

Corporate Social Responsibility Initiatives of Dainik Jagran, Patna towards Education: A Case Study

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Abstract

The roots of the business-community relationship find its traces in many ancient Indian literatures. In Bhagavad Gita, the concept of 'nishkaam karma' is promoted. In Upanishad also, it is expected from every wing of the society to work for the wellness of everybody. Corporate houses carry forward these teachings of Indian culture in modern period, through their corporate social responsibility (CSR) initiatives. Moreover, with the Companies Act, 2013, the Government has made it mandatory for the corporate houses to spend 2% of their net profit in corporate social responsibility (CSR) activities. In the Act, the Government also specified the areas where the companies may spend their CSR funds. Among the specified areas, education attracts the largest share of CSR expenditure of the companies. The present paper is an attempt to find out the CSR initiatives undertaken towards education. The paper focuses on studying the CSR initiatives undertaken by Dainik Jagran, Patna towards education at local level. Further, it brings into light various implementation strategies, amount outlay (budget) & amount spent on CSR initiatives towards education. The data was collected through various primary and secondary sources. Several data collection methods helped to triangulate the subject and thereby reach a more trustworthy result. The findings of the study provide insights about the initiatives undertaken by the company towards education. The paper also suggests various possible ways through which the company can improve its existing CSR practices.

Keywords: Corporate social responsibility, education, Dainik Jagran, Patna.

Indian culture believes in the wellbeing of each and every creature living on the earth. It teaches us to wish and pray for the happiness and prosperity of others, as it is considered that happiness of self exists in the happiness of others. Ancient Indian literatures contain many references which direct people to serve others without expecting anything in return. In 'Bhagavad Gita', the concept of 'nishkaam karma' is stressed which says, all work needs to be performed with full energy focused upon execution without being attached to the outcome.

*Sarve Bhavantu Sukhinah, Sarve Santu Niramaya |
Sarve Bhadraani Pashyant, Maa Kaschid Dukha Bhag Bhavet |
Om! Shanti Shanti Shanti |*

(Shloka from Upanishad)

(Meaning: May everyone in this world be happy. May everyone be free from illness. May everyone see prosperity. May none come to grief. Om! Let there be Peace, Peace and Peace.)

In the shloka from Upanishad mentioned above, it is expected from every wing of society to strive for happiness of everybody. Corporate houses are one such wing of the society which makes valuable contribution to well-being of society through their corporate social responsibility (CSR) initiatives.

There is a long list of permissible areas, where the companies can spend their CSR funds. But, education attracts the largest share of CSR expenditure of the companies. A study by Samhita Social Ventures (February 20, 2014), based on publicly available information from the top 100 listed companies, shows that more than three-quarters of the companies, conducted at least one programme in education over the last three years. Therefore, the researcher has made an attempt to find out the CSR initiatives undertaken towards education. The study moves around the company, Dainik Jagran, Patna, to gain a deeper understanding of its CSR initiatives towards education at local level. Thus, the study has been undertaken with a formal title 'Corporate Social Responsibility Initiatives of Dainik Jagran, Patna towards Education: A Case Study'.

Operational Definition of Important Terms

1. Corporate Social Responsibility Initiatives – The strategies and mechanisms through which a company monitors and ensures fulfilment of ethical standards in order to produce a positive sustainable impact on society in which it operates.

2. Education – It includes physical infrastructure, access to education, quality of education and expenditure on education at different levels of schooling from primary to higher and vocational level. It also

includes educating common masses through awareness programmes on various issues of social concern such as road safety rules, child marriage, women rights, etc.

Objectives

The objectives of the study are:

1. To find out the corporate social responsibility (CSR) initiatives undertaken by Dainik Jagran, Patna towards education.
2. To determine the implementation strategies adopted by the company to fulfil its CSR initiatives towards education.
3. To assess the amount outlay (budget) and amount spent by the company on CSR initiatives towards education.
4. To investigate the prospects and challenges associated with the CSR initiatives of the company towards education.

Research Method

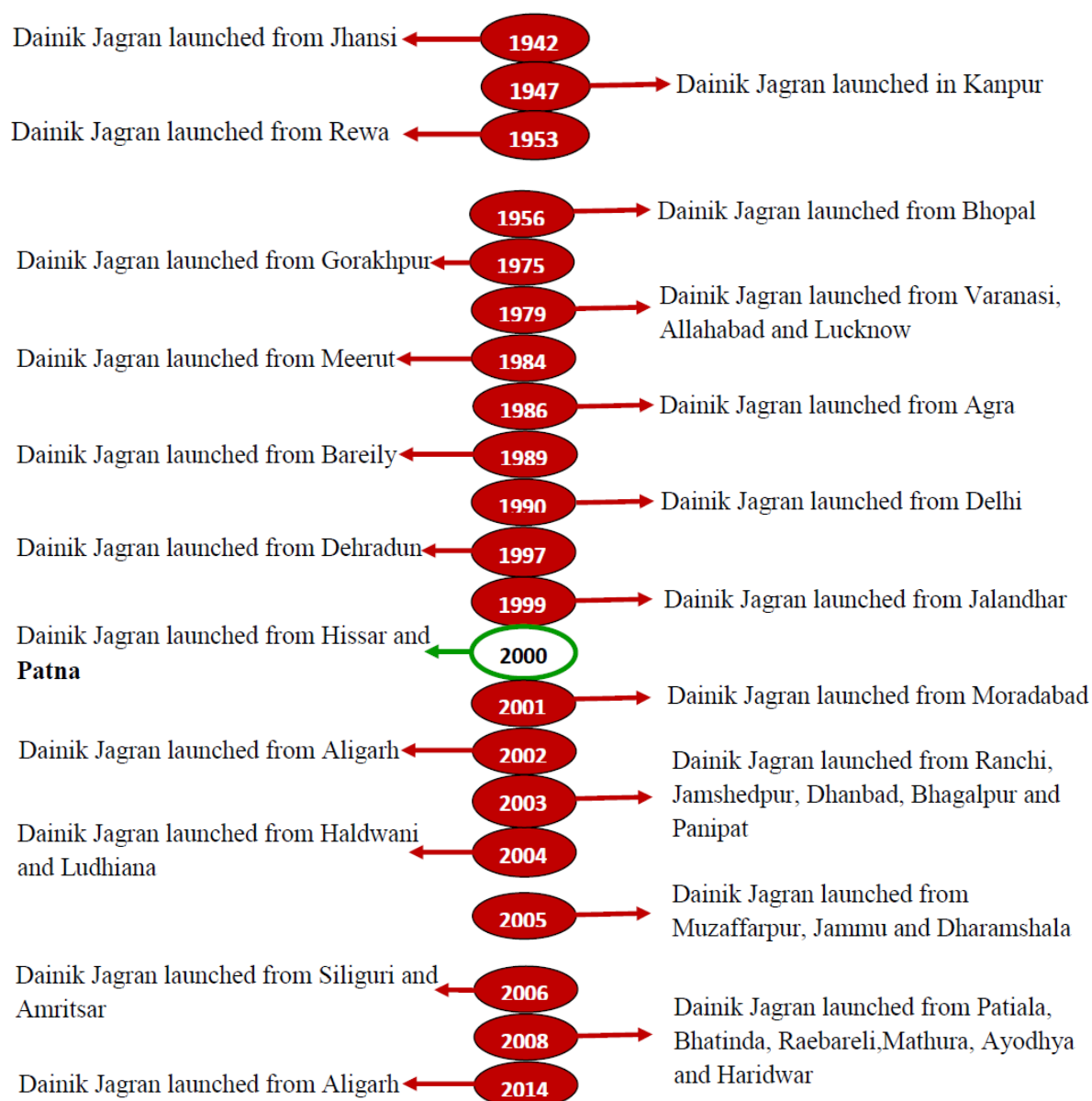
The researcher conducted a case study as the paper aims to describe CSR initiatives of Dainik Jagran, Patna towards education in detail. The data was collected through written sources, an interview and a checklist. Several data collection methods were used in order to triangulate the subject and thereby reach a more trustworthy result.

- **Written Sources** – Written sources included company's webpage, annual reports and company's newspapers.
- **Interview** – Mr. Manoj Pandey, Assistant General Manager – Brand Development, Dainik Jagran, Patna was interviewed on 16th February, 2017. A face-to-face interview was conducted which lasted for approximately 50 minutes. Recording of the interview was also done for better and authentic interpretation of data. The interview was semi-structured in nature to allow flexibility to the interviewer to modify the questions, gain as much depth as possible and to obtain relevant information. The interview consisted of 10 questions related to CSR activities. The content validity of the interview was established on the judgment of one language expert and one subject expert.
- **Checklist** – A checklist was also prepared by the researcher with the help of the research supervisor. The checklist was administered upon the 5 company representatives of Dainik Jagran who are responsible for CSR activities of the company. It consisted of two parts. First part was to gather general information about the company and the company representative. The second part contained 6 questions. First 5 questions were about the company and its CSR policy. The 6th question consisted of 21 broad areas as specified by the Schedule VII of the Companies Act. Under each broad area some possible activities were described, which the company may be implementing to fulfill its social responsibility. The respondents had to tick the activities placed under the broad areas, which were taken up by the company.

Dainik Jagran: Company Profile

Dainik Jagran is an Indian Hindi-language daily newspaper. It was the result of untiring efforts of late Puran Chandra Gupta. The first edition of the newspaper was launched in the year 1942 in Jhansi. It was the time when the freedom struggle of India was at its climax and found expression in the 'Quit India Movement'. The newspaper was launched at that time with a vision of the founder, late Puran Chandra Gupta, who was also a nationalist and a revolutionary freedom fighter, to create a newspaper that would reflect the free voice of the people. The mission of the company is to circulate a product that is interesting, enlightening, informative, relevant and prescriptive. Dainik Jagran's vision is to become an active and responsible agent in the evolution of the nation.

Dainik Jagran Timeline



Today, with its 37 editions, Dainik Jagran is operating in 11 states of the country.

Product contents

The newspaper covers wide range of subjects to keep its readers up-to-date about the world around, such as politics, business, sports, health, spirituality, astrology, literature, etc. It also publishes supplements which cover film, travel, food, entertainment, fashion, lifestyle, education and career. The company also prints 'Sakhi' for its women readers, 'Jagran Varshiki' – an annual general knowledge digest, and Junior Jagran to cater to the taste of teenagers.

Achievements

- > With a readership of over 55 million, Dainik Jagran has been the largest read daily of India for the last 25 consecutive rounds of the Indian Readership Survey (IRS).
- > It has also been declared by the World Association of Newspapers (WAN) as the most read newspaper in the world.
- > In May 2006, Dainik Jagran was voted as the most credible and trusted source of news within the print media in India, according to a survey commissioned by BBC-Reuters.

- > Dainik Jagran attained 1st place in the category Best Idea to Encourage Print Readership or Engagement for Yuva Sampadak Project at INMA, 2014.
- > The company won silver for its Yuva Sampadak Campaign in the category Best Newspaper Marketing at WAN IFRA, 2014.
- > Dainik Jagran won Campaign of the Year Award for Sanskarshala at the INK Awards, 2014.
- > It won Best Direct Marketing Award for Yuva Sampadak at the INK Awards, 2014.
- > WAN-IFRA has awarded prestigious membership of INCQC 2014-16 (International Newspaper Colour Quality Club, in Category-1; Coldset-offset on newsprint) to Dainik Jagran.
- > Dainik Jagran awarded 1st place (The Best Colour Newspaper) in SANAT-2014 international competition at Sochi, Russia.
- > Dainik Jagran won a Silver Effie in the Corporate Reputation Category at Effie Awards 2015 for Jagran Sanskarshala. (Jagran Prakashan Limited [JPL], September 29, 2015)

Result and Discussion

CSR Initiatives undertaken by Dainik Jagran towards Education

Dainik Jagran is committed to do its bit for social cause. The company has been supporting education and other social issues, even before the law that made it mandatory to spend 2% of net profit in corporate social responsibility (CSR) activities. The company endeavours to transform and improve the lives of the people through various social initiatives. Some of its initiatives towards education include:

- **Jan Jagran:** A platform that seeks to create awareness for issues of larger public interest. Over the years, Dainik Jagran has taken up causes such as electoral reforms, judicial reform, and debates on the democratic process in India.
- **Jagran Youth Parliament:** Jagran Youth Parliament is a learning forum for the youngsters of the country. It provides an opportunity to learn how the parliament connects the local and the national issues. It is a step towards making individuals an active and responsible citizen. It enables the youth to undergo an experience of being in the shoes of people's representative and understand how democracy functions in real time inside the Parliament as it tries to protect every citizen's rights and live up to the constitutional promises of freedom, equality and justice in a uniquely diverse country like India. It also provides a scope for the young minds to engage with stakeholders to identify and address the problems of the city and make an impact.

Members of the Youth Parliament: Any individual can be a member of the Youth Parliament who (i) is within the age group of 18-25 years (ii) is not a member of any political and religious organization, and (iii) is not found guilty by a court in India.

Jagran Youth Parliament provides space for those individuals who have begun to make social and political choices; are eager to learn how and whom to vote and are seeking ways of doing something about the various issues they see and confront in their immediate surroundings and in the world at large.

Programme details: 50 members are selected for one year as youth parliamentarians. The members meet and remain engaged in parliamentary activities for 12 days. The house sits in 3 sessions parallel to National Parliament to debate and decide on national and local legislative as well as non-legislative matters. The programme ensures that each of its parliamentarians is in a constant process of learning through an online module.

- **Sanskarshala:** Children are learning about the world from their homes, community, classrooms, peer groups, media and various other information sources. Learning is shaped by the environment in which we dwell and the information that we consume. In today's race of modernization, where cut-throat competition has become the order of the day, our values are gradually withering. To prepare our future generation to handle the challenges of a fast changing world, it is important to make them aware, socially responsible, creative, having clarity of thought and self-management skills. Alongside, it is also important to develop values like kindness, respect, and integrity. Parents today are concerned about the direction their children will take. At the same time, the education system in the country is not thinking much beyond academic excellence. Thus, Dainik Jagran stepped in to fill this void and gave birth to an idea called 'Sanskarshala' or 'School of Values'. The objectives of the programme are: (i) To instill in children values of living in contemporary times, (ii) To sensitize parents and enable a dialogue at home with the children, (iii) To partner with educational institutions so that value education gets its due importance.

Programme details: A series of articles on Values are carried in Dainik Jagran over a 10-week period. Students are divided into 3 categories Grade 3-5, Grade 6-8 and Grade 9-12. A question paper based on the content of the articles carried in Dainik Jagran is developed for each of the 3 categories. At the end, an examination is conducted. The Top 3 students in each category are awarded medals and the Top 3 schools are awarded trophies. All students are given a certificate of participation.

- **Janhit Jagran:** Undoubtedly, India is progressing day-by-day. But, at the same time, a parallel story is running in the form of persistence of poverty, ignorance and diseases among the vast population of the country. Solving the problems is not only the responsibility of the government. People can also do their part at the grass root level.

The Janhit Jagran programme sensitizes people about the need for change and inspires them to be more aware and work towards the betterment of the society. It provides a platform to the people to come out and 'Be the Change'. It invites individuals to submit a project idea that seeks to solve a social challenge. They can also submit projects that solve societal problems through entrepreneurial and creative solutions. The projects should be based on the Saat Sarokars of Dainik Jagran viz. education, water conservation, managing population, poverty eradication, women empowerment, environment conservation and healthy society. The best ideas receive an amount of Rs. 10 lakh and are groomed under the supervision of experts to be a social enterprise. The programme also acknowledges and honours unsung heroes of India, who are already working to bring about a change in the lives of the deprived and the underprivileged.

- **Yuva Sampadak:** The Hindi daily newspaper Dainik Jagran has strong conviction and belief in young talents. It provides a platform to its young readers to imagine and create their own newspaper through its programme called 'Yuva Sampadak'. It is a step taken by Dainik Jagran to hone the skills of creative writing of the children.

The objectives of the programme are: (i) To create awareness among the children about the day-to-day happenings, (ii) To knit the children with the society, (iii) To encourage them to showcase their talents and present their original work.

Programme details: The programme is for the students of class VIII to XII standard only. The first step of the programme is to partnering with the schools. An eight-page blank newspaper format is given to the students to design their own newspaper. The students have to collect news, analyze and craft it in journalistic style. They get 15 days' time to collect news. Workshops and training sessions are conducted for the students on various aspects of newspaper creation. Special videos and e-book tutorials describing each stage are made available on a website www.jagranyuvasampadak.com. The submitted newspapers are evaluated by the journalists and top 3 are selected as winners. In this way the students get a chance to unleash their creativity.

- **Seminars, workshops and conferences:** The Company organizes/gives funds to organise seminars, workshops and conferences on various social issues for university level students. Pehel organised a programme called 'Too young to Wed' in Bihar, in association with the Canadian High commission. A seminar on preventing child marriage, along with a photo exhibition on gender equality was arranged at Patna Women's College.

- **Sapnon Ko Chali Chooney:** Sapnon ko Chali Chooney (SKCC), is one of the flagship projects of Jagran Pehel, aims at women empowerment and addressing the issues of gender equality. This platform brings gender issues to the forefront, and encourages college going girls in Bihar to become confident and be the change agents in the society. In the last few years, the project has been able to reach out to more than 1,27,000 girls in 54 colleges across 20 administrative districts of Bihar including Patna. The project has been able to create 120 young leaders who have been mentored and capacities built to become 'change agents' in the society. The key success of the project lies in the fact that the change agents /champions of change who have been mentored through this project have been able to empower themselves against all social concerns and have become role models to their counterparts.

Implementation Strategies to Fulfill CSR Initiatives towards Education

CSR initiatives are carried out through:

1. Directly by the Company for fulfilling its responsibilities towards various stakeholders.
2. Collaboration with other companies/agencies undertaking projects/programs in CSR activities
3. Contribution/donation made to such organization/Institutions as may be permitted under the applicable laws from time to time.
4. Pehel, the Initiative – Monitoring agency registered under Societies Registration Act, 1860.

Amount Outlay (Budget) and Amount Spent on CSR Initiatives towards Education

S. No.	CSR Initiatives towards Education	Amount Outlay (Budget)	Amount Spent
1.	Jan Jagran	2 crores	2 crores
2.	Jagran Youth Parliament	25 thousand	25 thousand
3.	Sanskarshala	4 lakhs	4 lakhs
4.	Janhit Jagran	10 lakhs	10 lakhs
5.	Yuva Sampadak	4 lakhs	4 lakhs
6.	Seminar, Workshops, Conferences etc.	5 lakhs	5 lakhs
7.	Sapnon ko Chali Choney	25 thousand	25 thousand
8.	Scholarship	2 lakhs	2 lakhs

Prospects and Challenges associated with the CSR Initiatives of the Company

The implementation of CSR initiatives by the company towards education has many prospects and challenges, which are mentioned below:

Prospects		Challenges
Society	Company	
1. Promotes learning	1. Opportunities for business improvement	1. Financial constraints
2. Encourages innovation	2. Reputational dividends	2. Execution constraints
3. Nurtures creativity	3. Brand visibility	3. Time constraints
4. Recognition to the Champions	4. Increases business resilience	4. Resistance from society
5. Self-reliance	5. Mitigates social and environmental (non-financial) risks	5. No clear financial return

In the short run, there may be glaring deficiency in the prospects of social responsibility initiatives. But, the fruits of CSR can be reaped in the long run. CSR initiatives offer two-way benefits. On the one hand, when the company behaves in a socially responsible manner, the society makes faster progress and becomes a better place to live in. On the other hand, it provides the company a societal reputation. The CSR initiatives of the company benefit the society by promoting learning, encouraging innovation, nurturing creativity, providing recognition and making people self-reliant. The CSR activities are beneficial for the Company also by providing opportunities for business improvement, providing societal reputation, increasing brand visibility, increasing business resilience and mitigating social and environmental (non-financial) risks. While implementing CSR initiatives, the Company faces some financial, execution and time related constraints. It has to face resistances from the society also to conduct the activities.

Conclusion

A company cannot exist in isolation from the society where it is located. No management can ignore the environment in which it operates. Moreover, success of the company depends, largely, upon the public image which it makes. Dainik Jagran, Patna has come a long way in fulfilling its social responsibilities towards people. The Company is playing a great role in all the specified areas including education. The major findings of the paper are:

- It is promoting moral values and enhancing ethical standard of the school children through its programme ‘Shanskarshala’.
- It is associated with secondary and senior secondary school children and nurtures their creativity through ‘Yuva Sampadak’.
- At the University level, it is associated with the students through projects such as ‘Sapnon Ko Chali Chune’ and various seminars, workshops, conferences etc.
- It is creating awareness and educating the common masses through ‘Jan Jagran’ and ‘Janhit Jagran’.
- The Company is adopting four types of strategies to implement the programmes – (i) directly by the Company; (ii) collaboration with other companies/agencies; (iii) contribution/donation made to organization/Institutions; and (iv) Pehel – monitoring agency.
- The Company is investing a substantial amount of its profit into CSR initiatives towards education.
- The prospects of CSR are two-way. On the one hand, it is benefitting the society and on the other hand it is benefitting the Company as well.
- The Company is facing some finance, execution, time-related constraints and resistances of the society, while fulfilling its social responsibilities.

However, following points must be considered to continue on sustained basis for the betterment of both the people at large and the business:

1. Special training needs to be given to the officials who are looking after the CSR activities of the companies.
2. Voluntarism among employees should be encouraged through recognition and incentives.
3. Review of the activities should be done on a regular basis to find out the pitfalls and the areas left out.
4. There is a need for public-private partnership with well-defined controls and process for the best use of resources for equitable development.
5. The company should adopt some programmes dedicated for pre-primary education and education for special children.

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Note: This research paper is the part of first author's Ph.D. Thesis.