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Impact of Good Governance on Corporate Social Responsibility in India

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ABSTRACT

The objectives of the study are to highlight the impact of Good Governance on CSR practices, to develop the conceptual model of CSR process, to access the impact of Government Process Re-engineering and e- Governance on CSR and to disseminate the information regarding voluntarily participation of the companies in different areas of CSR. The study is exploratory in nature in which new dimensions of CSR have been explored and it depicts the recent trends made in the CSR. It has been observed that companies are keenly showing interest in the Government programs and projects that reflect the ideology of Good Governance. This paper has also given valuable insights into developing the conceptual model of CSR process through which the plan, proposal and evaluation of the CSR has to carried out in a more efficient manner. The companies were found to be voluntarily participated in the Government projects and would help in making the system more transparent, ethical, responsible and responsive to the citizens of India. The industry has also shown interest in the reform measures undertaken by the government.

Key Words – e- Governance, sustainable development, CSR Web Portal, Government Process Re-engineering, Good Governance

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INTRODUCTION

Corporate Social Responsibility is defined as the company's obligation to fulfill its responsibility towards the welfare of the society with the integration of economic, legal, environmental, ethical human rights, consumer concerns, and social aspects of the company's operation and growth with the support of various stakeholders. "The European Union (EU) describes the concept of CSR in terms of accountability of the stakeholder's interest in the contribution of sustainable development of the country by way of improving the life of the workforce and their families as well as local communities". "The Companies bill lists the following activities that qualify as CSR initiatives: Poverty eradication, Promotion of education, gender equality, and women empowerment, Reducing child mortality and improving maternal health, Combating AIDS/HIV, malaria, and other diseases, ensuring environmental sustainability, Employment-enhancing vocational skills and social business projects, Relief and funds for socio-economic development such as for the welfare of SC/ST, OBCs, minorities, and women. With effect from April 1, 2014, every company, private limited or public limited, which either has a net worth of Rs 500 crore or a turnover of Rs 1,000 crore or net profit of Rs 5 crore, needs to spend at least 2% of its average net profit for the immediately preceding three financial years on corporate social responsibility activities. Contributions made by the corporates towards Swachh Bharat Kosh and Clean Ganga Fund will be considered as social welfare spending under the new Companies Act, came into force from April 1, 2015.

Many corporations have come forward to actively engage in the CSR to support the government projects like Swachh Bharat Abhiyan, Clean Ganga Mission and Skill Development. Some companies have keenly shown interest in the Government projects and made investment in the Development sector as a part of social responsibility. They voluntary participated in the government programmes such as Swachh Bharat Abhiyan, Skill Development, Ganga Clean Mission. While Swachh Bharat Kosh is to attract funds for works to improve sanitation facilities, the Clean Ganga Fund is for pooling money to be used for cleaning up Ganga river. In a notification, the Ministry has inserted the words 'including contribution to the Swachh Bharat Kosh set up by the central government for the promotion of sanitation" in Schedule VII of the Act. Besides, the words "including contribution to the Clean Ganga Fund set up by the central government for rejuvenation of river Ganga" have

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been inserted in the Schedule. In February 15, 2015 the government has announced full tax exemption for CSR Contributions to Swachh Bharat, Clean Ganga Campaign.

Research Gap- There is a lack of understanding in the linkage found in previous researches on CSR practices in India which aligns the concept of CSR with Good Governance. This integration of CSR with Government Process Re-engineering may be achieved through the application of CSR Web Portal which makes the system more transparent, ethical and responsive to the citizens of India.

Statement of Problem

Earlier many corporations did not whole heartedly engage in CSR practices due to more and more corruption held in the Government projects. Therefore the spending made on the social sectors by the corporates and the government could not be delivered to the deprived and weaker sections of the society hence unable to contribute to the equitable, sustainable and inclusive growth. Implementation of the Government projects in a timely and cost effective manner is yet another important issue for the government. The crony capitalism, feudalism, favoritism, archaic and corruption had troubled the country for last six decades.

Objectives

To investigate the impact of Good Governance on CSR practices, to develop the conceptual model of CSR Process, to examine the role of Government Process Re-engineering and e-Governance in CSR and to disseminate the information regarding voluntarily participation of the corporates in different areas of CSR.

METHOD

Research Design

The paper is conceptual and qualitative in nature which explores the recent trends made in the CSR. It has also discussed the role of Government Process Re-engineering in promoting CSR which helps the system to make it more ethical, fair, transparent and accountable to stakeholders needs. The study also identifies the 11 core areas such as Swachh Bharat Abhiyan, Clean Ganga Mission, Skills Development Program, Rural Development, Environmental Conservation or Sustainable Development, Education and Health facilities,

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upliftment of living standard of tribals living in remote area, generating employment, poverty eradication, provide clean drinking water in drought facing or water scarcity areas in CSR activities.

Data Collection- Secondary data has been sourced from various journals, newspapers, magazines, articles and media reports and websites of various companies, Indian Institute of Corporate Affairs (IICA), Ministry of Corporate Affairs, Government of India etc.

PROMOTION OF CSR THROUGH GOVERNMENT PROCESS RE-ENGINEERING

The aim of the government is to encourage the corporations to bring closer to the citizens of the country through actively engaged in the CSR practices so that the ideals of transparency, efficiency and responsiveness to an ordinary citizens can be achieved. The governance mission is to involve proactive participation of the citizens of India and strive to provide a clean and efficient government and involvement of citizens at every step. Good Governance plays an important role in nation's progress through inclusive and sustainable growth. An important step for Good Governance is simplification of procedures and processes in the Government so as to make the entire system more transparent and faster. *"Government Process Re-engineering is the fundamental rethinking and radical redesign of government processes to achieve dramatic improvements in critical, contemporary measures of performance, such as cost, quality, service, and speed."* Government process re-engineering (GPR) is yet another measure and initiative taken by the government to promote the Good Governance. GPR look into the work spheres, their internal processes and work on what and how to simplify and rationalize them. GPR is all about review, re-looking and redefining the way (in terms of processes, procedure, trust and spirit, mindset, attitude). For that the Government of India emphasis on the application of Information Technology to processes of government functioning in order to bring about more simplified, moral, accountable, responsive and transparent governance". In order to bring participation, transparency, accountability and responsiveness in CSR practices, the Government plans to launch **CSR Web Portal.** It provides a "one stop virtual shop" for all social welfare spending needs of companies, government plans to have a Corporate Social Responsibility (CSR) portal along with data analytics platform. "CSR web portal aims to create a one stop virtual shop for all CSR related needs of stakeholders, both corporates and their implementing partners," according to IICA. It includes data analytics, e-learning and dissemination platform. The data analytics platform would have features such as sectorial and overall spend analysis,

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geographical location of CSR analysis and statistical reporting. "An Electronic Data Gathering, Analytics & Research (EDGAR) system will be developed for creating a database of companies, CSR policies of all companies falling under the ambit of Section 135 and their areas of operation. This will help IICA in locating CSR services across the country and create a geo-tagged CSR landscape of the country". The portal would have various features, including an e-learning platform. CSR Web Portal enables the governments to achieve dramatic improvement of performance and reengineered processes will yield better results for stakeholders. This is how the government process re-engineering through CSR web portal encourages the participation of corporations in CSR practices in a fair, transparent, ethical and responsive manner.

PROPOSED MODEL FOR DEVELOPING CSR PROCESS

The following proposed model includes the 13 steps to be identified for planning, organizing, implementing and evaluation of CSR activity to be followed in an effective, timely, cost effective manner and responsible for accountability of shareholder's interest. *(Referred to Diagram 1: Proposed Model for Developing CSR Process)*

1) **Problem Identification**
   Community needs assessment activities will be undertaken in collaboration with independent parties/Civil Society organisations. The first step is to identify the problem that needs to be clearly defined, problem may be related to health, education, infrastructure etc. to address the specific concerns of the stakeholders (citizens/ employees). The next step is to address the challenges and issues in the services and service delivery part.

2) **Identify Stakeholders-** The suppliers, government, customers, communities' society, local bodies, district authorities, village panchayats and the end beneficiaries — the villagers may be the various stakeholders for whom the CSR activity has to be carried out. The long and enduring partnership and relationship developed with the rural communities help to carried out the CSR activities in a fair and transparent manner.

3) **Defining stakeholders problems-** The problem of the stakeholders has to be clearly defined and stated so that the corporates and the government would make an effort to solve the problem of the various stakeholders.

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4) **Aligning CSR vision with stakeholders-** The stakeholders' problem must be clearly aligned with CSR activity and must ensure that the targeted beneficiaries require these CSR activities.

5) **Define Vision & Objective of CSR**- The vision and objective of the CSR should be clearly defined in such a way that the community for whom CSR activity has been designed are really getting benefitted.

6) **Identify CSR Project or programme-** Swachh Bharat Abhiyan, Skills Development Program, Rural development, Environmental Conservation or Sustainable Development, Education and Health facilities, upliftment of living standard of tribals living in remote area, generating employment, poverty eradication, provide clean drinking water in drought facing or water scarcity areas are some of the areas in which the corporates could come forward for undertaking CSR activity.

7) **Sector Identification**- Identify the sectors for CSR activity that has to be undertaken. The sectors may be social, economic, health, environment, education, political, and other areas of life etc. depend upon the specialization of the firm.

8) **Area Selected-** The geographical location is to be selected in which the activity has to be carried out for the deprived sections. It may be close proximity to the plant or near their area of operations or anywhere else where the problem exist.

9) **Budget allocation for CSR Activity-** The budget may be allocated for CSR activity. It depend upon the sectors whether it may be invested in one sector or more than one. This may vary from company to company as per norms 2% of its average net profit for the immediately preceding three financial years is mandatory for the company to invest in CSR activity.

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10) **Amount spent directly or implementing agency-** It may depend upon the discretion of the company to directly engage in the CSR activity or outsourced the activity to any NGOs or any other organization which can be extended across the nation using local NGOs in each geographical area.

11) **Monitoring the project or progress and taking feedback -** The consistent monitoring of the project is required for taking the corrective measures at the various levels for implementing the projects to be reached at the final stage. Village meetings should be held periodically to elicit feedback on the benefits of the Community programmes and the areas where these need to be beefed up.

12) **Evaluation of CSR –** The evaluation of the CSR activity must be done by the external accredited agency of the government which measures the Impact factor at economical and social level**.** It is important to evaluate the effectiveness of firm's CSR activities so that the motivation of doing CSR does not remain constraint to economical but ethical towards the society. The main focus of the evaluation of CSR activities is to measure the social and economic impact of the CSR activities and to investigate that whether the target groups are really benefitted from the activity or not. The Return on Investment (ROI) must be measured for CSR activity and determine the sustainable impact of CSR on local communities.

NOTE:

- The **social impact factor** measures the net improvement in quality of lives affected due to the nature of CSR activity.

- The **economic impact factor** measures the net improvement in income, wealth, savings and assets and number of lives affected due to CSR activity.

  ROI= social impact factor+ economic impact factor.

  ROI must be calculated consistently throughout the project

13) **Display CSR Information on CSR Web Portal and company website**

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The companies should display the information on the websites and CSR Portal about CSR activity and the evaluation of that activity carried out by the external agency which measures the effectiveness of the project.

(Referred to Diagram 1: Proposed Model for Developing CSR Process)

Sectors to be identified for undertaking CSR activity

This study identifies the 11 core areas in which the corporates voluntarily participated in CSR activities such as Swacch Bharat Abhiyan, Clean Ganga Mission, Skills Development Program, Rural development, Environmental Conservation or Sustainable Development, Education and Health facilities, upliftment of living standard of tribals living in remote area, generating employment, poverty eradication, provide clean drinking water in drought facing or water scarcity areas. ***(Referred to Diagram 2: Sectors identified for undertaking CSR activity)***

RESULTS

CORPORATES VOLUNTARILY PARTICIPATED IN CSR ACTIVITY

1) SWACHH BHARAT ABHIYAN

The corporations in India are being actively participated in government projects like Swachh Bharat Abhiyan (Clean India Movement) Clean Ganga Mission and Skill Development. Both the public sector and private sector companies invested fund in these projects in order to make it success. The companies spread across in different parts of the country build toilets for girls in the schools situated in rural areas. Some companies run cleanliness drive at various places like railway stations, bus station, historical monuments etc. The participation of the corporates run by professionals takes a proactive approach to complete a project in a timely

and cost effective manner. The goal of good governance can be achieved with the support of private and public sector companies to implement the government polices effectively with transparency and accountability. ***(Referred to Table 1 & 2)***

2) CLEAN GANGA MISSION

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Israel has expressed interest in sharing its expertise on water purification and waste water treatment for cleaning river Ganga. The Israeli companies which have shown interest in Clean Ganga Project are Aqwise, Biopetroclean, Amiad, Ayala Aqua and Nisco.

3) SKILL DEVELOPMENT

The private sectors have come forward to take initiatives in Skill Development program of the Government of India for imparting training to enhance the skills of the people for making them self-employed. Many large corporate houses offer world class training programs in their respective training centres. The Skill Development and Entrepreneurship Department called upon the corporate sector and PSUs to contribute in the skill developing initiatives for seeking and generating employment in India. The corporate sector and PSUs join the initiatives of the Ministry that would facilitate skilling of people, making India the skill capital of the world. The government has been encouraged the companies to contribute from their CSR funds to the National Skill Development Fund (NSDF). The government launched a new skill development policy by March 2015 that would bridge the gap between educational institutions and the labour market. **(Referred to *Table 3)***

4) EMPLOYMENT FOR TRIBAL PEOPLE

Maruti Suzuki

Maruti Suzuki has opened Maruti driving schools to train people for driving safely on roads which creates an employment opportunities and community development for Tribal people of Gujrat.

5) DRINKING WATER PROJECTS

Cairn India's launched Jeewan Amrit Project, in which the company installed various ATMs for clean drinking water in villages of Barmer. 20 litres of drinking water is made available at the swipe of Rs 5 card. The two dristrict of Rajasthan covering villages like Bhakharpur, Kawas, Guda, Jogasar, Aakdada and Baytu facing severe drought like situation get a access of 24X7 drinking water with installation of reverse osmosis plants (RO) which benefitted 22,000 people. This is proved to be an innovative solution to a severe problem facing by the community to satisfy their need of providing clean drinking water.

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6) EDUCATION & EMPLOYMENT

Adiya Birla Group

Aditya Birla Foundation is a pioneer organisation in promoting education by providing various scholarships for girls, merit scholarships and to impart technical and digital education for boys.

Bharati Foundation's Satya Bharti School

SRF Foundation's focus more on rural education and vocational skill training programme has been running in Mewat district of Haryana.

Mewat Rural Education Programme (MREP)

SRF Foundation runs Mewat Rural Education Program with the collaboration of Department of Elementary Education / Sarva Shiksha Abhiyan of the Government of Haryana focuses on pre-primary, primary and middle schools in 28 primary schools and 19 middle schools in the Nuh Block of the Mewat District of Haryana. It provides quality education to 16,000 children and benefitted 350 teachers in Mewat. It fills the gap between the industry and unemployed youth by providing technical and professional training in electrical trade, spoken English and business creation.

Project "Rahat" - By the women, For the women, To the women

For spreading awareness about the cleanliness drive and improve the hygienic conditions of women, the Project "Rahat" has been launched which provide employment opportunities to women. It has also distributed sanitary napkins to 2500 poor women of the nearby areas for maintaining their good hygienic conditions.

Basic Electrician Training Program (BETP)

SRF Foundation has tie up with Schneider Electric India run training program for the youth of villages in the electrical trade, for making them self-reliant for attaining better employment opportunities and subsequent income generation. This fills the gap between required industry requirement and manpower skills. This training program brightens the lives of unemployed

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male covering 19 villages of Nuh Block (Mewat district) and their placement after successful completion of training.

Avishkar

SRF Foundation launched Avishkar a mobile van to promote science and community mobilization in all MREP schools and villages. This mobile van is fully equipped with science equipment, models, a projector and sounds system, which is helpful for the students to perform science lab activities that are usually not available in schools.

IBM KidSmart Programme

IBM KidSmart Programme took an initiate of serving the needs of 540 teachers and 23,200 school going and out of school going children at the primary level. This program runs in 18 district of Mewat Primary Schools. Later the programme extended to 8 schools in Mewat, 12 in Alwar (Rajasthan), 1 in Manali (Chennai), 3 in Madhya Pradesh, 11 in Gujarat and 4 in Tamil Nadu. It runs computer training in order to make them self-employed. It also incorporated the Reading, craft corner and physical education to help them to develop the reading, cognitive, physical and creative skills of the children.

Mahindra & Mahindra

K. C. Mahindra Education Trust changed the lives of people by promoting education and assisting with financial aid in the form of grants, scholarships and loan. The Nanhi Kali (children) project has provided education to the underprivileged children to more than 3,300 especially in rural areas.

7) RURAL DEVELOPMENT

ITC

ITC provides a platform to the farmers for achieving more efficient supply chain by E-Choupal project which link the farmers with the 'Mandy' system for getting best price to them. It accomplishes the social and profitable objectives by conserving natural resources and managing water soil level and forest resources to maintain the ecological balance. It provides an employment to 70 million people to poor and marginal farmers.

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8) UPLIFTMENT OF TRIBES

IBM

IBM took the responsibility of upliftment of tribals in the Sasan area of Gir forest with the collaboration of Tribal Development Department of Gujrat.

9) ENVIRONMENT SUSTAINABILTY

Financial services sector

The companies like HSBC India, Max New York Life and Standard Chartered Bank adopted the use of paperless technology, use of renewable source of energy, shift of customer focus on use of e- statements and e-receipts for conserving the environment.

Oil & Natural Gas Corporation

ONGC run 30 Mobile Medicare Units (MMUs) to provide health care services in rural areas. The ONGC also took the responsibility of conserving Eastern Swamp Deer Park at the Kaziranga National park in Assam.

Aditya Birla

The company started Sustainable Livelihood projects which include self help groups to provide microfinance for women and farmers, integrated agriculture development, integrated livestock development, watershed management, microenterprise development, skill development, provide vocational training to the unemployed rural people.

Vedanta Limited

Vedanta is one of the pioneer company in environment sustainability projects all over the world. It planted 7.12 lakh trees in India on World Environment Day. It has adopted the Integrated Biodiversity Assessment Tool and its action plan related to biodiversity is implemented across its site.

10) RURAL DEVELOPMENT

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Bharat Petroleum Corporation Limited, Maruti Suzuki India Limited, The Tata Steel Rural Development Society, Aditya Birla Group and Hindustan Unilever Limited adopted villages of nearby areas of their plants where they provide various amenities like better medical and sanitation facilities, build schools and houses, and help the villagers to train them to develop various vocational and business skills in order to make them self-reliant.

11) HANDICAPPED SECTOR

Reliance Industries launched a "Project- Drishti" for the visually challenged and economically deprived section of the society to bring back the eyesight of over 5000 people so far.

12) HEALTH SECTOR

GlaxoSmithKline Pharmaceuticals

The company provide free medical check-ups, health camps, treatment and spread awareness program for healthy living in tribal villages.

Ranbaxy

Ranbaxy operates seven mobile healthcare vans and two urban welfare centres that provide health services to over a lakh people in various parts of northern and central India.

Adiya Birla

The company provides the health care and family welfare services in which Pulse polio programme, mobile clinics- doctor's visits, General and multi-speciality medical camps, reproductive and child health care , supplementary nutrition, mid-day meal projects, safe drinking water, sanitation- household toilets, community hospitals, HIV/AIDS, cancer, TB awarenesss and prevention camps, blood donation camps.

Canon India Pvt Ltd.

Canon India has established eye care centre in the adopted villages. In this centre the medicines and spectacles are made available for the deprived section of the villagers. It also provides surgery facility at the base hospital.

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13) DISASTROUS MANAGEMENT

SAP India

SAP India has collaborated with Hope Foundation for rehabilitation of the tsunami victims. Hope Foundation is an NGO that works for the betterment of India's poor and the needy.

Infosys

Infosys worked for saving the lives of flood victim people. The northern districts of Karnataka were severely affected by floods after torrential rainfall. It claimed hundreds of lives and rendered millions of villagers homeless. The employees of Infosys joined hands to rebuild villages and undertake a mass housing project. Infosys, together with the Board of Directors and the Infosys Foundation, contributed US$ 6.8 million towards relief, rehabilitation and reconstruction. Under the auspices of the state government's 'Aasare' scheme, Infosys partnered with local Non-governmental Organizations (NGOs) to construct homes across 18 villages in five districts.

TATA Group

Tata Group also has an organized relief program in case of natural disasters, including long-term treatment and rebuilding efforts. It did laudable work during the Gujarat earthquakes and Orissa floods. It also supports education, with over 500 schools, and also is a benefactor of the arts and culture. It has done abundant work in improving the environment and local populations around its industries.

Bharat Electronics Ltd

It built cyclone proof houses for the victims of the super cyclone in with the help of the victims themselves so that the houses are built according to their needs.

14) COMMUNITY DEVELOPMENT

Tata Group

Tata Group in India has a range of CSR projects, most of which are community improvement programs. For example, it is a leading provider of maternal and child health services, family

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planning, and has provided 98 percent immunization in Jamshedpur. The company also endorses sports as a way of life. It has established a football academy, archery academy, and promotes sports among employees. It offers healthcare services all over the country with programs like rural health development.

Aditya Birla initiatives of building community centres, build schools in villages, health care centres and hospitals, build roads, home for homeless, rural electrification, irrigation and water storage structures.

Discussion

Implementation of the Government projects in a timely and cost effective manner is yet another important challenge for the government. The companies have come forward to take participation in government projects like Swatch Bharat Abhiyan etc. They are ready to spend money for making contribution to the CSR but implementation of the government projects in a timely and cost effective manner is still a challenge for the country. The crony capitalism, feudalism, favouritism, archaic and corruption had troubled the country for last six decades.

Future Contribution

The paper shows the voluntary contribution of the corporations in developing the nation through CSR activities. Public Private model has been used for bringing change in the social, economic and political level. Good Governance encourages the participation of the corporations to carry out the CSR activities in an effective manner. The model developed in the study can be used to implement the government projects through Corporate Social Responsibility.

CONCLUSION

Corporate Social Responsibility plays a significant role in the inclusive development of the country which would improve the quality of life of the people in India. The voluntarily participation of the various private and public sectors companies in Clean India Mission (Swachh Bharat Abhiyan), Clean Ganga Mission and Skill Development exhibits the effectiveness of Good Governance in promoting CSR practices in India. The paper also depicts the role of the Government Process Re-engineering in CSR held responsible for transforming and implementing the government projects in an efficient, timely and cost

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effective manner. The participation of various stakeholders like corporations, government and local community is a necessity for inclusive and sustainable growth of the country and it contributes the society in equitable, just, fair, ethical and transparent manner. The conceptual model developed in the study is used to represent the CSR process for implementing the government projects effectively which deliver the results at the ground level.

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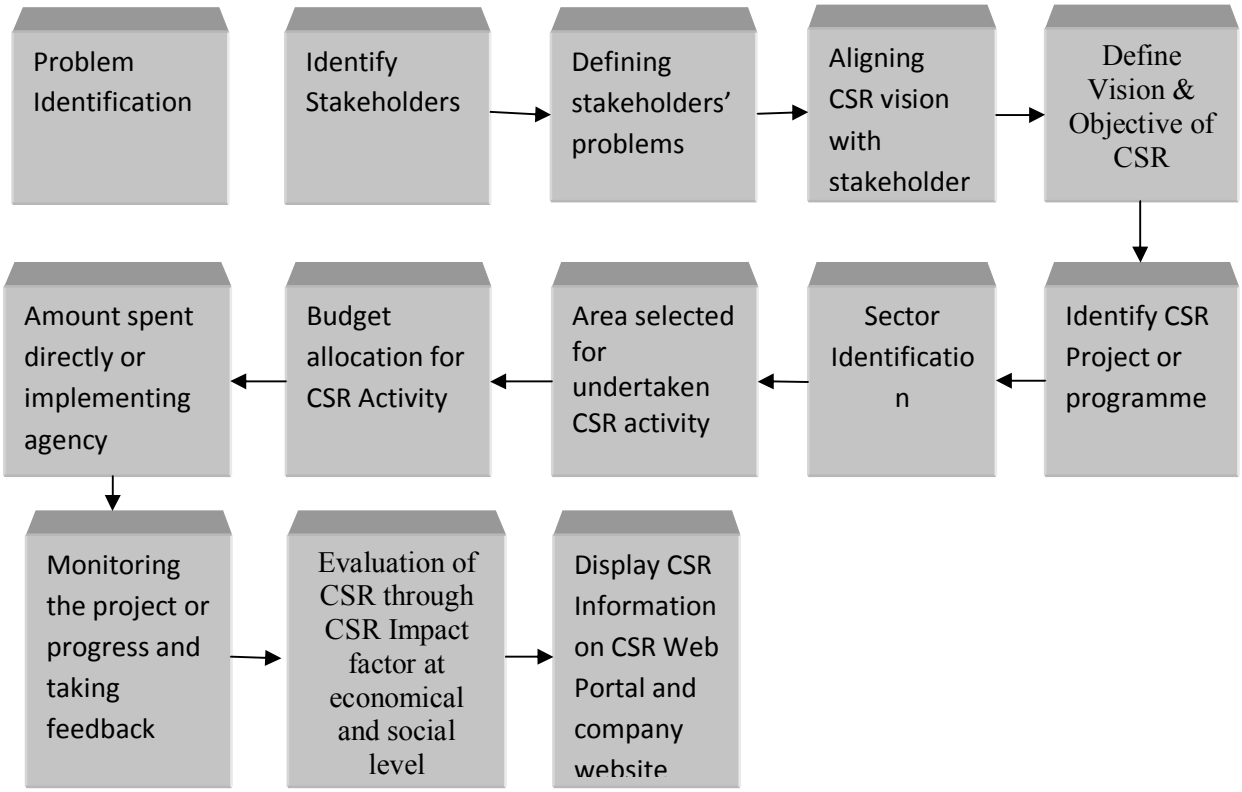
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Diagram 1: Proposed Model for Developing CSR Process



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Diagram 2: Sectors identified for undertaking CSR activity

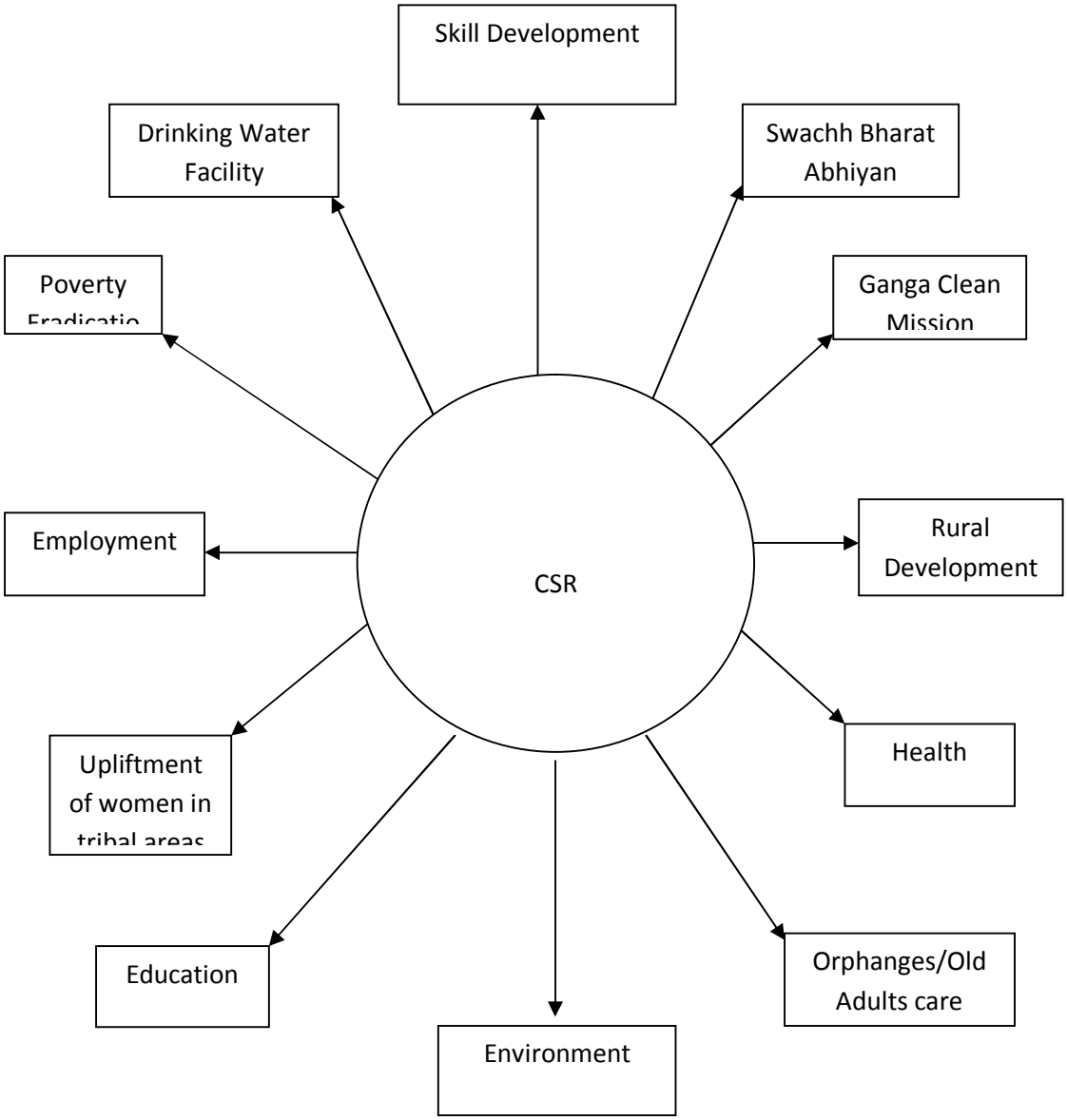


Table 1: PRIVATE SECTOR COMPANIES SHOWING INTEREST IN SWACHH BHARAT ABHIYAN

COMPANIES	ACTIVITIES INVOLVED IN SWATCH BHARAT ABHIYAN
BHARTI GROUP	The group has invested Rs 100 crore for the construction of girls' toilets in Ludhiana. It has started 'Satya Bharti Abhiyan' programs

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	aims to bring sanitation to households in Ludhiana and will construct nearly 30,000 toilets for improving the sanitation facilities in government schools in rural Ludhiana.
Jindal Group of Company	Project of generating electricity through garbage and sanitation is a part of cleanliness drive and making India clean through waste product recycling.
Vedanta	The Vedanta Maryada campaign conducted special cleanliness drives at all its townships.
Apollo Tyres	'Clean My Transport Nagar' campaign has reached out to more than 2,500 people and collected 11,395 kg of biodegradable waste.
Hindustan Unilever	Sustainable Living Plan campaign is the blueprint for sustainable growth. They will build hygiene centres in slums with the Municipal Corporation of Greater Mumbai which consist of toilets, bathrooms, laundry and water recycling facilities.
TCS	Invest Rs 100 crore for the construction of hygienic sanitation facilities for girls students in 10,000 schools
L & T	Build 5,000 toilets for the underprivileged.
Coca Cola, NDTV and UN Habitat	Running 'Support My School' Campaign since 2011 which provides sanitation facilities in schools.
Tata Motors	Support the construction of toilets in rural India.
Dabur	Launched its own 'Swachh Toilet, Swachh Bharat' campaign to provide germ-free toilets across the country. It plans to run an awareness campaign about cleanliness at all Sulabh toilets. In addition, it will contribute Re 1 from the sale of its toilet cleaner product towards building toilets.
Reckitt Benckiser	Partnered with NDTV and Facebook to spread knowledge on hygiene and sanitation. Christened the 'Dettol – Banega Swachh India'

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	programme will work to collaborate with NGOs to construct and maintain toilets. They have roped in Amitabh Bachchan as the ambassador for the 'Banega Swachh India' campaign. The Company has committed to spend Rs 100 crore over five years to this project.
Aditya Birla Group	Construct 10,000 toilets in one year in proximity to its companies' plants located in Madhya Pradesh, Uttar Pradesh, Odisha, Tamil Nadu and Gujarat.
Vedanta Resources	Launched 'Vedanta Maryada' campaign to conduct special cleanliness drives at all the Vedanta villages near their operations around India, as well as the adjoining villages spread in Rajasthan, Chhattisgarh, Odisha, Tamil Nadu, Goa and Punjab. Vedanta-owned Hindustan Zinc too are building 30,000 toilets in rural Rajasthan in collaboration with the state government. Over 9,000 toilets have already been constructed in rural Udaipur, Chhattisgarh and Bhilwara, nearly 80 villages would be covered in Rajasthan. Another Vedanta-owned company, Sterlite Copper, too has constructed 183 toilets in Tamil Nadu.

Table 1 (Source: Compiled through visiting various web sites of companies)

Table 2: Public Sector Company participated in Swatch Bharat Abhhiyan

Company	Activities of Companies
NTPC	NTPC will be constructed 8,152 toilets over the next five years. The construction will be spread over 18 states and 57 districts.
Engineers India Ltd.	EIL has also undertaken the renovation of the sanitation facilities at the Janata Adarsh Andh Vidyalaya in New Delhi, as well as construction of separate toilets for gents and ladies at an old age home in Delhi.
Airport Authority of	It will build 765 toilets for girl students in 37 districts where they run airports and allocated Rs 27 crore for the entire exercise.

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India	
Oil and Natural Gas Commission Limited(ONGC)	Adopted twelve destinations for taking responsibility of cleaniness at their own expense including the Taj Mahal, Lal Quila, Jantar Mantar and Purana Quila.
Coal India Limited	Allocated Rs 235 crore towards the construction of toilets in schools and for the underprivileged. In all, it will construct 6,000 toilets in the next five years. In the first phase, 400 toilets will be built in Jharkhand, West Bengal, Odisha, Madhya Pradesh, Chattisgarh, UP and Assam.
GAIL (India)	It will construct 1,021 toilets in government schools all across India. These facilities will be mostly for girl students.
Maruti Suzuki	The Company plans to concentrate on toilet maintenance It will manage the maintenance of toilets in schools located in villages, using specially designed mobile vans.
SAIL	SAIL has invested Rs.20 crores during 2014-15 (& Rs. 9 Cr for 2015-16) towards the construction of 814 toilets units in 676 schools under "Swachh Bharat- Swachch Vidyalaya Campaign". This campaign would be carried out in peripheral schools of SAIL Plants & Units in a phased manner.
Power Finance Corporation (PFC)	Will built 72 toilets in Rajasthan
SJVN Limited	Built 21 toilets in Himachal Pradesh
Powergrid	Built 90 toilets in AP, Assam, Bihar, Chhattisgarh, MP, Odisha, & Telegana
National Hydroelectric	Built 56 toilets in Assam, WB, J&K, HP, Uttrakhand, Arunachal

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Power	Pradesh, Manipur & WB.
Rural Electrification Corporation Limited (REC)	Built 90 toilets in UP**.**
THDC India Limited (THDCIL)	Built 5 toilets in Uttrakhand.
Neyveli Lignite Corporation Ltd (NLC)	Built 25 toilets in Tamil Nadu.

Table 2 (Source: Compiled through visiting various web sites of companies and* newspaper articles*)

Table 3: Companies running skill development programs

Manufacturing sector		
Sector	**Company**	**Training initiative**
Construction	**Larson & Turbo**	Established Skills Training Institutes (CSTIs) in Chennai, Panvel ,Ahmedabad, Bengaluru, Hyderabad, Delhi and Kolkata to impart construction training.
Varda	**Vardhman group**	The group has established the Vardhaman Training and Development centre to enhance employee skills**.**
Electronic goods	**Godrej**	The company in collaboration with the George Telegraph Training Institute launch specialized

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		training courses in refrigeration, ACs, and washing machine technology to prepare the students to get ready for the employment.
Automotive	**Maruti Suzuki India Ltd.**	The company has tied up with 17 ITIs to absorb 400 students and plan to absorb further.

Table 3 (Source: http://www.ficci.com/sector/74/Project_docs/SectorProfile.pdf)