IT and CSR Activities A New Milestone (Case studies)

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Abstract

A small village, Raghurajpur in Puri in Orissa, has occupied a prominent space in the world map because of the social responsiveness and intervention of an American lady, Mrs Halina Zealey. The village has acquired the status of "Heritage village". Chitrakaras (community of artists) have been infused with new life and India has been bestowed with honor and glory. CSR can bring phenomenal changes in the society.

In this paper, the efforts of UNGC and the impact of CSR activities by some IT companies like TCS, Infosys and Tech Mahindra towards inclusive development and millennium development goals are highlighted in the backdrop of a heritage village.

If the companies build up congenial relationship with the local communities and work in their interest then tragedies like Tata Nano plant would be averted and the proverbial golden siren would sing the merry tune of prosperity and positivity of India Globally.

Keywords: heritage village, women empowerment, sustainability, hygiene

1. Introduction

Abraham Lincoln said, "… government cannot endure half slave and half free…" Similarly a country cannot be considered developed or economically stable if there is a disparity between rich and poor. India is reflecting the same disparity. There are a number of people who can afford imported cars like Mercedes, Audi and on the other hand there are people who do not have one time proper meal. Some of the companies have come up to help reduce this disparity.

Now a day, Corporate Social Responsibility (CSR) is a growing concern for organizations combining their desire to protect environment and invest in communities. Increasingly, corporate executives must find new ways to address the social, economic, and environmental effects of doing business, while balancing conflicting demands on their attention, time, and resources. This study aims at highlighting the efforts of UNGC and the impact of CSR activities by some IT companies like Infosys, TCS and Tech Mahindra towards inclusive development and millennium development goals. A special reference is made to Raghurajpur—a heritage village in Orissa to show how social sensibility can bring dynamic change in the lives of poor artisans in making them economically independent and famous. The village is important because the help provided by an American lady and government of India led to the revival of cultural stream of India.

Entrance of the Village

Painting on House wall

View of the Village

2. Case study- 1

Raghurajpur, a small village in Puri district in Orissa has occupied the status of Heritage Cultural village. It is the strangest village in the world where everyone is an artist and every house an art studio. These artisans are called **Chitrakaras.** The artisans of this village have been involved in producing melodious poetry on pieces of treated cloth, dried palm leaf or paper. The village has a community of artisans, who produce different varieties of handicrafts items such as **Patta Chitra**, (paintings on treated cloth), **Talapatra Chitra** (palm leaf engravings), **Ganjapa** (paintings on Playing cards) stone carvings, papier mache toys and masks, wood carvings, wooden toys, cow dung toys and tusser paintings called **Mattha Chitra**. Some of them are winners of National Awards and are involved with the ritual performed in the temple of Lord Jagannatha. At the dawn of the 20th century their fortunes had started falling down which made a number of Chitrakars to leave this art form and digress to other professions. Ileana Citaristi, an Italian researcher observed:

> *"By the late fifties only a few old men among the 90-odd chitrakara families of Raghurajpur were still painting, whereas all the youths had deserted the profession; it was only around the year 1953 that, with the intervention of an American lady, Mrs Halina Zealey, a new future opened up and the artists once again took out their brushes and colours."* (Raghurajpur, The Crafts Village, 2004)

Halina Zealy, a Polish-American lady and a member of the American Friends' Service Committee (AFSC), spent a year or so in Puri with a few of her associates before going to Barpali, where they were planning to undertake experiments in rural

reconstruction. She noticed that patta painters are poor because marketing for their artifacts is a problem. She put in herculean efforts to find a market for their art. She had approached Bengal Home Industries Association and the Indian Institute of Art Industry. She had also investigated the possibility of showcasing in the B.N.R. Hotel and Raghunandan Library in Puri and had put up a temporary stand on the bada-danda. In March 1953, she sent a detailed report narrating her experience to the AFSC headquarters, and Philadelphia had immediately responded. She had also attempted to promote this art form by giving Mrs B.K. Nehru, the wife of the then Indian ambassador to US, few samples to take to New York with a view to promote sales there. The demand for their paintings increased so much that women also got involved in Patta and Mattha paintings. This led to ameliorating in living standards and building of confidence in female gender. Not only this, women who were treated as second fiddle to man got chance to see mythological dramas in the nautanki's performed in the villages because these dramas provided them subjects for paintings. Government and NGO's are also promoting female gender by organizing art and craft fare. In these fares women are given preference while booking the stalls. This also has helped women to come out of houses and experience independence. The women are in turn contributing to the building of strong household and equally strong nation.

Another major change that Globalization brought was that Chitrakars in their earlier paintings would have Indian deities but now according to the taste and preference of the buyers, the subjects in the paintings have changed.

Painting on House wall

Paintings at Raghurajpur.
www.flickr.com user Damien [Phototrend.fr]

The two side effects of globalization are the use of synthetic colors for painting patta chitra and mushrooming of a number of huge shops selling Patta Chitra, Matha Chitra's, toys and papier-mâché work. Villagers stand turn by turn to pull the crowd to their village to sell their art work directly.

According to me corporate houses should encourage the use of natural colors by providing suitable market so that the science of manufacturing natural colors does not die out. It is very important to develop it as a tourist destination by constructing proper roads and railway station.

The support and sustainable growth model that was provided to the local artisans is a constructive example of positivity in globalization which has given a local village a chance to stand up to the challenges of the globalization.

Yet, another art form these villagers are involved in is performing art Gotipua, the earlier form of Odissi dance. Guru Kelu Charan Mohapatra the famous Odissi dancer had his training here. A dance school has been started called as Gotipua Gurukul, called Maa Dasabhuja under the guidance of Maguni Charan Das. Chitrakars believe that unless a person is well versed with performing art, one cannot be a good artist. The trainees of this school present their performances in different cultural events, in India and abroad. Some NGO's are involved in taking these Odissi dancers to perform in other countries. The performers and their families get very less money as compared to the whopping money the NGO's bring to themselves. Dr Dinanth Pathy, recipient of the President of India Silver Plaque for Painting, Jawaharlal Nehru Fellowship for Research and Orissa Sahitya Academy Award for creative writing observed that:

"Odissi has come to symbolize Oriya cultural identity and is now danced by members of an international community which is multi-lingual, multi-religious and multicultural and is watched, appreciated and patronized by an equally impressive global audience. (Nayak, 2011; The Telegraph Calcutta, 2013)

The role multinational companies can play is organizing cultural events in their chains abroad where a sort of cultural exchange can take place. The mutual exchange would benefit both countries and help artists grow. It is very easy for any company to give profit but the loop can be completed only when it is structured properly with support and sustainability.

The structured approach has made the village a living museum of art and culture. Indian National Trust for Art and Cultural Heritage INTACH has identified this village to revive the ancient wall paintings of Orissa.

The efforts of foreigners to reconstruct and assign the village a global presence, was an eye opener for Indians and thus on June 27, 2002, Shri Jagmohan, Hon'ble Union Minister of Tourism and Culture, declared that this village would be developed as a model for rural tourism in India. INTACH developed a Project Report for this village to see that basic tourist amenities such as road, drinking water, sanitation, interpretation centre and rest house are developed. It is a thing to be admired that this is the first village to be provided with rest houses for tourists. The day is not far with the support of UNICEF and other agencies Raghurajpur will come in the National Travel Circuit of the Government of India.

India is full of such famous art work popular all over the world. To echo in words of the famous poet Chaucer, "… here's god's plenty…." A few popular art work which is famous for its uniqueness and fineness are: Bidri work and stone bangles from Andhra, Banarasi sarees from Varanasi, Bandhani from Rajasthan, Batic and mirror work from Gujarat, Thanjavur paintings from Tamil Nadu, Sambhalpuri sarees from Orissa, Chikan work from Lucknow, Brass work from Moradabad, Glass bangles from Firozabad and wooden and bamboo decorative artifacts from tribal areas of Chhattisgarh. If these small artisans are given support and provided a global market they would become economically independent and lead to economic growth of India at large. So it is very important for corporate houses to identify the villages close to their working zone and adopt them to provide support and also provide help to market their produce. This strategy would help reduce the role of the non structured middleman, who takes the lion's share without putting much of labor.

These efforts would also provide instructive examples of the locals measuring up to the challenges of the global.

3. Case Study II

UNGC: (Foundation for Global Compact). The biggest global corporate sustainability initiative to social responsibility, sustainability and local community development is of United Nations Global Compact's Initiative. There are 10,000 signatories based in more than 140 countries, and Local Networks existing or

emerging in over 100 countries. Indian head is the Chairman of ONGC Mr. Vasudeva. The contributions of Private sectors provide vital support to United Nations Global Compact projects, helping advance corporate change and innovation around environmental, social and governance issues. UN Secretary-General Ban Ki-moon defines it as:

> *"The Global Compact asks companies to embrace universal principles and to partner with the United Nations. It has grown to become a critical platform for the UN to engage effectively with enlightened global business."*

The UN Global Compact calls companies to follow the Ten Principles mentioned below

(1) Voluntarily align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption and (2) take actions in support of UN goals, including the Millennium Development Goals. By doing so, business can help ensure that markets advance in ways that benefit economies and societies everywhere. Endorsed by chief executives, the UN Global Compact is a leadership platform for the development, implementation, and disclosure of responsible corporate policies and practices. The initiative brings companies together with key stakeholder groups including: Government, civil society, labour, investors, educators and the United Nations.

The Ten Principles (UN Global compact)

The UN Global Compact asks companies to embrace ten principles:

Human Rights

- *Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and*
- *Principle 2: make sure that they are not complicit in human rights abuses.*

Labour

- *Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;*
- *Principle 4: the elimination of all forms of forced and compulsory labour;*
- *Principle 5: the effective abolition of child labour; and*
- *Principle 6: the elimination of discrimination in respect of employment and occupation.*

Environment

- *Principle 7: Businesses should support a precautionary approach to environmental challenges;*

- *Principle 8: undertake initiatives to promote greater environmental responsibility;*
- *Principle 9: encourage the development and diffusion of environmentally friendly technologies.*

Anti-Corruption

- *Principle 10: Businesses should work against all forms of corruption, including extortion and bribery.*

4. Case Study III-Infosys

Once I was at Omkareshwar and saw a small boy rowing the boat. I asked, 'Why don't you go to school? He replied, 'What would I do? I'll not get any job without paying any money. At least by ferrying people to other end I am earning my livelihood. ' His answer put me to shame in the way even poor people are being exploited by the government.

I brought up this issue in one of the CSR conferences and I do see the change. I feel proud about Infosys and TCS that they have completed the loop by training and then conducting a job drive.

Infosys, employees have been organizing and contributing to welfare programs, especially for underprivileged children. They support the activities of institutes and Non-Government Organizations (NGOs) dedicated to healthcare and education. Infoscions create awareness for skills development and community welfare (Infosys report. 2013). At Banglore Infosys local CSR team called Mitr organized games and distributed chocolates and stationery at Rakum School for the visually challenged. Similarly, in Chennai Infoscions partnered with Nethrodaya, an NGO that works with visually challenged children. The volunteers regularly conducted weekend reading sessions. In 2009, a South India inter-state sports festival with modified versions of cricket, volleyball and chess was organized by Infosys.

The Notebook distribution: The Infynite Smiles CSR team has been distributing books and stationery to underprivileged children across Karnataka since 2001. In 2009, the team touched more than 45,000 lives, including the tribal community.

Project genesis: This initiative of the Infosys Affirmative Action Program (IAAP) prepared students for a career in the Business Process Outsourcing industry. The project was launched in Orissa in 2007 along with the state government to enhance the skills of academicians. Till date, 515 professors have been trained to make learning more focused by combining traditional teaching methods with modern education.

Behavior and social skills development: At Chandigarh Prayaas, the local CSR team, organized a program where 60 children from the Panchkula slum showcased their creativity in group activities. The children were imparted training in social etiquette.

Medical camp and cleanliness drive: Prayaas has adopted Tanda village to drive social transformation in the region. The Infosys volunteers engaged residents in a cleanliness drive to prevent malaria. A free camp for eye and general medical checkup was organized. Medicines and spectacles prescribed by doctors at the camp were distributed free of cost. The team collected data on health and sanitation related issues to address them.

Educare: At Chennai Sneham, the local CSR team, managed a dedicated intranet portal to help employees support education of the children of their housekeeping and security staff. In 2009, 1,500 members contributed approximately Rs. 14,00,000 to support more than 370 students. Meritorious students were awarded for their performance. A special award was presented to a girl child with exceptional recitation skills.

Facilities for rural schools: Volunteers constructed a water tank to supply drinking water to 1,000 students of the Avanippoor Government Higher Secondary School. They have been donating notebooks to the Anoor School since 2005 they also distributed notebooks to the children of Infosys' support staff.

Language and computer education: In Hyderabad basic computer education was imparted to the security and housekeeping staff of the DC. The team also helped 10 guards improve their English language skills.

Summer camp: A month-long workshop was conducted in May 2009 at Karunya Mane, a child rehabilitation center. 30 children were taught art and craft, dance, Maths, English, environment awareness, traffic rules, health and fitness, and social etiquette. Quiz contests helped the children assess their general knowledge.

Blood donation: More than 80 Infoscions donated blood in a special camp conducted in collaboration with the Mysore Rotary and Chandrakala Hospital. In Pune as well 700 volunteers donated blood during a two-day camp in June 2009. Three blood banks - ISIS Blood Bank, KEM and Janakalyan-participated. Doctors highlighted the need for safe blood donation at the camp.

The following are the Infosys Partners for CSR activities: Akanksha Foundation, Amar Jyoti Charitable Trust, Aseema Charitable Trust, Association for People with Disability, Action for Rights of the Child, Bal Sahayog, Bombay Community Public Trust, Centre for Learning Resources, Deep Griha Society, Centre for Learning Resources, Deep Griha Society, Deepalaya, Dhwani,Disha, Door Step School, EnAble India, India Sponsorship Committee, Indian Institute of Education, Jan Madhyam, Jeevodaya, Joint Women's Programme, Maa Kalka Sewa Samiti, KB Hire School, Katha, Katalyst, Kagad Kachh Patra Kashtakari Panchayat, Muktangan, Maharogi Sewa Samiti, National Association for the Blind, Parikrma, SNEHA, SPR Jain Kanyashala and the list is ever increasing.

School for drop outs: Along with an NGO Kaliyuva Mane, an informal school for dropouts run by the Divya Deepa Trust conducts activities like painting competitions and games are organized.

Eye donation camp: More than 330 Infoscions pledged to donate their eyes in a special camp organized with the Ruby Hall Clinic and Eye Bank Association of India in Pune.

Play and Live (PAL): Organizes sports to boost the confidence of underprivileged children. It also teaches them various skills and helps them to change their outlook. They also donate sports equipment including carom and chess boards, and prizes such as watches, perfumes and chocolates.

Infosys on November 8, 2012, flashed in the headlines *"Infosys BPO's 'Project Genesis' Achieves New Milestone, Trains Over 1,00,000 Students."* They had in fact trained more than 1,00,000 students across India to enhance their level of employability in the ITeS industry.

Raghavendra K., Vice President and Head - Human Resources Development, Infosys BPO said, "We are proud to see such inspiring results from Project Genesis".

5. Case Study IV-TECH Mahindra

For Tech Mahindra, 'community work' is for improving the quality of life in the society in their neighborhood. It is not just an act of philanthropy directed towards doing something for the welfare of the needy. Tech Mahindra has built up strong ties with local communities and the society as a whole. Corporate social responsibility reflects both the strength of their brand and the values. Tech Mahindra has created a foundation dedicated to funding and helping various programs in the education of the underprivileged which will help in reducing socio-economic disparities. Tech Mahindra is committed to earmarking 1.5% of its Profit after Tax for CSR activities.

Focus Areas

- Education
- Women empowerment
- Computer donations

Tech Mahindra Foundation, along with the following partners works for the elimination of economic disparity.

Shikshak Samman Awards: The Tech Mahindra Foundation in collaboration with the Municipal Corporation of Delhi gives the SHIKSHAK SAMMAN AWARDS to honor outstanding teachers working in Municipal schools. The scheme is so devised as to provide an avenue for further professional development of

the committed teachers, encourage innovations and disseminate best practices.

6. Case Study V-TCS

TCS is involved in a gamut of CSR activities ranging from women empowerment, Education (Science, Technology, Engineering, and Mathematics), and Health care facilities (Nutrition and Wellness) and expanding it to Planet (Environmental Citizenship) to encompass conservation of animals and plants in its locality. They acknowledge the challenges faced by communities locally so they serve local communities through programs and initiatives that reflect the issues that are most pressing. TCS believes in Ethical and social responsibility to be the core value of every TCS employee (NASSCOM).

TCS' Sustainability Initiatives rests on three Pillars (TCS Company)

1. **Sustainable Operations:** They aim to build "greener infrastructure."
2. **Corporate Social Responsibility:** The guiding principle of TCS' CSR program is "Impact through Empowerment." TCS has a diverse range of global CSR initiatives in the areas of education, health and environment: volunteering, funding and pro bono leveraging of their IT capabilities.

   Women Empowerment: TCS helps women empowerment by giving them a chance in Tata group's 'Second initiative' to help women who return after break in career. Provides them training, sensitizes them to different culture so that they appreciate different culture through 'culture meter' through quizzes and online mails.

   In Panvel women were taught screen printing to help them earn their livelihood.
   TCS in 2010–11,

- Supported the victims of the 2010 Chilean earthquake
- Conducted IT educational programs for high school students in Cincinnati
- Raised support and awareness for diabetes prevention through a series of marathon sponsorships
- **Planet Responsibility**: TCS supports 270 plant species that belong to 160 genera and 70 families and nurtured 117 animal species represented by butterflies, amphibians, reptiles, birds and mammals around their office. The company has put in herculean effort to protect endangered tree species Adansonia digtata (Baobab Tree) from wood borer infestation at Yantra Park

TCS employees participated in Turtle Festival 2013 at Velas and released 1428 turtles in 5 coastal villages in Maharashtra a step to conserve turtle species.

Adult Literacy Program: TCS 'Adult Literacy Program to help the Indian government eradicate illiteracy, a major social concern affecting a one third of the Indian population comprising of old and young adults. It also conducted educational drive for Jail mates in Lucknow and Delhi including Tihar Jail. ALP is the first instance of the use of IT core competence for social causes. Program has been developed so far in Telgu, Hindi, Urdu, Odia and Marathi. TCS won the award in the 'Support and Improvement in Education' category. The award recognizes the contribution of companies through their endowment or contribution toward improving the level of education of their employees, their community and their nation.

With the traditional method of learning to read and write, an illiterate person would take between six months to two years with trained teachers to learn to read and write. In addition, India will also need about 1 million teachers to deliver the training.

To accelerate the rate of learning, the literacy program uses a TCS-designed computer-based functional literacy model, a teaching method that uses multimedia software to teach adults to read within 30–45 learning hours -- spread over 1 to 1.5 hours sessions, thrice a week, over a period of 10 to 12 weeks.

S. Ramadorai, Chief Executive Officer, TCS opines that; "Reading is the new civil right. No modern society can function without a literate population and no one can function well in a modern society without being literate, Literacy increases awareness and facilitates responsible action. Adult literacy empowers and will be key in moving the people and country forward. (Mohanty, 1984; TCS report, 2013; Citaristi, 2001; Telegraph-india organization, 2013)

The computer-based functional literacy method uses animated graphics patterns for visualization and audio appreciation. By combining graphic patterns of visualization, repetition of sound patterns and language structures and cognition of the meaning, a person is made to read. This CBFL method is implemented using computers and flash cards.

TCS works closely with governments both at the state and district level to develop and deploy CBFL packages in the local language, as a supplement to their programs. To support the use of the CBFL model, TCS also donates computers to the state governments.

Affirmative Action: TCS BPO employability program has been for 2 years. The training has been imparted to 22,236 underprivileged out of which a large number are SC and ST category.

"Udan": This program is in collaboration with **NSDC** – Government of India and special industry initiative to help Kashmiri Youth join the main stream of corporate India.

"Maitree": It caters to improve education, healthcare and environment in 5 villages across India.

Training of Trainer: TCS conducted TOT for tribal community at Rekhapally, Khammans in February, 2013. The main beneficiary is Gothikoya adivasis.

AIP (Academic Interface Program): ALP is now being organized through academic institutions which are associated to TCS through Academic Interface Program.

Health: TCS developed a web based solution for a comprehensive integrated hospital Management system along with IT infrastructure. It has been distributed to Tata Medical Centre (TMC) and Cancer institute at Chennai free of cost. In FY 13 TCS provided TMC with pro bono IT services valued at INR 4.2 crore. TCS has prepared prototype for a National Disease Registry system for Retina India Foundation.

TCS developed a system for monitoring trafficking for Justice and Care an international organization.

TCS prepared prototype for 'Operation Smile' an international NGO involved in the surgery of cleft lips, cleft palates and other facial deformities.

TCS deployed a donor management system for community Health initiative program for Impact India Foundation which focuses on reducing disabilities.

Global Initiative:

APAC: TCS launched a week long program called as *'Go for IT'* in Australia to encourage girls to take IT as career. TCS also started a library project in China and TCS SINDA IT lab is aimed at strengthening the lower income Indian.

In September 2012, more than 80 patients were operated upon free of cost with the help of TCS in Yantai China.

TCS Saudi with SAGIA (Saudi Arabian General Investment Authority) to work jointly in "Madina Competitiveness Program which focused on education.

North America: In FY 13, 219 CSR events were organized with 50009 employee volunteers. CSR champions raised USD 70,358 in funds and donations. TCS partners client Neilson for the first Global Impact day with 500 TCS employees volunteering for event across North America, Latin America, APAC and India.

Start!: TCS partnered with American Heart Association (AHA) for Start! Heart walks in 25 locations across USA. TCS partnered with American Red Cross for a national level campaign in support of Hurricane Sandy relief efforts, raising USD 30,016 in company matched funds. Latin America.

TCS Child won best company award in 2012 for delivering sustained support in CS activities. It was recognized by "Fundccion Regazo" for continuous support for 4 years lifting the social spirit and commitment by TCS. Currently, TCS provided support to the organization in the form of conducting training program for the staff as well as working on reintegration of the sheltered girls in society through partnership with UC DUOC. LATAM also continues to focus on its leaders program that promotes recycling and reduce use of energy to care the planet.

TCS won the "The Asian CSR award" which is presented by the Asian Institute of Management's Ramon V del Rosario, Sr. Centre for Corporate Responsibility.

7. Conclusion

A number of birds and animals die during summer because of drought. There is a need for the companies to take up projects in consideration of protection of birds, wild animals and preservation of bio diversity. Another, area where companies should focus on is street dogs' health and care. Many street dogs are seen with scabies, malnutrition, tumors, cuts and cancer.

Sustainable growth and respect for local community is the right path to success and it also implies following business ethics in true spirit. Exploitation of one will lead to the failure of another, for example Mahegenco Plant ended up paying compensation to the locals. It also ruins a company's image and poses a threat for its survival. If the giant corporate houses build up congenial relationship with the local communities and work in their interest many more tragedies like the Tata Nano plant, and agitation against construction of dams on Brahmaputra would be averted.

The steps taken so far are only a few baby steps towards inclusive growth and millennium development. A time will soon come when the proverbial golden siren would sing the merry tune of prosperity and positivity of India in Global and Glocal scenario.

Acknowledgement

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