

Benefits of Corporate Social Responsibility (CSR)

- Corporate social responsibility is a mutual way for companies to benefit the society while benefiting them in the process.
- We cannot expect CSR to eliminate the world's problem at once because practically that's too much to expect but it can definitely do countless good to the community in which the company is operating.
- CSR is the way to show the human face of your business.
- Businesses deal with humans so you can only connect with them through human language by showing some humanity.
- For most businesses, it makes sense to get involved in progression of the community solely, depending on CSR initiatives related to your product or service.
- Businesses can get involved in the society and help it to progress by taking social initiatives on behalf of the company such as investing in education programs for the poor and street children and homeless care activities for homeless people or refugees. They can support a local charity making financial contributions in effective charitable projects.

Example Wipro's CSR activities related to education

Wipro is a firm believer of the fact that education is the most significant enabler of social change gateway for a better society. Over the years, they have partnered with a vast network of 118 educational organizations in India. They have set up about 181 school improvement initiatives and educational projects.

Here are some of Wipro CSR Activities and flagship projects in the field of education:

Through educational CSR, Wipro has proactively reached out to state and central government educational reforms to make contributions at various levels. Their work makes lives of 50000 children better across Pune, Bengaluru, Hyderabad, Kolkata, Mumbai and Chennai.

Magic Bus, Bangalore – Commenced in the year 2013, the Magic Bus project is making a positive impact on children in Sarjapur, Bangalore. This project has taken up the sensitization of 500 children in the area on the importance of gender issues, education and personal health and hygiene. It has also brought up 20 youth leaders from the community that would be trained to take up leadership roles. The project enables a few of the world's low-income families to come out of poverty. The project is based on a mentoring model and has a sports-based curriculum.

Every Child Counts Campaign, Pune – The campaign runs on the agenda of enrolling children in the age group of 6 to 7 in schools in Pune. An NGO working for the education of children of marginalized communities at construction sites for over 20 years, Door Step School, noticed that there's a large number of children who were out of school. Then, along with Wipro Cares came up with Every Child Counts Campaign to address this alarming concern.

Towards Future, Kolkata – Wipro Cares, in association with an NGO called Towards Future, set up learning and schooling opportunities for urban poor. Through this educational CSR by Wipro, they aim to make children go to regular schools and they also provide them with nutrition supplements. This learning centre is called 'Back to the Future' and helps children of immigrant labourers, brick kiln workers and various other marginalized communities. This is based in Kalikapur in Kolkata.

Ashray Akruti, Hyderabad – Wipro Cares work with Ashray Akruti, a non-profit school for people with hearing disabilities, by providing them trained school staff. The school also supports the education of underprivileged children. The teaching staff provided by Wipro is prepared to meet the needs of children with hearing disabilities. They've supported about 200 such students and helped them become independent and contributing citizens of India.

ROCKFund is an employee-initiated project established in 2001. It was set up by the Wipro employee with the intent to contribute to the education of girls. The initiative supports deserving girl students from economically challenged backgrounds and supports them financially through class 10th.

Ananda Vidyalaya, Gurgaon – Based on the 'Right to Education' bill, this CSR by Wipro takes care of underprivileged children, their education and holistic development. It supports more than 100 students who were their right to education for various reasons. It serves children coming from all religions, race, gender and ethnicity.

What are Benefits of Corporate Social Responsibility (CSR) towards Society?

- When businesses decide to make positive contributions to the society they are actually benefitting the company in the process.
- The companies benefit through lower operating costs, increased sales and customer loyalty, greater productivity, gaining ability to attract and keep skilled employees, getting access to more capital through more willing investors etc .
- CSR is the thoughtful and practical way to give back to the society.
- When businesses are walking extra miles to do good to the people, do good to the environment and society.

- CSR has strong and direct impact on business performances as well. According to, CSR RepTrak® studies, if businesses improve their CSR perception, chances are higher that consumer recommendation will go up to 9% for the company.
- Contributing to social value has become the first and foremost condition to creating a successful business. Companies need to establish themselves as socially responsible and good corporate citizens to add greater value to their business.

Value Diversity and Building Relationships

What is Culture?

- "Culture" refers to a group or community which shares common experiences that shape the way its members understand the world.
- It includes groups that we are born into, such as race, national origin, gender, class, or religion.
- It can also include a group we join or become part of.
- For example,
It is possible to acquire a new culture by moving to a new country or region, by a change in our economic status, or by becoming disabled. When we think of culture this broadly we realize we all belong to many cultures at once.

Why is culture important?

- Culture is a strong part of people's lives.
- It influences their views, their values, their humour, their hopes, their loyalties, and their worries and fears.
- So when you are working with people and building relationships with them, it helps to have some perspective and understanding of their cultures.
- We as humans have so much in common.
- We see the world differently and look forward for different adventures for the day.
- We as humans have the impetus to learn, have hopes, dreams and also have the experience of facing fear and pain.
- We can't pretend that our cultures don't matter. We can't gloss over our differences but pretend that discrimination doesn't exist.

Why is understanding culture important?

- The world is becoming increasingly diverse and includes people of many religions, languages, economic groups, and other cultural groups .
 - It is becoming clear that in order to build communities that are successful at improving conditions and resolving problems, we need to understand and appreciate many cultures, establish relationships with people from cultures other than our own, and build strong alliances with different cultural groups.
 - In order to build communities that are powerful enough to attain significant change, we need large numbers of people working together. If cultural groups join forces, they will be more effective in reaching common goals, than if each group operates in isolation.
 - Each cultural group has unique strengths and perspectives that the larger community can benefit from. We need a wide range of ideas, customs, and wisdom to solve problems and enrich community life.
 - Bringing non-mainstream groups into the center of civic activity can provide fresh perspectives and shed new light on tough problems.
 - Understanding cultures will help us overcome and prevent racial and ethnic divisions.
 - Racial and ethnic divisions result in misunderstandings, loss of opportunities, and sometimes violence.
 - Racial and ethnic conflicts drain communities of financial and human resources; they distract cultural groups from resolving the key issues they have in common.
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- People from different cultures have to be included in decision-making processes in order for programs or policies to be effective.
 - The people affected by a decision have to be involved in formulating solutions-- it's a basic democratic principle.
 - Without the input and support of all the groups involved, decision-making, implementation, and follow through are much less likely to occur.
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- An appreciation of cultural diversity goes hand-in-hand with a just and equitable society.
 - For example, research has shown that when students' cultures are understood and appreciated by teachers, the students do better in school. Students feel more accepted, they feel part of the school community, they work harder to achieve, and they are more successful in school.

Diversity Issues When Developing Work Relations with Colleagues

➤ **Language**

- The challenges of working in a multi-lingual environment are many.
- Accents, for one, can make it very difficult to understand what the other person is saying.
- Multiple languages being spoken in the workplace can be another source of tension.

➤ **Differences in Values and Etiquette**

The primary value that distinguishes American culture from much of the rest of the world is America's emphasis on the individual over the group. We tend to reward individual effort, emphasize individual responsibility, and give credit for individual achievement. By contrast, 70 percent of the rest of the world is more concerned with the needs and responsibilities of the group. Members of what are called "collectivist" cultures live their lives for the good of the group. Perhaps, for example, you have encountered colleagues who seem uncomfortable when complimented in front of others or when selected for the honour of "worker of the month." Maybe you know someone from a group-oriented culture who refused a promotion because she was uncomfortable being elevated above the group. As you study diversity further, you will gradually see that group versus individualistic cultural differences can affect a wide-variety of workplace relationships.

➤ **Tone of voice**

The tone of voice differs from culture to culture. There would have been instances wherein you would have felt that the other person who belonged to a different culture seems rude and demanding. Later on you would have felt they are not so after all. The tonal structure of a language varies and people tend to get more accustomed to the tonal structure of their language that they find it difficult to sound differently when they speak the official language.

➤ **Clustering**

It is a habit where people tend to hang around and relate more with people of their own likeness. Although this may not look harmful it would create an impression of excluding the others from the group and even racism. This can be misinterpreted as we are better than the others outside the group.

➤ **Communication**

Verbal and non verbal communication can be misunderstood in cross cultural relationships. For example, even a foreign-born colleague fluent in the English language can misunderstand English words because of regional accents,

dialects, slang or speech impediments. Non-verbal communication such as how a person sits or uses eye contact also can be misinterpreted between colleagues of different cultures unless colleagues can learn about each other's specific communication styles.

➤ **Tolerance**

Racial and cultural resentments can be toxic issues in the workplace. For example, insensitive comments or assumptions about someone based on a stereotype can hurt a working relationship or get you in trouble, even if done naively or through just kidding around. Part of the American culture is to be outspoken and assertive, which are useful traits until what we say and how we say it to a colleague comes off as offensive. How colleagues of different cultures or sub-cultures dress, wear their hair, greet people or carry themselves can also be confusing or spark unfair judgment in a workplace.

➤ **Religious Issues**

Religious differences can be a deeply personal diversity issue among co-workers. Talking about religion in a workplace or business setting can cross ethical or legal lines. Still, religious differences need to be understood even in seemingly benign interactions such as a colleague refusing your drink offer after work because his religion forbids consuming alcohol. Respecting colleagues' religious beliefs, especially when they're different from yours, can help you avoid awkward or negative conflicts and improve working relations.

➤ **Workplace Issues**

Cultures can differ widely on ways to interact with authority figures at work. For example, cultural influences can compel a foreign-born employee to respect his boss's ideas and choices without question. To the manager who expects challenges and feedback from employees, the submissive behavior can be interpreted as if the worker is too passive or disengaged. Issues also can arise from cultural differences regarding decision-making, learning, disclosing information, resolving conflict or completing tasks.

➤ **Overcoming Issues**

Showing respect in small ways can build trust despite diversity. For example, learn how to call a colleague by his name with correct pronunciation or to say "good morning" or "thank you" in a person's native language shows respect. Such effort shows appreciation for foreign colleagues and the challenges they go through in learning new languages and adapting to new ways. Setting aside your beliefs, assumptions and judgments to see through other's cultural lenses can help you overcome diversity issues with colleagues.

Why have good relationships?

- Human beings are naturally social creatures – we crave friendship and positive interactions.

- So it makes sense that the better our relationships are at work, the happier and more productive we're going to be.
- Good working relationships give us several other benefits:
- Makes our work enjoyable.
- Also, people are more likely to go along with changes that we want to implement, and we're more innovative and creative.
- Good relationships give us freedom: instead of spending time and energy overcoming the problems associated with negative relationships, we can, instead, focus on opportunities.
- Good relationships are also often necessary if we hope to develop our careers.
- We all want to work with people we're on good terms with.
- We also need good working relationships with others in our professional circle. Customers, suppliers and key stakeholders are all essential to our success.

Defining good relationship

There are several characteristics that make up good, healthy working relationships:

- **Trust:**
 - It is the foundation of a good relationship.
 - Trusting your colleague helps you establish a powerful bond that helps you work and communicate more effectively.
 - On trusting people you work with you can be open and honest with your thoughts and actions.
- **Mutual Respect:**
 - When you respect the people who you work with, you value their input and ideas, and they value yours.
 - Working together, you can develop solutions based on your collective insight, wisdom and creativity.
- **Mindfulness**
 - This means taking responsibility for your words and actions.
 - Those who are mindful are careful and attend to what they say, and they don't let their own negative emotions impact the people around them.
- **Welcoming Diversity**
 - People with good relationships not only accept diverse people and opinions, but they welcome them.

- For instance, when your friends and colleagues offer different opinions from yours, you take the time to consider what they have to say, and factor their insights into your decision-making.

➤ **Open Communication**

- We communicate all day, whether we're sending emails and IMs, or meeting face to face.
- The better and more effectively you communicate with those around you, the richer your relationships will be.
- All good relationships depend on open, honest communication .