

A STUDY ON THE CSR ACTIVITIES OF STATE BANK OF INDIA

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ABSTRACT

State Bank of India is the largest bank with more than 14,000 branches all over India. It has a major role in improving the livelihood of people in rural areas. The Bank has designed many programs for social development. They have been allocating 1% of total profit for CSR activities.

Key words : State Bank of India, CSR

INTRODUCTION

Corporate social responsibility is the business practices involving initiatives that benefit the society. It includes all efforts and tactics undertaken for achieving social welfare and economic development. It is also called Sustainable Responsible Business, Corporate Social Performance etc. It is a corporate self –regulation integrated into a business model. It is represented by contributions made by business organizations for sustainable development in the form of social investment. It is concerned with treating all stakeholders of a firm in an ethical or socially responsible manner. It is a continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large. Environmental efforts, philanthropic activities, ethical labour practices and volunteering are part of the CSR activities.

Bank is a social institution. It has direct connection to the society. For smooth and successful functioning banks have to cater to the requirements of all stakeholders who are members of society. Banks are playing crucial roles in every economy. They are acting as catalytic agent for providing various services to the society. CSR in Indian banking sector is aimed towards addressing the financial inclusion, providing financial services to the unbanked or untapped areas of the country, the socio- economic development of the country by focusing on the activities like poverty eradication, health and medical care, rural area development, self-employment training and financial literacy training, infrastructure development, education and environmental protection etc.

OBJECTIVES

- 1) To understand and identify the concept of CSR
- 2) To identify the CSR initiatives of State Bank of India

SCOPE OF THE STUDY

The study is based on all the activities undertaken by the State Bank of India for the fulfillment of CSR and analysis is based on the information available.

DATA COLLECTION

Data is collected from secondary sources i.e; the annual reports of State Bank of India.

CONCEPT OF CSR

Corporate social responsibility, often abbreviated "CSR," is a corporation's initiatives to assess and take responsibility for the company's effects on environmental and social wellbeing. The term generally applies to efforts that go beyond what may be required by regulators or environmental protection groups. CSR may also be referred to as "corporate citizenship" and can involve incurring short-term costs that do not provide an immediate financial benefit to the company, but instead promote positive social and environmental change.

CSR INITIATIVES OF STATE BANK OF INDIA

The CSR philosophy of the bank says that :

- The bank is a corporate citizen, with resources t its command and benefits which it derives from operating in society in general. It therefore owes a solemn duty to the less fortunate and under-privileged members of the same society.
- Staff members are encouraged to make their contribution by understanding the aspirations of the public around them and by endeavoring to evolve measures to remove indisputable social and developmental lacunae.

SBI FOUNDATION

State Bank of India has formed a separate entity for undertaking all of its CSR activities under one umbrella named SBI Foundation. It is continuing the efforts undertaken by the State Bank Group in supporting and uplifting socio-economically backward sections of society. The focus areas include health care and sanitation, education, skills and livelihood development, women empowerment and care for senior citizens, sustainability and environment, rural development and others. The Bank has been using 1% of its profits in order to reach out and help under-privileged in many ways

Table 1

Focus Area Wise CSR Spend of State Bank of India for Financial Year 2015-16

Sr. No.	Focus Area	Amt. (Rs. in Crore)
1	Healthcare	56.00
2	Education	19.50
3	Skill development	44.66
4	Sanitation	4.04
5	Disability	5.41
6	Environment	4.78
7	Sports	2.21
8	Culture	1.20
9	Natural calamities	2.16

10	Others	1.98
11	R & D Fund	1.98
	Total	143.92

Source: annual reports of SBI

The Bank has spend Rs.143.92 crore for its CSR activities in the financial year 2015-16 which is 1% of its annual profit. Health care and sanitation has given primary importance followed by skill development .Major part of our population is living in rural areas and many of them are deprived of basic health care facilities, the Bank has identified this and allocated 39% of total CSR spending for providing health care facilities. Rural areas of our country are blessed with skilled labour, but they lack adequate financial and other support. The Bank has allocated Rs.44.66 crore for skill development. Rs.19.50 crore has been allocated for education because it plays an important role in the development of an economy. The Bank has set apart a considerable amount for disability, environment, sanitation,sports,natural calamities, R&D Fund, culture and others

KEY AREAS

HEALTH CARE AND SANITATION

Ensuring healthy lives and promoting well being for all ages is one of the primary sustainable development goals. Poor sanitation conditions and lack of primary health care facilities have increased vulnerability of rural population to high mortality rates, susceptibility to diseases, increased school dropout rate among students, especially adolescent girls and affects other areas of lives. Making basic health care and sanitation conditions available is thus an area of key importance for SBI Foundation.

EDUCATION

Education is the key element to national human resource development. Providing quality education to masses has been a challenge due to growing population and lack of quality resources in education. Lack of proper infrastructure, quality teaching staff and limited access to schools, especially for girls, are just few of the issues that plague the education system in India. Countering these issues is a long-term process which the SBI Foundation intends to stand by.

SKILLS AND LIVELIHOOD DEVELOPMENT

In the area of livelihood options and skills, there is a disconnect between the market needs and human resources available. Improving these conditions is necessary to be able to harness human resources of our nation to the best of its capabilities and capacity. The country's strength in the coming years lies in its man-power. Improving its quality and creating opportunities for it is thus of prime importance.

WOMEN EMPOWERMENT AND CARE FOR SENIOR CITIZENS

Women and senior citizens are one of the most marginalized and least empowered sections of our society. The fight for equal right for women is far from won as there is still sever discrimination and acts of violence against them in rural as well as urban parts of India. Senior Citizens are integral parts of our population who are neglected across areas of policy and at times do not receive the amenities they are entitled to. SBI Foundation feels that these sections of our population need to be served with dignity and care so as to empower them to create an equal society.

SUSTAINABILITY & ENVIRONMENT

For development to be stable and inclusive, it is important to consider it within the scope of environmental resources available. Environment and sustainability are the driving forces of good business practices. Staying connected with environmental impact of businesses is a step towards creating a sustainable future.

RURAL DEVELOPMENT

Inequality has been a long-standing feature of Indian economic growth story and with every stride the nation takes, the chasm between urban and rural is deepening. With 83.3 crore Indians living in villages, it is of paramount importance that opportunities are created for them so as to reduce their exclusion from this growth story. Lack of basic facilities and opportunities are two of the major hindrances in rural development. SBI Foundation wishes to address these issues through its programs.

OTHERS

The Foundation will not limit its activities to the Key Focus Areas. The Foundation may consider taking up innovative and high impact CSR projects outside the Key Focus Areas on a case to case basis.

- Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art
- Promotion and development of traditional arts and handicrafts
- Setting up public libraries
- Measures for the benefit of armed forces veterans, war widows and their dependents
- Training to promote rural sports, nationally recognized sports, para-Olympic sports and Olympic sports
- Contribution to the Prime Minister's National Relief Fund or any other funds set up by the Central Government for socio-economic development and relief and welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women; contributions to Swacch Bharat Fund and Clean Ganga Fund
- Contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government

ON GOING PROJECTS

1 BETI PADHAO KENDRAS

SBI foundation has started 200 BETI PADOO KENDRAS (BPK) in association with IIMPACT, an NGO started by alumni of 1978 batch of IIM Ahmadabad. These Beti Padoo Kendras are aimed at imparting basic education (upto class 5th) to girl children in remote rural areas where there are no formal schools. BPK is a tiny school in itself set up in the vicinity of the community and the school is run by the teacher recruited from the respective village itself. Looking at the girl child's progress some of the mothers have also developed interest in resuming or starting their own education. These BPKs are opened in remote rural locations of Bihar, Chattishgarh, Madhya Pradesh, Odisha and Uttarakhand.

CARE FOR HELPLESS OLD AGED CITIZENS

SBI Foundation has partnered with SHEOWS, for adopting the elderly persons at Garhmukteshwar Old age home in Uttar Pradesh. SHEOWs is a Non-Profit Organization which serves the old people through holistic institutional support free of cost.

DIGITAL CLASS

SBI Foundation in collaboration with BalaVikasa Social Service Society will implement this project of Digital class rooms in 50 government schools in Medak district of Telangana state. SBI Foundation is also partnering with Rotary International for Introducing Digital Class initiatives in over 1000 schools across India. This project will be implemented soon.

DROUGHT PROOFING OF VILLAGES

The Foundation is implementing a project for drought proofing of 10 villages in Beed district in partnership with Dilasa Sanstha. The project involves construction of Dohas in the bed level of stream so as to harvest rain

MID-DAY MEAL

SBI foundation supports mid-day meals program together with Akshaya Patra foundation. As part of our support, we provided financial aid for the procurement of 1530 distribution insulated vessels to be used for mid-day meals program. The locations of project execution are Bangalore, Ahmedabad, Nathdwara and Guwahati. The basic reason is to expand the reach of our food distribution proportional to the growing demand, they need to have additional food distribution vessels. Akshaya Patra has in these cities their mechanized kitchen which will cater many schools in and around of the city.

HEALTH CHECKUP OF FEMALE INMATES

SBI Foundation is committed to bring about positive changes in the lives of underprivileged sections of society. One of the groups that belong to this section is that of jail inmates. Being away from their families and conditions of jails lead to depression in most of the jail inmates which in turn causes them to neglect their health resulting in poor physical and mental health. In an endeavor to work on the health issue, we partnered with Indira Health & Lifestyle Pvt. Ltd. (Apollo Clinic) for conducting a health check-up camp in July 2016, which covered 132 female inmates of Arthur Road jail in Mumbai. Various tests viz. Complete Blood Count, Random Blood Sugar, Total Bilirubin, Serum Creatinine, Urine routine, T3, T4, TSH, Vitamin D3, Vitamin B12, Iron profile etc. were conducted which helped in identifying several ailments in the inmates. Consultation/counselling/medicines was provided by the doctors as remedial measures.

PROJECT EYE-CARE

SBI Foundation partnered with Sri Chaitanya Seva Trust to eradicate preventable blindness through cataract surgeries of rural & tribal population of Thane & Palghar districts of Maharashtra state. Sri Chaitanya Seva Trust carries out checkup camps with the help of doctors and provides service free of cost to the identified patients in their multi-specialty hospital. Eye checkup camps would be organized in the vicinity of selected villages where patients will be counseled and examined before advising for cataract surgery.

PROTECT HIMALAYAS

SBI Foundation has partnered with SankalpTaru Foundation, a not-for-profit organization for planting over 10,000 trees in the Pokri tehsil of Chamoli district of Uttarakhand Chamoli district of Uttarakhand and through this project we plan to ensure environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro forestry, conservation of natural resources and maintaining quality of soil, air and water. It will also support rural livelihood, empower women and make schools cleaner and greener.

FLAGSHIP PROGRAMS

SBI Youth for India (SBI YFI) is a unique, Indian rural development fellowship program initiated, funded and managed by the State Bank of India in partnership with reputed NGOs of the country. It provides a framework for India's bright young minds to join hands with rural communities, empathize with their struggles and connect with their aspirations. The selected fellows, from some of the top institutes/corporates, work with experienced NGOs on challenging development projects.

CONCLUSION

Business and society cannot stand alone. Both depend on each other. Society is the ultimate consumer of everything produced and offered by the business and industry. It is the responsibility of the business to make contributions for the welfare and development of the society. Corporate Social Responsibility is a vehicle which gives an opportunity to the business to serve the society in a better way. Sustainable development of an economy can be achieved through social considerations and for achieving this objective corporate social responsibility plays an important role.

State Bank of India has presence in almost all parts of our country. It has largest branch network in the country. This enables them to meet the needs of the rural people in a better way. Its CSR initiatives are commendable and it plays a crucial role in the economic development of our nation.

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