



CORPORATE RESPONSIBILITY IN MEDIA- A CASE STUDY OF NDTV

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Abstract: *Corporate social responsibility (CSR) is a topic that is increasingly capturing the interest and imagination of people in the business world. However, despite all of the attention that has been given to this issue, there is still much confusion and many misperceptions surround it. In order to understand CSR, one must consider the holistic attempt, on the part of a firm, to engage and conduct a meaningful dialogue with a wide spectrum of constituents or Stakeholders. The Stakeholders are any individual or group that might affect or be affected by the organization's activities. Examples to stakeholders are employees, suppliers, contractors, customers/clients, shareholders, government, community leaders and non-governmental organizations.*

Key Words: *CSR, Social Change, CSR Programs, Media CSR & initiatives*

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INTRODUCTION

Corporate social responsibility is intimately related with the globalization of the business environment. More than once, CSR was seen as a panacea to global problems. One of the main obligations of multinational corporations was to deliberately assume social roles, especially because companies are now less constrained by society's basic order than they have been in the past. Since a supranational governmental body is not available in order to monitor their activity across national borders and different laws and standards could be found in different countries, the issue of the morality of multinational corporations was vividly debated.

CSR is not all about philanthropy or doing charity services for the community. This is not to say that such activities are unimportant. These actions on the part of a firm can help establish good relations with community members and leaders; however philanthropy and related actions are at best superficial manifestations of CSR. The activities pertaining to various avenues such as Education, Health, Community Development, Environment Protection and Sports come under these CSR initiatives.

In order to understand CSR, one must consider the holistic attempt, on the part of a firm, to engage and conduct a meaningful dialogue with a wide spectrum of constituents or Stakeholders. The Stakeholders are any individual or group, that might affect or be affected by the organization's activities. Examples to stakeholders are employees, suppliers, contractors, customers/clients, shareholders, government, community leaders and non-governmental organizations.

ROLE OF MEDIA IN CREATING PUBLIC AWARENESS

It can change opinions because they have access to people and this gives it a lot of strength. This strength can either be used constructively by educating the people or it can be used destructively by misleading the innocent people. Power of the media can transform the whole society especially in the developing countries it can be used as a 'weapon of mass destruction'. But the most important use of media is to educate the people about the basic human rights. The dilemma of the developing countries is that people are not fully aware of their basic rights and if they know, they don't know about what to do and where to go. They don't know their collective strength. Even they don't know how to protest and what is the importance of protests.



Media should portray the facts. They should not transform the reality. Education and discipline is key to progress. This is the difference between a nation and a crowd. Media men have access to people and they have an audience. Their programs have an impact and people listen to them. That's why they are more responsible for the betterment of the society. They should work to educate the people, to help the people and to liberate the people and to empower the people. Media plays a very important role in the building of a society. Media has changed the societies of world so much that we can't ignore its importance. First of all we should know what the media is. Media is a source of information or communication. Media includes sources like print media and electronic media. Newspapers, magazines and any other form, which is written or printed, is included in print media and in electronic, media radio, television and Internet etc. are included.

When there are so many channels and newspapers we cannot ignore its importance in the society. Media has lot of responsibility on its shoulders as today's society is very much influenced by the role of media.

RELATIONSHIP OF MEDIA AND PUBLIC

We have to first understand as to what role does the media have in political behavior and how can we best describe the relationships between the public and media. As we know that media and politics and media and public life, is best accomplished through multiple lenses, those of historical narrative, ideological frame, and studies of behavior. The principal influence of the media on public life is through the ways media present information and the contexts within which they present it — how, in short, they treat the real world and how we, in turn, react to those presentations. There are significant differences between the ways various media sectors approach reality: The news and information media attempts to represent it. Advertising and public relations practitioners try to focus attention on those aspects of reality that further interest their clients.

CSR OF MEDIA ORGANIZATIONS

CSR of Media Organizations: One good international example of CSR of Media is the making of Media CSR Forum based out of UK. The “Media corporate social responsibility (CSR) forum” is a group of big media companies developing CSR and sustainability practices and understanding for the media sector. The Forum was established in 2001 following recognition that the practice of CSR and sustainability for media companies has many



unique features that sets it apart from traditional industry and other business sectors. Its work includes: developing an understanding of the implications of CSR for media members; identifying areas for prioritization; sharing best practices; engaging with stakeholders; and running collaborative projects on key issues. The companies include BBC, Guardian, Aegis, Sky, Informa, IPC Media, ITV, MTG, News International, Pearson, Reed Elsevier, Random House Group, TFI, Trinity Mirror, Turner, Yell, Virgin Media, United Business Media, NDTV etc. Media organizations in India are beginning to have Foundations, like Times Foundation, India Today Relief Fund, etc. CSR Media.

MEDIA TOOLS OF CSR

Charities have a unique ability to reach into communities and make a difference where it matters most. hope through our work we will be able to harness that reach for even greater impact, with communities but also with funders and supporters, and that the charity and community sector can rightly be celebrated and recognized as a trusted route to individuals in many diverse communities.’ Caroline Diehl, Chief Executive, Media Trust.

Several media and consulting initiatives help develop the media tools and communications functions of development organizations and CSR functions of corporate houses too. Karmayog.org is one such initiative in India, and so is Samhita CSR Advisory. What Next? Convergence in media is the present status in developed nations and is the near future in the developing world. It calls for integrated social or marketing communication, for bringing content and audience engagement seamlessly on all platforms: offline (newspapers and magazines), online and New Media (portal, ipad, mobile), on air (radio and television) and on ground (events and roadshows). And, that is what we need to aim for, effectively, even in the context of CSR. There is still the need for a Convergent, Integrated, Multi-media Platform for Global CSR, with emphasis more on Asia and Africa, where all of the above media vehicles come together to inform, educate, interact with, engage and even entertain positively the audiences at different levels about CSR: focusing on the role of the corporate in the development sector.

For the study India’s leading news channel NDTV 24x7 , has been taken for the assessment. The popularity of the channel, viewership and TRP of the channel is the primary criteria for selection.



OBJECTIVES OF THE STUDY

1. To identify CSR activities of NDTV
2. To assess the CSR activities under taken by NDTV
3. To study the Effect of CSR Programs on NDTV

METHODOLOGY

The Content analysis of the CSR projects of the NDTV has been assessed in terms of popularity, change and the various initiatives methods adopted by the channel , which is undertaken for many years and study the changes brought out by these CSR initiatives.

NDTV PROFILE

New Delhi Television is, and has been for more than a quarter century, a pioneer in India's news television. Founded in 1988 by Radhika Roy and Prannoy Roy, NDTV is today the most watched and the most credible and respected news and lifestyle network in India. From the path-breaking "The World This Week" (nominated as one of India's 5 best television programmes since Independence), the first private news on Doordarshan "The News Tonight", producing India's first 24-hour news channel "Star News" and the country's first ever 2-in-1 channel Profit-Prime, NDTV has been at the forefront of every single news revolution.

Its channels NDTV 24x7 (English), NDTV India (Hindi) and India's first ever 2-in-1 channel NDTV Profit-NDTV Prime (Business and Infotainment) continue to raise the standards of journalism with innovative programming and uncompromising integrity.

Incisive and creative, the channels target the global Indian with news that is credible, true and fast. NDTV 24x7 is the only English News Channel from India which is beamed in the UK, USA, Canada, South Africa, Middle East, Australia, New Zealand, Mauritius and most of the SAARC Countries to reach out to the Indian Diaspora.

Over the years, NDTV has expanded its brand portfolio to seize opportunities in the 'beyond news space' and has step-down subsidiaries: NDTV Lifestyle, NDTV Convergence (triple play; to exploit the synergies between television, Internet and mobile and owns the website ndtv.com) and NDTV Worldwide offering high end consultancy for setting up of local television news channels in emerging markets across the world.



In 2007 the company launched NDTV Good Times, an up-market lifestyle channel for the global urban Indian; and used its expertise to launch global channels, Astro Awani, a channel in Malaysia and Independent Television with Beximco Group in Bangladesh.

Award winning Indian Roots is NDTV's first e-commerce venture, providing an online shopping site with a range of apparel, home products and accessories by India's best designers, brands and artisan's products.

NDTV, the UK's longest running Indian news channel has long been the top choice for the any Indian election coverage. NDTV 24x7 witnessed record audience figures since it joined the UK's audience measuring body, BARB. Data has shown the channel is the most watched Indian news broadcaster in the UK. The Broadcasters' Audience Research Board (BARB) is the official source of television viewing figures in the UK and as per BARB official data NDTV 24x7 is consistently no.1/most viewed Indian news channel in the UK.

Corporate Social Responsibility – NDTV

NDTV is most proud of how its work impacts the real world and how it is using its powerful reach to campaign for and with the people of India. 25 years of dedicated and innovative programming has brought into focus a number of social issues ranging from the 7 Wonders of India; Save Our Tigers; the Greenathon and Jeene ki Asha to Marks for Sports; Support My School; the University Sports Championships and the most recent Health4U campaigns on Heart Care, Diabetes and Cancer; Banega Swach India, the Road to Safety and What's your Choice? Campaigns. Seen as an honest, unbiased and fearless crusader, NDTV's sustained and award winning campaigns against injustice and human rights violations have forced apathetic governments to act, legislation to be changed and made the nation aware of the power of the people

Save the Tigers

From around 40,000 at the turn of the last century, there are very few tigers left in India today. The current tiger population of India constitutes over 50% of the world's tiger population. The coming years will be extremely crucial for the long term survival of the tiger. NDTV-Aircel Save Our Tigers campaign is a social campaign to create awareness about the alarming state of the tiger in the Country at the moment, encourage tiger conservation and save tigers from extinction. The campaign is supported by India's Superstar Amitabh



Bachchan, Sanctuary Asia, India's premier wildlife magazine and the Wildlife Conservation Trust, an organization deeply involved in conserving tiger habitats across the country.

The campaign provided a platform to tiger conservationists for issues to be raised, engaged key stakeholders in discussions and provided concerned citizens an opportunity to voice their opinions and contribute to the cause. Our campaign to save our tigers ignited people across the country. There were marches, cycle rallies and signature campaigns demanding that the government act before it's too late.

NDTV has already completed 2 seasons and the current campaign campaign was officially launched on 5th April 2014 with the Aircel-NDTV Tiger Agenda show which witnessed the coming together of well-known personalities from different walks of life to participate in a panel discussion and set key focus areas for the season and to set the Tiger Agenda to be taken to representatives of the new government in August. Present on the occasion were Belinda Wright, Executive Director, WPSI, Anupam Vasudev, Chief Marketing Officer, Aircel; Dr. K. Ramesh from Wildlife Institute of India; S P Yadav, ADIG, NTCA; Dr. Anish Andheria, Director, Wildlife Conservation Trust; Bittu Sahgal, Editor of Sanctuary Asia; and was anchored by Vikram Chandra, Group CEO, NDTV Group.

The Tiger Agenda this year focuses on key issues like Involvement of local communities in conservation, Strengthening of the forest department to eliminate poaching, Improvement of man-animal conflict mitigation measures, zero tolerance approach to poaching, Increase in Protection of buffer-zones & corridors and to Make political parties accountable towards wildlife conservation.

This year they are into urging school children, youth and concerned citizens to support the agenda by signing their names on signature sheets which will then be taken to the representatives of the new government in August. We launched the Aircel-NDTV Signature Drive on June 5th World Environment Day and have a collection day for signatures on July 29th World Tiger Day which will be held in Tiger Hubs across New Delhi, Mumbai, Kolkata and Chennai. The collection day will feature an art competition for students where we will ask students to color up the TIGER.

NDTV Toyota Greenathon

NDTV in collaboration with Toyota Motors has Launched the NDTV-Toyota Green campaign in April 2008, this was India's first ever-nationwide campaign to save the environment. The



campaign is aimed at creating awareness about environmental issues by involving the people of our country to make a difference.

As part of this environment campaign, NDTV organized India's first Telethon in 2009 – The Greenathon, a 24-hour live fund-raising event that brought together people to donate money to support TERI's Lighting a Billion Lives initiative which aims at providing solar power to villages without electricity.

The Greenathon, simulcast across the NDTV network, is a combination of musical extravaganza, live chats with celebrities, simultaneous green activities across India, reports on environment and green pledges by celebrities, politicians and the common man. NDTV Greenathon has already completed 3 editions and 4th Greenathon is in progress.

The 4th edition of NDTV's flagship environment campaign, the NDTV-Toyota Greenathon, a fundraiser for the environment was held on 20th May 2012.

In addition to fundraising, this year the focus was on recycling waste, especially plastic, along with encouraging everyone to keep their immediate environment clean. Greenathon 4 was launched with a 'Clean the Yamuna' drive on the banks of the Taj Mahal in Agra with the campaign ambassador Priyanka Chopra highlighting the issue of plastic and other waste choking the country and the need to reduce and recycle. This was followed by a month long awareness drive with waste-related and other innovative environment programming across the NDTV network leading up to the telethon.

The Greenathon 4 was broadcast live for 12 hours across the NDTV network and raised funds to support The Energy & Resources Institute's - "Lighting a Billion Lives" initiative which solar powers rural villages in India. In keeping with the green theme this year the set of the telethon was made of recyclable products such as light bulbs, cardboard boxes, tin boxes, used newspapers, plastic bottles, paper plates, etc.

Joining the grand celebrations of Greenathon 4 were a galaxy of film personalities, celebrity chefs, composers and singers, Chief Ministers, Members of Parliament, the Corporate world, school children and citizens from around the country.

Once again supporting this Green Initiative and raising awareness about the environment, Actor Milind Soman started his 1500 km Green Run on April 20, running from the Qutub Minar in New Delhi, across 5 states and ending his Green Run today at Yash Raj Studios in Mumbai. Milind's 1500 km run in 30 days has been recognized as a World Record by the



Limca Book of Records, which is a milestone for NDTV-Toyota Greenathon 4's environmental awareness campaign. Limca recognized his challenging feat during the gala programme.

In an attempt to mobilize a mass movement, plastic/recyclable waste collection centres, supported by Tetra Pak and Attero, were set up across New Delhi, Mumbai, Kolkata, Chennai, Bangalore, Phagwara (Punjab), Dharamshala and Nainital. People across these cities came out and participated in the recycling drive by depositing their recyclable waste from plastic (bags and bottles), metal, paper, Tetra pack cartons to e-waste like old phones, computers etc.

NDTV-Toyota Greenathon 4 saw Rs. 8.89 crore being raised to benefit 508 villages. Since its launch in 2008 The Greenathon Campaign has already funded solar lanterns for over 600 villages benefitting thousands of households.

NDTV- Save the Child Campaign.

Vedanta Group and NDTV have joined hands to promote Girl Child in India through campaign "Our Girls : Our Pride". The campaign has been launched under Vedanta's "Khushi" awareness campaign, that is already promoting care for the underprivileged children, their health, nutrition and education. Ms. Priyanka Chopra has been named the Brand Ambassador of the campaign "Our Girl : Our Pride" . The campaign launched on 19th August 2013 in New Delhi, focus on the issues like nutrition, education, health, foeticide and infanticide. The focus of the campaign will be to educate people at large, bring awareness, bring policy changes and sensitize people towards girl child and build a respect for the gender.

Looking at India, the country houses the maximum number of children in the world but it is also true that around 50% of child are suffering from malnutrition and the number of girls is large. The ratio of females per 1000 males has been continuously decreasing since last more than 30 years. There is a conscious need to not only protect the girl child but also bring in dedicated efforts towards their education, nutrition, health and overall development.

The three partners in this campaign are unique in their own fields.

Priyanka Chopra, who has been named as Brand Ambassador for this campaign, has been UNICEF's Goodwill Ambassador for India, Priyanka has been actively involved in various causes related to the girl child for many years. She has also personally supported this cause



through the 'Priyanka Chopra Foundation for Health and Education', which works towards providing support to unprivileged girls across the country in the areas Education and Health. Vedanta has been pioneering the child welfare campaign in India with a mission to make India a child malnourished free nation. In its effort, since 2008 Vedanta has been associated with government to take care of about 14,000 Anganwadis (child care centres), benefiting more than 500,000 deprived children. The company has also constructed 8 Hi-tech Mid Day Meal Kitchens that provide hot nutritious meal to over 250,000 rural students studying in government schools. Vedanta has adopted many rural schools towards bringing quality of education and strengthening infrastructure.

NDTV has always played an instrumental role in creating awareness about various issues existing in the country through diverse, path breaking initiatives such as Save Our Tigers, Support My School, Marks for Sports and the Greenathon amongst others.

Coco Cola & NDTV Changing Lives

Coca-Cola India along with celebrities, other businesses and a television network improved the once-dilapidated government middle school in Jhundpur Village and turned it into a model educational institution. Today, more than 600 boys and girls attend classes, eat nutritious lunches and play games like "I Spy" behind towering neem and mahogany trees. Beyond the campus are mustard plant fields where egrets happily pluck honey-filled buds.

Basic Sanitation Boosts Participation

The transformation of the school in Jhundpur Village also included addressing a very basic concern improved sanitation. There is no sanitation access for girls at almost fifty percent of schools in India. The girls are expected to take turns with the boys using single often non-functional toilets. Where there are no facilities, children use nearby fields a situation that can be acutely distressing for some girls. In fact, many young women drop out of school to avoid the embarrassment of having to use the restroom in such challenging situations.

Fortunately, the sanitation issue has improved at many of these schools with funding from Support My School, a program led by Coca-Cola India. The initiative provides educational institutions, like the one in Jhundpur Village, with separate bathrooms and toilets for girls. "Now they are happy. They have their privacy, they have their education," says Satish Solanki, a district-level officer.



How the Initiative Works

The program, the Coca-Cola-NDTV Support My School Campaign, works closely with large Indian companies and multinational corporations. For as little as \$10,000, Support My School sets up water filters, teaches rainwater harvesting methods, plants trees, installs playground equipment, and educates children on how to live healthier lives. The partners in the campaign bring in other important resources to schools like the one in Jhundpur Village. In addition to the libraries provided by the Pearson Foundation, for example, Tata Teleservices installs computer centers.

The campaign has been motivating to young adults as well. Harkunwar Singh, who took time off from college to teach computer basics to children in this school said, "if we don't do it, who will? I think youngsters across India should reach out and offer a hand and merge the divide." Coca-Cola India's efforts are creating necessary change in a country where nearly half of the population, or more than 600 million people, have low literacy levels. Nearly 70 percent of the 187 million students in grades one through eight attend government schools that lack proper education and supplementary facilities like libraries, midday meals, playgrounds and toilets for girls. The cumulative impact of the lack of basic necessities exacerbates the social issues that plague children in rural India. It is estimated that nearly 1 in 3 children drop out by 5th grade and 1 in 2 by 8th grade.

The Need to Educate More Students

The schools that have been helped so far by the program can be viewed as templates for success. Experts believe programs like these help curb the broad socioeconomic gap that exists between the haves and have-nots in India. They hope Support My School will make things easier for poor children many of whom speak only regional languages to integrate into schools where classes are taught in English.

"In India, education is one of India's most pressing challenges. Such programs will help schools where education is in severe disarray," says Bunker Roy, a renowned Indian social expert who worked for more than three decades on similar projects in the country's northwestern desert state of Rajasthan.

FINDING OF THE STUDY

Save the Tiger Campaign:



The campaign was able to collect around 45 Million Rupees through donations from various organization and individual contribution. This amount was utilized to create “Tiger Defense” Unit across major Tiger Reserve all over the country. Rapid Response Units (RU) were created to strengthen the existing protection mechanism.

The initiative also helped in mobilizing and involving local communities in conservating programmes. This initiative also took a step to involve the local communities for the purpose of conservations of tigers, strengthen and modernize the forest department for the protection and to improve man animal conflict during migration, increasing and protecting buffer zones and animal corridors and zero tolerance approach for poaching and lastly to make the political parties accountable for the loss of the bio-diversity.

Due to the continued efforts of the campaign there was a remarkable changes are made to be seen. Efforts are made to travel in these Tiger Reserves and look after the challenges faced by the forest personnel in handling the tigers and also see to it is there any lacuna in the protection of tigers in wild. As the number of tiger is increased they need more space to move around, so for these purpose efforts are made to protect the forest from the encroachment from the humans in the forest area and also to protect the Animal and Human Conflicts.

NDTV-TOYOTA - Greenathon

NDTV India and Toyota India have joined hands to start this campaign “Greenathon”. In the short span of time this campaign has made the remarkable achievement. The NDTV-Toyota Greenathon started non-stop Telethon event that raised money for TERI to light Billion lives Scheme that aims at solar powering across the villages.

The initiative received an overwhelming response from the viewers. So far, nine villages in Rajasthan, 16 in Orissa, 16 in West Bengal, two in Haryana, two in Assam and three in Jharkhand have benefitted from the project.

In a follow up, the NDTV team visited the Bad Gujran village in Rajasthan and found that the solar lamps had transformed life there. The village was sponsored by Qualcomm. Not long ago, this little Rajasthan village would plunge into darkness as the sun went down. Kerosene lamps were all that the villagers had to light up their lives. But these lamps also burnt a hole in their pockets and gave out toxic fumes.



Mahavir Singh, an entrepreneur, in whose house the solar charging station has been set up, lists the benefits. "It was difficult for children to study earlier with kerosene lamps. The wind would put off the lamps and the fumes were also harmful. With these solar lamps, children are able to study properly. It is also helping women in their household chores. Earlier with kerosene lamps we would only be able to study for an hour. But now, we are able to study for 3-4 hours," said Mahavir Singh.

In an attempt to mobilize a mass movement, plastic/recyclable waste collection centres, supported by Tetra Pak and Attero, were set up across New Delhi, Mumbai, Kolkata, Chennai, Bangalore, Phagwara (Punjab), Dharamshala and Nainital. People across these cities came out and participated in the recycling drive by depositing their recyclable waste from plastic (bags and bottles), metal, paper, Tetra pack cartons to e-waste like old phones, computers etc.

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Coco Cola & NDTV Changing Lives

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CONCLUSION

The Media organizations are supposed to be pro-active in their activities and also accountable for their work for the development of society. The NDTV 24x7 which has the highest TRP as one of the leading and the most effective Television News Channel in the country. Apart from the regular news coverage, covering events, scheduling varieties of programs this channel has also donned the role of a good social service provider through its CSR Initiatives. The study has shown that news channels in the country are not only pro business or pro commercial but, they have been doing their bit for the up liftment of the society within their limitations. This kind of ventures set an example to the other channels to bring out their best and give back to the society within which they operate. The impact of this inventiveness may open up new horizons among the leading players in the media.

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