

EDUCATIONAL INSTITUTION AND CORPORATE SOCIAL RESPONSIBILITY KIIT INSTITUTE A CASE STUDY

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ABSTRACT

CSR for communities is a key for success in any society for any education institution. On the other side of the coin; access to quality education has become a basic need for everyone, but in many parts of India, education is still a dream especially for tribal children those from rural part of India. The Indian government and various states have initiated tribal children development projects and programs in economic sphere and social sphere; for which it spends millions of dollars but its actions do not reach these people at the lowest level of the socio-economic ladder. As a result the tribal children in rural areas continue to live in abject poverty and no hope for quality education. In this case, we will demonstrate how one private educational institution can do better than government adopting CSR to help the poor tribal children.

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KIIT INTRODUCTION

KIIT (Kalinga Institute of Industrial Technology) is an independent, privately supported educational institution located in Bhubaneswar, the capital city of Odisha, India. It was established in 1997 and achieved University status in 2004 under section 3 of the UGC (University Grants Commission) Act of 1956, India. More than 18000 students attend the university at a variety of sites. The KIIT is spread over 25 sq. Km. of land accommodating 23 campuses with 7.5 million sq. ft. built up area. For more than 10 years, the KIIT has been offering undergraduate and postgraduate programme to students from all over the world. As a family of world-class institutions, the University has a reputation for academic distinction in teaching and research, both in India and internationally. The university was ranked in 5th position among all national level self-financing universities in India, and it is the youngest member of Association of Commonwealth Universities and perhaps the most recognized brand name among educational institute in India. KIIT has entered into academic partnership with more than 60 universities around the World. In order to promote knowledge sharing and collaborative research, KIIT embraced memberships of several important institutions including the International Associations of Universities (IAU), Association of Indian Universities (AIU), Association of Commonwealth Universities (ACU), International Association of Universities Presidents (IAUP) and University Mobility in Asia and the Pacific (UMAP).

- For sick children there is provision for special diet and doctors round the clock.
- 4 large play grounds and separate gymnasium
- An RO water filtration plant which supplies 100,000 liters of potable water daily.
- A fully mechanized modern stem-based kitchen which serves 45,000 meals per day.
- Health Insurance for students
- And 1500 students every year pursue their higher professional courses in different Schools in KIIT University.

Fundraising (2011-2012)

To generate funding to KISS; KIIT Society has passed resolution to provide (approx):

- 5% seats in professional education of KIIT are reserved for KISS.
- 5% of total turnover is donated to the KISS as a social responsibility (US\$ 3,018,868)
- All staffs from KIIT Institute contributes 3% of their gross salary to KISS (US\$ 660,378)

- The Contractors/Vendors to KIIT contributes 2-3% of their profits (US\$ 660,378)
- The guardians of the KIIT students and well wishers contribute (US\$ 566,038)
- KIIT University provides free wireless connectivity of 10mbps with 60 Laptops

Other support for fundraising to KISS (approx):

- Grants received from Ministry of Tribal Affairs, Government of India (Approx. US\$ 1,015,094)
- Donations from different organizations, corporate houses (Approx. US\$ 754,717)
- Sale of vocational products produced by KISS (Approx. US\$ 377,359)

The KISS Expenditure for the year 2011-2012 was US\$ 7,015,094.

COLLABORATIONS

Today, under the KISS umbrella UN agencies, foreign universities and corporate generating funds e.g. UNFPA runs a life skills and sexual health council on the KISS campus; UNICEF has Centre for Child Studies; UNESCO has ground water & management programme; US Embassy has English Language Programme; Hanseo University (S. Korea) runs mentorship programme and so on. KISS also provides building facilities, manpower totally free of cost so that they can help tribal children in Orissa, and India as a whole. Tata Steel has funded Approx. 673,000 US dollars which will be completed in June 2013. With KISS assistance, the public sector National Mineral Development Corporation has fully-funded Approx. 19,230,769 US dollars grant to NMDC-KISS Residential Public School in the Bastar district of neighboring Chhatti-garh, which will admit its first batch of 200 students in July 2013.

CONCLUSION

KIIT wants to make a difference to the communities in which they operate and to the wider world community. This is Corporate Social Responsibility (CSR) in action. The clue to KIIT's success is the careful planning of its strategy and its involvement with many stakeholders in getting the strategy right.

Evaluation is taking place to measure the success of the initiative in terms of meeting fundraising goals. Research is carried out to test customers' views on the relationship and to find out how aware the general public is about what KIIT is doing in the field of CSR.

An understanding of how KIIT operates as an organization gives a clearer picture of the contribution it can make to help tribal children in need in India. KIIT's vision is to help people live better lives. It does this every day by providing a free education.

CASE SUMMARY

This case deals with the concept of Educational Institute Corporate Social Responsibility (ES-CSR) and describes how it is practiced by KIIT University through Kalinga Institute of Social Sciences (KISS), the largest Tribal School in the World.

Student Task

You are required to carry out a research exercise to establish how CSR is practiced by educational institutes in your local community?

- a) Design a questionnaire to be used for the survey.
- b) List 10-12 questions that you intend to ask (make sure you cover all main headings mentioned in this case)
- c) Try to have mix questions (i.e. open & closed) and use tick boxes and multiple choice format.

Possible questions include:

- What have I/we learned from the case?
- Can We/I identify any CSR related activities carried out by the Educational Institutions in my local areas?
- What do We/I know about management that I did not know before I read this case study?
- Explain how educational institutions can help our economy through CSR?
- What We/I learn about the concept of CSR in Educational Institution?