



**H.K.E. SOCIETY'S**

**SMT.CHINNAMMA BASAPPA PATIL ARTS AND  
COMMERCE DEGREE COLLEGE CHINCHOLI**



**DEPARTMENT OF COMMERCE  
PROJECT WORK**

Program code	Program Name	Name of the students	Guided By
B .Com VI sem 2018-19	"Business ethics and corporate social responsibility –A case study of TATA motors"	Pooja .Basavaraj Chaitra. Ramesh Sarswati.Bheemrao Shivkumar. Shashidhar Basavaraj.Narsappa	Shrikant.B.D
B .Com VI sem 2018-19	"Diversity at work place a multi faceted concept"	Asia Begum.Shoukat Ali Laxmi .Shivaraj Devidas.Shankar Vinodu.Dhaku Geeta. Vishwanath	Dr. Laxman. T

**2018-19**

**Project report on business ethics and corporate social responsibility-a case  
study of tata motors**

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**Bachelors of commerce**

**A PROJECT REPORT ON**

**“Business Ethics And Corporate Social Responsibility” A case  
study on TATA motors**

**2018-19**

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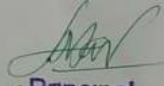
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### Certificate

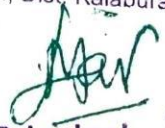
I hereby certify that the project work entitled "**Business ethics and corporate social responsibility -A case study of TATA motors**" submitted by Pooja .Basavaraj,Chaitra. Ramesh,Sarswati.Bheemrao, Shivkumar. Shashidhar, Basavaraj.Narsappa has been prepared under the guidance of **Shrikant.B.D** in partial fulfilment of the requirement for the award of the degree of master of commerce, for the academics year **2018-19** and this project report or any part thereof has not been formed the basis for the award of any degree, diploma or any similar title.

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**"ATTEST"**

## BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

### A Case Study of TATA motors

#### **Business Ethics**

The word ethics is derived from the word ethos. Ethos is a Greek word which means attitude or character of a community or a group. It refers to the principals of conduct governing an individual group or society. Ethics can also be equated with the concept of morals, one's ability to choose between right and wrong, good and bad, accepted and unacceptable. Many philosophers consider ethics as the "science of conduct".

#### **Business Ethics and Corporate Social Responsibility:**

Corporate social responsibility refers to the extent to which companies channel resources towards improving various segments of the society other than companies own stockholders. Socially responsible behavior includes creating job opportunities', increasing employability through education, controlling pollution, protecting environment.

By sharing its excess of profits and access to resources to solve social problems it can gain a better public image for its social concern and responsibility behavior.

#### **Objective of the case study**

Corporate social responsibility is the continuing committed by business organizations to behave ethically and contribute to economic development while improving the quality of life of the society at large. Society includes employees, customers, suppliers, investors, share holders and community at large

#### **Methodology:**

The case study is based on primary and secondary data. The primary data is collected by the personal interview with the engineer working with Tata Motors.

The society data is collected from the information available in the documents like company Annual report, news papers and information available on company website.

#### **COMPANY PROFILE-TATA MOTORS**

Tata Motors Limited is India's largest automobile company, with consolidated revenues of Rs. 92,519 crores (USD 20 billion) in 2009-10 the company is the world's fourth largest truck manufacturers, and the, world's second largest bus manufacturers. The company has over 25,000 employees guided by the vision.

#### **CSR in Tata motor:**

Tata motors are committed to improving the quality of life of communities by working on four thrust areas employability, education, health and environment. The activities touch the lives of

more than a million citizens. The company's support on education and employee ability is focused on youth and women.

#### **Corporate social responsibility:**

##### **Milestones**

**1972** :- Kalasagar employees cultural group, formed in Pune.

**1973**:-First Community Development Center established in Pune silver jubilee scholarship was later renamed as Golden Jubilee Scholarship.

**1975**:-Grihini Udyog Women's Co-operative formed in Pune.

**1978**:-Mobile health clinic started for preventive and curative healthcare in rural areas in Pune.

Asha Kiran, a school for the children with special needs, started Jamshedpur(Received FICCI award for facilities provided to Children with disabilities in 1996-97)

**1981**:-Massive tree plantation work started under social forestry of GVK for resurrecting forest and greening of wastelands. This led to plantation of 10 million trees of timber and fruits varieties.

**1982**:-Parivar Kalyan Sansthan(PKS) established in Jamshedpur to promote small family norms and family welfare. Achieved FICCI award in 1994.

**1986**:- Tata Hitachi Scholarship launched Jamshedpur.

**1992**:-Yuva Saymsevaka Dal. A formal body of employee volunteers with over 1000 members established in Pune.

**1993**:-GVK appointed by the Government of India as Regional Resource Agency for National Environment Awareness Campaign.

**1994**:-START society established in Jamshedpur for technical assistance and remedial teaching for mentally impaired adult.

**1995**:-Samaj Vikas Kendra established in Laknow. Activities started in 3 Villages which spread to 22 villages in 2010.

**1999**:-Introduction of WATSAN (water and sanitation) project in 254 of Potka and Jamshedpur Blocks of Jharkhand in partnership with district Administration and UNICEF

**2006**:-Sumant Moolgaokar Development Foundation (SMDF) established SMDF is formed with contribution from employees across locations with matching funds from the company.

**2008:**-Vidyadhanam Scholarship programme established in Pune for coaching of rural children by employees volunteers.

**2009:**-Shabd Tarang established in pune to enhance the employability of tribal youth through intensive training. In collaboration with Tata Business Support services CSR activities started in sanad, as the new Nano plant prepares to manufacture the people's car.

**2010:**-CSR activities in Sanand continued as the plant gets ready for Manufacturer process to start. Achievements include 100% sanitation in 2 villages. Healthcare to 3400 patients, vocational training of 60 village youth, formation of 7 SHGs training of 140 primary school teachers facility up gradation in 7 primary school, formation of 6 farmer's groups and installation of smokeless chullas in 6 villages.

#### IMPACT OF CSR ACTIVITIES 2009-10

##### 1) Education

Number of students benefited from facility  
& infrastructure up gradation of school-----17113  
Scholarship distributed-----278  
Number of Students Benefited from  
Extracurricular Activities-----8435  
Number of teachers trained-----110

##### 2) Employability

Number of students Benefited from Technical  
& vocational training-----2494  
Number of women benefited from training  
Through SHGs-----1637  
Number of beneficiaries fro curative  
Health services  
Number of women SHGs  
Formed/ sustained-----166

##### 3) Health

Number of beneficiary from curative  
Health services  
Number of beneficiaries-----85,871  
From preventive  
Health services-----13,694  
Number of low cost

Toilet built-----1,571  
 Number of villagers  
 Provided with safe  
 Drinking water-----5,400

**4) Environment**

Number of plantation -----263517  
 Number of families  
 Benefiting from improved  
 Irrigational facilities-----1809  
 Number of community Member  
 Sensitized on environmental issues-----488000

**CONCLUSION**

Tata motors continuously adhere to business ethics and contribute towards the enhancement of human, social economic and natural capital of the country; it also provides opportunities to the employee to engage themselves in social initiative.

**Tata motors do this by**

- 1) Creating opportunities for employment.
- 2) Enhancing employability by skill development and training
- 3) Providing scholarship for education
- 4) Taking affirmative action's for social equality
- 5) Empowering women by creating opportunities for self employment
- 6) Taking initiative for rural development by providing health services and infra structure facilities
- 7) Looking after the Mother nature
- 8) Seeking employees participation in their green Efforts

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**Project report on diversity at work place a multi facted concept**

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**2018-19**

**GUIDED BY**

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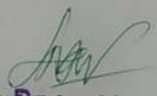
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I hereby certify that the project work entitled "**Diversity at work place a multi faceted concept**" submitted by Asia Begum.Shoukat Ali, Laxmi .Shivaraj, Devidas.Shankar, Vinodu.Dhaku, Geeta.Vishwanath has been prepared under the guidance of **Dr. Laxman.T** in partial fulfilment of the requirement for the award of the degree of master of commerce, for the academics year **2018-19** and this project report or any part thereof has not been formed the basis for the award of any degree, diploma or any similar title.

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## DIVERSITY AT WORKPLACE: A MULTIFACETED CONCEPT

### Introduction:

If Rip van Winkle slept through the last 100 years, he would be bewildered by what he would see in today's workplace. The workplace scenario has been drastic changes. It has now become a multicultural, multilingual, technologically advanced setting that opens career paths to men and women alike. Workplace diversity is now the buzzword in our world where boundaries are fast shrinking, thanks to the internet revolution. In the modern day working environment, diversity has come to characterize the changing workplace.

### What is Diversity?

Different organizations are viewing 'diversity' in different ways. By diversity, we commonly mean differences based on ethnicity, gender, age, religion, disability, national origin and sexual orientation. But technically speaking, diversity goes beyond these visibilities and encompasses an infinite range of individuals' unique characteristics and experiences including communication styles, physical characteristics such as height and weight, speed of learning and comprehension, socioeconomics, and education.

### Area of Work Place Diversity:

- Equal opportunity and Affirmative Action
  - The active recruitment of women, minorities, and other protected groups.
  - The goal is to meet certain legal imperatives.
    - \* Department of Justice
    - \* Civil Rights
  - The primary concern is meeting quotas, often without concern for the survivability of these individuals.
- Managing Diversity
  - The organization is diverse by default, and now it must deal with it.
  - The goal is to fix, cover-up and/or defer the problem with a minimum of hassle.

- The effort is top management –driven, thus forced throughout the organization.
- The concern is more for a change in behavior than attitudes.
- Valuing Diversity
  - The organization sees direct benefits from incorporating diverse people and perspectives.
  - INCLUSION: the goal is to change and/or create an organization culture that recognizes respects and encourages individual differences.

## DIMENSIONS OF DIVERSITY

### Primary Dimensions

- Culture      \* Age
- Gender      \* Physical abilities
- Ethnicity    \* Race

### Secondary Dimensions

- Occupation   \* Workplace
- Education    \* Income
- Marital Status

## DIVERSITY – MANAGEMENT MODEL

- Organization image: the image of an organization follows same connotations and meaning as that carried by an individual in real life. The organization also exhibit same traits and behavior as exhibited by individuals.
- Concern for equality: in their practices, organization must demonstrate equal respect for minority and majority group members. To achieve these companies must develop performance expectations an reward systems that are unbiased.
- Career development: companies that want to create a climate where diversity is valued must promote minority group members with opportunity for development and promotion.

- As a marketing strategy : Buying power, particularly in today's global economy, is represented by people from all walks of life (ethnicities, races, age, abilities, genders, sexual orientations, etc).

#### **OPPORTUNITIES OF WORKPLACE DIVERSITY:**

- Language skills needed in today's increasingly global economy-and diverse workers often have this proficiency. If a company needs specific knowledge or language skills, it may hire foreign nationals for help.
- Creativity increases when people with different ways of solving difficult problems work together towards a common solution create more diverse ideas that develop a workable answer. This is a great advantage of diversity in the workplace.

#### **FINAL THOUGHTS:**

Life implies a constant interaction between organism and environment. In this context, diversity among members of a workplace becomes an asset in business. It enables organizations enjoin suitable choices of the basic of skills. There by diversity brings to organization unique perspectives. Understanding the demographic differences among the workplace can also help organizations capitalize on diversity and avoid negative stereotypes.

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## **MANAGING DIVERSITY ISSUES**

### **General Guidelines**

- Get to know your employees
- Watch for any signs of harassment
- Encourage the contribution of diversity employees

### **Gender Issues**

- Make sure you do not show favoritism.
- Show the same amount of respect for both genders.

### **Cultural Issues**

- Do not become culture bound (believe that your culture is the best)
- Give meaningful and cultural appropriate rewards.
- Be cautious about the interpretations and use of gestures.

### **Religious Issues**

- Be consistent in allowing time off for religious reasons.

## **PREDOMINANT FACTORS OF WORKPLACE DIVERSITY:**

There are mainly seven predominant factors that motivate companies, large and small, to diversity their workplace:

- As a resource imperative: The changing demographic in the workplace that were heralded a decade ago, are now upon us. Today's labor pool is dramatically different than in the past. No longer dominated by a homogenous group of white males, available talent is now overwhelmingly represented by people from vast array of background and life experience.