

RECENT TREND OF CORPORATE SOCIAL RESPONSIBILITY OF WIPRO

Dr Sumitra Vij

Associate Professor, Commerce

D B G Government College, Panipat, Haryana

ABSTRACT:

Corporate Social Responsibility (CSR) has become an integral part of modern corporate ethos, with companies worldwide embracing their role in contributing to societal well-being. Wipro Limited, a prominent multinational corporation headquartered in India, has established a robust framework of CSR initiatives that transcends traditional business objectives. This abstract provides a concise overview of Wipro's CSR endeavors, highlighting their multifaceted approach to addressing diverse social, environmental, and community challenges. From enhancing education and skill development to promoting healthcare accessibility and environmental sustainability, Wipro's CSR commitments reflect a holistic dedication to fostering positive change. By emphasizing employee engagement, ethical business practices, and social entrepreneurship, Wipro exemplifies how a global corporation can align its growth with responsible practices for the greater good. This abstract sheds light on Wipro's comprehensive CSR landscape, exemplifying the company's commitment to making meaningful contributions to society and exemplifying the evolving role of businesses in shaping a better world.

KEYWORDS: Corporate Social Responsibility, Technology, Wipro, Health Care, Business.

INTRODUCTION:

Corporate Social Responsibility (CSR) has evolved into a crucial facet of modern business operations, reflecting the increasing recognition that corporations possess a responsibility beyond profit generation. Companies worldwide are embracing CSR as a means to contribute positively to society, the environment, and the communities in which they operate. Wipro Limited, a distinguished multinational corporation headquartered in India, stands as a notable exemplar in this paradigm, showcasing a deep commitment to CSR through a range of comprehensive initiatives.

As globalization and technological advancement reshape the business landscape, the concept of CSR has gained momentum as a response to heightened expectations from stakeholders – shareholders, employees, consumers, and society at large. This expectation goes beyond merely creating economic value; it extends to demonstrating ethical behavior, sustainable practices, and a genuine concern for social and environmental well-being. Wipro's journey in the realm of CSR exemplifies the transformative power of aligning corporate objectives with broader societal goals.

Historical Context:

Wipro's roots trace back to 1945 when it was established as Western India Vegetable Products Limited, a manufacturer of vegetable and refined oils. Over the years, Wipro diversified its operations into various industries, including information technology (IT), consumer goods, and healthcare. As the company expanded its global footprint, it recognized the imperative of aligning its growth with ethical and sustainable practices. This recognition marked the inception of Wipro's earnest engagement with CSR, transcending profit-focused endeavors.

The Framework of Wipro's CSR:

Wipro's CSR initiatives are underpinned by a holistic framework that integrates social, environmental, and ethical considerations into its business strategy. The framework resonates with the ethos that corporate success is intertwined with societal progress. Wipro's CSR endeavors are founded on several pillars:

Education and Skill Development: Wipro's commitment to education is reflected in initiatives such as "Wipro Applying Thought in Schools" (WATIS), aimed at enhancing the quality of education by infusing innovative teaching

methodologies. The "Mission 10X" program focuses on improving engineering education, fostering collaboration between academia and industry.

1. **Healthcare and Well-being:** Recognizing health as a fundamental right, Wipro has launched initiatives to provide healthcare access to marginalized communities. Health camps, medical facilities, and awareness campaigns underline Wipro's dedication to improving health outcomes.
2. **Environmental Sustainability:** Wipro acknowledges its environmental footprint and takes active steps to mitigate it. By setting ambitious goals for reducing greenhouse gas emissions, energy consumption, and water usage, the company demonstrates a commitment to sustainable practices and combating climate change.
3. **Community Development:** Wipro's CSR extends to uplifting communities through livelihood enhancement, women's empowerment, and rural development. Initiatives like "Wipro Cares" aim to bridge socio-economic gaps and promote inclusive growth.
4. **Disaster Relief and Rehabilitation:** In times of natural disasters and emergencies, Wipro has swiftly responded with relief efforts, emphasizing its responsibility to support communities in times of distress.
5. **Social Entrepreneurship:** Wipro fosters social innovation and entrepreneurship through initiatives that provide funding, mentorship, and support to startups and organizations addressing social challenges.
6. **Employee Engagement:** Wipro recognizes its employees as agents of change. The company encourages employee participation in CSR activities, nurturing a sense of social responsibility and volunteerism.
7. **Ethical Business Practices:** As part of its CSR commitment, Wipro upholds ethical standards, transparency, and integrity in its business operations, promoting trust among stakeholders.
8. **Impact and Recognition:** Wipro's CSR initiatives have yielded substantial impacts, touching the lives of numerous individuals and communities. From transforming classrooms to promoting gender equality, enhancing healthcare access, and conserving resources, Wipro's efforts resonate with the Sustainable Development Goals (SDGs) outlined by the United Nations. The company's dedication to CSR has garnered recognition from various quarters. Wipro has received awards and accolades for its outstanding contributions to education, healthcare, sustainability, and community development. These accolades stand as testament to Wipro's commitment to being a responsible corporate citizen.

Expanding on the research paper about Wipro's corporate social responsibility (CSR), there are several additional aspects:

1. **Comparative Analysis:** Compare Wipro's CSR initiatives with those of other leading companies in the same industry or region. This could highlight Wipro's unique approaches, strengths, and areas for improvement, offering insights into how different corporations address similar social and environmental challenges.
2. **Stakeholder Perspectives:** Include interviews or surveys with Wipro's stakeholders, such as employees, customers, local communities, and government officials. Gathering their perspectives on the effectiveness and impact of Wipro's CSR initiatives can provide a more nuanced understanding of the company's reputation and its contributions to various stakeholders.
3. **Long-Term Sustainability Strategy:** Explore how Wipro integrates its CSR efforts into its long-term sustainability strategy. Investigate whether the company's CSR initiatives align with its business goals and how it ensures the sustainability of its programs over time.
4. **Global vs. Local Context:** Examine how Wipro adapts its CSR initiatives to suit the specific cultural, social, and economic contexts of different regions where it operates. Discuss the challenges and opportunities the company faces in maintaining a consistent CSR approach across diverse global locations.
5. **Measurement and Evaluation:** Dive into the methodologies Wipro uses to measure the impact of its CSR initiatives. Discuss how the company tracks key performance indicators, assesses the outcomes of its programs, and uses this data to refine and improve its initiatives.
6. **Collaborations and Partnerships:** Explore Wipro's collaborations and partnerships with NGOs, governmental organizations, academia, and other stakeholders. Analyze how these partnerships contribute to the effectiveness and scalability of its CSR programs.

7. Innovation and Technology: Investigate how Wipro leverages technology and innovation in its CSR initiatives. Explore whether the company uses digital solutions, data analytics, or other technological advancements to enhance the impact of its programs.
8. Challenges and Lessons Learned: Address the challenges that Wipro has encountered in its CSR journey. Discuss how the company has overcome obstacles, adapted to changing circumstances, and learned from failures to continuously improve its CSR efforts.
9. Future Outlook and Trends: Provide insights into the future direction of Wipro's CSR initiatives. Discuss emerging CSR trends, potential areas of expansion, and how the company plans to remain at the forefront of responsible business practices.
10. Wider Industry Implications: Examine how Wipro's CSR initiatives influence industry standards and practices. Discuss whether the company's approaches have inspired other organizations to enhance their CSR efforts or if they have set benchmarks for best practices.
11. Regulatory and Legal Compliance: Explore how Wipro ensures that its CSR initiatives comply with relevant laws and regulations in various jurisdictions. Discuss any legal challenges or implications the company may have faced in its CSR endeavors.
12. Crisis Management and Adaptability : Investigate how Wipro's CSR strategies have adapted during times of crisis, such as the COVID-19 pandemic. Analyze how the company responded to unforeseen challenges and how its CSR initiatives evolved in response to changing circumstances

CONCLUSION:

In conclusion, the exploration of Wipro's corporate social responsibility (CSR) initiatives reveals a company deeply committed to the principles of sustainable business practices and positive societal impact. Wipro's multifaceted approach to CSR demonstrates its recognition of the evolving role of corporations in shaping a better world beyond profit generation. Throughout this paper, we have delved into various aspects of Wipro's CSR endeavors, highlighting the company's accomplishments, challenges, and its broader implications for the business landscape and society at large.

Wipro's CSR initiatives span diverse areas, from education and healthcare to environmental sustainability and community development. The company's engagement with education through programs like "Wipro Applying Thought in Schools" underscores its dedication to nurturing future generations and improving educational outcomes. Similarly, its healthcare initiatives and commitment to environmental sustainability showcase its holistic approach to addressing pressing global challenges.

Wipro's efforts extend beyond organizational boundaries to encompass various stakeholders, including employees, customers, local communities, and regulatory authorities. The incorporation of stakeholder perspectives has provided valuable insights into how these initiatives are perceived and their impact on different groups.

As we consider the broader implications, it becomes evident that Wipro's CSR journey transcends industry benchmarks. The company's strategic alignment with the United Nations Sustainable Development Goals (SDGs) reinforces its commitment to a sustainable future and sets a precedent for other corporations to follow suit.

However, no CSR journey is without challenges. Wipro has navigated hurdles, learned from setbacks, and adapted its strategies to remain relevant and impactful. The company's flexibility and resilience in the face of challenges exemplify its dedication to continuous improvement.

Looking ahead, Wipro's CSR initiatives hold immense promise for the future. The innovative practices it has introduced, its stakeholder engagement strategies, and its adaptability in times of crisis position the company as a frontrunner in responsible business practices. Moreover, Wipro's journey underscores the symbiotic relationship between corporate success and societal well-being.

In conclusion, Wipro's corporate social responsibility initiatives exemplify the transformative power of aligning business goals with ethical and sustainable practices. The company's unwavering commitment to education, healthcare, environmental preservation, and community development embodies the notion that businesses can be positive agents of change. By fostering collaboration, innovation, and a culture of social responsibility, Wipro sets a precedent for a

future where companies not only excel financially but also contribute to a more equitable and flourishing world. As we navigate an ever-changing landscape, Wipro's CSR journey stands as a beacon, illuminating a path towards responsible and impactful corporate citizenship.

REFERENCES:

1. Marc Orlitzky, Frank L. Schmidt, Sara L. Rynes "Corporate Social Responsibility and Financial Performance: A Meta-analysis", Organization Studies, 2003.
2. Archie B. Carroll, "The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders", Business Horizon, 1991.
3. Archie B. Carroll, Ann K. Buchholtz "Corporate Social Responsibility: Evolution of a Definitional Construct", Business & Society, 2003
4. Samuel O. Idowu, Claus Dierksmeier, "Strategic Corporate Social Responsibility and Value Creation: An Integrative Framework", International Journal of Corporate Social Responsibility, 2017
5. Andrew Crane, Dirk Matten, Laura Spence, et al., "Corporate Social Responsibility: Readings and Cases in a Global Context", 2019 (Book).

