



CSR of RIL: Health and Education

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Introduction:

The public sector companies that fulfill the legal provisions as laid down in the companies Act, 2013, giant companies such as Tata motors, NTPC, ITC, and BHEL etc. Reliance Industries limited (RIL) is also taken initiative in the area of corporate social responsibility (CSR) particularly in the rural section of the India. the rationality behind the concept of corporate social responsibility is logical because corporate are the most important elements of the society and since these business entities generates revenues from the society itself and this we all know that society is made from the common people therefore as far as companies various stakeholders are concern general public or society are also interested towards the success, growth and expansion. Hence, corporate must take favorable action for the growth and development of common people at large.

Reliance's contributions to the community are in the area of health, education, infrastructure development (drinking water, improving village infrastructure, construction of schools etc...), environment (effluent treatment, tree plantation, treatment of hazardous waste), relief and assistance in the event of a natural disaster, and miscellaneous activities such as contribution to other social development organizations etc. The Company's Corporate Social Responsibility teams at all manufacturing divisions interact with the neighbouring community on regular

basis. The Company takes pride in the fact that its CSR representatives are known by their first names in the regions that it operates.

Social welfare and community development is at the core of Reliance's CSR philosophy and continues to be a top priority for the Company. It revolves around the Company's deeply-held belief in the principle of symbiotic relationship with the local communities, recognizing that business ultimately has a purpose - to serve human needs. Close and continuous interaction with the people and communities in and around the manufacturing divisions has been the key focus while striving to bring around qualitative changes and supporting the underprivileged.

CSR and its contribution to strategic corporations, critically review the CSR functions of businesses as well as delivering efficient information regarding the CSR activities of Reliance Industries Ltd. To demonstrate the above objectives it is essential to explain what is meant by CSR? What are the objectives of CSR? And furthermore brief description of RIL profile. In recent years, there has been greater attention to the concept of CSR. The term is described as the businesses responsibility towards their stakeholders' legal, ethical, social and environmental expectations.

Defining CSR:

CSR is the 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 of the local community and society at large, (Mallenbaker, 2014).

Different scholars have defined CSR in various ways. First effort for defining CSR was made by Bowie (1953) who was observed as the father of academic debate for Corporate Social Responsibility (Carroll 1979, p.479). Bowie stated that it is the businesses obligation to manage business process for the betterment of a society and enhancement of its value. Moreover, World Business Council for Sustainable Development (WBCSD) illustrated CSR as the commitment of business while behaving ethically and cooperating to the economic development by strengthening the quality life of workforce, families and local communities. Furthermore, Davis and Blomstorm elaborate the term CSR as an activity in order to improve the quality life of a society as well as developing the status of the organization by expanding its interest. However, Carroll defined (CSR) "Social responsibility of business encompasses the economic, legal, ethical and discretionary expectations that society has of organizations at a given point in time" (Carroll, 1979, p.500). Relatively, Carroll illustrated the pyramid of CSR by differentiating the four concept of social responsibility: economic, legal, ethical and philanthropic obligations.

Statutory recognition of CSR activity in India:

Under Section 135 of Companies Act, 2013 a company having a net worth of rupees 500 crore or more or a turnover of rupees 1,000 crore or more or a net profit of rupees 5 crore or more should

mandatorily contribution would have to be at least 2% of the average net profit net profits made during the three immediately preceding financial years on CSR activities. The rules came into effect from 1st April 2014.

Importance of CSR:

Conduction of CSR strategy has become vital trend for the companies in a current highly competitive global market. Inherently, the CSR strategy has remained the pillar of the sustainability of a business as far as the consumers and markets taste and preference changes are concerned. Moreover, the CSR-Asia has described CSR as the business operations incorporation in environmental and social perspectives with the interaction of their stakeholders. Hence, CSR approach owe following features: Firstly, it observes for the increasing of the shareholders profit in order to preserve the long-term viability of the business. Secondly, environmental and social improvisation has been the core objective of the CSR approach. Thirdly, the CSR concept is not a crowding out effect for the business, but it is about the way that business is operated. In this sequence, CSR concept is concerned with the long-term sustainability of the business while maximizing the shareholders interest and plays an active role in the development of community.

Profile of RIL:

RIL is one of the reputed and reorganized public sector companies in India. The Reliance Group, founded by Shri Dhirubhai H. Ambani, is India's largest public sector enterprise, with businesses primarily engaged in the energy and materials value chain. Reliance Industries Limited is one of the



Fortune Global 500 Company and ranked 117th amongst the world's Top 200 companies in terms of profits,

CSR can be defined, managing the business processes with being responsiveness to the economic, legal, ethical and environmental expectations of stakeholders so that to produce apposite impact to the society. Consequently, as far as the report do concerns to the CSR activities of Reliance Industries Ltd, it is important to take a look after the Mentioned Company's profile. At Reliance, business priorities co-exist with social communities and our activities support inclusive growth.

The entire study is structured as follows emphasizes on the concept of corporate social responsibility, discusses on the role and importance of RIL in the area of corporate social responsibility in the rural and healthcare section of the India and analyses on the substantial contribution done by RIL.

Objectives of the Study:

1. To study the concept of CSR initiative undertaken by RIL.
2. To analyse the CSR activities of RIL.
3. To estimate the contribution of RIL towards healthcare and education in particular.

Data and Methodology:

This study is primarily qualitative in nature and does not use any quantitative tool to analyses the data. Secondary data have been used for the study. Various journals, articles, websites, RIL annual reports, RIL books, newspapers and magazine have been used to assess information.

RIL CSR Activities:

Reliance industries have performed major social responsibilities towards the betterment of the community. The company has valuable contribution in terms of health, education, environment, corporation in natural disasters, and infrastructure development. Following are vast disclosure regarding CSR activities of RIL.

1. **Education:** RIL has constructed nine schools with improving the 13,251 students education level across the India. Furthermore, the company conducts "the Kanya Kelvani" program, which plays a vital role to the contribution of supporting Indian Governments projects towards education of girls across all over the India. Relatively, RIL's are implementing (Jagurti Project) for those students who are suffering mentally from social and economical backwards and support them to obstacle with dyslexia. Under the Jagurti Project, 35 trainees are spending 8800 hours in order to arise the tolerance of underprivileged children to tackle with dyslexia. Consequently, the company owes partnership with UNESCO and BBC for the awareness of dyslexia to the other villages' students.
2. **Community Health Care:** RIL has brought pivotal improvisation to the Community Medical Centers for providing ample health care services to the neighboring villages. For instance, the Reliance Company is acquitting Drishti project, which is cooperated with the Association of Blind and made contribution to 9000 free corneal grafted surgeries



for those blinded folks who are suffering from being underprivileged. Moreover, one of the manufacturing divisions of Reliance Company (Hazira Manufacturing divisions) has commenced an Anti-Retroviral Treatment Center in the country and specifically for the cleaners and drivers of all product transport vehicles. The program mainstream is for HIV / AIDS awareness.

3. Environment Initiatives for the Community:

The RIL initiated a zero garbage campaign to develop the disposal of solid wastage concept in its surroundings and residential area. The aim of the campaign is to provide a cleanliness drive in order to sustain a disease-free environment for its employee's residual sites. The industry is acquitting a social and economical security program for woman rag pickers with assistance of an NGO. The core objective of the project is to reduce the plastic litter for preserving its commitments of being responsible care. Relatively, the company has stretched a 900-meter road through the usage of 5% plastic waste in order to deduct the construction cost and as well as to improve the roads construction quality and life.

4. Reliance Rural Development Trust:

Reliance Rural Development Trust (RRDT) has initiated a rural infrastructure development program by undertaking 797 projects in 760 villages of 24 different zone of GUJARAT states. The project is consisted of 58 Concrete Cement Roads, 61 underground and 6 Check Dams. Subsequently, all the check dams are constructed with

accordance to the 8.7 mcft water storage capacity and 1065 Hectors of the land would have access to the Check Dams water.

5. Livelihood Support Programme:

RIL has undertaken the self-help group (SHG) program for women and youth generation of the surrounding villages in order to enhance their quality life while being "self sustaining" to support to their families. The program has facilitated the women by providing various courses such as dress making and designing, beauty culture, health care, nursing and hospital attendant. However, the program implements are pumping and hand pump repairing, mobile repairing, computer hardware repairing, vehicle motor driving, and etc. courses.

6. Improving Quality of Agriculture Produce:

RIL has also participated in assistance of farming in terms of advanced technologies, storage, handling and distribution of products. For instance, the company vested Leno bags, which are made out of polypropylene and such bags are effective for reducing the handling losses of fruits and vegetables. Explicitly the company enforced the formers for the usage of advanced techniques (plastic) as it increases the productivity, contributes to the reduction of losses and in enhancement of earnings and distributed promotional materials



Table-1CSR activities of RIL are shown clearly under the following table:

CSR Expenditure	2010-11		2011-12		2012-13		2013-14		2014-15		2015-16		2016-17	
	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%
Rural Transformation	28	13.93	24	9.56	74	21.08	166	23.31	127	16.69	103	15.63	138	20.47
Health	47	23.38	91	36.25	141	40.17	417	68.57	608	79.89	315	47.80	267	39.61
Education	91	45.27	75	29.88	67	19.09	80	11.24	18	2.37	222	33.69	227	33.68
Sports for Development	1	0.50	-	-	-	-	1	0.14	4	0.53	9	1.37	27	4.01
Disaster Response	-	-	-	-	-	-	-	-	-	-	10	1.52	11	1.63
Arts, Culture and Heritage	-	-	-	-	-	-	-	-	-	-	-	-	1	0.15
Urban Renewal	-	-	-	-	-	-	-	-	-	-	-	-	3	0.45
Others	34	16.92	61	24.30	69	19.66	48	6.74	4	0.53	-	-	-	-
Total	201	100.00	251	100.00	351	100.00	712	100.00	761	100.00	659	100.00	674	100.00

Source: Various Annual Reports of RIL

Beneficiaries of RIL initiatives:

The key philosophy of all CSR initiatives of RIL is guided by three core commitments of Scale, Impact and Sustainability (SIS). RIL's CSR initiatives focus on various social challenges, all aimed at providing a better quality of life and livelihoods for a stronger and inclusive India. RIL CSR initiatives, in compliance with schedule VII of section 135 of the Companies Act, 2013, are driven by a professional team of 450 experts. Over the past years, the CSR expenditure has been more than 2% of the net profit.

Reliance Group seeks to impact people's lives through its CSR initiatives. Its CSR policy is aimed at improving lives, living and livelihood for a stronger and inclusive India. Central to its philosophy is the commitment to enhance the quality of life of people from marginalised and vulnerable communities, by empowering them and catalysing change through innovative and sustainable solutions. The Company's CSR initiatives are guided by three core principles of Scale, Impact and Sustainability. These initiatives are aimed at promoting equitable economic growth and ensuring a more sustainable,

inclusive and people-centric development. Most of these initiatives are conducted under the aegis of the Reliance Foundation, established in 2010, is an umbrella organisation for the Company's social development initiatives. These initiatives happen to be in conformity with the Sustainable Development Goals (SDGs), outlined in the United Nations 2030 Agenda for Sustainable Development. RIL focused areas:

Rural Transformation: Reliance works towards bridging the developmental gap between rural 'Bharat' and urban 'India' by improving livelihoods and addressing poverty, hunger and malnutrition. The programme design is distinguished by two unique features. First, it is a holistic intervention for transformation driven by community aspiration goals and second, it has been grounded with some of the most marginal communities of India. The programme aims at improving farm and non-farm livelihoods through the promotion of sustainable agricultural practices, setting up rain-water harvesting structures and institution building. Furthermore, Reliance's Information Services provide validated and timely information to farmers, fisher folk and livestock owners for taking right



decisions to improve income and livelihood and also avert avoidable risks. These initiatives help build capacities of communities to promote peaceful and inclusive societies and ensure long-term sustainable development.

Health: Reliance provides affordable solutions for quality healthcare through improved access to healthcare services and spreading awareness. The outcomes of healthcare related initiatives include providing access to quality primary and secondary care services to the deprived population, conducting need-based health camps and providing consultation and medicine, amongst others. Efforts have been made to ensure better maternal and child healthcare services and improve delivery through innovative research programmes. Through the Drishti programme, Reliance has worked with the visually impaired.

Education: Reliance seeks to provide quality education, training and skill enhancement to improve the quality of living and livelihood. The Company focuses on promoting primary and secondary education, enabling higher education through scholarships, promoting higher education through setting up and supporting universities and skill development through vocational training.

Sports for Development: Reliance focuses on using sports as a medium to encourage learning and inculcate leadership amongst the youth. The programme uses sports and activities as a tool for development to bring about positive change. Under this initiative, talented young students are groomed further to build their skills in sports.

Disaster Response: Reliance works towards organising timely relief and rehabilitation of communities affected by natural calamities. Efforts are also made to build capacities of local communities to cope with disasters and develop expertise and resources to respond to it in a timely manner.

Arts, Culture and Heritage: The initiative towards protecting Indian Arts, Culture and Heritage is aimed at supporting and promoting artists and craftsmen, preserving traditional art and handicraft and documenting India's rich heritage for the benefit of future generations. Various promotional and developmental projects and programmes have been conducted.

Environment: Reliance focuses on promoting environmental sustainability through initiatives towards enhancing ecological balance, promoting biodiversity, conserving natural resources and promoting renewable energy. Additionally, efforts have been made to maintain the quality of soil, air and water.

Healthcare Services:

Reliance addresses issues around affordability and accessibility of quality healthcare and brings about improvement in awareness and healthy living practices in various parts of India. The focus is on improving primary, secondary and tertiary healthcare facilities to enhance preventive and curative services. Reliance also works on bringing about behavioural change for improving maternal and child health. Reliance improving healthcare delivery through innovative outreach programmes. Reliance works in the areas of communicable and non-communicable diseases and uses technology for training,



competency evaluation and clinical decision support for medical professionals. Through the Drishti programme, the Company has supported a number of visually impaired people with corneal transplant surgeries.

Preventive and Primary Healthcare Services:

Reliance addresses health needs of the underprivileged through its preventive and primary healthcare services in both rural and urban areas. The health services are made more accessible through nine Mobile Medical Units (MMUs) and three Static Medical Units (SMUs) in Maharashtra, Uttarakhand and Madhya Pradesh. This year, one more MMU has been launched in Palghar district which will provide health services outreach in 11 villages to about 18,000 people. The total health consultations provided since inception are over 40 lakh. A survey found that the patients who availed services from SMUs and MMUs are highly satisfied with the healthcare providers, availability of diagnostic facilities and time spent by healthcare providers.

Healthcare for Women and Children:

Through dedicated community initiatives, Reliance aims to address the key health challenges of women and children including malnutrition, anaemia, maternal health and improved menstrual hygiene. Under its newly initiated maternal and child health programme in the rural areas, Reliance engages community volunteers in planning and delivering the health needs of pregnant women and mothers. The programme has adopted a unique community engagement model where volunteers from the community are

involved and empowered to provide basic healthcare services. These community volunteers called Swaasth Sanginis, who are mostly Accredited Social Health Activists (ASHAs) working under the health systems, are trained and empowered to provide basic diagnostic services besides educating women on birth preparedness and complication readiness during maternity. The nutrition intervention spread across 136 villages and 74 urban locations has screened 29,706 children less than 5 years of age for malnutrition this year (42,528 screenings since inception). Of these, about 8 percent i.e. 2,217 children were identified malnourished and received treatment (3,511 treatments since inception). Over 33,958 women were screened for anaemia this year (45,979 screenings since inception).

Mission Zero Malnourishment Project:

A campaign to attain Zero Malnourishment has been set up by Reliance at Nagothane in a public private partnership programme. The project cycle involves networking with local teachers for identification of malnourished children, formal testing of blood, urine and X-Ray for identified children, medicines and nutritious food support, monthly pediatric check-ups, fortnightly progress monitoring and continuous analysis of the process. The project has identified and addressed malnutrition among 123 children across 44 villages of Roha and Pen Talukas.

Sir H. N. Reliance foundation Hospital and Research Centre:

Sir H. N. Reliance Foundation Hospital (RFH), in its 3rd year of operation is getting recognised and developed as a 'Centre of Quality Care' in



Mumbai. The hospital performed 3,415 surgeries this year and 608 Cath-lab procedures with excellent outcomes. Recently, the hospital took a significant stride by starting the 'Organ Transplant' program. A large number of patients who required complex medical management have also been treated at the hospital.

Dhirubhai Ambani Hospital:

The Dhirubhai Ambani Hospital at Lohivali near Patalganga, is an 82-bed state-of-the-art hospital catering to the industrial and rural population in the Raigad district of Maharashtra. It has provided free outpatient and subsidised inpatient treatment to 2,211 patients during FY 2016-17. A majority of these patients include the underprivileged, senior citizens, traumatised victims from the economically weaker sections of the society. Dhirubhai Ambani Hospital has one of the largest Anti-Retroviral Therapy (ART) centre, a major CSR initiative which caters to HIV affected patients. This ART centre has registered a total of 237 new persons with HIV AIDS during the reporting period (3,809 persons with HIV AIDS since inception). All these patients have been provided free consultation, counseling, investigation and treatment.

Specialised Care for HIV AIDS and Tuberculosis:

Several HIV care services are provided through specialized hospitals and different interventions including nutritional support to children, care and support to infected people, IEC sessions and testing camps for migrant workers, truck driver and sex workers etc. Reliance HIV & TB Control Centre at Mora village, Surat provides diagnostic

Some of these patients required high end equipment like ECHMO, which are not available in most hospitals. The hospital is designed for the highest international quality standards. It has been awarded "IGBC's LEED GOLD" certification for new construction by Indian Green Building Council (IGBC). and curative services to HIV AIDS patients. More than 3,300 infected patients have registered for treatment and over 12,000 patients have been examined in the year 2016-17.

Corneal Transplant Surgeries and other Eye Care Services:

Reliance has been supporting visually impaired underprivileged people for the past 10 years through corneal transplant surgeries. The programme is partnering with the National Association for the Blind, Arvind Eye Hospital and Hyderabad Eye Institute and has supported 1,096 corneal transplants (15,824 corneal transplants since inception). Under this programme, a week-long Drishti Art and Essay Competition was also organised to increase awareness about the importance of eye donation which involved participation of about 10,000 people this year.

Technology in Healthcare:

Reliance and the University of Chicago have entered into a collaboration to use technology based education, training, competency evaluation and clinical decision support. The collaboration is aimed at improving clinical diagnosis and supporting doctors in real-time and evidence-based clinical decision-making. The programme uses cloud-based software applications to train medical professionals through virtual



patients and state-of-the-art clinical reasoning tools. These tools will help reduce diagnostic errors and help saving many more lives globally. Through this programme, Reliance aims to enhance access to quality health care in India.

Reliance implemented a project in Punjab for digitisation of Primary Health Centres of a block on a pilot basis. Reliance Jio has developed a health application which was used in this project. This application includes the Auxiliary Nurse Midwife (ANM) application used by the ANMs on Tablet, PHC application used by the doctors, pharmacists or at PHCs on desktop or laptop.

Strengthening of Health System:

Reliance is working towards improving the quality of health care by strengthening the health systems. The programme initiated its activities by training the sanitary workers across different departments of Mahatma Gandhi Memorial Hospital of Warangal district, Telangana on management of bio-medical waste. The training covered aspects such as infection control practices and strengthening the systems within the hospital.

Impact of Health Initiatives:

- Improved availability, accessibility and affordability of healthcare services
- Saving lives of mothers and children from preventable maternal deaths
- Improved care and support for the people affected by HIV
- Effective management of non-communicable diseases

- Lives of underprivileged communities enlightened through comprehensive eye-care services
- Addressing nutritional deficiencies for building healthy future
- Effective participation of women in improving health outcomes
- Improved health, hygiene and sanitation.

Services of Education:

Reliance works on several initiatives towards providing quality education, training, skill enhancement for improving the quality of living and livelihood. Reliance's initiatives in education are aimed at promoting primary and secondary education and enabling higher education through merit cum means scholarships (including specially-abled) across the country. Reliance promotes higher education by setting up and supporting universities, skill development and vocational training.

Scholarship Programmes of Education:

Reliance has been providing educational scholarships to students since 1996. In the 21st year of the **Dhirubhai Ambani Scholarship programme**, 437 meritorious students demonstrating financial needs across India were provided scholarships to pursue higher education (11,358 scholarships since inception).

Since inception, through different education scholarship programmes, Reliance has supported the upliftment of 13,100 meritorious children from poorer socioeconomic background.



Reliance Dhirubhai Ambani Protsaham Scheme:

The Reliance Dhirubhai Ambani Protsaham Scheme was launched in the academic year 2008-09 in order to encourage the young, underprivileged and meritorious students to pursue their intermediate studies. The scheme facilitates qualifying students to get admissions in colleges of their choice for pursuing further education. This year, 91 students benefitted from this scheme in Andhra Pradesh.

Reliance Schools:

A total of 13 **Reliance Foundation Schools** educating about 15,000 children are located in Jamnagar, Surat, Vadodara, Dahej, Lodhivali, Nagothane, Nagpur and Navi Mumbai. The schools offer education right from the kindergarten level to class 12 and are affiliated to CBSE, Gujarat State Board and Maharashtra State Board. In 2016, a new Reliance Foundation School providing pre-primary education was setup in Dahej. A football tournament was organised between the six schools in Maharashtra, which received participation from 94 boys in the under-12 category.

Dhirubhai Ambani International School (DAIS):

Mumbai prepares students for the ICSE, the IGCSE and the IB Diploma examinations. The school is a member of the Cambridge International Primary Programme. The school provides world-class education to over 1,000 children and has 150 teachers with rich experience in national and international curricula. The students have consistently achieved outstanding results across all three curricula. DAIS has also been ranked the

best ICSE School in India in the Education World Academic School Rankings, 2016. The Hindustan Times-Career School Survey, 2016 ranked DAIS the best school in Mumbai for the fourth time in five years. DAIS has also been recognised as the best school in academics in the country, with the conferment of the 'Excellence in Academics' award in the NDTV Education Awards 2016.

Reliance University:

Work is in progress to set up a globally benchmarked, multi-disciplinary university in Maharashtra. It will provide an enabling environment and cutting-edge research facilities.

Education for All:

With an objective of providing access to quality education to underprivileged children in India, the Education for All initiative was launched in 2010 with ardent support from Mumbai Indians. Since inception, the initiative has positively impacted the lives of about 1,00,000 underprivileged children.

Partnerships to Enhance Education:

Reliance, in partnership with Eklavya Foundation, implemented a pilot project reaching out to 1,300 children in 41 villages of Madhya Pradesh to improve the learning abilities of children through Shiksha Protsahan Kendras (SPKs). By creating a positive and conducive learning environment, the programme addressed the bottlenecks in learning that most of the children have. At Jamnagar, a pilot program was designed to bridge the deficiency and enhance the proficiency levels in schools. 'Functional English' supplementary classes and



subjects such as science and maths are carried out in 3 schools at present, reaching out to about 1,000 students. The unique aspect of the project is that a group of 33 lady volunteers (mostly educated homemakers and spouses of RIL employees) teach in schools under the guidance of an eminent educationist.

In another education initiative, Reliance supported The Bombay Community Public Trust's English E-Teach (EET) project which aims to improve quality of English of poor children that can improve their employment opportunities. So far, the EET initiative has reached about two lakh children in Maharashtra.

Career and Infrastructure Support for Education:

For the betterment of education, Reliance has provided infrastructure and other support such as seminars to prepare for board exams, life planning education and career guidance sessions. This included 40 schools and 1,580 children from rural marginal households including tribal households. These events were appreciated by school principals, teachers and all parents, as they motivate students and encourage them to excel.

School infrastructure such as toilets, libraries, educational kits, etc. ensures children's attendance and regularity. To promote digital literacy in rural areas, 288 computers were donated to 48 schools spread across 29 villages of Jamnagar, Vadodara and Shahdol. About 6 schools were provided with RO plants to provide pure drinking water to around 1,100 students. Support has been extended to three schools to construct toilets which benefitted 169 students.

As a part of improving attendance in Government Schools and to support the Government efforts in providing quality education to children attending the schools, Education Kits were distributed every academic year to around 2,000 students belonging to 10 Schools in Gadimoga and Bhairavapalem Panchayats. A similar initiative was undertaken by the Vadodara Manufacturing division. Basic amenities like floor mats, green teaching boards for classrooms & sports kits were provided to primary schools. A total of 22 Primary Schools and 5,945 students were benefited from this initiative. Launched "Digital Learning Van" to provide access to digital education to underprivileged children

Impact of Education Initiatives:

- Addressing inequalities by providing education support to underprivileged students
- Enhanced quality of education and digital literacy among students
- Skill development enabling higher education opportunities
- Development of education infrastructure.

Contribution of funds towards the Healthcare and Education activities:

The RIL has given much preference to the activities of healthcare and education under CSR programmes. As a close look on the table format, it is understood that healthcare activities contribution of funds continuously increased from 2010-11 to 2014-15 years. Last two years healthcare funds are decreased. Education activity contribution of funds are decreased from



2010-11 to 2014-15 years. Last two years healthcare funds are increased.

Conclusion:

The present day corporate sectors are highly influenced by CSR activities not only to provide some things back to the society but also it brings reputation of the corporate sector must spend at least 2% of the average net profit net profits made during the three immediately preceding financial years on CSR activities. In this mandatory requirement, companies us liberally spending money for social activates. RIL is private sectors undertaking which concentrates more on CSR activities through various activates.CSR initiatives being implemented by the RIL for rural development have a positive impact in overall development of society and their business.

To sum up, virtually the CSR concept considers the ethical, social, and environmental aspects of the stakeholders. Relatively, the organizations exploit the CSR as maximizing their shareholders profit through satisfying the stakeholders mentioned expectations. Many organizations make the CSR approach as their mainstream trend and apparatus for gaining reputation and catering a better working environment for their employers in order to enhance the quality status of their organization as well as acquitting the organizations prime goal. For instance, RIL process the environment initiatives, education programs, health care programs, rural development program, etc. at their own working community for enhancing the quality life of the company's employees and maximizing the shareholders profit. Although, CSR approach owes

indispensible positive impacts to the society, the concept has extralegal and negative disparity to the community.

It is concluded that the concept of CSR is entirely an ethical practices made by the companies as their philanthropic approach. There is a great requirement of such initiative which is taken by reliance industries limited particularly in rural section of our country.

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