Sustainable Practices at Wipro

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Abstract—Sustainable Corporate Social Responsibility creates a landing place in the minds of the target consumers. Business organizations have walked up to the need for being committed towards Corporate Social Responsibility. But still majority have just been taking up some form of philanthropic activities for its stakeholders. Wipro is a global IT services company that provides Consulting, Business Process Outsourcing, Business Technology Services, Enterprise Application Services, Infrastructure Management, Testing, Product Engineering, Engineering Design and Product Support through a sustainable process. Their services are spread across a range of strategic domains. Nurturing a strong corporate culture which emphasizes Corporate Social Responsibility (CSR) values and competencies is required to achieve the synergistic benefit. The Corporate social responsibility effect has been creating a positive ripple in both society and the corporate world. The initiative has changed the landscape of India's development sector. A large number of public and private sector organizations have their own foundations, which work in close association with NGOs and the government. Together they tackle a lot of local and public issues. Wipro focus on education, primary healthcare, Environment etc.

Keywords: Sustainable corporate social responsibility, IT industry, Wipro

I. INTRODUCTION

The concept of Corporate Social Responsibility was first mentioned 1953 in the publication ‘Social Responsibilities of the Businessman’ by William J. Bowen. But, the term CSR became popular only in the 1990s. The term is still imprecise and its application differs widely. Worldwide, honoring of a triple bottom line - people, planet, and profit has gained universal acceptance. An approach to CSR that is becoming more widely accepted is community-based development. In this approach, corporations work with local communities to better themselves. Philanthropy, where corporate give monetary donations and aid to local organizations and impoverished communities, continues to dominate CSR, though it faces serious criticism. Progressive organizations do not support this form of CSR as it creates a dependence syndrome amongst its recipients rather than developing long-term capabilities. Another approach that is garnering support is deliberate inclusion of ‘public interest’ and ‘fair trade’ in corporate decision making.

II OBJECTIVES

1. To find out the initiatives taken by the Wipro towards Social Sustainability.
2. To make a comparative analysis of Social Sustainability initiatives of the company for four years, i.e. 2008-2011.

III LITERATURE REVIEW

Kotler and Levy (2002), in their book, Corporate Social Responsibility define corporate social responsibility as “a commitment to improve community well-being through discretionary business practices and contributions of corporate resources”. Some of the benefits of being socially responsible include (a) enhanced company and brand image (b) easier to attract and retain employees (c) increased market share (d) lower operating costs and (e) easier to attract investors. A socially – responsible firm will care about customers, employees, suppliers, the local community, society, and the environment. CSR can be described as an approach by which a company (a) recognizes that its activities have a wide impact on the society and that development in society in turn supports the company to pursue its business successfully and (b) actively manages the economic, social, and environmental and human rights. This approach is derived from the principles of sustainable development and good corporate governance. Prahalad (2004), the relationship between resource consumption and value creation is important too. As that is the real yardstick of sustainable gain, corporate must think and understand the broader impact of business on society, on key stakeholders. Thus, a clear vision is required on how business and social agendas can have the perfect match to bring maximum values for both. Such instances are not many, yet, not grossly unseen. For example, TISCO (Sinha and Mohanty, 2004; Saidayin, 2001; Panday, 1989; Lala, 1981), Wipro (Jose, 2003) and HLL (Jose, 2003) and Smith (1987) are worth mentioning here. These companies integrate CSR into their own strategic planning. They engage in a host of improvement initiatives—from school education to income generation to public health (Sinha and Mohanty, 2004). Thus slowly the business strength is shifting from short term cheque-book-philanthropy (fancy) to deep involvement and capacity building at the bottom of the pyramid. Chad Holliday (2001), chairman and CEO of DuPont: Sustainable growth should be viewed not as a program for stepped-up environmental performance, but as a comprehensive way of doing business; one that delivers tremendous economic value and opens up a vast array of new opportunities. Capitalizing on these benefits may require relentless determination and tenacity, but ultimately companies will find that they can generate substantial business value through sustainability, while both enhancing the quality of life throughout the world and protecting the environment. Hetherington (1973), states that “there is no reason to think that shareholders are willing to tolerate an amount of corporate nonprofit activity which appreciably reduces either dividends or the market performances of the stock”. Dahl (1972), states that “every large corporation should be thought of as a social enterprise that is an entity to an existence and decisions can be justified in so far as they serve public or social purposes”.

IV BACKGROUND OF WIPRO TECHNOLOGIES

Wipro started as a vegetable oil company in 1947 from an old mill founded by Azim Premji's father. Azim Premji took on the leadership of the company in 1966 approx. He repositioned it and transformed Wipro (Western India Vegetable Products Ltd) into a consumer goods company that produced cooking oils/fat company, laundry soap, wax and tin containers. At that time, it was valued at $2 million. In 1977, Wipro entered the information technology sector. In 1979, Wipro began developing its own computers and in 1981, started selling the finished product. This was the first in a string of products that would make Wipro one of India's first computer makers. In 1980 Wipro moved in software development and started developing customized software packages for their hardware customers.
Wipro Limited (NYSE:WIT) provides comprehensive IT solutions and services, including systems integration, information systems outsourcing, IT enabled services, package implementation, software application development and maintenance, and research and development services to corporations globally. Wipro Limited is the first PCMM Level 5 (People Capability Maturity Model) under the Software Engineering Institute-Carnegie Mellon University’s certification process. Wipro is the first company in the world to win this certification. “PCMM Level 5 is an affirmation of continued focus on people and business process improvements and SEI CMM Level 5 certified IT Services Company globally. In the Indian market, Wipro is a leader in providing IT solutions and services for the corporate segment in India offering system integration, network integration, software solutions and IT services. In the Asia Pacific and Middle East markets, Wipro provides IT solutions and services for global corporations. Wipro also has profitable presence in niche market segments of consumer products and lighting. Wipro’s ADSs are listed on the New York Stock Exchange, and its equity shares are listed in India on the Stock Exchange - Mumbai, and the National Stock Exchange. Wipro Chairman Azim Premji has pledged to donate nearly Rs 10,000 crores for improving school education in the country.

In essence, this suggests that the fundamental business practice in the 21st Century will be multiple entities working together, as one value chain, to create superior flexibility, productivity and financial performance - The 21st Century Virtual Corporation.

V SOCIAL SUSTAINABILITY @ WIPRO

Wipro considered sustainability challenges as mobius like in many ways. They follows eight sustainability mega forces namely the climate change crisis, The looming Water disaster, Sustainable Cities, Universal Education, Diversity, Inclusivity and Human Rights, Ethics and Transparency, sustainable Food, Eliminating Poverty.

FIGURE1
SUSTAINABILITY SOCIAL INITIATIVES AT WIPRO

Education

• Wipro Applying Thought in School
• Mission 10X- Transforming Engineering Education in India

Community Care

• Wipro Care- community Care Where it Matters

While supporting these education activities they also train teachers to engage with children who come from struggling backgrounds. WIPRO APPLYING THOUGHT IN SCHOOL

Education is recognized as a key investment in Wipro, not only within, but also marked and leveraged as social initiatives. Through the ‘Applying Thought in Schools Initiative’, putting enough efforts to build a network of social organizations committed to education reform. Education quality, research and interventions are clearly defined that their program explores.

MISSION 10X

It is a platform for the rapidly growing academic community of educators, learners and innovators and also helps them impart education that enhances the employability skills of fresh engineering graduates in India. Mission 10X reached the first milestone and has empowered more than 10,000 faculty Members across 20 states. On September 6th, 2010 the Phase II was unveiled. This phase will Create 250 more Academic Leaders. Mission 10X facilitate deployment of 2500 Learning Kits and Empower 25000 more Engineering Faculty

FIGURE 2
SUMMARY OF WIPRO’S PROGRAMS IN EDUCATION

Addresses

Issues of deep systemic reforming India’s education ecosystem

Comprises

Mission 10X a not- for- profit trust

Comprises

Wipro Applying Thought in Schools (WATIS)

Works with 700+ engineering colleges across 20 states, reaching 10,000 faculty

Through a network of 30 partners, reaches 2000+ schools across the country

Source: Sustainability Report Wipro 2010-2011

COMMUNITY CARE

WIPRO CARE

Realities keep changing in an unpredictable world. Through Wipro Cares; it strives hard to address the issues from community relief and rehabilitation in times of disasters to education opportunities and wellness programs for the needy. Wipro make sure that its Social initiatives touch every level of society that needs help. Wipro care program is executed with the help of employees who are free to volunteer their services and other recognized voluntary organizations who make sure the goal is never out of focus.
FIGURE 3

SUMMARY OF WIPRO’S PROGRAM IN COMMUNITY CARE

Addresses
Long term disaster rehabilitation & issues of health, Education and environment

Comprises
Wipro Cares
a not- for-profit trust

Works with proximate communities through partners

SOURCE: SUSTAINABILITY REPORT WIPRO 2010-2011

FIGURE 4

THE WIPRO CARES APPROACH TO MEANINGFUL ENGAGEMENT WITH COMMUNITIES

COMPARATIVE ANALYSIS OF WIPRO’S SOCIAL SUSTAINABILITY INITIATIVES

This analysis based on the study of Wipro’s sustainability Report 2007-2011. This table shows the list of social sustainability dimensions of Wipro. It also indicates the addition and reduction in the social sustainability dimension of the Wipro.

TABLE 1
AN OUTLOOK OF WIPRO’S SOCIAL SUSTAINABILITY DIMENSIONS FOR FOUR YEARS PERIOD

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<td>Poverty alleviation</td>
<td>Eliminating Poverty and Inequality</td>
<td>Eliminating Poverty</td>
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<td>Safety and health</td>
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<td>Employee health and safety</td>
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<td>Universal access to primary and secondary education</td>
<td>Ensuring Universal education</td>
<td>Education and community initiatives</td>
<td>Universal Education</td>
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<td>People development</td>
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<td>Diversity</td>
<td>Promoting diversity and inclusivity</td>
<td>Diversity and Inclusivity</td>
<td>Diversity, Inclusivity</td>
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<td>Human rights</td>
<td>Non-Discrimination and human rights</td>
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<td>Customer stewardship</td>
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<td>Advocacy and public policy</td>
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<td>Making cities sustainable</td>
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<td>Sustainable Cities</td>
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<td>Transparency and accountability</td>
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<td>Sustainable Food</td>
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Source: Wipro sustainability reports
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<th>Areas</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
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<tr>
<td><strong>Employee Health and Safety</strong></td>
<td>Enhance safety measure for employees in 24x7 operations, with special focus on women. Focus on nutrition and exercise. All major centres have gyms and yoga rooms.</td>
<td>Fit for life program launched in mid-2008 to create widespread awareness on the importance of healthy lifestyles. Zero incidents of accidents in our premises during the year. All our new buildings adequately meet safety principles of the National Building Code.</td>
<td>Launch of EHS portal in India Launch of the People With Disability initiative Prevention of Work Place Harassment training.</td>
<td>OHSAS 18001:2007 certification for 14 locations</td>
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<td><strong>Diversity and Inclusivity</strong></td>
<td>People with disability(Hire) - - - - - - - - - - - - - - - - - - - - - - -</td>
<td>55 physically challenged people were recruited into mainstream roles</td>
<td>83 Physically challenged people were recruited.</td>
<td>Women employees increased to 29% of the workforce.</td>
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<td><strong>Women% in workforce</strong></td>
<td>Ratio of females to males in workforce increased to 25.7%.</td>
<td>Women employees increased to 26.8% of the workforce. Employees of non-Indian nationalities were 5% of the workforce.</td>
<td>-</td>
<td>Women employees increased to 29% of the workforce.</td>
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<td><strong>Education and Community initiatives</strong></td>
<td>Worked with a new network of over 30 social organizations working on education reform across 17 states.</td>
<td>worked on 22 projects in collaboration with 20 partner organizations, With an effective reach of 675 schools.</td>
<td>program on holistic school education – 10 of the 22 long-term projects were initiated</td>
<td>10500 educators and 800000 children across 2000 schools</td>
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<td><strong>Mission10X</strong></td>
<td>1000 engineering faculty has been trained in the first year.</td>
<td>expanded its reach significantly with 190 empowering workshops that covered 5700 faculty across 485 colleges in 18 states.</td>
<td>Mission10X reached a cumulated total of 7777 engineering faculty from across 19 states 3370 learning assets in 18 engineering disciplines</td>
<td>13000 faculty members from 900 engineering colleges across 24 states and union territories</td>
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<td><strong>Wipro Cares</strong></td>
<td>started new projects in Lake ecosystem restoration. Zero drop out of girls in high school. Schooling needs of children of construction workers, awareness of voting responsibilities in India’s national election. Rehabilitation of displaced people after the floods in the state of Bihar, India. Nearly 20000 hours of volunteer efforts logged in from Wipro Employees.</td>
<td>community care program, launched Project Sanjeevani, its first healthcare project at Waluj, Aurangabad. pilot project on ecological infrastructure in the Areas affected by the Kosi river floods in Bihar.</td>
<td>primary health care programs in Tumkur (Karnataka) and Hindupur (Andhra Pradesh)</td>
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FIGURE 6

SOCIAL SUSTAINABILITY DIMENSION

This chart represents the year wise no. of social sustainability dimensions considered by Wipro towards Social sustainability.

CONCLUSION

Wipro does not have a separate vision and mission for Social Sustainability. Wipro sees its work as a social responsibility. It believes that to have a sustainable business, the surrounding society must be a successful. Thus, Social sustainability is being seen as an integral part of it. Several forces are driving companies to practice a higher level of Sustainability: rising customer expectations, changing employee expectations, government legislation and pressure, the inclusion of social criteria by investors, and changing business procurement practices. Companies need to evaluate whether they are truly practicing ethical and socially responsible business. Business success and continually satisfying the customer and other stakeholders are closely tied to adoption and implementation of high standards of business and its conduct. Wipro by a code of serving people's interests, not only their own. But, for society to thrive, profitable and competitive businesses.

REFERENCES