Abstract

Consideration of corporate social responsibility is as old as organizations themselves. The central question always has been this: Does each organization, as it strives to achieve its mission and vision, add value to the society which franchises its existence? Long before consideration focused on business, especially large corporations, questions about CSR addressed the rationale and acceptability of government.

Keywords: Bajaj Group, Trust, Policy, CSR, Corporate Responsibility.

Introduction

When discussing CSR, some prefer corporate responsibility (CR) to avoid the assumption that it is limited to “social” concerns (strategic philanthropy and community relations). Others use “social” responsibility to avoid the stigma that this topic only relates to businesses driven to place profit over social principle.

Those who prefer “social” without the modifier “corporate” recognize that non-profits and governmental organizations are and should be held to responsibility standards(1). By whatever name, interests of organizations cannot long be at odds with mutual interest and common good. In this case study we will discuss about the renounced name Bajaj and their limited companies and their portfolio of CSR, he we will keep in mind that all the data provided here were taken from the bajaj group authenification sites and news.

Bajaj Group: A Case Study

An Indian conglomerate founded by Jamnalal Bajaj in Mumbai in 1926. Bajaj Group is one of the oldest and largest conglomerates based in Mumbai, Maharashtra. The group comprises 36 companies and its flagship company Bajaj Auto is ranked as the world's fourth largest two- and three-wheeler manufacturer.

Some of the notable companies are Bajaj Auto Ltd, Bajaj Finserv Ltd, Hercules Hoists Ltd, Bajaj Electricals, Mukand Ltd, Bajaj Hindusthan Ltd and Bajaj Holding & Investment Ltd. [4] The group has involvement in various industries that include automobiles (2- and 3-wheelers), home appliances, lighting, iron and steel, insurance, travel and finance(2, 3).
The Bajaj Family
the leading company, a marked trust of Indians, the innovations at present, the leading organization, faithful company, stratified organization, embossed industry and a lot more these three generations of businessmen, into fourth generation now were concoring on the Indians heart with their goodwill and patriotism. The pioneer of this industry Jamnalal Bajaj, born in 1889 and founder of the Bajaj Group, dedicated his life In the direction of serving Gandhiji and disseminating his principles. Rahul Bajaj, chairperson of Bajaj Auto, is the head of the family. Brother Niraj in armorial bearing of the Group’s charitable trusts or trust created for charitable, religious, educational or scientific purposes; Shekhar looks after the Group’s activities in Wardha; and Madhur is in charge of the Jankidevi Bajaj Gram Vikas Sanstha(4).

Why They Won
For consecrating their wealth, time and campaign for the public good and preserving the tradition of giving.

The Trigger
Jamnalal Bajaj was a marked person by firm determination or resolution; not Shakable believer in ethics in business. He make experienced to the public information that was previously known only to a few people or that was meant to be kept a secret almost all of his wealth towards Gandhiji’s ideals and objectives. The family has tried to keep that tradition alive(5).

The Mission
Give what is desired or needed, especially support, food or sustenance; the education to the poor as well as vocational and technical training and health care; also, bridge the rural-urban divide by working towards the development of villages.

The Action Plan
Schools like Balwadis (non-conventional mode of carrying pre-primary education, where mid-day meals, milk, pick-up and drop, as well as health check-ups are provided to students); vocational and technical training institutes which includes acquiring ITIs and training rural womenfolk in tailoring and embroidery, health in the form of hospitals and rural development programmes under the umbrella of Jankidevi Bajaj Gram Vikas Sanstha(6).

Their Next Move
Hamara Sapna, Take the lead or initiative in or participate in the development of by Minal Bajaj (Niraj Bajaj’s wife), for Jamnalal Bajaj Seva Trusts anticipated outcome that is intended or that guides planned actions at transforming the lives of women living in the slums of Mumbai (Tardeo and Dharavi) through education (compulsory English language classes), empowerment (self defence classes and yoga) and skill development (tailoring)(6).

Bajaj Group Companies
Bajaj group of industries served in every daily sector of the Indian people’s need which made them comfort, employed and sustained in life. Here we presented the list of the companies started by the Bajaj group(7-9).

- Bajaj Auto Ltd. – Manufacturers of Scooters, Motorcycles and Three-wheeler vehicles and spare parts.
- Bajaj Finance Ltd. – Deals in financial services including hire purchase, financing & leasing.
- Bajaj Finserv Ltd – Financial Services.
- Bajaj Holdings & Investment Ltd. – Investment Company focusing on new business opportunities.
- Mukand Ltd. – Manufacturers of stainless, alloy and special steels including carbon and alloy steels.
- Bajaj Electricals Ltd. - Manufacturers of electric fans, highmasts, lattice closed towers and poles.
- Bajaj Ventures Ltd. – involved in manufacturing and trading of power tools and manufacturing of house ware and parts.
- Maharashtra Scooters Ltd. – Manufacturers of Scooters.
- Bajaj Allianz General Insurance Company Ltd. – General insurance business.
- Bajaj Allianz Life Insurance Co Ltd. – Life insurance business.
- Bajaj Financial Solutions Ltd. – Distribution of financial products and services.
- Bajaj Allianz Financial Distributors Ltd. – Distribution of financial products.
- Bajaj Auto Holdings Ltd. – Investment Company.
- PT Bajaj Auto Indonesia (PTBAI) - Bajaj Auto venture in Indonesia.
- Bajaj Auto International Holdings BV – Bajaj Auto venture in Netherlands.
- Hind Lamps Ltd. – Manufactures GLS, fluorescent, miniature lamps and major components, such as glass shells, miniature and aluminium caps, lead glass.
- Mukand Engineers Ltd. – Construction, fabrication and erection of industrial and infrastructural projects and infotech business.
- Mukand International Ltd. – Trading in metals, steel and ferro alloys.
- Bajaj Sevashram Pvt. Ltd. – Investment activities.
- Jamnalal Sons Pvt. Ltd. – Investment and finance company.
- Rahul Securities Pvt. Ltd.
- Shekhar Holdings Pvt. Ltd.
- Madhur Securities Pvt. Ltd.
- Niraj Holdings Pvt. Ltd.
- Rupa Equities Pvt. Ltd.
- Kamalnayan Investments & Trading Pvt. Ltd.
- Sanraj Nayan Investments Pvt. Ltd.
- Hercules Hoists Ltd. – Manufactures ‘INDEF’ brand materials handling equipment such as triple spur gear chain pulley blocks, chain electric hoists and wire rope.
- Hind Musafir Agency Ltd. – Travel agency.
- Bajaj International Pvt. Ltd. – Export electric fans, GLS lamps, fluorescent tubes, light fittings, etc.
- Bachhraj Factories Pvt. Ltd. – Ginning and pressing of cotton bales.
- Baroda Industries Pvt. Ltd. – Investment company.
- Jeewan Ltd. – Investment company
- Bachhraj & Co. Pvt. Ltd. – Investment company.
- The Hindusthan Housing Co. Ltd. – Services company.
- Hospet Steels Ltd. – Steel plant consisting of Iron Making Division, Steel Making Division and Rolling Mill Division.

Education
- Shiksha Mandal Wardha
- Kamalnayan Bajaj School
- Dnyaneshwar Vidyapeeth
- Janaki Devi Bajaj Institute of Management Studies
- Jamnalal Bajaj Institute of Management Studies,

Health
- Kamalnayan Bajaj Hospital in Aurangabad
- The Bajaj-YCM Hospital A.R.T Center for HIV/Aids in Pimpri

Report on Corporate Social Responsibility (CSR)
The CSR activenesses of Bajaj Group are Subject to guidance or control especially after launching by the vision and philosophy of its Founding Father, late Shri Jamnalal Bajaj, who Possessing or existing in bodily form the concept of Trusteeship in business and common good and Set down according to a plan the foundation for Conforming to accepted standards of social or professional behavior, value–based and transparent functioning. The core elements of CSR activities include ethical functioning, respect for all stakeholders, protection of human rights and care for the environment.

The Bajaj Group is broadly speaking implements the above enterprising through its employees, Welfare Funds and Group
NGOs/Trusts/Charitable Bodies operating at various locations in the country. It also Hire for work or assistance the help of non–Group NGOs, local authorities, business associations, social and philanthropic organizations of esteem and civil society, wheresoever’s keep in mind or convey as a conviction or view necessary.

Some of the major initiatives that continued and/or that were taken up anew by the Bajaj Group through its Trusts/Group NGOs/Social and Charitable Organizations during the year under review are summarized here:

1. Jamnalal Bajaj Seva Trust
Soon after the death of Jamnalalji in 1942, as per his compliments, the first charitable Trust, Jamnalal Bajaj Seva Trust was Brought about or set up or accepted; especially long established, with an initial corpus of H 500,000, which was Jamnalalji’s share of the family wealth(7, 10, 11).

International Sarvodaya Centre – Vishwaneedam
In 1960, An idea that is suggested of Acharya Vinoba Bhave, the Trust Obtain in exchange for payment about 400 acres of land on the Outlying areas (as of a city or town) of Bangalore to Start a new organization or institution the International Sarvodaya Centre – Vishwaneedam to promote agriculture, dairy Act of improving by expanding, enlarging or refining and rural development and to train local women and youth for self–employment by allowing for them training in Tailoring, Computers and Knitting. the Trust continued to run Balwadis, Gaushalas and English speaking courses.

Kamalnayan Bajaj Hall and Art Gallery
The Trust has also been Tending to bring about its share to the promotion of art and culture through the Kamalnayan Bajaj Hall and Art Gallery. Exhibitions, handicrafts intended to communicate a particular impression as well as corporate meetings, conferences and seminars are held at the Kamalnayan Bajaj Hall. The art gallery is used to display the artistic or satisfying aesthetic standards and sensibilities works of painters and sculptors. It also provides an opportunity to starting artists to demonstrate their talents.

2. Jamnalal Bajaj Foundation (JBF – Foundation)
In 1976, the Jamnalal Bajaj Foundation was constituted to promote Gandhian Intending to improve or promote development programmes and assist constructive workers who have devoted themselves to the national cause. An
Award the Foundation gives four awards annually – each of the value of Rs 5 lakh. Of these, three are given to individuals in India:
1. For outstanding contribution in the field of constructive work on Gandhian lines
2. For application of science and technology for rural development
3. For upliftment and welfare of women and children.

The fourth one is an international award acknowledged as a supposition to individuals other than Indian citizens from foreign countries for their part played in bringing about a result to the promotion of Gandhian values outside India (12, 13).

3. Jankidevi Bajaj Gram Vikas Sanstha (JBGVS)
Meliorating the personal satisfaction (or dissatisfaction) with the cultural or intellectual conditions under which we live (as distinct from material comfort) and economic well-being of people living in relatively isolated and sparsely populated areas has been the focus of JBGVS. JBGVS centers its implementation of integrated rural development broadly in five areas, viz.
1. Primary education,
2. Primary health care,
3. Economic development,
4. Environment, and
5. Social development (13).

NABARD Aamrai: In order to promote capable of being sustained rural and agricultural practices, JBGVS, in corporation with National Bank for Agriculture and Rural Development (NABARD), has been apply in a manner consistent with its purpose or design a Tribal Development Project for 1,000 tribal families in Pune district. Nine hundred families have developed orchards (mango and aonla) on one acre of wasteland to natural farming. This project has bring into existence a positive forceful consequence on the health of the farmland as well as on the economic status of the farmers (14).

4. Group Trusts for Colleges

Shiksha Mandal
Shiksha Mandal was set up or laid the groundwork in 1914 by Shri Jamnalal Bajaj (15), who believed that sound education was absolutely necessary for our nation’s development. Initially a school, from the 1940s, it transubstantiated itself into an institution for higher education. Presently, it consists of seven institutions with student strength of 8,750 and 287 teachers, of which 45 hold doctorates. At Wardha, it has
1. A commerce college,
2. A science college,
3. An engineering polytechnic,
4. A degree and diploma institution in agriculture and
5. A college of rural services.
6. It also runs a commerce college in nagpur.

The mission of running the shiksha mandal is very prone and liable, according to its mission:
1. Shiksha Mandal’s mission is to allow for the quality of being superior education at a low cost and to impregnate nationalistic and humane values in its students.

2. Its Agriculture College, Engineering Polytechnic and Science College are rated ‘A’ by external agencies. During the year, its Science College was rated as an ‘A’ grade college by NAAC, a government body, with a NAAC score better than Pune University’s. Its Agriculture Diploma course accomplished a 100% result during 2012–13.

3. It has being changed over time so as to be e.g. stronger or more complete or more useful infrastructure and a positive work culture.

All its colleges, barring the one at Nagpur, run in a single shift to encourage greater student–teacher interaction and extra–curricular activities. It has over 700 computers with extensive internet access.
4. Thirteen of its students appeared in merit lists of the University. Its students also excel at sports; where 23 represented the state and 28 represented the University and three won medals at the national level. Its students are very active in extra-curricular activities.

5. For meritorious students, scholarships are also provided by Shiksha Mandal. Thus, no meritorious student is denied admission due to inability to pay fees.

6. Shiksha Mandal not only Centre upon the academic and personal development of students, but also works on building them employable or physically and mentally capable of working at a regular job and available or a person who is qualified and ready to work.

It runs successful guidance programmes for Chartered Accountancy, Company Secretaryship (CS) and competitive exams for jobs in banks. One of its CS students ranked 24th at national level in the CS Foundation Examination.

7. It has started a Greater in scope or effective skills upgrade programme for commerce students in Nagpur, in consultation with Jaydeep Shah, ex-president of ICAI and an alumnus. Students are being furnished 300 hours of classroom input, after which they will accumulation of knowledge or skill that results from direct participation in events or activities and a year of internship in CA firms and Company offices. This programme will be started in Wardha from 2015–16.

8. Shiksha Mandal is Being joined in close association to the community it Perform as expected when applied in. It has been running a Community Polytechnic since 1984 where school dropouts are trained, at Wardha and five village centers, in technical trades.

9. A new building for its MBA programme at Nagpur, designed by Christopher Charles Benninger Architects is started.

10. Shiksha Mandal will celebrate its centenary during 2014. A centennial lecture series is planned, culminating in a centennial function in November 2014.

11. From 2015–16, it will provide increased support to CSR programmes of the Bajaj group in Wardha District. Its non–recurring expenditure in 2014–15 will exceed Rs 12 crore. This will be funded by Bajaj group trusts, external agencies and internal accruals. The Bajaj group trusts have contributed RS 26 crore in the last six years.

**Bajaj Science Centre**

Started in 2007, Bajaj Science Centre nurtures a culture amongst school children of learning science through experiments. For its annual intake of 199 students, 770 students from 27 schools appeared for an entrance test. Admissions are merit based and inclusive, with access given to students from all mediums of instruction and income groups. Students come from places as far as 60 km away. It has 550 regular students(13).

**The Centre conducted various activities to benefit students and teachers:**

1. It conducted a crash course in science practical’s for 69, mainly from rural area 10th standard students.
2. A Teacher Learning Workshop was organized for 28 teachers.
3. It jointly arranged a summer workshop for 27 students from suicide affected families
4. It jointly arranged a district level workshop for the top 35 students of Wardha District.
5. Fee income is Rs 2,000 per student per year and covers only 20% of its expenses.
6. For 25% students, this fee is waived/reduced. Access to its services is merit based and income blind. Bajaj Trusts spent Rs 30 lakh on the Centre during 2013–14.
Institute of Gandhian Studies
Institute of Gandhian Studies (Gandhi Vichar Parishad), launched in remembering of Late Shri Jamnalal Bajaj, and was constituted in Wardha in 1987. The programmes coordinated by the Institute during the academic year 2013–14 include(16):

1. Post Graduate Diploma Course in Gandhian Thought (recognised by Yashwantrao Chavan Maharashtra Open University, Nashik), which attracts students from all parts of India
2. Workshop on Gandhi: The Consummate Field for Interdisciplinary and Integrative Studies led by Prof. M. J. Lunine, of California State University, San Francisco
3. Special Meet on Shanti Sena in the context of growing violence against women as evidenced in the rape cases of Delhi and Mumbai and the violent incidents in Muzaffarnagar
4. Orientation Classes on Gandhian Thought for Medical Students of Mahatma Gandhi Institute of Medical Sciences, Sevagram, Wardha
5. University Students’ Camp for students of various universities in India
7. Inter Religious Study Course on the Concept, Principles and Practice of Non-violence at the Individual and the Societal Level in Five Main Religions, viz. Hinduism, Jainism, Islam, Buddhism and Christianity
8. National Seminar on Deliberative Democracy, Public Sphere and the Politics of Alternatives in India sponsored by University Grants Commission, New Delhi
9. National Level Workshop on Social Service
(j) Publications of books and research articles in journals of repute.

5. Marathwada Medical and Research Institute (MMRI) – a Trust
The Bajaj group gives having a firm basis in reality and being therefore great significance or value, purposeful, or considerable support to this Trust that runs the Kamalnayan Bajaj Hospital and Kamalnayan Bajaj Nursing College for B.Sc. Nursing degree course(17).

a) Kamalnayan Bajaj Hospital
Kamalnayan Bajaj Hospital is located in the city of Aurangabad in the Marathwada region of the state of Maharashtra. It provides super specialty and tertiary care medical facilities; which are not available elsewhere in this region. Earlier people had to travel all the way To Pune/Mumbai, at great cost and inconvenience, to avail such high-end facilities. The Hospital is well-equipped and has in accord with the most fashionable ideas or style medical facilities, especially in Cardiology (highest number of angioplasties and bypass surgeries in Marathwada),

The Hospital also runs a programme to provide relief to Below Poverty Line (BPL) and Economically Weaker Section (EWS) of society. While the treatment for BPL patients is free, for EWS, it is subsidized to the extent of 50%. Till date, the benefits of this scheme have been extended to 7,312 patients and H 4 crore (approx.) has been spent on it.

b) Kamalnayan Bajaj Nursing College
Kamalnayan Bajaj Hospital has been facing the paucity of nursing staff both in terms of quality and quantity and has therefore sought permission to start the Kamalnayan Bajaj Nursing College under MMRI Trust. The process of taking in the fourth batch will commence from August 2014 onwards. The aim of the Nursing College will be to help underprivileged children get high utility nursing education and provide services to the society. It is hoped that students coming out from this institution will set an example in the field of Nursing in the days to come. The present number of students is 106, against the total capacity being 160 as sanctioned by the Indian Nursing Council. The MMRI Trust extends scholarships to poor and needy students, who are meritorious and deserving.
6. Fuji Guruji Memorial Trust
Fuji Guruji Memorial Trust has established Bauddha Mandir, Vishwa Shanti Stupa at Wardha for promotional material of the intellections and commandments of Lord Buddha, Mahatma Gandhi and other sermonizers preaching a interchangeble ideology or Imaginary or visionary theorization and to propagate the message of world peace, love, non-violence and equality of all religions.

The Trust continued running nine Balwadis (Bal Sanskar Kendras) in rural areas for poor children below six years of age.

7. Kamalnayan Bajaj Charitable Trust
Kamalnayan Bajaj Charitable Trust runs Gitai Mandir, Pujya Jamnalal Bajaj Exhibition and Vinoba Darshan Complex, Audio–video Hall at Wardha. It also runs a library with literature and books on Mahatma Gandhi, Vinoba Bhave, Pujya Jamnalal Bajaj, Smt. Jankidevi Bajaj and other freedom fighters.

Gitai Mandir
The Gitai Mandir was inaugurated by Vinobaji on the 50th anniversary of the completion of the writing of Gita. A Radically distinctive monument, it has no idol, sanctum sanctorum or even a roof. It is enclosed by granite slabs. Each slab has a shloka inscribed on it, covering all the 18 chapters of the Gita.

8. Gita Pratisthan
Gita Pratisthan was constituted for broadcasting the message of the Gita and its marathi version, Gitai, which was delivered by Vinobaji in the year 1930 and promulgated for the first time by Jamnalalji. Since then, the Pratisthan has been carrying on a scheme of examinations on different chapters of the Gita and Gitai, for primary and high school students.

Conclusion
In General The Bajaj Group has over 40 public charitable trusts, which are also engaged in many topical and socially relevant CSR activities and initiatives. This Report is only illustrative; it gives a brief idea of the importance given by the Company and the Group towards its Social Responsibilities.

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