



Steps towards of Corporate Social Responsibility: Tata Group

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Abstract

This paper work focus on the role of Tata Group in contributing to CSR. Now a days business face unparalleled burden from contributor groups to become more crystal clear by issuing over achieving reports describing their environmental, social and government related activities, strategies and policies. The main **Objective** of this study is to study the revealing components that are relevant in sustainability measures taken by Tata Group. To perform aforesaid goal, the ESG revealing index, consisting of further subdivisions was build up and interpreted. This paper's study found that among the areas of focus under the study of CSR like in the field of Education, Employment, Health and Environment is more profited as compared with other areas taken for study. As well as also achieved good performance in under Health plans. All other areas need to be improved and give more efforts like in environment and education. To perceive and select the best option among the various Corporate Social Responsibility initiatives taken by Tata Motors in years before. The research work emphasis on Sustainability's social dimension, environmental dimensions and sustainability's on economic financial approach. This is a purely **Review Paper** and data is collected by **secondary sources**. In addition, without spreads academic literature on ESG disclosures and demonstrate the importance of firm level factors in the relation to Tata motors and realities before the adoption and transposition of the corporate sustainability.

Keywords- CSR, Tata Group, Education, Health, ESG, Employment

Introduction

Corporate Social Responsibility is largely a notion where companies deliberately decide to contribute to a better society and a cleaner environment. CSR is a action with the aim to embrace responsibility for the company's actions and encourage a positive impact through its positive activities on the environment, consumers, employees, communities and all other members of the public sphere who may also be considered as the stakeholders. For some CSR is a matter of ethics and for others, it is necessary for brand building and beneficial for the company. It doesn't matter how the companies proceed towards the concept, the society, environment and individuals are benefitted with the socially responsible behavior of corporation throughout the world.

All across the globe where corporate social responsibility has elaborated from a more necessity to a strategic priority, the journey towards responsible business conduct has been defined by an consistent promise to progress and transformation. In the study the areas of CSR like health, Education, Employability and Environment have been focused and as an organization have effortlessly come near and processes to create a deep impact on the communities. The conformation of its vision, strength and consistent dedication to building a better tomorrow. Tata's CSR journey equivocates in the art of balancing a unity that combines its

diverse initiatives in to a integrated effective group. The group recognized that to enlarge its efforts needed to create common minimum programs, a shared roadmap that exceeded geographical boundaries. This reconciliation not only speed up the progress but also promoted a knowledge of collaborative learning, investing effort with extraordinary speed and quickness.

The team journey towards responsible corporate citizenship would have been incomplete without the right partnerships. The team entered on a alteration mission with a clear spirit, more from less for more. Through active teamwork with partners who shared treasure, team succeeded in mobilizing a staggering 60% of its resources externally. This shared vision did not just impact the bottom line, it also led to a remarkable reduction in the pre-beneficiary cost. With this new found efficiency, the team governed to scale its initiatives substantially viewing a journey from 2 lakhs, 6 lakh and 8 lakh beneficiaries over yearly growth. Remarkably, the overheads costs remained stable at 5% of the total project cost, setting a touchstone in the industry. Dow Votaw in his famous article on corporate Social Responsibility in 1973 tries to define, the term is a bright one, it means something, but not always the same thing, to each and everyone. To some it express the idea of legal responsibility or liability, to others, it means socially responsible behavior in an moral sense, to still others the meaning covey is that of responsible for in a causal mode, exclusively refer it with charitable contributions. Some take it to mean socially conscious or aware many of these who hold it most passionate to see it as mere synonym for 'legitimacy', in the context of 'belonging' or being proper or valid, a few see it as a sort of fiduciary duty imposing higher standards of behavior on businessmen than on citizens at large.

Review of Literature

Onwuzulike, Buinwi, Umar, Buinwi & Ochigbo, A. D. (2024). Corporate sustainability and innovation: Integrating strategic management approach. *World Journal of Advanced Research and Reviews*, 23(3). In this study the integration of corporate sustainability into strategic management views a framework of interrelated issues on existing literature have been studied. Under the study 114 peer-review articles and content was conducted. The study revealed that the publication on the topic has been growing from last few years and there is a need for empirical research on this topic. As the concept of corporate sustainability arises in several areas of research but it has failed in the identification of issues that influence the integration of strategic management. The review of literature summaries the most important issues and provides new opportunities that needs for further research.

Hahn, T., Pinkse, J., Preuss, L., & Figge, F. (2015). Tensions in corporate sustainability: Towards an integrative framework. *Journal of business ethics*, 127, 297-316. A systematic framework for analysis of tensions in corporate sustainability has been analyzed under this study. Whereas the framework is based on emerging integrative view on corporate sustainability, which focus the needs of a simultaneous integration of environmental, economic and social dimensions without emphasizing one over others. The centralizing view points on the study pre assumes that the firms needs to accept tensions in corporate sustainability and different sustainability aspects simultaneously seems to contradict to each other. This paper argues that tensions in corporate sustainability occur between different levels, in charge process and within a temporal context. The study then applies the framework to identify the four selected tensions and illustrates how the key approaches on strategic contradictions and tensions – acceptance and resolution strategies can be used to manage the stress. This frame work provides managers with a better understanding of tensions in corporate sustainability and enables them to wrap these tensions in their decision making.

Azapagic, A. (2003). Systems approach to corporate sustainability: a general management framework. *Process Safety and Environmental Protection*, 81(5), 303-316. Corporate Sustainability has become an invaluable tool for exploring ways to reduce costs, manage risk, create new products and drive a internal changes in culture and structure. This paper study translates the general principles of sustainable development into corporate practice through a systematic and step by step guidance towards a more sustainable business. Developed in collaboration with industry, it is designed to help improve the triple

bottom line through sustainable economic development and environmental protection, while encouraging socially responsible business values. To facilitate an easier integration into the organizational structure, the CSMS follows the familiar models of Total Quality and Environmental Management Systems. While in principle applicable to industry in general, the system is flexible enough to be adapted to the specific needs of individual companies and the contexts in which they operate.

Companies in developed countries are mostly influenced by shareholders, regulators, investors and environmental activists in terms of sustainability disclosure (Jamali and Karam, 2016). From the aspect of human rights, firms in developing countries tend to have negative attitudes towards establishing corporate codes of conduct as a management instrument to promote basic rights, especially when legal standards are not sufficient (Hahn, 2011). As a result, various research (Bocquet et. Al., 2017) have established the significance of innovation in CSR and organizational performance, resulting in the emergence of new paradigms that have a good impact on binomial profitability and environmental sustainability. Green innovation is one of these new paradigms, which recognizes that innovative ideas can lessen the influence of a company's activities on the environment (Chen, 2008) the concept of CSR has been widely used and applied by both researchers and corporate managers starting from the seminal four-part definition developed by Carroll (1979, 2016)

Objectives of the study

The objective of this study is to

- Understand and analyze various CSR initiatives taken by Tata Motors in last years.
- The paper also focuses on CSR and Sustainability's social dimension, environmental dimensions and sustainability's on economic financial approaches.

Methodology

The data used in the study has been taken from companies' annual reports on CSR. The data related with the Tata Group; the annual reports of CSR are accessed. Government websites are also accessed for the relevant data.

Discussion

India has always been place where socially responsible behavior of industrialists is deeply embedded in the society and it has taken the form of philanthropy. However, due to less attention of companies in CSR, India recently took the initiatives of farming the CSR mandate in its companies Act of 2013. The legislation has been successful in bringing a sense of organization, order and clarity in corporate investments in the country and has strengthened the ties between industry and society.

Over the years, Tata as a business house built a valued and strong honor for working for the public good and is known for encouraging the communities in which it operates. Tata is known for its dedicated commitments towards uplifting people's lives and enriching communities across the world. Since its formation 150 years ago, Tata group dedicated itself towards positively affecting people's lives and leaving a good social impact. Keeping the family values of social responsibility in mind, Tata has committed to CSR even before the legislation was brought by the government of India. Due to the limitation of time and space it is difficult to discuss every work by Tata under CSR, so this paper will focus on the CSR activities of Tata motors which has always been committed and has crossed the limit set by the law. Tata Motors has pledged more than Rs. 20 crores every year for several communities where it has its presence and has thus initiated various social welfare programs.

The contribution of Tata motors could be understood from CSR report, which shows that Tata motors through its CSR program touch various important fields such as environment, education, health care, rural development, skill training and so on.

The initiatives taken by Tata Motors under CSR programs are influenced by more from less for more philosophy. Some of the important programs are discussed below.

- **Education**

Tata Motors has always tried to ensure quality education to all for the wellbeing of future generation. These initiatives primarily focus on the rural and underprivileged children who are still struggling for better education. Vidyadhanam is the most famous educational initiative of Tata Motors. Through these initiatives made by students have got financial help, coaching for competitive exams and Schools infrastructure have been made. Vidhyadhanam focuses on the following issues. Coaching classes, scholarships, building infrastructure of schools, co-curricular activities, financial help to the students of IITs and government engineering colleges, providing coaching to the underprivileged IIT-JEE aspirants.

Tata's education related CSR initiatives have had a number of outcomes including: bring children back to school. the thousand schools programme helped bring 99% of out-of-school children back to school, creating child labour free zones, the programme helped create six child labour free zones in Odisha. Establishing community education resource centers, the programme established 32 community education resource centers (CERC) with online and offline resources. Improving academic performance Tata Motors support classes in state-run schools have improved academic performance and pass rates.

- **Health and Hygiene**

Tata Motors has also worked towards a healthier India. Tata motors has worked tremendously to eradicate malnutrition from rural and underprivileged sections of communities. And the only aim is to make the future generation of the country healthier. Another important program is Amrutdhara which aims at providing safe drinking water to all thus has been successful in changing thousands of lives across the country. Since 2010, the program has benefitted more than 200 villages. Besides that, Aarogya Health Program is undertaken by Tata Motors in the health section. TML organizes several camps for awareness drives and treatment of various diseases under this program. Tata Power-DDL, the company operates six mobile dispensaries that provide free basic healthcare, including consultation, medication and health education. The dispensaries also conduct health camps for pregnant women, lactating mothers and children. It also provides equipment to hospitals and mentor nurses and doctors to ensure safe delivery practices.

- **Employability**

The skill development and training of the youth of the country is the main motto of this program. TM has collaborated with 112 Industrial Training Institutions (ITI) which are spread in 19 states of India. In this initiative Tata Motors has laid focus on gender equality and thus trains women also at its different centers and plants. Tata Motors Grihini Welfare is one such program, which has provided employment to more than 1000 women at different centers. These women receive training to produce several products such as pickles and electric cables and thus become financially independent. Kaushalya is another program and it has also benefitted thousands of people across years. Under this program training is imparted to youths' skills such as sewing, embroidery, candle making, bee keeping and handicraft making. These skills will help in developing better technologies in future.

1. **Environment**

Tata Motors priority to set a greener world. To make the dream a reality Tata Motors has worked to preserve and develop long term relationship between people, community, industry and ecosystem. Tata Motors has taken initiatives keeping in mind the environmental needs, issues and climate change. The environmental program Vasundhara which has contributed towards increasing the green cover of India. In addition to this several ponds are constructed to ensure water supply to trees during dry seasons. Under this initiative, Tata Motors has planted more than 2,77,000 trees since 2017. (CSR Report 2022) Taking its environmental agenda to the next level, Tata Motors promotes irrigation systems which require minimum amount of water with maximum benefits to the farmers.

2. Skill Building and livelihood

Tata livelihood programme targeted households where income levels dropped between 60-70% as a result of the COVID-19 pandemic. The focus was on restoring incomes to pre COVID-19 levels. This was done through providing access to government schemes, programmes and entitlements, linkages for livelihood opportunities and strengthening community institutions. The program identified household members who were eligible for different schemes and worked with them to ensure that they had the required documents, supported them to apply for the schemes and ensured that they received the benefits, alternate livelihood trainings on animal husbandry, poultry, kitchen garden, etc. were provided to the beneficiaries to ensure sustainable income for the households.

3. Water

The program includes rooftop rainwater harvesting systems in government schools. Jal Dhan – this program from Tata chemicals has constructed small and medium ponds to help farmers grow multiple crops in a year. Water interventions include creating farm bunds and check dams to retain water. Community led program – this program focuses on improving water percolation water use efficiency, and community income levels.

Tata Motor's CSR policy states that the company will spend at least 2% of its average net profits from the previous three financial years on CSR. CSR is a business model that aims to improve society and the environment by making a concerted effort to operate in a way that enhances them. It can also help companies promote a positive brand image.

The following graph taken from CSR Report of Tata Motors highlights the contribution of Tata Motors.

CSR Spendings (In Crore)

CSR Focus Area	Health (Aarogya)	Education (Vidyadhanam)	Employability (Kaushalya)	Environment (Vasundhara)
CSR Spend	40,263,096	92,730,682	30,199,037	33,364,869
Reach	5,76,636	1,46,636	31,503	1,47,828
%Beneficiaries	43%	41%	53%	29%

Source: Tata Motors CSR Annual Report

From the above table it was clear that total spend on CSR is 215,870,678 and the total reaches 10,03,943 in numbers. From the source it is clear that the CSR spend is high in education sector and health section as compare to employability and environment. Also the beneficiaries is high in employability and health section 53% and 43% respectively as compare to other sector.

The contribution of Tata motors could be understood from CSR report , which shows that Tata motors through its CSR program touch various important fields such as environment , education , health care, rural development , skill training and so on.

Dedicate Long Journey a Glance

Areas	2013-14	2016-17	2019-20	2022-23	Total
Health	284000	312600	421230	531137	3687992
Education	37196	86800	152560	107722	947849
Employability	20607	87700	117480	28896	622483
Environment	18640	43740	91030	98045	595246
Rural Development	0	0	3000	35068	64445
Total	410443	530840	830300	800868	6025016

Source: Tata Motors CSR Annual Report

Based on the data analyzed total the performance in the area of education shows better performance as compared to other CSR areas. Also shows better performance in employability. The result it shows increasing trend throughout year data collected.

Conclusion:

Tata Group has always handled CSR as a journey and has put it at the reality it does. Being a 150 years old company, the CSR doctrine of Tata has been reliable and it has been proved that giving back to the community is never a loss but profitable. The ideology of Tata Motors is not different from its parent Tata Group as it focuses on the betterment of the stakeholders, changing lives of people and encourages sustainable development. Tata Motors is a subscriber of United Nations Global Compact and this is also reflected in its unwavering commitment towards CSR as the company has contributed to social activities. Being governed by Tata Code of Conduct, Tata Motors is known for doing business in a responsible manner. Today the world needs more companies like Tata Motors who do not believe that business of business is pure business. This study portrays the positive impact of the mandating CSR in India. India is the first country in the world to mandate CSR following an amendment to the companies Act, 2013. CSR activities aim to ensure that companies are involved in activities which respect the growth and development of marginalized communities and the environment without negatively impacting their business goals.

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