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“Contribution of Print Media Industry in CSR: Case study in special reference to D.B. Corporation Ltd.

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Abstract: Media is considered as a mirror of the society which rule the thoughts, opinion & judgement of the society. In the last decade “social responsibility” gained very systematic view in India and apart from all the active sectors, printing sector is the one which is all set to boom because it has wide range of means of communication for all sections of the society. Indian printing industry is said to have about 65,000-100,000 printing press and the annual turnover of all component in Indian print industry is above Rs. 50,000 Crore ,apart from this newsprint and publication paper consumption is about 2 million tones out of which 1.2 million tones newsprint is manufactured in India. This paper, therefore conceptualize CSR in printing industry, because this sector has a tremendous role of an opinion leader and it has powerful framework to draw the attention of the society to make aware of different social problems.

Key Words : Corporate Social Responsibility, CSR Projects, DB Corporation, Print Media Industry.

Introduction :

The Indian media Comprises of various type of communications of mass media - newspaper, Magazine , television , and Radio. Despite of all these various media conglomerates , Newspaper is still playing vital role in India. The newspaper industries in all over the world are dwindling and India is one of the countries where print media is not just dominant but it is also growing in all aspects of readership and revenue generation . In India from only 200 dailies publications in post-independence to 100,000 newspapers, the print media industry of India reached at new heights and has matured to its fullest capacity. In the year of 2019 , India’s newspaper industry generated over Rs. 321 billion revenue and magazine industry generated Rs. 12 billion. As compared to previous year overall this industry grew by 4.5 % in 2019. Print media industry of India is second largest generator of revenue in 2018. The top most print media companies of India have been making huge amount of money and contributing much to the economy. At present India is constantly growing and changing the newspaper industry with daily circulations from 150 million in 2002 to 264 million in 2014. Indian print media industry faces many restrictions because of state censorships still managing to grow and generate revenue as well as fulfilling their social responsibility too. Today in India there are more than 105,443 registered newspapers with 296 Bn INR. The media and entertainment industry of India is said to be the fastest growing

industry. As per the reports of KPMG it is found that M&E industry in India grew to Rs. 1,026 billion in 2014-15(The year of CSR policy implementation) and has been on the track of growth and sustainability.

Objectives of the study :

- ❖ To Study the role of Print Media Industry in CSR.
- ❖ To Compile the information about CSR discharged by D.B. Corporation Limited.
- ❖ To analyze the top CSR initiatives by D.B. Corporation Ltd.

Research Methodology:

This paper is analytical in nature and it is based on secondary data. The relevant data for this paper is collected from the website of National CSR portal, Annual Reports of DB corporation Ltd. and from other reliable sources. The data under this paper is processed as per the requirements of the study.

Contribution of D.B. Corporation Ltd. in CSR.

D B corporation Limited (DBCL) is incorporated in the year of 1995 and it is largest media conglomerate in India. It's headquartered is in Bhopal , Madhya Pradesh with over 11000 employees across India. It publishes 6 top rated newspapers – Dainik Bhaskar with 46 editions , Divya Bhaskar with 9 editions , Divya Marathi with 6 editions , Saurashtra Samachar, DB Star and Db post with four languages. With its foot prints in Madhya Pradesh , Chhattisgarh , Himanchal Pradesh , Punjab, Haryana ,Jharkhand , Bihar , and Gujarat Db corporation present in more than 12 states , it is one and only media conglomerate which enjoy multiple language leadership in multiple states. Its other business area is radio & digital media. Strong presence of FM radio in 7 states and 30 cities make it leader in print media industry. Db corp. Ltd. were listed on NSE & BSE in the year 2010. DB Corporation comes under the ambit of CSR policy,2014 but even before the inception of mandate CSR this company has been engaged in doing CSR as very important part and it has been undertaking various initiatives in CSR for the upliftment of social and economic wellbeing of the society. During the years of CSR policy implementation , Mitti ke ganesh , save birds , Ek Ped Ek Zindgi ,sarthak Diwali , Abir gulal Holi were the top efforts of DB corp. ltd. in regards of their CSR initiatives. In DB corporation CSR has been always taken very seriously and each year company implement their CSR programs responsibly under the guidance of its CSR committee.

Composition of CSR Committee of D.B. corporation Limited

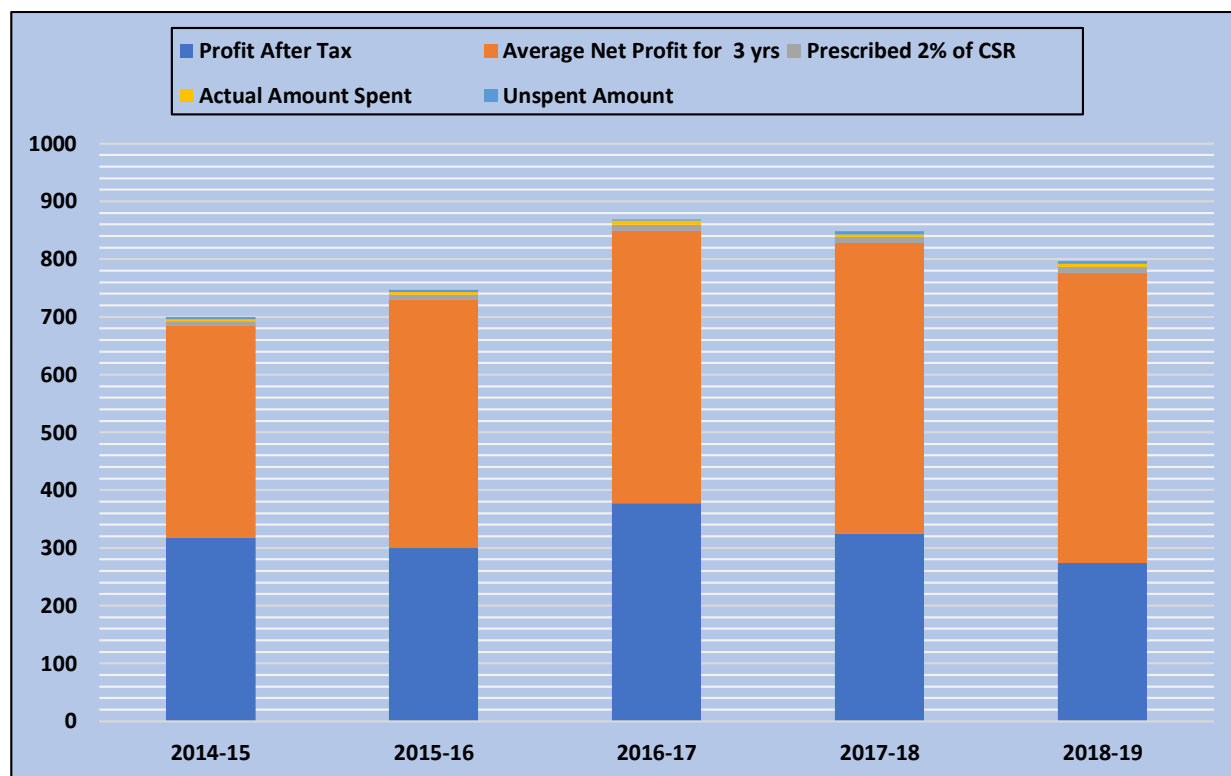
S No.	Name of Directors	Chairman/Member	Category
1	Mr. Ashwani Kumar Singhal	Chairman	Non-Executive, Independent Director
2	Ms. Anupriya Acharya	Member	Non-Executive, Independent Director
3	Mr. Pawan Agarwal	Member	Executive Director
4	Mr. Sudhir Agarwal	Member	Executive Director

(Source : Annual Report 2018)

Table : 1
Financial Details of D B Corporation Ltd. (fig. in Cr.)

S No	Financial Year	Profit After Tax	Average Net Profit for 3 years	Prescribed 2% of CSR	Actual Amount Spent	Unspent Amount
1	2014-15	317	367.87	7.36	3.7	3.66
2	2015-16	300.2	429.73	8.59	4.62	3.97
3	2016-17	377.3	472.3	9.45	7.36	2.09
4	2017-18	324.5	503.72	10.07	4.51	5.56
5	2018-19	273.9	502.18	10.04	5.41	4.63
Total		1592.9	2275.8		25.6	19.91

(Source: yearly annual reports of company)



(Source: Annual Reports)

CSR Initiatives taken by DB corporation Ltd.

Project I

Name of project : Annadan Activity

Sector : Eradicating hunger, poverty and malnutrition .

Location : MP, CG, Gujarat, Jharkhand, Chandigarh, Haryana, Punjab, Himachal Pradesh, Maharashtra, Rajasthan, Delhi and NCR .

Table : 2 (fig. in Rs.)

Year	Project Budget	Amount Spent	Cumulative expenditure	Implementation Mode
2014-15	317,657	317,657	317,657	Direct
2015-16	1,471,387	1,471,387	1,471,387	Direct
2016-17	28,801	28,801	28,801	Direct
2017-18	4,480	4,480	4,480	Direct
2018-19	Not mentioned	Not mentioned	18,22,325	Direct

(Source: Annual reports)

Project : II**Name of project :** Mission Shiksha**Sector :** Promoting education**Location :** MP, Chhattisgarh, Gujarat, Jharkhand, Chandigarh, Haryana, Punjab, Himachal Pradesh, Maharashtra, Rajasthan, Delhi and NCR.**Table : 3 (fig. in Rs.)**

Year	Project Budget	Amount Spent	Cumulative expenditure	Implementation Mode
2014-15	29,101,495	29,101,495	29,101,495	Direct
2015-16	15,064,030	15,064,030	15,064,030	Direct
2016-17	31,01,738	31,01,738	31,01,738	Direct
2017-18	1,34,36,199	1,34,36,199	1,34,36,199	Direct
2018-19	2,01,35,947	2,01,35,947	8,08,39,409	Direct

(Source: Annual reports)

Project : III**Name of project :** Funeral Facilities at Mukti Dham**Sector :** “Ensuring environmental sustainability” and “protection of flora and fauna”**Location :** Madhya Pradesh, Bhopal.**Table : 4 (fig. in Rs.)**

Year	Project Budget	Amount Spent	Cumulative expenditure	Implementation Mode
2014-15	1,089,310	1,089,310	1,089,310	Direct
2015-16	734,527	734,527	734,527	Direct
2016-17	734,527	734,527	21,34,769	Direct
2017-18	56,00	56,600	21,92,369	Direct
2018-19	30,235	30,235	22,22,604	Direct

(Source: Annual Reports)

Project : IV**Name of project :** Jal Satyagraha**Sector :** Ensuring environmental sustainability and conservation of natural resources**Location :** Madhya Pradesh, Bhopal .**Table : 5 (fig. in Rs.)**

Year	Project Budget	Amount Spent	Cumulative expenditure	Implementation Mode
2014-15	1,224,780	1,224,780	1,224,780	Direct
2015-16	2,89,130	2,89,130	2,89,130	Direct
2016-17	2,03,112	2,03,112	2,03,112	Direct
2017-18	15,13,910	15,13,910	15,13,910	Direct
2018-19	15,13,910	15,13,910	15,13,910	Direct

(Source: Annual reports)

Project : V**Name of project :** Plantation**Sector :** Protection of flora and fauna**Location :** MP, Chhattisgarh, Gujarat, Jharkhand, Chandigarh, Haryana, Punjab, Himachal Pradesh, Maharashtra, Rajasthan, Delhi and NCR .

Table : 6 (fig. in Rs.)

Year	Project Budget	Amount Spent	Cumulative expenditure	Implementation Mode
2014-15	813,625	813,625	813,625	Direct
2015-16	810,159	810,159	810,159	Direct
2016-17	4,41,525	4,41,525	20,65,309	Direct
2017-18	10,47,939	10,47,939	31,13,248	Direct
2018-19	18,85,626	18,85,626	49,98,874	Direct

(Source: Annual reports)

Project : VI**Name of project :** Save the Bird Campaign**Sector :** Animal Welfare**Location :** : MP, Chhattisgarh, Gujarat, Jharkhand, Chandigarh, Haryana, Punjab, Himachal Pradesh, Maharashtra, Rajasthan, Delhi and NCR**Table : 7 (fig. in Rs.)**

Year	Project Budget	Amount Spent	Cumulative expenditure	Implementation Mode
2014-15	857,581	857,581	857,581	Direct
2015-16	891,053	891,053	891,053	Direct
2016-17	NA	NA	17,48,634	Direct
2017-18	52,182	52,182	18,00,816	Direct
2018-19	2,73,569	2,73,569	20,74,385	Direct

(Source: Annual reports)

Project : VII**Name of project :** Senior Citizen Day Care Center**Sector :** Old age homes, day care centers and such other facilities for senior citizens**Location :** Madhya Pradesh , Bhopal.**Table : 8 (fig. in Rs.)**

Year	Project Budget	Amount Spent	Cumulative Expenditure	Mode of Implementation
2014-15	367,304	367,304	367,304	Direct
2016-17	24,299	24,299	24,299	Direct
2017-18	3,91,603	3,91,603	3,91,603	Direct
2018-19	7,500	7,500	3,99,103	Direct

(Source: Annual reports)

Other CSR Initiatives by DB corporation

- J & K Flood Victim
- Jal Satyagraha
- Rural Development Program
- Vanvihar Environmental Sustainability
- Mitti Ke Ganesh
- Goushala Sanrakshan
- Protection of National Heritage
- Vocational Skills Development
- Swachh Bharat Campaign
- Promote nationally recognized sports

Conclusion:

Over the last two decades, the topic of CSR has become increasingly interesting to researchers and experts. In past five years organizations have realized the relationship of environmental protection and sustainability. The Corporate Social Responsibility(CSR) is the company's commitment to adhere to these plans, make decisions and adhere to standards of conduct that are of value to the general public. The reason for businesses to involve in CSR programs is to gain the sustainability by improving competitiveness and the environment. During the last decade, CSR of DB corporation has been recognized as one of the most important competitive business strategy for them and in order to address social desirability DB corporation took various initiatives like J & K Flood Victim Jal Satyagraha Rural Development Program ,Vanvihar Environmental Sustainability ,Mitti Ke Ganesh, Goushala Sanrakshan , Protection of National Heritage,Vocational Skills Development ,Swachh Bharat Campaign, Promote nationally recognized sports. This organization set an example that every company should be socially responsible and must fulfill their social obligations.

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