

“Sustainability through Corporate Social Responsibility- A case study of Dell”

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Abstract: The aim of this paper is to study CSR initiatives of Dell through analysis of websites. The paper taken into account the socially responsible initiatives taken by Dell at international level and at Indian level. This study is done to define the status of CSR in India and the changes that took place from beginning to now. Dell has made significant investments in improving the society. They have their own vision, mission and even future plan for giving back to society. SO that’s why we have selected Dell for study.

Key Words: Dell, Corporate Social Responsibility, Sustainability

Introduction:

Defining Corporate Social Responsibility is a critical task do. CSR is a philanthropic activity. In this the corporate tries to give back to society. There should never be the profit motive. Corporates take efforts in upliftment of society. Still CSR needs a deep understanding from all the stake holders. The latest buzzwords in today’s societal benefits is carbon credits, Green technology etc. The term Green Management has been loosely used by the corporates without understanding its actual meaning most of the times.

The words used to define the term may vary from company to company. But CSR plays a major role in sustainability of the company

In earlier era no one used to give focus on the harm caused to environment. People used to focus more on the profits maximization. Giving back to society was never a thought for any of the business. Nowadays people are aware about what you do in your business. And competition has also enforced the implementation of corporate social responsibility. That’s why the companies are using innovative ways to enhance society. And time has again proven that sustainability goes hand in hand with CSR.

Objectives of the study:

- To understand the meaning of corporate social responsibility
- To find out the changing trends in the Corporate Social Responsibility
- To study various initiatives taken by Dell for the benefit of society at Global and Indian context.
- To find out the relation between sustainability and Corporate Social Responsibility with special reference to the case taken

Literature Review and Secondary Data Analysis:

Socially Responsible initiatives taken by Dell:

Dell has huge plans for Societal Benefits. They have given the details on press and company website. Also they have made future plans called 2020 Legacy of Good’ Goals. The researcher has taken this information from Press Release: Dell India, Bangalore, and Karnataka, India – August 8, 2014.

This report is about company’s performance till date in the field of Corporate Social Responsibility. It also gives a brief about the various segments in which the company is operating for societal benefit. It also lays down the future plan of action of societal commitment. The researcher tried to take the information from the same. The summary is as follows.

- Dell has reduced the Energy intensity of product portfolio reduced by 23.2 percent over the last two years, saving customers Rs.28000000000
- Dell has involved the entire human resource to reduce 6,700 metric tons of gases which are harmful to environment
- Dell has installed New photovoltaic system installed at the Dell campus, Bangalore, India
- Cloud-based collaborative learning enabled in Government schools at 5 locations across India

- Dell India's corporate donation worth Rs.15560000 to NGOs Oxfam and Goonj towards the Uttarakhand disaster relief

International Socially Responsible Initiatives takes by Dell.

- Energy conservation is the main focus Dell. In the plan 2020 Dell has the objective of reducing the intensity by 80 %.
- Emissions from Green House Gases cause major harm to environment. Dell has successfully cut down the emissions from greenhouse gases by 8 percent. In the actions plan for 2015 Dell has decided to minimize the harmful emissions from all the facilities by 50 percent.
- Dell is using its expertise, money and all possible resources for the benefit of the society. Through Youth Learning and children's cancer care programmes Dell has helped more than 500000 children in previous year. In the world still there are areas where electricity has not reached the poor. Dell helped such communities with the help of solar powered equipment in Africa in the year 2013. Dell has set up two solar power labs that directly and indirectly benefited 400 students and more than 45 teachers. Also the residents of the area were given access to use this technology.

Details of Socially Responsible Initiatives with respect to Indian Perspectives by Dell

"Dell Carry-In Service Centers" is a brilliant initiative of Dell which allows users to focus on recycling. Dell takes the care of its own products to be recycled. For this purpose Dell has in place a consumer recycling collection program which allows customers to bring their used electronics. There are almost 16 these types of facilities in India by Dell.

- In India fresh water consumption is increasing day by day. So Dell has given its focus on saving the water. In last financial year 2014, Dell has managed to drop down fresh water consumption by 9 Percent. In India where there is scarcity of water, Fresh water consumption decreased by more than 5 percent at facilities located in water-stressed regions. In India Dell has set up a facility where the is actual recycling of water and the same water is reused. This facility is Coimbatore.
- Dell has understood the significance of solar energy. Dell has set up new solar photovoltaic system at the Dell campus in Bangalore, India, in June, 2013. More than 180 solar panels installed across more than 3,000 square feet are tied directly into the campus grid, which helps Dell reduce energy loss and avoid extra heat generation. All the Dell products which are sold in India adhere to the norms set by Indian Bureau of Energy Efficiency.
- For the cause of calamity relief, the financial aid of Rs.15560000 Uttarakhand region. Dell also has association with OXFAM India. It is fully independent NGO in India. It fights for poor people and against injustice. It has reach of more than 10,000 people across about 25 villages.
- About 15 NGO from all over India Were given Digital Learning Resources by Dell learning India.
- Dell has also helped Indian society in Education. Dell has built Digital Classrooms. He Project is called as Aasman. It benefited 8 schools in 5 locations.
- Dell promotes the spirit of entrepreneurship. For nurturing the spirit, Dell organizes the social innovation challenge. In the year 2013 two students from India received the grant. Their Project was Solar Conduction Dryer. The grant was approximately Rs.36000000 for two students in Maharashtra.

Conclusion:

Dell definitely understands the real meaning of Corporate Social Responsibility. There was an article published about CSR. The article was about CSR mal practices followed by most of the companies. One of Dell Employee replied in a very nice manner. He said that the statements made by the author were not applicable to Dell. And then he explained how Dell is different from other companies. Dell employees are actually engaged in CSR more initiatives than any other company. And he was definite about the expenses made on those activities are much higher than the legal mandates. Dell will be one of the pioneers in implementing these initiatives in such a serious manner. It all about the values and the culture of the organization. There will many examples that have made significant impact on society but in this era of technology, I feel Dell stands apart from the crowd. So this lays foundation of long term sustainability. These efforts will never be forgotten by the consumer. And Dell will always get the preferred response in future.

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