the business.

DISCUSSIONS

The collected data is discussed keeping in view the objectives of the study and conclusions are drawn.

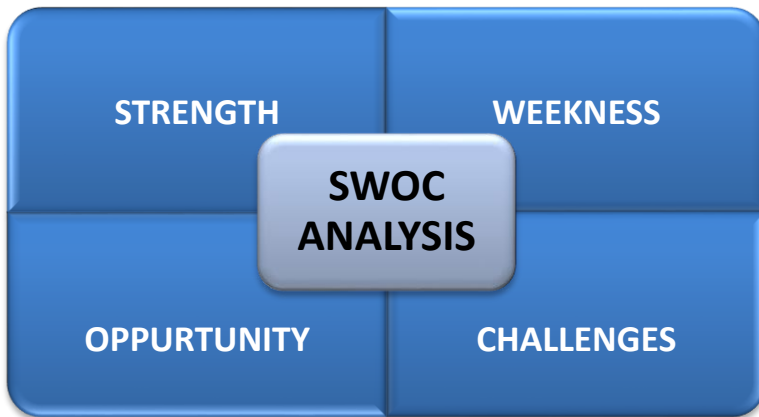
LIMITATIONS OF THE STUDY

- There might be bias in the information obtained.
- Three company's social responsibilities i.e., Infosys, Tata Consulting S2 ervices, and Wipro are considered for the study.
- Time duration was limited.



CHAPTER-3

SWOC ANALYSIS



STRENGTHS OF SOCIAL RESPONSIBILITY

- Financial performance will improve
- Enhanced reputation and brand image
- Less operational cost.
- Easy availability of capital
- Increased customer loyalty and sales

WEEKNESSS OF SOCIAL RESPONSIBILITY

- There is a communication gap between businesses and the general population. The general people are less concerned with whether a corporation contributes to society, the economy, or the country.



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- CSR activities cannot be implemented due to a lack of openness among corporations, since there is no adequate report of profitability, correct information, audit difficulties, or money use.
- In rural and distant locations, organized non-governmental groups are few.
- Between businesses and the general population, there is a lack of visibility.
- More financial investment is needed for conducting social activities

OPPORTUNITIES OF SOCIAL RESPONSIBILITY

- Being able to comprehend the true facts of the environment, which benefits both business and society
- Better influence of the company house's brand image on clients' thoughts
- Enhanced exposure of the company in all regions

CHALLENGES OF SOCIAL RESPONSIBILITY

- There is lack of public policies to promote CSR.
- There is a lack of consistency in the legal structure.
- Government regulations requiring companies to spend a certain proportion of their annual profit on CSR.

CONCLUSION OF SWOC ANALYSIS

In modern era, Social responsibility collaboration with the community to enhance health care, particularly preventative care, safe drinking water, and sanitation. Providing essential health care



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services in close proximity to our business activities to low-income people. Social responsibility is the point of attraction in any business strategy and is a part of long term planning process. Each and every person connected to organization is eager to know about its social responsibility initiatives. It has become mandatory to incorporate stakeholder's views as they are questioning upon their social responsibility activities. The biggest problem in India is lack of budget allocation due to lack of employees support, knowledge, skills and professionalism. Small companies are unable to take social responsibility initiative. Even if they take the initiative they get failed. Making awareness about the companies' social responsibility activities to public is very essential in which Media plays a very important role. But media is not contributing enough towards its duty. Government is failed in the process of providing proper statutory guidelines to the companies who are contributing towards social activities.



CHAPTER-4

ANALYSIS OF THE STUDY

- **SOCIAL RESPONSIBILITY FOSTERS CLIENT LOYALTY FOR A NUMBER OF REASONS.**

People are donating in large numbers to charitable organizations. Millennials are particularly engaged. Companies must pay attention to what customers care about in order to acquire and retain customers. Customers are more inclined to continue with a company if they feel like they are putting their ideals into action by supporting it. When they buy from the company, they will feel proud of it and will be more likely to suggest it. Customers that are loyal to a company are the best advertisement a firm can obtain.

- **SOCIAL RESPONSIBILITY PROVIDES A COMPETITIVE ADVANTAGE TO FIRMS.**

Customers care about a company's involvement in social concerns, and they will support companies that share their ideals. Companies who cater to these customers have a competitive advantage over those that do not. They may provide similar products and services, but the fact that they are committed to corporate social responsibility sets them apart.

- **EMPLOYEES ARE HAPPIER AND MORE FULFILLED AS A RESULT OF SOCIAL RESPONSIBILITY.**

Employees at companies that promote social responsibilities are happier and more fulfilled. When employees believe their work makes a difference in the world. Employee loyalty and



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dedication are dependent on a feeling of purpose. People are less susceptible to weariness and stress when they are personally fulfilled. They're also more likely to stick around.

- **CUSTOMERS ARE WILLING TO PAY MORE FOR A BETTER PRODUCT.**

Social responsibility benefits businesses in a variety of ways. One of them is the ability for businesses to charge higher prices for their goods and services. According to a Nielsen Global Survey of Corporate Social Responsibility, more than half of the customers polled are willing to pay more if a company is devoted to corporate social responsibility.

- **MORE PERSONNEL ARE ATTRACTED TO COMPANIES WITH A STRONG CORPORATE SOCIAL RESPONSIBILITY PROGRAMME.**

The workforce will be dominated by generations who are passionate about social justice and change. According to the Nielsen Global Survey of Corporate Social Responsibility, 66 percent of respondents prefer to work for companies that value corporate social responsibility. By implementing this, a company may recruit and retain the best personnel, thereby strengthening the company.

- **SOCIAL RESPONSIBILITY BRINGS UP NEW MARKETS AND OPPORTUNITIES.**

There are a number of markets that haven't been explored since they aren't considered "profitable" by typical business thinking. Corporations may open new doors into neglected areas and issues if they have social action on their minds. Corporations may achieve a balance and differentiate themselves from the pack by addressing both social effect and profit. Consumers would appreciate it if a company considers how it can assist rather than just how much money it can make.



- **SOCIAL RESPONSIBILITY DRAWS IN MORE INVESTORS.**

Investors are concerned with a company's long-term viability, consumer loyalty, and competitiveness. Many people are likewise ready to support businesses that aim to improve the planet. Investors are attracted to companies that are committed to social change and prepared to adapt. Social responsibility is a great approach to attract socially conscious investors as well as those who are looking for long-term financial success.

- **SOCIAL RESPONSIBILITY IMPROVES THE PLANET.**

Businesses, particularly large firms, have the ability to significantly alter society. They have a lot of clout, so they can not only raise awareness about issues, but also contribute to development. Climate change is a perfect example of where businesses can take the lead. Corporations can help the world become a better, happier place by taking responsibility for their effects.

- **GOOD PUBLIC RELATIONS**

Social responsibility allows businesses to publish positive stories on the internet and in conventional media. As a result, businesses may save a significant amount of money that would otherwise be spent on costly advertising initiatives.

- **REDUCTIONS IN COSTS**

A company's social responsibility programme does not have to be costly. If done correctly, it might help a corporation save money.



- **EXPANDED BUSINESS POSSIBILITIES**

A social responsibility programme requires a firm to maintain continual communication with consumers, suppliers, and other stakeholders, which may lead to increased business prospects.

- **EMPLOYEES THAT ARE HAPPY**

Employees want to be proud of the company for which they work. Employees who have a good attitude toward their employer are less likely to hunt for another employment.

- **CUSTOMERS ARE HAPPY**

According to studies, having a great social responsibility record benefits customers. Employees who have a favorable attitude toward company growth are more likely to acquire more items or services and are less likely to transfer brands.

- **BUSINESSES HAVE A LONG-TERM FUTURE.**

Social responsibility is linked to attaining long-term objectives and ensuring a company's long-term viability.

- **OPERATING COSTS ARE INCREASING**

Investment of business on Social responsibility on any scale can result in significant fees and expenditures. To handle this fiscal adjustment, organizations may need to rearrange their finances. They'll need money to educate personnel, conduct advertising, and work with outside agencies to implement initiatives.



OUTCOMES OF THE STUDY

- **HORNS WITH STAKEHOLDERS LOCKED**

Shareholders, consumers, and customers may bear the financial cost of a company's social responsibility efforts. Investors will be interested in knowing where and how their money is being spent. Clients are interested in learning about your projects, if they connect with their aims, and whether there are any conflicts of interest. Customers pay more attention to companies that make social responsibility initiatives evident. This may have an influence on your marketing and sales efforts.

- **LOSING SIGHT OF WHAT IS IMPORTANT**

When you're completely immersed in things that take you away from your work, it's easy to lose sight of what really important. You may begin conducting social activities just to gain momentum and attention. Some people may resort to making bogus promises and running hollow campaigns in order to draw large crowds. When you're attempting to do something good for others, it's critical to be true to yourself, trust the process, and give it your all.

- **IMAGE FOR THE PUBLIC**

The influence on public image is one of the most serious downsides of social activity in company. You'll be scrutinized for everything you do once you're in the public spotlight. You may face criticism for even the tiniest activities as an institution that upholds its credibility with its actions. This might put you at a disadvantage because it may have an impact on your clientele. To preserve their public image and brand, businesses must make significant financial investments.



- **CLIENT MAY BECOME IMPATIENT**

Everyone will admire you for implementing a social responsibility programme for your company from the start. In fact, being associated with a good cause may help your company earn a significant amount of market recognition. However, if the programme does not provide immediate results, people may believe it is only a public relations gimmick. That will not help your company's reputation.

SUGGESTIONS

- Various seminars, conferences, and training guidance should be organized by the firms to increase public awareness and expertise in this field.
- The media may be quite useful in disseminating information to the general population. Budgetary backing, more knowledge, skills, expertise, and government laws will all contribute to social activities initiatives being benchmarked.
- To establish a great brand image and reputation, companies must include their stakeholders.
- The businesses will expand their operations to include the local government, society, stakeholders, suppliers, customers, and the environment.



CHAPTER-5

LEARNING EXPERIENCE

Companies use social activities to strive to establish and maintain a positive image in society. The primary goal of the private sector is to make money and add value. The private sector contributes to economic and social development through such initiatives. Practicing the notion of social responsibility adds value to firms by making legal requirements simpler to implement and improving the company's image among community members, NGOs, and other stakeholders.

Social responsibility should not only be about what businesses have done nor should it be only about making philanthropic contributions to local charities, lending a hand in time of disaster ,or providing relief to society's need-worthy though these contributions may be.NGO's,government and companies must stop thinking in terms of 'social responsibility 'and must start thinking in terms of "corporate social integration ".when a well-run business applies its vast resources,expertise,and management talent to problems that it understands and in which it has a stake ,it can have a greater impact on social good than any other institution or philanthropic organization.



CONCLUSION

Social Responsibility is a continuous process, not a one-time event. It will continue as long as the firm survives and its operations continue. The customer is king in today's world. The success and longevity of a firm are in the hands of society. Only through doing good for society, the environment, the government, stakeholders, customers, and suppliers will firms be able to fulfill their objectives; otherwise, they will not be able to live for long.

Businesses are taking the lead on social projects, and they are aware of their responsibilities and obligations, and they are striving to give more and more. Companies have realized that social responsibility performance is the need of an hour. In India, social responsibility has gone a long way. Companies are incorporating social activity initiatives into their business structures. As a result, the company will continue to contribute to the betterment of the Society and country as whole.



CHAPTER-6

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