

CORPORATE SOCIAL RESPONSIBILITY IN HIGHER EDUCATION

VOLUME TWO

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The purpose of CSR is to encourage businesses to focus on having a positive impact in the social order through promoting sustainable growth. Furthermore, India is among the few countries in the world that have mandated CSR which is a great way to engage with the society.

CSR in Higher Education is an emerging concept. Since number of corporate have recognized their responsibilities towards society and also identified this as distinguished contribution towards socio-economic development of the nation, by believing in the greater cause of education & employment.

CORPORATE SOCIAL RESPONSIBILITY IN INDIA



The Corporate Social Responsibility quotient deals with social, environmental & economic development of the community & stakeholders. Corporate Social Responsibility enables the businesses to integrate social, economic and environmental concerns in their operations and interactions with their stakeholders.

As per the Companies (Corporate Social Responsibility Policy) Rules, 2014; "Corporate Social Responsibility (CSR) Rules, 2014, Corporate Social Responsibility (CSR) means;

(i) The projects or programs relating to activities specified in Schedule VII of the Act as mentioned in this section or (ii) projects or programs relating to activities undertaken by the Board as per recommendations of the CSR committee & as per CSR policy of the company.

Activities eligible under CSR as per Schedule VII of the Act:

- eradicating hunger, poverty and malnutrition, promoting preventive health care and sanitation and making available safe drinking water
- promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects
- promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;
- ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro forestry, conservation of natural resources and maintaining quality of soil, air and water;
- protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional and handicrafts;
- measures for the benefit of armed forces veterans, war widows and their dependents;
- training to promote rural sports, nationally recognized sports, Paralympic sports and Olympic sports;
- contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development and relief and welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women;
- contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government
- rural development projects



CSR APPROACHES TO HIGHER EDUCATION IN INDIA

Funding for institutional sustainability

Higher Education is prone to CSR funding which builds the greater cause of educating tomorrow's. Good institutions can dream to be the best institutions; and can employ better resources. The institutions can plan well on their research and internationalization demands. There are living examples of Indian higher education institutions, which are philanthropically sustained by visionary conglomerates.

(Eduprogress, under its CSR Advisory wing, supports institutions & corporate in building CSR policies & plans. to know more please write us at cc@eduprogress.co.in , info@eduprogress.co.in)

Social philanthropy by HEI's (University Social Responsibility)

Universities have the responsibility of not only providing good education & learning but also to make the society more progressive. For such reasons, susceptible socially responsible Universities are need of the hour.

The CSR activities by such higher educational institutions can not only solve the purpose of the universities reaching out to complete their responsibility of educating the society, it also contributes towards socio-environmental goals of the state & nation.



At the rate with which the globalization is impacting the world economies, education continues to be at the realm of deciding factors for the growth of the economies. This comes at a time when the role of higher education institutions is changing from knowledge generator to knowledge facilitator. The perception about education is that, good quality education is expensive to provide, not just in abroad but also in India. At the same time, the prerogative of India is to, attract the best education





Since CSR is an emerging concept now, Corporates have started to adopt the strategies which suit them the best. CSR funding could be of two kinds – One is the institution built by the corporate on its own i.e. with the funding provided by their own foundation. Second is the funding provided to an upcoming institution like IIM, IIT's, PDPUs and many other such institutions attract funding through CSR. In some cases the CSR fund might also be provided to an agency for better execution purpose, since corporates are getting more conscious about using this opportunity for their company's branding.

MAJOR CSR CONTRIBUTORS TO INDIAN HEI'S & GUJARAT CASE

India is one of the largest democracies in the world with a majority of the population under the age of 45 years. This implies there is a lot of scope for education and any other activities, as India is one of the largest markets in the world. Where the companies are running their businesses there are also opportunities for new initiatives in all sectors, to reach the smallest pockets of the country and committedly working towards development of the nation.

Even in Gujarat, a lot of companies are established and the approach to CSR is in ways similar yet different than other states as more initiatives are being taken by universities coming up and education being an emerging field. The government of Gujarat has now set up the Gujarat Corporate Social Responsibility (CSR) Authority, to create an exclusive agency to channelize contributions to finance projects.

CSR programs in Higher Education in Gujarat taken up so far by corporates are mentioned below.

Reliance Foundation:	Dhirubhai Ambani Scholarship
Adani:	Disha Project – Hazira & Mundra
Pidilite Industries:	Providing Access to higher Education
Wipro:	Wipro Care; Courses/Workshops MA in elementary education fellowships
Asian Paints:	Tab – Lab Digital Literacy
Housing Development Finance Corporation Ltd.:	Capital & Operating Expenditure for Educational Institutes
Shrimad Rajchandra Love & Care:	Science Colleges Skill Development Centre Scholarships Promoting Education
Arvind Ltd.:	Scholarships to pursue professional degree Gyanda Project



LOOKING FORWARD

“Higher Education is a must CSR Vision in this global age.”

CSR funding to HEI's is more convenient to both the institutions and corporate entities. It yields higher socio-economic impact, and allows tax exemptions as per Income Tax Act, 1961. The corporate inclusivity with the University fosters competitive environment to build employable assets.

The Universities, as part of its University Social Responsibility can play a vital role to help the community and the Govt. at large by providing need-based education & skilling.

The Universities can also play socially inclusive role by supporting environmental sustainability, gender sensitization, healthcare & hygiene, sports education, technology incubation and preservation of national heritage, art & culture.



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About this Series:

The purpose of this communiqué is to provide informative reading on higher & technical education in India.

This is compiled and edited by the communications division at Eduprogress, published in fortnight editions of knowledge papers.

We are sure; this information will be useful and will also serve as a useful guide to those who are planning to establish education institution in India.

We always welcome your suggestions, write – up's and ideas on how we can make this communiqué more informative.



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