

# An Analytical Study of the CSR Practices of Infosys Ltd towards their HR

**Mr. Bhav Atul Vijay**

Assistant Professor and Head, Department of Commerce

Rayat Shikshan Sanstha's, Abasaheb Marathe Arts and New Commerce Science College, Rajapur, India

**Abstract:** *With the introduction of the liberalization, privatization & globalization in 1990's, the corporate sector in India had undergone drastic changes. Recent decade witnessed the emergence of related concepts such as corporate sustainability & corporate citizenship to cope with changing environment & to serve in cutthroat competition. Corporate houses in India have introduced innovative programs & schemes in several areas like education, micro finance, rural development, healthcare, child welfare, women empowerment, environment protection, infrastructural development, transparency & ethical conduct.*

**Keywords:** Innovations, Employees (Human Resource), Infosys, Sustainable development

## I. INTRODUCTION

### Introduction to Infosys Ltd:-

Infosys Ltd was founded on 2<sup>nd</sup> July 1981 by seven entrepreneurs:-N. R. Narayan Murthy, Nandan Nilekani, Kris Gopalkrishnan, S. D. Shibulal, K.Dinesh, Ashok Arora and N.S Raghavan. Infosys Ltd was started in 1981 by seven people with \$ 250 million. Today, Infosys Ltd is a global leader in next generation IT and consulting with revenue \$6.99 billion.

Infosys Ltd defines designs and delivers technology enabled business solutions that help companies in building tomorrow's enterprise. Infosys Ltd provides a comprehensive range of services leveraging our domain and business expertise and strategic alliance with leading technology providers'. Based in Bangalore, Infosys Ltd is publicly held ISO9001 certified company offering IT consulting and software services to companies'. The services offered include application development, internet consulting and software maintenance services. HRA denotes just this process of measurement and quantification of the human resource.

In the financial year 1995-96, Infosys Ltd became the first software company to value its human resources in India. The company used Lev and Schwartz model and valued its human resource at \$1.86 billion. Infosys had given utmost importance to the role of employees in counting to the company's success. Narayan Murthy of Infosys Ltd said, "Comparing the figures over the years will tell us whether the value of our human resources is appreciating or not. For knowledge-intensive company like ours that is vital information."

## II. REVIEW OF LITERATURE

The corporate social responsibility (CSR) movement has generated great momentum over the past number of years (Crawford & Scaletta, 2005), and is now regarded to be at its most prevalent (Williams, 2005). Not only has the issue received academic attention, but has quickly moved up the corporate agenda. In today's era, it is necessary for businesses to take responsibility for their actions and get an approval from their stakeholders. If they fail to meet the stakeholders' demand, that could decrease their reputation and value.

In early 1950s and 60s, the literature was not heavily represented in CSR discourse. However, this decade marked a significant growth in attempts to formalize, or more accurately, state what CSR means (Carroll, 1999).

All organizations have an impact on society and the environment through their operations, products or services, and through their interaction with key stakeholder groups, including employees, customers/clients, suppliers, investors, and the local community. Hence, it becomes very important to investigate the current scenario and future prospects of CSR in India.

**Statement of the problem**

The present study is the humble attempt to analyze innovative CSR activities undertaken by Infosys Ltd. towards its human resource i.e. employees..

**Objectives of the study:-**

The present study aims at the following.

- To analyze CSR activities of Infosys Ltd towards employees.
- To study the innovative CSR activities of Infosys Ltd towards employees.

**Definition of CSR:-**

According to the world development council “CSR is continuing commitment by business to behave ethically & contribute to economic development while improving the quality of life the workforce & their families as well as the local community & society.”

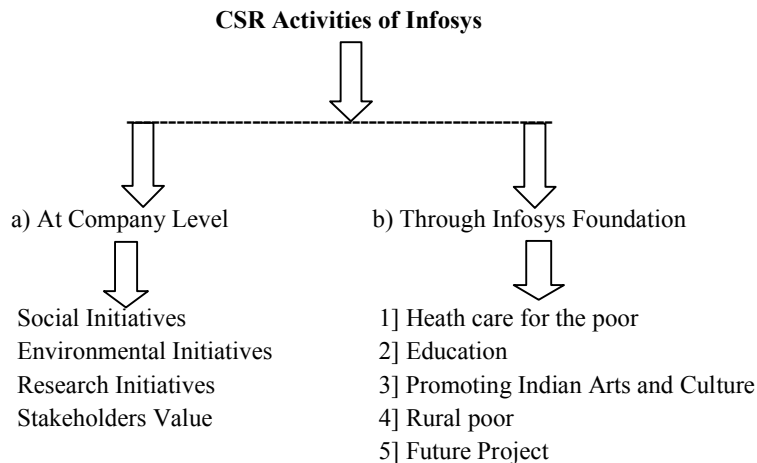
**Components of CSR:-**

Accountability , transparency, conduct in conformity with laws ,business ethics ,good practices, good workplace & labour relation practices , customers loyalty & satisfaction, environmental benefits & company enrolment with society are some of the components of CSR .

**CSR Activities of Infosys Ltd:-**

Infosys Ltd carry out its CSR activities at two levels namely:-

- At Company Level
- Through Infosys Foundation



**Highlights of CSR Activities of Infosys Ltd during 2012-13 :-**

- The company launched a special loan scheme of US \$917 for India-based differently-abled employees to purchase life-enhancing products/gadgets.
- They set up INFLUENCE (Infosys Framework for learning Using External Community Engagement) to recognize the volunteering efforts of our employees.
- The Perished initiative of the Infosys Foundation benefited 11,000 families and 60 schools in 6 districts of Karnataka.

- Infosys Foundation in the U.S>donatedUS\$30,000 to the New jersey Relief Fund to help victims of Super Storm Sandy.
- A record 50 community service projects were Completed in 24 hours between March 8and March 9, 2013 by the Volunteers of Sneham, the Chennai CSR wing.
- Over 23000 employees made use of Consultation health checks and wellness sessionsduring the HALE Health week in February 2013.

CSR activities of Infosys Ltd towards their Human Resources:-

According to Srikantan Worthy, Group Head, and Human Resources Development “Nurturing the spirit of volunteerism and community development forms a part of our core commitment at Infosys. One of the cornerstones of our social contract philosophy is to work for the benefit of society around us and to provide improved opportunities for our employees,and our supply chain members.”

The twenty-first century has been referred to as the century of the service sector. All major expansion scope seems to be happening in the service sector and the scope of expansion of manufacturing sector is limited. The importance of human resources of the companies can be illustrated in several ways. For the company operating in service sector, its core assets are its employees which are intangible asset. Following activities are carried out in order to satisfy CSR towards employees.

#### **Learning through Research**

The company strongly that investments in research and development lead to path-breaking solution and innovative ideas that differentiate our services and offering not only to our Customers, But also to the Society Our tradition of investing considerably in innovation capital has resulted in building an innovation ecosystem-More Than 500 Patents have Been field for approval in the U.S India and elsewhere. A Majority of these Patents has been field from researchers at Infosys.

#### **Collaborative Learning**

Collaboration through knowledge sharing is an important Component of learning and education. A primary goal of our knowledge management (KM) strategy has been the creation of an ecosystem for continuous employee education that effectively combines formalSemi-Formal and informal learning to enable the sustenance of organizational productivity, efficiency and quality in the face of a rapid growth in numbers.

#### **Higher Education Opportunities for Employees**

The company encourages our Employees to pursue higher education programs Offered in part-Time Distance learning mode by reputed educational Institutes. The Objective of our Higher Education Support (HES) Policy is to enhances the Competency and qualifications of our employees and Exposes them to global standards of education

#### **The Foundation Program**

The Foundation Program is a flagship program that has received recognizing from the American Society for Talent and development (ASTD) This 21-week-long residential training program for engineering graduates has helped the company to train software engineers.

#### **Employee Resource Groups**

The company’s global employees represent diverse background affinities and skills. The company has created a number of employee resource groups that address the need of our diverse workforce such as community participation networking cultural enrichment support programs affinity ability and gender

### **Continuous Education**

Continuous education program span domains such as technology business Process and behavior and are designed to keep the competences of our experienced employees current and relevant to business The System and process for knowledge management create an ecosystem for knowledge sharing across the organization.

### **Career Mobility**

As part of the career management framework the company provides opportunities for growth within existing roles this was implemented to fulfill employee's aspiration in alignment with the company's objectives the company re-launched our internal Mobility Policy in 2013 this renewed policy will help facilitate promotions and progressions through internal job posting and unit nominations.

### **Talent Enablement**

The company believes that percolating good governance to actions by employees on an everyday basis is critical to building an ethical organization. A Strong and well- articulated code of conduct and ethics, which also delineates and delineates anti-bribery provisions, has been put in place. This is communicated to employees worldwide through training and awareness programs, both online and instructor-led using multiple learning media. The Programs include talks by leaders Contests blogs, portals and a popular DO You Know? Series that ensures the dissemination of updated information at regular intervals every employee compulsorily attends a session on Values during his or her induction and acknowledges the Code of Conduct and Ethics Through a sing –up process.

### **Performance and Career Management**

The company offers a comprehensive suite of program policies tools and intervention that facilitate robust performance and career management for our global workforce.

All employees have clearly articulated goals for performance a halts –yearly appraisal allows employees to formally take stock of their performance and report on milestones at this halfway mark The annual performance and appraisal helps set new goals and indentifies competency development need All our employees received a formal performance appraisal and review during the reporting period.

### **Talent Engagement**

Communication is a key factor in employee engagement information reacted to company affairs such as re- structuring and re-organization is communicated in a timely manner and includes the reasons impact and processes involved in making the transition

### **Leadership Development**

The Infosys leadership institute (ILI) was established with the aim of developing world-class corporate leaders.ILI equines employs with managerial and leadership skills through regular classroom interventions Knowledge tests group development workshop and seminars ILI has established framework that clearly articulates the leadership dimensions focused of adding value to the organization. The Framework is evaluated and audited periodically to make it relevant and effective

### **Accelerated leadership program for high potential leaders**

This program was launched in fiscal 2013 for high potential leaders across delivery unities as part of our continuous education initiative This program aims develop potential leaders on various eldership dimension such as talent leadership relationship and networking and strategic leaderships This incused leadership development intentions along with unit-specify strategic inputs making it a frits of king program for highs potentials managers

### **III. CONCLUSION**

Infosys Ltd is a company having worldwide reputation and influence. The employment of socially disadvantaged people has been shown to be beneficial to all involved. Both knowledge and efficiency are most important for such knowledge based service providing business. This can be achieved through employee satisfaction. Company should try to continue with their CSR activities towards employees and bring some innovative ideas in practice in order to attract young, talented, dynamic, well-trained and efficient employees and retain them forever.

### **REFERENCES**

- [1]. CSR of Indian companies : Supriya Mishra
- [2]. CSR in India : Sanjay Agrawal
- [3]. CSR in India: past, present and Future: Sanjay Kumar Indian journal of Management.
- [4]. Business Maharaja : Gita Piramal .5)www.karmayog .org .
- [5]. Enhancing business-Community Relations-Infosys Technologies Case Study, India.
- [6]. Infosys Sustainability Report, 2012-13.
- [7]. Infosys Sustainability Report, 2011-12.
- [8]. Infosys Sustainability Report, 2010-11.
- [9]. Infosys Sustainability Report, 2009-10.
- [10]. Infosys Sustainability Report, 2008-09.
- [11]. CSR practices in India :Indu Jain TOI group, New Delhi