

# A Study on Involvement of Corporations in Educational Programs as Part of Their Corporate Social Responsibility (CSR)

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## Abstract

This present paper explores the involvement on educational programs as part of their corporate responsibility. Across India provide to free education for the poor people from the different kind of NGO organizations. The NGO organizers are the corporate social responsibility among various organizations working like that Reliance Industries Ltd, WiproLtd Education and Community, Wipro Education, Mission10X, Bajaj Auto Ltd, Mahindra and Mahindra Ltd, Tata Steel Ltd, ITC Ltd Adani Foundation, JindalSteel&PowerLtd etc. the main purpose of this paper discussed the proper supporting to effective education for the students.

Keywords: Involvement of corporations, Educational Programs and CRP.

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## Introduction

Corporate Social Responsibility (CSR) is a term used to describe a corporation's responsibility to society beyond its economic responsibilities. This can take many forms, one of which is supporting child education fund NGOs. The role of CSR in supporting child education fund NGOs is crucial as it can help organisations like Ekam Foundation Mumbai in their mission to provide quality education to underprivileged children. Education is a basic right that every child should have access to, regardless of their socio-economic background. However, the reality is that many children around the world do not have access to quality education. According to UNICEF, around 258 million children and youth do not attend school, with the majority of them living in low and middle-income countries. Reports also suggest that India is home to the largest number of illiterate people in the world, with over 25% of the population still uneducated. This is where child education fund NGOs play a critical role.

Supporting child education fund NGOs through CSR initiatives can have a significant impact on society. By providing financial support, corporations can help these NGOs reach more children and provide better quality education. This, in turn, can lead to a more educated society with higher literacy rates and better economic prospects. A well-educated population is also more likely to be healthy, have lower rates of crime and violence and be more socially and politically active. There are several ways in which corporations can support child education fund NGOs through CSR initiatives. These include:

**Financial Support:** One of the most effective ways in which corporations can support child education fund NGOs is through financial support. This can include donations, sponsorships and grants. It can also help them expand their operations and build better infrastructure.

**In-kind Support:** In-kind support refers to the donation of goods or services rather than money. Corporations can provide in-kind support to child education NGOs by donating equipment, books or other educational materials. They can also offer their services, such as providing training to teachers or volunteers.

**Employee Engagement:** Corporations can encourage their employees to engage in volunteering activities with child education fund NGOs. This can include organizing fundraising events, mentoring children or helping with administrative tasks.

**Partnerships:** Corporations can form partnerships with child education fund NGOs to work together on specific projects. This can help to leverage the expertise and resources of both organizations to achieve a common goal. Partnerships can also help to build stronger relationships between corporations and NGOs, leading to more effective collaboration in the future.

## Role of CSR in Child Education NGOs

Corporate Social Responsibility (CSR) is the idea that a company should play a positive role in the community and consider the environmental and social impact of business decisions. It is the medium through which companies can give back to society. Sustainable development is the main aim behind CSR. Socially responsible companies preserve environmental resources crucial to future generations. Hence, CSR is an effort to expand the

corporate reach beyond the bottom line to improve society at large, as companies believe it will benefit their brand's image. CSR can play a significant role in educating underprivileged children as it is also a social cause.

It will benefit not only the society, but the business as well, because it can bring a great brand value to a company, by increasing consumer loyalty.

The Companies Act of India has become a statutory provision on Corporate Social Responsibility (CSR). The Act provides mandatory contribution towards CSR with education being specified as an eligible activity. The role of CSR in supporting child education can play a very vital role in creating positive growth in the society. CSR in education has involved steps like promoting education, providing scholarships, increasing access to education and higher education, gender equality in education. Providing funding to NGOs through CSR initiatives can have a significant impact on society.

There's barely any source for NGOs to finance education to underprivileged children. By providing financial support, corporations can help these NGOs reach more children and provide better quality education, thus ensuring a brighter future for them. This, in turn, can lead to a more educated society with higher literacy rates and better economic prospects.

There are several ways in which corporations can support child education fund NGOs through CSR Initiatives. These include Pehchaan the Street School is a Non-Governmental Organization based in Delhi, which aims at providing free access to quality education to children from marginalized communities. We are empowering the underprivileged children with education, as we truly believe that it is a fundamental right for them to be educated. CSR is a medium through which we can reach out to many underprivileged students, and enlighten their lives through education.

By partnering with us, companies can support us in our mission while fulfilling their corporate Social Responsibility (CSR) objectives. We are tirelessly working hard to provide educational opportunities to underprivileged children. CSR can help us in our initiative in many ways, to create an impactful difference in the lives of children.

#### **Involvement of Corporations in Educational Programmes**

**Ekam Foundation** Mumbai is committed to the well-being of every child irrespective of economic status, race, and religious background with the main verticals being health and education. In response to the pressing need to uplift underprivileged children in their academic journeys, Ekam Foundation Mumbai introduced the Ekam Education Programme (EEP) in the fiscal year 2019-2020. This comprehensive initiative, encompassing the Ekam Education Fund and Scholarship (EEFS), aims to provide crucial support to children and young adults, ensuring they have the resources to complete their education and secure a brighter future. Recognizing the challenges exacerbated by the COVID-19 pandemic, our NGO initiated this program with a keen awareness of the specific needs arising during these unprecedented times.

**Reliance Industries Ltd:** DA Scholarships, Community Development, Reliance University, Initiatives Digitisation of education initiative, Education – Partnerships, Education- at manufacturing locations. Implementation by Reliance Foundation, Amount spent in INR 215 Cr this location is across India for Reliance, education and skill development are the cornerstones of a progressive society and it has continuously provided quality education. Reliance seeks to provide quality education, training and skill enhancement to improve the quality of living and livelihood. The Company focuses on promoting primary and secondary education, enabling higher education through scholarships, promoting higher education through setting up and supporting universities and skill development through vocational training.

**Dhirubhai Ambani Scholarship Programme:** The Dhirubhai Ambani Scholarship (DAS) Programme aims to fulfil late Shri Dhirubhai Ambani's vision of providing opportunities to the youth and empowering them towards becoming future leaders.

**Reliance Dhirubhai Ambani Protsaham Scheme:** Reliance Dhirubhai Ambani Protsaham Scheme supports financially poor and meritorious students (Class X pass-outs).

c. Education for Specially-Abled Children: Reliance has set up an Early Intervention and Rehabilitation Centre in Thallarevu, Andhra Pradesh to facilitate and enhance the development process of children with speech and hearing impairment. Estimated Impact: 687 meritorious students were given scholarships to pursue higher studies (over 12,000 since inception). Quality education was provided to 85,000 students through six 'Education for All' NGOs (70,000 students and 13 Reliance Foundation Schools (15,000 students). Student from marginalised communities got access to better education and skill development. 687 meritorious students were given scholarships to pursue higher studies (over 12,000 since inception).

**WiproLtd Education and Community:** Implementation by Vikramshila Education Resource Society, Shikshamitra, Shiksharth, Digantar Khelkud Evam Shiksha Samiti, Digantar Khelkud Evam Shiksha Samiti, Olcott Education Society, Community Educational Centre Society (CECS), Door Step School (DSS), IIM Bengaluru, IIM Ahmedabad, IIM Ahmedabad, V-Excel Education Trust. Amount spent in INR 108.13 Cr, through the across India

**Wipro Education:** Engineering education- Wipro Academy of Software Excellence (WASE) program. The Wipro Academy of Software Excellence (WASE) program helps Science graduates to study for a Master's

degree in Software Engineering (M. Tech) run in partnership with the Birla Institute of Technology & Science (BITS), Pilani, India, and this unique program blends rigorous academic exposure with practical professional learning at the workplace. There is a program called WISTA in collaboration with Vellore Institute of Technology (VIT) for science graduates without a mathematics background. Wipro has supported and enabled more than 25000 students to graduate from the WASE and WISTA programs with an MS degree in Software Engineering. During 2015-16, the total number of new entrants into the two programs was 1810 while the aggregate strength across four years was 13805.

**Mission10X:** Mission10X is a not-for-profit initiative of Wipro Limited which was started on September 5, 2007 towards enhancing the employability skills of engineering students by building capacity of engineering education infrastructure. The first phase of Mission10X focused on training teachers on pedagogy while the second phase has focused on “SMALLER and DEEPER Engagement” philosophy where a set of selected Engineering colleges have been given a deeper educational intervention.

Wipro’s increased participation reach to 2,000 schools, 1,500 colleges and 2,200 teachers in 45 districts across 21 states. Sustainability quiz was successfully launched at the IIM-A and IIM-B – 227 teams and 681 students participated.

**Estimated Impact:** Wipro Applying Thought in Schools supported 113 projects so far and associated with 69 organizations at different levels.

- Wipro-earthman (Sustainability programme for school and college) benefited of over 3,000 schools and colleges.
- More than 250 selected teachers go through an intensive 2-year program in building improved teaching competencies as part of Wipro Science Education Fellowship.

**Bajaj Auto Ltd:** Financial support to educational institute infrastructure. Implementation by directly (in collaboration with college/ school) , amount spent in INR 75.84 Cr in Maharashtra



Bajaj auto spent part of their CSR funds on Up gradation and construction building in educational sector. More than 20 activities were conducted by Bajaj auto in educational sector.

Few of major activities are enlisted here,

- a. Up gradation of the Mechanical Engineering building (College of engineering pune).
- b. Expanded the pune public school building by 8 classrooms.
- c. Constructed administrative building for Nagpur University
- d. Upgraded the schools in PCMC area (Pune)
- e. Constructed building for school, research laboratory and Library at Aurangabad Police Public School.

Estimated Impact: Improved the poor condition and infrastructure of educational institutes.

**Samsung India Electronics Pvt Ltd:** according to Samsung India Electronics, Smart Class, Samsung Technical School, Digital Academy, implementation by direct (On site implementation undertaken by agency), Amount spent INR 50.51 Cr. and Smart Class Across India

**Samsung Technical School:** Industrial Training Institute at Patna, Jaipur, Cochin.

**Digital Academy:** IITs at Delhi, Kanpur and Hyderabad.

Samsung India is at the forefront of empowering India’s youth with education through technology. Today, Samsung Smart Class present in Navodaya Vidyalaya across rural India. Each Samsung Smart Class consists of

the latest audio-visual tools, like Samsung Tablets (41 tabs per class), interactive smart board, printer and other devices. These classes also have learning apps for Computer Science, Mathematics, English and Science. These latest technology tools help students to learn complicated concepts easily. Samsung Smart Class also enables teachers in retaining the students' attention due to this modern and interactive learning environment. Samsung technical schools across the country established to provide hands-on industry training. Samsung Digital Academy, offers young students a skill development course based on the Tizen OS platform.

Samsung smart class reached 398 Jawahar Navodaya Vidyalaya across rural India and more than 2 lakh students has been introduced to modern learning through this initiative.

**Infosys Ltd:** This Project details are helping hand to distant school, nurturing higher education, build better and learned India. Implementation by Infosys Foundation Amount spent: INR 43.6 Cr Location: Across Indian 2015, Infosys foundation renovated seven schools in Arunachal Pradesh and two schools in Assam. Infosys foundation has partnered with number of academic institution across India to institute chair professorship. For supporting higher education Infosys launched TFI fellowship.

- Renovation of school directly benefited at least 3000 students and staff.
- Under the objective of promote excellence foundation has instituted 11 chairs across eight academic institute
- TFI fellowship programme for higher education befitted more than 1000 students.

**Mahindra and Mahindra Ltd:** Project Details, Promoting education

Implementation by Through Various Implementing agencies like (K. C. Mahindra Education Trust & Naandi Foundation, Children's Movement for Civic Awareness, Myrada, Centre for Human Empowerment through Education Related Services and ESOPs, J C Mahindra Memorial School and others) Amount spent: INR 33.41Cr Location: Across India Mahindra and Mahindra implemented number of CSR projects in education sector. Projects are like MAHINDRA SCHOLARSHIPS FOR UWC STUDENTS, RESEARCH PROJECTS OF THE INDIAN COUNCIL ON GLOBAL RELATIONS, providing infrastructure, MAHINDRA SAARTHI ABHIYAAN, Undergraduate engineering students are provided with a platform in the form of a project that allows hands on experience in all aspects of automobile engineering, supporting 28 English medium MCGM schools from KG to 7th Grade, Quality education provided to underprivileged children. Estimated Impact is provided education to population from socially and economically disadvantaged communities, provided a variety of scholarship programs, which range from providing opportunities to low income group families

**Tata Steel Ltd:** Project Details: Promotion of education including special education, Implementation by the Direct/ TRDS/ TCS, Amount spen INR 29.93 Cr, Location Jharkhand, Odisha, West Bengal, Chattisgarh. Various CSR project implemented from elementary school education to the high school level with an aim of equitable and quality education. Tata granted two fellowships viz., the Jyoti Fellowship and Moodie Fellowship to over 2,800 meritorious SC/ST Students from economically-challenged families in Jharkhand and Odisha. The Tata Steel Scholars initiative helped 83 bright SC/ST students from low-income families realise their academic dreams. Tata's preparatory coaching initiative has helped nearly 5,500 underprivileged school students in classes 8, 9 and 10 to hone their skills in subjects like English, Mathematics and Science. Estimated Impact:

- 1,960 children brought back to schooling through Bridge Courses, another 4,547 children brought back through direct enrolment (Total 6,507 students were benefited).
- Learning Enrichment Programme (LEP LEP set-up in 150 schools, school libraries set-up in 400 schools.
- Training of School Management Committee (SMC) – provided SMC training to 733 SMCs, covering 4,252 SMC members

**ITC Ltd:** Project Details: Education (Creating Future Capabilities), Implementation By: ITC Education Trust, Amount spent: INR 23.25 Cr, Location: Across India. ITC's Primary Education Programme addressed the lack of quality primary education in rural communities. Aiming to strengthen the government primary schools' vast network by stemming drop-outs, increasing enrolments and improving learning outcomes, the Programme puts in place mutually reinforcing interventions that are coordinated to support a move towards child friendly schools. The Education Programme provided access to children from weaker sections with focus on quality and retention. The Primary Education Programme focused on retention and improving learning outcomes in government primary schools. Primary schools were provided infrastructure support comprising boundary walls, additional classrooms, sanitation units, and furniture. We Estimated Impact: The programme covered 45,823 children while 164 government primary schools were provided infrastructure support. This takes the total number of children covered under the programme to date to 4.60 lakhs while a cumulative total of primary schools supported stands at 1,322. Adani Ports and Special Economic Zone, Project Details: Educational Assistance and Support (14 Projects), Implementation by Adani Foundation Amount spent: INR 21.94 Cr, Location: Across India

**Adani Foundation** believes that Education represents the stepping stone to improve the quality of life, especially for the poor and the vulnerable. The ideology behind the education initiatives lies in the essence to transform Lives through the continuous enhancement of knowledge and empowerment. The objective behind the education initiative is to provide 'quality' education to all, along with a unique learning experience to young

minds. Company also provided “Free of Cost” quality education to the deserving young minds coming from the weaker economic backgrounds. DPCL DAV Public School, Dhamra supported by Adani Foundation is providing quality English medium education at a subsidized cost to nearly 300 students from the periphery villages. Estimated Impact, Project Udaan, an inspirational exposure tour has benefitted 7,869 students. Company has initiated and implemented several other educational programmes benefitting nearly 9,940 students, Total of 7,827 students from 27 schools completed the M-KEN project successfully. The career guidance programme, Disha, benefited 2,797 students from 21 government schools of Mundra (Gujarat) and 131 students from three high schools in Tiroda (Maharashtra).

**JindalSteel&PowerLtd:** Project Details: CommunityEducationImplementation by the direct, Amount spent: INR 12.01 Cr Location: Angul, Barbil, Tensa (Odisha), Raigarh (Chattisgarh), Patratu, Jeraldabaru (Jharkhand)The company recognises education as one of the building blocks of any nation and consider it as a priority area for its CSR activities. The aim is to nurture young minds and educate them, so that they contribute to the nation’s development. Realising the importance and relevance of education, a number of initiatives have been undertaken in this respect like establishing a global university, specialised institutes and schools. All these initiatives have been undertaken to benefit the communities the company is operating in, by helping to increase the literacy levels of these areas.

Estimated Impact: The company is running co-educational schools at Raigarh, Nalwa and Tamnar in Chhattisgarh, Angul in Odisha and Patratu in Jharkhand, where quality education is being imparted to over 10,000 students.

### Conclusion

Private schools have become popular due to a large section of low-middle income families seeking a better education for their children. This section includes 12 crore people, of which 70% of urban students attend private schools. The majority of low-middle income families aspire to send their children to English medium schools and they are often first-generation learners. Post-pandemic, children from the aforementioned backgrounds are at higher risk of dropping out of school due to financial constraints. In the wake of the Covid-19 crisis, schools have been closed for months, impacting not just children’s education, but also their growth and social development. For these students who are first-time internet users, their families are nowhere financially equipped to buy laptops/tablets for each child in the family, and it has become a struggle to balance home-based online learning with limited access to both data and devices.

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