

Corporate Social Responsibility of State Bank of India towards Education in Patna Region: A Case Study

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Abstract

State Bank of India, with its assets, number of branches, employees and customers, forms the largest commercial bank in the country. The bank is not only strengthening the nation's economy by serving the people, but also involved in various non-profitable social welfare activities. The present paper attempted to study those welfare activities of the bank, especially towards education. The paper also drew attention on amount spent on all those education activities. The education welfare activities are evaluated from the beneficiaries' perspectives. The data were collected through various sources like checklist, interview schedule and other secondary sources such as magazines, company's website, pamphlets etc. Finally, the paper highlighted some expectations of the beneficiaries and opportunities for further welfare activities.

Keywords: Corporate social responsibility, education, State Bank of India, beneficiaries, Patna

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Company Profile

The State Bank of India (SBI) is the oldest commercial bank in Indian subcontinent. It is an India-based multinational, public sector statutory body. Its large assets, deposits, number of branches, employees and customers make it the largest commercial bank of the country. Its head-quarter is in Mumbai, India. Fortune Global 500 listed the Bank at 236th rank among the world's biggest corporations in the year 2019 (Fortune, 2019). The Bank, with its past 200 years of legacy, is continuously serving vast population of the country and strengthening nation's economy.

SBI's In-house Social Responsibility

Unless the element is present within, it cannot be reflected outside. Thus, it is essential to discuss here the banks' internal operations where concern towards society is reflected.

SBI Logo

The current logo of SBI represents a blue circle with a small cut in the centre towards the bottom. The complete picture looks like a keyhole. But, the picture depicts a common person inside the circle. The big circle represents the vastness of the bank and its working. Blue is the colour of unity and completeness. The person in the middle shows the whole operations of the bank revolves around common people. Presenting the whole picture as keyhole form depicts the bank provides safety, security and strength to common people through its business operations.



SBI Logo

Financial Inclusion

The bank is always ready to serve those people who were still separated from formal financial system. The Government of India launched Pradhan Mantri Jan Dhan Yojana: financial inclusion of the people. SBI opened over 3 million accounts of the people of economically weaker section, under this scheme by September, 2014. Out of these, 1.57 million accounts were in urban areas and 2.1 million accounts were in rural areas. To assist the Government of India in fulfilling social security needs, the bank extended low cost micro insurance schemes such as Pradhan Mantri Suraksha Bima Yojana (PMSBY), Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) and pension schemes like Atal Pension Yojana (APY) to more than 2 crore customers in the unorganised sector.

The SBI Foundation

The bank established SBI Foundation in the year 2015 to undertake CSR activities of SBI Group in organized manner. The Foundation aims to make available resources to the most vulnerable sections of the society. The vision of the Foundation is to provide services beyond banking. It works directly or in partnership or collaboration with NGOs and organizations involved in the upliftment of marginalized people. The focus areas

of the Foundation are education, health care, rural development, sanitation, women empowerment, care for elderly, environment and inclusive sustainable development. The Foundation follows systematic steps to undertake CSR activities. The steps are – (i) conceptualizing and designing the project, (ii) partner selection, (iii) projectivisation, (iv) budget allocation and approval, (v) empanelment of NGO, (vi) project implementation, (vii) monitoring and evaluation, and (viii) impact assessment.

SBI's CSR Activities for Supporting Education

State Bank of India always endeavours to support weaker social group for education to make sustainable social change in their lives. In Patna region, the Bank supports the organizations which work for the less fortunate and underprivileged members of the society, by meeting their running expenses and providing furniture and fixtures.

S. No.	Area	Project
1.	Amenities for Education	Provided electric fans and water coolers to public schools during 2015-16
2.	Education for Differently Abled and Under Privileged Girl Child	Meeting running expenses of Umang Bal Vikas, Residential Training Institute, Fair Field Colony, Patna since 2016
		Meeting running expenses of Antarjyoti Balika Vidyalaya, Kumhrar, Patna, since 2016
		Meeting running expenses of Nai Dharti (NGO), for residential 'Sister Nivedita Balika Vidyalaya' at Sarai Panchayat, Maner Block (Danapur), Patna, since 2018

Amenities for Education

The Bank provided electric fans and water coolers during 2015-16, to support school education in Patna. Looking to the discomfort and inconvenience of the students during hot summer in classrooms without fans, the Bank took up this activity and provided relief to the students. It was a nationwide activity. The strategy was that every branch of SBI adopted one neighbourhood public school attended by students from modest background and installed 10 fans and one water purifier. In Patna region, the Bank has distributed fans and water purifiers in Devipad Chaudhary Shaheed Smarak (Miller) Inter School, Bankipore Government Girls Higher Secondary School, Shashtri Nagar Government Girls Higher Secondary School, Shashtri Nagar Government Boys Higher Secondary School, Gardanibagh Government Girls Higher Secondary School and Gardanibagh Government Boys Higher Secondary School. The schools were very much benefitted with the donation of fans and water purifier.

Education for Differently Abled and Under Privileged Girl Child

In Patna region, as its CSR activity, the Bank meets the running expenses of such organizations which take care of special children and children from disadvantaged group. The Bank is supporting Umang Bal Vikas, Residential Training Institute, Fair Field Colony, Patna and Antarjyoti Balika Vidyalaya, Kumhrar, Patna, since 2016. It is also supporting Nai Dharti (NGO), for residential 'Sister Nivedita Balika Vidyalaya' at Sarai Panchayat, Maner Block (Danapur), Patna, since 2018.

Spending on Education CSR Activities

The Bank believes that an equitable and excellent quality education is the first step towards creating a life of dignity and opportunities. Thus, the Bank is committed to counter educational issues in a sustainable and long term manner. It has supported many civil society organizations in the field of education. The details of the education CSR funds of the Company are shown in the table:

Sl. No.	Area	Name of the Organization	CSR Fund (Approx. Value)	Initiated on	Type of work
1.	Amenities for Education	Devipad Chaudhary Shaheed Smarak (Miller) Inter School, Patna	Rs.6,00,000	2015-16	Provided electric fans and water coolers
		Bankipore Government Girls Higher Secondary School, Patna			

		Shashtri Nagar Government Girls Higher Secondary School, Patna		
		Shashtri Nagar Government Boys Higher Secondary School, Patna		
		Gardanibagh Government Girls Higher Secondary School, Patna		
		Gardanibagh Government Boys Higher Secondary School, Patna		

Sl. No.	Area	Name of the Organization	CSR Fund (Approx. Value)	Initiated on	Type of work
2.	Education for Differently Abled	Umang Bal Vikas, Residential Training Institute, Fair Field Colony, Patna	Rs. 25,000 to Rs.2,00,000 per year according to the requirement	Since 2016	Meeting running expenses
		Antarjyoti Balika Vidyalaya, Kumhrar, Patna			
3.	Education for Under Privileged Girl Child	Nai Dharti (NGO), for residential 'Sister Nivedita Balika Vidyalaya' at Sarai Panchayat, Maner Block (Danapur), Patna	Rs. 25,000 to Rs.2,00,000 per year according to the requirement	Since 2018	Meeting running expenses

In the financial year 2015-16, the Bank spent ₹ 6,00,000 to provide electric fans and water coolers in public schools of Patna. It meets running expenses of Umang Bal Vikas, Residential Training Institute, Fair Field Colony, Patna and Antarjyoti Balika Vidyalaya, Kumhrar, Patna since 2016 for the education of differently abled children. It also meets running expenses of Nai Dharti (NGO), for residential 'Sister Nivedita Balika Vidyalaya' at Sarai Panchayat, Maner Block (Danapur), Patna since 2018 for the education of under privileged girl child. The amount spent for this activity may be from ₹ 25,000 to ₹ 2,00,000 per year according to the requirement of the organizations.

Outcome of Education CSR Activities for Surrounding Community

Corporate social responsibility is no longer measured by how much money the company spends on activities, but by its overall involvement in activities that improve the quality of people's lives. It has come up as a significant subject matter in business community and progressively becoming a mainstream activity. There is mounting recognition of momentous effect the Bank's education CSR activities have on society, which the researcher tried to verify by conducting an interview for the beneficiaries. Altogether 12 beneficiaries were interviewed from 4 organizations of Patna region.

Details of the Respondents

S. No.	Name of the Organization	Interviewee	No. of Respondents
1.	Antarjyoti Balika Vidyalaya, Kumhrar, Patna	Principal	1
		Teacher	2
2.	Devipad Chaudhary Shaheed Smarak (Miller) Inter School, Patna	Principal	1
		Teacher	2
3.	Bankipore Government Girls Higher Secondary School, Patna	Principal	1
		Teacher	2
4.	Shashtri Nagar Government Girls Higher Secondary School, Patna	Principal	1
		Teacher	2
Total			12

The respondents are given a code to analyze the interview schedule. The analysis is done according to the interview questions. Mindmaster Software is used to present the responses of the interviewees in word tree maps. Similar types of responses are grouped together using same colour stars. Dissimilar response is also kept in continuation and marked with separate colour star. A brief summary and comments are presented after each word tree map.

Respondents' Coding

Principal = P and Teachers = T.
 The numbers preceding each letter refer to the number ascribed to the respondents.
 Four Principals were ascribed P1, P2, P3 and P4. Eight teachers were numbered T1, T2, T3 and so on.

Q: Usefulness of the Activities

The word tree map shows that the education CSR activities of the Bank are very useful for the beneficiaries. 37.5% responses pointed towards infrastructure development, help for school and requirement of furniture. 31.3% responses ★ ★ indicated social development and benefits for students especially needy children and those who belong to low income group. 31.3% responses ★ were about drinking water facility, basic amenities, financial benefits and provision for proper food facilities for students.

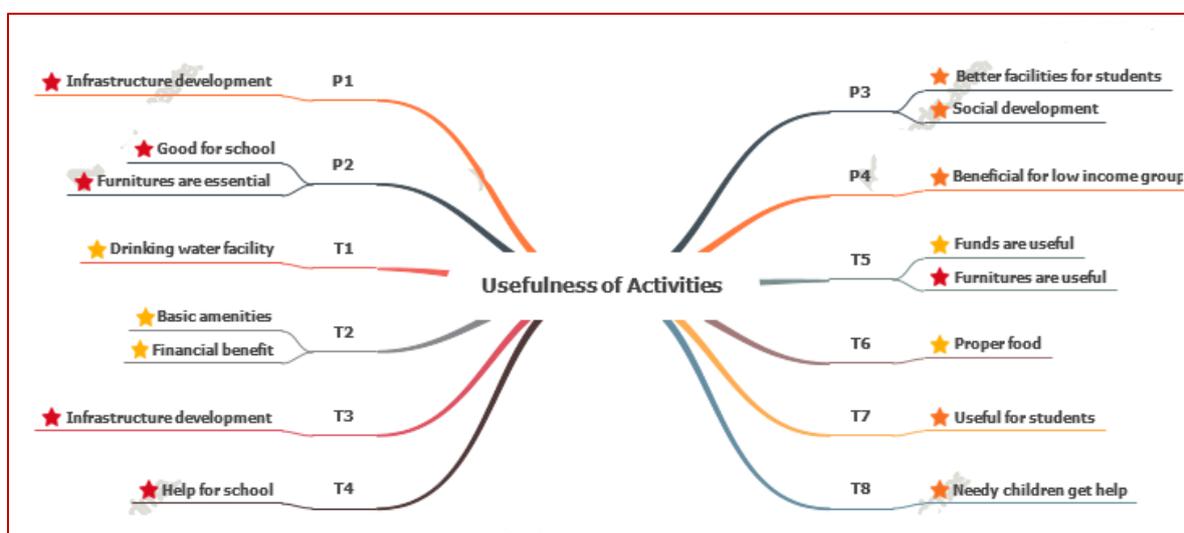


Figure: Word Tree Map

Comment: The education CSR activities are very useful for the beneficiaries. These activities help in infrastructure development of the schools, social development and providing basic amenities to the school children.

Q: Type of Support Receive

The word tree map shows that 33.3% ★ responses came as work force, NGO, involvement of whole team, physical presence of team and in person support. ★ 50% responses indicated material, in kind, clothes and food items as type of support by the Bank. ★ 16.7% responses highlighted financial and monetary support.

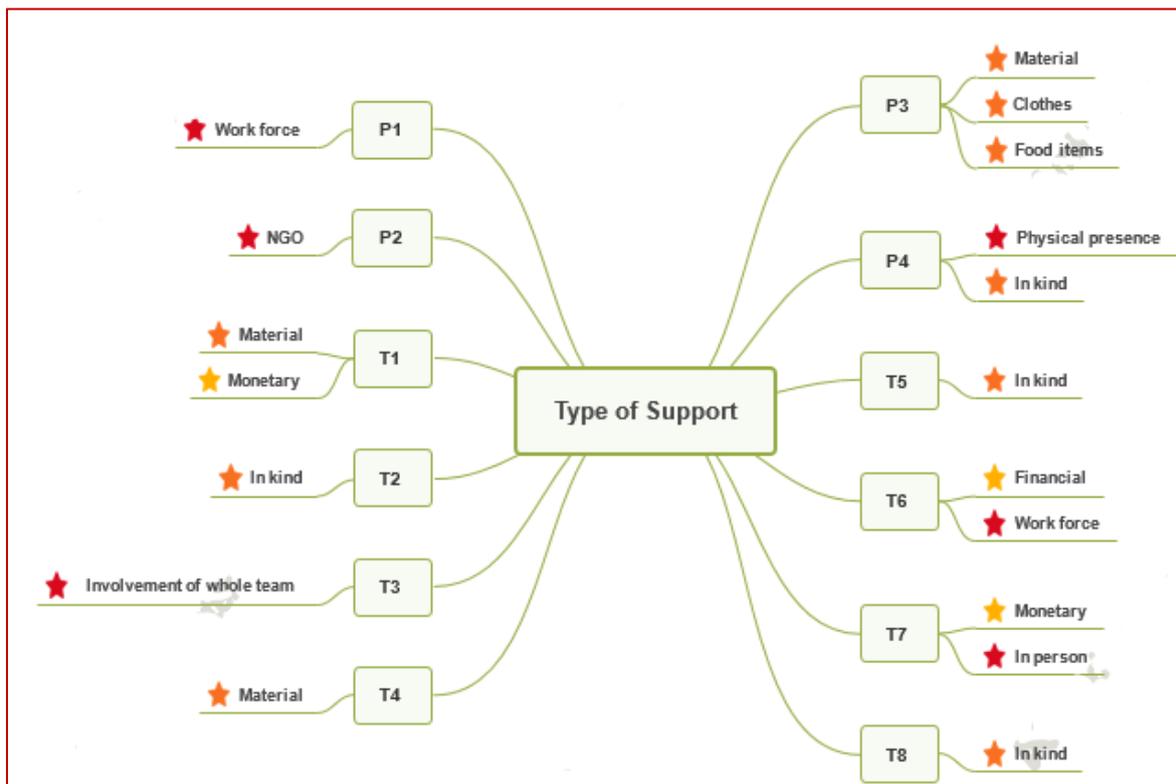


Figure: Word Tree Map

Comment: It can be said that along with financial and material support, the Bank also provides support to its beneficiaries through work force. The CSR team of the Bank visits the places to implement the activities.

Q: Challenges in Receiving Support

The word tree map below shows some challenges faced by the beneficiaries while receiving support from the Bank. ★ 21.1% responses pointed out towards lengthy paper work and audit work. ★ 31.5% responses highlighted issues such as contacting companies, meeting people, taking permission from local bodies and reluctant behaviour of local people as well as sometimes school authorities also. ★ 26.3% responses indicated different types of problems such as arrangement of time for such activities, difficulty in knowing the source of funds, corruption, arrangement of things and also sometimes quality of products is not up to the mark. ★ 21.1% responses appreciated the education CSR activities of the Bank and said that they face no challenge in receiving support rather the Bank employees are very supportive.

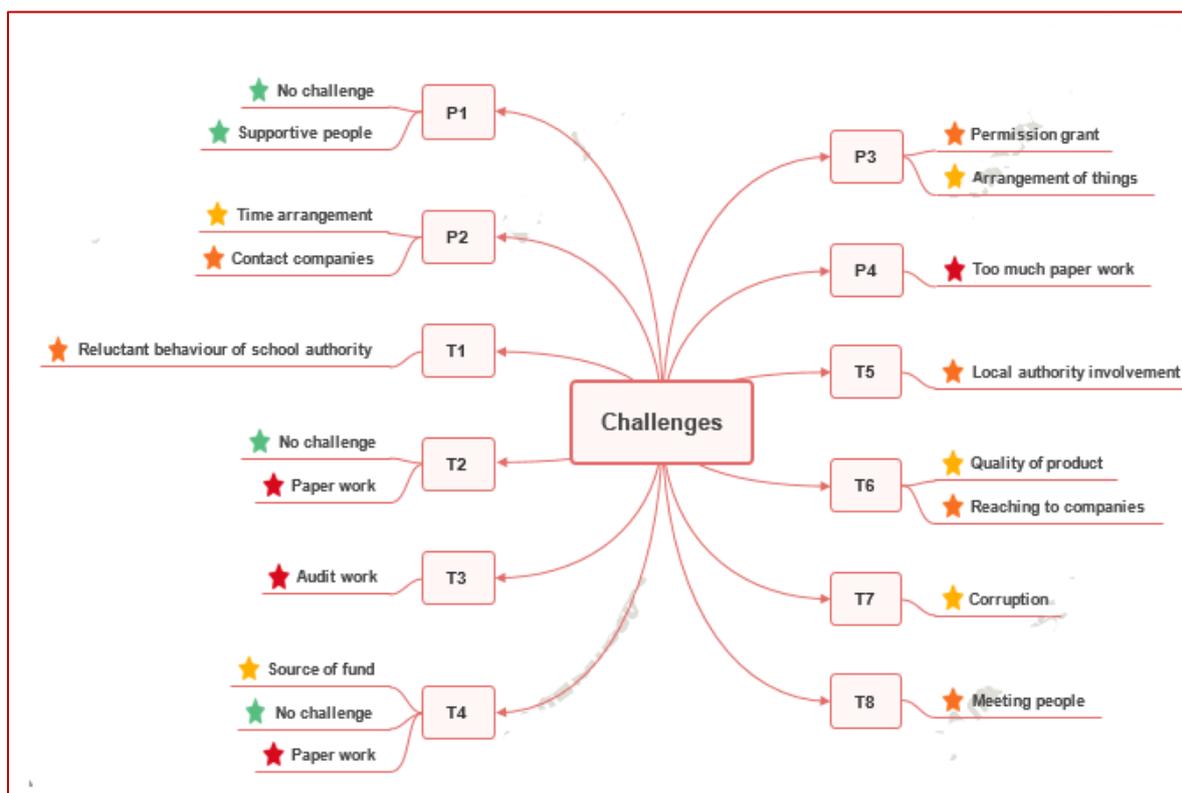


Figure: Word Tree Map

Comment: It can be said that the beneficiaries face some challenges in receiving support from the Bank. The challenges are related to paper work, approaching and meeting the authorities, reluctant behaviour of local bodies, corruption, quality of product and time schedule. Some respondents feel that there is no challenge in receiving support rather people are very friendly, supportive and ready to help the community.

Q: Company's Motivation to Support the Organizations

The word tree map shows that ★ according to 36.8% responses, the Bank performed these activities because it was motivated for students' welfare, social help, work for underprivileged, to bring equality and for equal development of all. ★ 42.1% responses indicated company's own benefit, advertisement, tax benefit, fulfilling target, competition with other banks and creating awareness about the bank to gain popularity. ★ 21.1% responses admitted that bank's motivation towards these activities is due to its scheme, CSR policy and social responsibility.

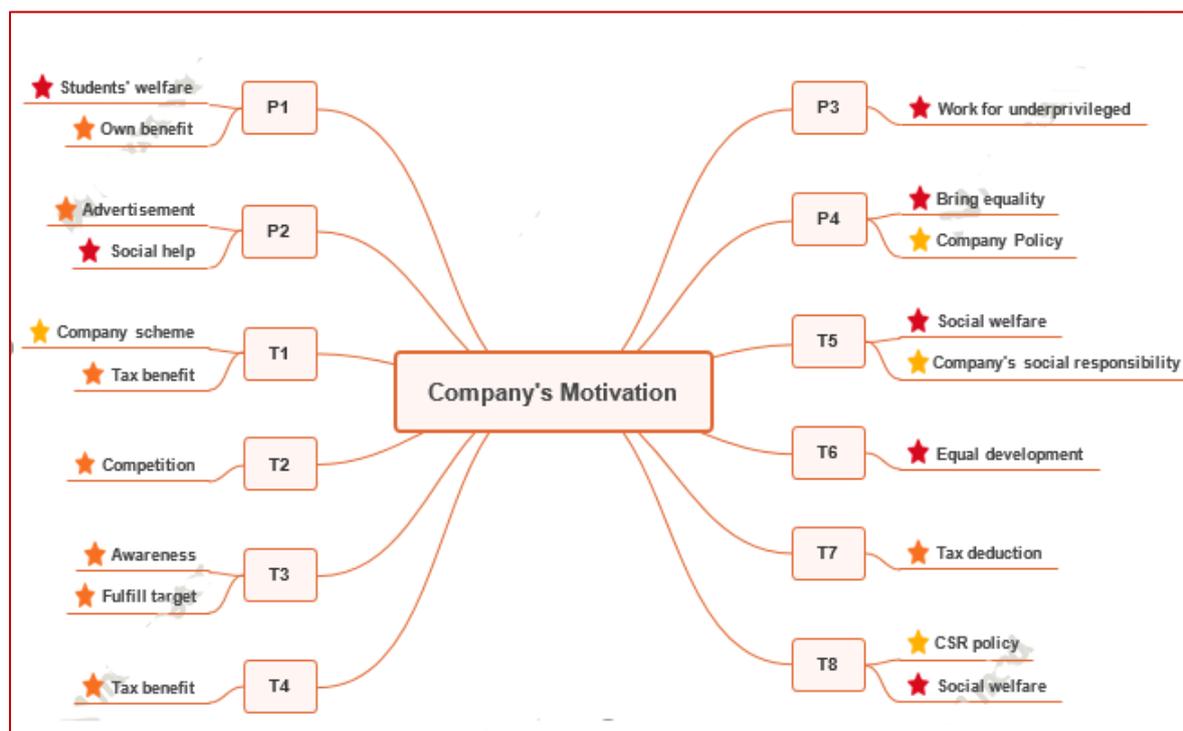


Figure: Word Tree Map

Comment: Most of the beneficiaries believed that the bank performs these activities for advertisement, tax benefit and publicity. Others felt that the bank does these activities for students' welfare, social development and due to its CSR policy.

Expectations and Opportunities in CSR Activities to Enhance Local Level Education

The researcher, through the next interview questions, tried to find out the expectations of the beneficiaries and opportunities for the Bank to invest CSR funds in education. The beneficiaries were asked to highlight potential areas where the Bank could provide support and some suggestions for the Bank. These highlighted areas and suggestions are presented in the following word tree maps.

Q: Potential Areas where the Company can Support

The word tree map shows the potential areas for the bank where it can spend to improve education CSR activities. 30.4% responses (red star) were about infrastructure development such as toilets, furniture and laboratory equipment. (orange star) 43.4% responses indicated to have more programmes such as awareness programme, environmental programme, activities for disaster management, slum development, activities for rural areas, underprivileged, games and sports related activities and educational development. (yellow star) 13% responses were about medical help, health care and hygiene. (green star) 13% pointed out towards digital facilities, wi-fi and distribution of computers.

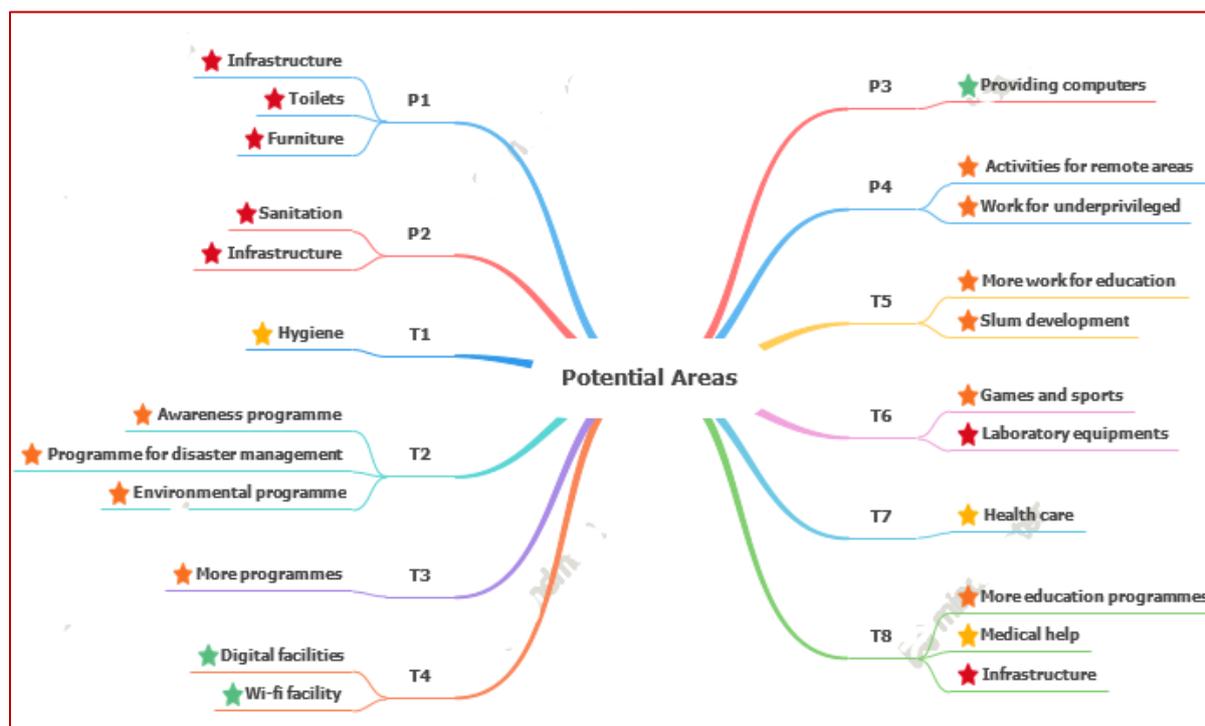


Figure: Word Tree Map

Comment: The beneficiaries pointed out several potential areas such as infrastructure development, sanitation development, health, hygiene and medical care facilities and digital facilities. Some programmes were also suggested such as awareness programme, environmental programmes and educational programmes.

Q: Suggestion for the Company

The word tree map shows that ★ 47.6% responses suggested about various programmes such as development work, programmes for creating awareness, health and hygiene, first aid, medical checkup, social development, making people financially strong and helping small schools by providing grants. ★ 33.3% responses suggested the bank to perform programmes regularly, provide vocational help to the students, sponsor their future education, provide financial help, scholarship and knowledge about digital world. ★ 19% suggestions were about follow up, maintenance work and to be approachable.

Comment: The beneficiaries provided many suggestions for the bank and development of students. They suggested various programmes also to improve education CSR activities of the bank.

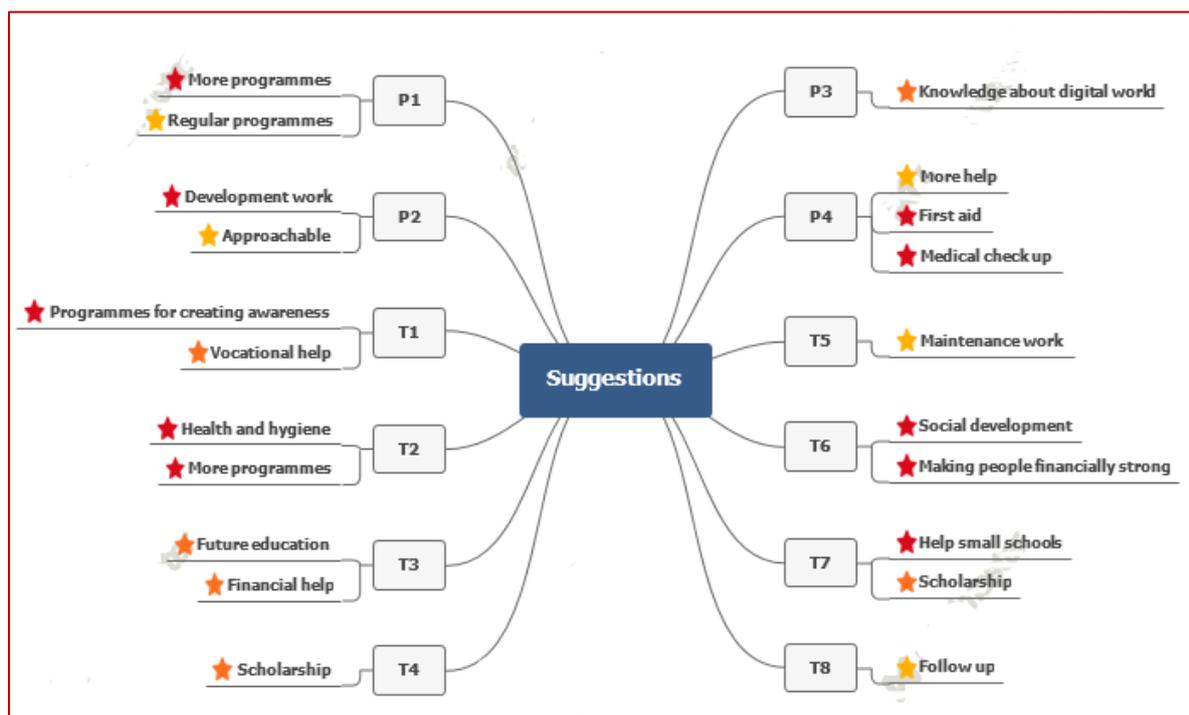


Figure: Word Tree Map

State Bank of India, with its assets, number of branches, employees and customers, forms the largest commercial bank in the country. The bank is not only strengthening the nation’s economy by serving the people, but also involved in various non-profitable social welfare activities. The education welfare activities are evaluated from the beneficiaries’ perspectives.

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