



Corporate Social Responsibility – A Study Of Dmrc

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Abstract:

Like any other corporate, Delhi Metro will now have to compulsorily specify corporate social responsibility (CSR) activities in its future projects before seeking environment clearance. In India, although practice of CSR is not mandatory for private sector companies but still there are lot of public as well as private companies which have been following the practice of CSR with due diligence. Big corporate houses like TATA and BIRLA are practicing the Corporate Social Responsibility (CSR) for decades, long before CSR become a popular basis. This research paper focuses on the finding & reviewing the role of government sector organizations CSR activities in public and social welfare in India with special reference to DMRC (Delhi metro Rail Corporation)

KEYWORDS

CSR, DMRC, PSU, EMPLOYEE WELFARE.

INTRODUCTION:

In India, although practice of CSR is not mandatory for private sector companies but still there are lot of public as well as private companies which have been following the practice of CSR with due diligence. Big corporate houses like TATA and BIRLA are practicing the Corporate Social Responsibility (CSR) for decades, long before CSR become a popular basis.

CSR is no longer a mere buzzword; today, its mantra of giving back to society is finding many takers among public- and private-sector enterprises. The CSR spending of companies in India for the year 2009-10 was \$7.5 billion. What's more, public-sector enterprises spend about \$700 million annually on CSR activities. However, there is a need for these massive amounts of funds to be allocated judiciously towards social inclusion and the development needs of the country.

This research paper focuses on the finding & reviewing the role of government sector organizations CSR activities in public and social welfare in India with special reference to DMRC (Delhi metro Rail Corporation)

Corporate social responsibility (CSR, also called corporate responsibility, corporate citizenship, & responsible business) is a concept whereby organizations consider the interests of society by taking

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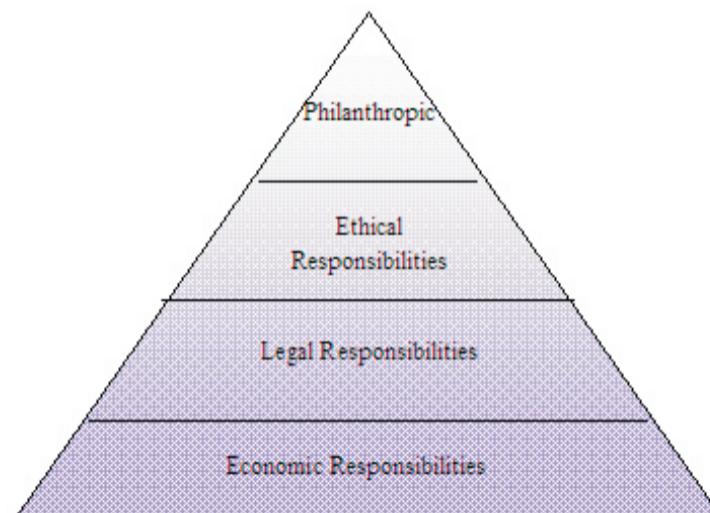
responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities & other stakeholders, as well as the environment. This obligation is seen to extend beyond the statutory obligation to comply with legislation & sees organizations voluntarily taking further steps to improve the quality of life for employees & their families as well as for the local community & society at large.

The study of corporate social responsiveness, how organizations become aware of and then respond to social issues takes two basic approaches: on the one hand it deals with how individual companies respond to social issues. On the other hand, the theory deals with the forces that determine the social issues in which businesses should respond. These two approaches can be combined to classify the ways in which corporations can and do respond to specific social issues. Robert Ackerman was among the first to suggest that responsiveness, not responsibility should be the goal of corporate social endeavors. Ackerman pointed out that corporate response to social issues has a life cycle, starting with corporate recognition of the problem, continuing through study of the problem and consideration of ways to deal with it, and concluding with implementing a solution. Implementation often comes slowly and at some point a company may lose the initiative as government or public opinion forces it to act. Managers must be responsive to problems early to retain the largest amount of managerial discretion.

DEFINITION OF CSR

Philip Kotler & Nancy Lee (2005) define CSR as “a commitment to improve community well being through discretionary business practices & contributions of corporate resources” whereas Mallen Baker refers to CSR as an “a way companies manage the business processes to produce an overall positive impact on society”.

According to World Business Council for Sustainable Development “corporate social responsibility is the continuing commitment by business to behave ethically & contribute to economic development while improving the quality of life of the workforce & their families as well as of the local community & society at large”



Archie Carroll in 1991 describes CSR as a multilayered concept that can be differentiated into four interrelated aspects- economic, legal, ethical & philanthropic responsibilities. Carroll presents these different responsibilities as consecutive layers within a pyramid, such that “true” social responsibility requires the meeting of all four levels consecutively. The model probably is the most accepted & established.

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While definitions of CSR may differ, there is an emerging consensus on some principles that underline CSR;

CSR IS A BUSINESS IMPERATIVE: WHETHER PURSUED AS A VOLUNTARY CORPORATE INITIATIVE OR FOR LEGAL COMPLIANCE REASONS, CSR WILL ACHIEVE ITS INTENDED OBJECTIVES ONLY IF BUSINESSES TRULY BELIEVES THAT CSR IS BENEFICIAL TO THEM.

OBJECTIVES

The Present paper is basically concerned with the following objectives:

- To study the role of DMRC in Social Welfare.
- To analyze the strength & weakness of Delhi Metro from socio economic perspectives.
- To study the contribution of DMRC in the economic growth of capital of India.

RESEARCH METHODOLOGY

Looking into requirements of the objectives of the study the research design employed for the study is of descriptive type. Keeping in view of the set objectives, this research design was adopted to have greater accuracy and in depth analysis of the research study.

Available secondary data was extensively used for the study .

LITERATURE REVIEW

The literature on CSR is vast. Much attention has been devoted to such issues as whether CSR programme of PSU's and specially DMRC has contributed in growth of their surroundings, environment protection, environmental growth, employees' growth and welfare of weaker sections

The social cost benefit analysis of DMRC has been done by the people of Institute Of Economic Growth. They tried to measure all the benefits provided by the DMRC such as reduction in air pollution, time saving to passengers, reduction in accidents, reduction in traffic congestions & fuel savings.

DELHI METRO RAIL CORPORATION (DMRC)

Introduction

For implementation and subsequent operation of Delhi MRTS, a company under the name DELHI METRO RAIL CORPORATION was registered on 03-05-95 under the Companies Act, 1956. DMRC has equal equity participation from GOI and GNCTD.

Structure

Chairman - Dr. Sudhir Krishna
Managing Director - Mr. Mangu Singh
Total No. of Directors - 16
Nominee of Govt. of India - 5
Nominee of Govt. of NCTD - 5 (Including MD)
No. of full-time functional Directors at present including MD - 7
The corporate office of the company is located at Metro Bhawan, Fire Brigade Lane, Barakhamba Road New Delhi - 110001, India.

Mission

To cover the whole of Delhi with a Metro Network by the year 2021.
Delhi Metro to be of world class standards in regard to safety, reliability, punctuality, comfort and customer satisfaction.
Metro to operate on sound commercial lines obviating the need for Government support.

DMRC Corporate Culture

We should be totally dedicated and committed to the Corporate Mission.

Personal integrity should never be in doubt; we should maintain full transparency in all our decisions and transactions.

The Organization must be lean but effective.

The Corporation must project an image of efficiency, transparency, courtesy and “we mean business” attitude.

Our construction activities should not inconvenience or endanger public life nor should lead to ecological or environmental degradation.

All our structures should be aesthetically planned and well maintained.

Safety of Metro users is our paramount responsibility.

Our stations and trains should be spotlessly clean.

Our staff should be smartly dressed, punctual, polite and helpful to the customers.

Employees should discharge their responsibilities with pride, perfection and dignity

SOCIAL RESPONSIBILITY PROGRAMS RUN BY DMRC

Following are the certain social responsibility projects of DMRC, which aims in providing a kind of substantial benefits to the social development.

OLD AGE WINTER HOMES:

DMRC has opened an old age home for male senior citizens at Govindpuri, South Delhi. The home has the capacity to accommodate 45 to 50 persons providing all the basic necessities such as bed, pillows, blankets, water dispensers, to the occupant.

This winter home is expected to be of great benefit during the extreme winter months of December, January & February. Along with accommodation, food & basic help, physiotherapy & health checkup sessions will also be organized.

DMRC officials also make periodical inspection to the home to ensure that it functions properly & quality of services remains good.

HOME FOR CHILDREN'S:

another social responsibility taken up by the DMRC is to open up the home for girls near Inderlok station, capacity to house about 50 girls and for the boys in Tis Hazari. The children's home have dormitories, classrooms, an amphitheatre, and a playground. The homes are well fitted with all such fire-fighting equipments.

YOUTH AWARENESS:

In order to honour the Nobel Laureates from India & also to create an awareness of their contribution to the society, “Nobel Memorial Wall” was opened by DMRC at Rajiv Chowk station. And a similar wall is also there at Huda city metro station.

Quoting the Delhi Metro Managing Director E Sreedharan from an article in The Hindu

“The Nobel Wall on the Delhi Metro is a unique way to honour them. It also gives an opportunity to our youth to know about our Nobel Laureates while they are on the move.”

CLEAN DEVELOPMENT MECHANISM:

CDM is a market driven mechanism of DMRC that offers an opportunity to contribute towards environmental sustainability through their business operations. CSR is all about companies giving something back to the communities & environment that sustains them. The aspect of this project aims at providing a GREEN LIFE ENVIRONMENT.

ARRANGING FREE VISITS OF DEPRIVED KIDS:

DMRC also tried to make a commendable effort by arranging a visit to Patel Chowk Museum & a joyride of metro to the kids suffering from cancer along with their parents. Through which they got to know the most modern metro system in the world. DMRC has been very active in arranging visits for such sections of the society who need special attention & care.

GREENERY CAMPAIGN:

The Delhi Metro has always laid great emphasis on the conservation of environment. Since 2005, DMRC has planted more than a lakh trees and shrubs as part of its voluntary plantation programme. While 60,855 trees have been planted, the number of shrubs planted is 43,676. For each tree that the DMRC had to cut for its construction work; it has been paying the forest department for the plantation of ten trees as compensatory afforestation. This campaign is a part of the “Till a Million Tree” plantation drive of the Government of Delhi in which all the government agencies are participating in a bid to plant a million more trees in the national capital.

AWARENESS DRIVES THROUGH IPL:

DMRC tied up with GMR owned DELHI DARE DEVILS IPL TEAM to start a campaign on awareness among commuters about basic Metro etiquettes such as keeping the system clean, not obstructing the closing of metro doors, & not crossing the yellow line. Delhi metro in association with IPL also attempt to display social messages related to passengers' behavior at different locations inside the stations & trains during the IPL – 2012 season. (Source: DECCAN HERALD, NEW DELHI, 14 APRIL, 2012)

EMPLOYEE WELFARE SCHEMES OF DMRC**“PEOPLE FIRST POLICY”:**

The DMRC follows “people first policy” which believes that human resource is its most important resource & continue to work for its development & realization of its full potentials. They have taken various HR initiatives like knowledge sessions, summer camps, on-line grievance redressal mechanism to bring greater job satisfaction & enhancement of their human resource & organize various special lectures for the employees

HINDI FORTNIGHT CELEBRATION:

In order to encourage the progressive use of HINDI language, DMRC celebrated Hindi Fortnight from 14-28th September 2010-11. They organized various competitions & awarded 44 employees with prizes.

SAFETY AWARENESS CAMPAIGNS:

DMRC also put greater emphasis on the safety concerns of their Human Resource. For this purpose, they conduct safety tool box talks at the beginning of the working shift. They periodically organize various Safety Training Programmes with the help of contractors' wherein DMRC safety teams & General Consultants deliver lectures. They organized Safety Awareness Week from 4-9th march, 2011 wherein all DMRC employees participated in events like safety seminars, quiz competition, & other safety promotional activities.

SPECIAL COURSES:

In order to build dedicated cadre of engineers specially trained in metro technology, DMRC & IIT (DELHI) have started one year course which produces 25 EXECUTIVES each year to cater the growing needs of metros around the country. The faculties for such programs are the professors of IIT DELHI & DMRC officials.

HIV/AIDS AWARENESS PROGRAMME:

DMRC attempts to spread AIDS awareness among migrant workers by two yearlong campaigns to educate the vulnerable group. This campaign was implemented by an NGO Voluntary Health Association of India (VHAI) at November 2007 to January 2010 targeting 6000 workers.

DMRC carried out a 9 months highly-successful HIV/AIDS awareness programme during construction of its Phase-I, which benefited over 3,000 migrant workers that included advocacy, peer education, & promotion of condom use.

OTHER ASSISTANCE:

DMRC provides other assistance like

pension schemes,

Post Retirement Medical Schemes,

Terminal Benefits which includes settlement at home-town or to the place where the employee or his family intend to settle in India.

Earned leave benefits to their employees.

LTC i.e. DMRC provides financial assistance to the employees in meeting the expenses of travel.

During the year, DMRC has provided liability towards contribution to the:

PARTICULARS	2010-11	2009-10
GRATUITY	333.51	249.68
PRMF	328.10	699.40
LTC	(42.09)	65.95
LEAVE	706.59	147.71
TERMINAL BENEFITS	(3.05)	21.10

(Source: ANNUAL REPORT 2010, DMRC)

CONCLUSION

CSR helps companies to add value to their business. In simple words, it is how organizations give back to the community the benefits it gained from it. It is used as a mean to maintain an image of company towards society.

Through our research on CSR program of DMRC, we have found that DMRC has done remarkable work in concern of their corporate social responsibility programme. Lot of social programs run by DMRC for childcare, employee welfare, environment protection, proves that this is not working only with economic point keeping in mind, but also it has always thought overall benefits to public and environment as well. Even in its future plans of extensions, DMRC has planned extension in its welfare activities. It has increased its budgets for such activities and implementation of its welfare plans through well known NGO's, thus making Delhi metro world class metro from economic as well as social point of view.

Delhi metro has become one of the few metro systems worldwide to achieve the voluntary International Standard organization (ISO) 14000 certification which ensure that company maintains a credible environmental management system. Delhi Metro has been officially sanctioned as a vehicle for inculcating a culture of discipline, order, routine and cleanliness in Delhi. The metro was promoted with a motive to provide a cost effective mode of transportation for the general public. It has been proved as a way to reduce road congestions, roads pollution and road accidents. Till date the measures performed by DMRC

have been successful in creating a secure environment and cultivating a feeling of personal safety in metro. A survey by MG school of mass Communication in 2003 found that 99% of women found travelling by metro safer than bus.

DMRC has also created awareness among general public and has tried to educate people through its promotional campaigns which have not only created the awareness about measures to protect the environment, but also has helped in building goodwill of DMRC.

As one street theatre viewer summarized the public sentiment in a Times of India article (Nayak, 2002): 'Delhi Metro is really a wonderful thing and people should know about it. I am touched by the way these people have tried to convey it'.

The metro was trumpeted as a catalyst of societal change and a symbol of the potential for Indian ingenuity to overcome the challenges of a rapidly growing population.

Quoting the Delhi Metro Managing Director, E Sreedharan, from an article in The Hindu by Sandeep Joshi, it is possible to see the specific motivations that metro officials saw for developing the metro: It will be much more than a cheap and safer means of transport. It will reduce congestion on roads making movement easier. It will also reduce atmospheric pollution to a great level making the environment healthy ... The Metro will totally transform our social culture giving us a sense of discipline, cleanliness and enhance multifold development of this cosmopolitan city.

Thus DMRC has help transform Delhi into a modern capital city befitting of the world's largest democratic state and a central node in the global economy. It has brought the capital of India on world map as an economic hub and has become pride of Delhi as a backbone of a modern urban landscape

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