

# Corporate Social Responsibility and Education in India

Supriya Lamba Sahdev<sup>1</sup>, Ashwarya Doomra<sup>2</sup>, Shubham Bhardwaj<sup>3</sup>

Assistant Professor, Amity International Business School, Amity University, Noida, Uttar Pradesh, India.<sup>1</sup>

MBA-International Business Students, Amity International Business School, Amity University, Noida, Uttar Pradesh, India.<sup>2,3</sup>

**Abstract— This project highlights the importance of CSR in corporate policy. It also focuses on the need of CSR in education in India. There are many challenges to education which can be seen these days such as budget constraints, standardized testing, and employee retention and workforce competition in a global scenario. Businesses have a CSR budget they need to fulfil for which they need impact areas to invest upon that correlate with their own business goals and align with their objectives. For many businesses, the educational sector as a CSR initiative is the prime investment as the need exists in all geographic areas for all kinds of people. Most importantly, education is such an investment that is highly yielding for all players associated with it.**

**Keywords: CSR**

## WHAT IS CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) is a company's sense of responsibility and accountability towards the community and the environment in which it functions. Customer demand satisfaction as well as meeting the expectations of employees, suppliers and other people is an important part of CSR. Corporate Social Responsibility is essential on a national as well as an international level to do business effectively. Corporate Social Responsibility should be done keeping in mind overall economic development. In today's world with increasing globalization, businesses are realizing the need of Corporate Social Responsibility. In US, a philanthropic model of CSR is adopted. Companies after making profits, donate a certain share of it to charitable causes. The company does not focus on benefits gained by engaging in Corporate Social Responsibility. On the other hand, the European model focuses on running business in a socially responsible way wherein investment done in companies is solemnly for business reasons. Here Corporate Social Responsibility is used for wealth creation and is therefore beneficial to business as well as the society. In India, a combination of both the US and the European model is used in the practice of CSR activities.

Corporate Social Responsibility is basically about how companies control their day to day business activities and business processes and in return give a positive outcome to the society and environment as a whole. Organizations

these days include social and environmental issues as a holistic part of business and also in their interaction with the shareholders and consumers. These definitions on CSR focus on the improving social welfare and the for the betterment of the society. Environmental, social and ethical issues are actually integrated and embedded in the business activities.

The true definition of Corporate Social Responsibility is that firms integrate environmental, ethical and social issues in business processes and decision making with the intention to benefit the stakeholders.

CSR is about building sustainable businesses in the economy and is driven by the following factors:-

1. People must work hand in hand for effective functioning of markets, labour and communities.
2. Contributing to the business as well as the society is an essential part of doing business.
3. To gain trust of the people, businesses have to be more accountable for their work and must openly show their performance in terms of Corporate Social Responsibility related activities.
4. Worldwide, companies are expected to do more than just profit making but also be useful for the community as well as the environment by engaging in CSR activities.
5. There is also pressure from shareholders which indulges companies to engage in CSR.
6. CSR is an essential activity worldwide because of globalization. Global organizations gain advantage from CSR. The key driver for CSR is social investment, and by indulging in matters of public policy CSR drivers lead the firms to good leadership and ultimately profitable business. Through these activities there is improved and closer relationships with investors and the stakeholders of the firm.

## BENEFITS OF CSR

1. It helps to address the social issues caused by the business and they can work towards finding a solution to those issues.
2. It also protects self-interest of the business.
3. It limits any intervention by the government in the future as businesses function in a sustainable manner.
4. It looks into all the social and environmental issues by using the resources as well as the expertise of the business.



5. It acts as an insulator for the society and protects it against the negative impact of the activities of an organization.
6. It illustrates the fact that companies can actually make more profits by doing the right thing.
7. By engaging in Corporate Social Responsibility, the company can share its benefits both with shareholders as well as stakeholders.
8. Corporate Social Responsibility activities demonstrate a company's commitment towards societal ethics and values. It also contributes to the society's economic, social and environment goal fulfillment through action.
9. Societies have a feeling of an overall positive impact.
10. CSR is the responsibility of companies to do more than what the law requires them to do.
11. The value generated through Corporate Social Responsibility activities is not merely tangible in the form of revenue. For simplifying the value generated, it can be broken down into three broad categories: environmental, financial and social value, each supporting growth, improvement on capital, organization quality and the status of a company.
12. Hence Corporate Social Responsibility is such an activity that is beneficial for all in many ways. It has an immense contribution to a better society as well as a cleaner environment. Hence efforts must be made to practice CSR at a large scale.
13. Both companies and the government must join hands and work for the collective good by engaging in CSR activities. If this is done by taking adequate steps, CSR will be a sure shot success in any organization.

### CHALLENGES IN CSR

There is a lot of criticism and debate on the idea of Corporate Social Responsibility (CSR). It is a common belief that the primary responsibility of a company is only toward their shareholders and directors. One of the common observations in Corporate Social Responsibility is that there is a conflict between business goals and the concept of social responsibility. Many businessmen believe that the main objective of any business is to make profits to benefit their shareholders. Doing anything beyond this purpose undermines this central principle of running a business. An organization has an answerability to its shareholders to make as much profits as possible and it is also accountable for spending some of those profits on socially responsible projects and that is at times a cause of dilemma.

Another criticism in case of Corporate Social Responsibility is that the society does not gain much benefit

from the CSR activities of businesses. These CSR activities must yield positive results for both the company as well as the society. Companies tend to promote their brand worldwide and thus invest a meager amount in these projects involving societal and environmental benefit. For them public relations as well as their image holds more value than the CSR projects and activities.

One of the challenges that companies face when becoming involved in Corporate Social Responsibility is growing consumer skepticism. Consumers are well aware of the fact that most of these corporate social responsibility activities are just a hoax and their main motto is still profitability. Consumers these days believe that businesses may not be acting in the best interest of the society and the environment.

Even genuine businesses who actually do invest in socially responsible activities face the challenge of winning over customers as the overall picture about investment in CSR is quite negative.

Clearly, businesses that want to engage in socially responsible activities must face a tremendous number of challenges and criticisms. They need to analyze all the positives and negatives that are associated with CSR and determine what is best for sustainability of their business.

### THE CSR BUDGET

For the purpose of ensuring transparency in businesses and the fact that businesses act in the benefit of the society, Government of India made it compulsory for companies with regard to certain clauses and guidelines to undertake Corporate Social Responsibility activities under the Companies Act, 2013.

The concept of CSR is explained in clause 135 of the Companies Act, and it is applicable to the companies that have an annual turnover of Rs 1,000 cr. or more, or net worth of Rs 500 cr. or more, or net profit of Rs 5 cr. or more. Under these guidelines, companies must use at least 2% of their average profit in the last three financial years for Corporate Social Responsibility activities.

The law listed many activities under Corporate Social Responsibility, which covers education, gender equality and empowering women in the society, combating diseases such as AIDS, malaria, poverty eradication programs, contributing to funds including prime minister's national relief fund, social business projects, improving maternal health, reducing child mortality, sustainable development and employment to enhance vocational skills of people. The company can perform these functions by collaborating with an NGO, or by combining their resources with another firm. The law includes that each company must have a Corporate Social Responsibility committee which would take crucial decisions on the CSR expenditure and activities which are supposed to be conducted. This committee shall have three or more directors, with at least one independent director whose presence will guarantee democracy and diversity in the decision-making process. With



the Corporate Social Responsibility Act, two main changes happened:

1. A range of activities were specified, thus the government can influence corporate action.
2. Compulsory disclosure of Corporate Social Responsibility initiatives and expenditure which was made mandatory, makes the firm accountable to the society. All disclosure, financial or otherwise improves corporate behavior and increases accountability.

#### **THE CSR BUDGET FOR EDUCATION**

As Corporate Social Responsibility (CSR) has become a legal mandate, a large number of Indian companies identify education as the core area for their sustainability activities. Among all the Corporate Social Responsibility activities education is the prime investment with a large number of companies being interested in using their funds in this sector. A large number of companies control their Corporate Social Responsibility by partnering with local, independent NGOs whereas a few work with their own NGOs. Thus education amongst the CSR activities is the prime investment. Companies want to invest in education as, it is the youth of our country that is responsible for development of our country. Investing in education is synonymous with investing in development of our nation in all sectors thus companies must join hands and pool in their resources and wealth for the greater good of our country.

#### **WHAT BUSINESSES CAN OFFER IN THE EDUCATIONAL SECTOR**

1. Provide Funds – A business can give the one most valuable input for CSR in the educational sector which is money. The education situation in our country is underdeveloped as there are unplanned budgets. There is immense shortage of financial support and stability. There is need for proper schools, trained teachers and incentives for students to attend school. The businesses can change this by providing financial support when necessary.
2. Operational know-how – students, educational institutes as well as the society can benefit from the expertise of the companies to make sure that all needs are fulfilled. Companies wanting to contribute in the field of primary education must face hurdles like time constraints, standardized testing, technology access and a vast curriculum.
3. Influencing other stakeholders: The impact of business can be seen by the effect on its stakeholders which are investors, employees, customers and institutions. A whole hearted commitment in the field of education is necessary and it would also influence other people to invest in education.

4. Raising awareness about the importance of education – Businesses can use celebrities to endorse their products similarly celebrities can be used to endorse about the importance of education. As people look up to them, they would start realizing the importance of education.

#### **CSR LEADING TO COMPETITIVE ADVANTAGE IN EDUCATIONAL INSTITUTIONS**

The government, media and social activists have now started holding firms accountable for the outcomes of their socially responsible activities. Companies are ranked in the order of their performance in CSR. These ranks are of immense importance therefore businesses have now made CSR their priority.

Many companies have tried to work upon the outcomes of their CSR activities but much has not been achieved. The existing approaches to CSR are very disconnected from business and strategy. If companies start using CSR as an integral part of their decision making they would discover that Corporate Social Responsibility can be a source of innovation, opportunity, and competitive advantage.

CSR helps an institution build a competitive advantage in various ways. It helps the firm get recognition and builds its image. For small institutions with insufficient resources to compete with the large institutions, CSR can be a major differentiating point. A small institution that lays emphasis on CSR may be able to attract better students, faculty and recruiters.

#### **THE IMPACT OF GLOBALISATION ON CSR**

Globalization is the process of amplification and acceleration of social activities and economic cooperation in countries. It influences individuals and businesses in terms of its operations, technology and culture. Every company is a part of the society and is inevitably affected by the expectations of the society. Due to globalization, companies are expected to do more to fulfil societal expectations. Globalization though being advantageous in many ways, it could also be detrimental by widening the gap between developed and developing countries. Developing countries can develop by retaining talent, improving education and other policies. They must be at par with developed countries by maintaining peaceful relations, allowing free trade and investment.

In the era of globalization, companies have come to realize a common vision of CSR through issues they can collectively work upon. Businesses have realized that by maintaining ties between communities, there would be effective exchange of information, energy and ideas. These day companies are opening up separate offices for community management and public relations as they are looked upon as important domains which require special attention.



Corporations are moving away from the philanthropic model towards being socially responsible and working for a good cause. Many corporations are nowadays working towards being socially responsible but a lot can still be done in areas like health, education and other essential areas which form the backbone of any economy. For effectively reaping the advantages of CSR one must understand the region and environment in which the companies operate and in detail study the problems that hinder progress and must collectively work upon them for a better future.

Thus globalization has both positive and negative aspects. On one hand firms can maximize efficiency and performance and help in sustaining overall economic growth, on the other hand there are problems detrimental to the environment as well as individuals wherein there is unequal distribution of income and welfare.

Thus countries need more efforts to face the challenges and threats caused by globalization. Companies in developing and underdeveloped countries must focus on bridging the digital, economic, social and environmental divide and poverty eradication must be the essence of their CSR agenda, only then will true progress take place which would be favourable for the collective good of the society at large.

#### **CSR AND EDUCATION IN INDIA**

Higher education institutions may be considered as corporations where CSR ideas may be implemented. Education in India, especially higher education is facing a lot of challenges. These may be limited budget, teacher retention and cut throat competition. The gap in Indian higher education may be due to the fact that not everyone can afford University education. National Knowledge Commission stated that the existing regulations need to be worked upon as it regulates the existing institutes in wrong areas which is a hindrance to innovation and creativity. A major issue in the Indian education system is that the budget allocated for research is very less when compared to other countries like US and China. This shows lack of drive in research in the Indian institutes.

To overcome these challenges, we have to realize that our country has a lot of assets by which we can be at par globally. India already has a large pool of scientific and educated workforce which is much more than most countries. So, there can be a blend of CSR and Non-Government Organizations (NGO's) for CSR to be most effective.

Although India is a high growth economy but there still exists a huge gap between the rich and poor due to poverty, illiteracy etc. To bridge this gap education institutes and Corporate Social Responsibility play a major role in our country. CSR has become an important segment of the corporate strategy these days. Some of the major companies

like TATA and Birla have always engaged in CSR activities while others like Bharat Petroleum Corporation Limited and Maruti Suzuki India Limited adopt villages and work on their holistic development.

Thus CSR has become an integral part of most mid to large segment companies with a proper budget and even corporate strategy. The CSR goals of most companies closely match with the company's business wherein the employees take the initiative and use their skills to get the best result. The CSR programs may range from education, healthcare to community development. Training and educating young minds of our country to provide better sanitation and medical facilities, helping villagers by teaching vocational skills would definitely go a long way for achieving success of the nation.

Companies are getting involved in educational sector for many reasons, they want to perform better financially, make a positive impact and goodwill among its shareholders and stakeholders. Everyone in the educational sector and the society as a whole can benefit from the expertise of these companies bring, specifically if the groups coordinate together to make sure that all objectives of social responsibility are fulfilled and target those in need.

The impact of CSR can be tremendous as long as right needs are addressed. Therefore it is essential to identify which area to work upon and then carefully taking steps to resolve issues in that area. The CSR initiatives must also focus on a futuristic vision for India. Keeping up with India's fast pace of development, it can be targeted as a knowledge based economy. It is highly advantageous for companies engaging in CSR activities to set up world class universities clubbed with excellence in academic research and superior quality of teaching.

#### **CHALLENGES FOR EDUCATION TO BE ACHIEVED THROUGH SOCIAL BUSINESS**

Social businesses are a better solution so as to replace pure charity work. It is now essential for every business to engage in activities benefitting the society as well as the environment. Social businesses have clarity about their CSR goal and objective. Hence social well-being in this case is associated with business.

As education is a diverse field, its challenges need to be appropriately addressed using social business instruments. Firstly, education is such a discipline that is hard to commercialize. Education requires justice, planning and careful administration. Thus education cannot be popularized like business models. This challenge of portraying education as an act of CSR for the advantage of a company is of utmost importance.

Primary education is important and must be given free of cost. Higher education is usually provided with a large amount of public support from different countries and other professional and vocational training courses are already making



profits. The social impact of education is hard to determine. The investors in the businesses must be ensured about the social benefit due to their investment only then would they be willing to invest their money and get considerable returns either in terms of profits or in terms of societal well-being. It is a known fact that educational impact is time taking and initial investment in such projects is high. Therefore, marketing efforts are needed to convince investors to invest in education. Education is a long term investment with guaranteed gains in future, but taking that initial step and investing that huge amount is necessary along with having faith and waiting for the positive future outcome which is bound to come. These challenges must be overcome for the educational sector to grow in an effective and efficient manner.

**CSR INITIATIVES TAKEN BY THE GOVERNMENT IN EDUCATIONAL SECTOR**

In today’s dynamic and equitable societies quality of education is very important. The basic foundation for societies is the education. In India, out of the enormous number of students enrolled in schools, only a few receive quality education. Many students even drop out of schools and are engaged in child labour.

To stop the dropout rates government of India is taking best possible steps. It has started the “Sarva Shiksha Abhiyan” since 2000 which seeks to offer education to all. In many schools, the mid-day meal scheme was introduced so that the rate of dropouts goes down. For increasing number of literate females, the “Sakshaar Bharat Mission” was launched in 2001. To provide quality education and enhance access in secondary schools “Rashtriya Madhyamik Shiksha Abhiyan” scheme was introduced in 2009. The Indian government has also focused on providing proper drinking water and infrastructure in schools. But only these measures are not sufficient, along with the government everyone has to take part in imparting quality education. We need a society that has innovators and leaders and for that quality education is essential. Higher the number of educated people more will be the progress of our nation. With large number of young minds and new ideas it would foster overall development of our country.

Like the Indian government, corporate also have vital role for improving the education sector. Corporate have been allocated a Corporate Social Responsibility budget which they need to fulfil. The CSR budget can effectively be used by the corporate in the educational sector. By this method, companies can also contribute to this worthy cause and work for the greater good of the society. Many private companies are taking this initiative to ensure that best quality education is provided in India.

**COMPANIES INVESTING IN CSR 2015-2016**

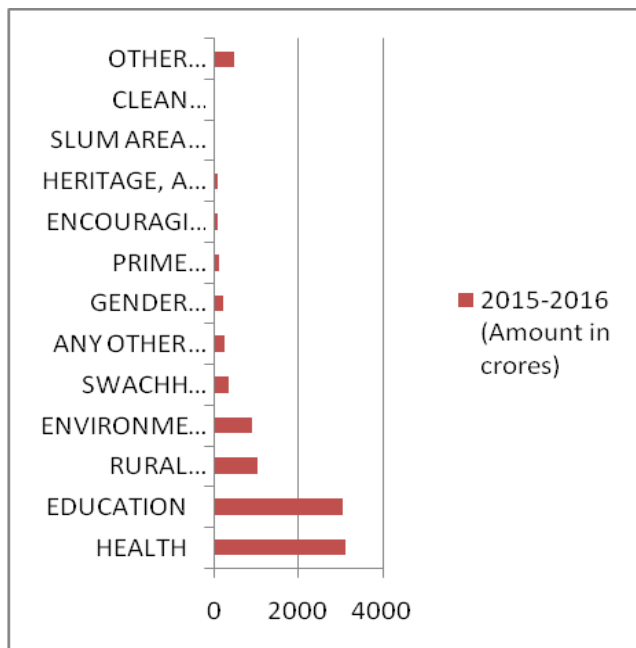
**DEVELOPMENT SECTOR WISE CSR EXPENDITURE (2015-2016)**

As evident from the data, education is an area which is targeted after health as far as the CSR Budget is concerned. In FY 2016-2016, companies spent 3073 cr. in the educational sector. This shows how companies are interested in developing the educational infrastructure and facilities in India. Everyone must hence support CSR in education for the overall development of our country as a whole.

S.No.	Name	CSR Spent (in crores)
1	Reliance Industries Limited	652.0
2	NTPC Limited	491.8
3	ONGC Limited	421.0
4	TCS Limited	294.2
5	South Eastern Coalfields Limited	270.9
6	ITC Limited	247.5
7	Central Coalfields Limited	212.8
8	NDMC Limited	210.1
9	TATA Steel Limited	204.5
10	Infosys Limited	202.3

Sr.NO	Sector	2015-2016 (Amount in crores)
1	HEALTH	3117
2	EDUCATION	3073
3	RURAL DEVELOPMENT	1051
4	ENVIRONMENT	923
5	SWACHH BHARAT KOSH	355
6	ANY OTHER FUND	262
7	GENDER EQUALITY, WOMEN EMPOWERMENT	213
8	PRIME MINISTER’S NATIONAL RELIEF FUND	136
9	ENCOURAGING SPORTS	95
10	HERITAGE, ART AND CULTURE	90
11	SLUM AREA DEVELOPMENT	9
12	CLEAN GANGA FUND	3
13	OTHER SECTORS	497
	TOTAL AMOUNT	9822

Source: Ministry of Corporate Affairs, Government of India



Source: Ministry of Corporate Affairs, Government of India

### CORPORATE SOCIAL RESPONSIBILITY INITIATIVES TAKEN BY COMPANIES IN THE EDUCATION SECTOR

#### TATA GROUP:

UNCEF and CII has joined hands with the Tata group to formulate report on “Best Practices of CSR in the field of Education in India”. In 2010 this report was released at “Universalization of Education - Role of Corporate India” conference which highlighted some steps taken by corporate in the education field. It helps to identify key learning’s from these initiatives. Tata group had nearly 1000 core budget on CSR for the year 2013-14, TISCO being main sponsor. Tata is working to improve government primary schools in terms of standard of education in Odisha.

Tata group launched another excellent education programme in Pune. These programmes identify boys and girls from various secondary schools and ensure that they improve and the drop out rate is reduced every year. This is not the end; Tata group has started a special needs children school “AshaKiran” which supports 11 schools in Jamshedpur. Besides this, special classes are held for the weak students and meritorious children are provided with scholarships.

Tata telecom facilitates education for the underprivileged and lower communities in schools. Special training programmes for the teachers are organized to ensure that quality education is given to government schools students.

#### WIPRO GROUP:

The Wipro group known worldwide for its philanthropist vision towards the society has always caught eyes of its stakeholders worldwide. Wipro started “Wipro Cares” to contribute towards social and educational

development. Wipro group provide relief camps for the people who faced various natural calamities and also provide education to the underprivileged sections of the society. The prime focus of the programme is confidence building, communication skills and building self-respect. The Wipro care programme has already been successfully implemented in various government schools in Chennai and Bangalore. The volunteers of Wipro Cares every Saturday devote two hours with children and provide them learning in a fun and easy way. The learning centres provide safe and secure environment to the underprivileged and children from lower sections of the society. This learning centre was inaugurated by NGO “Makkala Jagriti” which focuses on underprivileged children.

The Wipro Care volunteers use creative techniques find the hidden talents in these children especially during the summer break. These activities also make summer holiday fun for the children and they learn in a fun way. The fun activities include painting, storytelling or fun with the clay. These camps held by Wipro helps in overall development of these children and motivate them to succeed in life. Wipro group has ensured that all students are motivated to be regular for school. To ensure regularity Wipro Cares equips all the government schools with toilets and clean.

#### BHARTI AIRTEL:

The Bharti Foundation was formed in 2000 by the Airtel group with the objective “To help underprivileged children and youth of our country realize their potential.”The mission of this foundation is to bring changes in the society through technology and education. Bharti Foundation’s mission is to create and support programs that bring about sustainable changes through education, use of technology and information and best practice sharing. Airtel groups main goal is increasing the accessibility and providing quality education for the underprivileged students and provide with right training to the youth. The foundation helps in overall development of underprivileged children. This foundation covers approximately thirty thousand students. The foundation has joined hands with some of the premier institutes like IIT-Delhi. Together Airtel and IIT-Delhi in 2000 formed the telecommunication technology and management institute which supports 200 students every year, it also has another centre in Mumbai.

#### INDIAN OIL CORPORATION (IOC):

IOC has taken initiative in the field of education by rewarding meritorious students with scholarships every year. Girls, underprivileged children and physically challenged children are also rewarded. The CSR activities include financing schools for repair of the school, providing mid-day meals to school children, scholarships for students from poor background, rewarding meritorious students and organising various sport events.

#### Various Scholarship schemes of IOC:

- Fifty percent scholarships are rewarded to reserved a category that is SC/ST/OBC students.



- Twenty five percent scholarships are rewarded to the girls. To promote education of girl child.
- Ten percent scholarships are for physically challenged and students with disabilities to support them and give them a fair chance to lead a normal life like any other child.
- Students willing to pursue professional courses like BTech, MBA, MBBS are also provided with scholarships for pursuing courses after class XII.
- Indian Oil has also introduced the Sports scholarship schemes for young sportsmen playing for state teams and national rank holders.

#### **RELIANCE INDUSTRIES:**

Reliance Industries are actively involved in repair of the schools and students are also provided free books and notebooks. Also, Reliance group aims to spread need for education in computer and technology in backward villages and rural areas. Mrs. Nita Ambani ensures that the help reaches all the backward areas of India and Reliance group provides local schools with financial aid and various training programmes for the teachers. Reliance group organises various programmes for development of skills so that everyone becomes self-sufficient. Reliance group also works towards women empowerment and organises various projects to empower women and the youth. Reliance group also has a special project launched "Jagruti" for students who have dyslexia from underprivileged part of the society. It helps them to educate and nurture their hidden talents.

Reliance Dhirubhai Ambani Protsahan programme was launched by Reliance for providing financial aid to meritorious students for higher studies Scheme for supporting meritorious students and providing financial aid to the toppers for pursuing higher studies in various professional courses.

#### **CANON INDIA:**

Two government schools in a rural area were adopted by Canon India. These two schools are entirely taken care by Canon in terms of infrastructure, training of the teachers and providing various sports facilities as well. Toilets for girls were also built, solar panels were also installed to use the solar energy, safe and pure drinking water was also provided. Canon India also encourages employees to contribute towards a cause they are passionate about. is committed to the causes of environment and Education. They also encourage employees to share their time and skills towards the causes they feel passionate about.

#### **DLF Ltd:**

One of the biggest real estate developers in India. The DLF group which creates world class infrastructure all over India contributes significantly in increasing pace of economic development and contributing towards society. DLF has continuously contributed towards the

society. During its establishment in Gurgaon DLF undertook various local problems in the small villages and first constructed various village roads and provided electricity to the villages. DLF started its education initiative by setting up an informal school "Swapana Sarthak" for the children of the workers. Children in this school are provided free uniform, midday meal and free material to learn. Classes are conducted by trained volunteers.

DLF joined hands with Pratham in 2007 to set up more learning centers and introducing innovative methods of teaching. Various awareness campaigns were organized in the villages so that people become aware about the importance of education.

#### **CONCLUSION**

There are many aspects of Corporate Social Responsibility. Most eligible sector is the education sector in all areas and for all kinds of people. Investing in education would mean, progress in the educational sector which can transform our country and boost our economy.

Thus, for development of our country, Corporate Social Responsibility programmes must contribute majority of their resources to education. Joint efforts between the government, corporates and various educational institutions will ensure that educational reforms and bring about the desired social development needed in our country.

#### **REFERENCES**

1. What is Corporate Social Responsibility? Advantages of CSR.. 2015. What is Corporate Social Responsibility? Advantages of CSR.. [ONLINE] Available at: <http://www.csrinpractice.com/what-is-csr/>. [Accessed 1 July 2017]
2. Driving Forces Of Corporate Social Responsibility Commerce Essay. 2015. Driving Forces Of Corporate Social Responsibility Commerce Essay. [ONLINE] Available at: <http://www.ukessays.com/essays/commerce/driving-forces-of-corporate-social-responsibility-commerce-essay.php>. [Accessed 2 July 2017].
3. Abha Chopra, Shruti Marriya (2013) Corporate Social Responsibility and education in India, Available at: <http://www.iie.chitkara.edu.in> (Accessed: 2 July 2017).
4. The Benefits of CSR | Simply CSR. 2015. The Benefits of CSR | Simply CSR. [ONLINE] Available at: <http://www.simplycsr.co.uk/the-benefits-of-csr.html>. [Accessed 3 July 2017].
5. Challenges of Socially Responsible Business. 2015. Challenges of Socially Responsible Business. [ONLINE] Available at: <http://toolkit.smallbiz.nsw.gov.au/part/17/84/364>. [Accessed 5 July 2017]
6. The Effect Of Globalisation On Corporate Social Responsibility. 2015. The Effect Of Globalisation On



- Corporate Social Responsibility. [ONLINE] Available at: <http://www.ukessays.com/essays/economics/the-effect-of-globalisation-on-corporate-social-responsibility-economics-essay.php>. [Accessed 5 July 2017]
7. CSR in Education: The Burning need for Innovations | The CSR Journal. 2015. CSR in Education: The Burning need for Innovations | The CSR Journal. [ONLINE] Available at: <http://thecsrjournal.in/csr-in-india-education/>. [Accessed 6 July 2017].
  8. Best Practices of CSR in the field of Education in India-tsmg. 2015. Best Practices of CSR in the field of Education in India-tsmg. [ONLINE] Available at: <http://tsmg.com/reports/50-reports/466-best-practices-of-csr-in-the-field-of-education-in-india.html>. [Accessed 7 July 2017]
  9. Wipro Ltd. | CSR Rating - Corporate Social Responsibility - India|Details of CSR of the 501-1000 companies for the year 07-08 | www.karmayog.org. 2015. Wipro Ltd. | CSR Rating - Corporate Social Responsibility - India|Details of CSR of the 501-1000 companies for the year 07-08 | www.karmayog.org. [ONLINE] Available at: [http://www.karmayog.org/csr501to1000/csr501to1000\\_22160.htm](http://www.karmayog.org/csr501to1000/csr501to1000_22160.htm). [Accessed 7 July 2017]
  10. CSR in education in India . 2015. CSR in education in India . [ONLINE] Available at: <http://stemlearning.in/csr-in-education-in-india/>. [Accessed 9 July 2017].
  11. Education and Corporate Social Responsibility: International Perspectives - Jamilah Ahmad, David Crowther - Google Books. 2015. Education and Corporate Social Responsibility: International Perspectives - Jamilah Ahmad, David Crowther - Google Books. [ONLINE] Available at: [https://books.google.co.in/books?id=mtMkdUi5pqYC&pg=PA203&lpg=PA203&dq=a+model+that+explains+csr+and+education&source=bl&ots=H3kKIwSzSH&sig=H0QsZ3ea-aU\\_I9xvi7PHRgpSpSw&hl=en&sa=X&ved=0CD0Q6AEwAzgKahUKEwiDtrOkroHHAhUJKZQKHS48BUI#v=onepage&q=a%20model%20that%20explains%20csr%20and%20education&f=false](https://books.google.co.in/books?id=mtMkdUi5pqYC&pg=PA203&lpg=PA203&dq=a+model+that+explains+csr+and+education&source=bl&ots=H3kKIwSzSH&sig=H0QsZ3ea-aU_I9xvi7PHRgpSpSw&hl=en&sa=X&ved=0CD0Q6AEwAzgKahUKEwiDtrOkroHHAhUJKZQKHS48BUI#v=onepage&q=a%20model%20that%20explains%20csr%20and%20education&f=false). [Accessed 10 July 2017].
  12. Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility - HBR. 2015. Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility - HBR. [ONLINE] Available at: <https://hbr.org/2006/12/strategy-and-society-the-link-between-competitive-advantage-and-corporate-social-responsibility>. [Accessed 11 July 2017].
  13. DLF Ltd. | CSR Rating - Corporate Social Responsibility - India|Details of CSR of the 1-500 companies for the year 07-08 | www.karmayog.org. 2015. DLF Ltd. | CSR Rating - Corporate Social Responsibility - India|Details of CSR of the 1-500 companies for the year 07-08 | www.karmayog.org. [ONLINE] Available at: [http://www.karmayog.org/csr1to500/csr1to500\\_19794.htm](http://www.karmayog.org/csr1to500/csr1to500_19794.htm). [Accessed 11 July 2017].
  14. Corporate Social Responsibility - Canon India - Personal. 2015. Corporate Social Responsibility - Canon India - Personal. [ONLINE] Available at: <http://www.canon.co.in/personal/web/company/about/csr>. [Accessed 12 July 2017]
  15. Corporate Social Responsibility :: Reliance Industries Limited . 2015. Corporate Social Responsibility :: Reliance Industries Limited . [ONLINE] Available at: <http://www.ril.com/OurCompany/CSR.aspx>. [Accessed 13 July 2017]
  16. Ministry Of Corporate Affairs - CSR Data and Summary. 2017. Ministry Of Corporate Affairs - CSR Data and Summary. [ONLINE] Available at: <http://www.mca.gov.in/MinistryV2/csrdatasummary.html>. [Accessed 14 July 2017].