

**Final Report of**  
**UGC MINOR RESEARCH PROJECT**  
(Ref. No. 2028-MRP/15-16/KABA047/UGC-SWRO)  
**Corporate Volunteering as a CSR Initiative -**  
**In Indian Corporate Sector**

**Submitted to**



**University Grant Commission**  
**South Western Regional Office**

**Submitted by**

**Nagaraj M S**  
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To,

The Deputy Secretary,  
University Grants Commission,  
South Western Regional Office,  
PK Block, Palace Road, Gandhinagar,  
Bengaluru – 560009

Sir/Madam,

Subject: Submission of Final Report of Minor Research project

Reference: **2028-MRP/15-16/KABA047/UGC-SWRO**

With reference to the subject cited above, I express my heartfelt thanks for approving the UGC Minor Research project, with a project grants of Rs.35,000/- on **the Topic ‘ Corporate Volunteering as a CSR Initiative – In Indian Corporate Sector’**

Due to difficulties in collection of Date, I was not in a position to submit the 1<sup>st</sup> Annual report. I am hereby submitting the consolidated Final Report along with Annexure – III, Annexure – IV, Annexure – V, Annexure – VI, Annexure – VII and Utilization Certificate.

Kindly acknowledge the same.

Thank You,

Regards

**Dr. Nagaraj M S**  
**Head, Department of Commerce,**  
**SivanandaSarma Memorial RV College**  
**Jayanagar, Bengaluru, Karnataka**

**Final Report of the work done on the Minor Research Project.**

1. Project report No. 1st /Final - **Final**
2. UGC Reference No.F. \_\_**2028-MRP/15-16/KABA047/UGC-SWRO**
3. Period of report: **from January 2017 to December 2019**
4. Title of research project - '**Corporate Volunteering as a CSR Initiative – In Indian Corporate Sector**'
5. (a) Name of the Principal Investigator – **Dr. Nagaraj M S**  
(b) Department - **Commerce**  
(c) College where work has progressed – **Sivananda Sarma Memorial College (SSMRV College)**
6. Effective date of starting of the project –
7. Grant approved and expenditure incurred during the period of the report:
  - a. Total amount approved **Rs. 60,000/- ( Sanctioned Rs.35000/-)**
  - b. Total expenditure **Rs. 25,000/-**
  - c. Report of the work done: -
    - i. Brief objective of the project –**Separate sheet attached**
    - ii. Work done so far and results achieved and publications, if any, resulting from the work - **NO**
    - iii. Has the progress been according to original plan of work and towards achieving the objective. - **YES**
  - iv. Please enclose a summary of the findings of the study –**Separate sheet attached**
  - v. Any other information- **Nil**

SIGNATURE OF THE PRINCIPAL INVESTIGATOR

PRINCIPAL (Seal)

## **Sheet of Annexure – IV**

### **Point – 7, C – i) Brief objective of the Project**

1. To study the level of awareness of companies regarding corporate volunteering
2. To study corporate volunteering activities undertaken by Indian companies as a part of CSR
3. To assess the practices of corporate volunteering in Indian companies.
4. To examine the benefits and challenges of corporate volunteering experienced by Indian companies.
5. To explore factors that contribute to effective corporate volunteering

**Point – 7, C – iv)**

**Summary of the work Completed**

**Final Report of Minor Research Project**

## **Corporate Volunteering as a CSR Initiative - In Indian Corporate Sector**

**Summary of work done for the Period**

**From January 2017 – April 2018**

### **Contents of the Project-**

- 1. Chapter – 1 – Introduction**
- 2. Chapter – 2 – Literature Review**
- 3. Chapter – 3 – Company Practices**
- 4. Chapter – 4 – Research Methodology**
- 5. Chapter – 5 – Analysis of Data**
- 6. Chapter – 6 – Findings, Conclusion and Recommendation**

# **Chapter – 1**

## **Introduction**

## **Introduction**

Corporations are today getting involved in developmental work to fulfill their social responsibilities. All these years developmental work was perceived to be the domain of charitable organizations like NGOs and Voluntary organizations. Today the Private sector increasingly taken keen interest in various developmental activities. Many organizations today encourage and provide volunteering opportunities to their employees as part of their CSR activities. Corporate volunteering is also now known as employer supported volunteering. The term CSR is linked to the concept of Triple Bottom Line Reporting which is used as framework for measuring an organization's performance against economic, social and environmental parameters. Organizations are not isolated from the communities and have realized that these parameters have a major influence on their operations and relationship with their clients. Therefore, CSR as a management priority is gaining importance in India as in other parts of the world. There are several organizations like ivolunteer, volunteeringindia, youth for seva, APD India, Indiavolunteercare which provide several opportunities of employees to engage themselves in volunteering. Corporate Volunteering refers to the engagement and inclination of companies towards social commitments in an organised manner. Volunteering generally denotes a support extended to non-profit organizations or social causes by a public or a private sector enterprise. The support in many cases stretches to employee involvement rather than mere donations. Employee engagement can be well understood as an organised effort of the companies coupled with willingness of the employees to think beyond just the required tasks and market needs. The type of engagement a company encourages ranges from a one-day standalone activity such as cleanliness / plantation drives, visits to old age homes / orphanages to more strategic inclination wherein a systematic approach allows employees to volunteer. These decisions are mostly driven by the corporate boards and are either directed to funnel and follow specific needs of the community (engaging in the company's CSR projects) or by motivating employees to choose their humanitarian interests.

### **Corporate volunteering practices- a few examples:**

The Tata Council for Community Initiatives and Tata companies jointly endeavoured a systematic approach for focused sustainable development. Since 1994, the Council has promoted volunteering amongst Tata Group employees and provides volunteering opportunities with more than 50,000 NGOs. “Commitment to the welfare of the communities our companies serve has been a key tenet of the Tata Group”, says Ratan N. Tata, Chairman of Tata Sons. To give an example, Taj Hotel employees provided technical support to the NGO Pratham<sup>46</sup> by helping in content development, training and infrastructure for the state-of-the-art facility in Maharashtra<sup>47</sup> for training young people in hospitality from rural Maharashtra. So far, about 70 youth from the region have been trained with 100 per cent job placements. Similarly, the Aditya Birla Group reaches out to 3,000 villages in India, covering around seven million people annually. The FICCI<sup>49</sup> (Federation of Indian Chambers of Commerce and Industry) Aditya Birla CSR Centre for Excellence has been set up with an aim to promote ‘ethics-based business practices in India and across the globe for sustainable development’. “Our aim is to actively contribute to the social and economic development of the communities in which we operate. In so doing, build a better, sustainable way of life for the weaker sections of society and raise the country’s human development index.”— says Mrs. Rajashree Birla, Chairperson, The Aditya Birla Centre for Community Initiatives and Rural Development. At HSBC, Employees are encouraged to participate in the community projects supported by HSBC. HSBC launched Corporate Volunteering in India in 2007 in a new format to enhance volunteering participation. The program has been named ‘**Catalyst**’ and has being deployed across HSBC branches and Group Companies in India. IBM partnered with iVolunteer to engineer a corporate volunteering program that facilitates IBMers to identify, plan and participate in volunteering activities, for a progressive community. After a thorough profiling of employees, iVolunteer created custom volunteering opportunities for nearly 6000 volunteers, pan India. Based on employee interest, skills and availability; one day, short term and long term engagements were planned in fields such as education, disability, environment, child welfare, youth development, elderly welfare and



community development. At Cisco Employee volunteers are at the heart of giving back to community. The India Civic Council comprises employee champions who drive volunteerism and giving in cities across India. Employees undertake activities in the area of education, environment, civic issues, housing and more. By championing Cisco's culture and increasing employee civic engagement, the Council fosters enthusiasm for giving back and creates meaningful change in communities. In 2014, Cisco volunteers have accumulated more than 10,000 volunteer hours, generating dollars as matched cash grants to NGO partners. Some of these partnerships include: Youth for Sewa, a rural education program at Northern Karnataka focused on reducing the digital divide, and The School Adopt Program, which supports 7 government schools near the Cisco campus providing basic amenities such as books, uniforms, stationary, and student mentoring and scholarships.

In today's context of sustainable growth, corporations have no option of living in isolation. The social imperative is well understood by the corporates and an interactive situation is created between corporate and community. Though in the current situation the number is small, as days go by more and more firms are impressed and join the band wagon. This situation calls for formalizing such practices amongst corporates and bring out a model that can be adopted by two lakh+ corporates in the country.

### **Why Corporate Volunteering?**

In corporate volunteering, there are three parties with varied interests and all these get fulfilled simultaneously. The company, employees and the community. Company aspires to grow with profits and building an image for itself. To achieve this, it tries to satisfy all its stakeholders including the employees. Though employees work to contribute to the company, they have an end motive of gaining personal satisfaction. This satisfaction in turn contributes to better work. Community is the environment in which the company operates. Community looks for its betterment and welfare. Employee volunteering enables accomplishing the aspirations of three stakeholders simultaneously.



**Motive for Companies:** why does a company motivate employees to take up volunteering is one question that arises as companies have the basic motive of increasing profitability. However, in today's scenario there is a realization that companies also have a responsibility towards the society. This could be a small number, yet with the Section 135 of the companies act makes it mandatory for companies to engage in various activities concerning society. However, it is also observed that Employee volunteering is not part of CSR and there is a need for clear guidance on pro bono has to be given. Increased number of volunteering platforms have also encouraged companies to take up employee volunteering.

**Motive for Employees:** The primary motivation for the employees is the personal satisfaction that they gain out of giving back to society. Volunteering is also an activity which keeps employees engaged out from the pressure of work. There are instances of employees who are engaged in corporate volunteering have got into the voluntary sector and have changed their career paths. Employees also attempt to explore different ways of engaging themselves in varied kinds of volunteering. Some examples are employees undertaking teaching of English and computers in Government schools, tutors at learning centers in slums etc.

**Motive for Community:** Communities look forward for voluntary action from any organization which can voluntarily provide the needed benefits and enable them to overcome several of the challenges they face socially, economically or personally. However, to the community it doesn't

make a difference if the voluntary action is coming from corporate or otherwise. It only expects that there is an element of voluntary action that can support for sustenance

### **The Present Study**

Driven by the motives of employees, companies and the society and a thrust from the companies act to engage in CSR activities, corporate volunteering has become today's imperative. An exploration into corporate voluntary action can open up the opportunities and challenges for the same. There are also several possibilities that companies of certain sectors are not even exposed to the concept of corporate volunteering. The present study attempts to unearth the corporate volunteering practices, its awareness amongst employees and the motivation for volunteering action in the future.

# **Chapter – 2**

## **Literature Review**

## **Literature Review.**

CSR is not a new phenomenon in India and businesses have been driven by corporate philanthropy in the past (Mohan, 2001).

Corporate Social Responsibility (CSR) is an umbrella term (Blowfield and Frynas, 2005) used to describe different socially oriented practices. American economist Bowen (1953), known as the father of the modern practice of corporate social responsibility, was the first to bring CSR into the business domain through his book “Social Responsibility of the Businessman.” The term CSR “is a brilliant one, it is something but not always the same thing to everybody” (Votaw and Sethi, 1973).

Riordan, Gatewood & Bill (1997) used corporate image as a proxy for social performance, and found that employee’s perceptions of corporate image can positively influence job satisfaction, and negatively influence turnover and turnover intentions. Research by Swaen & Maignan (2003) recommend that employees adoption of socially behaviors was directly influenced by CSR activities.

According to Shinde, 2005, there is a growing realization towards contribution to social activities. Before that there was little documentation of social responsibility initiatives in India. Now it was found that to a growing degree companies that pay genuine attention to the principles of socially responsible behavior are also favored by the public and preferred for their goods and services. This has given rise to the concept of CSR.

(Pajo & Lee, 2011), article presented that understanding the motivations and attitudes behind volunteering is integral to sustaining an organizational culture conducive to corporate social responsibility engagement. At the employee level, motivations found for volunteering include altruism, meaningfulness, organizational citizenship, role variety, relational and social task characteristics, networking and personal. One motive, altruism, surfaced for more than 50% of participants in one study conducted

In an article by Bhattacharyya & Chaturvedi (2012), he viewed CSR activities will change companies a lot. He further observed that, companies who have not engaged in CSR

activities, will start investing on society. Also, who already in CSR activities will get a strong foundation or bond with the society.

Ameer and Othman (2012) found that companies in certain activity sectors which place emphasis on sustainability practices have higher financial performance measured by return on assets, profit before taxation, and cash flows compared to those without such commitments. Analyzing data over 2006-2010, Ameer and Othman (2012) found that sales and revenue growth of the 100 sustainable global companies ([www.global100.org](http://www.global100.org)) is higher than control companies in the Industrials sector. In the Consumer Discretionary and Telecommunications sectors, the return on assets is higher for the 100 sustainable global companies compared to control companies. The profit before taxes of the 100 sustainable global companies is higher than the control companies in the Energy, Health Care and Materials sectors.

BibhuParshed (2012), article presented that companies focus now on sustainable areas like child labour, ground water, food, education, employment etc. Also the article find that apart from profit earning motive, CSR is beyond the natural and statutory obligation of the companies which develop the companies in a balanced way.

(Aguinis&Glavas, 2012), article presented that employee volunteerism is often linked to corporate social responsibility (CSR); however, we believe volunteerism should be considered as a distinct and unique component of CSR that can provide the opportunity to link the macro (external) efforts of a corporation to strengthen corporate reputation and create community-based support with the micro (internal) benefits of employee engagement and satisfaction in a multi-level approach

Another study by Bansal, (2012), analyzed 30 companies from Transport Equipment sector, Finance and Metal Mining sector, IT & Power, Capital goods, Telecom, Housing, FMCG, Oil & Gas and Cipla. The paper concluded that companies are not working only to earn profit but also have appreciates the importance of being social friendly.

VenuSrinivasan (2007) observed that Corporate Social Responsibility is more than philanthropy and must not mean “giving and receiving”. An effective CSR initiative must engage the less

privileged on a partnership basis which means sustainable development of the community by being partners in their progress.

Social responsibilities of management goes beyond making profit to include protecting and improving social welfare of its stakeholders and environment in which the firm carries out its operation. The social responsibility standards and moral activities by a firm can create a positive rapport between the firm and all its stakeholders (Sharma and Mani, 2013).

Sharma and Nishi (2011) listed core thrust areas for CSR activities like children welfare, community development, education, environment, health care, poverty eradication, rural development, vocational training, employment, women empowerment and protection of girl child. Since these activities encompass a whole scope of development area, that requires huge funding and enormous effort for their sustainable development to be effective and visible.

A well-structured corporate engagement could create a win-win situation, both for the organization and the communities; as they both are dependent on each other for a sustained economy. Corporate activities with the community also help understand the emerging markets, promote out of the box low cost solutions, and innovative business models. Therefore, an active volunteering arrangement not only increases the well-being of the communities but also benefits the organization with a better corporate image and visibility.

Corporate volunteering (CV) is a well-established employee engagement initiative that is utilised by firms of all sizes in a range of industries. Defined as ‘a commitment by a commercial organisation to encourage staff to volunteer in the not-for-profit sector’(Volunteering Australia 2011), CV is reportedly one of the fastest growing corporate social responsibility (CSR) activities in the UK, Western Europe and North America (Pajo and Lee 2011). Now it is now in India that a majorly IT companies and a host of other companies in other sectors opt to contribute to society by engaging in volunteering.

Research indicates that well-structured volunteer programs are more productive in monetary value than organizations spending (Gaskin, 2003). Corporate Volunteering also helps boost the morale of the employees and increases job satisfaction. Employer-sponsored volunteerism is

strongly associated with a positive organizational identity, but organizational identity is not associated with the significant compliance vignette. (Houghton et al 2008).

The 2017 Deloitte Millennial **Survey** found that millennials expected businesses to do more than simply work for financial gains. Businesses that engage in social issues are more likely to gain their trust and loyalty. Millennials consider themselves to be accountable, to an extent, for many of the world's biggest challenges – for example, 59 per cent believe they have a responsibility to protect the environment. Another report, called Snapshot 2014: A Rising Tide of Expectations – Corporate Giving, Employee Engagement and Social Impact, found that employees expected their companies to match their monetary contributions and support volunteerism.

### **Literature Gaps**

The literature on voluntary action clearly brings out the need for corporate voluntary action through its employees. The Studies show that Voluntary action is more known and practiced more in the IT sector than in other sectors. Voluntary action is more in the areas of Education, environment health care, poverty eradication, rural development, vocational training, employment, women empowerment and protection of girl child. However, all the studies are more on whether CSR is practiced or not. They do not answer questions like how much is corporate volunteering practiced and to what extent corporate volunteering has impacted the society. For other sector organizations the concept is very new and has not been on their agenda. This is also probably because of the lack of provisions in the Section 135 of the companies act on CSR provisions.



# **Chapter – 3**

## **Company Practices**



## **Corporate Volunteering Practices**

The role of volunteering in India is gaining importance in today's times, for several reasons. Despite the significant progress India has made in the past decades, it continues to face challenges in achieving its development objectives in alignment with the Sustainable Development Goals (SDGs). Volunteering offers opportunities to mobilize a segment of motivated individuals to engage with communities that are often difficult to reach, thus facilitating the vital linkage between volunteerism and achievement of the SDGs for the nation. Additionally, with India's expected demographic dividend, the promise of solving developmental challenges, while also enhancing individual skills, social participation and inclusion, have unsurprisingly made volunteering a very attractive tool for governments, civil society actors and corporates. In India, though, Corporate volunteering is yet to take off on a massive scale. Corporate Volunteering usually entails providing services (interacting with children, mentoring sessions, distributing food and gifts, etc.) through NGO partners, with activities dependent on convenience rather than impact. More often than not, it's limited to payroll giving by employees and the one-off volunteering event. Here we take a look at some companies who are investing in ESV. The Companies Act was passed in August 2013 and has imposed significant changes for both India-based companies and foreign companies operating within the country. The law's CSR requirement has made India the first country in the world to mandate that qualifying companies contribute at least 2 percent of their average net profits from the preceding three years to CSR initiatives.

The role of the private sector in voluntary action is increasing at a rapid rate in India, with 'Corporate Volunteering' (EV) or 'employee giving' being offshoots of Corporate Social Responsibility (CSR) and employee engagement programs. EV programs take on various forms: initiatives may be 'one-off' (for a particular cause), or ongoing and may offer different levels of flexibility. For example, employees may give in cash or in kind to support a specific initiative, or may have fixed dates to volunteer or volunteer at their will, offline or online. The very notion to develop a strong company culture is to entice top notch talents and retain them for years. Creating a culture of volunteering to support community needs are beneficial for the employees and for the employers. Volunteerism helps in bridging gaps between the human resources and help them get involved in a common cause of welfare. EV helps employees in realizing their

commitments to the community and aid them in giving back in a systematic manner. The CSR Rules, have paved a path for many of the HR and CSR heads to engage employees in social commitments. Many corporates have been vigorous in driving volunteerism to go beyond just engagement and creating a culture of change by investing in value-based volunteerism. The current trend of the corporate volunteering has changed and calls for measurement of volunteering services to gauge the return on investment. Hence, there has been a drastic revolution with majority of the companies calling for pro-bono or skill-based volunteering. CSR can be defined as the efforts of a company to improve the community in which it operates. The efforts, however, can range from donations to infrastructure creation and maintenance to skill transfers and support. The Indian context of CSR is different from what has been the practice in the west. The Companies Act 2013 along with the CSR Rules 2014, have bestowed the companies with an onus that goes beyond mere donations. With the CSR mandate now moving into its fourth year, there are numerous companies that have projects impacting a whole gamut of vulnerable and underprivileged community. The underlying assumption of the CSR Rules i.e. to benefit the underprivileged populace with facilities that empower them to be at par with the society at large; numerous projects have been successful in catering to need of such a population. A shift from mere philanthropy to efforts that inculcate sustainability in the approach has been the driving force in meeting the objectives of the companies. Linking employees in addition to the members of the CSR team in the overall process of inputs is essential, especially from the standpoint of contributions as part of volunteering. This brings us to understand the relation between CSR and Corporate Volunteering. Corporate Volunteering in many cases proves to be the key differentiator for an employee's overall performance. An employee who is engaged in one or the other social welfare activities of the Company feels a personal linkage and bonding with his employer and hence exerts efforts for better performance. EV as part of CSR has been used to mitigate the effects the company has on its stakeholders. The community in particular develops a connection with the company and it helps them inculcate a sense of oneness. The engagement which involves community members and the employees work on the same activity strengthens the likely bond between the two resulting in a better image of a corporate which has its resources also inclined to social welfare. The activity based volunteering in particular, enables the employer to motivate their employees to volunteer through time off or matching gifts. This

also has a two-fold effect which has employee motivation and company reputation as an internal effect and welfare of communities as an external effect.

### **Corporate Volunteering at Thomson Reuters**

Thomson Reuters has established well defined policies around Corporate Volunteering wherein employees are encouraged to work with their communities on a cause / organization of their choice. Per the Volunteering policy, each employee gets two days or 16 hours off for volunteering work. Thomson Reuters also has a Dollars for Doers policy which allows an employee contribute their time and / or money to seek a matching contribution from the company. For every 40 hours (during one year) that an employee volunteers with a charity, s/he can apply for a grant of up to USD 1,000 to that charity. An employee may even split his/her time between multiple charities and apply for the grant in the proportion of the time contributed. This develops a sense of giving in the employee and gives them the satisfaction of raising funds for any organization / cause by contributing their time and skills. The Matching gifts policy at Thomson Reuters is for employees who only wish to contribute money to an organization, per the policy the employee can apply for a matching gift of up to USD 1,000 for the development organization of their choice.

### **Volunteering at Glaxo SmithKline**

GlaxoSmithKline (GSK) has two flagship volunteering programs – PULSE and Orange Days. The PULSE Volunteer Partnership provides a skills-based volunteering opportunity where eligible employees are matched with a non-profit organization for three or six months full-time. Since 2009, more than 60 employees have participated in national and international volunteering projects. PULSE volunteers' work supports the UN Sustainable Development Goals, specifically good health and quality education. The Orange Day Program gives all employees one paid day off each year for their chosen causes and local communities, through participating in GSK's CSR projects. Most employees take up volunteering activities in teams, such as cleaning up community parks, mentoring students, etc. Employees are also given the opportunity to volunteer part-time in a skills-based project (8 to 60 hours per year). All volunteering work is paid time-off for participants. The company has partnered with Give India for its payroll giving program.

PULSE projects are aligned with GSK's CSR initiatives, with international assignments sourced from PULSE partners. If there's a skills fit, employees are matched to that assignment. In locations where the company does not have CSR projects, employees choose a cause and an NGO to volunteer their time with. In terms of feedback, 96 per cent of participants strongly believed that they made a true difference to the community through Orange Day; and 98 per cent of NGO partners were of the opinion that PULSE volunteers met or exceeded expectations. A study on the impact of volunteering initiatives was conducted among employees: 79 per cent of employees stated that their likelihood of staying with GSK had increased, 90 per cent said they had developed leadership skills, and 79 per cent said it helped them make a positive business impact. This is reflected in this statement by Garima Dutt, CSR lead, GlaxoSmithKline Pharmaceuticals Limited: 'We believe that our volunteering offerings not only create sustainable change in NGOs but also benefits GSK through increased employee engagement and equips our people with fresh perspectives to foster innovation within the company.'

### **Tata Group**

The Tata Group conglomerate in India carries out various CSR projects, most of which are community improvement and poverty alleviation programs. Through self-help groups, it has engaged in women empowerment activities, income generation, rural community development, and other social welfare programs. In the field of education, the Tata Group provides scholarships and endowments for numerous institutions.

The group also engages in healthcare projects, such as the facilitation of child education, immunization, and creation of awareness of AIDS. Other areas include economic empowerment through agriculture programs, environment protection, providing sports scholarships, and infrastructure development, such as hospitals, research centers, educational institutions, sports academy, and cultural centers

### **Hero MotoCorp**

At Hero MotoCorp, as CSR got embedded into the main policy and became the way of doing business for the company, volunteering became an essential part of each employee's key responsibility areas. As a policy, employees can volunteer for four days on his/her will (and more with prior approval) for activities addressing social causes –road safety, education, sanitation, women empowerment, tree planting and rural development – that the company focuses on through its CSR programs. Employees simply need to log in to the company's intranet and register as a volunteer. While registering, they get to choose the various causes that they are interested in and the number of hours they will volunteer, and also spell out how they may add value through their talent, skills and knowledge. Once registered, they start getting updates from the CSR department on the ongoing activities that are being carried out either by partner non-profits or directly by the CSR team. Over 200 employees are constantly active in the volunteering space and engage in one or the other social activity across the company's five plant locations, R&D Centre, various offices and over two dozen CSR project sites. Vijay Sethi, who is chief information officer at Hero MotoCorp and also heads human resource and CSR – the two key portfolios that drive volunteering in the organization, says, 'Over the years I have realized that volunteering not only helps employees in doing their bit for the society, it also makes them really see and understand the socially conscious side of the company. And once they understand the humanitarian work that their company does, their respect for the brand grows manifold and it reflects in their professional output. At Hero MotoCorp, we have also seen that those employees who often engage in social volunteering perform better and are overall a happier and content lot. I am glad that in the last few years, as our CSR investments increased, the number of volunteers as well as the hours contributed by them have increased too. Apart from engaging in CSR programs, employees at Hero MotoCorp also volunteer for an initiative called Hero Impact League, wherein through a mobile app each employee counts the miles covered through walking or running. The company contributes Rs 10 for each mile covered towards a charity. Last year the volunteers managed to collect nearly Rs 40 lakh. The app is also encouraging team efforts in volunteering as employees themselves have created teams to encourage each other to walk and run more. The company awards the top performing teams from across plant locations at a special ceremony held in their New Delhi office.

## **Ultratech Cement**

Ultratech Cement, India's biggest cement company is involved in social work across 407 villages in the country aiming to create sustainability and self-reliance. Its CSR activities focus on healthcare and family welfare programs, education, infrastructure, environment, social welfare, and sustainable livelihood. The company has organized medical camps, immunization programs, sanitization programs, school enrollment, plantation drives, water conservation programs, industrial training, and organic farming programs.

### **Mahindra & Mahindra**

Indian automobile manufacturer Mahindra & Mahindra (M&M) established the K. C. Mahindra Education Trust in 1954, followed by Mahindra Foundation in 1969 with the purpose of promoting education. The company primarily focuses on education programs to assist economically and socially disadvantaged communities. Its CSR programs invest in scholarships and grants, livelihood training, healthcare for remote areas, water conservation, and disaster relief programs. M&M runs programs such as Nanhi Kali focusing on education for girls, Mahindra Pride Schools for industrial training, and Lifeline Express for healthcare services in remote areas

### **ICICI Lombard**

ICICI Lombard's employee-volunteering initiatives are in the areas of preventive healthcare, road safety and disaster support. Its Caring Hands program is a once-in-a-year activity. In 2011, the scope of the CSR mandate was expanded so that employees could participate directly for such causes. For example, in healthcare, initiatives involved setting up health check-up camps for students at municipal schools by volunteering teams at various locations. The objective was to motivate students and raise awareness on important health issues and practices. It also helped employees to hone their leadership skills as they had to execute the entire project. Subsequently, the program emphasized solely on preventive eye care. Students (from poor families) diagnosed with poor vision are provided with corrective-vision spectacles, thereby offering a concrete solution to their problem. As explained by Jerry Jose, head – human resources, ICICI Lombard General Insurance, 'Given that children are our country's future, it made a lot of sense to focus on this age group. We have built a sustainable activity wherein every year new children reaching



the particular age band can be diagnosed and their issue of poor vision addressed. These eye check-up camps are planned over two months by employees and conducted across schools all over the country on a single day. Captains are nominated by the HR team from various offices and locations of ICICI Lombard, who then form and lead a team of employees. Each team is responsible for one eye check-up camp including:

- Obtaining permission from schools to conduct the camp
- Arranging ophthalmologists (eye specialists)/eye doctors
- Collating and sharing the vision data as diagnosed
- Placing order and collecting required spectacles
- Handing over spectacles to the school authorities

The company provides guidelines to maintain consistency across branches and provides necessary support. The CSR committee, marketing and corporate communication teams, and HR ensure constant communication and coordination between branches. No external partners or NGOs are involved. Over the past five years, the initiative has reached out to over 100,000 children across 100 cities in the country. Last year, it was conducted across 273 schools in nearly 104 cities. In all, 36,579 children went through eye check-up and 5,583 cases of poor vision were identified and corrective lenses provided free of cost. Over 3,000 employees participated in this program. About 50 per cent of the company's employees participate every year. The company has no policy to provide paid time-off for such volunteering activities. Employees tend to organize this event over half a day depending on the school timings. ICICI Lombard has applied for Guinness Book of World Records for the category of 'most eye screenings in a single venue' and currently this is in the secondary stage of review.

## **ITC Group**

ITC Group, a conglomerate with business interests across hotels, FMCG, agriculture, IT, and packaging sectors has been focusing on creating sustainable livelihood and environment protection programs. The company has been able to generate sustainable livelihood opportunities for six million people through its CSR activities. Their e-Choupal program, which aims to connect rural farmers through the internet for procuring agriculture products, covers 40,000

villages and over four million farmers. It's social and farm forestry program assists farmers in converting wasteland to pulpwood plantations. Social empowerment programs through micro-enterprises or loans have created sustainable livelihoods for over 40,000 rural women.

## **IndiGo**

Corporate Volunteering is an important part of IndiGoReach, the company's CSR program. It allows employees to participate in ongoing initiatives with the flexibility of choosing the date and time as per their convenience. This also includes a half-day CSR activity as part of all new joiners' training. All projects include quarterly activities that are taken up in locations where the company operates. The iServe policy allows all employees to contribute three working days in a financial year towards CSR activities. Payroll giving and donations are other available options for employees to contribute to worthy causes.

Some of the employee activities include:

Visits of delight: Employees visit old-age homes/orphanages to spend time with the elderly/children and distribute snacks and gifts.

Knowledge-sharing session: Various teams organize knowledge-sharing sessions based on the requirements and their own skill sets. For instance, the HR team once organized a session on interview skills for college students at SOS Children's village, Faridabad Centre, while the grooming team conducted sessions on hygiene and basic grooming for young girls through various projects of IndiGoReach.

IndiGo Mentorship Program: Employees mentor children through the IndiGo Scholars initiative. This is the program where the company supports the education of 100 high-IQ children. Recycling program: This allows employees to donate their old uniforms, shoes and bags to IndiGo's NGO partner NIDAN, who in turn train local women artisans to create upcycled products for sale and income enhancement. All CSR projects are aligned with IndiGo's CSR policy and their focus areas of education for children, women empowerment, 6E responsibility, and environment. NGO partners undergo a due-diligence process that includes primary and secondary research. The legal, finance and compliance teams, too, are involved in the process of

shortlisting partner organizations. Employee inputs are sought on the ongoing projects as well as new ones that can be taken up. The company's internal teams are involved in designing and implementing the volunteering programs. As per the company's estimates, the women empowerment program is slated to reach out to approximately 71,000 people, while the education one should reach out to about 33,397 children in the next 2 to 5 years. As per Summi Sharma, vice president, ifly-IndiGo, and CSR lead, IndiGo, 'The goals for next few years is to further develop a robust employee engagement and volunteering program.'

## **Microsoft**

For Microsoft, the company's stated mission of 'empower(ing) every person and organization in the planet to achieve more' makes community development an integral part of its core philosophy. Microsoft India started the Employee Giving campaign in 2000. Now in its 18th year, this campaign runs throughout the year with participation from all employees during the official Giving month of October. During this month, every employee gets the opportunity to give back to the community by engaging with NGOs and spreading awareness on social issues. They also donate to charities and the amount is matched by the company. As per Microsoft, it is the largest corporate giving program in the world. Employees have the option to contribute either monetarily or by donating their time (two working days) for volunteering. Employees can choose the cause depending on their personal strengths and interests. Volunteering projects include the partnership with Teach for India wherein Microsoft provided technical training to people from poor backgrounds. Another one is where employees supported activities like voice lending, book editing and skits for a Children's Day celebration program at the LV Prasad Eye Institute (LVPEI) campus at Banjara Hills. Different teams work for different causes. The BPO team volunteers with the Lotus Petal Foundation School in Gurgaon, conducting support classes for students and weekly engagement sessions to enhance their communication skills; the IT team volunteers at the Amar Jyothi Foundation in Delhi for a month, training two students with disabilities to compete at an IT Challenge based on Microsoft's Office suite and MIT Scratch, hosted in China. During 2016–17, employees donated Rs 29.5 million towards the funding of 140 NGOs; this amount was Rs 23.1 million the previous year. In 2017, employees across different

countries volunteered 70,000 hours. Globally, the company along with its employees raised \$156 million for non-profits during the year – enabling 19,550 organizations through funding and volunteer time – making this the highest ever in a single year for the company. In the 35 years of the global Giving campaign, an average of \$125,000 per day has been raised – generating a total of \$1.6 billion and counting, with employees logging in 5 million volunteer hours in that time. Since 1983, Microsoft's employees have contributed to more than 31,000 non-profits worldwide. The focus areas are multiple, such as enrolling and helping retain children in schools, skilling and improving employment options for people from poor backgrounds, working with disabled people, and disaster response. Additionally, employees can also suggest NGOs to manage the initiative. The entire program is tracked by an online tool, which tracks and monitors all the hours contributed by employees. It allows employees to access their contributions and makes it easier for them to know where they stand.

## **NetApp**

NetApp, a global provider of storage and data management software, has a community-driven employee-engagement program called Volunteer Time Off (VTO) which has been in place in India since 2011. The global program enables each employee to volunteer up to five consecutive days per year during regular business hours, with full pay, to support non-profit organizations or schools of their choice without being encumbered by questions from their managers or bosses. This potentially translates into 1,500+ employees contributing up to 60,000 hours of community service every year. Beside this, NetApp also provides cash donations to organizations such as Parikrama Foundation, AkshayaPatra Foundation, and Habitat for Humanity, to raise awareness and contribute to issues such as education, malnutrition, health and sanitation. The company's main role in these activities is to provide funding and support the execution through Corporate Volunteering. As stated by Harish Arora, vice president– engineering, 'At NetApp, CSR is an integral part of the work culture. The company's philosophy is defined by its commitment to delivering the best possible results for the communities it serves. Through the past few years, the VTO program has gone through major overhauls to address the gaping holes in implementation and improve its overall impact. Initially, the lack of a well-structured program without a strong governance model meant that these volunteering efforts were ad hoc and had limited impact. The formation of the India Giving (CSR) Committee and establishment of the India Giving team in

2014 was a step towards addressing these flaws, with both committees responsible for identifying causes and modes of intervention that would be taken up. A monitoring mechanism that included monthly and quarterly reviews was adopted. To avoid the erstwhile tedious and time-consuming manual process of coordinating efforts across employees, in late 2016 the Benevity tool was launched to use technology to manage this program. The tool is a virtual platform that brings together charities and volunteers on a Facebook-like forum for community-service activities. An employee can use this tool to get access to more than 500 different volunteering projects across charities and causes, pick whichever project appeals to them, and register for a specific event. This results in the employee's calendar being automatically blocked while linking them to logistics support for the volunteering event, like transport and meal requirement, that helps in planning and execution. These measures have resulted in an uptick in the employee participation rate from 20 per cent before 2015 to a rate of 38 per cent last year (higher than the industry average of 25–30 per cent). As per the company's claims, the supported projects have also positively impacted close to 25,000 beneficiaries. The total CSR cash-donation outlay for FY18 was \$390,000, with a goal of volunteering 6,000 hours and achieving a participation rate of 46 per cent. As per records, 1,460 employees have volunteered a total of 4,192 hours until now in FY18–19 – this is a participation rate of 56 per cent. As per the company, two per cent of profits are being spent on CSR. Employees are offered the choice of a calendar of activities or their preferred cause. Logistics are taken care of by the company. Employees can also nominate NGOs of their choice. In the last FY, six more NGOs, including Ashalaya Trust and Royal Common Society for Blind, were selected through the NBC (NetApp Bangalore Campus) CSR Program, out of more than 120 nominations. The selection process involves NetApp's global giving partner Silicon Valley Community Foundation conducting due diligence and shortlisting NGOs, who are then approved by the CSR Committee. The criteria include experience, impact on beneficiaries, volunteering engagements available, composition of managing committee and team, references from other corporates, transparency and reporting. Some of the volunteer projects taken up with these NGOs are building new toilets for local schools and sponsoring midday meals and kitchen equipment in government schools. According to the company, assessment studies are yet to be conducted since it is the second year of execution of projects. As of now, impact measurement is done by the partners and the company will be looking at impact reports starting this year. However, impact assessment need

not have a gestation period and the company should make it a priority if it wants its interventions to go beyond the ‘number of beneficiaries’ metric.

### **Price water Coopers**

PwC’s employee-volunteering policy gives employees the opportunity to become part of the company’s CSR initiatives throughout the year. Each employee can volunteer at least 16 hours per year (paid time-off) through programs curated by the PwC India Foundation (PwCIF). While most of these are collaborations with partner NGOs, recently it has been expanded to non-partner organizations as well, selected through a thorough review of their programs, abilities and capacities. These activities are split into general and skilled (pro bono) volunteering, spread across eight regional offices of PwC India. In FY 2017, 941 PwCIF volunteers contributed 6,300 volunteer hours, while 8,100-plus pro bono hours were spent in assisting several institutions in areas such as business strategy, financial modelling and impact assessment through 8 initiatives in 7 regions. Activities range from cleaning up beaches, tree planting and blood donation drives to training sessions on Microsoft Office, email etiquette, advanced Google search, smartphone usage, e-wallets and online commerce platforms. For example, volunteers participated as mentors to the graduate and postgraduate students of Ashwini Charitable Trust to provide career guidance, building their leadership skills, etc., until they completed their courses. Business teams also provide pro bono services for small and medium organizations. Although there are multiple programs to choose from throughout the year, at a particular time only one cause is available for consideration. Employees are encouraged to contribute part of their salaries towards selected campaigns by PwCIF, with the company matching the contribution. The company aims to continue with its employee-volunteering work with a view to increasing skill-volunteering activities. Jaivir Singh, Vice Chairman, PwCIF says, ‘Over the recent years, engagement in social initiatives of the organization has become an essential element of employee satisfaction. We value this parameter and work towards presenting our employees year-round, wide-ranging volunteering opportunities to choose from.’

### **SAP**

SAP's employee-volunteering initiatives encourage employees to drive programs that impact the community in sustainable and inclusive ways. As Gunjan Patel, head – corporate social responsibility, SAP Asia Pacific, Japan and Indian Subcontinent, says, 'SAP's employee-volunteer programs use its employees' expertise to enhance the company's vision of helping the world run better and improve people's lives. These programs are targeted at three areas, in line with the UN Sustainable Development Goals: society, economy and environment. There are year-long volunteering drives across locations, driven by different teams, in the following areas: education, sustainability and environment, sports for development, health, diversity and inclusion. The frequency of these activities may be one time, monthly, quarterly or yearly, and employees are free to choose the cause they feel most passionate about. The company primarily focuses on STEM education and digital literacy for underprivileged people as part of its sustained year-long initiatives. Typically, volunteering activities are divided into skilled volunteering and traditional or inclusive volunteering. Code Week is an example of the former which involves a rigorous training program undertaken over a period of one week to upskill not just students but also the trainers. The curriculum includes topics like SCRATCH and SAP Build (how to build your own app), the objective being to make students interested in coding and programming languages. It also helps in informing trainers on the evolving curriculum and honing their knowledge-sharing skills. SAP offers two kinds of paid time-off for volunteers: social sabbaticals and pro bono initiatives. These are further divided into global social sabbatical and local social sabbatical. As part of the global sabbatical, employees can undertake a one-month sabbatical to work with an NGO or social enterprise. This is a competitive offering to the top talents of the company. In the local one, employees are provided with the opportunity for a two-week on-site, structured pro bono assignment in Bengaluru and NCR (where its offices are located). One of SAP's key initiatives is the flagship Global Volunteer Ambassador (GVA) – a strategic approach to equip employees with the requisite skills to lead volunteering initiatives on their own. With this in mind, an annual Month of Service program is organized wherein employees, globally, can undertake as many volunteering activities as they wish in the month of October. Approximately 70 per cent of SAP employees participate in this Program, which can have as many as 150 volunteering opportunities. In 2017, 8,450 employees contributed a total of 62,324 volunteering hours through 322 activities, and impacted 35,964 beneficiaries. Volunteers trained about 50,500 students across 390 centers on SCRATCH and SAP Build as a part of Code

Week. The October month of service in 2017 had participation from 8,331 employees, with 58,324 hours contributed and 192,872 people impacted. NGO partners are chosen through a predefined standard operating process that includes a thorough due-diligence verification. The company places emphasis on the cause and impact rather than the NGO. The goal is to find a partner with a vision that complements the company's own. Feedback is taken from lead volunteers who drive various initiatives, though continuous feedback is sought from all employees. The company is implementing an employee-volunteering management tool to internally streamline the entire program. However, it did not respond to CB's question on the goals for the next 3 to 5 years.

**Conclusion:**

The practices in the studied organizations shows that companies with more than 100 billion are the ones which are engaged in CSR activities and corporate volunteering. The bigger the brand greater they are attracted to CSR and Volunteering activities. In case of smaller companies, that have a just above 25 crore revenues, generally keep aside 2% of the profits in the prime minister's relief fund as it can avoid them of searching for options to undertake CSR and Corporate volunteering activities.



# **Chapter – 4**

## **Research**

## **Methodology**

## **Rationale for the Study**

Corporate volunteering is known to be an effective employee engagement initiative. However, despite the prominence of corporate social responsibility (CSR) in academia and practice, research is yet to investigate whether and how Corporate Volunteering is practiced in Indian companies and to what extent organizations are effectively participating in community programs. There is also need to understand the policies of organizations regarding corporate volunteering. This need arises as larger number of companies here and there pursuing corporate volunteering. Though companies place good amount of importance on CSR we are still unaware of how employees perceive corporate volunteering program and what is the value they place on it, is the practice a serious attempt to serve the society or is it only to build the CSR image and thereby improve the image in the minds of customers. Is there a written policy on Corporate Volunteering under the CSR policy and how these policies vary from company to company and in what kind of companies CV is more structured? This research attempts to answer the above research questions.

## **Objectives of the Study:**

6. To study the level of awareness of companies regarding corporate volunteering
7. To study corporate volunteering activities undertaken by Indian companies as a part of CSR
8. To assess the practices of corporate volunteering in Indian companies.
9. To examine the benefits and challenges of corporate volunteering experienced by Indian companies.
10. To explore factors that contribute to effective corporate volunteering

**Hypothesis:**

1. H0: There is no difference in the awareness of employees regarding corporate volunteering practices amongst organizations based on sector

H1: There is difference in the awareness of employees regarding corporate volunteering practices amongst organizations based on sector

2. H0: There is no difference in the participation of employees in corporate volunteering amongst organizations based on sector

H1: There is difference in the participation of employees in corporate volunteering amongst organizations based on sector

**Research Design:**

This study is both quantitative and qualitative in nature. Quantitative study is descriptive and analytical in nature. The study attempts to bring out the number of companies which are aware, the extent of practice of corporate volunteering, levels of participation of employees in the corporate volunteering programs. The study has an analytical component as data on corporate volunteering will be compared across industries, sectors, nature of company, size of business etc.

Qualitative study involves the examination of policies of the companies and the benefits the companies perceive and the challenges they face.

Apart from the above case study methodology will be adopted to study those companies which have corporate volunteering programs consistently for more than five years.

**Sampling:**

The study will be conducted in Indian corporate sector and hence companies operating in India will be the respondents for the study. 20 organizations from different sectors were studied for the purpose. , 10 organizations of the sample will be from the IT Sector. Remaining

10 organizations will be drawn across various sectors. A total of 200 Employees were targeted. Out of which the researcher could collect data from 150 respondents. As CSR activities are more prominent in mid-sized and large organizations equal representation will be provided.

#### **Size of Sample:**

<b>Sector and Size of companies</b>	<b>IT Sector</b>	<b>Other sectors</b>
<b>Mid-sized</b>	<b>5</b>	<b>5</b>
<b>Large sized</b>	<b>5</b>	<b>5</b>
<b>Total</b>	<b>10</b>	<b>10</b>
<b>Questionnaire administered</b>	<b>100</b>	<b>100</b>
<b>No. of Employees responded</b>	<b>85</b>	<b>65</b>

#### **Data collection:**

Data for this study is primary in nature. A questionnaire was developed to collect data on various corporate volunteering activities in the company. The questionnaire contained questions in two parts, part A included demographic data and part B consisted of statements pertaining to the motivation of employees to volunteer. The data was collected from the CSR head/person in charge of corporate volunteering and also employees. Documents like brochures and photographs were examined about the CV activities.

#### **Analysis:**

The Analysis is descriptive and exploratory in nature. Cross tables are generated for awareness, participation, no. of employee volunteers across various independent variables pertaining to the organization. Anova tests are used to test the hypothesis primarily to assess differences among different groups of respondents. Graphical and diagrammatic representation is used wherever necessary.

**Period of Study:** The study was carried out in the year 2018 and 2019.

**Further scope for Research:**

Corporate volunteering as a CSR initiative is of recent origin. With the increase in the developmental activities in the country there is a noticeable realization among various groups of community to come together and work towards inclusiveness, development and growth. The emphasis on CSR for corporations and the changing mindset has led to the origin of corporate volunteering. This presents a huge scope for research both by academia and other research organizations. As this research is limited to organization study to understand participation, awareness, practices and policies of companies, there is further scope to study on the employee perspective of corporate volunteering. Are companies taking up corporate volunteering to enhance the corporate image or there is a serious attempt to contribute to the society? What benefits are derived by employees by volunteering for social work? Is there a need to strengthen the policies relating to CSR? What are the newer and innovative ways of Corporate Volunteering? What is the impact of Corporate Volunteering on companies profitability? What impact Corporate Volunteering has on customers and other stakeholders? These are some of the research questions that needs probing in future.

# **Chapter – 5**

## **Analysis of Data**

The data collected from companies and Volunteering employees has been presented in the following Section. The analysis is divided into three parts Respondents Profile, Volunteering Practices, Critical factors of Corporate Volunteering and Hypothesis Testing

**Table: 5.1 - No. of companies and employees responded**

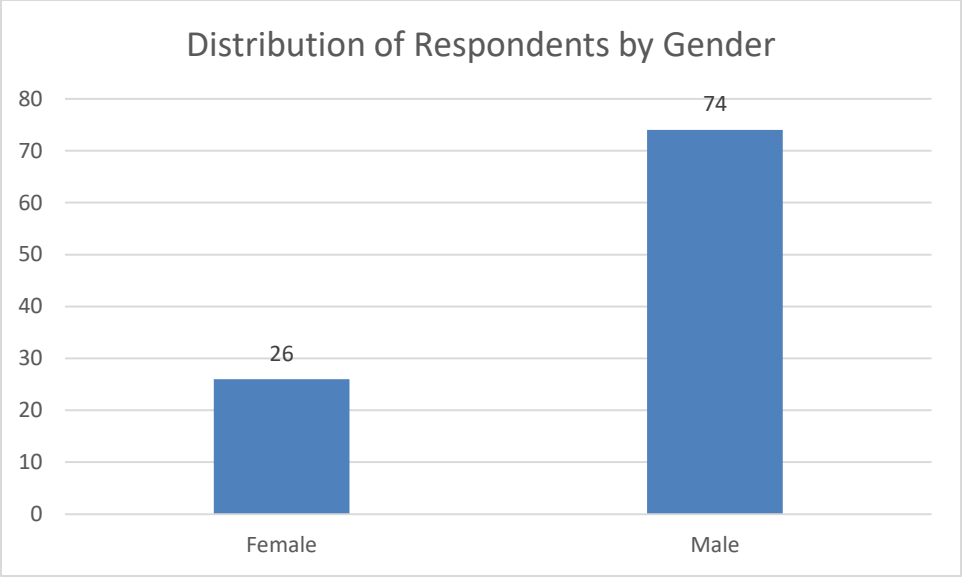
	IT Sector	Other Services	Total
Number of companies	10	10	20
Number of Employees	85	65	150

As a part of the sample there were 12 firms that were chosen from the Information Technology Industry and 15 firms from other services. There were 85 individuals who were surveyed from the IT industry and 65 from other services.

### **Demographic Profile of Respondents**

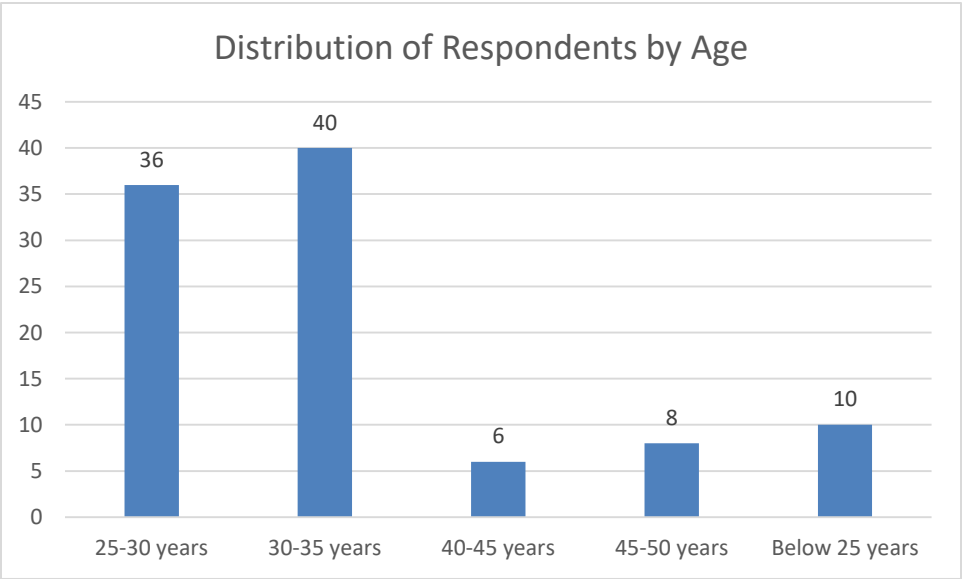
**Table: 5.2: Gender of Respondents**

	Frequency	Percent
Female	39	26
Male	111	74
Total	150	100



**Table 5.3: Distribution of Respondents by Age**

	Frequency	Percent
25-30 years	54	36
30-35 years	60	40
40-45 years	9	6
45-50 years	12	8
Below 25 years	15	10
Total	150	100

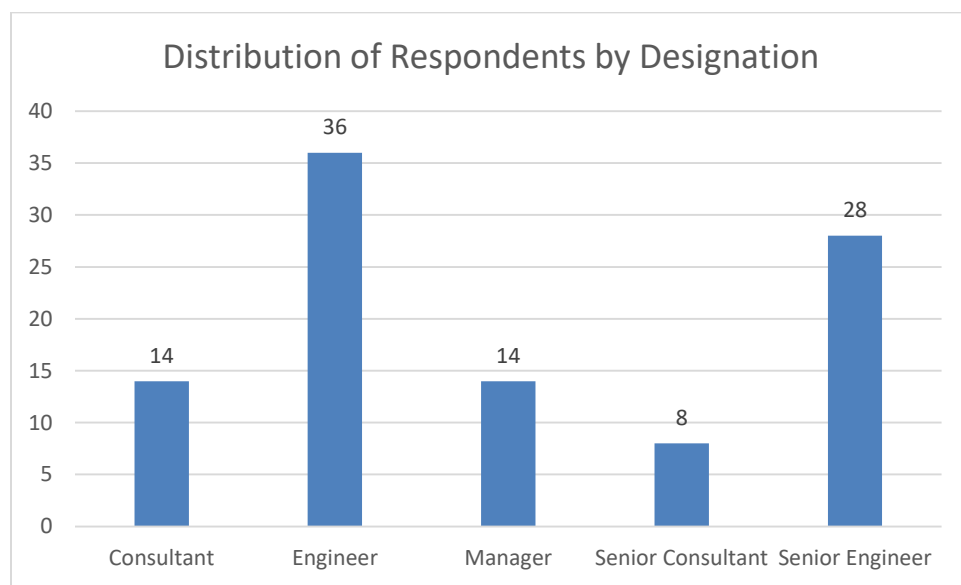




Most of the sample (about 76%) consist of youngsters (less than 35 years) and predominantly male. This could be as a result of males dominating the Indian working population, especially in the selected industries. Considering that it is mostly youngsters who are part of the sample, the study could reflect the state of Corporate Volunteering in India not just presently but also for the near future.

**Table: 5.4–Distribution by Designation of Respondents**

	Frequency	Percent
Consultant	21	14
Engineer	54	36
Manager	21	14
Senior Consultant	12	8
Senior Engineer	42	28
Total	150	100

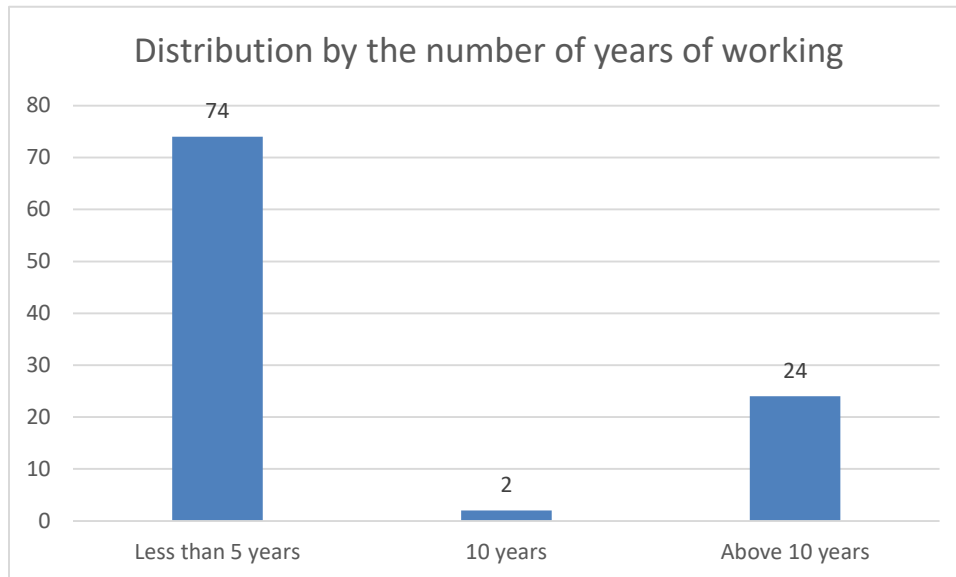


The sample consists of mainly Engineers (36%), followed by Senior Engineers (28%), then Consultants and Managers (14% each) and then Senior Consultants (12%). The diversity of the sample reflects that the opinions are drawn from all segments of the corporate hierarchy, which will serve as a basis to understand Corporate Volunteering from multiple vantage points.

**Table: 5.5–Distribution by the No. of years of working**

	Frequency	Percent
Less than 5 years	111	74
10 years	3	2
Above 10 years	36	24

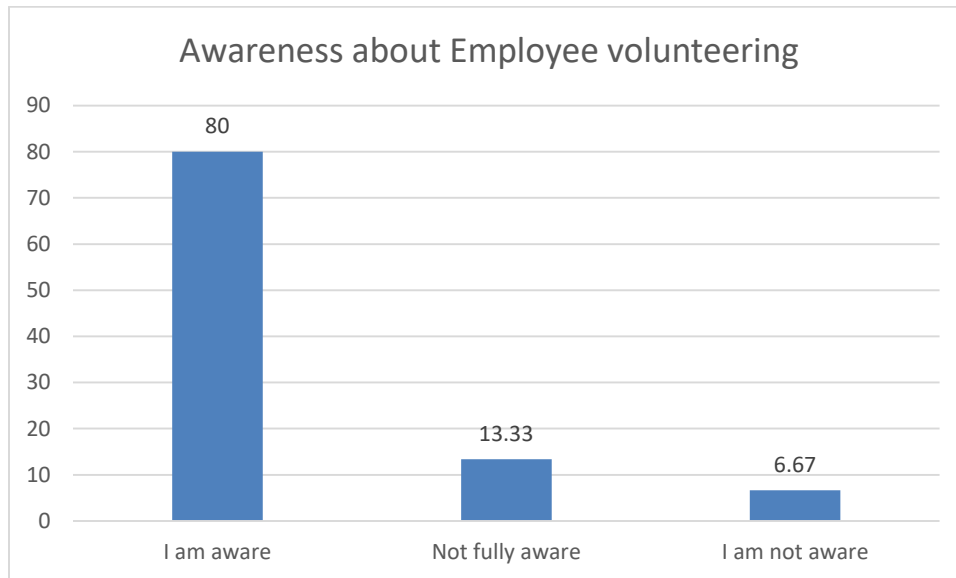
Total	150	100
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As reflected in previous tables, the sample mostly consists of youngsters, we are seeing the same here, where about 74% of the sample have work experience less than 5 years. However, it is adequately balanced by about 24% of the sample who have more than 10 years of experience. This balanced purview provides validity to the data and authenticity to the research finding that are drawn from the given sample.

**Table: 5.6–Are you aware about Corporate Volunteering?**

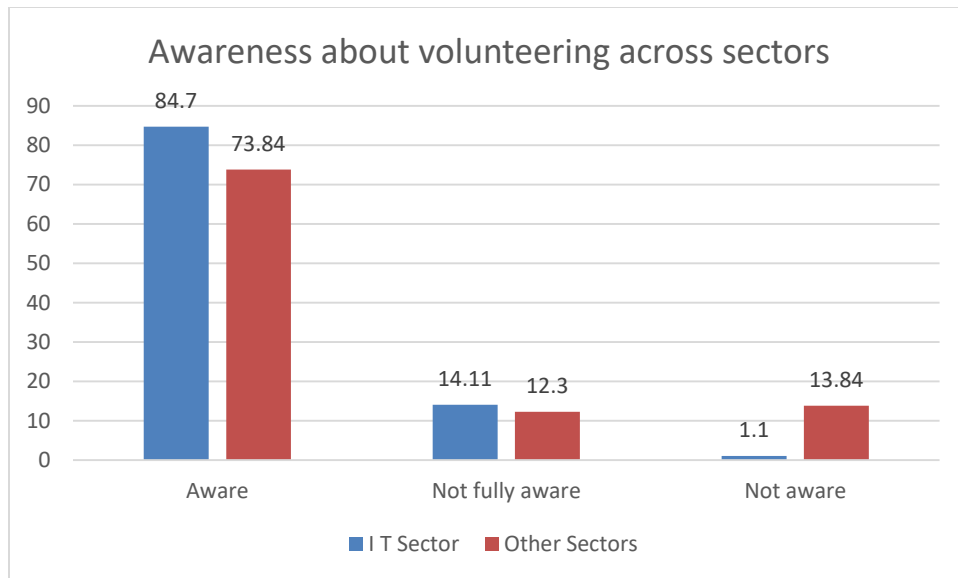
	Frequency	Percent
I am aware	120	80
Not fully aware	20	13.33
I am not aware	10	6.67
Total	150	100



When the given sample were asked if they were aware about corporate volunteering almost 80% of the sample confirmed that they are completely aware and about 13% of the sample claimed that they are not completely aware. However, there were 6.67% who informed that they were not aware of Corporate Volunteering. This is an indication that companies have taken effort to reach the importance of Corporate Volunteering to all their employees.

**Table 5.7 Awareness across sectors**

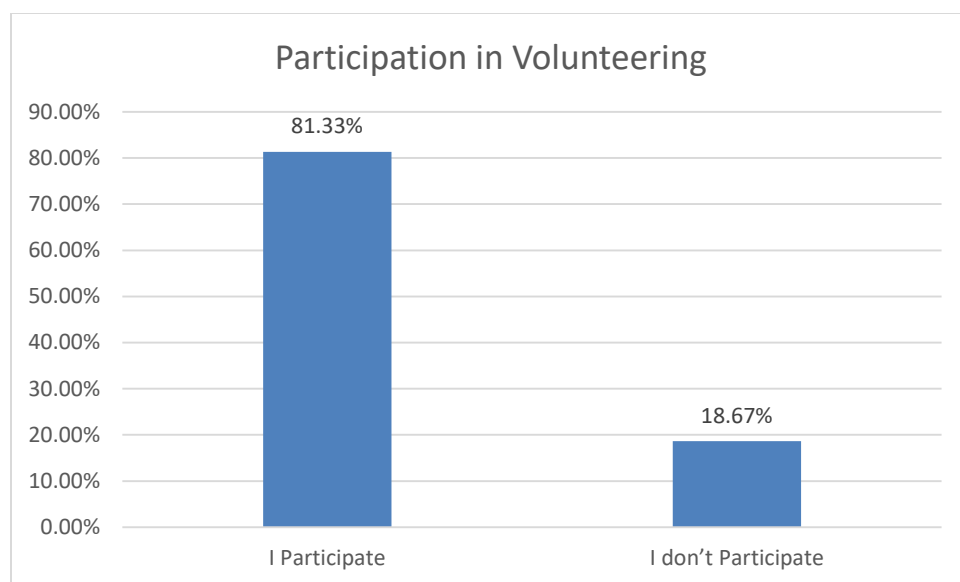
	Aware	Not fully aware	Not aware	Total
I T Sector	72 (84.7%)	12 (14.11%)	01 (1.1%)	85
Other Sectors	48 (73.84%)	8 (12.30%)	09 (13.84%)	65
	120	20	10	



It is important to note that the awareness level in other sectors is lesser compared to the Awareness in IT Sector. We could see that in IT sector 84.7% are aware and in other sectors only 73.84% are aware. Partial awareness is slightly more in the IT sector compared to other sectors. In IT sector 14% are not fully aware and in other sectors 8% are not fully aware. This substantiates that IT sector companies are more into corporate volunteering activities and hence the awareness is also higher

**Table 5.8 Participation in Volunteering**

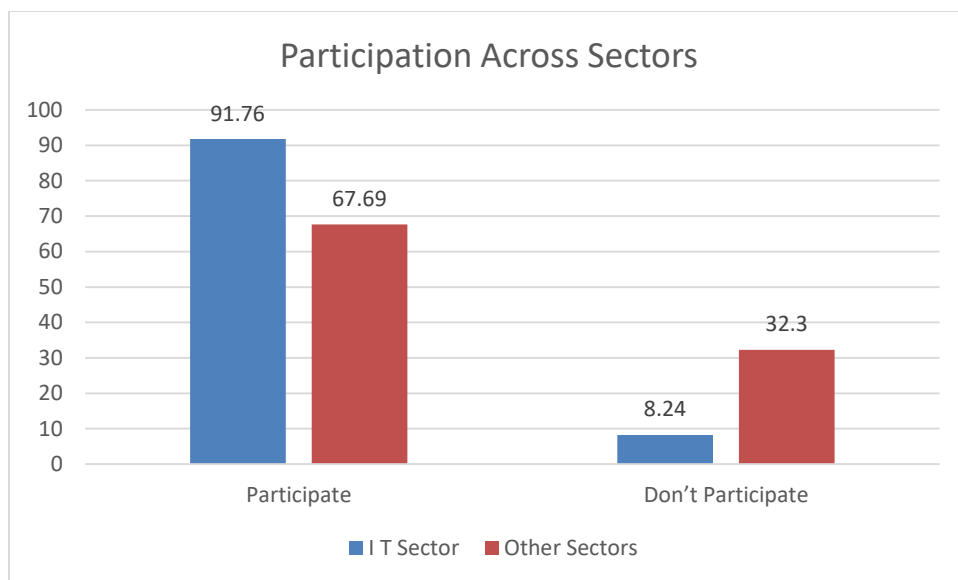
	Frequency	Percent
I Participate	122	81.33%
I don't Participate	28	18.67%
Total	150	100



The above table shows that volunteering is a very prevalent activity amongst employees with 81.33% of them saying that they participate in volunteering and only 18.67% of them are not engaged in volunteering.

**Table 5.9 Participation across sectors**

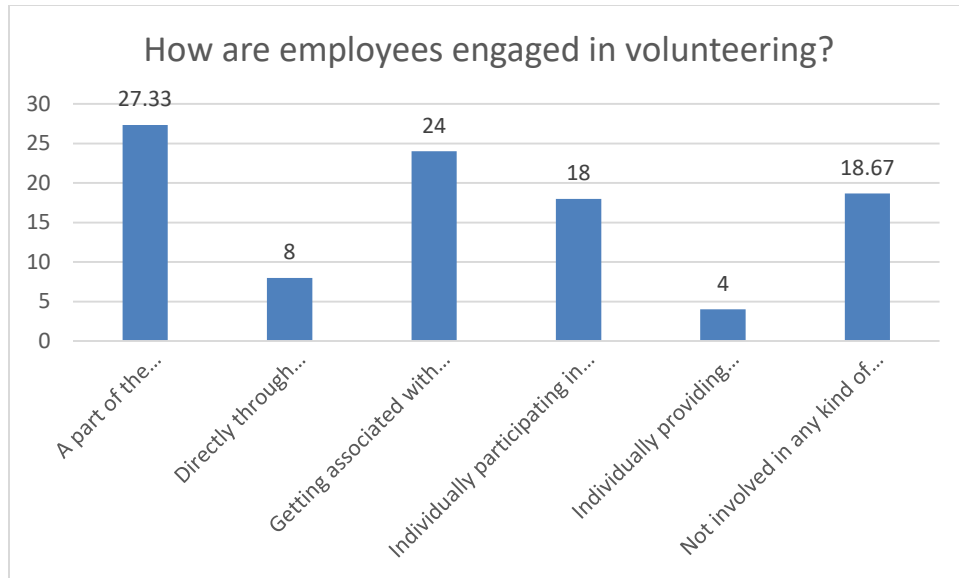
	Participate	Don't Participate	Total
<b>I T Sector</b>	<b>78 (91.76%)</b>	<b>7 (8.24%)</b>	<b>85</b>
<b>Other Sectors</b>	<b>44 (67.69%)</b>	<b>21 (32.30%)</b>	<b>65</b>
<b>Total</b>	<b>122</b>	<b>28</b>	<b>150</b>



The above table clearly depicts that of the respondents from the IT sector 91.76% of them are part of volunteering and only 7% are not part of volunteering. In other sectors 67.69% of them are participating in volunteering and 28% of them do not participate in volunteering. Hence, we may say that participation in volunteering is highly prevalent in the IT Sector than in the other sectors.

**Table: 5.10–How are Employees engaged in Volunteering**

	Frequency	Percent
A part of the CSR/Corporate Volunteering activity of your company	41	27.33
Directly through volunteering platforms	12	8
Getting associated with NGOs	36	24
Individually participating in community activities	27	18
Individually providing financial support to beneficiaries	6	4
Not involved in any kind of volunteering	28	18.67
Total	150	100



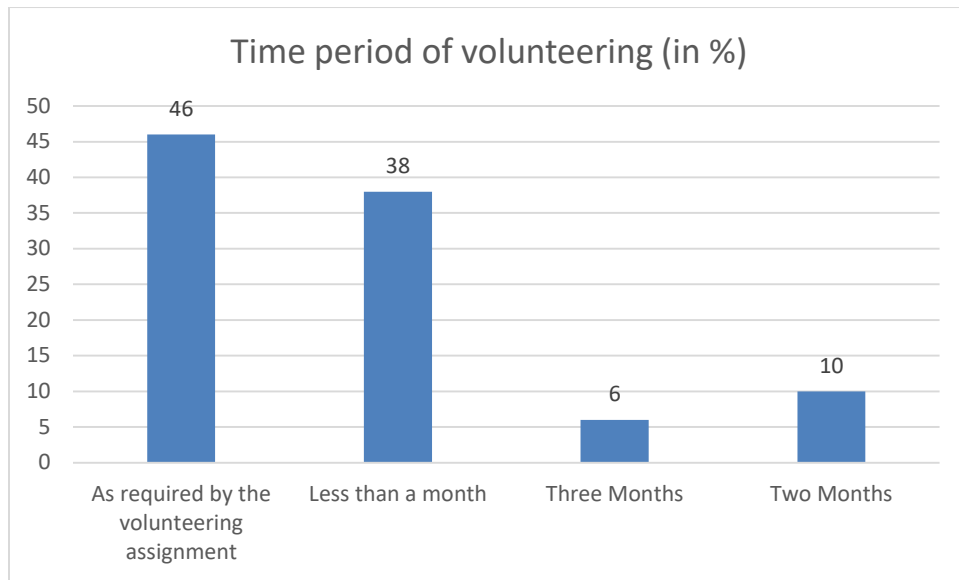
When the individuals were asked regarding the mode of engagement in relation to volunteering, most of them (27.33%) confirmed that they included as part of the company's CSR activity. A good number of sample (24%) indicated that they were engaged through NGOs. About 18% of the sample informed that they were participating individually in community activities. About 8% informed that they were directly participating in the volunteering platforms and 4% provided financial support to beneficiaries. There were 18.67% of them who are not engaged in any kind of voluntary activity.

Data reflects that Corporate Volunteering does not have a single definition and individuals have multiple opinions and are choosing multiple modes to engage in Corporate Volunteering.

**Table: 5.11 - What is the duration of your engagement in volunteering activity in a year?**

	Frequency	Percent
As required by the volunteering assignment	57	46.0
Less than a month	46	38.0
Three Months	7	6.0
Two Months	12	10.0
Total	122	100.0

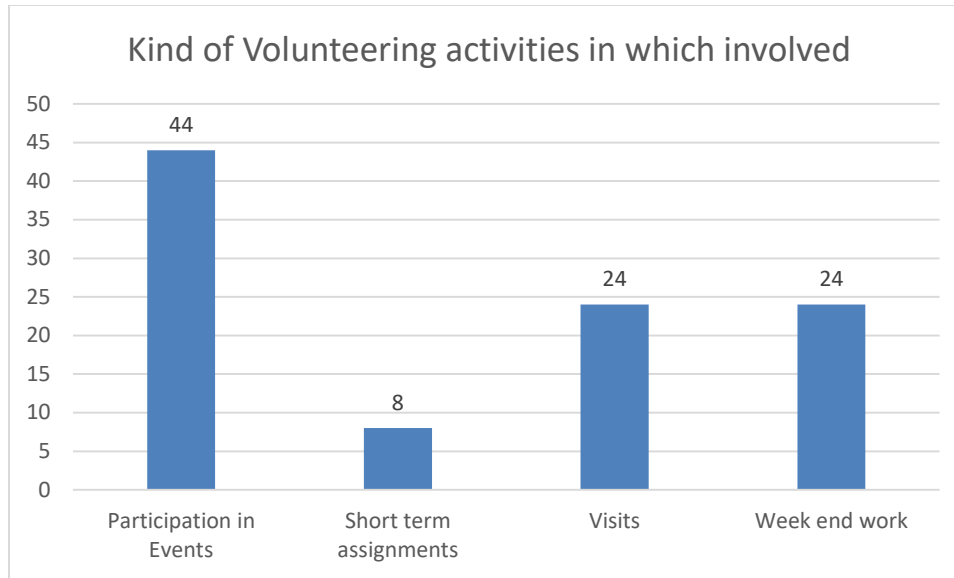




The table indicates that 46% of the sample are involved in volunteering activity for the duration prescribed by the volunteering assignment. This indicates that the organization and government intervention in keeping a benchmark for the duration to be set on Corporate Volunteering can see an improved activity in this segment. Only about 16% of the sample are involved in corporate volunteering activities for more than a month in a year. Which indicates that only 16% of the sample are spending more than 8.33% (1/12) their work time in a year toward Corporate Volunteering. 38% are engaged in volunteering activities for less than a month.

**Table: 5.12 - What kind of volunteering activities you prefer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Participation in Events	54	44.0	44.0	44.0
	Short term assignments	10	8.0	8.0	52.0
	Visits	29	24.0	24.0	76.0
	Week end work	29	24.0	24.0	100.0
	Total	122	100.0	100.0	

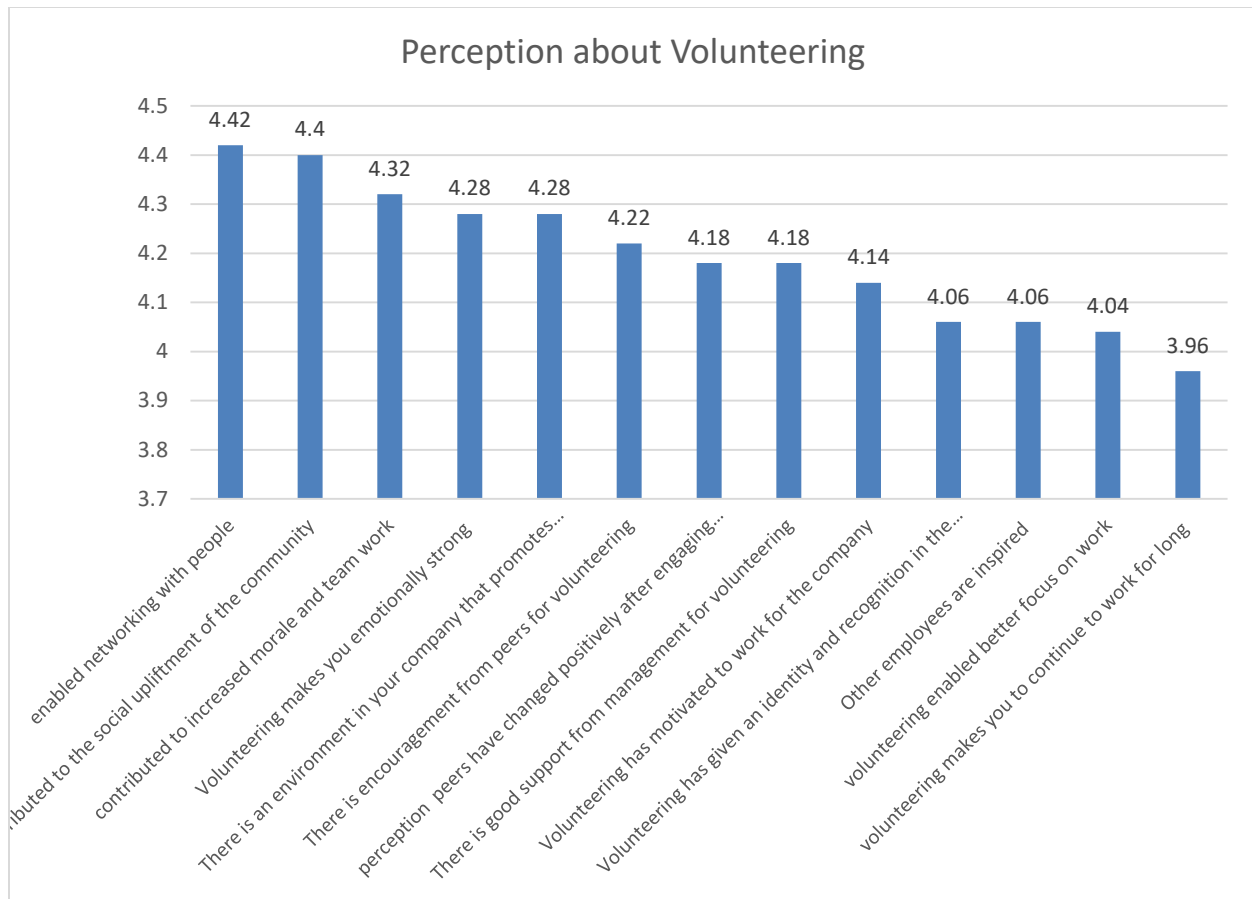


The sample data indicates that among the different types of activities in relation to Corporate Volunteering the preference is sided towards Participation in Events (44%), followed by Visits and Weekend Work (36% each). Short term assignments have the least preference with only 8% of the sample opting for it. From this information we can conclude that when organizing corporate volunteering activities, we need to predominantly organize events as that is what would draw the attention of the maximum number of people willing to be a part of Corporate Volunteering.

**Table: 5.10–Corporate Volunteering Components**

	Mean	Std. Deviation	Analysis N
1.After volunteering engagement, you think you are more focused on work	4.04	.669	150
2. Volunteering has motivated to work for the company	4.14	.670	150
3. The encouragement given by your company for volunteering makes you to continue to work for long in your organization	3.96	.925	150
4. Volunteering has given you an identity and recognition in the company	4.06	.793	150
5. Volunteering has contributed to increased morale	4.32	.653	150

and team work			
6. Volunteering makes you emotionally strong and helps to enhance your emotional intelligence at work	4.28	.640	150
7. Volunteering has enabled you to well network with people	4.42	.609	150
8. The perception about you among your peers have changed positively after engaging in volunteering	4.18	.748	150
9. You feel you have contributed to the social upliftment of the community	4.40	.670	150
10. Other employees are inspired by you and have engaged in volunteering	4.06	.712	150
11. There is good support from management for volunteering	4.18	.774	150
12. There is an environment in your company that promotes volunteering	4.28	.809	150
13. There is encouragement from peers for volunteering	4.22	.679	150



A Likert Scale was used to identify the various components of Corporate Volunteering. From the sample it is evident that the statement that most people agree strongly with is that Corporate Volunteering enables them to be well networked with the community. The next statement that most people agree is that one's activities are helping in social upliftment. Therefore, a sense of community is a crucial component of what people think constitutes Corporate Volunteering.

Among the components that have scored more than 4 we have networking, social upliftment, increased morale and teamwork, enhances emotional intelligence, peer encouragement, support from management, provided identity and recognition, and inspiring other employees. The statement that has received the least average is the one in which the encouragement provided by the company helps in providing motivation for long hours in such activities, this indicates that individuals are mostly self-motivated and do not consider the pressure laid by the company as a crucial factor.

**Table: 5.11–Rotated Component Matrix**

	Component		
	1	2	3
1. After volunteering engagement, you think you are more focused on work	.755	.258	.313
2. Volunteering has motivated to work for the company	.670	.509	.155
3. The encouragement given by your company for volunteering makes you to continue to work for long in your organization	.887	-.019	.244
4. Volunteering has given you an identity and recognition in the company	.682	.581	-.076
5. Volunteering has contributed to increased morale and team work	.459	.742	.221
6. Volunteering makes you emotionally strong and helps to enhance your emotional intelligence at work	.208	.759	.391
7. Volunteering has enabled you to well network with people	-.018	.879	.354
8. The perception about you among your peers have changed positively after engaging in volunteering	.181	.882	.136
9. You feel you have contributed to the social upliftment of the community	.146	.335	.861
10. Other employees are inspired by you and have engaged in volunteering	.179	.304	.684
11. There is good support from management for volunteering	.674	.185	.620
12. There is an environment in your company that promotes volunteering	.606	.043	.751

13. There is encouragement from peers for volunteering	.700	.311	.593
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 9 iterations.			

The 13 components of Corporate Volunteering have merged into three factors after performing factor analysis. We have named the three factors into:

1. Factors of Motivation and Support
2. Factor of Morale
3. Factors of Contribution

Therefore, it becomes essential for companies to focus on these three components to ensure that Corporate Volunteering becomes a meaningful and successful process.

The first factor namely Motivation and Support contributes 56% of the total variance and is one of the primary factors critical to volunteering. Corporate volunteering can be successful only with the motivation of employees to engage in volunteering and the support and encouragement of the management to participate in volunteering activities.

The Second factor namely Morale contributes to 28% of the total variance and also one of the critical factors to volunteering. The success of corporate volunteering depends on the morale and mutual support amongst employees in the organization to do volunteering work. This shows that the organizational environment plays a key role in determining the success of volunteering.

The third factor namely Contribution contributes to 16% of the total variance as per the variance explained by the data. Volunteering can fetch results only when employees realize that their work has contributed in some way to make a difference in the lives of the needy. This implies that the contribution and impact made by employees can become critical to the success of volunteering.

## **Hypothesis Testing**

**Two hypotheses were set for the study:**

1. **H0: There is no difference in the level of awareness of employees regarding corporate volunteering across the sectors**  
**H1: There is difference in the level of awareness of employees regarding corporate volunteering across sectors**

Descriptive								
Awareness								
					95% Confidence Interval for Mean			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
IT Sector	85	1.16	.404	.044	1.08	1.25	1	3
Other Sectors	65	1.40	.725	.090	1.22	1.58	1	3
Total	150	1.27	.575	.047	1.17	1.36	1	3

ANOVA					
Awareness					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.039	1	2.039	6.381	.013
Within Groups	47.294	148	.320		
Total	49.333	149			

It is observed that the P value is less than 0.05 at 5% significance level. Hence null hypothesis is rejected and alternate hypothesis is accepted. There is a significant difference in the level of awareness regarding corporate volunteering across sectors.

2. **H0: There is no difference in the participation of employees in corporate volunteering across the sectors**  
**H1: There is difference in the participation of employees in corporate volunteering across sectors**

Descriptive								
Participation								
					95% Confidence Interval for Mean			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
IT Sector	85	1.08	.277	.030	1.02	1.14	1	2
Other Sectors	65	1.32	.471	.058	1.21	1.44	1	2
Total	150	1.19	.391	.032	1.12	1.25	1	2

ANOVA					
Participation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.134	1	2.134	15.306	.000
Within Groups	20.639	148	.139		
Total	22.773	149			

It is observed that the P value is less than 0.05 at 5% significance level. Hence null hypothesis is rejected and alternate hypothesis is accepted. There is a significant difference in the participation of employees in corporate volunteering across sectors.



**Chapter – 6**

**Findings, Conclusion**

**and**

**Recommendations**

## **Findings from the Study:**

### **Respondents Profile**

- The respondents belonged 27 organizations out of which 12 of them are from the Information Technology Industry and 15 from other services. There were 85 individuals who were surveyed from the IT industry and 65 from other services.
- 76% were youngsters (less than 35 years) and 74% of them were male respondents
- The sample consists of mainly Engineers (36%), followed by Senior Engineers (28%), then Consultants and Managers (14% each) and then Senior Consultants (12%).
- 74% of the sample have work experience less than 5 years. However, it is adequately balanced by about 24% of the sample who have more than 10 years of experience.

### **Findings from Corporate Volunteering Engagement**

- 80% of the sample confirmed that they are completely aware and about 13% of the sample claimed that they are not completely aware. However, there were 6.67% who informed that they were not aware of Corporate Volunteering.
- 84.7% from the IT Sector are aware and in other sectors only 73.84% are aware. Partial awareness is slightly more in the IT sector compared to other sectors. In IT sector 14% are not fully aware and in other sectors 8% are not fully aware.
- 81.33% of them participate in volunteering and only 18.67% of them are not engaged in volunteering.
- Respondents from the IT sector 91.76% of them are part of volunteering and only 7% are not part of volunteering. In other sectors 67.69% of them are participating in volunteering and 28% of them do not participate in volunteering. Hence, we may say that participation in volunteering is highly prevalent in the IT Sector than in the other sectors.
- 27.33% confirmed that they included as part of the company's CSR activity. A good number of sample 24% indicated that they were engaged through NGOs.

- About 18% of the sample informed that they were participating individually in community activities. About 8% informed that they were directly participating in the volunteering platforms and 4% provided financial support to beneficiaries. There were 18.67% of them who are not engaged in any kind of voluntary activity.
- 46% of the sample are involved in volunteering activity for the duration prescribed by the volunteering assignment. Only about 16% of the sample are involved in corporate volunteering activities for more than a month in a year. Which indicates that only 16% of the sample are spending more than 8.33% (1/12) their work time in a year toward Corporate Volunteering. 38% are engaged in volunteering activities for less than a month.
- Corporate Volunteering the preference is sided towards Participation in Events (44%), followed by Visits and Weekend Work (36% each). Short term assignments have the least preference with only 8% of the sample opting for it. From this information we can conclude that when organizing corporate volunteering activities, we need to predominantly organize events as that is what would draw the attention of the maximum number of people willing to be a part of Corporate Volunteering.

### **Findings from Factor Analysis**

Three factors emerge from the study Factors of Motivation and Support; Factor of Morale; Factors of Contribution. These are the critical factors that contribute to Employee engagement in Corporate Volunteering.

### **Findings from Hypothesis Testing**

Two hypotheses were tested and the results are presented below:

1. H0: There is no difference in the level of awareness of employees regarding corporate volunteering across the sectors  
H1: There is difference in the level of awareness of employees regarding corporate volunteering across sectors

There is a significant difference in the level of awareness regarding corporate volunteering across sectors.

2. H0: There is no difference in the participation of employees in corporate volunteering across the sectors

H1: There is difference in the participation of employees in corporate volunteering across sectors

### **Discussion:**

The Study is a clear indicator of the rising awareness about the society. Companies and its employees have been showing greater commitment to the society. Altruism in companies gives hope to the country as more and more companies are exploring newer ways of reaching out to the needy. Education, Health, Environment, Rural Development, Water shed development, Gender parity, empowerment have taken a place in the corporate to do list. This cannot be either attributed to the pressure of the Ministry of Corporate Affairs through its legislations concerning the mandated Corporate Social Responsibility. Even to this date, there are a large number of companies, which do not give time to fulfill their CSR but contributes a 2% of PAT to the various funds. This is also because it is much easier to deploy CSR funds on activities without getting involved at the grass roots level. However, there are companies more so in the IT sector which have developed a clear policy of CSR and also have incorporated corporate volunteering in the policy. There is a separate CSR unit in the organization which has a well-structured governance and which initiates various employee volunteering activities.

In the recent times, Corporate volunteering has picked up and more and more employees are brought into the fold of corporate volunteering. It is also observed from the analysis that the awareness and participation of employees is quite high and among the employees, IT employees are more aware of corporate volunteering and also participate actively in volunteering activities. The hypothesis testing has also clearly shown that there is a significant difference in the awareness levels and participation of employees across sectors. This participation is triggered by three major factors as reflected in the analysis namely motivation and support, morale and contribution. This signifies that only a good supportive environment within the organization, inspired individuals coupled with peer support can drive corporate volunteering in the

organizations. An other important factor would be the sense of satisfaction of contributing to making a difference to the society.

### **Conclusion:**

The study has made it very clear that corporate volunteering is one of the good initiatives of organizations in involve in CSR activities and give back to society through corporates. There is greater enthusiasm, awareness and participation amongst employees towards corporate volunteering. Employees prefer to give more time to corporate volunteering and this trend is more in case of younger employees and at junior levels. Motivation, support, morale and satisfaction critical success factors of corporate volunteering. There is a need for companies to chalk out a clear plan of volunteering by the way of a structured CSR policy.

### **Recommendations of the Study:**

Based on the study findings the following are some of the recommendations to government, corporates and employees

#### **To the Government:**

1. Introduce a clause under section 135 of the companies act relating to corporate volunteering
2. Make it mandatory to use 2% of the Profits on various CSR activities and discourage full contribution to relief funds
3. Encourage organizations to work in diversified CSR fields rather than on focusing on one single agenda
4. Insist organizations to have a clear cut CSR policy

#### **To the Corporates:**

1. Develop a structure of governance within the organization to handle corporate volunteering
2. Encourage employees to undertake volunteering activities
3. Incentivize employees for volunteering

**To the Employees:**

1. Motivate peers to be part of corporate volunteering
2. Volunteering provides a finer balance between passion and career, hence use to as way to bring balance in life
3. Create an individual plan on volunteering so that it does not intervene in the routine work

**Scope for further research:**

1. A detailed study has to be undertaken to understand the various factors that affect Corporate Volunteering in organizations taking organizations as respondents
2. The volunteering practices can be compared across other independent dimensions like size of company, nature of business, years of existence of the company
3. Motivation to volunteer could be studies amongst employees and critical success factors could be brought out
4. This study has been limited to Bangalore based out of Bangalore, hence an a pan india study could be undertaken.
5. The CSR policies of the company should be studied qualitatively

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**ANNEXURE-V**

**UNIVERSITY GRANTS COMMISSION**

**UTILIZATION CERTIFICATE**

Certified that the grant of Rs.35,000/-(Rs. Thirty five thousand only) received from University Grants Commission, under the scheme of support for Minor Research Project entitled **“Corporate Volunteering as a CSR Initiative – In Indian Corporate Sector”** vide letter No. **2028-MRP/15-16/KABA047/UGC-SWRO Dated 25<sup>th</sup> April 2016** has been utilized for the purpose for which it was sanctioned and in accordance with the term and conditions laid down by the University Grants Commission.

**Signature of Principal Investigator**

**Principal**

**Seal and Signature of the Auditor**



**UNIVERSITY GRANTS COMMISSION  
BAHADUR SHAH ZAFAR MARG  
NEW DELHI – 110 002**

**PROFORMA FOR SUBMISSION OF INFORMATION AT THE TIME OF SENDING  
THE  
FINAL REPORT OF THE WORK DONE ON THE PROJECT**

1. Title of the Project - **Corporate Volunteering as a CSR Initiative – In Indian Corporate Sector**
2. NAME AND ADDRESS OF THE PRINCIPAL INVESTIGATOR – **Nagaraj M S  
548, 42<sup>nd</sup> Cross, 8<sup>th</sup> Block, Jayanagar, Bengaluru**
3. NAME AND ADDRESS OF THE INSTITUTION -**Sivananda Sarma Memorial RV  
College  
Jayanagar 4<sup>th</sup> “T” Block, Bengaluru**
4. UGC APPROVAL LETTER NO. AND DATE : **2028-MRP/15-16/KABA047/UGC-SWRO Dated  
25<sup>th</sup> April 2016**
5. DATE OF IMPLEMENTATION **January 2017**
6. TENURE OF THE PROJECT - **24 Months**
7. TOTAL GRANT ALLOCATED **60,000/-**
8. TOTAL GRANT RECEIVED **35,000/-**
9. FINAL EXPENDITURE **25,000/-**
10. TITLE OF THE PROJECT -**Corporate Volunteering as a CSR Initiative – In Indian  
Corporate Sector**
11. OBJECTIVES OF THE PROJECT - **Sheet attached**
12. WHETHER OBJECTIVES WERE ACHIEVED – **YES**
13. ACHIEVEMENTS FROM THE PROJECT – **Sheet attached**

14. SUMMARY OF THE FINDINGS -**Sheet attached**  
( IN 500 WORDS )

15. CONTRIBUTION TO THE SOCIETY – **Sheet attached**  
( GIVE DETAILS )

16. WHETHER ANY PH.D. ENROLLED/PRODUCED OUT OF THE PROJECT - **NO**

17. NO. OF PUBLICATIONS OUT OF THE PROJECT - **NO**  
( PLEASE ATTACH)

( **PRINCIPAL INVESTIGATOR** )

(**PRINCIPAL**)  
(Seal)

## **Annexure – VII**

### **11. OBJECTIVES OF THE PROJECT**

#### **Objectives of the Study:**

1. To study the level of awareness of companies regarding corporate volunteering
2. To study corporate volunteering activities undertaken by Indian companies as a part of CSR
3. To assess the practices of corporate volunteering in Indian companies.
4. To examine the benefits and challenges of corporate volunteering experienced by Indian companies.
5. To explore factors that contribute to effective corporate volunteering

## **Annexure – VII**

### **12. ACHIEVEMENTS FROM THE PROJECT**

#### **(GIVE DETAILS)**

The Study is a clear indicator of the rising awareness about the society. Companies and its employees have been showing greater commitment to the society. Altruism in companies gives hope to the country as more and more companies are exploring newer ways of reaching out to the needy. Education, Health, Environment, Rural Development, Water shed development, Gender parity, empowerment have taken a place in the corporate to do list. This cannot be either attributed to the pressure of the Ministry of Corporate Affairs through its legislations concerning the mandated Corporate Social Responsibility. Even to this date, there are a large number of companies, which do not give time to fulfill their CSR but contributes a 2% of PAT to the various funds. This is also because it is much easier to deploy CSR funds on activities without getting involved at the grass roots level. However, there are companies more so in the IT sector which have developed a clear policy of CSR and also have incorporated corporate volunteering in the policy. There is a separate CSR unit in the organization which has a well-structured governance and which initiates various employee volunteering activities.

In the recent times, Corporate volunteering has picked up and more and more employees are brought into the fold of corporate volunteering. It is also observed from the analysis that the awareness and participation of employees is quite high and among the employees, IT employees are more aware of corporate volunteering and also participate actively in volunteering activities. The hypothesis testing has also clearly shown that there is a significant difference in the awareness levels and participation of employees across sectors. This participation is triggered by three major factors as reflected in the analysis namely motivation and support, morale and contribution. This signifies that only a good supportive environment within the organization, inspired individuals coupled with peer support can drive corporate volunteering in the

organizations. Another important factor would be the sense of satisfaction of contributing to making a difference to the society.

## **Annexure – VII**

### **14. SUMMARY OF THE FINDINGS**

#### **Findings from the Study:**

##### **Respondents Profile**

- The respondents belonged 27 organizations out of which 12 of them are from the Information Technology Industry and 15 from other services. There were 85 individuals who were surveyed from the IT industry and 65 from other services.
- 76% were youngsters (less than 35 years) and 74% of them were male respondents
- The sample consists of mainly Engineers (36%), followed by Senior Engineers (28%), then Consultants and Managers (14% each) and then Senior Consultants (12%).
- 74% of the sample have work experience less than 5 years. However, it is adequately balanced by about 24% of the sample who have more than 10 years of experience.

##### **Findings from Corporate Volunteering Engagement**

- 80% of the sample confirmed that they are completely aware and about 13% of the sample claimed that they are not completely aware. However, there were 6.67% who informed that they were not aware of Corporate Volunteering.
- 84.7% from the IT Sector are aware and in other sectors only 73.84% are aware. Partial awareness is slightly more in the IT sector compared to other sectors. In IT sector 14% are not fully aware and in other sectors 8% are not fully aware.
- 81.33% of them participate in volunteering and only 18.67% of them are not engaged in volunteering.

- Respondents from the IT sector 91.76% of them are part of volunteering and only 7% are not part of volunteering. In other sectors 67.69% of them are participating in volunteering and 28% of them do not participate in volunteering. Hence, we may say that participation in volunteering is highly prevalent in the IT Sector than in the other sectors.
- 27.33% confirmed that they included as part of the company's CSR activity. A good number of sample 24% indicated that they were engaged through NGOs.
- About 18% of the sample informed that they were participating individually in community activities. About 8% informed that they were directly participating in the volunteering platforms and 4% provided financial support to beneficiaries. There were 18.67% of them who are not engaged in any kind of voluntary activity.
- 46% of the sample are involved in volunteering activity for the duration prescribed by the volunteering assignment. Only about 16% of the sample are involved in corporate volunteering activities for more than a month in a year. Which indicates that only 16% of the sample are spending more than 8.33% (1/12) their work time in a year toward Corporate Volunteering. 38% are engaged in volunteering activities for less than a month.
- Corporate Volunteering the preference is sided towards Participation in Events (44%), followed by Visits and Weekend Work (36% each). Short term assignments have the least preference with only 8% of the sample opting for it. From this information we can conclude that when organizing corporate volunteering activities, we need to predominantly organize events as that is what would draw the attention of the maximum number of people willing to be a part of Corporate Volunteering.

## **Annexure – VII**

### **15. CONTRIBUTION TO THE SOCIETY**

Based on the study findings the following are some of the recommendations to government, corporates and employees

#### **To the Government:**

5. Introduce a clause under section 135 of the companies act relating to corporate volunteering
6. Make it mandatory to use 2% of the Profits on various CSR activities and discourage full contribution to relief funds
7. Encourage organizations to work in diversified CSR fields rather than on focusing on one single agenda
8. Insist organizations to have a clear cut CSR policy

#### **To the Corporates:**

4. Develop a structure of governance within the organization to handle corporate volunteering
5. Encourage employees to undertake volunteering activities
6. Incentivize employees for volunteering

#### **To the Employees:**

4. Motivate peers to be part of corporate volunteering
5. Volunteering provides a finer balance between passion and career, hence use to as way to bring balance in life

6. Create an individual plan on volunteering so that it does not intervene in the routine work

**Annexure - III**

**UNIVERSITY GRANTS COMMISSION  
BAHADUR SHAH ZAFAR MARG  
NEW DELHI – 110 002**

**STATEMENT OF EXPENDITURE IN RESPECT OF MINOR RESEARCH PROJECT**

1. Name of Principal Investigator – **Nagaraj M S**

2. Deptt. of PI– **Commerce**

Name of College – **SivanandaSarma Memorial RV College (SSMRV College)**

3. UGC approval Letter No. and Date **2028-MRP/15-16/KABA047/UGC-SWRO Dated 25<sup>th</sup> April 2016**

4. Title of the Research Project **-Corporate Volunteering as a CSR Initiative – In Indian  
Corporate Sector**

5. Effective date of starting the project **January 2017 - January 2019**

6. a. Period of Expenditure: **From July 2016 to April 2021**

b. Details of Expenditure

Sl.No.	Items	Amount Approved	Expenditure incurred
1	Books and Journals	10,000/-	Nil
2	Equipment	Nil	Nil
3	Contingency including special needs	10,000/-	10,444/-
4	Field work/ Travel (Give details in proforma)	15,000/-	15,036/-
5	Hiring Charges	Nil	Nil
6	Chemical and glassware	Nil	Nil



7. If as a result of check or audit objection some irregularly is noticed at later date,  
Action will be taken to refund, adjust or regularize the objected amounts.

8. It is certified that the grant **of Rs. 60,000/- (Rupees sixty thousand only)** received from the University Grants Commission under the scheme of support for Minor Research Project entitled **Corporate Volunteering as a CSR Initiative – In Indian Corporate Sector** vide UGC letter No. F. **2028-MRP/15-16/KABA047/UGC-SWRO Dated 25<sup>th</sup> April 2016** has been fully utilized for the purpose for which it was sanctioned and in accordance with the terms and conditions laid down by the University Grants Commission.

**SIGNATURE OF PRINCIPAL INVESTIGATOR**

**PRINCIPAL**

**(Seal)**

**Annexure – IV**

**UNIVERSITY GRANTS COMMISSION  
BAHADUR SHAH ZAFAR MARG  
NEW DELHI – 110 002**

**STATEMENT OF EXPENDITURE INCURRED ON FIELD WORK**

Name of the Principal Investigator- **Nagaraj M S**

Name of the College – **SivanandaSarma Memorial RV College (SSMRV College)**

<b>Name of the Place Visited</b>	<b>Date of the Visit</b>	<b>Mode of Journey</b>	<b>Expenditure (in Rs.)</b>
<b>Thomson Reuters, Bengaluru</b>	<b>15.7.16</b>	<b>Auto</b>	<b>388</b>
<b>Glaxosmithkline, SRT road, Bengaluru</b>	<b>18.7.16</b>	<b>Auto</b>	<b>267</b>
<b>Tata group, Sheshdri road, Bengaluru</b>	<b>27-7-16</b>	<b>Auto</b>	<b>385</b>
<b>Hero Moto Corp, Bengaluru</b>	<b>4-8-16</b>	<b>Auto</b>	<b>397</b>
<b>Ultratech cement, Vasanth Nagar, Bengaluru</b>	<b>18-8-16</b>	<b>Auto</b>	<b>379</b>
<b>Mahindra &amp; Mahindra, Ashok Nagar, Bengaluru</b>	<b>24-8-16</b>	<b>Auto</b>	<b>374</b>
<b>ICICI, MG Road, Bengaluru</b>	<b>2-9-16</b>	<b>Auto</b>	<b>385</b>
<b>ITC Group, Cox town, Bengaluru</b>	<b>5-9-16</b>	<b>Auto</b>	<b>425</b>

<b>Indigo, Mahadevpura, Bengaluru</b>	<b>15-9-16</b>	<b>Auto</b>	<b>622</b>
<b>Microsoft, Nagavara, Bengaluru</b>	<b>21-9-16</b>	<b>Auto</b>	<b>485</b>
<b>Net App, Hoodi, Bengaluru</b>	<b>3-10-16</b>	<b>Auto</b>	<b>668</b>
<b>Price Water Coopers, Kodige halli Gate, Bengaluru</b>	<b>6-10-16</b>	<b>Auto</b>	<b>592</b>
<b>SAP, Whitefield, Bengaluru</b>	<b>12-10-16</b>	<b>Auto</b>	<b>673</b>
<b>IIM library, Bengaluru</b>	<b>26-10-16</b>	<b>Auto</b>	<b>190</b>
<b>IIM library, Bengaluru</b>	<b>4-11-16</b>	<b>Auto</b>	<b>190</b>
<b>Bengaluru Central Library</b>	<b>10-11-16</b>	<b>Auto</b>	<b>206</b>
<b>Bengaluru Central Library</b>	<b>15-11-16</b>	<b>Auto</b>	<b>206</b>
<b>IIM library, Bengaluru</b>	<b>6-12-16</b>	<b>Auto</b>	<b>190</b>
<b>Bengaluru Central Library</b>	<b>18-12-16</b>	<b>Auto</b>	<b>216</b>

Certified that the above expenditure is in accordance with the UGC norms for Minor Research Project.

**SIGNATURE OF PRINCIPAL INVESTIGATOR**

**PRINCIPAL**

**(Seal)**