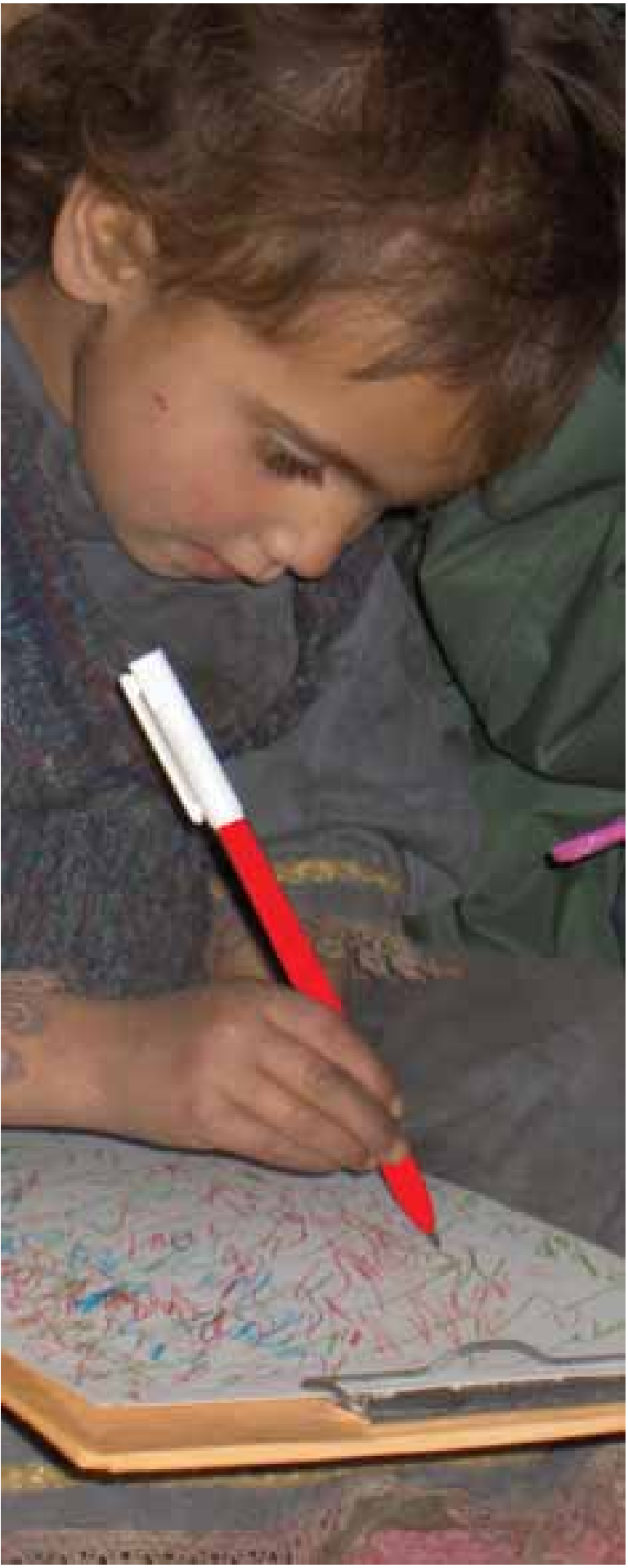

# Corporate Social Responsibility and Children's Rights

## IN SOUTH ASIA

Save the Children

# Corporate Social Responsibility and Children's Rights

## IN SOUTH ASIA

Save the Children fights for children's rights.
We deliver immediate and lasting improvements to children's lives worldwide.

Save the Children works for:

- a world which respects and values each child
- a world which listens to children and learns
- a world where all children have hope and opportunity

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# Contents

# Preface

The process of globalisation has changed the way economies and nations run. As a result, the roles, relationships, demands and expectations of various stakeholders have changed. With the private sector becoming the primary driver of economies, they are beginning to hold great power to influence social development. At the same time, increased awareness and pressure from consumer groups is making demands on the corporate sector to commit to socially and ethically responsible business practices.

Save the Children, the world's oldest and largest independent child rights organisation, approaches the corporate sector as an important civil society actor that is accountable for its activities. We have been supporting companies to increasingly take on more responsibility for the impact of their activities and operations, on the society and the environment.

At the same time, following the rights-based approach, Save the Children looks at the corporate sector as a strategic partner in the child rights movement. This makes it important for us to find ways of working together with them.

Over the years, the private sector has provided financial support to Save the Children activities and specific projects around the world. We have worked in close partnership with Heidrick & Struggles, IKEA, Reckitt Benckiser, Scandinavian Airline Systems (SAS), The Boston Consulting Group among others. Save the Children actively and consciously invites companies to jointly develop forums for closer and deeper cooperation for the purpose of improving conditions for children on the basis of the UNCRC, the Universal Declaration of Human Rights and the UN human rights norms for business, in areas of direct support/good practices, research, capacity building and organisational development.

In South Asia, there are many examples from the corporate world, where companies have come forward to work with children. This mapping captures such initiatives and specifically their approach to working with children, with the idea that it will help strategize our work with the South Asian corporate sector. I would like to thank Girish Godbole, who under the leadership of Ravi Karkara, Regional Programme Manager, produced this informative report, which will set the tone for Save the Children's partnership with the corporate sector in South Asia in the years to come.

**Lisa Lundgren**
Regional Representative
Save the Children Sweden
South and Central Asia

# Foreword

In this mapping, you will find examples of Corporate Social Responsibility (CSR) initiatives within the context of children's issues in India, Nepal and Bangladesh. The mapping highlights that children's issues often do not get sufficient consideration in the corporate agenda. Moreover, most of the CSR initiatives that do target children often follow the welfare approach. The programmes seldom involve children as social actors and partners in their own development.

For Save the Children Sweden, the mapping helps explore how we can work together with the corporate sector to generate interest in this area and strengthen Child Rights Programming (CRP) approach in the CSR work targeting children in South Asia. We are trying to take this forward by forming a mutually beneficial and trusting relationship with the corporate sector. Greater interactions and sharing of experiences and concerns with them, will help us create basis for a strong partnership with the corporate world. We tried to do this by organising a Regional Workshop on Corporate Social Responsibility for furthering Child Centered Programming in South Asia held in September 2006 at New Delhi, India. Organised together with other Save the Children members in South Asia, the workshop was attended by Byrraju Foundation, Edurite Technologies, Indo Canadian Business Chamber, H&M, IKEA, Michael and Susan Dell Foundation, SNS Foundation, Times Foundation, USAID among others. The workshop created a debate on how CSR initiatives within the region could make their initiatives more child-centred. The importance of mutual learning between the corporate and development sector emerged as a key learning from the deliberations. Formation of clear guidelines for CSR with a child rights perspective was stressed upon. It was also suggested that a larger network on CSR and child rights is formed in South Asia.

To take this work forward within the child rights sector, we need to allocate resources to build such innovative partnerships. Roping in different agencies, building a constituency, greater research and advocacy in this area, together with the corporate sector will help us fulfill the ideas that emerged from that interaction with the corporate world.

We present this report to child rights and corporate professionals, with the hope that they will be motivated to think of innovative ways of working with each other, following the child rights-based approach.

**Ravi Karkara**
Regional Programme Manager
Save the Children Sweden
Regional Office for South and Central Asia

# Acknowledgement

This study is an outcome of active help, assistance, guidance, love and encouragement given by various people at different times. The idea to conduct such an exercise was concreted during one of my discussions with the Regional Programme Manager of Save the Children Sweden, Regional Office for South and Central Asia, Mr Ravi Karkara. Had it not been for his patience and perseverance in getting me inspired enough to undertake such an exercise, this work would not have been possible at all. I am eternally grateful to Ravi and Save the Children Sweden for giving me this opportunity to explore this fascinating subject.

I would also like to thank Mr K Vaidyanathan, Director, Save the Children Canada, Asia Regional Office and Mr Parul Soni, Country Representative, Save the Children Finland, India for their commitment to further this work in the region.

I would also like to place on record the valuable help and assistance provided by Save the Children Sweden's team (Anju Pradhan, Akmal Shareef, Arjun Giri, Emily Palma and Anil Kumar Ray) and Obaidur Rahman in Save the Children Sweden-Denmark office in Bangladesh. I would sincerely like to thank them for their efforts.

This study would not have been possible at all without help and guidance of certain people who despite their busy schedule went out of their way to accommodate my request (sometimes at very short notice) for personal interviews and making arrangements for site visits. They are:

1. Dr Pragnya Ram, Aditya Birla Management Corporation Limited (Mumbai)
2. Mr Vikas Pisolkar, Ultra Tech Cement (Mumbai)
3. Mr Patwardhan, Mr Jason D'Souza, Asian Paints (India) and Mr Indrajit Lahiri, Asian Paints (Nepal)
4. Mr Vijay Gupta, Mr Parth Sarwate, Mr M K Senthil Kumar and Ms Jenny from Azim Premji Foundation (Bangalore)
5. Mr Vijay Mahajan, BASIX, Hyderabad
6. Mr Munzure Aziz from Business Advisory Services Centre (Dhaka, Bangladesh)
7. Ms Vandana Bhadra from Bombay Chamber of Commerce and industry (Mumbai)
8. Mr Cyril David from Confederation of Indian Industry (Mumbai)
9. Mr Nasir Ahmed and Mr ATM Mahtab Uddin from Chevron (Bangladesh)
10. Mr Syed Tamjid UR Rahman from Change Maker (Dhaka, Bangladesh)
11. Ms Sandhya Gatti, from CLT India (Bangalore)
12. Ms Rati Forbes and Ms Beena Joshi from Forbes Marshall (Pune)
13. Mr Chaitan Jain, GIVE Foundation (Mumbai)
14. Mr Nachiket Mor and Ms Shilpa Deshpande from ICICI Bank (Mumbai)
15. Ms Marianne Barner from IKEA (Sweden) and Ms Vandana Verma from IKEA (Gurgaon, India)
16. Ms Sindhu Cauveriappa from Intel (Bangalore)
17. Mr Dinesh Agrawal from National Thermal Power Corporation (New Delhi)
18. Dr Preetha Bhakta and Ms Natasha Lord from Naandi Foundation (Hyderabad)
19. Dr Balaji Utla from Satyam Foundation

I sincerely thank each one of them and would like to express my heart felt gratitude.

And finally I would like to acknowledge the contribution of a person who I know will not like to be acknowledged. However, I just cannot refrain myself from acknowledging her name, such is her contribution to this study. She is my colleague and wife of 25 years, Dr Amita Godbole. Her advice, counsel and insights in the area of child rights were instrumental in design and conduct of this study. I am indebted and grateful to her for this.

**Girish Godbole**
Consultant

# Abbreviations and Acronyms

| | |
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| CRP | Child Rights Programming |
| CSR | Corporate Social Responsibility |
| UNCRC | United Nations Convention on the Rights of the Child |

# Introduction

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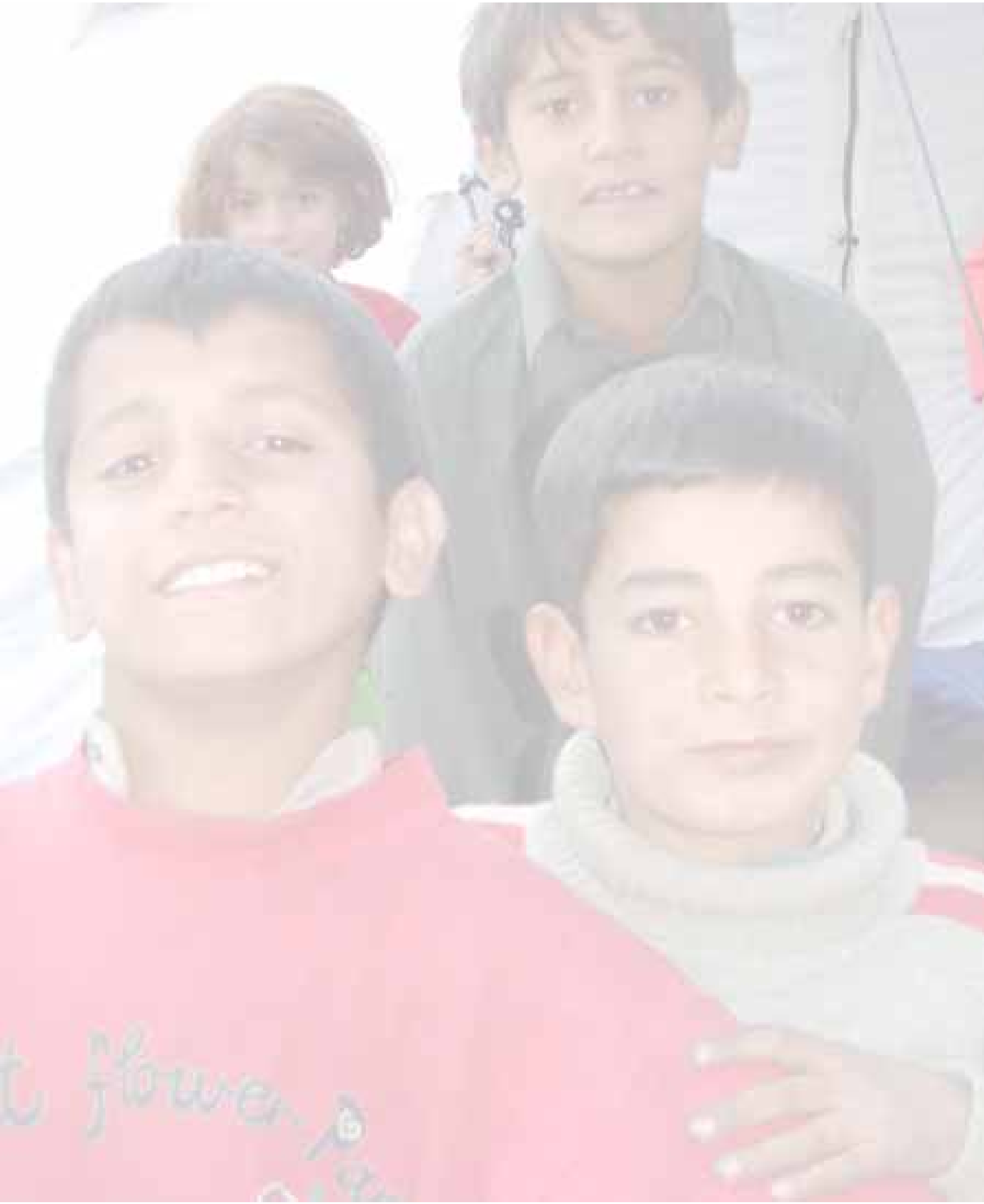

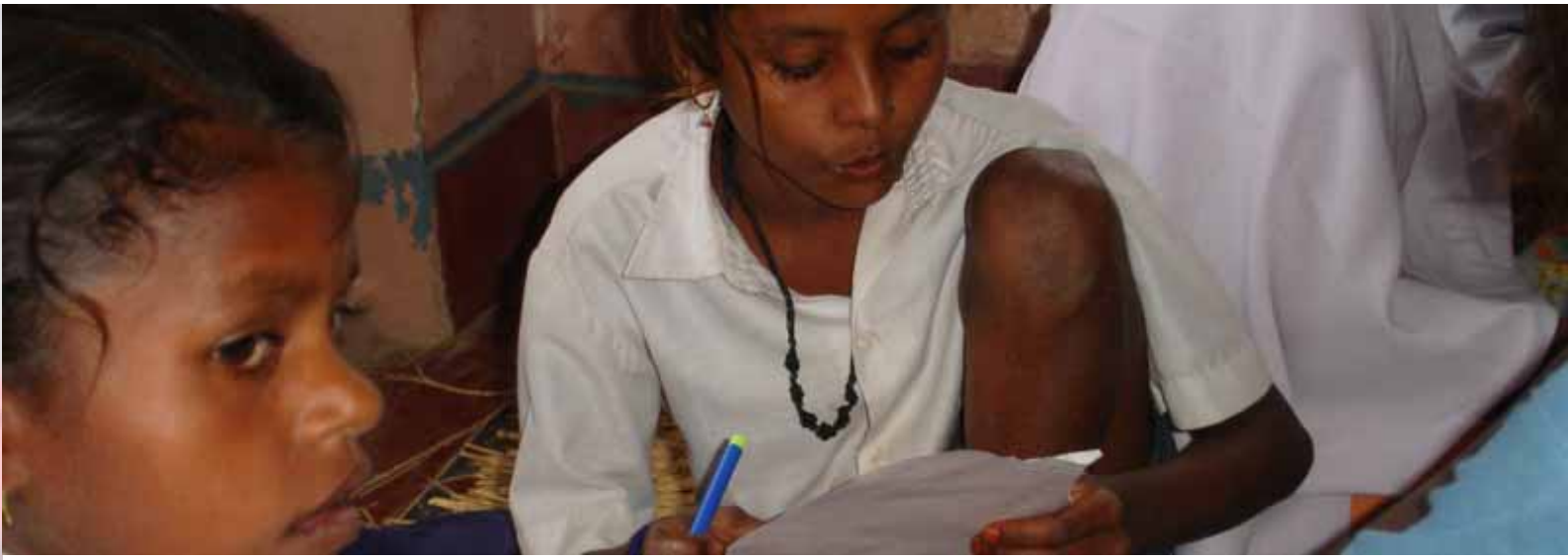

Save the Children Sweden is a member of the International Save the Children Alliance with a mandate based on the United Nations Convention on the Rights of the Child (UNCRC), with country programmes and offices in Bangladesh, Pakistan and Afghanistan.

Save the Children Sweden began its operations in South Asia in 1973, initially in Bangladesh, in Mirpur, Dhaka, providing child and maternal health care services to mothers and children under five years of age who were affected by devastating floods in the newly formed nation Bangladesh. In 1983, Save the Children Sweden began working in Pakistan, supporting Afghan refugees living in the camps by seconding staff to UNHCR. During the 1990s, as a child rights organisation, Save the Children Sweden began actively promoting ratification of the UNCRC. Programmes were expanded in Bangladesh and Pakistan in order to implement the UNCRC, forming partnerships with local organisations committed to working strategically with children in difficult circumstances. By 1990, Save the Children Sweden Denmark had initiated development and advocacy work in both Pakistan and Afghanistan. In 2000, Save the Children Sweden opened its office in Afghanistan. In 2006, the Regional Office for South and Central Asia was registered in Nepal.[1]

Since the year 2001, Child Rights Programming (CRP) became integral to the work of Save the Children. This approach essentially uses the principles of child rights, expressed by UNCRC, to assess, plan, manage, implement and monitor programmes.

## Vision

Save the Children works for:

- a world which respects and values each child
- a world which listens to children and learns
- a world where all children have hope and opportunities

## Mission

Save the Children promotes children's rights.
We deliver immediate and lasting improvements to children's lives.

[1] Save the Children Sweden (2006) Regional Strategy for South and Central Asia, 2005-2010

Save the Children has chosen to work to strengthen those actors which are able to carry out positive changes for the benefit of children. According to the UNCRC, it is the State which bears the ultimate responsibility for ensuring that the rights of children dwelling in that country are respected and realised. However, the efforts of the State may not be adequate to meet the goal of realisation of children's rights. It is being increasingly recognised that progress and welfare of a society is not only the responsibility of the Government alone, but many more stakeholders need to be involved to attain this goal.

The corporate sector has a major role to play and is one of the prominent actors in attainment of this goal.

## Corporate Social Responsibility

The concept of social responsibility of business, though might appear to be a phenomenon of recent times, has been in practice since ancient times. Philosophers like Kautilya from India and pre Christian era philosophers in the west preached and promoted ethical principles and controlled greed while doing business.

Social responsibility of business had been incorporated in the various religious laws where a part of one's earnings were to be donated towards the welfare of the poor and the disadvantaged. The Hindus called it the 'Dharmada', the Sikhs 'Daashaant' while Muslims called it the 'Zakaat'.

Corporate Social Responsibility (CSR) involves a commitment by a company to manage its various roles in society, as producer, employer, customer and citizen in a responsible manner. How a company meets its corporate responsibility goals is influenced by its history, vision of the founder, culture, experience, philosophy and business laws and regulations.

CSR is understood differently by different people. It ranges from mere compliance with law to pure philanthropy. The beneficiaries could range from employees, communities, suppliers to customers.

Corporate Social Responsibility is qualitatively different from traditional corporate philanthropy. The emerging perspective on CSR focuses on responsibility towards stakeholders rather than maximisation of profits.

Since corporations are important institutions in today's world, it is but natural that the societal expectation about them playing a major role in attainment of this goal is raised.

However, this new found zeal for social responsibility by the corporations raises many questions, such as:

- How do corporations look at CSR?
- Is it seen as a value, which is consciously adopted for the welfare and wellbeing of society or is it a strategy to increase shareholders wealth, or a combination of both?
- Is it seen as peripheral to the corporations' business or integral to the business model?
- Do the corporations consider children as stakeholders?
- What is their understanding on children's wellbeing?
- How can the corporate sector play a vital role in ensuring a sustainable positive impact on children's lives?

## The Study

In an effort to understand and document the answers to the questions above and also to understand and document the concept of CSR within the context of children's rights/issues in South Asia, Save the Children undertook the present study.

### *Objectives of the study*

- To understand the concept of CSR as being propagated by the corporate entities in India, Nepal and Bangladesh.
- To document examples of CSR within the context of children's issues in India, Nepal and Bangladesh.
- To explore possibilities of entering into partnerships with corporate entities to promote children's rights in India, Nepal and Bangladesh.

### *Methodology*

The researcher used a combination of primary and secondary research techniques, based on participatory and ethical research principles. It included:

- web based research,
- review of print literature,
- visits to selected sites to witness CSR within the context of children's issues, and
- interviews/ group discussions with selected representatives of industry, representatives from Chambers of Commerce and Industry, members from IT industry and financial institutions, representatives from foundations and trusts floated by corporations to promote CSR.

During the course of the study, the researcher interviewed a number of corporate executives, most of whom were responsible for CSR functions in their respective organisations. He also had extensive discussions with representatives of Trade and Industry and Chamber of Commerce. Similarly, experts on CSR issues from not-for-profit sector were also consulted, so were NGO activists. The researcher also made field visits to a few sites where CSR initiatives were operational.

While selecting the companies, efforts were made to select companies from a variety of sectors (at least, in India where there were hundreds of companies to choose from, as against Bangladesh where the choice was very much limited and Nepal where there was no choice at all) to get a comprehensive picture.

In India the companies were chosen from following categories:

- Companies considered to be pioneers in promoting CSR (TATA group) and having a long history of philanthropic activities (Birlas)
- Financial institutions involved significantly in CSR (ICICI Bank)
- IT companies (WIPRO, Satyam)
- Public sector company (NTPC)
- Manufacturing companies from various sectors (Forbes Marshall, Asian Paints, Dr Reddy's laboratory)
- Multi National Companies (IKEA, Intel)

The outcome is based on these interviews, consultations, field visits and web and print literature review.

### *Limitations of the study*

The study has been carried out with a view to map and understand whether children are supported by the various CSR initiatives of the corporate sector in the region and how. It does not go into depth of how a company defines and practices CSR and whether a particular company is promoting CSR as it is generally understood. The focus of the study is on children's rights in the domain of CSR and not on CSR per say.

Further, the term CSR itself is used very widely ranging from compliance with law to purely charitable activities. In that sense the study has its own limitations vis-à-vis promoting understanding of CSR from a new angle.

Another limitation the study pertains to actual visits to project sites where children form a part of CSR initiatives of the company. The project sites and the head offices of the company, where most of the persons responsible for CSR were located, were at geographically different locations (barring a few) and hence it was not possible to visit both due to paucity of time and the amount of travel involved. Therefore, most of the findings are drawn heavily from personal interviews, presentations and available literature rather than all this plus actual project site visits. This also holds true for number of companies visited in Nepal and Bangladesh.

And finally, though the title of the study is CSR and Child rights in South Asia, the study does not cover all the countries in South Asia. It is based on reviews done in only three countries, India, Bangladesh and Nepal. Getting logistical support from countries like Pakistan and Sri Lanka, within a limited period of time, could be attributed to this limitation.

# Corporate Social Responsibility and Child Rights in India

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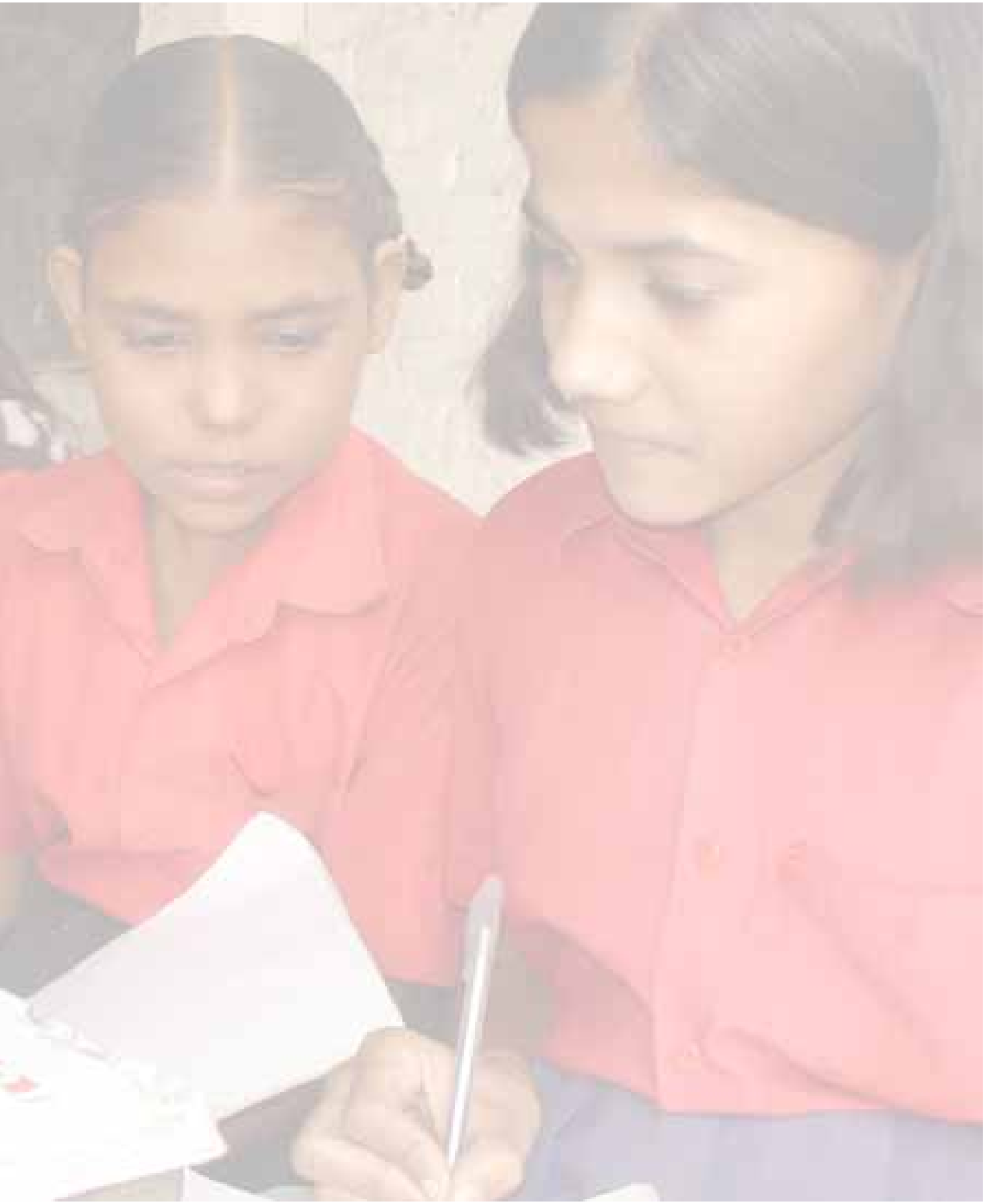


## *A historical perspective*

India had a very well developed commerce and industrial sector since ancient times. All the philosophical, religious and spiritual literature available of that period is testimony to this fact. The great Indian philosopher Kautilya (4th Century BC) in his book Arthshashtra has described in detail the trade and crafts, manufacturing, agricultural, mining and forestry sector present during the time of Maurya Empire[2]. Reference to presence of trade and craft is also found in Vedic literature, the Jataka tales and in Mahabharata one of the greatest Indian epics of all times.[3]

In modern times, the establishment of the Industrial sector can be traced back to 1911 when Jamshedji Tata laid the foundations of heavy industry by starting the TATA Iron and Steel Works.

Today, India has one of the fastest growing economy in the world with a GDP of USD billion 576 in 2003-044. The economy is doing very well with real GDP growth of 8.5 per cent in 2003-04, 7.5 per cent in 2004-05 and 8.1per cent in 2005-06. According to some experts, the share of India in world GDP is expected to rise from 6 per cent to 11 per cent in 2025 and thus it is expected to emerge as the third super economic power after the US and China.[4]

Industrial, manufacturing and service sector has contributed immensely to this economic growth. Industrial sector is quite diversified and spread throughout the country. The banking sector and financial markets are well developed. The IT and BPO industry is thriving and growing at a fast pace with a potential to capture more than 50 per cent of the global off shoring market by 2010[5]. 30 Indian companies have found a place in Forbes magazine's top 2000 corporate titans in the world.[6]

The term Corporate Social Responsibility might be new to India's corporate world, the concept is not. Social responsibility of business has been a

[2] L.N. Rangarajan, Kautilya, The Arthashastra, Penguin Books India
[3] Jawaharlal Nehru, The Discovery of India, Penguin Books India, 2004, page 113
[4] Government of India
[5] The NASSCOM, Mckinsey Report 2005
[6] Garavi Gujrat, Asian Newsweekly, GG2, NetNews 06/04/2005

subject of discussion in India since time immemorial. Several references towards this end can be found in ancient Indian philosophical and spiritual literature. Vedic literature (around 2000BC) views business as an instrument of wealth for welfare, to attain socially desirable goals, through ethically worthy means, resulting in a generation of healthy, wholesome individuals, who carry ethical values and positive impulses into their community[7]. Kautilya (4th century BC) in his epical work, The Arthshashtra, has enunciated about the principles of fair trade which were designed to promote the welfare of the people.[8] In recent times, many business houses believe that the role of business in society should not be limited to creation of wealth for its owners and promoters but also for the larger society. The early pioneers of Indian Industry, whether TATAs, Birlas, or Bajajs, firmly believed in the concept of social responsibility of business. The founder of TATA Steel, Jamshedji Nusserwanji Tata, expressed this very clearly when he said: "We generate wealth for the Nation. What comes from the people must, to the extent possible, therefore, get back to the people" (Jamshedji Nusserwanji Tata (1903). Gandhiji went on to elaborate this concept further by emphasizing the moral responsibility of business through his idea of Trusteeship. He viewed owners of capital, as Trustees holding resources on behalf of the society, which to produce goods and services, will benefit society, at large. The founder of Bajaj group, Shri Jamnalal Bajaj said: "Our wealth should be utilised for improving the quality of the society and the nation. We should never fail to spend at least a portion of our incomes on the social, economic and educational development of the province where we live."

Most corporate bodies traditionally view CSR as an extension of a financial input for a humanitarian cause. This tradition has not only continued but has grown over times with many corporate houses engaging in social development.

Since the early 1990s with the onset of globalisation and opening up of markets to transnational corporations, Corporate Social Responsibility (CSR) is being increasingly emphasized. With globalisation has come the influx of information, which has raised expectations among various civil society institutions about the role of transnational corporations in meeting their share of socially responsible practices. Hence, the corporations are not being only judged by the profits they make for their shareholders, but also by the impact they make on the wellbeing of the community. The performance of a company is not only being measured in terms of economic impact but what is known as triple bottom line impact, i.e. economic, environmental and social or Triple P Impact, People, Planet and Profit. Terms like shareholders' wealth is being replaced by stakeholders' wellbeing and maximisation of profit is being gradually replaced by the concept of optimisation of profit.

CSR is denoted by different names; corporate social responsibility, corporate citizenship, corporate philanthropy, community relations/affairs, etc. Whatever the terms used, the underlying assumption is, '**doing good for the society'**. This 'business of doing good' is understood differently by different people and defined differently. Business for Social Responsibility, a global organisation that helps member companies to make CSR an integral part of their business operations, defines it as "achieving commercial success in ways that honour ethical values and respect people, communities and the natural environment." The World Business Council for Sustainable Development describes CSR as 'business commitment to contribute to sustainable economic development, working with employees, their families, the local community and society at large to improve their quality of life.'

## CSR IN INDIA: Current trends

A cursory glance at the Indian Corporate scene would show numerous examples of social initiatives being promoted by various companies. Almost all the big industrial houses, be they in public or private sector, either implement social development project themselves or support NGOs and Government's initiatives on this. Even the small and medium industries are not lagging behind. According to Confederation of Indian Industry

[7] Vedanta in Action, Central Chinmaya Mission Trust, Mumbai, pages 26-27
[8] L.N. Rangarajan, Kautilya, The Arthashastra, Penguin Books India

(CII), approximately Rs. 3,000 crores (around 600 million US$) is the extent of corporate philanthropic spending in India per year.

However, Corporate Social Responsibility as practiced in India is in its evolutionary stage. The earlier models of corporate giving could broadly be classified as ethical (Gandhian trusteeship model) and statist (public sector enterprise). The earlier proponents of social responsibility whether in public or private sector sought to promote these models by designing and implementing community development projects in the vicinity of their works. Along with this, another preferred way was to donate either in cash or kind, promote sports and games, art and culture and provide services like health, education drinking water, etc. While majority of companies still prefer to operate the concept of CSR this way, the CSR scene is increasingly becoming more stakeholder oriented than before. Companies are becoming strategic in their CSR activities, as against majority of earlier cheque-book type corporate philanthropy efforts.

CSR is becoming more institutionalised and slowly there is a recognition that it should be congruent with the mainline business strategies of the corporations and should not be seen as a non-strategic, public relations type of exercise.

While earlier, the companies were satisfied with community development activities this is no more the case. Corporate sector and foundations floated by it are chalking out what David Korten refers to as 'third generation strategies', which seek to address policy and systemic issues[9]. Companies are also laying more emphasis on sustainability, replicability, scalability and impact measurement of their social initiatives.

In the last few years, CSR has become a very hot topic of debate, discussion and hype not only in the west but also in India. With the opening up of the economy, the Indian corporate sector which was till then more or less insulated from the onslaught of multinational corporations, was suddenly exposed to real competition. The economic reforms which marked the liberalisation process had increased pressures on the performance of business and industry. With the process of globalisation set up in motion, awareness about environmental sustainability, human rights, consumer activism and corporate governance also increased. The advancement in global CSR field led to a substantial growth in the number of external standards produced by various organisations, both Governmental and Non-Governmental. Global standards like AA1000, the Global Reporting Initiative (GRI), United Nations Global Compact and Asian-Pacific Economic Co-operation (APEC) Business Code of Conducts, are some of the examples of how increasingly the corporate sector is expected to become more accountable to its stakeholders. These standards have not just evolved externally. There is an evident effort to frame standards internally as well. The Tata Council for Community Initiatives (TCCI), a network of Tata companies with an objective to collectively evolve a common direction for social responsibilities for the TATA group has come out with a TATA index for sustainable human development.

Another factor which is influencing the promotion of CSR is that of public expectations from companies about their social roles. A poll carried out by TERI-Europe and ORG-MARG in 2001 in India, suggests that people expect the companies to be actively engaged in societal matters. Majority of the general public surveyed feel that the companies should be responsible for solving social problems as well as providing good products at cheaper prices, following labour standards and being environmentally friendly[10].

Thus, CSR is being seen as an integral part of corporate world, not only by outsiders but also by the corporations themselves. This could be gauged by the fact that in the World Summit on Sustainable Development (WSSD) held in Johannesburg in September 2002, a large number of Corporate Czars from all over the world were present. In fact, there were more leaders from business and industry than the leaders of Government in the summit.

[9] David Korten, Getting to the 21st Century

[10] Altered Images: The 2001 State of Corporate Responsibility in India Poll, Tata Energy Research Institute

## *Child Rights in India*

India's commitment to its children could be gauged by the constitutional provisions, policy measures and a plethora of welfare and development programmes that are being implemented. The Government has enacted legislation to the cause of children's survival, development and protection.

The Government of India (GOI) ratified the UN Convention on Rights of the Child on November 12, 1992. The major significance of the ratification is that it represents a commitment on the part of the GOI to improving the situation of children in India.

The first report of the GOI on the UNCRC was submitted to the Committee on Rights of the Child in February 1997. The report reviewed the situation of children in the country with reference to the articles of the Convention. The report states: "With India's ratification of the UN Convention on the Rights of the Child, the 'rights approach' to child development is gradually gaining importance and will henceforth form the basis of government's strategy towards child development."

The Indian government has taken several measures, policy initiatives, plans and programmes to improve the situation of children in the country. Some of the major policies and plans are:

- National Policy for Children 1974
- National Policy on Education 1986
- National Policy on Child Labour 1987
- National Plan of Action for Children 1992
- National Nutrition Policy 1993
- National Health Policy 2001
- Draft National Policy and Charter for Children 2001.

The Government of India is implementing 120 schemes and programmes for the welfare and development of children through more than 13 ministries and departments.[11]

However, all the above provisions, policy measures and programmes mean nothing much to a vast majority of Indian children, as they are unable to enjoy their rights for a plethora of reasons.

There are 375 million children in India, more than in any country in the world. Majority of these children are deprived of their rights to survival, health, nutrition, education and safe drinking water.

The Under 5 Mortality Rate (U5MR) is still very high standing at 85 and the Infant Mortality Rate (IMR) at 62. 18 per cent of under fives are severely underweight while 47 per cent of children are moderately underweight.[12]

Primary education is still far from being universalised. Inaccessibility, poor quality of primary education and its non- relevance to the learning needs of children are the major keep-out and push-out factors that deprive children of basic education. Only 61per cent of children enrolled in primary school reach grade five.[13]

The incidence of child labour is very high. Estimates vary between 14 million (UNICEF) to 40 million (NGOs) as working children. Children continue to work in the large unorganised sector - agricultural operations, animal husbandry, numerous small and cottage industries and establishments within the family or in household based units and as domestic labour.

The continuously declining sex ratio is a major concern. Girls are consistently declined equal opportunities of survival and development.

Trafficking of children within the country and across borders and sexual exploitation of children still remains a major issue of concern. The HIV/ AIDS pandemic has become an increasing threat to the survival and development of children.

[11] India Report on the World Summit for Children 2000, Department of Women and Child development, Ministry of Human Development, Government of India
[12] State of the World's Children, UNICEF, 2006
[13] UNESCO Institute for Statistics

Physically and mentally challenged children remain the most marginalised lot with very poor access either to health care or education.

The facts and figures above indicate that a large majority of children in India are far away from enjoying their rights. The State does not seem to be doing enough for its children. Hence there is a need for urgent action to create an environment where all the children are able to enjoy their rights.

Globalisation and liberalisation have had many positive effects on the economy of the country. India has a booming economy today and the future looks very bright. The Indian Corporate sector with its very optimistic future and stated commitment to Social Responsibility can play a major role in reaching out to children. The challenge is - how can children, whose basic survival and development is threatened, reap the benefits of this boom?

## CSR and Children's Issues in India

The State, though committed to the cause of children, has been unable to meet the Millennium Goals set forth in the World Summit for Children 1990.

While quite a few corporate bodies do have programmes for children under their Social Initiatives, they are not adequate, considering the magnitude of the problem. In majority of cases, children form a part of a larger community development programme of the corporate sector. There are very few instances where children's issues are strategically addressed in the CSR initiatives. With a few notable exceptions, most of the CSR initiatives which do address children's issues do so more from welfare or a charity approach. It is very rare to come across an initiative which addresses children's issues from a child right approach. This is not surprising since sensitivity to and awareness about, human rights in India is still far from satisfactory. While concept of child welfare is easily understood, child rights is not, with many people including the practitioners of CSR feeling that it is a western concept.

The available literature on CSR initiatives in India, the field visits to project sites and the numerous interviews this researcher had with CSR practitioners suggest that children issues under CSR initiatives could be classified broadly in three distinct ways:

### *a. CSR initiatives where children are a part of larger community development activities*

This seems to be the case with majority of CSR initiatives. Most of the companies which design and implement social development activities in the vicinity of their works do so with the entire community in mind. Needs identification takes place either through a detailed survey or through discussion with the representatives of the local self government, or other influential groups in the area. While efforts are seen in involving women in these discussions, children do not seem to be a part of this process. Based on this process of needs identification, programmes are planned and implemented. Thus one might see a wide range of activities ranging from agricultural development, provision of drinking water, immunisation camps, health check-up camps, mobile health services, income generating activities for women, children's education, adult literacy, to promotion of social reforms like widow remarriage being carried out under such type of initiatives. These programmes may contain interventions targeted at children in the area of pre-primary and primary education, nutrition, health and vocational training for adolescent girls and boys.

More often than not the approach to work is mainly relief, welfare and service delivery. While there is a great deal of effort put to measure performance at the output level, there is no or very little systematic effort to measure it at the outcome level. This model is also characterised by choosing causes which are dear to the founder of the group/corporation.

### *b. CSR initiatives specifically targeted at children*

Another category of CSR initiatives operational in India are the ones which are specifically targeted at children. Here again, there is a wide variety of initiatives in evidence. These range from cause related marketing, donating specifically for children's causes, running orphanages, schools, giving scholarships to children to continue education, providing uniforms, text books, nutritional meals, etc. are some examples of this kind of initiatives.

## Aditya Birla group

Aditya Birla group through its Aditya Birla Centre for community initiatives and Rural Development, an apex body, responsible for developmental projects, claims to have made difference to more than 35 million lives. To quote Rajashree Birla, the chairperson of the Centre "For nearly fifty years now, we in the Aditya Birla Group have been and continue to be involved in meaningful, welfare driven initiatives that distinctively impact the quality of life of the weaker sections of the society, surrounding hundreds of villages in proximity to our plants, spread all over India. Villages that are among the poorest."

The centre carries out a wide range of programmes for the community around. They range from provision of water both for drinking and irrigation purposes, provision of health care, women's empowerment through income generation activities, vocational training for youths, farmers training programmes to promoting social reforms. The Centre addresses children's education by running 26 formal schools in proximity to the parent group's plants. This benefits about 62,000 students. Apart from this, the centre also runs pre-schools and supports schools run by the district authorities and the local panchayats (village councils). Young girls are also sponsored for further education through a sponsorship programme, while skills are imparted to adolescent girls by running tailoring classes.

One of the interesting aspects of the centre's social initiatives is that they also promote social welfare activities in other countries of their operation as well. One of the Aditya Birla Group companies has adopted Mother Teresa's orphanage in Cairo, Egypt. Similarly other group company organises medical camps for villagers surrounding its operations in Thailand.

Examples of cause related marketing:

- Brook Bond India providing Rupees 10 (30 cents) to SOS children's villages of India on purchase of every 500 grams pack of its tea
- Jet Airways, the largest private sector airlines raising funds through its in flight collection programme for Save the Children
- CRY Citibank Card which gives a percentage of what customers spend to CRY, an Indian NGO working with children, as contribution on customer's behalf.

Example of donating specifically for children's causes:

- FedEx donating USD 33,000 to CRY for supporting projects on children's education.

Examples of orphanages, sponsorships

- Shriram Social Welfare Trust, the CSR arm of the Shriram group runs a destitute home, called Ashram, for children in the age group of 2 to 14 years, runs primary and secondary schools for poor children and provides sponsorships in the form of uniforms, textbooks, school fees, etc. to poor children.

Though the initiatives are specifically targeted at children, the approach is still very welfare oriented. The strategies are directed at delivery of services to meet an immediate need or deprivation faced by the children. Nowhere, even in rhetoric, is there even a passing reference to children as holding rights or as stakeholders.

While it is true that majority of the CSR initiatives specifically targeted at children fall into one or all of the above categories, there is an increasing evidence of new initiatives which have well crafted strategies aimed at larger systemic change. They also operate more as a catalyst rather than as an operational service provider. Emphasis is laid on research and development and capacity building of a wide range of stakeholders. Here the aim is to make a tangible and sustainable impact on children's lives in a given geographical area. While the traditional initiatives are more input oriented, tending to measure and concentrate more on the input side rather than the outcome side, these new generation initiatives tend to be more outcome oriented. Much emphasis is laid on models of social responsibility which are scalable, replicable and sustainable. Some of these initiatives also work in partnership with government and have multi-state, multi- location and very large operations as compared to the relief and service delivery type of initiatives seen earlier. They also tend to align their goals with the national goals set up under the MDP (Millennium Development Goals).

Thus there is a paradigm shift in the whole approach to work. It would also be of interest to note that most of these initiatives come from the new age financial institutions, or the IT industry. The old economy corporate sector does not seem to have transformed its CSR initiatives to more systemic, strategic models of development.

It is important to note that while the newer initiatives are much more strategic and systemic in nature and tend to address a single or combination of rights

of children, they do not necessarily have a rights based perspective to their programming. A rights based approach involves using the principles of child rights to assess, plan, manage, implement and monitor programmes with the overall goal of strengthening the rights of the child as defined in the international law.[14] In that sense, even these initiatives seem to adopt more of a need based than rights based approach to their CSR activities.

### *c. CSR initiatives adopting principles of rights based approach*

The third and last category of CSR initiatives witnessed in India tilt towards a more rights based approach to the initiatives. However, all such initiatives more or less tend to address Article 32 of the UNCRC which talks about the right of the child to protection against economic exploitation. The reason is not far to seek. In the late '80s and early '90s there was a great bit of criticism of western multinational corporations being unconcerned about the fact that exploitative child labour was rampant in the production of material and goods which these corporations were marketing under their brand. While these corporations mostly marketed their products in the West; their raw material, or production processes were outsourced to sub contractors in the South. As more and more Western multinational corporations, especially those dealing in consumer goods, were outsourcing their production processes to the Southern countries, it was being increasingly realised that their sub contractors were employing children to produce these goods. This led to a huge debate about the responsibility of a corporation towards its supply chain and larger issues of human rights abuse. Consumer movements, threat of boycotts, protests by human rights groups both in the West and the South forced the world community to take a united and concentrated stand against this practice. This in turn exerted tremendous pressure on the multi national corporations to examine its operational policies and take responsibility for its supply chain as well. While all this led to raising awareness about the inhuman practice of exploitative child labour and some processes like certification as child labour fee were set in place, it also had negative impact on children as some of the companies and governments had a knee jerk reaction to this challenge. The famous Harkins Bill in the US and its negative impact on thousands of children in Bangladesh is very well documented.

Soon the world realised that boycotts and sanctions were not an answer to the issue of child labour and there needs to be a much more long-term, developmental approach to this complex problem. There was an initiative to enter in to partnerships with UN agencies, human rights organisations and international child rights organisations to address this issue both from a legal, compliance issue to a child rights issue.

**ICICI Bank**

ICICI bank is the second largest banking institution in India. It has been ranked 757 in the Forbes magazines 2004 list of top 2000 corporate giants in the world. (Garavi Gujrat, Asian Newsweekly, GG2.NetNews 06/04/2005). The Bank promotes its CSR initiatives through a well established department called the Social Initiative Group (SIG).

The mission statement of the SIG is "to identify and support initiatives designed to improve the capacities of the poorest of the poor to participate in the larger economy".

Its social initiatives programme is also one of the few corporate programmes in the country which has children as major focus of its work.

The SIG believes that the three fundamental capacities any individual should possess to be able to participate in the larger economy are in the areas of health, education and access to basic financial services. With this belief it aims to resolve some of the most fundamental developmental problems facing India, by bridging knowledge and practice gaps in specific thematic areas-early child health, elementary education and micro-financial services. (www.icicisocialinitiatives.org). The SIG operates as a funding agency and implements its programme in partnership with local NGOs, academic institutions, micro-finance institutions and international agencies. Its operating principles are:

- The initiatives must cater to the poorest
- They should be cost effective
- Time bound
- Capable of large scale replication
- Impact assessment of the programme should be measured.

[14] Child Rights Programming: How to Apply Rights-Based Approaches in Programming: A Handbook for International Save the Children Alliance Members. Save the Children, 2003

## WIPRO Corporation

Azim Premji Foundation set up with financial resources contributed by Azim Premji, Chairman, Wipro Corporation, is another glaring example of initiatives which are very strategic and systemic in nature. Wipro corporation is ranked 1,362 in the Forbes magazine's top 2000 corporate titans in the world. (Garavi Gujrat, Asian Newsweekly, GG2.NetNews 06/04/2005).

**Its vision is to significantly contribute to quality universal education as a foundation to a just, humane and equitable society.** It is also one of those very few initiatives with children as major focus of its work. The foundation aims at making a tangible impact on identified social issues by working in active partnership with the Government and other related sections of the society. The Foundation, believes that education is the vital element in the development and progress of India. The foundation has stated objectives to influence Policy and Systemic Issues. It also aims at capacity building of a variety of stakeholders. The programmes, initiatives and efforts of the Azim Premji Foundation revolve around creating effective and scalable models that significantly improve the quality of learning in the school and ensure satisfactory ownership by the community in the management of the school.

Today more and more consumer goods industries especially either western multinationals or those having western links seem to have adopted a cohesive strategy which addresses the issue of child labour from a child rights perspective.

**"IKEA does not accept child labour"** proclaims IKEA's report on Social and Environmental Responsibility. IKEA is a Swedish home furnishings company which started its first store in 1958 in Sweden. Today it owns 196 stores in 24 countries.

IKEA's commitment to human rights issues and to its stakeholders is very well articulated in its in-house guidelines. To quote, "IKEA recognises the fundamental principles enshrined in the Universal Declaration of Human Rights adopted by the UN in 1948. We believe that our day-to-day business has an impact on human rights, particularly with respect to the conditions in which people live and work."

Even such an enlightened company was not aware of the practice of child labour in its supply chain in South Asian countries. This awareness came when a TV reporter made a film "The Carpet" in 1994. It was shot in Pakistan and depicted bonded labour and child labour working under very inhuman conditions. IKEA was named as one of the companies which were linked to the carpet purchases in Pakistan.

To be accused of human rights violation came as a shock to IKEA. This forced IKEA to take stock of its procurement processes and the issue of child labour. It had very little information about the production processes in the local community as also that of child labour and hence had to start from scratch.

To its credit, it must be mentioned, that IKEA went on a learning path and sought to address this issue by consulting child rights organisations like Save the Children and UN organisations like UNICEF and ILO.

Today IKEA has a very well developed Code of Conduct on child labour and a part of the overall document, "The IKEA Way on purchasing home furnishing products." Its goal is to see that no products delivered to IKEA are manufactured by child labour. It not only subscribes to the UN convention on ROC, but also ensures that its suppliers too subscribe to the same. It also very prominently mentions that all actions to avoid child labour shall be implemented taking into account the best interest of the child. Apart from this, it has also launched an initiative called "Bal Adhikar (child rights)-IKEA initiative" for prevention of child labour in the carpet belt of UP, in partnership with UNICEF. The project covers 300 villages and aims to address root causes of child labour.

# Corporate Social Responsibility and Child Rights in Bangladesh

*three*

Bangladesh is a modern state in an ancient land. It was earlier known as East Bengal and was a part of the then United India. Later on, after the partition of India in 1947, it became a part of Pakistan and was called East Pakistan. After the revolution in 1971, it seceded from Pakistan and since then came to be known as Bangladesh. Early account of East Bengal suggests that it was a very prosperous land until the commencement of British colonial rule in early 18th century. It had a very strong agrarian economy and was also developing as a commercial centre. The land was a major exporter of textile, silk and sugar till the 18th century but the industrialisation process was halted during the colonial rule. The development of East Bengal was thereafter limited to agriculture. The colonial infrastructure of the eighteenth and nineteenth centuries reinforced East Bengal's function as the primary producer, chiefly of rice and jute, for processors and traders in Calcutta and beyond. Even after partition when a new State, Pakistan was carved out of United India in 1947 and East Bengal became East Pakistan, this process continued. As a result, Bangladesh had a very narrow industrial base when it became independent in 1971.

Today, the industrial sector is growing steadily and has a good number of large, medium and small–sized industries both in public and private sector. The industry contributes about 26.7per cent of the GDP[15]. It is the tenth most rapidly growing economy among 31 large developing countries with populations above 20 million, with GDP growth averaging 5 per cent since 1990s[16].

The concept of CSR as understood and practiced in the industrially developed countries is of a very recent origin in Bangladesh. Generally, it is understood and practiced more as a welfare and charity measure rather than as a concept which has wider ramifications. From this point of view, it was always present in the sub continent even historically. There are instances of *Zamindars* (landlords) building schools, hostels, etc. during the earlier times. This practice continued even when some of the landed gentry moved to urban areas to start industries[17]. Even today, the practice of providing relief and doing charity is quite common among the Bangladeshi organisations. Activities like donations at the community levels during floods,

[15] U.S. Library of Congress
[16] Speech by Christine I Wallich, Country Director, World Bank, Dhaka
[17] Discussions with Mr Munzure Aziz, Business Advisory Services Centre, and Mr Syed Tamjid Rahman, Changemaker

draughts, cyclones, etc. or helping weaker section of the society by patronising social activities or institutions, providing food, clothes, etc. during religious festivals are quite common[18]. Majority of the companies in Bangladesh project themselves to be socially conscious through their limited activities of disaster assistance – either donating to the Prime Minister's Relief Fund or undertaking direct relief operations. One of the favourite philanthropic activities particularly of the corporate owners is establishing schools, orphanages, hospitals and mosques in their villages. A study, conducted by Nilufer Matin, indicates that the private sector involvement in these disaster responses is one-off, short-term and fragmented[19].

Apart from charity, another set of activities which some argue should be considered as CSR activities are, those of compliance. It is argued that since law enforcement is very weak in Bangladesh, the industries which dutifully comply with the law should be recognised as those practicing CSR.

Thus, payment of taxes, repayment of loans, payment of public utility bills, etc. which in other industrialised countries would fall under compliance and with no stretch of imagination could be considered as CSR, are considered as CSR activities in Bangladesh by some. A study done by Mr Syed Tamjid Ur Rahman of Changemaker in his report "An assessment of present status of Bangladesh CSR", lists down examples of CSR activities undertaken by the corporate sector in Bangladesh. These vary from compliance related (regular payment of taxes, workers' safety, regular payment of dividends) to workers' welfare (like, payment of attractive wage package, educational facilities for workers and their children) to community welfare and environmental related activities (interest free loan to students, donation to various causes, help to senior citizens, health related activities, measures for maintaining pollution free environment, establishing effluent treatment systems, etc.).

However, there is also a growing evidence that Corporate sector in Bangladesh is increasingly getting aligned with the CSR perspectives as practiced in the industrially developed countries. A number of factors are responsible for this change. Close scrutiny of practices of local subsidiaries of MNCs, increased social consciousness of western consumers and the role played by NGOs in holding companies accountable are some of the important factors contributing to this trend[20].

## *Child Rights in Bangladesh*

Bangladesh is a predominantly Muslim country with over 80 per cent of the population following Islam, 15 per cent Hindu and a small percentage belonging to religious minorities. Children in the age group of 1-15 years form almost 39 per cent of the population[21].

Bangladesh society is patriarchal where children are gendered from a very young age. The class system is also very rigid and strong, determining the ways in which different children belonging to different classes experience childhood.

A number of beliefs and practices that are both harmful for children and highly sexist continue to be practiced. Child marriage is a major problem with over 65 per cent of the girls getting married before they are 18 years old.

Poverty remains the single most influential factor for the degraded state of children in Bangladesh. Poverty affects children the most. Children are denied basic rights to survival and to childhood due to economic hardships.

Migration due to poverty is another major factor that adds to the already degraded status of children. Children in these situations are vulnerable to physical and sexual exploitation.

The Infant Mortality Rate (IMR) is 51, with the Under Five Mortality Rate (U5MR) being pegged at 77[22]. The country continues to have one of the highest rates of malnutrition in South Asia, with nine

[18] Syed Tamjid Ur Rahman, An Assessment of Present Status of Bangladesh CSR
[19] Nilufer Matin, Corporate Social Responsibility and Natural Disaster Reduction: Insights from Bangladesh, July 2002
[20] Altered Images, The 2003 State of Corporate Responsibility, TERI Europe and the New Academy of Business
[21] Human Development Report 2004, UNDP
[22] Ibid

out of ten children malnourished to some degree. Between 35 and 50 of every 100 newborns suffer from low-birth weight. Approximately, 70 per cent of mothers are afflicted by nutritional deficiency and anemia. The female disadvantage in child mortality has remained persistent, while the female-male gap in acute malnutrition has increased over the past decade. On average the incidence of severe malnutrition among girls under five is 2-4 per cent higher than among boys.

Bangladesh invests 15.7 per cent of the GDP in education[23]. The enrollment rates in primary schools are quite high and the gender gap in primary education has reduced considerably. However, the drop out rate, especially among girls, is a cause for concern. Although 98 per cent girls and 97 per cent boys are enrolled in primary school, only 49 per cent girls and 45 per cent boys are enrolled in secondary school. Most of the boys drop out to join the workforce while child marriages force many girls to drop out of school.

Child labour is one of the most important children's issues in Bangladesh. A vast majority of children contribute partially to the household income or are the sole bread earners in the family. Most of the children in the rural areas work in the agricultural sector, within the family or outside. Children in the urban areas work in deplorable and hazardous working conditions, in the unorganized sector. Domestic work is also a large sector employing children. The weaving industry also employs children where many children work as bonded labourer.

Child trafficking is another issue of concern. Trafficking within the country and across international borders is rampant. Children are lured away either into commercial sex work or into domestic work.

### *Government Policies*

Bangladesh ratified the UNCRC in 1990. The Government of Bangladesh is committed to the implementation of the Convention of the Rights of the Child. Several policies for children have been formulated and implemented. Some of these are:

- The Decade Action Plan for the Girl Child (1991- 2000)
- The National Children Policy (1994)
- The National Plan of Action for Children – I (1991-1996)
- The National Plan of Action for Children – II ( 1997 – 2002)
- The National Education Policy 2000

The Bangladesh National Plan of Action for Children (1997 – 2002) clearly articulates the future policy directions for the survival, protection and development for children through implementation of sectoral and multi-sectoral programmes. The Plan's strategy is to implement programmes for children with the collaborative efforts of the government, NGOs and private sector.

Bangladesh has ratified the SAARC Convention on Prevention and Combating Trafficking in Women and Children for Prostitution 2002.

It is generally acknowledged that the implementation of laws is poor and the programmes have not had a desirable impact. Widespread poverty and strong social and cultural beliefs are the main hurdles that need to be overcome for effective implementation of legislation.

Although the government has demonstrated a commitment to its children and is working towards improving the situation of children, there is a widespread need for the NGO sector and the private sector to chip in.

## *CSR and Children's Issues in Bangladesh*

As seen earlier, CSR practices as understood in Bangladesh mainly revolve round either compliance related or charitable activities. The available literature, interviews with CSR practitioners, child rights activists and other concerned individuals suggest that while quite a few corporate bodies do have programmes for children under their social initiatives, they are not adequate, considering the magnitude of the problem. In majority of cases, children form

[23] Ibid

a part of a larger welfare programme of the corporate sector. There are very few instances where children's issues are strategically addressed in the CSR initiatives. With a few notable exceptions, most of the CSR initiatives which do address children's issues do so more from welfare or a charity approach. It is very rare to come across an initiative which addresses children's issues from a child right approach. This is not surprising since sensitivity to and awareness about, human rights in the country is still far from satisfactory. While concept of child welfare is easily understood, Child Rights is not, with many people including the practitioners of CSR feeling that it is a western concept.

One sector which stands out in this regard is the export oriented garment manufacturing sector in Bangladesh. The Bangladesh Garment Manufacturing and Exporters Association (BGMEA) played a key role in addressing the issue of economic exploitation of children in the wake of Harkin's Bill controversy[24]. But here, too, the companies were forced to address the issue of children's exploitation due to the threat of a boycott from the consumers and as such wasn't voluntary or self-inspired in nature.

Based on the review of the available literature, field visits, discussions with CSR practitioners and child rights activists, children issues in Bangladesh could be classified under following two broad categories;

### *a) Where children are a part of larger welfare activities of the company*

This seems to be the preferred mode of addressing children's issues through philanthropic initiatives of the corporate sector and business houses in Bangladesh. Examples are galore depicting such initiatives with varied range of activities. Some of the examples of such activities are[25]:

- Providing educational, healthcare, scholarships and other facilities for children of workers
- Establishing educational and training institutes
- Interest free loans for students
- Running schools, providing mid-day meal, covering of fees and ancillary costs[26]
- Provision of financial aid to various organisations who work with children.

Most of the activities undertaken are sporadic and do not have a long-term strategy. The activities are also implemented from a ***needs*** perspective and as such are very welfare oriented.

Unilever in Bangladesh supports a variety of social activities under its CSR portfolio. It provides support in the field of education, women's empowerment, health, hygiene and personal care. UBL helped to set up modern operation facilities in Port City Hospital. Since 2004, UBL is supporting Shathee Samaj Kalyan Samity (SSKS), an NGO working for the slum residents in the city's posh residential area- Banani. SSKS provides free primary education to over 300 underprivileged children of lowest income families.

In January 2005, Unilever Bangladesh initiated the sponsorship of the school's major expenses. The sponsorship helps to cover salaries for the teachers and staff, uniforms and books for the students and other administrative outflows. Moreover, given the proximity of the school to UBL's corporate office, company managers volunteer to spend time with the children and take innovative learning sessions. These include origami, good behaviour, electricity and safety, etc. The children eagerly await such visits which inspire their creative thinking and are a break from the everyday school work. Unilever's 'Pepsodent Dentibus' visits the school premises to create awareness about good oral hygiene.

The existence of the school is a great support for the children living in Banani, Gulshan, Badda slum areas and UBL provides support for opportunities such as training for teachers and sports lessons for the students. Nurturing the intellect and development of the children coming to this school can help build a strong example of conscientious involvement of the privileged society in support of the needy[27].

[24] Situation Analysis of Children's Rights in Bangladesh, Save the Children Sweden-Denmark
[25] CSR Bangladesh Perspectives, Bangladesh Enterprise Institute
[26] http://production.investis.com/tlw/ir/reportspres/finreportspres/2006/reports/annrep05indx/annrep05indx/csr.pdf
[27] Unilever Bangladesh

### *b) Where activities are targeted specifically at children*

Another set of activities witnessed under CSR portfolio are those where children are sought to be protected from economic exploitation and provided with developmental opportunities. This scenario is witnessed mostly in garment and knitwear manufacturing units which are export oriented. The initiatives include provision of education, health, skills training to children who were earlier employed in the garment and knitwear industry and prevention of new children less than 14 years of age into the labour force. As explained earlier, this initiative has come about due to external pressure, mostly from western consumers.

However, it has become a norm today with the industry association BGMEA claiming that child labour has been totally eliminated from the garment factories in Bangladesh, a fact contested by child rights activists[28] .

In the 1990s due to rising consumer awareness in the West, there was demand for a certificate or label that would confirm that "No Child Labour" had been used in producing a particular product. In the US, the possibility of a law banning imports made with child labour was considered by legislators in 1992. Senator Tom Harkins drafted a Bill and the mere threat of this "Harkin's Bill" had major repercussions, most notably in Bangladesh where large numbers of girls working in garment factories were summarily dismissed. However, ILO and other UN organisations intervened and were instrumental in convincing the Bangladesh Garments Manufacturers Association (BGMEA) not to take such radical action but instead to stream children more gradually into education and compensate their loss of income. A unique feature of this project was that the Bangladeshi child workers were themselves responsible for the project's inception, appealing to ILO and UNICEF to act after massive layoffs. As a result of this Bangladesh Manufacturers and Exporters Association (BGMEA), ILO, UNICEF and local NGOs, launched a programme to progressively eliminate child labour from these factories and provide them with health facilities and skill training.

[28] http://shafiur.i-edit.net/?p=174

# Corporate Social Responsibility and Child Rights in Nepal

*four*

As is the case with most of the countries in South Asia, Nepal too is an ancient land and has a long history. One finds its mention in epic Indian mythological literature like Mahabharata, Puranas, Buddhist and Jain literature. Even the documented history of Nepal dates back to the 5th century AD[29]. However, the country was isolated up to mid 20th century and has entered the modern era in the late 1950's.

Even today, after four decades of development efforts, it remains one of the poorest countries in the world with a per capita income of USD 265 per annum. Agriculture still remains the largest employer as well as contributor to the GDP. 80 per cent of the population is involved in agriculture, mostly subsistence, which contributes 40.3 per cent of the GDP. The industrial sector is not that well developed and contributes 23 per cent to the GDP while employing only 3 per cent of the population[30].

The industrial sector comprises mostly of small and medium enterprises, dominated by carpets, ready made garments, hides and skins. Manufacturing companies account for 71 per cent and service oriented enterprises comprise 29 per cent of the total enterprises in Nepal[31].

## CSR and Nepal

As is the tradition in the region, businessmen were expected to contribute to the social welfare from the money they earned from their business activities. Tradition in Nepal was no different. The business community in Nepal spent on what the society perceived as good work.

A "Guthi" tradition (a type of trust) is a common example in Nepalese society. A well-organised and diversified objective of "Guthi" is to contribute more to the society. It is desired and believed that collective business community effort is more useful for achievement of corporate social responsibility in poorer sections of society[32]. However, CSR is a very new concept in Nepal's business community and differs widely from the one which is usually understood in industrially developed countries. It

[29] History of Nepal, www.thamel.com

[30] The EU's relation with Nepal, an Overview, http://ec.europa.eu/comm/external_relations/nepal/intro/index.htm

[31] A Study on the Status of CSR in Nepal, Action Aid, FNCCI (Federation of Nepalese Chambers of Commerce & Industry) & Lotus Holdings

[32] Country Paper, Corporate Social Responsibility, Binod Bahadur Shrestha, (President, FNCCI) & Badri Prasad Ojha (Director General)

mostly revolves around charitable activities and as in Bangladesh there are a few corporate leaders who think that compliance with legal provisions is also a part of CSR[33]. Thus, it would take considerable time and effort to promote CSR within the Corporate and business world in Nepal.

## Child Rights in Nepal

Nepal is one of the poorest countries in the world with a GNP per capita of US$220. The total population of Nepal, as per the Population Census 2001, is 23.15 million with an annual growth rate of 2.24 per cent. The child population in the age group 0-14 is 8,948,587 which is 39 per cent of the country's total population. Over 85 per cent of the country's population is rural and 82.6 per cent of the country's population directly depends on agriculture. In 2001, Nepal was ranked 129th among 174 countries by the UNDP Human Development Report. Out of the total population of 23.2 million, 42 per cent live below the poverty line, 4.9 per cent are unemployed and 47 per cent are under-employed. 37.7 per cent of the total population earn less than one dollar a day.

The major health facilities available in the country are centered around the urban areas. Rural people generally do not visit the health posts and most of the births take place at home without any medical assistance. Health services in most of the rural areas are provided by village health workers (VHWs), maternal child health workers (MCHWs), female community health volunteers (FCHVs) and traditional health practitioners.

The existing inadequate health infrastructure, insufficient health manpower and limited resources are the major obstacles in attaining government objectives in the health sector. Nepal Demographic and Health Survey 2001 (NDHS, 2001) states that infant mortality rate has reduced considerably from 107 per thousand in 1991 to 64 per thousand in 2001. Similarly, U5 mortality has also declined during the same period from 158 to 91.2 per thousand. Vaccination programme and supplementation of vitamin A capsules are the main reason behind the significant improvement of IMR and U5 mortality.

Diarrhea diseases continue to be a major cause of death among Nepalese children. Malnutrition is another cause for worry with over 40 per cent of the children in the rural areas suffering from malnutrition.

Gender discrimination among children can be seen glaringly in Nepalese society. Traditional beliefs have contributed significantly to the lower status of the girl child in Nepalese families. The birth of the son is rejoiced in the family. Sons are more preferred than daughters. Religious, social and economic compulsions regard sons as valuable and indispensable assets whereas daughters are considered to be a financial burden to their parents.

According to the 2001 census, about 29 per cent of the children within the age group of 10-14 are economically active and among which about 62 per cent are engaged in agriculture and related activities. The manual trade sector employs children in the weaving, basket-making, pottery and other trades. Children are also engaged in the service and informal sector working mainly as domestic help, porters and rag-pickers. Though the Government of Nepal declared the practice of "Kamaiya " and "Saunki" (the debt of bonded labourers) as illegal, children continue to work in debt bondage as a part of the family in bonded labour[34].

A recent Rapid Assessment carried out by IPEC in urban areas estimates that 55,000 children under the age of 18 work as domestic servants in Nepal. In Kathmandu Municipality alone, an estimated 22,000 children under age 18 work in this sector, with one in five households employing a child for an adult job. Forty-three per cent of these are girls.

Each year, an estimated 12,000 girls under the age 18 are removed from their families, homes and workplaces through force, coercion or deception and involuntarily transported into urban centres and across the Indian border. There they are forced into labour, most often in the sex industry. As many as 150,000 to 200,000 Nepalese girls are now exploited in Indian brothels.

[33] A Study on Status of CSR in Nepal (Action Aid, FNCCI & Lotus Holdings)
[34] IPEC Report, Nepal

### *Government Policies*

The Government of Nepal ratified the United Nation Convention on the Rights of the Child in 1990 and expressed its commitment to the protection and promotion of child rights.

The Constitution of Nepal (1990) seeks to protect the interest of children. Article 20 of the Constitution guarantees right against exploitation and forbids the engagement of the minors in a factory, mines or in a dangerous work place. The Children's Act of Nepal 1992 prohibits the employment of children below 14 years in manufacturing industries.

In 1997, Nepal signed the Amsterdam Declaration on Child Labour and the Oslo Declaration on Child Labour. It has ratified the ILO convention 138, on the minimum age of employment. In June 1999, it adopted the ILO convention 182 which seeks elimination of hazardous and worst form of child labour.

In 2000, the government introduced an act that requires an employer to provide the child worker with education, vocational training and medical treatment.

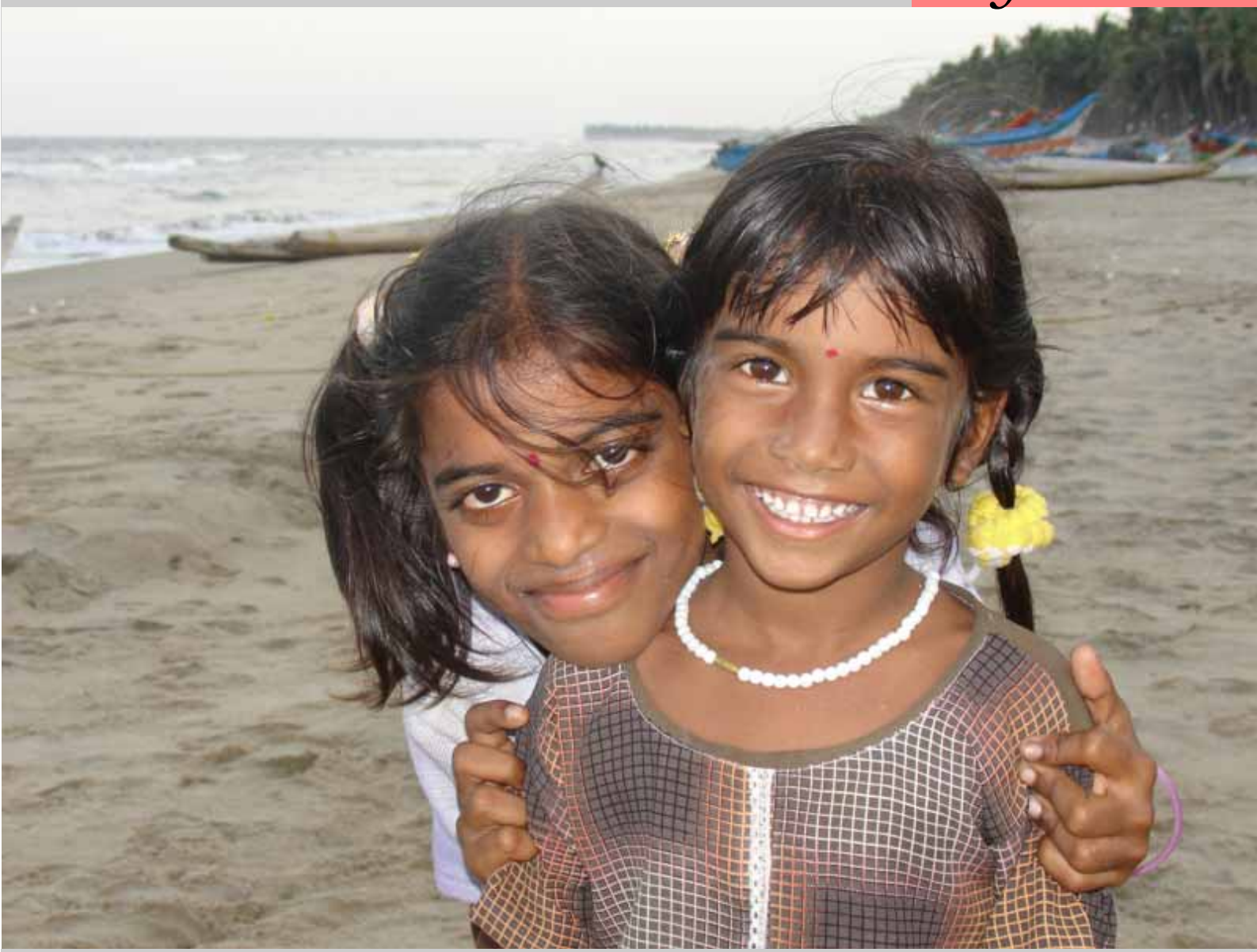
It is evident that the Government of Nepal is committed to improve the status of children. However, these efforts seem inadequate, given the magnitude of the problem. The efforts of the government need to be supplemented/ complimented by the NGOs and the corporate bodies.

## *CSR and Children's Issues in Nepal*

Unlike India and to an extent in Bangladesh, what goes under the domain of CSR in Nepal is mostly charity. Even here, children do not find a significant place. A quick glance through the available literature, discussions with CSR promoters and child rights activists suggest that there is no model worth the mention where children's issues are addressed. This is not to say that there is absolutely no example of any corporate initiative targeting children. Standard Chartered Bank in Nepal has supported an education programme for young girls through the United Nations Women's Organisation project 'Kamlarni Scholarship Programme'. But examples like this are very rare and sporadic.

# Conclusions and the Way Ahead

*five*



CSR as is practiced today in South Asia is in an evolutionary stage. At best it is very strategic, system oriented and interwoven in the main business strategy of the organisation. And at worst it is still a phenomenon which depends on the whims and fancies of either the founder or the current CEO. Even though a majority of the CSR initiatives follow more of the philanthropic approach to work, evidence of a more stakeholder oriented model of work is also witnessed.

Whatever the nature of model being followed and the scale of operations, one thing is very clear; more and more corporations would like to either start or continue with their CSR initiatives because the corporate bodies believe:

- In CSR as an intrinsic value or
- In CSR being a "good thing to do" or
- In CSR as a PR exercise which would improve their business prospects or
- In the belief that good business cannot flourish in an environment in which majority of people are impoverished and hence it makes a good business case to work with the surrounding community.

This augurs well for the society as a whole, since in South Asian countries, it is being increasingly realised by the people that the government alone cannot address all the issues facing the country; and the corporate sector with vast resources be they financial, human, technological or knowledge, at its command, has an important role to play in this regard. If this is accepted as a premise, then, it is all the more important that CSR initiatives start moving away from cheque book type charity and philanthropic initiatives to more strategic and long term initiatives. These should also be well aligned with the national priorities and should have inbuilt monitoring and impact measurement systems

It must also be very clear that the proposal is not to replace or take over the functions of the State by the corporate sector. On the contrary, the proposal is to reinforce and strengthen the efforts of the State and other civil society organisations, so that it could lead to a sustainable, replicable and measurable impact on the national priorities.

This raises another important issue - how would children benefit from this increased sensitivity to developmental issues? How would these talks of booming economy, healthy stock markets, increasing corporate profits translate into substantial gains for the children?

As seen in the earlier chapters, children's issues do not get adequate attention as compared to the

magnitude of the problem either in the state agenda or in the corporate agenda. Very few CSR initiatives craft out programmes specifically targeted at children and even there, with certain notable exceptions, children are mere recipients of aid rather than as an active participant in the development process.

Initiatives with stated goal of subscribing to the UNCRC, do so more to address Article 32 of the Convention which has to do with the economic exploitation of children and not necessarily working with a full understanding of the child rights approach to programming. Even here, these seem to have come through as a result of external pressure and not necessarily as a pro-active measure to address children's issues. However, as experience from carpet manufacturing industry in India and garment manufacturing industry in Bangladesh suggest, there is always a possibility that these initiatives might wither away once societal attention to this issue fades away. To prevent this from happening it is very important that child rights organisations remain vigilant and pro-actively build partnerships with such companies in creating sustainable processes which have positive impact on children's rights.

The current levels of CSR initiatives targeted at children are having a positive impact on the lives of children and in some cases seem to be equally, if not more, effective than the Government or even NGO led initiatives. However, these are not enough and they need to evolve their initiatives to a child rights programming approach by building partnerships with the government and other civil society institutions so that the children of this region could get to enjoy their rights as enumerated in the UNCRC and to which countries in the region are committed to.

### *The Way Ahead*

Save the Children recognises the role of corporate sector as a crucial one in promoting children's rights, as a pro-active supporter, donor and practitioner of desired norm. Hence it wants to engage with them to ensure their obligation.

It has certainly taken some initiatives in this regards; the current study, the earlier study in collaboration with the Bangladesh Garments Manufacturers Association, are a couple of initiatives in this direction. While these initiatives are certainly in the right direction, they need to form a part of an internal discussion within Save the Children. These internal discussions, should lead to the formation of an action plan with a well defined strategy on how to engage with the corporate sector within the region effectively so that the organisation starts moving strategically in the direction of its goal.

The formation of an action plan with proper timelines, measurable outcomes, of resources and responsibility of either one or team of staff members will ensure the proper implementation of the strategy. Otherwise there is a high possibility that in this world of competing priorities and dwindling resources, the issue of promoting children's rights through CSR, which is becoming of paramount importance, might be totally lost.

Following is a list of suggestions that Save the Children might like to consider while formulating its strategy for corporate sector engagement:

- Save the Children might think of entering into a dialogue with some of the companies having a very progressive outlook both in its management philosophy and CSR initiatives. Azim Premji Foundation, ICICI bank, Satyam Foundation, Naandi Foundation to name a few could be approached to explore the possibility.
- Save the Children could also consider entering into a dialogue with corporations which are multi-location and are present in countries of operation of Save the Children; Asian Paints, Dr Reddy's Labs, ICICI bank , to name a few, could be approached.
- Save the Children should approach IKEA at the earliest for a variety of reasons. It is of Swedish origin, has had some relationship with Save the Children Sweden in all the countries of operation of Save the Children Sweden, already has operational projects with stated commitment to child rights and could act as a model for further partnerships.
- Similarly, Save the Children could also consider approaching Chevron to explore meaningful engagement. It is one company which has presence in all the countries of operation of Save the Children in South Asia and is willing to explore areas of co-operation. Since commitment to human rights is one of its core

values, chances of it being interested in being one of the corporate torch bearers for promoting child rights in the region are very high.

- Companies would always like to support good projects and may ask for good project proposals that could be supported. Save the Children should proactively develop a couple of such project proposals which could be submitted on demand.
- Save the Children should wedge its way through the government system to influence public-private partnership for furthering child rights in the region. Some of the corporations/ foundations mentioned earlier would be quite willing to explore such possibilities.
- Save the Children should enter into a dialogue with chambers of commerce and industry (FICCI, NASSCOM, CCI, in India, BGMEA, BCI in Bangladesh and FNCCI in Nepal, etc.) to explore possibility of holding workshops for its members on CSR and child rights. Based on the response, a whole gamut of workshops on child rights programming could be planned and executed.
- Save the Children should include CSR practitioners in the child participation e-group.
- Save the Children should invite the corporate sector to seminars/workshops/ events on issues which Save the Children would like the corporate to be involved in. e.g. South Asia Forum on Violence against Children.
- Save the Children should arrange to disseminate literature on child rights periodically to CSR practitioners and keep tab on CSR conferences where representative of Save the Children should participate and make a case for including child rights under CSR.

Save the Children should create a CSR staff position within the regional office to address this issue. This will help bring CSR in the programming frame work of Save the Children in the region and a long term engagement with the corporate world would be facilitated.

**A Word of Caution:** While it is true that there is vast opportunity for an organisation like Save the Children to enter into partnership with the corporate sector in South Asia, it must also be borne in mind that the primary driver for a business is profit and whatever the company does, gets linked to this primary objective. While the company may agree to promote children's rights, the company might use this to promote their products/brand name, which in turn might generate unwarranted controversies for Save the Children. Hence, in order to avoid this situation and possible other harmful situations by which Child rights movement might suffer a set back, Save the Children should exercise caution and do due diligence and develop proper guidelines, before entering into partnerships with the corporate sector.

# Annexure: Case Studies

**Case Studies**

- The Aditya Birla Group
- Asian Paints
- Azim Premji Foundation
- Chevron
- Dr Reddy's Laboratories
- Forbes Marshall
- ICICI Bank
- IKEA
- Intel
- NTPC
- Naandi Foundation
- Satyam Computers
- Wipro

## The Aditya Birla Group

### Introduction

The Aditya Birla Group is India's first truly multinational corporation. Global in vision, rooted in Indian values, the Group is driven by a performance ethic pegged on value creation for its multiple stakeholders. A USD 7.59 billion conglomerate, with a market capitalisation of USD 9 billion, it is anchored by an extraordinary force of 72,000 employees belonging to over 20 different nationalities. Over 30 per cent of its revenues flow from its operations across the world. The Group's products and services offer distinctive customer solutions. Its 72 state-of-the-art manufacturing units and sectoral services span India, Thailand, Indonesia, Malaysia, Philippines, Egypt, Canada, Australia and China.

### Corporate Social Responsibility

Aditya Birla Group's CSR vision is, "To actively contribute to the social and economic development of the communities in which we operate. In so doing, build a better, sustainable way of life for the weaker sections of society and raise the country's human development index", as quoted by Mrs Rajashree Birla, Chairperson, the Aditya Birla Centre for Community Initiatives and Rural Development.

The Aditya Birla group is one of the first promoters of the concept of social responsibility in the country. As early as 1940 the founder of the group Shri G D Birla supported the trusteeship concept of management which entails that the wealth that one generates and holds is to be held as in a trust for multiple stakeholders. With regard to CSR, this means investing part of the profits beyond business, for the larger good of society. While carrying this concept forward his son, Shri Aditya Birla promoted the concept of sustainable livelihood which transcended the cheque book philanthropy. Taking these practices forward, the current Chairman, Mr Kumar Mangalam Birla institutionalised the concept of triple bottom line accountability represented by economic success, environmental responsibility and social commitment.

### Approach to Work

The Aditya Birla Group under the aegis of "The Aditya Birla Centre for Community Initiatives and Rural Development" undertakes social initiatives for community development. The Group believes in the trusteeship concept of management, involving themselves in meaningful welfare driven initiatives, making a difference in the lives of over 35 million people, living in the hundreds of villages that surround the Birla Plants all over India.

The initiatives of the Group include healthcare, access to safe drinking water, sustainable employment generation schemes, education and training and programmes for the physically challenged individuals.

The group also addresses social issues in the communities like widow remarriage, dowry-less marriages and women's empowerment.

### *Programmes for Children*

**1. Education**

The Group ensures access to education to 62,000 children living in proximity to the Birla Plants by running 26 formal schools.

Non–formal education centres and preschools are run where children learn by play way methods. This helps to create an educational environment in the communities and makes transition to formal schools smoother.

Vocational training is also offered to adolescent girls, enabling them to stand on their own feet.

To foster value based education, residential summer camps are held for adolescent boys and girls.

**2. Support to the Physically Challenged**

Physically challenged children are offered help to enable them to procure supportive aids like crutches, calipers or wheelchairs.

**3. Healthcare**

Immunisation of children in the 0-5 age group together with ante-natal and post-natal services to women forms a major part of the healthcare services provided by the Group.

**For more details, about the Aditya Birla Group, visit their website**
**http://www.adityabirla.com/**

## *Asian Paints*

### *Introduction*

Asian Paints is the largest paint company in India and ranks among the top ten decorative paint companies in the world. It operates in 22 countries in the world including Nepal, Bangladesh and Sri Lanka in South Asia. The Forbes magazine ranked Asian Paints among the best 200 small companies in the world in 2002 and 2003. It achieved a turnover of USD 85 million and a net profit of USD 40 million in 2005.

### *Corporate Social Responsibility*

CSR is a philosophy and practice for Asian paints. It carries out its social initiatives in and around the communities living around its manufacturing units. Its mission statement for CSR says, "we are committed to undertake initiatives in areas of basic healthcare and education, to bring about visible and measurable improvements in the lives of the underprivileged and deprived sections of the society. We shall align our initiatives with the local and national causes and ensure sufficient resources for their sustenance and continuity." The company mostly promotes its CSR initiatives through the local management of the manufacturing units and does not have a full fledged CSR department. It is one of the few corporate entities in India which has decided to earmark 1per cent of its profit after tax for CSR activities.

### *Approach to work*

The CSR programme of the company is evolving and as such the company mostly operates in what is called *first generation programming* by David Korten. Although, the company has identified healthcare and education as two focus areas of its work, the approach is still welfare oriented.

### *Programmes for children*

Improving infrastructure and sanitation facilities in local schools is one of the initiatives undertaken to improve attendance in schools. Setting up of the "Shree Gattu Vidyalaya", a school catering to 2,500 children from classes I to X, has helped rural children gain access to formal schooling.

Special bursaries for continuing higher education and encouraging sport activities in schools are some of the other programmes that benefit children.
Asian Paints also undertakes immunisation programmes for children at some sites.

### *Asian Paints Nepal*

Asian Paints (Nepal) is a 51per cent subsidiary of the Asian Paints Group (40 per cent ownership rests with local Nepali shareholders).

### *Presence in Nepal*

In Nepal, the company has been in operation for more than 20 years and is the market leader in the paints industry in Nepal. The company's quality process is ISO 9000 certified and it is the recipient

of numerous awards including NS awards and FNCCI excellence awards. The company's factory is located in Hetauda and has sales offices located in Kathmandu, Biratnagar, Hetauda and Pokhara. The technical function in the company is responsible for product development, technology up gradation and for integration of technology from various parts of the Asian Paints Group. Recently, the company has launched or revamped a range of products in Nepal including interior emulsions, exterior primers, gold emulsions, etc.

One of the key innovations for the customer, which Asian Paints has introduced in Nepal has been the Colour World, which is a dealer tinting system installed at Asian Paints outlets. This enables more than 1,000 shades to be available to the end customer without the dealer having to stock a correspondingly large number of shades. So far, about 55 outlets across Nepal are equipped with the dealer tinting system.

### *Corporate Social Responsibility*

Since its inception, Asian Paints (Nepal) has been cognizant of its responsibilities towards the community in which it is present in Nepal and has been quite active in the area of Corporate Social Responsibility. The view the organisation has taken is that, instead of activities in a broad range of areas, the Company engages with the community in three areas: Heritage Protection, Promotion of the culture of Nepal and Help extended to Governmental Agencies and Reputed NGOs. Details of its activities in these areas are given below:

**a. Protecting the Architectural Heritage of Nepal**: In activities related to this area, we help in the restoration and preservation of landmarks and heritage sites in Nepal. The contribution of the company is usually in the form of paints and sometimes, assistance in the restoration process. The heritage sites which we are currently involved in preserving include :

- Dharahara, one of Kathmandu's landmarks
- Ranipokhari Temple
- Baieesdhara park in Balaju
- Shaheed Smarak Park in Hetauda
- Vindyabashini temple in Pokhara

Along with dozens of smaller historical sites across the country.

**b. Promotion of the culture of Nepal**: Activities in this area include,

- Beautification of the entire lakeside of Pokhara during Pokhara Street Festival;
- Assistance given to the "comeback concert" of renowned singer Phatteman; this concert was held in various cities across Nepal ;
- Assistance towards the filming of the award-winning documentary film "Bhedako Oon Josto";

**c. Assistance given to Governmental Agencies and NGOs**: Activities include,

- Traffic road signs and messages, in collaboration with the Valley Traffic Police in Kathmandu;
- Extensive traffic road signs and painting of road dividers in Biratnagar;
  - Thamel area road signs and area map, in collaboration with the local ward committee;
  - Assistance in restoring buildings of Maiti Nepal, a leading NGO in Nepal working in the area of women and child trafficking;
  - Painting assistance given to the "Family Volunteer Services", a Western NGO working in the area of child education and development

In addition, there are many instances of assistance given to rotary clubs towards specific projects and aid to institutions towards medical support for needy individuals.

In all cases, Asian Paints (Nepal) conducts due diligence and verifies, to the extent possible, that the need is genuine and the assistance reaches the individuals or institutions which require it.

### *Programmes for children*

Asian Paints Nepal does not have specific programmes for children.

**For more details about Asian Paints, visit their website, http://www.asianpaints.com/**

## Azim Premji Foundation

### *Introduction*

The Azim Premji Foundation, a not-for-profit

organisation, was established in 2001. The Foundation, set up with financial resources contributed by Azim Premji, Chairman, Wipro Corporation, believes that education is the vital element in the development and progress of India.

### *Corporate Social Responsibility*

Azim Premji Foundation (APF), with a vision to **significantly contribute to quality universal education as a foundation to a just, humane and equitable society,** aims at making a tangible impact on identified social issues by working in active partnership with the government and other related sections of the society.

The programmes, initiatives and efforts of the Azim Premji Foundation revolve around creating effective and scalable models that significantly improve the quality of learning in the school and ensure satisfactory ownership by the community in the management of the school.

The Azim Premji Foundation's mission is to:

- Catalyze a national movement for Universalisation of Elementary Education in India
- Achieve significant improvement in the quality of education as a sustained method for attracting and retaining children in the school
- Work with existing government initiatives and create new ones to improve access, content and delivery of education
- Build active, sustainable partnerships with individuals, community at large, government and other organisations committed to the field of education to leverage the effort for optimum results
- Enable schools to guarantee learning
- Develop world class human resources in the field of education.

### *Approach to Work*

Azim Premji Foundation's approach to universalisation of elementary education is based on an in-depth analysis of issues in elementary education in India.

The strategy is manifold:

- To build partnerships with Government in all programmes
- To focus on quality of education in rural government schools
- To work as an implementing agency - not a project funding organisation
- To operate on a scale that is necessary for replication and integration in the larger government system.
- To use experiences for effective advocacy to influence key systems and policies.

The current programmes of Azim Premji Foundation cover over 11,000 rural government schools.

### *Programmes for children*

**Learning Guarantee Programme** – aims at building a voluntary spirit of accountability among schools, community and government functionaries and study factors that influence learning.

Programme highlights:

- Voluntary participation of schools
- Evaluation of each child in all participating schools on expected competencies
- Transparent, independent and high integrity evaluation
- Recognition and reward for winning schools
- Feedback of results of evaluation of each child to the school

Outreach: The programme reaches out to 725,000 children and 11,600 teachers in 3,886 schools in 5 states.

**Child Friendly School** – This programme, in partnership with the schools, parents, government and UNICEF, aims to improve quality of education in a sustainable manner.

Programme highlights

- Head teacher training for academic and managerial leadership
- School improvement in consultation with community/ parents
- Training of teachers for developing child centric teaching learning culture and subject matter competencies
- Providing school environment that is healthy, hygienic and conducive to learning

Outreach: The programme is operational in the states of Andhra Pradesh and Karnataka, covering 560 schools. The programme reaches out to 84,000 children and 4,000 teachers.

### *Computer Aided Learning*

The Concept of Computer Assisted Learning Centre (CALC) was conceived in response to the need of the people in rural Karnataka. It aimed at measuring the impact of computers in attracting out-of-school children to school and the improvement in learning levels among children in their regular academic work. This also laid a strong foundation for IT literacy.

The pilot project with 34 Computer Assisted Learning Centres (CALCs) was set-up in Bangalore and surrounding rural areas.

Programme highlights

- Curricular content that is child centric, interactive and playful with assessment tools that are fun
- Engagement and education of teachers to use interactive content as an effective supplement for classroom teaching
- Positive impact on children with specific learning disabilities: language (oral), communication motivation and social aspects
- Confidence building and IT awareness among children.

Outreach: The programme reaches out to 1,740,000 children and 27,350 teachers in 10,071 schools in 11 states.

The APF has a **Policy Planning Unit** that was established in March 2003 in collaboration with the Government of Karnataka. It has the mandate to work on policy and programme issues pertaining to academic capacities, administrative and technical capacities including financial and budgetary aspects; and community mobilization aspects of the education system in Karnataka and provide recommendations and policy inputs to the Department.

The APF has criteria for selecting the area of operation. It works in geographical areas where:

- area is economically/educationally backward
- school drop-out rate is high
- high number of out-of-school girl children
- poor learning levels

### *Partnerships*

The APF has also chosen to partner with some of the organisations that have a similar passion and dedication. While choosing to partner with any organisation or institution, the criteria given below are followed:

- Formal involvement of the Government
- Free from any religious, communal and political overtones
- Focus on improving learning levels while working within the school
- High quality processes related to deciding objectives/ outcomes, establishing base lines, openness to external evaluation, making a tangible impact on the education in the given area
- Strategy of withdrawing within a reasonable time frame after achieving sustenance for integration into the larger system.

**To learn more about Azim Premji Foundation, visit www.azimpremjifoundation.org**

## Chevron

### *Introduction*

Chevron corporation is the second largest integrated energy company in US and fifth largest in the world. It has its head quarters in California US and conducts business operations in 180 countries in the world, including India, Bangladesh, Pakistan, Nepal and Sri Lanka in South Asia. The company is engaged in every aspect of the oil and natural gas industry, including exploration and production; refining, marketing and transportation; chemicals manufacturing and sales and power generation.

It incurred capital and exploratory expenditure of US$11.1 billion and earned a net income of US$14.8 billion in 2005.

### *Corporate Social Responsibility*

CSR is the foundation of Chevron's business practice and one of Chevron's cherished values. In all its operations, Chevron strives to improve the lives of the people wherever it works. Chevron's CSR efforts are grounded in the CHEVRON WAY, which outlines its commitment to "conduct business in a socially responsible and ethical manner, support universal human rights, protect the environment, benefit the communities where it operates, learn from and respect cultures where it

operates." It has a legacy of more than 125-year of corporate responsibility. It is committed to continuing to expand its knowledge and understanding of social and environmental issues that affect and are affected by their operations, to integrating that knowledge into how it does business and to continually improving performance in this important area. The company comes out with annual CSR report regularly and also reports on Global Reporting Initiative (GRI) core indicators.

Chevron's vision in Bangladesh is to work in partnership with the Government of Bangladesh and the state owned oil and gas company, to develop the country's energy resources in a safe, environmentally responsible and efficient manner for the benefit of the people of Bangladesh.

### *Approach to work*

Chevron has identified eight priority areas through internal and external consultation for the 2004 Corporate Responsibility Report. These priorities, which reflect the core elements of the company's corporate responsibility framework, may change over time as its business and business environment change.

The eight priority areas are:

- Integration
- Stakeholder Consultation
- Community Engagement
- Human Rights
- HIV and AIDS
- Health and Safety
- Environmental Management
- Climate Change, Energy Efficiency and Renewables

In Bangladesh, the company has been active in community engagement for several years in a wide variety of activities and programmes that focus primarily on education, healthcare and social welfare. Chevron carries out most of the projects directly, though some projects are also carried out in partnership with leading NGOs in Bangladesh. It also encourages its employees to participate actively in establishing the company's values in community development by regularly participating in various projects. Chevron has invested more than 1 million USD in community development projects in Bangladesh.

### *Programme for children.*

The company implements projects focused on school- and work-based career and technical programmes, fundamental learning competencies like reading, science and math and training and professional development for educators. They are often done in partnership with governments, local communities, non-governmental organisations and multilateral institutions.

**More details about Chevron can be found at www.chevron.com**

## *Dr Reddy's Labs*

### *Introduction*

Dr Reddy's laboratories was founded in 1984 in Hyderabad, India. Today it is the youngest pharmaceutical company among its peer group and the second largest in India, with a revenue of 446 million USD in FY 2005. It has presence in 14 countries worldwide including Sri Lanka in South Asia. It is also the first pharmaceutical company in Asia Pacific (outside Japan) to be listed on the New York stock exchange in 2001. Today, the company manufactures and markets API (Bulk Actives), Finished Dosages and Biologics in over 100 countries worldwide, in addition to having a very promising Drug Discovery Pipeline.

### *Corporate Social Responsibility*

The concept of CSR is deeply embedded in the company's philosophy as could be made out from the statement of its values. One of its core values is **Harmony & Social Initiatives**: "We take utmost care to protect our natural environment and serve the communities in which we live and work. Our business practices are guided by the highest ethical standards of truth, integrity and transparency." The company believes that any high performance sustainable organisation rests on the three pillars of economic, social and environmental performance. It believes that in order to be a truly sustainable organisation, in the broadest definition of its terms, an organisation must perform well across all three dimensions. The company takes pride in the fact that its products and what they are intended to achieve represent the core of Social Initiatives – to help people lead healthier lives. The company achieves this objective through increased

access and affordability of its generics, API and branded generics products and addressing unmet and undeserved medical needs by innovation through its Specialty and NCE businesses.

At Dr Reddy's, Social Initiatives represent an integral component of Corporate Social Responsibility. Its investments in the communities have extended beyond the ad hoc disbursement of charity to a planned programme in capability building, helping to extend the sporadic to the sustainable. The company carries out its social initiatives programme through Dr Reddy's Foundation which was established by it in 1996, the Naandi Foundation which the company helped to establish with other like minded companies in 1998 and the Centre for Social Initiatives and Management (CISM) established in 2002.

### *Approach to work*

Dr Reddy's Foundation (DRF) believes in promoting human and social sustainable development through poverty alleviation by building capacities of rural and urban youth. DRF believes that for any development to be sustainable, people need to be empowered to support themselves in the first place. It also believes that in every human being and organisation there is a latent need to 'give back to society'. The foundation is a platform that brings together various stakeholders like children and youth, community members, NGOs, corporate bodies, bureaucracy and the civil society. It has programmes for children and young adults, both boys and girls in the urban and rural set-up to enhance their lives.

### *Programmes for children*

**The Education and Child Rights Programme**

This programme aims to improve the quality of school education by supporting innovative strategies and documentation and dissemination of this information among key stakeholders.

**The Livelihood Programmes**

The Livelihood Advancement Business School offers job-oriented training courses to youth who have low levels of formal school education and prepares them for entry-level jobs. In the health and home care service sector, hospitality services, environment resource management sector, business marketing and allied sectors. 36,000 youth have been trained since the inception of the programme in 2001.

**The Grameen – LABS programme**

This is a new programme being started in August 2005. The programme is in partnership with the rural development department of the government of India, a good example of a private-public enterprise. It aims to provide 35,000 livelihoods to rural youth in the age group of 18-25 years in 7 states of India in 1 year. 75 per cent of the funds will be provided by the Government of India, the remainder being contributed by the Foundation. The programme has been started in the state of Tamil Nadu and will be spread to Gujarat, Jammu & Kashmir in the first phase and Bihar, Uttar Pradesh, Rajasthan and Jharkhand in the second phase.

The courses which will be offered include Automobile repair, Spoken English, Hospitality, Customer Relations &Sales (CRS), IT Enabled Services (ITES), Home Care Nursing, Dress Making, Machine Tools etc.

**More information on Dr Reddy's Labs is available at www. drreddys.com**

## *Forbes Marshall*

### *Introduction*

Forbes Marshall, with head office in Pune, Maharashtra, India was set up by Mr Darius Forbes in 1958 in Pune. In the last five decades it has grown from a modest, Mumbai based trading company to a multi-divisional, ISO 9001 certified global company, manufacturing advanced engineering products for the world's process industries. Forbes Marshall is probably the only company in the world to have extensive expertise in both steam and control instrumentation. It has 23 regional offices in India and 10 international offices including 3 offices in South Asia (Nepal, Sri Lanka and Bangladesh).

### *Corporate Social Responsibility*

The social initiatives of the company date back to that of its establishment. This is mainly because of vision and perseverance of its founder, whose philosophy is quite simple: "A company should give

back to the society that has given to it." Over the years the social initiatives of the company have not only continued, but have increased and also have become institutionalised. It has a full fledged social initiatives department known as community relations dept. having full time middle managerial level staff members who work exclusively on CSR initiatives of the company. One of the director's of the company also invests about half of her time in the CSR initiatives.

The company has set up many progressive CSR practices. A report on CSR activities is presented to the board of directors every month. There is a clear cut budget for the CSR activities, which has gone up over the years. CSR is an agenda item in the induction of new employees, as well as conferences, meetings with the dealers, suppliers, senior staff members, etc.

The Director of the company, Ms Rati Forbes, who looks after CSR initiatives of the company, feels that the business has a role to play in influencing the social policy of the country.

### *Approach to work*

FM follows Community Development approach to its CSR work. It encourages participation of the community, specially youth and women in planning and implementation of the projects. They also promote monetary contribution from the community to promote ownership of the projects. While children are direct beneficiaries of their activities, they do not form a part of the decision making process. Although during the interview with Ms Rati Forbes, she felt that children are important stakeholders and their views are incorporated though not directly.

While, at present, they do not have any experience in child rights programming, they would like to explore this concept further. They are quite open to introducing principles of child rights programming in their work and are currently trying to design projects which would encourage children's participation.

### *Programmes for children*

FM partners with local non-profit organisations (NGOs) and acts as a catalyst making positive changes in the lives of people. FM undertakes many innovative programmes for different sections of the community, mostly in the areas of health and education.

Education is the largest intervention encompassing quality education for preschool and school going children, education for adolescent girls and boys, personality and attitudinal development of women, legal rights and awareness building for women and skill training for youth and women.

In the quest for providing quality education to children, FM has partnered with the local municipal corporation to provide in-service training to 135 preschool teachers in joyful teaching learning methodologies and creating an educational environment in the community.

Mobile libraries for slum children is another programme that has gained popularity in the community so much so that the mobile library has started a section for the parents especially mothers of the children. This not only provides an access to the women in the community to good literature but also is a source of additional income to some women who are trained as librarians to run the library.

One of the unique programmes started by FM in partnership with Dr Reddy's Foundation, Hyderabad, is the Livelihood Advanced Business School or LABS programme as it is popularly known. The programme trains underprivileged youth (both boys and girls) from the community to work in the hospitality and customer service sectors. After three months of training, which includes English speaking, the girls and boys are assisted in finding job placements. All 80 girls and boys trained in 2004 (the first batch), have secured jobs in Pune city.

FM runs the Shehernaz Medical Centre, a 35 bedded hospital, which provides preventive and curative health care to the communities around the factory premises. The centre also provides counseling services to substance abusers and their families, especially children, who are more vulnerable.

The benefits of these programmes are multifaceted, children having access to quality education, youth

having enhanced opportunities for employment and the families having good quality healthcare facilities in their neighbourhood.

**Visit http://www.forbesmarshall.com/ for details on Forbes Marshall**

## ICICI Bank

### *Introduction*

The ICICI bank was promoted in 1994 by ICICI ltd an Indian financial institution, which itself was formed in 1955 at the initiative of the World Bank, the Government of India and representatives of Indian industry. Today, it is the second largest banking institution in India, with total assets of 38.5 billion USD, with a profit after tax of 461 million USD, as of 31 March 2005. It has a network of 573 branches and extension counters in India. It has 3 subsidiaries, two branches and five representative offices, including one in Bangladesh, South Asia. It has been ranked 757 in the Forbes magazines 2004 list of top 2,000 corporate giants in the world[35].

### *Corporate Social Responsibility*

The Bank is one of the few corporate entities in India which has incorporated social initiatives in its core business strategies. It has a well established social initiative department called Social Initiative Group (SIG). The seriousness of ICICI towards its social initiatives programme can be gauged from the fact that it has designated a senior official (executive director wholesale banking) to look after the work of the SIG.

The mission statement of the SIG is "to identify and support initiatives designed to improve the capacities of the poorest of the poor to participate in the larger economy". The SIG believes that there are three fundamental capacities any individual should possess to be able to participate in the larger economy. These are in the areas of health, education and access to basic financial services. Within these broad areas, infant health at birth, elementary education and micro-financial services defines the focus areas in which the SIG works.

### *Approach to work*

The SIG operates as a funding agency and implements its programme in partnership with local NGOs, academic institutions, micro-finance institutions and international agencies. Its operating principles are:

- The initiatives must cater to the poorest,
- They should be cost effective,
- Time bound,
- Capable of large scale replication and
- Impact assessment of the programme should be measured.

### *Programmes for Children*

**a. Health**

The SIG lays emphasis on survival and quality of survival as two of its main focus areas for child health, with reduction of Intra-Uterine Growth Retardation (IUGR) as its operational objective. The SIG supports action-research projects to address critical knowledge and practice gaps in the priority areas of understanding the nature of nutritional deficiencies that trigger and sustain IUGR, methodologies of minimising these deficiencies and improving the nutritional status of women with improvement in access to primary healthcare.

SIG supports innovative community-based strategies to improve intra-household distribution of nutrition, as well as access to and utilization of healthcare, especially by women and children, to prioritise and improve early child health outcomes.

At present SIG supports 7 action research projects both in the rural and urban areas.

**b. Elementary Education**

The goal in elementary education is to work towards universalisation of elementary education with substantial difference being made by the year 2010. The SIG seeks to contribute towards increasing access and improving efficiency of the government school system targeting on attendance rates, learning levels and retention rates. Its focus areas are preschool education and teacher performance. The SIG supports initiatives and

[35] Garavi Gujrat, Asian Newsweekly, GG2.NetNews 06/04/2005

works with groups and organisations actively engaged in improving the quality of the public (government) education system.

The SIG also supports initiatives of providing quality education and addressing the issues of inaccessibility and mainstreaming of children who have never been enrolled in school or are school drop-outs.

The two initiatives that need a mention in the preschool education programme are the Pratham Mumbai Initiative – an urban slum programme in the city of Mumbai reaching out to more that 70,000 children in the age group of 3-5 years and the Jana Sanskriti Centre which uses theatre as a medium to interact with preschool children enabling their smooth transition into formal school.

An important area of interest for the SIG has been to utilise mass media to invigorate the process of learning and thereby enliven the work being done by children and teachers in schools. The SIG has been supporting an educational television serial, CII-Khullam Khulla, designed to motivate children to learn and teachers to perform better. The series brings to its viewers the alphabet, numbers, concepts, values and specific subjects in science and social studies through an interesting mix of puppetry, animation, graphics and music.

**Visit www.icicibank.com for more details on ICICI Bank**

## IKEA

### *Introduction*

The IKEA Group is owned by a foundation Stitching INGKA Foundation, which has its registered office in the Netherlands. The name IKEA comes from the initials of the founder, Ingvar Kamprad, his farm Elmtaryd and the village, Agunnaryd, where he grew up in the rural province of Smaland in southern Sweden. The IKEA Group consists of a large number of companies operating in 44 countries worldwide, including India and Bangladesh with sales for the FY 2005 amounting to 14.8 billion euros. IKEA has 46 trading service offices in 32 countries. The IKEA Group has around 90,000 co-workers.

Ikea's Vision is to create a better everyday life for the many people. Their business idea is to offer a wide range of well-designed functional home furnishing products at low, affordable prices.

### *Corporate Social Responsibility*

The IKEA business idea encourages social and environmental responsibility and is about economical use of resources. IKEA wants its products to have the minimum possible impact on the environment. IKEA believes in pro-actively working with environmental and social issues, taking responsibility for their products from raw material to packaging to recycling.

IKEA purchases from approximately 1,600 suppliers in 55 countries. All IKEA suppliers, worldwide, have to follow certain fundamental rules. IKEA has a strong Code of Conduct " **The IKEA Way on Purchasing Home Furnishing Products (IWAY)"** for its suppliers, which defines what suppliers can expect from IKEA and what IKEA expects from its suppliers in terms of legal requirements, working conditions, child labour, environment and forestry management. **Child Labour is not tolerated. Working conditions must be acceptable and suppliers must adopt a responsible attitude to the environment.**

The operational responsibility of social and environmental issues and compliance of Ikea's IWAY lies with the people who are responsible for each of the IKEA business units in each country of operation. This ensures that social and environmental issues are integrated into daily business.

In India, IKEA has suppliers from Uttar Pradesh where 85 per cent of the carpets exported are made. Most carpets are supplied by small businesses set up in rural households. Vandana Verma, Children's Ombudsman, South Asia, says, "We know that child labour occurs here. We do not accept child labour, but cannot ignore the facts. If we encounter child labour, we act with caution so that the children do not suffer. Removing the child from work or terminating the supplier's contract solves nothing. Instead the supplier must present an action plan making sure that the child gets an education and actually attends school."

### *Approach to work*

IKEA has built partnerships with UNICEF, World Wildlife Fund (WWF) and other NGOs to work on environmental and social issues.

Save the Children and IKEA have worked together for several years, mainly on the issue of child labour. Save the Children has helped IKEA to formulate a special IKEA Code of Conduct to address the problem of child labour.

In India, IKEA has been working in partnership with UNICEF since August 2000, focusing on the prevention and elimination of child labour in the carpet belt of Uttar Pradesh in northern India, from where IKEA sources its carpets.

### *Programmes for children*

IKEA, in partnership with UNICEF started a project known as the Bal Adhikar –IKEA Initiative in July 2000 to cover 200 villages of Jaunpur, in eastern Uttar Pradesh. The project aims to effectively address:

- Denial of children's right to education and protection of children from abuse and exploitation
- Debt- poverty spiral.

The long-term goal is to advocate with policy and decision-makers, for the scaling up of community centred approaches for the elimination of child labour.

At present the project covers 500 villages, in three districts of Uttar Pradesh, covering a population of 1.08 million people.

The project addresses the issue of quality education through the 'Alternative Learning Centres" (ALC) which are short-term centers from where children are mainstreamed into formal schools. The ALC cover 3,559 children of which more than 95 per cent are first generation learners and have never been to school before.

The project provides support for strengthening formal primary education through training of government primary school teachers in joyful teaching learning methodologies.

Another programme under the Bal Adhikar Initiative is Routine Immunisation to address the right to Survival. The goal is to achieve at least 80 per cent immunisation coverage in one district by 2007.

Implemented in a phased manner, this initiative presently covers a total eligible population of 52,338 infants (0-12 months) and 45,407 pregnant women living in 1,126 villages.

**More details on IKEA are available at IKEA-group.IKEA.com**

## INTEL

### *Introduction*

Intel is the world's largest semiconductor maker and has significant operations in the Asian subcontinent. India is Intel's largest non-manufacturing site outside the United States. Its Intel India Development Centre (IIDC) is the company's largest international site not involved in manufacturing. Based in Bangalore, IIDC has the distinction of housing a number of mission critical projects for the company. IIDC develops software for Intel's chips and also develops sales and supply chain applications. IIDC brings synergy across multiple software groups at Intel and taps into the excellent talent pool in India to improve productivity and to move toward operational excellence. Focus areas are: e-Business applications, networking and communication, very large scale integration (VLSI) design, factory automation, system software, digital signal processing and device drivers. The design centre, which houses the cream of the company's knowledge workers, boasts of the highest software quality within Intel and has around 300 invention disclosures in 2005 alone.

Intel India has a workforce of 2,900. Intel India's mission is to "accelerate the adoption of computing and communication technologies and operate a world-class knowledge centre."

Intel India was ranked among the top 10 in the "Best Employers in India - 2004" study, jointly conducted by Hewitt Associates and CNBC TV 18 and in the "Great Place to Work" survey conducted by *Business World* in 2004.

Intel pledged late in 2005 to invest more than $1

billion in India, with $800 million tagged for research and development expansion.

### *Corporate Social Responsibility*

Intel has been actively engaged in improving education since its founding in 1968. Intel Corporation currently invests over USD 100 million per year in our education initiatives. We provide free programmes and resources to improve teaching and learning and we enable the design and delivery of innovative technology solutions for the classroom. The following links offer more information about the spectrum of resources Intel brings to education.

### *Programmes for children*

The focus area of Intel programmes is education with an aim to improve quality of education. Some of the programmes are:

### *1. Intel Teach to the Future*

Intel Teach to the Future is a worldwide programme created for teachers, by teachers, to enhance student learning. The programme is currently available in more than 30 countries across all continents and more than 3 million teachers have been trained till 2004.

In India, the programme operates in over 35 cities with support from over 13 State Governments and the Central Government, with whom Intel has a formal partnership agreement.

15 teacher-training institutions use the Intel Teach curriculum. Over 400,000 teachers have been trained in India under this programme.

### *Intel Computer Clubhouse*

The Intel Computer Clubhouse is a community-based education programme that gives youth in under-served communities' access to high-tech equipment, mentoring and instruction. In this informal learning environment, students are able to express themselves with technology and increase self-confidence while pursuing their own interests. There are currently 65 Intel Computer Clubhouses open in 10 countries, with India hosting 2 of them. The clubhouse is typically located in an underdeveloped-setting and is operated in partnership with an NGO. It demonstrates how technology can be a powerful motivator to stimulate learning and all-round awareness and to enthuse school drop-outs to rejoin mainstream education.

### *Intel Learn Programme*

Intel Learn programme is a technology learning programme designed to improve digital literacy and critical thinking skills among youth (ages 8-16) that may have little or no access to computers at home or school. In India, the programme pilot was done in 2004 in a collaborative effort between Intel and the Kerala State IT Mission through 100 "Akshaya" centres in Malappuram district. The programme was formally launched by Intel CEO- Dr Craig Barrett on 17th November, 2004.

The programme curriculum is specifically designed for youth to emphasise technology literacy, critical thinking, problem solving, collaboration and teamwork and is taught by trained staff at local community centres or schools in an informal education setting. The project-based curriculum is organised around several projects related to the local community and reflects experiences that are common and relevant to the youth.

### *Intel Science Talent Discovery Fair (STDF)*

Intel STDF is a National Science Fair aimed at infusing the spirit of discovery in school children and increasing their interest in Science & Technology. It allows students a platform to display their scientific aptitude, discover unique scientific solutions to everyday problems and win public recognition and awards at a National & International level. Intel STDF is affiliated to the Intel® International Science and Engineering Fair (Intel® ISEF) held in the US in May every year. The winners of the Intel STDF National Fairs get the opportunity to represent India at the Intel ISEF which is the world's largest pre college science competition, with over 40 countries competing.

### *Intel Higher Education Programme*

The Intel Higher Education Programme is part of the Intel® Innovation in Education initiative, a worldwide commitment to help today's students prepare for the demands of tomorrow. The programme focuses on advancing innovation in key areas of technology and developing a pipeline of world-class technical talent to meet the increasing worldwide demand for highly skilled workers. Intel

collaborates with top universities around the world to expand university curriculum, engage in focused research and encourage students to pursue a range of opportunities for technical study and research. Areas of focus include semiconductor technology, nanotechnology, high-volume manufacturing, micro-architecture, circuits, computing platforms, software, networking and communications. Intel's support of higher education curriculum and research extends to more than 100 select universities in more than 30 countries.

Research is the key to developing next-generation technologies. Intel is working with universities in India like the IITs, IISC and various National Institute of Technology (NITs) to enable the advancement of technology through a variety of programmes including university research grants and the funding of open and collaborative research labs.

The Research focus area for the India site includes Wireless, Computer Architecture, Validation and Testing and Packaging.

**More for information on INTEL, visit http://www.intel.com/**

## National Thermal Power Corporation

### Introduction

National Thermal Power Corporation Limited (NTPC) is the largest thermal power generating company of India. A public sector company, it was incorporated in the year 1975 to accelerate power development in the country as a wholly owned company of the Government of India. At present, Government of India holds 89.5 per cent of the total equity shares of the company and the balance 10.5 per cent is held by FIIs, Domestic Banks, Public and others. It has been ranked 486 in the Forbes magazines 2004 list of top 2,000 corporate giants in the world[36].

### Corporate Social Responsibility

The concept of Corporate Social Responsibility is deeply ingrained in NTPC's culture. NTPC's mission in the area of CSR is to "Be a socially responsible corporate entity with thrust on environment protection, ash utilisation, community development and energy conservation". NTPC's approach towards CSR, further articulated in the corporate objectives on sustainable power development is to contribute towards:

- Sustainable power development by discharging corporate social responsibilities
- Lead the sector in the areas of resettlement and rehabilitation and environment protection including effective ash-utilisation, peripheral development and energy conservation practices.

A member of Global Compact, a UN initiative launched by its Secretary General Mr Kofi Annan, NTPC is committed to adhere to its ten principles in the areas of Human Rights, Labour, Environment and Anti-corruption.

NTPC has established Environmental Management System (EMS) as per ISO-14001 at its different establishments. As a result of pursuing sound environment management practices, all NTPC power stations (excluding Simhadri which was commissioned recently) as well as the Corporate Environment Management and Ash Utilisation Division have already been certified for ISO-14001 EMS by reputed Certifying Agencies. The only remaining station Simhadri is also in the process of obtaining the ISO-14001 Certification.

NTPC has an Environment Policy which was adopted in 1995.

### Approach to work

NTPC, since its inception, has been undertaking community welfare activities and had formulated specific guidelines for the welfare of the Project Affected Persons (PAPs) and community development activities in the neighbourhood villages around its power stations.

NTPC has a Resettlement and Rehabilitation Policy which aims at improving the overall economic status of Project Affected Persons (PAPs). This is achieved by providing opportunities in the fields of sustainable income, health, education, sanitation, communication and other such areas. Community

[36] Garavi Gujrat, Asian Newsweekly, GG2.NetNews 06/04/2005

development activities are carried out in a transparent and participative manner. Each programme is based on the specific local requirement and guided by the extensive Socio Economic Surveys (SES). This helps meet the objective of ensuring that the Project Affected Persons (PAPs) improve or at least regain their previous standard of living. Efforts are made to adopt a holistic approach to community development.

Improvement of roads, healthcare, education, vocational training, infrastructure development and sports are major activities. Apart from that various welfare and cultural activities are also taken up.

The PAPs are encouraged to be partners in the implementation of the project. With an eye on long-term development, vocational training has been built into the rehabilitation process. The plans are implemented within a definite time frame and a specified budget.

Thrust is also given on participation and consultation of stakeholders and setting up of institutional mechanisms like Public Information Centre (PIC), Village Development Advisory Committee (VDAC), etc.

Improving the roads, healthcare, education, vocational training, infrastructure development and sports are major activities. Apart from that various welfare and cultural activities are also taken up.

NTPC's fresh impetus on Community Development is reflected through formulation of CSR-CD Policy, in July 2004, establishing NTPC Foundation as a trust and initiating scheme for economic self-reliance of physically challenged persons (PCP).

Under this scheme, the Foundation provides financial assistance, training and other support to physically challenged persons so that they could be economically independent.

NTPC has no specific programmes for children.

**For more details on NTPC, visit http://www.ntpc.co.in/**

## The Naandi Foundation

### Introduction

The Naandi Foundation was set up with the goal to eradicate poverty and change lives of rural people. It was set up as a public charitable trust on an appeal made by then Chief Minister of Andhra Pradesh, Mr Chandrababu Naidu, by the heads of four business houses - Dr K Anji Reddy, Founder-Chairman of Dr Reddy's Laboratories Ltd; Ramesh Gelli, Founder of Global Trust Bank Ltd; B Ramalinga Raju, Chairman of Satyam Computer Services Ltd; and K S Raju, Chairman of the Nagarjuna group of companies.

On November 1, 1998 Naandi Foundation came into being. "Naandi" in Sanskrit means "a new beginning."

Naandi's mission is:

- To be a leading not-for-profit development institution that strives for the eradication of poverty
- To enhance the quality of life of the marginalised and less privileged in our society through the creation of improved access to quality education, health and livelihood opportunities
- To be a centre for learning and excellence that demonstrates convergence of state, corporate sector and civil society in working towards the eradication of poverty
- To be a credible and transparent organisation that inculcates and promotes the virtue of "giving back to society" among individuals and institutions globally.

### Approach to Work

Naandi works in partnership with Government, by taking up projects on a pilot basis, finding innovative solutions and then up scaling the model.

### Programmes for Children

**1. Reduction of neonatal mortality**

This is achieved by supporting Reproductive Child Health (RCH) programme of the government. This programme has the following components:

- Ante-natal and post natal care
- Immunisation programme

- Health Awareness and community mobilisation to create demand for government services
- Health Monitoring Information System (HMIS) to monitor pregnancies and deliveries.

Programme coverage: 466 habitations

**2. Enhancement of quality of education**
Programmes to improve quality of education include:

- Partnering with government to achieve universalisation of elementary education
- Providing training to teachers to supplement their teaching skills
- Providing teaching learning aids including computer aided learning tools to make learning more joyful
- Improving infrastructure and making government schools child-friendly
- Encouraging involvement of community through establishment of School Education Committees.

Programme coverage: 70,000 children in 460 government schools.

**3. Quality healthcare for school going children**
Children in government schools are provided comprehensive medical cover to cover curative and preventive healthcare. Some of the programmes are:

- Extensive health screening of children
- Creation of health profiles of every student to cover dental health, optometric conditions and other health conditions
- Creating unique healthcare ID cards to access free in-patient and out-patient healthcare
- Setting up health clinics in school clusters within a range of 6 kilometres from each other for students to access healthcare during the weekdays
- Liaise with hospitals for surgeries and other specialised care.

Programme coverage: 45,000 children in 289 government schools.

**4. Midday Meals**
Setting up centralised kitchens in partnership with the State Government to supply freshly cooked midday meals to children in government schools. The meals are cooked in hygienically maintained kitchens with strict quality control and transported to schools within 6 hours of cooking.

Programme coverage: 130,000 children in Hyderabad and 42,000 children in Visakhapatanam.

**5. Building Model Schools**
Constructing model schools, in partnership with the government, with child friendly layouts, colourful schemes, basic schemes and optimum space usage. Parents of children are involved in planning the school building to ensure ownership of the community in the school. The classrooms are unique in design having no conventional doors and window fixtures, thus reducing costs and recurrent damage.

**More for details on the Naandi Foundation, visit http://www.naandi.org/**

## SATYAM Computer Services

### *Introduction*

Satyam Computer Services Limited was established in 1987 in Hyderabad, India. Today it is a leading global consulting and IT services company with offices in 53 countries across 6 continents. Its income in 2005 was 782 million US$ with a net profit of 158 million USD. Satyam has many firsts to its credit. Its subsidiary, Satyam Info way, is the first private Internet Service Provider (ISP) in India, starting operations in 1998. It also became the first internet firm to trade on the premier US stock market.

### *Corporate Social Responsibility*

Creating value for the society is an integral part of Satyam's business and contributing to the well-being and development of the society is considered as an obvious extension of what Satyam does.

Reaffirming its role as a contributing member of the social and economic milieu it occupies, Satyam believes in aligning its business operations with social values. As a responsible Corporate Citizen, Satyam is committed to leverage the power of IT to bridge the 'digital divide' that limits opportunities for success and prosperity and thereby, transform lives of the less privileged.

All CSR initiatives are driven by three core values - involving people, applying knowledge and making things happen. There are four principles that guide their work. These are - inclusivity and integration, no cheque book charity, ownership for outcomes and volunteerism.

### *Approach to work*

Satyam has three CSR bodies to render specific services:

- The Satyam Foundation – works for the urban underprivileged
- Byrraju Foundation – works towards rural transformation
- The Emergency Management and Research Institute – provides services to respond to emergency situations.

The Satyam Foundation and Byrraju Foundation have programmes that directly benefit children.

### *The Satyam Foundation*

Formed in October 2000, Satyam Foundation was initially called Alambana (Sanskrit translation: Support). Alambana leveraged Satyam's intellectual capital to further its commitment to improve the quality of life. It also drew upon Satyam's Project Management experience to turn each of its developmental projects into economically sound business ventures that would provide employment opportunities for the underprivileged and subsequently grow into self-sustaining entities.

Satyam Foundation partners with other individuals and institutions, including the various wings of local governments, NGOs and academic institutions. Such partnerships help the Foundation leverage expertise, reach and resources, while complementing its strengths. Reaching out to the community through Satyam Associates and volunteers, the Foundation has consciously decided against being a cheque-book charity organisation. Instead, it encourages direct involvement of Associates to resolve issues vexing the underprivileged populace. And the thousands of spirited Satyam Associates along with their family members, who volunteer their collective time, are guided by the belief that amazing things can happen when not just money, but people come together! The result-driven Satyam Foundation is working towards a goal – where more than 20 per cent Associates spend at least 5 per cent of their time as volunteers.

Satyam promotes social issues among its employees in a novel manner. It includes questions on AIDS in its recruitment tests, which helps to promote awareness among candidates. It also organises lectures on social issues by experts and practitioners for its employees.

The Foundation has 7 focus areas of work namely education, healthcare, environment, street children, livelihood, HIV and AIDS and slum development.

### *Programme for children*

**1. Education programme**

Under the education programme, the Foundation has adopted 120 government schools in Hyderabad and Secunderabad. The foundation provides quality education to about 30,000 children in these schools through provision of notebooks, science learning kits, hygiene awareness and regular teaching by Satyam associates. The Foundation has also set up an IT school for the economically challenged children.

The foundation also helped revive the primary school in village Saregudam near Secundarabad. The children of Saregudam village had no access to primary education as the only school in the village was closed for many years and was in ruins. Everyday, children had to walk miles and cross the dangerous Medchal highway on their way to school. The village had a literacy level of less than 5per cent and the village school had fallen into disrepair, lacking a teacher and a proper building.

Moved by the plight of the children, a few employees of Satyam revived the village school by appointing a teacher, distributing uniforms to the children and monitoring the progress of these children on a continuous basis.

**2. Business project with street children**

Another novel project of Satyam Foundation is with street children. Street children are empowered by Satyam to earn 12 times their current earning capacity. It provides basic training in IT to street children. The volunteers ensure that the quality of the work meets client-defined standards. The beneficiaries are guaranteed twice the minimum income they receive in the Indian Market for such work. After the children complete their basic training in IT, Satyam Foundation actively looks for

business opportunities that would use the skills learnt by the children. The volunteers ensure that the quality of the work meets client-defined standards. The beneficiaries are guaranteed twice the minimum income they receive in the Indian Market for such work. The foundation hopes that this programme will grow into a self-sustaining business which will offer low-level IT skills at highly competitive rates. The Foundation aims to leverage on its virtual volunteers worldwide and target global customers who are interested in supporting such activities through business opportunities rather than charity. Any profit that is generated after paying the salaries will be utilised for further IT education schemes. It is a win-win proposition for both the street children as well as the foundation as at 2USD /hr, services at the foundation are at 1/10th the offshore price, while at 1USD/ hr, a street child takes home 133.33 USD per month, 12 times his earlier earning capacity. The project currently offers following services – data entry, scanning services and creation of HTML pages.

### *The Byrraju Foundation*

The Byrraju Foundation was set up in 2001 to build progressive, self-reliant rural communities bringing about sustainable rural transformation by using appropriate technology and building capacities of the rural people through training and leadership development.

### *Approach to work*

The foundation follows a community development approach to its work. It identifies needs, designs solutions, tests and validates the same and then implements the projects in partnership with communities. The Foundation builds capacities of communities through training and providing opportunities for skills development and creating community leaders.

### *Programmes for children*

The Foundation has developed 170 model schools benefiting 40,000 rural children. It has also set up 35 IBM Kid Smart centres in rural primary schools.

**For more details on Satyam Computers visit, www.satyam.com**

## WIPRO

### *Introduction*

WIPRO was incorporated as Western India Vegetable Products Ltd. in the year 1945. Wipro has grown from a small producer of cooking oil to a colossus by Indian standards: 23,000 employees, USD 902 million in revenues and USD170 million in profits for the fiscal year ended in March 05. Sales have increased by an average of 25 per cent a year and earnings by 52 per cent annually over the past four years. Today, it is a $903 million-a-year global company and most of its business comes from information-technology services. Since 1997, Wipro's revenue has grown by an average of 26 per cent a year while profits have grown by 69 per cent. Its 15,000 technologists write software, integrate back-office solutions, design semiconductors, debug applications, take orders and field help calls for some of the biggest companies in the world.

### *Corporate Social Responsibility*

Wipro does not have a separate vision and mission for Corporate Social Responsibility. Wipro sees its work as a social responsibility. Wipro believes that to have a successful business, the surrounding society must be a successful. To quote Mr Azim Premji, Chairperson, Wipro, "We cannot be an island of excellence. Along with the development of a business, the society around it too has to be developed. Otherwise, there are bound to be conflicts that will affect everyone. It actually makes good business sense to work with the society in mind."

The top management is indirectly involved in the CSR programmes. Quarterly review meetings of the Corporate Executive Committee on all issues related to social initiatives are held, where the members meet and review all programmes every quarter.

Mr Premji himself and a few top management people are actively involved in the social programmes. Their management insights and experience add significance to the programmes.

Wipro's work prompted Business world FICCI-SEDF Corporate Social Responsibility Award 2003

to rate Wipro as one of the top Indian corporate championing the cause of Corporate Social Responsibility and sustainable development.

### *Approach to work*

The focus area of Wipro is education. Wipro sees education as being very fundamental to development. With more and more jobs being based on the knowledge industry, even traditional jobs like trading now require automation and therefore, education has become necessary.

By working in the field of education, Wipro helps people to access whatever opportunities that are available.

### *Programmes for children*

Wipro's main initiative is called Wipro Applying Thought in Schools (WATS). It contributes towards improving quality of education in government schools in India.

WATS seeks to engage and influence all stakeholders in the education process.

Active in 15 cities, the initiative has imparted close to 125,000 hours of training to over 2,500 teachers, principals and parents from 100 schools nationally.

Wipro has partnered with experts in education to incorporate contemporary international research and the best teaching practices from across the country to each of the enrolled schools.

Wipro Forum is a collection of organisations who partner in its effort to improve the quality of education in the country. Wipro's partners include NEEV, Teacher Foundation, Eklavya, EZ Vidya, Discoveri, Digantar, Education Initiatives, Vikramshila, Sparsh and others.

WATS benefits are manifold as it targets every stakeholder. The teachers are able to learn and share innovative teaching-learning techniques, children inculcate thinking and questioning abilities and parents and local leaders are reoriented to nurture children and make them fit for the future workplace.

Another initiative is Wipro Cares. This is a voluntary effort by the employees of Wipro to spend time and money on social causes. When Wipro Cares came into being three years ago, funds were collected for relief operations. For instance, after the Gujarat earthquake, Wipro Cares collected over 2.2 million USD and the same was spent on relief and rehabilitation.

Wipro Cares now supports ongoing projects in the urban slums of Bangalore and Hyderabad. Three issues are being addressed – unemployment, hygiene and sanitation.

The Wipro Cares Department provides all necessary support to volunteers. In terms of modalities and logistics, the company identifies the persons to be contacted on the site, the nature of work and the exact requirement. Wipro also provides food and transport to volunteers.

Wipro also has a payroll-giving programme where Wipro gives employees several options. Employees can make either one time payments, or opt for monthly or quarterly deductions from their pay towards social causes. It is totally voluntary.

In a month, the collection on an average is between USD 2,200 – 4,400.

**For more information on Wipro, visit http://www.wipro.com/**

Save the Children fights for children's rights.
We deliver immediate and lasting improvements
to children's lives worldwide.

Save the Children works for:
- a world which respects and values each child
- a world which listens to children and learns
- a world where all children have hope and opportunity

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