Literature Review for Capstone Project

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Overview

I have partnered with Dr. Reddy's Foundation for doing my final year project. I have been asked to do a gap analysis of the CSR activities conducted in its Pydibheemavaram cluster. It is a multinational pharmaceutical company based in Hyderabad, Telengana, India. It was founded by Dr. K Anji Reddy on February 24, 1984, the company's portfolio of products and services include APIs, custom pharmaceutical services, genetics, bio-similars and differentiated formulations.

In 1996 itself, Dr K Anji Reddy, founder of Dr Reddy's Laboratories, felt the need for giving back to the society. Since then, the concept of giving back to the society has become an integral part of Dr Reddy's. He established Dr Reddy's Foundation (DRF) to carry out the CSR activities.

The journey of Dr. Reddy's Foundation is as under:

Background

Religious traditions of *daan*, *seva*, and *zakat* operated in India for centuries helping to shape the relationship between the privileged and the dispossessed. The vast majority of philanthropy in India has always been to religious institutions and that continues to be the case. The earliest industrialists of the 19th Century launched the practices of corporate giving via trusts, and endowed institutions controlled by members of business families.

After the First World War, a new phase of corporate philanthropy arose that drew business leaders into the political fight for independence. The close relationship between M.K. Gandhi and leading industrialists is well-known. He proposed a model of trusteeship for business in which tycoons should understand their position as fiduciaries of society's wealth.

In the period immediately after Independence, the role of the Indian State expanded greatly and the corporate sector took a backseat in development efforts. After some time, the failures of the State to end poverty and support economic growth led to dissatisfaction. The liberalisation of the Indian economy in 1991 ushered in a new globalised economic environment, with rapid growth in overall wealth and also in inequality.

The rising gap between the wealthiest Indians and those at the bottom sparked innovation in efforts by the corporate sector to address social problems. It also led the State to think about how to pull in more support from the booming business world. In the context of a shrinking State, a more globalised economy, and great divisions in economic and social worlds, the landscape of Indian CSR is fascinating.

In August 2013, the government of India passed controversial legislation that requires large companies making an average net profit of at least 50 million rupees, to spend at least 2 percent of their profits every year on corporate social responsibility (CSR) over 3 years duration and that gave rise to the corporate CSR that we see today.

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental.

The advent of CSR in India can be looked upon as under:

Time Period	Economic Currents	State Role	Corporate CSR
1850-1914	Industrialization	Colonial, extraction	Dynastic charity
1914-1947	Trade barriers for new industries	Colonial, exploitative	Support freedom struggle
1947-1960	Socialism, protectionism	Five year plans	Support new state; launch own rural initiatives
1960-1990	Heavy regulations	License raj; development failures	Corporate trusts
1991-2013	Liberalization	Shrinking in production; expanding in social provision	Family trusts, private-public partnerships, NGO sponsorship
2013-present	Globalization	Need to manage inequality; new reforms to liberalize further	Introduction of mandatory 2% rule

CSR was a voluntary act until the Companies Act, 2013 was introduced. Companies Act for the first time introduced the **legal** requirement to undertake **CSR** activities, wherein Section 135 of the Act dealt with the statutory obligations for the companies which came under its purview. The companies which fail to meet the obligations are required to give an explanation to National Company Law Tribunal (NCLT).

Recently, CSR came into limelight because of the Companies(Amendment) bill,2019 which was aimed to reduce the load of the NCLT. The bill has re-categorized 16 'criminal' offences under the Companies Act, including the failure to file annual returns and the issuance of shares at a discount to civil offences, allowing government officers to levy penalties instead of initiating criminal proceedings. The legislation also granted regional directors of the ministry the power to settle offences with a penalty of Rs 25 lakh and allowed firms to transfer their unspent CSR funds to a separate account and empowered Centre to deal with violators. This change triggered lots of controversy because of which the government had to finally take a back foot. Whatever the reason may be, corporate CSR has gained pace and is looked upon in a serious light.

The essence of CSR is bringing equity in the society by giving the opportunity or means to the deprived people. Persons with income less than that deemed sufficient to purchase basic needs like food, shelter, clothing, and other essentials are designated as poor. In reality, the cost of living varies dramatically based on geography. A people classified as poor in Mumbai might not feel as poor if they lived in a village in Bihar. Therefore it won't be wrong to say that poverty is complex and it does not mean the same thing for all people. Prominently there are six types of poverty, they are:

1. **Situational poverty** is generally caused by a sudden crisis or loss and is often temporary. Events causing situational poverty include environmental disasters, divorce, or severe health problems.
2. **Generational poverty** occurs in families where at least two generations have been born into poverty. Families living in this type of poverty are not equipped with the tools to move out of their situations.
3. **Absolute poverty,** which is rare in the United States, involves a scarcity of such necessities as shelter, running water, and food. Families who live in absolute poverty tend to focus on day-to-day survival.
4. **Relative poverty** refers to the economic status of a family whose income is insufficient to meet its society's average standard of living.
5. **Urban poverty** occurs in metropolitan areas with populations of at least 50,000 people. The urban poor deal with a complex aggregate of chronic and acute stressors (including crowding, violence, and noise) and are dependent on often-inadequate large-city services.
6. **Rural poverty** occurs in nonmetropolitan areas with populations below 50,000. In rural areas, there are more single-guardian households, and families often have less access to services, support for disabilities, and quality education opportunities. Programs to encourage transition from welfare to work are problematic in remote rural areas, where job opportunities are few (Whitener, Gibbs, & Kusmin, 2003). The rural poverty rate is growing and has exceeded the urban rate every year since data collection began in the 1960s. The difference between the two poverty rates has averaged about 5 percent for the last 30 years, with urban rates near 10–15 percent and rural rates near 15–20 percent (Jolliffe, 2004).

Poverty involves a complex array of risk factors that adversely affect the population in a multitude of ways. The four primary risk factors afflicting families living in poverty are

- Emotional and social challenges.
- Acute and chronic stressors.
- Cognitive lags.
- Health and safety issues.

The 2010 global Human Development Report's survey of human development progress over the past forty years highlighted enormous progress, it also noted three areas of concern:

1. Income growth has been associated with deterioration in key environmental indicators, like the level of greenhouse gas emissions, soil and water quality, and forest cover
2. Income distribution has worsened at the country level in much of the world, even with the narrowing of gaps in health and education achievement
3. A rising HDI for any particular country does not always lead to equitable outcomes for all in that country

This indicates that while environmental risks such as climate change, deforestation, air and water pollution, and natural disasters affect all members of society, the most vulnerable are disproportionately affected. They suffer a double burden of deprivation that is from being both more vulnerable to the wider effects of environmental degradation and having less resilience to them. They must also often cope with threats to their immediate environment from insufficient and/or unclean water, indoor air pollution from unhealthy cooking and heating methods, and poor sanitation.

Since environmental risk affects the rich in the same way as it affects the poor, it was a serious concern which was raised during the Millennium Summit in 2000 and its outcome was Millennium development goals. It comprised of eight international goals for the year 2015 and all the 191 UN member nations and 22 different organizations agreed to achieve it by 2015. The goals were:

1. To eradicate extreme poverty and hunger
2. To achieve universal primary education
3. To promote gender equality and empower women
4. To reduce child mortality
5. To improve maternal health
6. To combat HIV/AIDS, malaria, and other diseases
7. To ensure environmental sustainability
8. To develop a global partnership for development

In 2012, the United Nations Conference on Sustainable Development (UNCSD), also known as Rio+20, was held as a 20-year follow up to UNCED. MDG was a good move but it had many flaws therefore Colombia proposed the idea of the SDGs at a preparation event for Rio+20 held in Indonesia in July 2011. In September 2011, this idea was picked up by the United Nations Department of Public Information 64th NGO Conference in Bonn, Germany. The outcome document proposed 17 sustainable development goals and associated targets. In the run-up to Rio+20 there was much discussion about the idea of the SDGs. At the Rio+20 Conference, a resolution known as "The Future We Want" was reached by member states. Among the key themes agreed on were poverty eradication, energy, water and sanitation, health, and human settlement.

Recently, Mr. Abhijit Banerjee an Indian-American along with his wife Esther Duflo and Michael Kremer are sharing economics nobel prize 2019 for alleviating their knowledge on "global poverty" and their mention has again brought CSR in the glare of publicity.

Abhijit V. Banerjee and Esther Duflo have worked with the poor in dozens of countries spanning five continents, trying to understand the specific problems that come with poverty and to find proven solutions. Their book is radical in its rethinking of the economics of poverty, but also entirely practical in the suggestions it offers. Through a careful analysis of a very rich body of evidence, including the hundreds of randomized control trials that Banerjee and Duflo's lab has pioneered, they show why the poor, despite having the same desires and abilities as anyone else, end up with entirely different lives.

Through their work, Banerjee and Duflo look at some of the most surprising facets of poverty, as in why the poor need to borrow in order to save, why they miss out on free life-saving immunizations but pay for drugs that they do not need, why they start many businesses but do not grow any of them and many other puzzling facts about living with less than 99 cents per day.

According to them, ideology, ignorance and inertia are the three main reasons because of which policies don't work and aid is not always effective but by understanding why the poor make the choices they

make, we can find the right levers to push to free the poor of the hidden traps that keep them behind. Poverty is explained like a vicious cycle and escaping it is not easy once an individual falls prey to it. Every year, nine million children under five die from preventable diseases such as diarrhea and malaria. Often, the treatments for these diseases are cheap, safe, and readily available. So why don't people pick these 'low-hanging fruit'? Why don't mothers vaccinate their children? Why don't families use bednets, or buy chlorinated water? And why do they spend such large amounts of money on ineffective cure instead?

There are a number of possible explanations. These can include unreliable health service delivery, price sensitivity, a lack of information or trust, time-inconsistent behavior and the simple fact that the poor may not be able to tackle big, chronic illnesses.

None of these reasons explains everything in isolation. But understanding what stops the immediate spread of our 'low-hanging fruit' like bednets, de-worming medication, vaccines, chlorinated water etc. is an important step in improving global health, and may finally help to eliminate health-based poverty traps.

Education is the next important component of human development but over the past few decades, children have flocked into the schools, but schools seem to have delivered very little. Teachers and students are often absent, and learning levels are very low. Why is this happening? Is it a supply issue, where the government needs to provide children with better schools, better textbooks, better teachers and better facilities? Or is it demand, where parents would lobby for quality education if and only if there were real benefits?

There seems to be a problem with both. For example, parents expect both too much and too little from the schools: government jobs for those who graduate from secondary school, and nothing for the rest. Teachers seem focused on teaching small elite, and undervalue the regular students. These expectations affect behavior and generate real world waste.

Contraception is provided to the poor by the government but their ever increasing numbers indicate that lack of contraception is not what the problem is. The deep rooted social norms and beliefs are not allowing them to change and it's worsening the situation.

Keeping all the above factors in mind our policy makers have carefully drafted Section 135 along with Schedule VII that is corresponding to Corporate Social Responsibility Policy Rules. According to it the activities which may be included by companies should be related to:

(*i*) Eradicating extreme hunger and poverty

(*ii*) Promotion of education

(*iii*) Promoting gender equality and empowering women

(*iv*) Reducing child mortality and improving maternal health

(*v*) Combating human immune-deficiency virus, acquired immune deficiency syndrome, malaria and other diseases

(*vi*) Ensuring environmental sustainability

(*vii*) Employment enhancing vocational skills

(*viii*) Social business projects

(*ix*) Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government or the State Governments for socio-economic development and relief and funds for the welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women

(*x*) Other matters as may be prescribed

According to National CSR Portal as on FY 2017-2018:

Total Number of companies   21397

Total Amount spent on CSR   13624 (INR Crores)

The top 10 CSR spending companies are:

Company	Amount Spent
Reliance Industries Limited	745.04
Oil and Natural Gas Corporation Limited	482.07
Tata Consultancy Services Limited	400
HDFC Bank Limited	374.55
Indian Oil Corp. Limited	331.01
Infosys Limited	312.60
Mahanadi Coalfields Limited	267.53
NTPC Limited	241.54
Wipro Limited	186.60
Housing Development finance corporation	175.99

Global Perspective of CSR

A comprehensive guidance for companies pertaining to CSR is available in the form of several globally recognized guidelines, frameworks, principles and tools, some of which are discussed below. It must be noted that most of these guidelines relate to the larger concept of sustainability or business responsibility, in keeping with the fact that these concepts are closely aligned globally with the notion of CSR.

UNGC

UNGC is world's largest corporate citizenship initiative with the objective to mainstream the adoption of sustainable and socially responsible policies by businesses around the world. The 10 principles of the UN Global Compact have been derived from various UN conventions such as the Universal Declaration of

Human Rights, ILO's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on environment and development, and the UN Convention against Corruption. These principles cover four broad areas:

• Human rights (support and respect the protection of international human rights and ensure that business is not complicit with human rights abuses)

• Labor rights (uphold the freedom of association and effective recognition of the right to collective bargaining, elimination of all forms of forced and compulsory labor, effective abolition of child labor and elimination of description in respect of employment and occupation)

• Environment (supports a precautionary approach to environmental challenges, undertake initiatives to promote greater environmental responsibility and encourage-age the development of environmental friendly technology)

• Governance (work against corruption in all forms, including bribery and extortion)

Human Rights

The UN guiding principles provide assistance to states and businesses to fulfill their existing obligations towards respecting and protecting human rights and fundamental freedoms and comply with the existing laws. These principles act as global standards for addressing the risk of human rights violation related to business activity. In circumstances when these laws are breached or the guidance is not adhered to, suitable remedies have also been recommended. The primary focus is on the protection of human rights by both, the state and the business enterprises, and the principles broadly outline the manner in which the framework can be implemented.

ILO's tripartite declaration of principles on multinational enterprises and social policy

This is another voluntary declaration whose adoption by governments, employers and multinational organizations is encouraged, with the intention of further ensuring labor and social standards. This is particularly for organizations that operate across multiple countries. Focus is on core labor standards such as:

- freedom of association and the right to collective bargaining (prohibition of discrimination, bonded and forced labor)
- industrial relations (no trade union restrictions, regular discussions between management and labor, and the provision of a forum to lodge complaints in case of labor standard violation)
- employment opportunities (creation of job security, improved living and working conditions and ensuring that wages are on par with those of other enterprises in the same country).

OECD Guidelines

OECD Guidelines for multinational enterprises elaborate on the principles and standards for responsible business conduct for multinational corporations. These guidelines were recently updated in 2011. They cover areas such as employment, human rights, environment, information disclosure, combating bribery, consumer interests, science and technology, competition and taxation. They contain defined standards for socially and environmentally responsible corporate behavior, and also pro-vide procedures for resolving disputes between corporations and communities or individuals adversely impacted by business activities.

Institute of Social and Ethical Account-ability: AccountAbility's AA1000 series of standards

This is a series of standards which enable organizations to become accountable, responsible and sustainable. It consists of:

- AA1000 accountability principles (AP) standard
- AA1000 assurance standard (AS)
- AA1000 stakeholder engagement (SE) standard.

Since these standards have been formulated through a multi-stakeholder consultation process, they ensure that those impacted (that is, enterprises, governments and civil societies) stand to gain. The Vodafone Group Plc has adopted the AA1000AP standard by focusing on three broad areas:

- inclusivity (stakeholder engagement to develop and implement a strategic approach to sustainability)
- materiality (assess the management effort required for each material issue and determine the content of sustainability reports)
- responsiveness (respond with solutions to material issues and challenges)

Social Accountability International (SAI): SA 8000 Standard

This is one of the world's first auditable social certification standard. It is based on ILO, UN and national law conventions, and adopts a management system approach in order to ensure that companies that adopt this approach also comply with it. This standard ensures the protection of basic human rights of workers. The nine basic elements of this standard include:

- child labor
- forced and compulsory labor
- health and safety
- freedom of association and the right to collective bargaining
- discrimination

- disciplinary practices
- working hours
- remuneration
- management systems

According to SAAS, there are 695 facilities in India that have been accredited with this standard. Out of these, Aditya Birla Chemicals (India) Limited, Bhilai Steel Plant Steel Authority of India Limited, Birla tyres, Dr Reddy's Laboratories Limited and Reliance Infrastructure Limited figure prominently in the list of certified facilities within India.

ISO 26000: Social responsibility

This is a guidance tool provided by the ISO which enables organizations to understand the meaning and significance of social responsibility. It is important to note that this is not a certification but only a guiding tool. Hence, organizations which comply with these standards are self-certified. It covers six core areas of social responsibility, including:

- human rights
- labor practices
- environment
- fair operating practices
- consumer issues
- community involvement and development

This ensures a holistic approach to the concept of social responsibility and sustainable development.

OECD CSR policy tool

The OECD CSR policy tool aims to help companies gain insight into their current CSR activities, assess its value and determine other CSR activities that can be employed. This policy tool is based on the OECD Guidelines and the ISO26000 implementation guidelines. The result of the policy tool is a complete CSR policy, including an action plan with tasks, responsibilities and a communication strategy plan.

Global Compact Self-Assessment Tool

The Global Compact Self Assessment Tool is an easy-to-use guide designed for use by companies of all sizes and across sectors committed to upholding the social and environmental standards within their respective operations. The tool consists of 45 questions with a set of three to nine indicators for each question. It consists of a 'management section' and four other sections, including human rights, labor, environment and anti-corruption that relate to the principles of the UN Global Compact. The tool is in line with the UN Guiding Principles on Business and Human Rights. For a small company, this tool acts as a measure of the company's performance in all areas of the UN Global Compact and how well these issues are managed. For a large organization, this tool helps to continuously improve existing policies

and systems, engage subsidiaries, suppliers or other stakeholders, and improves internal and external reporting.

The SROI Network

The SROI Network is a framework based on social generally accepted accounting principles (SGAAP) that can be used to help manage and understand the social, economic and environ-mental outcomes created by an organization or a person. In order to increase the social value or impact of a task, SROI helps in understanding, managing and communicating the social value that a particular task creates in a clear and consistent way with customers, beneficiaries and funders. It also helps in managing risks and identifying opportunities and raise finances. It flags potential improvements to services, information systems and the way to govern the businesses. By forecasting the value a company expects to create using SROI, one can identify the areas where changes are required and a comparison of performance against forecasts will help create additional value.

The LBG model

Companies across the world adopt LBG's measurement model in order to assess the real value and impact of their community investment to both, the business and society. This model helps companies to understand the total amount of cash, time and in-kind invested with-in the community, and enables them to under-stand the geographic spread of their community support and the kind of themes supported such as education, health and arts and culture. Through this model, companies can track the manner in which their community program supports wider business goals such as building employee morale or creating reputational advantages. Also, it helps to measure the difference their programs make to the community at large. Under this model, member companies share data and best practices which in turn help in the benchmarking process.

National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business

These guidelines rolled-out by the Ministry of Corporate Affairs in India, were developed through an extensive consultative process with the objective of providing a distinctive India-centric approach for Indian businesses to understand the nuances of responsible business, applicable to large and small businesses alike. They are easy to comprehend and implement, and encourage businesses to adopt the triple bottom line approach. These guidelines consist of nine principles which relate to ethics and transparency, product life cycle sustainability, employee well-being, stakeholder engagement, human rights, environmental stewardship, responsible policy advocacy, inclusive development and consumer well-being. Each principle consists of core elements that further articulate the purpose and sense of each principle. It also provides an approach for adopting these guidelines.

Areas of study

I am doing a Literature review to understand the gaps in the CSR initiatives which different companies take for social upliftment under the purview of the CSR bill. The derivation can help in having a much deeper insight of the topic and identify the gaps in the targeted area of study at the same time.

My prime focus will in 4 sectors which are:

1. Educational Upliftment
2. Health Care
3. Rural Infrastructure Development
4. Rural Livelihood Initiatives

I am only focusing on them because they correspond to the areas in which Dr. Reddy's Foundation is working on.

Different Approaches to CSR

I have gone through different reports published by organizations on the public domain to understand the approaches of different for different initiatives. I'll illustrate my finding hereunder:

ACC Cement Limited

Initiatives	Brief Description
Education	ACC has established schools at most of its locations that provide high quality education to children of employees and those from the host communities. In addition, the company also supports schools in the vicinity. Technology aided education initiatives such as Smart Classes and interactive kiosks have been implemented at several ACC locations for enhancing the quality of learning. ACC continues to support Government run ITIs under the Public Private Partnership scheme to upgrade the quality of education which in turn improves the skills and employability of students.
Women Empowerment	ACC recognizes Women's empowerment as a priority. The company encourages women to form Self Help Groups (SHGs) in the communities around its plant locations. Members of the SHGs are trained in capacity-building, various individual crafts, marketing skills, accounts, teamwork and other relevant aspects. ACC AHEAD (Association of Health, Education And Development), a voluntary group constituted of ACC employees' spouses, takes active part in this vocational training.
Health & Sanitation	ACC organizes health camps and mobile van health services for the community around its plants. ACC hospitals complement the local government's Primary Health Care centers and Community Health Care

	centers. Anganwadi Centers have been set up at most plant locations. In this way, ACC reaches out to mothers and children with immunization, Ante & Post Natal care and growth monitoring programs. To promote health and dignity among the communities around our plants, community toilets and toilets for individual households were constructed in a participatory manner.
Livelihood	ACC promotes skill development among the rural youth. Industry needs skilled persons while a large part of the rural youth is unskilled and unemployed. Our CSR programs connect the youth to high standard skills training institutions, providing partial financial support, wherever necessary as well as extending help in enrolment and in obtaining placement. Our livelihood and income generation initiatives helped in training and placing youth with various employers. Some of these young men have been provided technical skill training on construction and subsequently placed in suitable jobs.
HIV/AIDS	ACC plays a meaningful role in the nationwide effort to eradicate HIV/AIDS. In close consultation with the Confederation of Indian Industry (CII), the company stepped forward to support the government in battling this important public health issue by adopting a Workplace policy for HIV/AIDS that protects the fundamental human rights of employees who may unfortunately become affected by HIV/AIDS, while also ensuring that these affected persons get proper care and treatment.

The company also set up two Anti Retroviral Treatment Centers for HIV/AIDS treatment – one outside ACC's Wadi plant in Karnataka and the second at Vellore, Tamil Nadu in partnership with the reputed Christian Medical College. Both ART Centers are run as state-of- the-art treatment centers with all the basic physical infrastructure, medical equipment, laboratory facilities and trained medical and support personnel as prescribed by NACO ART guidelines. They include Voluntary Counseling and Testing centers and are sought to be operated world-class facilities. |

Ambuja Cement Foundation

Their mission is to transform lives, livelihood and communities. For achieving it the initiatives they run are:

Initiatives	Brief Description
Agriculture	Ambuja Cement Foundation is playing its part in helping farmers chart the new territory that is , to capitalize on it and use it to transform their lives, livelihoods and communities by enhancing their knowledge and skills, organizing them into Farmer Producer Companies and hedging their risk in agriculture, ACF is empowering them to tackle these shifting trends and prosper. The support includes - Climatic Change Adaptation – rehabilitating degraded soil, Goat Based Livelihoods Ex, Biomass supply Do, strengthening Market Linkage, Dairy Cooperatives - from strength to strength, Better Cotton Initiative Impacts 81,380 farmers, Custom Hiring Centre (for shared instruments), specific focus on women farm, Vegetable and fruit Cultivation, krishi Vigyan kendra
Water	Ambuja Cement Foundation has a deep understanding of the issue and decades of

Skill Training	Ambuja Cement Foundation provides rural youth with training and empowerment opportunities that help lift them and their families out of poverty. By providing industry relevant skills, empowering them to start their own businesses and supporting them along the way, we are helping young people obtain skills that will actually help them earn an income and build prosperous career
	experience in this area. By focusing on water harvesting, drinking water solutions and water use efficiency, we help build drought resilient rural villages to ensure all year round water for farmers families and communities. And to ensure sustainability of these interventions, we empower people to better manage and use water.
Women Empowerment	Ambuja Cement Foundation harnesses the power of women as breadwinners, community leaders and change-makers. By encouraging participation, building skills, empowering them economically and grooming them as leaders, we are empowering women to solve community problems and lead better live
Health	Ambuja Cement Foundation builds healthy communities to reduce the impact of illness on wellbeing, earning capacity and overall prosperity. By focusing on maternal, child and adolescent health, communicable and non-communicable disease and total sanitation, we are helping reduce the incidence of disease so people can lead healthy, happy prosperous live
Education	Ambuja Cement Foundation ensures that rural children get the support they need for a good education and that differently abled children reach their full potential in life. By supporting schools with infrastructure and enhanced education and providing special education, we are helping children transform their lives through the power of education
Research & Monitoring	They do SROI, Documentation of growth, feasibility study, Impact assessment, SEDI placement verification, Livihood status and aspirations of SIDDI youth, critical Input study and BCI data review to keep themselves up to date with the new trends and people's requirements

Reliance Foundation

Initiatives	Brief Description
Rural Transformation	Reliance Foundation works tirelessly towards enriching the lives of people belonging to the marginalized communities of India. It enhances livelihood opportunities and provides relevant information that helps reduce risk for rural communities. Furthermore, by deploying locally-relevant solutions, it enhances rural livelihoods in agriculture, marine fisheries and other farm and non-farm based activities.
Health	Reliance Foundation has worked towards enhancing access to quality and affordable healthcare in India. The Foundation's 'Health for All' initiative and integrated healthcare model provides continuum of care to the most vulnerable sections of society, through a network of healthcare delivery mechanisms.
Education	Reliance Foundation's educational programs address the need of the hour and fosters the youth by providing open access to quality education using a multi-pronged approach: • Providing access to quality education through a network of schools • Offering Dhirubhai Ambani Scholarships to the meritorious students • Planning to set up a world class university

	• Supporting like-minded partners.
Sports for Development	Reliance Foundation also focuses on using sports as a medium to encourage learning and breed leadership among the youth in the rural areas. Bringing people from various villages together leads to stronger bond between tribes, neighbors and families. This initiative is a medium to enhance community partnership and promote traditional rural sports. Sports Day brings together more than 40,000 people every year who enjoy different games and sports. It has resulted in youth transforming into Community Youth Leaders and serving as mentors to the village children. The program uses sports and activities as a tool for development to bring about positive changes.
Disaster Response	Reliance Foundation is committed to play a role in management of responsibilities and resources for dealing with disasters in an effective manner. The Foundation's dedicated team manages relief operations right from situational assessment to relief camps, distribution of relief material and construction of midterm shelters. Reliance Foundation has the capacity to respond to disasters in a timely manner and engage directly with the affected communities.
Arts , Culture & Heritage	Reliance Foundation is reimagining ways to protect and promote India's priceless heritage to not only sustain but also make art and culture relevant to the younger generation.
Urban Renewal	Urban Renewal is an initiative that encompasses massive city-modernization in order to improve the quality of life and infrastructure in cities. The Urban Renewal initiatives of Reliance Foundation strive to enrich and improve public spaces to revitalize the ageing infrastructure and also provide newer facilities.

GMR Varalakshmi Foundation

Initiatives	Brief Description
Education	GMRVF partners with well-known education institutions to provide quality education to the underprivileged communities of the society.
Health, Hygiene & Sanitation	GMRVF works towards promoting awareness, enabling access and increasing the availability of health and sanitation services in remote villages and locations across India.
Community development	The Foundation works to strengthen communities and works with both, rural and urban communities, to support their overall development.
Empowerment and livelihood	Our training institutes focus on developing the entrepreneurial spirit of youth, by strengthening their confidence and motivation levels.

Azim Premji Foundation

Azim Premji Foundation alternatively named as "social work act of Wipro", is a not-for profit organization that has been working since 2000 with the elementary education system in rural government schools.

The Foundation began by implementing various programs to improve educational quality across the country. By 2010 however it became clear that working on a "project" mode was inadequate and it takes continuous effort over many decades for any deep-rooted change to happen. This can only be achieved by establishing "institutions"

which are embedded in the local context and can collaborate with local government structures. Thus the idea of setting up District Institutes in field locations came into being.

Today, the Foundation with 1000+ employees has field institutes in 40+ districts across 6 states and 1 union territory (Karnataka, Rajasthan, Uttarakhand, Chhattisgarh, Madhya Pradesh, Telangana and Puducherry).

The District Institutes work in collaboration with state governments to engage with teachers, school leaders, teacher educators and other education officials.

The range of work involves efforts to:

- improve the quality of processes and practices within schools,
- Facilitate creative approaches to teaching and learning through workshops, teacher forums, seminars, melas, etc.
- build professional networks of teachers and head teachers and
- Reform school curriculum, teacher-education curriculum and related issues of education policy.

The Foundation has also set up demonstration schools in Yadgir, Sirohi, Tonk, Dhamtari, Uttarkashi and Udham Singh Nagar to provide quality free education to the local community, at costs and constraints similar to that of rural government schools.

Aditya Birla Chemicals India Limited

Initiatives	Brief Description
Education	Their endeavor is to spark the desire for learning and knowledge at every stage through • Formal schools • Balwadis • Quality elementary education • Aditya Bal Vidya Mandirs • Girl child education • Non formal education.
Health Care	They provide quality health care facilities to people living in the villages and elsewhere through our Hospitals. • Primary health care centers • Mother and Child care projects • Immunization programs with a thrust on polio eradication •Programs to address malnutrition • Anganwadi • Adolescent health • Health care for visually impaired, and differently abled • Preventive health care through awareness programs •Non communicable diseases.
Sustainable Livelihood	Their aim at providing livelihood in a locally appropriate and environmentally sustainable manner through • Formation of Self Help Groups for women empowerment • Skill Enhancement and Vocational training • Partnership with Industrial Training Institutes • Agriculture development and better farmer focus • Watershed development. •Agro Forestry • Animal Husbandry • Soil and Water conservation
Infrastructure Development	They set up essential services that form the foundation of sustainable development through • Basic infrastructure facilities • Housing facilities • Safe drinking water • Sanitation & hygiene • Renewable sources of energy.
Bring Social Change	They advocate and support • Dowry less marriage • Widow Remarriage • Awareness programs on anti social issues • De-addiction campaigns and programs • Espousing basic moral values • Gender equality.

Dr. Reddy's Foundation

Initiatives	Brief Description
Education	Dr. Reddy's is using a three pronged approach: Empower the students by providing them with an opportunity to learn, Create an environment to facilitate learning by providing the right Infrastructure and Recognize the student's talents and facilitate growth. CSR wing of Dr. Reddy's in partnership with DRF has initiated School Improvement Program (SIP).
Health Care	Dr. Reddy's CSR wing has partnered with NICE Foundation for Community Health Intervention Program (CHIP) which has made significant progress towards its objective of primary health care services right at their village door step while continuing to perform extremely well in formulating and implementing field tested health interventions, disseminating health knowledge, health behavior change and prevention of diseases at all possible levels. CHIP focused chiefly to cater to the varying health needs of the large segments of the targeted population. In order to intensify its reach throughout the intervention villages, the CHIP program evolved a model of Bi-weekly Fixed Day Health Services. Apart from rendering primary health care, teams simultaneously emphasizes the need for health education and sensitizing communities on traditional bad practices. The field teams organize health Promotion Programs like Participatory Discuss Group (PDG) sessions to seek to inform individuals regarding healthy habits and disease prevention mechanisms so as to adopt preventive methods. In this way the beneficiaries of CHIP program are being empowered through greater health awareness through participation.
Rural Infrastructure	Construction, maintenance and upgrading village infrastructure forms an integral part of the community development agenda of Dr. Reddy's. In any community, there exists a perennial need for useable water source, good roads, hygienic drainage systems and other such amenities. Hence, prioritization is a must while executing community infrastructure projects. The criticality and immediate need guides the team in prioritizing implementation of different activities.
Livelihood	Dr. Reddy's, through its Dr. Reddy's Foundation (DRF), has launched F-LABS (LABS for Farmers), a livelihood promotional program. To ensure successful long term impact.

Analysis of the Study

Now that I have studied and documented the efforts or initiatives taken by different organizations for CSR obligation and /or community development efforts, it's very easy to identify which company is performing in which sector and which isn't.

All in all we can conclude that except Azim Premji Foundation which is specifically focusing on improving education, other companies have tried to touch similar areas of concern and they are burning the midnight oil to achieve their mission and vision.

I also found that there are companies like GMR Varalakshmi Foundation, Ambuja Foundation and others who work in similar areas but the limitations of the company's support to the community alters for every company. This is the area of further study and I'll include my derivation to suggest probable changes in Dr. Reddy's Foundation's CSR initiatives in Pydebheemavaram cluster (my study area), based on it.

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