

CORPORATE SOCIAL RESPONSIBILITY A CASE STUDY OF TATA GROUP

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ABSTRACT

The Tata group of enterprises is well-known for its corporate ethics and social responsibilities. They are the forerunners in carrying out various CSR initiatives. They are making an honest attempt in cultural upliftment via various progress methods. Tata group has benefitted a variety of people. Corporate social responsibility (CSR) revolves on the development of plenty for the greatest benefit, everything else being equal – including investors, employees, customers, the environment, and society. The word stakeholder refers to everyone on whom an organization's presentation and actions have an impact, either directly or indirectly. The growing concern for CSR, along with the growing relevance of brand and brand value to corporate performance, results in a shift in the relationship between company and consumer, particularly, and between enterprise and any surviving stakeholder groups generally. The stakeholders associated with the association are affected by both good and bad news relating to the organisation and its operations. From the hours of trading framework to the current modern period of plastic currency, mankind has come a long way. "Benefit" has always been the driving force and an inclination behind this turn of events; however, as each coin has different sides, developing competition and business battles in the cutthroat world began taking a heavy toll on excellence, transparency, the environment, and the general public, ultimately jeopardising business and society's diplomatic presence. The business organisations realised that they would need to go beyond the expenditure adequacy and deal with everything linked to their endurance in the way of life directly or indirectly for the organization's success.

Keywords: *Corporate, Social, Responsibility, Tata Group*

INTRODUCTION

CSR was first proposed in the 1950s in the United States, but it only became popular in the mid 1970s. Around that time, the United States faced a slew of societal issues such as poverty, unemployment, and pollution. As a result, the cost of the dollar fell precipitously. Corporate Social Responsibility has become a critical issue for several organisations advocating for corporate transformation. Companies recognised and started to tolerate societal responsibility from the 1980s to the 2000s. Corporate social responsibility (CSR) is centred on abundance creation for the best benefit of all stakeholders – including investors, employees, customers, the environment, and society. The word stakeholder refers to everyone on whom an organization's presentation and actions have an impact, either directly or indirectly. Because

of a book titled Strategic management: a stakeholder approach by R. Edward Freeman in the year 1984, this phrase was used to characterise corporate proprietors beyond investors.

CSR was initially introduced in the United States in the 1950s, but it did not become popular until the mid 1970s. At the time, the United States was dealing with a plethora of socioeconomic concerns, including poverty, unemployment, and pollution. As a consequence, the value of the dollar plummeted significantly. Business Social Responsibility (CSR) has emerged as a significant concern for many organisations campaigning for corporate reform. From the 1980s through the 2000s, businesses recognised and began to accept social responsibilities. Corporate social responsibility (CSR) is focused on creating abundance for the benefit of all stakeholders, including investors, workers, consumers, the environment, and society. Everyone on whom an organization's presentation and activities have an influence, either directly or indirectly, is referred to as a stakeholder. This word was coined in 1984 by R. Edward Freeman in his book Strategic management: a stakeholder approach to characterise company owners other than investors.

Corporate Social Responsibility of Tata Group

The Tata group collaborates with over 80 enterprises, ranging from steel, cars, and programmes to consumer goods and broadcast communications. It has over 2,00,000 representatives throughout India and hence takes pride in being the country's largest private boss. Mr Ratan N. Tata has effectively led the well-known Tata group. In 1991, he accepted the group's leadership. Mr. Ratan Tata was named Businessman of the Year for Asia by Forbes in 2004. He now serves on the passage establishment's leadership group as well as the programme leadership body of the bill and Melinda Gates Foundation's India AIDS crusade. Mr. Ratan Tata's successor, currently Mr. Cyrus Mistry, has taken the obligation. Under Tata, the organisation passed through key hierarchical phases of legitimization, globalisation, and now growth as it strives to reach a certain \$ 500 billion in earnings by 2020-21.

Approximately two-thirds of the assets of the parent company, Tata Sons Ltd., is controlled through charitable trusts endowed by Sir Dorabji Tata and Sir Ratan Tata, sons of Jamsetji Tata, the founder of the current Tata dynasty in the 1860s. Tata Sons Ltd. utilises between 8 and 14 percent of its net profit for various charitable causes via these trusts on a regular basis.

TATA Group's CSR Activities

TATA STAINLESS STEEL

Tata Steel has adopted the Corporate Citizenship Record, the Tata Business Excellence Model, and the Tata Index for Sustainable Development. Tata Steel spends 5-7% of its benefit after assessment on a few CSR activities.

a) Self-Help Organizations (SHG)

More than 500 self-help organisations are now functioning under various neediness alleviation initiatives, with 200 of them engaged with activities if pay age via small undertakings. SHG has reached up to 700 communities with its lady-strengthening activities.

TATA MOTORS, INC.

a) Pollution abatement

Tata Motors is the first Indian company to provide automobiles that meet Euro criteria. In 1992, Tata Motors' collaboration with Cummins Motor Company in the United States necessitated extensive effort to introduce outflow control technology in India. It has enlisted the assistance of well-known motor specialists such as Ricardo and AVL to create environmentally friendly motors.

b) Bringing Back Ecological Balance

Tata Motors is now planting 80,000 trees with the municipality, and over 2.4 million trees have been planted in the Jamshedpur area. In the Poona area, about 500,000 trees have been planted. The firm has directed all of its suppliers to pack their items in materials other than wood. In Pune, cleaned water is monitored in lakes that attract many sorts of birds from throughout the globe.

d) Creation of Employment

The Tata Motors Grihini Social Welfare Society assists female women wards, and they manufacture a variety of items ranging from pickles to electrical links, among other things.

d) Economic Capital In Lucknow, two social orders, the Samaj Vikas Kendra and the Parivar Kalyan Santhan, have been formed to promote rural development and provide medical care to the provinces.

3. TATA CHEMICALS LTD (TCL) Tata chemicals is attempting to be environmentally friendly. For the organisation, sustainability is being real and transparent to stakeholders, protecting the environment, creating monetary value, expanding fundamental rights, and creating social capital. A Tata chemical company upholds the UN Global Compact and is focused on outlining its sustainability performance in accordance with GRI (Global Reporting Initiatives) guidelines. Tata Chemicals Limited was also the first organisation to conduct the world's first mobile medical clinic - the Life Express – in the Jamnagar district between November 21, 2004 and December 21, 2004.

TATA TEA

Tata Tea has been working hard since the 1980s to meet the needs of people with special abilities. It has established the Srishti Welfare Center in Munnar, Kerala, and its many programmes provide education, preparation, and rehabilitation to children and adults with special needs.

5. TITAN

CSR is a critical component of TITAN Group's oversight impartiality and one of its corporate characteristics. CSR is characterised in its corporate philosophy as causing less damage but rather more significant damage by taking on the accompanying works on: respecting and

supporting neighbourhood communities, truly focusing on employees, being a functioning part for the general public, focusing on sustainable development, demonstrating work security.

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T.I.S.C.

In recognition of its corporate citizenship and sustainability measures, the TISCO received The Energy Research Institute (TERI) award for CSR for Fiscal Year 2002-03. TISCO was also honoured with the Global Business Coalition Award in 2003 for their efforts to raise awareness about HIV/AIDS.

OBJECTIVES OF THE STUDY

1. To Study on CSR Activities Of Tata Group
2. To study on are multiple beneficiaries benefited by Tata group. Corporate social responsibility (CSR) focuses on the wealth creation for the optimal benefit of all stakeholders

RESEARCH METHODOLOGY

A thorough review of the literature on the issue and related concepts has been completed. Optional information, which includes quantitative and subjective data, is obtained from a variety of sources, including books, research papers, articles, periodicals, and websites, with the final purpose of study in mind. When analysing data, use Likert Scale Tools.

ANALYSIS OF DATA

CSR and the Concentric Circle In 1971, the Committee for Economic Development issued a study outlining several parts of the corporate's responsibility. The duties of partnerships are shown as three concentric rings.

(a) Inner Circle: Clearly defined, critical tasks for the efficient execution of the financial function, goods, jobs, and monetary development.

(b) Intermediate Circle: Includes duty for carrying out this monetary role while maintaining a sensitive awareness of changing social traits and priorities. For example, environmental protection, recruitment and employee relations, data assumption for clients, well-being aspects, and so on.

(c) The Outer Circle: Newly emerging and as-yet undefined duties that business should assume in order to be more fully associated with actively working on the social environment.

Tata Motors' core group management identified social responsibility.

The table below reveals that Tata Motors Core Managerial Group has appropriately separated five acknowledged factors of social obligations. The management centre group expects this to be present at 100% in their organisation, and they promise that they are near to it.

All all, the activity is designed to quantify in awv the existence of CSR five limits in the above in the association based on the perception of inspected technical officials (n=37).

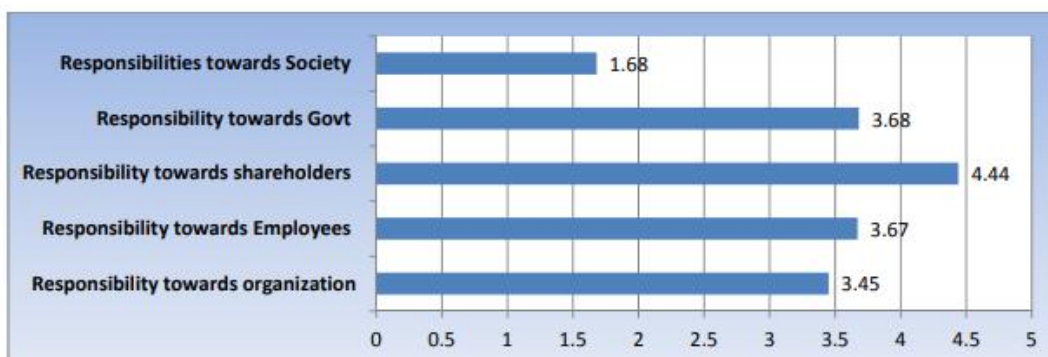
The awv is based on a five-point Likert scale, with "nothing" presence bearing 1 numerical weightage, "full presence," for example, 100 percent bearing 5 numerical weightage, and any value between 1 and 5 revealing the degree of weightage.

It can be noted that the analysed Tata Motors personnel have varying degrees of perspective about the existence of CSR limits. All such perception levels are statistically evaluated and grouped in the following table, and are addressed in diagram for the benefit of the readers' understanding.

Perceived awv over CSR Parameters by sampled officers in Tata Motors (n=37)

Sr.No	Parameters of CSR	awv
1	Responsibility towards organization	3.45
2	Responsibility towards Employees	3.67
3	Responsibility towards shareholders	4.44
4	Responsibility towards Govt	3.68
5	Responsibilities towards Society	1.68
	• Mean	3.38
	• Mean % to bench mark 5	67.60
	• SD	1.023782
	• Kurtosis	3.024381
	• Skewness	-1.44469
	• Range	2.76

Source: - field study



Graph No-1 Perceived awv over CSR Parameters by sampled officers in Tata Motors (n=37)

According to the table, the apparent mean worth in terms of awv by the studied technical authorities is 3.38, with a standard deviation of 1.023782 in a range of 2.76. a comparable mean (i.e. 3.38) is 67.60% of seat mark "5" It reveals that the centre group's CSR accomplishment is 32.40 percent (100-67.60) below the defined or mandated level. The next article describes the five limits of CSR that exist at Tata Motors at different levels (Advantage, S. T. C., Borgonovi, V., Meier, S., Sharda, M., &Vaidyanathan, L. ,2014).

a) Organizational accountability

Tata Motors is responsible for maintaining its company and working toward its growth, development, and strength, as well as maximising profits. If the cooperation is to achieve social and financial goals, authoritative expertise should be fostered.

c) Employees' Responsibilities

Employees are the foundation of every organisation. The following are some of the duties that a business element has to its employees: • Convenient payment

- A clean atmosphere; • Excellent and unbiased behaviour; • Medical treatment via yoga; • Sporting activities; and • Empowering them to participate in management choices (Albareda, L ,2008).

c) Accountability to shareholders

It is the obligation of the corporate element to protect the investors' investments and to make reasonable measures to return a reasonable profit on their investment.

d) Accountability to the government

According to the yearly assessment legislation, the state is eligible for a certain offer out of the benefit available. The benefit and loss account, as well as the balance sheet, must be completely transparent.

f) Societal responsibilities

The company should maintain high standards at reasonable prices. It should not resort to actions of neglect such as storage and black advertising. It is the association's obligation to contribute to environmental conservation. It should provide environmentally friendly items. Furthermore, contemporary waste management should be addressed. (E. Abrahamson) (2015).

CONCLUSION

The Tata group of enterprises is well-known for its corporate ethics and social responsibilities. They are the forerunners in carrying out various CSR initiatives. They are making a sincere attempt in cultural upliftment via various development procedures. Tata group has benefitted a variety of people. Corporate social responsibility (CSR) focuses on abundant creation for the best benefit of all stakeholders – including investors, workers, customers, the environment, and society. The word stakeholder refers to anybody on whose an

organization's actions and activities have an impact, either directly or indirectly. The growing concern for CSR, along with the growing relevance of brand and brand value to corporate performance, results in a shift in the relationship between company and consumer, particularly, and between enterprise and any surviving stakeholder groups generally. The stakeholders associated with the association are impacted by both good and bad news relating to the organisation and its duties. As a result, it is critical for businesses to focus not only on developing and expanding their centre development processes, but also on social concerns that reflect the organization's attitude toward its partners. According to an organization's point of view, the market boundaries within which enterprises will operate have been increased and widened. The relationship between consumers and their friends has shifted considerably. CSR is extremely important in a globalising society because of the way brands are built, which is often based on perceptions, aspirations, and ideals that appeal to higher characteristics. When such characteristics and desires are shifting, CSR is a technique for coordinating corporate operations with stakeholder esteems and demands.

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