



# CORPORATE SOCIAL RESPONSIBILITY

Many large private sector companies are involved in CSR activities and IEEMA Journal has covered these initiatives from time to time. It should be noted here that SME sector is contributing almost 50% of nation's GDP and has great potential to create jobs. SME sector is also doing a good job in area of Corporate Social Responsibility. IJ welcomes CSR articles from SME sector.

Corporate Social Responsibility is one of the important aspects of civilized society in which every individual is continuously receiving different experiences from the society. These experiences have great influence in developing a character of an Individual. It is a responsibility of us to give back to the society, which has given us such a priceless treasure throughout our life. Every industry, no matter how big or small it is, has the larger role to play in this, as industry is a group of people working for some common cause. It is a well-known fact that no industry can achieve a public respect without fulfilling this important aspect; i.e. "Corporate Social Responsibility".

We all know that Public Sector Units (PSUs) were formed on persuasion of India's first Prime Minister, Late Pandit Jawaharlal Nehru. These PSUs were the vehicles to utilize their profits in betterment of their employees and implementing many projects in the interest of the society. Many large private sector companies are also involved in discharging their duties by taking cause of corporate social responsibilities. We have many such examples around us.

We all know that Small & Medium Enterprises sector is contributing almost 50% of nation's GDP. This sector is also responsible to create jobs, which are more than 50% of total employment requirement of our country. This means there are large number of individuals whose livelihood is solely dependent on SMEs. It is equally true that the Small & Medium Scale Sector is also doing a good job in this area of Corporate Social Responsibility.



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SCOPE T&M Pvt Ltd, popularly known as 'SCOPE', is one such company, established in the year 1988 as a Small Scale Industry with the main activity of developing, manufacturing and selling world class electrical testing equipments, which are used by Power Utilities all across the country. SCOPE is R&D oriented company having qualified and skilled manpower and domain knowledge of India's Power Sector. SCOPE has another sister company called Isosceles Sales & Service Pvt Ltd (ISOSCELES), which is using this domain knowledge in giving services of testing and commissioning, residual life assessment and residual life extension of Substation Equipments. Under the Chairmanship of Mr Sanjay Kulkarni, SCOPE and ISOSCELES have chosen the educational sector in discharging the CSR. We decided to work with ITI at root level, by adopting one such ITI near New Delhi along with 4 other leading industries.

We all are aware about the fact that our first Prime Minister Pandit Jawaharlal Nehru was instrumental in taking two important decisions for Ministry of Education. One was, formation of Indian Institute of Technology (IIT) and another one was Industrial Training Institute (ITI). While IIT was focused on creating technically competent engineers in the fundamental streams of engineering who would be the prime movers of India's growth, the ITI was formed with intentions of creating qualified skilled technicians who would be responsible for making this happen by manufacturing quality products. ITI graduates brought the pride and recognition to our Nation by their work abroad, especially in United State of America. However ITI could not achieve its objectives and were always deprived of quality teachers, realistic syllabus and practical field exposures to the students.

### Background

With the growth of the industries, number of ITIs also started growing rapidly. But, this rapid expansion failed to provide good quality manpower, which was needed badly to support this expansion. There was a big GAP between numbers of good quality students available to the Industries, from the total number of students passed each year from these ITI. This GAP was widening every year. The cause of this was obvious; there was large number of unemployed students passing from ITI and hence there were no takers for taking education in ITI. To make the situation worse the quality of teaching faculties of these IITs started deteriorating over a period of time. Ministry of Education took a serious note of this and with the help of Ministry of Power, started an innovative drive of Public - Private Partnership to

adopt ITI. A model of "Center of Excellence" was then developed and it was made mandatory to implement in all such adopted ITI. The "Center Of Excellence" model empowers the partner companies to design a curriculum of specific stream of ITI, which is in line with the need of that Industry.

SCOPE T&M was involved in one such "Center of Excellence" program along with other public limited companies. North Delhi Power Limited (NDPL) was the part of this group having a Lead Role. Under the aegis of NDPL, Institute of Management Committee (IMC) was formed and SCOPE T&M along with its group company Isosceles Sales & Service Pvt. Ltd. (ISOSCELES) became the member of IMC. The task of this IMC was to develop C.V.Raman ITI, Dheerpur, under the program of Center of Excellence. Mr Vivekanand Sindkar, CEO of ISOSCELES was given a special responsibility on behalf of SCOPE T&M and ISOSCELES to get involved with this project with full commitment lead this project to its completion.



### Establishing the Process

SCOPE and ISOSCELES are engaged from the very beginning in the various processes along with NDPL and other members of IMC with following Roles & Responsibilities of IMC:

- Generation of revenue through various means such as projects and financial contribution from industry including donation of equipment and using of such funds/ equipment as decided by them;
- Forecasting of new emerging training areas;
- Development of curriculum;
- Selection of trainees;
- Training of faculty;
- Appointment of Contract faculty/Guest faculty;
- Facilitating on the job training to the trainees;
- Testing and certification and facilitating placement of passing out trainees.

### Designing Curriculum

The designing of the curriculum was done with following points in mind:

- Theory or class room training must be in line with the industry's requirement
- Practical experience to be given based on the real activities in the field
- Field training for getting true on job experience.

As per the DGE&T norms three modules out of five Advance Modules mentioned below needed to be selected for second academic year. These five modules were:

- Repair and Maintenance of Domestic Appliances
- Repair and Maintenance of Instruments used in Electrical Engineering
- Operation & Maintenance of Equipments used in HT, LT, Substation and Cable Jointing
- Non-Conventional Power Generation, Battery and Inverter
- Repair & Maintenance of Electrical Machine & Power Supply

After considerable amount of brainstorming, it was decided to implement following 3 modules:

- Repair and Maintenance of Instruments used in Electrical Engineering
- Operation and Maintenance of Equipments used in HT, LT, Substation & Cable Jointing
- Non-Conventional Power Generation, Battery and Inverter

According to this we have selected the syllabus for each module, which will be implemented from academic year 2009 in ITI Dheerpur. Judging the success of this new syllabus, Ministry of Education can implement the same to other ITI's all over country.

### Procurement process

For the procurement of various equipment and tools following methodology was adopted:

- After finalization of the syllabus for these 3 modules, a list of tools and equipments required for two year course was made, taking into consideration tools already available with ITI.
- Based on this data IMC had finalized the list of tools and equipment to be procured to implement above mentioned 3 modules.

- IMC members also donated the kits or tools, which they manufacture to ITI scheme free of cost.
- The remaining equipments were procured with consent from IMC from probable sources with competitive bidding.



### Training

To train the student systematically, following procedure was adopted by IMC in consultation with ITI principal and the teachers:

- Conducting regular classes as per new syllabus.
- Review on monthly basis by IMC on the requirements and gaps if any.
- Recommendation for further training to the teachers to cope with new syllabus.
- Special training and emphasis on English speaking and computer literacy
- Basic training was imparted to the batch of 70 students by all IMC members on the basis of advanced module selected.
- As per need of the course it is now decided to give six months training to all students in factory of various IMC members in their field.

### Conclusion

The process started in April 2008 and the first batch will be presented to the industry by March 2010.

Total 70 students will be clearing these 3 modules. These are the students who have received theoretical as well as practical training and will be getting constructive 6 months "On the Job" training. This will transform them into powerful and confident individuals, after completion of their two years course. Some of these students will be absorbed by the IMC member organizations including Scope and Isosceles.

There are many organizations like Scope and Isosceles, which are in need of such trained technicians and this initiative will definitely present them with skilled manpower.