

# Empowering Indian Women through Corporate Social Responsibility Way

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## Abstract

Corporate Social Responsibility (CSR) has evolved from philanthropy to social responsibility aiming at developing significant positive impact on socially diverse areas of the community, and turning one of the standard business practices in recent time. The mandate of the new Companies Act with specific recommendations of provision for Corporate Social Responsibility has astonished many Indian public and private companies. CSR activities have to be measurable with definite budgets. This has increased the scope for meaningful intervention by corporate India towards combating many problem areas and contributing towards inclusive growth. One such issue of serious importance is Women Empowerment. As quoted in Indian mythology about women, "Yatra Naryastu Pujayante Ramante Tatra Devta" the words had meaning in ancient times when women had high status equal to men of the family, and in society as well. But in current times, it becomes thinkable whether the importance of these words still exists or worship is very far from likelihood of women in society, because plight of Indian women is in daily news and is of utmost concern to government. This conceptual paper based on secondary data aims at analyzing contribution of various companies working explicitly to empower women and improvement noticed in their situation through CSR activities of those companies. This may further help in determining the success and failure of CSR activities performed by the companies according to their reach in society.

**Keys Words:** Corporate Social Responsibility, CSR Globally, CSR in India, Women Empowerment, Companies – Private and Public.

## Introduction

Corporate Social Responsibility (CSR) also coined in various terms such as Corporate Conscience/ Corporate Citizenship or Sustainable Responsible Business/ Responsible Business is a form of corporate self-regulation incorporated into a business model. It not only aims to determine the responsibilities of a corporate house but it also aims to encourage a positive impact on the environment and stakeholders (consumers, employees, investors, communities, and others). According to the business dictionary Corporate Social Responsibility is defined as "A company's sense of responsibility towards the community and environment (both ecological and social) in which it operates. Companies express this citizenship (i) through their waste and pollution reduction processes, (ii) by contributing educational and social programs and (iii) by earning adequate returns on the employed resources". A broader definition of CSR explains expansion of focus from stakeholders to volunteering and philanthropy. Reasons for association of Sustainability Programs for the betterment of Industries are:

1. **Help Magnetize and Hold Members:** CSR programming and Sustainability not only reduces the risk that members will face but it also strengthens the worth and significance of the association to current and prospective members.
2. **Boost Innovation:** While driving business and operational benefits, Cost-effective pre-competitive CSR and sustainability collaborations results in industry innovation, enabling the industry to improve its collective CSR impacts.

3. **Build Positive Relations:** Associations that increase Government and NGO sustainability proficiency are positioned better to contribute positively to regulatory initiatives of government and other agencies and get engaged constructively with NGOs and other stakeholders.
4. **Help to Identify Industry Priorities:** Many generic global CSR and sustainability initiatives and standards are available, which in return make priority-setting for members difficult. An industry approach support member companies to build up an industry-relevant model customized to the sector's most material risks and opportunities.
5. **Accomplish Association Goals:** CSR and sustainability is a tool to develop member's profitability and competitiveness. Usually an association's goal is taking assistance of a competitive and profitable member.
6. **Build Reputation and Brand:** An association's CSR and sustainability program demonstrates the sector's commitment to sustainable practices and leadership. It builds positive relationships with customers, communities, NGOs, suppliers and others. By this, it helps the sector's social license to operate and grow.
7. **Improve Employee Recruitment and Retention:** CSR programs help corporate to attract and retain their best and brightest employees.

The policy of CSR functions as a self-regulatory mechanism where a business monitors and ensures its obedience with the spirit of the law, ethical standards and international norms.

**Principles on CSR:** Corporate Social Responsibility relies on the following principles:

- **Human Rights Declarations:** Adopted by United Nations, this declaration tiled way for many international human rights standards for all sectors entities.
- **UN Global Compact:** It is an internationally accepted body working against exploitation of forced labour, child labour, environmental challenges and responsibility, non discrimination, freedom of associations, collective bargaining, corruption, etc.
- **Global Reporting Initiative (GRI):** GRI was founded in the year 1997 with the aim to address the standardized approaches for the sustainability of corporate reporting.
- **GRI launched Version 3.0 (G3)** in the year 2006 stating its Sustainability Reporting Guidelines with clear emphasis on performance indicators, containing a separate section entitled as "Human Rights" containing nine performance indicators.
- **Organization for Economic Co-operation and Development (OECD):** Guiding principle of OECD carries recommendations on core labour, environmental standards, human rights, competition, taxation, science and technology combating corruption and safe guarding consumer rights.
- **Social Accountability 8000:** It was created in 2000 by the Council on Economic Priorities Accreditation Agency (CEPAA). SA8000 was developed by an international alliance of businesses, trade unions and non-governmental organizations (NGOs), on the basis of International Labor Organization (ILO) conventions the key areas on which SA8000 code of practice is divided are freedom of association & collective bargaining, management systems, child labor, working hours, compensation, forced labor, health & safety, disciplinary practices, and discrimination.
- **Principles for Responsible Investment (PRI):** It is set of practice adopted globally for responsible investment. It provides a structure for markets which are more sustainable and give better returns on long term investments.
- **Equator Principle:** Equator principle was launched in the June 2003 and was developed by WestLB, Citigroup, Barclays and ABN AMRO (private sector banks). The equator principle aims at setting benchmarks on global finance projects working for the development of environmental and social issues.
- **International Labour Organization (ILO):** ILO works for encouraging internationally acknowledged labour, human rights and social justice practices. It also sets the standards of basic labour rights and provides inputs in the formulation of international labour standards in the form of conventions and recommendations.
- **International Organization for Standardization (ISO) 26000:** All types of organizations working in any country/from any country are mandated to work in socially responsible manner as per the guidelines of ISO 26000. ISO is a body formed with the intention to set international standards, ISO 26000 was published in November 2009 with the aim to develop new standards on Social Responsibility.
- **Occupational Health & Safety Advisory Services (OHSAS) Standard:** OHSAS 18001 is applicable to any organization which aims to establish a health and safety management system at work.

### Corporate Social Responsibility Globally

With the increase in demands for a more inclusive and sustainable global economy, then (end of the year 1999) United Nations' Secretary General Kofi Annan launched UN Global Compact, the first Corporate Social Responsibility (CSR) initiative internationally. Prime principles of this initiative were

- (i) Labour Standards,
- (ii) Human Rights
- (iii) Environmental Protection.

Though the national governments welcomed the Global Compact they also became apprehensive of their corporate governance strategy. A number of developments such as increasing democratization of governments, creation of newer social and economic institutions, rapid growth of volunteerism in the form of non-profit organizations, increasing consumer awareness, focus on the need to reduce poverty and concern for human rights issues could be easily seen post globalization. Countries reinforced the need to initiate public policy initiatives to incorporate corporate social action and emphasize the concept and practice of corporate social responsiveness. Thus, Corporate Social Responsibility (CSR) is the continuing commitment of 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. In more recent approaches, CSR is seen as a concept in which companies voluntarily integrate social and environmental concerns into their business operations and interact with their stakeholders regarding the same. Stakeholders include employees, investors, shareholders, customers, business partners, clients, civil society groups, Government and nongovernment organisations, local communities, environment and the society at large.

### Corporate Social Responsibility in India

In the rich cultural heritage of India since ages country has been known for charity and social duty which has changed its nature over the period of time, now charity has broadened its horizons and now it is popularly known as Corporate Social Responsibility. From the time of introduction of business in India social and environmental issues have penetrated deep roots in the culture of the country, since late 1800s India posses deeper roots practicing industrial welfare and corporate philanthropy clubbed with religious belief. When initially CSR was introduced in the

Indian society very few philanthropic activities were documented, but with the realization of importance of philanthropic activities companies paid attention to the their responsible behaviour towards the society which got support of general public, public dearly welcomed initiatives of corporate, this gave rise to the concept of Corporate Social Responsibility.

As per **Shinde (2005)** there is a growing realization towards contribution to social activities globally with a desire to improve the immediate environment. In 1900s it was fashion in corporations to give funds for charity and to educational institutes to build goodwill in community in backdrop of humanitarian deeds. The corporations actively started participating in philanthropic activities, in mid 90s the philosophy of CSR was focused on the assumption of requirement of business to society.

Post Independence JRD Tata (who is believed as person who gave great deal of emphasis to go beyond conducting oneself and portrayed to be an honest citizen) said that there are many ways in which industrial and business houses can throw in public welfare activities beyond the limits of their normal activities. He advised corporate may use own financial, managerial and human resource in reconstruction measures adopted for the goodness of society. Gradually his advice was taken seriously and it got accepted in theory that corporate had to share overhead costs with the society. Traditionally, CSR was done to society in form of donations to educational institutes, medical and science based researches. But the most important change noticed in 90s was corporates accepting social responsibility as an integral part of management activity.

Tata Iron and Steel Company introduced the concepts of "Social Responsibility" (**Gupta, 2007**).

**Sethi (1975)** was the first person to introduce the term corporate social performance, which was later expanded by **Carroll (1979)**, and then **Wartick and Cochran (1985)** refined it. **Sethi (1975)** gave three-level model in which the concept of corporate social performance was discussed in details with the differences explained in various types of corporate behaviors.

According to **Cochran (2007)** **Sethi's three level model** discussed 'social obligation' meaning response to legal and market constraints; 'social responsibility' meaning congruency with societal norms; and social responsiveness meaning adaptive, anticipatory and preventive behavior. Later years of 20<sup>th</sup> century witnessed corporates making active participation in

the mainstream development of the society and showed greater concern for the disadvantaged groups of the society.

According to **Mohan (2001)** this drive was internally (corporate own will) and externally (increased government and public expectations) inspired. As per the reports of a sample survey conducted in 1984 an amount of 47% was spent on social development through companies programs, 39% was given to outside organizations as aid and 14% was spent through company trusts. India firmly believes that a business cannot flourish in a society which is not developed.

According to **Bajpai (2001)** 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.

In words of **Narayan Murthy** (Founder-Infosys) 'social responsibility is to create maximum

shareholders value working under the circumstances, where it is fair to all its stakeholders, workers, consumers, the community, government and the environment'.

**Commission of the European Communities 2001** stated 'being socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing 'more' into human capital, the environment and the relation with stakeholders'.

**According to Kumar et al. (2001)** Over the time four different models have emerged all of which can be found in India regarding corporate responsibility.

The former Prime Minister of India, **Dr. Manmohan Singh** in 2007 said, 'Corporate Social Responsibility must not be defined by tax planning strategies alone; rather it should be defined within the framework of a corporate philosophy which factors the needs of the community and the regions the corporates exist.' His statement increased the scope for meaningful intervention by corporate India in socio-economic development.

### Framework of CSR

#### The Four Models of Corporate Responsibility (Arora & Puranik 2004)

Model	Focus	Champions
Ethical	Voluntary commitment by companies to public welfare	M.K Gandhi
Statist	State ownership and legal requirements determine Corporate responsibility	JawaharLal Nehru
Liberal	Corporate responsibilities limited to private owners(shareholders)	Milton Friedman
Stakeholder	Companies respond to the needs of stakeholders (customers, employees, communities) etc.	R.Edward Freeman

(Table: I)

In current times the concept of 'Triple Bottom Line' impacts businesses output. Today, triple bottom lines are profit, people and the planet. Therefore, CSR, as an instrument of corporate governance has become a global phenomenon and democratic India is not an exception to it. CSR has become a part of governance agenda of the Indian state. The Indian Parliament has dealt with it in detail desiring to evolve fair principles of corporate governance. Under the strategy of corporate social responsibility corporates are mandated to work towards educational development, health care and women empowerment.

#### CSR Rules Under Companies Act, 2013:

As per the notification of Ministry of Corporate

Section 135 and Schedule VII of the Companies Act 2013 as well as the provisions of the Companies (Corporate Social Responsibility Policy) Rules, effective from April 1, 2014 every company, private limited or public limited, which has a net worth of Rs 500 crore or a turnover of Rs 1,000 crore or net profit of Rs 5 crore, needs to spend at least 2% of its average net profit for the immediately preceding three financial years on corporate social responsibility activities. The CSR activities should not be undertaken in the normal course of business and must be with respect to any of the activities mentioned in Schedule VII of the 2013 Act. Contribution or donation to any political party is not considered as CSR activity and



only activities performed in India is considered for computing CSR expenditure. Profit earned from any host country of the company, including those branches that are operated as a separate company is not included in the computation of net profits of a company. Besides, dividends received from other companies in India which need to comply with the CSR obligations will not be included in the computation of net profits of a company.

The activities that can be undertaken by a company to fulfill its CSR obligations include:

- Eradicating hunger;
- Poverty and malnutrition;
- Promoting healthcare;
- Promoting education;
- Promoting gender equality;
- Setting up homes for women, orphans and the senior citizens;
- Measures for reducing inequalities faced by socially and economically backward groups;
- Ensuring environmental sustainability, ecological balance and animal welfare;
- Protection of national heritage and art and culture;
- Measures for the benefit of armed forces veterans;
- War widows and their dependents;
- Training to promote rural, nationally recognized, Paralympics or Olympic sports;
- Contribution to the prime minister's national relief fund or any other fund set up by the Central Government for socio economic development;
- Relief and welfare of SC, ST, OBCs, minorities and women;
- Contributions or funds provided to technology incubators located within academic institutions approved by the Central Government and rural development projects.

### Women and Empowerment

Women empowerment refers to the conception of surroundings for women in which they can make decisions on their own for their entity and for the society, it is can be understood as mounting and improving the social, political, economic, and legal

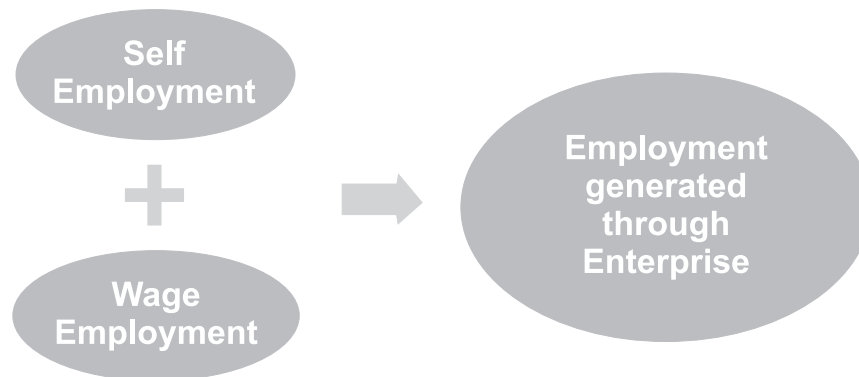
strength of the women. Women empowerment ensures equal right to women so that they live their lives freely with dignity and respect. They must enjoy complete control on their life at home as well as at work. They must posse equal rights to get their voice heard, empowering women makes a society developed and leads to development of nation. It is a process by which imbalanced power distribution between men and women is shifted and women enjoy bigger proportions with men. In different words, women empowerment is a process where social boundaries and norms are challenged which acts as an obstacle in their development path. It builds confidence in women make them contribute in nation's development and lends them in carrying participative approach in politics, social and economic life.

### Problems with Women

1. **Illiteracy:** Women's Illiteracy plays a very important role in society's efficiency and productivity (**Papen, 2001**), it acts as a fundamental factor influencing the procedure of development, and it is termed as the most considerable factor that improves socio-economic position of a woman. In the Universal Declaration of Human Rights Education has been declared as the basic right of every human being. Education of women is very necessary for improvement in self-image, and their empowerment (**Quizilbash, 2005**). Gandhi stated "educating a man is educating a man as an individual while educating a woman is educating a family". Most women are not in a position to propel themselves out of their social boundaries but higher female literacy will be considered a sovereign remedy for many social and economic problems (**Dasgupta and Kanbur, 2005**).
2. **Gender Discrimination and the Imbalanced Sex Ratio:** Discriminatory attitude has existed in India since generations towards men and women; this has affected the lives of both genders. In spite of grant of equal rights to men and women gender disparity exists, human rights are often violated through Gender discrimination it can be easily seen in Indian families, for example land sharing among sisters and brothers. Laws has been framed in Indian Penal Code against Rape, Dowry and Adultery but these highly discriminatory practices still

continue to take place at an alarming rate. Discriminatory attitude of society towards women has led to imbalanced sex ratio in India, Census 2011 shows the true picture of women's status in India, picture get uglier when reports says every year nearly 60,000 girls disappear.

### 3. The Economic Problem: Sustainable



(Diagram: I)

### 4. The Political Problem: Politics and Women

Politics is about power, it occurs where ever there are power differentials between two groups (Davila Gomez and Crowther, 2007). In Indian political system it is seen women not enjoying important role in politics, men are the key players and are more powerful than women in politics.

*The specific reasons of barriers for women in politics are:*

- Corruption and criminalization of politics.
- Considered as “dirty” not suitable for women;
- System not allowing women to appear in public with uncovered face specifically in rural areas.
- Housekeeping is their main function.

### Women Empowerment and Corporate Social Responsibility:

For the upliftment of society ideally most important aspect is creating awareness in people about their rights. For this a part of society needs to take active part in development of the society, surprisingly many have come forward voluntarily to contribute for the betterment of society. According to Crowther and Jatana (2005a) Today Corporate Social Responsibility (CSR) has become a popular cause. CSR focuses on social, environment and financial success of a

development of Indian women is only possible through economic empowerments which involve formation of prospect to gross decent livelihoods. This can be possible only through the creation of self employment and wage employment opportunities.

company to ensure that they are performing well in non-financial areas such as human rights, business ethics, environment policies, corporate contribution to education, poverty alleviation, infrastructure development, women's empowerment, drinking water and sanitation and medical facility (Crowther and Jatana, 2005b). A firm cannot continue to work as an individual entity neglecting the interest of the general public. Many companies in India are contributing services for the upliftment and development of women with the aim to make India a happier and developed state, for this, companies have shifted their objective from maximizing profit to development of the society.

### Objectives Covered in This Study Are

1. This paper attempts to analyze contribution of various private and public sector companies working explicitly to empower women;
2. Improvement noticed in the conditions of women after being benefitted by CSR activities of those public and private companies;
3. To determine the success and failure of CSR activities performed by public and private companies as per their reach in society.

### Research Methodology

This study is an Explorative Research paper which

broadly talks about the contribution of public and private business houses working specifically for women empowerment. This research is divided into broad 3 parts. First part analyses various programs/projects/schemes running in favor of women empowerment, second part attempts to analyze the change noticed in the social and economical status of women after receiving services of CSR of PSUs and private companies. Third part tries to determine success and failure of CSR activities performed by public and private enterprises.

The data used in this paper are Secondary in nature and has been collected from multiple sources ranging from the official website of the PSUs, newspaper articles, academic research papers, independent study reports, media coverage and other relevant and reliable web sources.

### Analysis

Large number of corporate houses allocates CSR budgets towards well fare programs especially designed for the betterment of women. Business Houses such as Hindustan Unilever Limited, Vedanta, Hindalco, Jindals, Tata's, BPCL etc. work to encourage entrepreneurial skill in women. Their interventions are carried mostly in areas located in locations from where they operate. For examples:

**Private Enterprises:** The various privately owned corporations performing CSR activities for women are as under:

**Procter and Gamble (P&G):** P&G committed towards improving the education status of women in terms of education, for this P&G launched a project named 'Shiksha' which laid emphasis on the education of the girl child.

**TATA:** Tata steel, in past 15 years, facilitates 200 women SHGs every year who further encourage venture into income generating activities. Tata Steel conducts competition through its programme named 'Tejaswini' which aims to identify women leaders who could be role models for other women and society. It also involves 45,000 women annually to create at least 200 SHGs and encourage them to participate in entrepreneurial activities. This programme is coordinated through Tata Steel Rural Development Society.

**Hindustan Unilever Limited (HUL):** Around 43,000 rural women across India became distributors of HUL; this project is named as 'Shakti Ammas'. The project

aims to economically empower women with entrepreneurial skill; company keeps the plan to create more SHGs (Self Help Group).

**Indian Tobacco Corporation (ITC):** About 40,000 poor rural women are assisted to form microcredit SHGs, women are made to learn to build small savings and finance self employment and micro enterprises, this helps in developing sustainable economic opportunities through microenterprises which will improve their life like better nutrition, health care and education for their children. ITC conducts skills training to augment employability. Company trains women in Pickle-making, fish-processing, vermin composting, spice processing and agarbatti-rolling in rural areas and chikankari, garment-sewing, driving and computer-aided secretarial training in semi-urban areas. ITC further takes a step forward by finding employment for trained women in areas linked to its operations. ITC CSR activities are supporting women across Andhra Pradesh, Karnataka, Madhya Pradesh, Uttar Pradesh and Bihar.

**Times Foundation Group's:** Times Foundation Mumbai provides assistant to deprived SSC School in Mumbai by running mother centers in the school premises under the project on Women's Movement for Peace and Prosperity (WMPP). The foremost aim of this WMPP is betterment of women and their families by creating peace, harmony and prosperity between the families. Mothers' Center focuses on the improvement of a women's physical, mental and spiritual health. It also caters to strap up their creative ideas, hopes and aspirations and thus helps in exploring opportunities for economic activities for self-employment.

**Jindal Steel:** Jindal's trained nearly 3000 women in activities like leaf plate making which has amplified their income.

**Vedanta:** Vedanta Zinc, BALCO, Sterilite, Vedanta Aluminium and VAL Lanjigarh developed 2100 SHGs involving about 30,000 women with the aim to develop skill, credit linkage, training and market development

**Hindalco:** Hindalco runs two training institutes of skill development located in Uttar Pradesh and Maharashtra helping more than 11,000 women in building capacity to take up enterprise activities. As mentioned, Hindalco conducted 70 intense training programmes comprising of diesel / hand pump repair, electrical repair/maintenance, bee-keeping, tailoring, knitting and agriculture-related programmes through Aditya Birla Rural Technology Park (Muirpur, Uttar



Pradesh, India). The Yashogami Skills Training Centre operating at Radhanagari, Maharashtra

skills women in activities such as lamination, Rexene handicraft, fashion design, pottery, tailoring, food processing, zardozi, electronics assembly, jewellery design, and fabric design.

**ICICI Bank:** ICICI Bank has come up with Rural Self Employment training institutes at Udaipur & Jodhpur aiming to impart training to both men and women by extending credit to a large no. of SHGs through partnership model in coalition with NGOs named BISWA in Odisha as well as directly.

**Reliance Industries Limited (RIL):** RIL provides training to rural women and youth through SHGs to make them become self sustaining by taking up income generating activities (IGA). Many women and men have begun micro enterprise with activities like stitching, beauty & health care, plumbing, computer hard ware and mobile repairing in areas around RIL manufacturing divisions like Hazira, Vadodra, Nagothane, Gadimoga etc. after getting trained through vocational training courses. RIL has also formed a Mahila Mandals or women's cooperative in Patalganga which runs activities like maintenance of water tanks in villages to micro-savings and loan schemes, from supervision of 'balwadis' to running the super bazaar in Lodhivali colony.

**Tech Mahindra:** In year 1999 Tech Mahindra launched a project named 'Nirmaan' in Purandar, a taluka near Pune primarily working to provide financial support for education, food, counseling expenditure and other development activities to the girl child of the area.

**Hero Honda:** Hero Honda has set up Women Empowerment Vocational Training Centre in order to help women; more than 26 batches consisting of about 625 women has been trained in tailoring, embroidery and knitting. Company not only trains women but also helps trained women to set up a production unit in vocational centre to stitch uniforms for Hero Honda employees. Hero Honda also lends financial support to families of girls belonging to backward classes in organizing their marriages.

**Public Sector Enterprises:** The various publicly owned corporations performing CSR activities for women are as under:

**Bharat Petroleum Corporation Limited (BPCL):** Across India BPCL has adopted 37 villages with the aim to make women self resilient by providing them drinking water, sanitation facilities, medical facilities, enhancing their income standards by imparting

vocational training and agricultural innovations. BPCL takes effort to educate women through its CSR activities, BPCL focus on providing grants for opening schools and opening adult literacy camps as well. For example BPCL is imparting educational support, medical camp, sewing machines, amplification of fishing ponds and Improvement of Infrastructure from 2004 onwards in Ramthenga village of Orissa, BPCL is providing educational support, medical camp, sewing machines, Intensification of fishing ponds and Improvement of Infrastructure during 2004/2005 onwards.

**National Aluminium Company Limited (NALCO):** NALCO has benefitted 10 SHGs through its Women empowerment program in which company gives information about government programmes to women through its village Information centers.

**Gas Authority of India Limited (GAIL):** GAIL has launched various programmes to empower women, it not only empowers women through education but also distributes sewing machine in Agra, Abu Road and Chennai to make them self employed. It also runs carpet weaving programs for women apart from this GAIL has rehabilitated war widows through vocational training program active in Ajmer. It also teaches pine craft to needy women of Kerela and Under 'Nanhi Kali' project 1,000 girls studying in class IX and XI are adopted belonging from Madhya Pradesh, Andhra Pradesh, Chattisgarh and Maharashtra.

**Rashtriya Ispat Nigam Ltd (RINL):** RINL has been shouldering social responsibility towards women thorough various initiatives. This company works for the self sustenance of women and youth, it works for the development of skill in women on continuous basis through training programmes given in and around Vishakhapatnam Steel Plant.

**Steel Authority of India Limited (SAIL):** SAIL has come up with an institution on 3rd July, 2007 named 'Kanya Shiksha Niketan'; this institute is committed to educate "the girl child". Girls belonging to underprivileged and weaker section of the society are admitted in this institute. This school at time of inception started with 60 students but now there are 180 students studying in Class I to Class IV. School supplies free books, uniforms, educational kits and all stationery items to its students. Health of the students is of utmost importance to SAIL they provide nourishing meal to students on daily basis. Regular computer classes, yoga, sports and games class is taken for all round development of the students.



'Kanya Shiksha Niketan' is an outcome of SAIL's commitment under CSR to serve the underprivileged and the weaker section of the society.

**Oil and Natural Gas Corporation (ONGC):** Under Project "Utkarsh" launched in 2011-12, active in Sibasagar ONGC dream to expand livelihood opportunities for 400 households in one year through training of women in skills like tailoring, soft toy making etc. Another CSR project **Hathkargha Prashikshan:** running in Assam aims to financially empower tribal women by making them learn tribal handloom artisan skill. In 2011-12, around 100 tribal handloom artisans were provided on-the-job training in the improvised looms by master craftsmen that included training in intricate designs for catering demands of wider markets.

**Indian Oil Corporation Limited (IOCL):** IOCL runs a government recognized Assam Oil School of Nursing (AOSN) in Digboi. This nursing school was established in the year 1986 with the aim to provide professional training to the women in the field of nursing and midwifery at cost of the company. So far more than 354 students have successfully completed this program with 100% placement record. This project has bagged several prizes there details are as under:

- 2<sup>nd</sup> prize under the category PRSI National Award (CSR) instituted by Public Relations Society of India (PRSI) (Sep-2012);
- 1<sup>st</sup> prize under 'Women's' Empowerment' category at Odisha CSR Conclave held at Bhubaneswar (Jan-2014);
- Awarded at World CSR Congress, Mumbai (Feb-2014);
- Won the Global CSR Excellence & Leadership Award (Feb. 2016), (this award has been instituted by ABP News to recognize work being done in the area of women empowerment).

**National Thermal Power Corporation (NTPC):** NTPC intricately work to empower women folk. It runs various projects and courses such as tailoring, stitching, dress designing, beautician and embroidery. NTPC efforts to provide education to under privileged woman and with the help of West Bengal government distributed bicycles to girls.

**Allahabad Bank:** Bank disbursed Rs. 55.83 lac for distributing scholarship of Rs. 3,000 each to 1861 girl students of 358 schools located at varying lead districts under "All Bank Girl Child Scholarship Scheme in Lead District belonging to BPL families"

**National Bank for Agriculture and Rural Development (NABARD):** NABARD prominently take initiatives to empower women, it runs micro-credit and micro enterprise programs to empower rural women.

### Limitations

This research paper is completely based on secondary data; researchers have put all the efforts in collecting relevant secondary data. The conclusions drawn after analysis are solely based on the research work done by other researchers and information available on websites of companies and periodicals and journals. The analysis part is restricted to the companies whose CSR activities information could be availed by the researchers easily, not all the private companies working in India and Public Sector Undertaking's are involved in this research work. Number of companies taken in both the forms of business (private and public) is not equal. Time was a constraint in carrying this research work effectively.

### Conclusions

Though companies were taking interest in performing CSR activities earlier because of their ethical obligations for the society and for goodwill of their product in the society but after the implementation of CSR rules, Companies Act 2013 it is an obligation of for all business houses to perform Corporate Social Responsibility activities. This compulsion of spending 2% of average profit on CSR has undoubtedly changed the situation of societies of India, even people and government is keenly interested in knowing how responsible corporate citizens are paying their debts to the society, this has certainly increased the pressure on business houses and private and public both the types of corporate are aware about this. As far as this study is considered there are number of programmes and projects running in the country to cater the needs and development of young and old women. Various corporations whether private or public work specifically for empowering women, they have taken efforts to establish schools, adult literacy camps, vocational training centers where women are made to learn craft work, stitching, embroidery, dress designing, soft toy making etc. Vocational training centers are established by the corporates to empower the women through skill development so that they can become self resilient and economically empowered, they can make money and can also save money for tough times. Companies have also established micro – credit enterprise to economically help women or through self help group as per the

requirement of the needy. Few corporates are not only restricted to vocational training centers or capacity building programs they work for the placement of trained women for e.g. IOCL has come out with very successful project named Assam Oil School of Nursing (AOSN) in Digboi which has scored 100% placement record. Apart from empowering women through education and income generating initiatives business houses have come up with counseling and village information centers where women are informed and counseled about their own health, hygiene and nutrition. Some companies even provide food to under privileged women. They are told about the necessary nourishment to be taken by a woman necessary for her body and for her children, for this companies do free health check up of the women and also keep them updated about the government programmes running for their welfare.

Women have been definitely gained a lot through CSR programs especially designed for them. Lacs of women are trained and educated every through CSR project of corporates, now we can easily see large number of women being self employed and independent. They have improved a lot upon education, health and hygiene and they are aware of their rights but this change is not satisfactory because the total population of women in India is 644 million but still the benefits of CSR has not reached to more than half of them. In states where there are very less corporations or zero corporations operating status of women in those states is very miserable, for example Women and Girls Jharkhand, Chhattisgarh, Manipur, Meghalaya, Nagaland, Mizoram etc remains to be neglected. Literacy rate of female still remains to be 65.46% (2011 census) where as male literacy rate is 82.14. Population of female against per thousand male is 937 (2011 census) which is alarming. It is easily seen in Indian household women and young girls working as maid servants on a very low income.

Projects like Nanhi Kali, Shiksha, Nirmaan, Mahila Mandals, Utkarsh, Micro-Credit Enterprise, AOSN, Kanya Shiksha Niketan, Hathkargha parikshan are claimed to be successful projects working to impart education and employment and loan facility to the needy girls and women. These projects have attracted numerous SHGs to get benefitted from the programs running under these projects. Women residing near the operational area of the companies are benefitted the most because CSR initiatives are mostly flourishing in operational areas of the companies. But the researchers are unable to state whether all the CSR projects working for the betterment of the women are

successful or not because data regarding amount spent on each project is not available with the researchers and even complete detail is not available regarding number of women admitted to get training, number of women who successfully completed the training programs and their economic status after completion of training programme.

### Suggestions

Companies should adopt more transparent approach in allocating funds project wise, they must provide details regarding number of beneficiaries and change in their socio-economic status after getting benefitted from CSR activities. Public sector banks need to allocate funds for women empowerment, banks are performing CSR activities but not all the banks are working for the empowerment of women. It is high time for PSUs and private companies to understand the seriousness of the situation and make an effort to line with all the related stakeholders. Companies need to choose an expert co-partner for the promotion and execution of CSR activities especially designed to work for the rights and benefits of the women and girls.

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