

Awareness and Opinion About CSR Initiatives by Jubilant Life Science Ltd: A Study in Kallahalli Village, Nanjangud Taluk

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Abstract

The purpose of the paper was to assess the awareness, opinion and also to study the satisfaction level of the village people regarding CSR initiatives. To investigate this, Kallahalli village, Nanjangud Taluk where Jubilant Life Science Ltd conducts CSR activities was taken into consideration. 52 respondents from Kallahalli Village were interviewed through structured questionnaire. The study reveals that most of the village people are not aware of Vocational Training Programme, Education Programme, Adult Education Programme, Greening Activities, Library Facility and Women Empowerment Programmes which are being initiated by Jubilant Life Science Ltd. Tailoring Training for Women, Drinking Water facilities and Women Empowerment Programmes are very helpful to them. However, the findings from this survey may not be generalized due to the fact that only one village was chosen for the study.

Keywords: Community Development Program, CSR Initiatives, Education, Health, Livelihood

Introduction:

The concept of Corporate Social Responsibility goes beyond charity or philanthropy and requires the company to act beyond its legal obligations and to integrate social, environmental and ethical concern into its business process. Changing market scenario, globalization, ethical consumerism all are adding importance to the CSR concept. Nowadays more and more organizations showing their commitment towards CSR either for enhancing their corporate image or to be in the competition. Emergence of different marketing innovations demands direct linkages of CSR practices with the business corporate strategies. Moreover, the CSR is compulsory to follow by the companies according to the Companies Act of 2011. CSR is one effective tool that synergizes the efforts of corporate and the social sector agencies towards sustainable growth and development of the societal objective at large.

Jubilant Life Science Ltd (Group of Jubilant Bhartia) is an integrated global pharmaceutical and life science company. The Jubilant Bhartia Foundation (JBF), the CSR wing of Jubilant Bhartia Group connects link with representatives at each location and identifies the potential social development areas. Community development projects are designed to fulfill the potential gap areas. The community initiatives are aligned to focus on Millennium Development Goals such as Eradicate Poverty and Hunger, Achieve Universal Primary Education, Promote Gender Equality and Empower Women, Reduce child Mortality and improve maternal health, combat HIV/AIDS, Malaria and other diseases,

Ensure Environmental Sustainability and Global Partnership for Development. These Community Development Programmes mainly focus on Education, Health Care and Livelihood.

The Government has declared it compulsory for industries to be socially responsible. They cannot ignore the society while carryout production and earning profit. CSR is a commitment to improve community wellbeing through discretionary business practices and contributions of corporate resources. However, it not charity but it is core business strategy of an organization. Thus, companies consider the interest of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stake holders as well as the environment.

Review of Literature

Anupam Sharma and Ravi Kiran (2014) reviewed Corporate Social Responsibility: Driving forces and challenges. The article reviews the CSR literature from 1975 to 2012, conveying changing developments of CSR practices. CSR is not only drawing the corporate magnates into its circumference, but is also luring educationists, social activists, reformists, from all over the world to delve deeper into it. Changing market scenario, globalization, ethical consumerism all are adding heat to the CSR concept. Emergence of different marketing innovations demands direct linkage of corporate social responsibility practices with the business corporate strategies.

Vikramjith Kaur (2013) reviewed Corporate Social Responsibility: Overview of Indian Corporate. This paper emphasizes that how CSR has become the linchpin for development of any corporate organizations. Organizations must realize that government alone will not be able to get success in its endeavor to uplift the downtrodden of society. The present societal marketing concept of companies is constantly evolving and has given rise to a new concept- Corporate Social Responsibility. Many of the leading corporations across the world had realized the importance of being associated with socially relevant causes as a means of promoting their brands.

Significance of the Study

The Jubilant Bhartia Foundation (JBF), the CSR wing of Jubilant Bhartia Group connects link with representatives at each location and identifies the potential social development areas. Community development projects are designed to fulfill the potential gap. In Nanjangud Taluk, Jubilant Life Science Ltd has identified such villages and engaged in community development programmes. These Community Development Programmes mainly focus on Education, Health Care and Livelihood. But in some cases, these programmes may fail to serve the needs of the community. Therefore, there is a need to study whether the objectives of these programmes are being met and also need to study the satisfaction level of the village people regarding CSR initiatives.

Objective of the study

- To assess the awareness and opinion about the CSR Initiatives taken by the Jubilant Life Science Ltd
- To study the expectation and satisfaction level of the village people regarding CSR initiatives by Jubilant Life Science Ltd.

Research Methodology

Research Design	An Exploratory Research
Sampling Technique	Convenience Sampling
Sampling Area	Kallahalli village, Nanjangud Taluk
Sampling Unit	Individual
Sample Size	52 residents of Kallahalli Village
Data Collection	The required information has been collected from primary sources through structured questionnaire and secondary sources such as company website and journals.
Statistical tools	Mean and Standard Deviation
Data Analysis tools	Simple charts and percentage

Limitation of the study:

- For the study, only one village is taken into consideration.
- The study relies on Primary data collected from small samples may not be true representation of whole population.

CSR initiatives by Jubilant Life Science Ltd.

Jubilant Bhartia Foundation (JBF), the corporate social responsibility wing of the Jubilant Bhartia Group, is a not for profit organization, established in 2007, strongly focused on fulfilling our promise of Caring, Sharing, Growing, reflecting in our social initiatives. We, as a part of Jubilant Bhartia Foundation (JBF), touch different areas of social development including primary education, basic healthcare and skill development for employability and self-sustenance.

JBF identifies the areas to be focused upon through a need assessment survey so as to leave a strong impact where it is needed the most. JBF connects with representatives at each location and identifies the potential social development areas.

Community Development projects are designed to fulfill the potential gap areas and are monitored by the Senior Management. Apart from JBF initiatives, the organization also encourages its employees to participate in the social activities as organization understands the significance of workplace volunteering and employee's contribution to the society. The Company organizes various programmes where the employees have come forward to show their benevolence.

Community initiatives are aligned to focus on the Millennium Development Goals (MDGs).

- Goal 1: Eradicate Poverty and Hunger
- Goal 2: Achieve Universal Primary Education
- Goal 3: Promote Gender Equality and Empower Women
- Goal 4 &5: Reduce Child Mortality & Improve Maternal Health
- Goal 6: Combat HIV/AIDS, malaria and other diseases
- Goal 7: Ensure Environmental Sustainability
- Goal 8: Global Partnership for Development

The main focus areas are as follows:

Education

Muskan – an initiative to support quality education

Primary education is the bed block on which a nation builds its future. Jubilant is committed to contribute its bit in bringing improvements in this vital sector of education. Jubilant evolved a unique participatory approach to help bring improvements in Government Primary Schools in rural areas through improvement in the learning environment in the school and improving the quality of education imparted along with motivating students to take up higher studies.

Our policy focuses on strengthening our existing educational infrastructure than to create parallel institutes for education. With this objective JBF has initiated the Project ‘Muskaan’ in 2007 for supporting Government Primary Schools in rural areas and work hand in hand with the authorities to bring about change in the society.

Healthcare:

Swasthya Prahari – an initiative to reduce infant & maternal mortality ratio; Integrated Counseling & Testing Centre (ICTC) for HIV/AIDS & DOTS centre for Tuberculosis treatment.

Jubilant Bhartia Foundation (JBF) has started initiatives such as community health services, and Swasthya Prahari project with the objective of strengthening healthcare services for the community around manufacturing locations.

‘Swasthya Prahari’ project helps to revitalize the existing Maternal and Child Healthcare (MCH) services at Gajraula. The Swasthya Praharis are the women Health Guards who are identified from the local community around the manufacturing location. They keep track of expecting & lactating mothers, malnourished children, birth and death. They also motivate people for visiting health institutions and promote institutional child birth.

Key objectives of the project are - Planning and monitoring birth rate, Monitoring and reducing Infant Mortality Ratio (IMR) and Monitoring and increasing Institutional delivery to reduce Maternal Mortality Ratio (MMR).

Livelihood

Nayee Disha – Vocational Training for better livelihood opportunities.

At Jubilant Bhartia Foundation, we believe that entrepreneurship is the most important tool not just for economic growth but also for presenting solutions to prevalent social problems. To improve the employability skills of the youth, Jubilant Bhartia Foundation, (JBF) has introduced Nayee Disha, a vocational training programme. Under this project, we conduct skill development programme at JBF’s Vocational Training Centre at different locations aimed at helping the trainees find ‘skills for life’ on successful completion. The training programs are provided across a wide array of areas like mobile and tractor repairing, stitching, retail management, soft skill development and beautician courses, offer the right mix of ‘class room’ and ‘hands on’ training for optimum results.

We have also engaged ourselves into a social enterprise known as Labour Net, which is aimed at a focused approach to imparting specialised training at Gajraula and Nanjangud. This partnership has proved to be highly effective and is yielding positive results in employment generation for the trained and skilled rural youth, thus offering them a sustainable model of skill development that shapes them up

into entrepreneurs. All the interventions that take place are aimed at increasing employability of the community.

Results and Discussion:

Table 1: Demographic Profile of the Respondents

	No. of Respondents	Percentage (%)
a) Gender :		
Male	30	58
Female	22	42
b) Occupation:		
Self Employed	14	27
Worker/Employee	13	25
Housewife	11	21
Student	9	17
Unemployed	5	10
c) Age:		
15-30	19	37
30-45	22	42
45-60	6	11
60-75	5	10
d) Education:		
Illiterate	20	38
Primary/Middle School	15	29
Secondary School	5	10
PUC	3	6
Graduate	7	13
Post Graduate	2	4

In Table 1, Demographic profile of the respondents is shown. Majority of the respondents are male (58%) and illiterate (38%). Most of the respondents (42%) are in the age group of 30-45 and are self employed (27%), in which most of them are engaged in agricultural activity.

Table 2: Awareness and Opinion about CSR Initiatives by Jubilant Life Science Ltd.

Sl. No.	CSR Activities	Awareness (In Percentage)	Opinion (5 being Very Helpful, 1 being Very Unhelpful)	
			Mean	SD
A	Nayee Disha, Vocational Training Programme	8	3	1.07
B	Muskan, an Education Programme	6	3.5	0.93

C	Health Care Campaign	93	4.2	0.55
D	Greening Activities	10	3.2	0.45
E	Women Empowerment Programme	22	4.63	0.81
F	Drinking Water Facilities	97	4.38	0.49
G	Adult Education Programme	8	4	1.15
H	Library Facility	14	3.85	0.89
I	Scholarship	56	3.96	0.91
K	Toilet Renovation Programme	87	4	0.22
L	Tailoring Training for Women	97	4.58	0.49
N	Computer Training for Students	36	3.05	0.64
O	Road Development	83	3.04	0.57
P	Drainage Facilities	94	3.85	0.61
Q	Overall Opinion about CSR Activities		3.73	1.19

In Table 2, the awareness and opinion of the residents of Kallahalli Village about CSR initiatives by Jubilant Life Science Ltd is presented. The Jubilant Life Science Ltd has organized various CSR activities which focus on health, education and livelihood.

More than 88% of the respondents are not aware of compulsory spending 2% of the company’s profit on CSR activities. Majority of the respondents are not aware of Vocational Training Programme, Education Programme, Adult Education Programme, Greening Activities, Library Facility and Women Empowerment Programmes which are being initiated by Jubilant Life Science Ltd.

Most of the respondents stated that Tailoring Training for Women, Drinking Water facilities and Women Empowerment Programmes are very helpful. Adult Education Programme, Toilet Renovation Programme, Scholarship, Library Facility, Health Care Campaign and Drainage facilities are somewhat helpful. Majority of the respondents are neutral in their opinion on Vocational Training Programme, Greening Activities, Computer Training for Students and Road Development Activities. Majority of the respondents have opined that some activities conducted by the company were not so effective.

Even though measures are being taken by the company to reduce air pollution caused by them, the people are suffering from some health related issues. Therefore, the village people expect the company to take prominent measures to reduce air pollution caused by them and expect the CSR wing to conduct CSR activities very effectively.

Suggestion:

From the study, the following suggestions are made.

- In Kallahalli Village, majority of the people are illiterate. Therefore, the company needs to emphasize on Adult Education Programme
- Agriculture based education programmes are needed to the village people since majority of the people are engaged in agricultural activities.
- Health Care Campaign needs to be conducted on regular basis.
- Number of Greening activities have to be conducted such as tree plantation, Awareness on Environment Protection, Water Shed Management etc.

- More importance has to be given on Vocational Training Programme and Muskan, an Educational Programme.
- The Company's CSR wing has to focus on Self Employment Programmes for unemployed rural youth through offering a sustainable model of skill development that shapes them up into entrepreneurship.

Conclusion:

CSR is a commitment to improve community wellbeing through discretionary business practices and contribution of corporate resources. CSR initiatives play a significant role in community development. Merely identifying social priorities for community investments is not enough. Leadership comes from providing employees, customers and external stake holders with a significant depth of information about the social issue through credible research. However, it not a charity but it is a core business strategy of an organization. Thus, Corporate Social Responsibility (CSR) is about how companies manage the business processes to produce an overall positive impact on society. Thus companies consider the interests of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders, as well as the environment.

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