PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

BANGALORE

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

A Project Report

On

"Good Work Connect- Corporate Social Responsibility Web Portal"

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1. INTRODUCTION

The concept of corporate social responsibility holds that businesses should give back to the community by taking into account its social and environmental effects. CSR offers many benefits to businesses. The first way is by improving how people see its brand. When customers or clients discover proof that a company is socially responsible, they are more likely to respond positively. Examples of CSR components include promoting charitable giving, volunteerism, aiding local communities, enhancing labour laws, volunteer in wildlife conservation programs, ensuring equality and diversity in workplace, funding non-profits. Through the same platform, it will be simple for many firms to connect with one another. This project aims to develop a common CSR portal. Maps for CSR are visual representation of various data layers to company's CSR activities that are merged to discover areas for development. You will find a link in this map that guides you to information about the event's location.

2. LITERATURE REVIEW

[1] Corporate Social Responsibility Practices – A Study Of Select Large-Scale Companies, Dr. Vrushali Rajaram Kadam, International journal Of Multidisciplinary Educational Research Issn:2277-7881; Impact Factor :6.514(2020); Ic Value:5.16; Isi Value:2.286 Peer Reviewed And Refereed Journal: Volume:10, Issue:1(6), January :2021

The corporate world cannot disregard the idea of corporate social responsibility (CSR) in the current worldwide environment. Companies must modify their work cultures to meet market needs while taking into account the shifting market conditions. Indian businesses are not at all falling behind in this effort, and some are even moving forward with it. The phrase "corporate social responsibility" describes a company's efforts to support the needs and well-being of society. According to the provision of the new Companies Bill, significant corporations are required to invest 2% of their annual net income in CSR initiatives. The purpose of this Bill is to force businesses to fulfil their social obligations to their stakeholders, including the government, the general public, and their customers.Moreover, strengthen the company's economic growth. In the current global period, this study article aims to explain the significance of corporate social responsibility. Additionally, it paints a picture of the CSR priority areas in which large-scale businesses are engaging in their operations more actively.

[2] Nadia Reckmann, Contributing Writer, Updated Feb 22, 2023, Businesses that practice corporate social responsibility aim to improve their communities, the economy or the environment.

Corporate social responsibility, or CSR, is a type of self-regulation that represents a company's accountability and commitment to advancing communities and society through various environmental and social initiatives.

The perception of a company's brand, its appeal to clients, staff, and investors, the retention of top talent, and its general performance in business are all significantly influenced by corporate social responsibility. Environmental programmes, charitable work, ethical labour practises, and volunteer work are the four categories of CSR actions that a business can take.

[3] Corporate Social Responsibility (CSR): A Literature Review Hussam Al Halbusia*& Shehnaz Tehseenb, Malaysian Journal of Business and Economics Vol. 4, No. 2, 2017, 30 – 48 ISSN 2289-6856 (Print), 2289-8018 (Online)

This paper attempts to provide an overview of the subject and the effects of corporate social responsibility (CSR) on employees' attitudes and behaviour. However, it is clear that different academics continue to approach the idea of CSR from various angles. Milton Friedman was the first academic to publish a piece on corporations' obligations in 1970. Following that, academics began to examine the CSR concept in greater detail and moved away from the general discussions about the legitimacy of CSR to various views in order to gain a deeper grasp of the concept. However, the majority of studies on CSR that have been done have a macro view and place a lot of attention on the connection between CSR initiatives and financial performance.

[4] "CORPORATE SOCIAL RESPONSIBILITY (CSR) IN INDIA- ISSUES AND CHALLENGES", Mr. Ravindra Kumar,Research Scholar, Ms. Preeti Ruhela , Research Scholar,Palarch's Journal of Archaeology Of Egypt/Egyptology 18(4). ISSN 1567-214x, PJAEE, 18(4) (2021)

Since it has established enduring relationships with society as a whole in response to the growing socio-regulatory pressures, CSR has become an important topic of public policy and has taken centre stage in the Indian business landscape. According to the social responsibility thesis, both organisations and individuals have a duty to take action that will benefit society as a whole. Every person and organisation has a responsibility to uphold social responsibility in order to preserve the equilibrium between the economy and the environment. 'Social Responsibilities of Business' by William contains the first usage of the term "corporate social responsibility." In 1953, Bowen. In India, there has been a consistent close company involvement in societal concerns for national development, known as social responsibility or charitable donations, philanthropy, and service to community, industrial welfare, and now specifically referred to as CSR. Human resources are considered to be the foundation of all economic activity. This study's primary goal is to learn more about how future business leaders in India feel about corporate social responsibility (CSR). Long before corporate social responsibility (CSR) gained popularity, corporations like Tata and Nestle have been practising it in India. Despite having such great, renowned precedents, corporate social responsibility (CSR) is still in its infancy in India. These Corporate Social Responsibility (CSR) initiatives are being superficially carried out by numerous prominent firms.This research report is based on the discovery and analysis of the problems and difficulties that India's Corporate Social Responsibility (CSR) initiatives have to deal with.

[5] Analyzing the Role of Corporate Social Responsibility for Sustainable Environmental Performance: Mediating Roles of Environmental Strategy and Environmental Outcomes, Xiaodong Wang1 and Weijun Bian1,2, 1 School of Humanities and Social Sciences, Xi'an Jiaotong University, Xi'an, China, 2 School of Literature and Business,Xi'an Siyuan University, Xi'an, China, Jun 2022, Volume 13, Artical 906610.

As a case study, this study uses data from 415 small and medium-sized firms (SMEs) in China to explore the connection between corporate social responsibility (CSR) and environmental performance. We discovered that CSR significantly and directly influences environmental performance (EP), and that it positively correlates with environmental strategy (ES) and environmental outcomes (EO), both of which enhance environmental performance, acting as a significant mediating factor

between CSR and environmental performance. Our research will be helpful to general managers and policy makers of SMEs by offering a useful model for managing CSR, ES, and EO to achieve sustainable environmental performance. To improve long-term environmental performance, it can specifically help general managers of SMEs by increasing their internal resources including CSR, ES, and EO.

2. OBJECTIVES

- To create a common web portal to connect corporate and various organization to enhance CSR activities.
- To offer CSR-related help in the areas of research, training, practise, capacity building, standard setting, activity rating, monitoring, and recognition.
- To encourage the sharing of knowledge and concepts among diverse stakeholders in order to create a framework for enhancing CSR initiatives.
- To encourage any further direct or indirect support for initiatives that seek to advance CSR practises.
- To compile a list of reliable implementing organisations with which donor organisations and corporate entities can cooperate and work.
- To conduct activities relating to public health, environment and employment enhancing.
- CSR attempts to address social concerns and enhance the wellbeing of people and communities in order to have a beneficial impact on society. Initiatives pertaining to diversity and inclusion, community development, poverty reduction, education, and healthcare may be included in this.
- Environmental Sustainability: CSR works to reduce the company's operations' negative environmental impacts and to advance sustainable practises. This can involve making steps to cut greenhouse gas emissions, preserve natural resources, support renewable energy sources, and put in place programmes for ethical waste management and recycling.
- Engagement of Stakeholders: CSR seeks to forge enduring and fruitful bonds with stakeholders like staff members, clients, suppliers, communities on the local level, and shareholders. CSR improves the business's reputation, credibility, and long-term viability by involving stakeholders and addressing their issues.
- Ethical Business Practises: CSR aims to advance and uphold moral principles in all facets of the business' operations. This entails promoting an environment of honesty, just labour practises, ethical sourcing, and openness in corporate interactions.
- Long-Term Value Creation: By incorporating social and environmental concerns into the business plan, CSR aims to create long-term value for the organisation and its stakeholders. CSR may improve brand differentiation, innovation, employee satisfaction, consumer loyalty, and financial performance by tackling societal issues.

3.PROPOSED METHOD

- Creating a responsive web portal through suitable dashboards for user and admin access.
- Developing a CSR Web Portal using scripts like HTML, CSS, Bootstrap, Jquery, Java Scripts Technologies, Php and Mysql database.
- Create a modules for CSS activities: adding users to the portal, register corporate to the portal, adding events of CSR, register for activities, common discussion, view information and other activities.
- Creating suitable database to store different categories of data and writing sql queries for easy access.
- Ensure testing of the portal through software testing standards.
- Identify Stakeholders: Starting by figuring out who the company's major stakeholders are. Employees, clients, suppliers,

local communities, and shareholders are just a few examples of these stakeholders.

- Designing CSR efforts that meet their needs requires an understanding of their expectations and concerns.
- Set Goals and Targets: Create definite, measurable goals and targets for your CSR projects based on the materiality evaluation. These objectives must to be in line with the Sustainable Development Goals (SDGs) of the UN or other pertinent frameworks that deal with social and environmental problems. Develop and put into action specific CSR efforts in line with your objectives.
- These programmes can cover a wide range of activities, including as lessening the impact on the environment, encouraging employee wellbeing, aiding small communities, or improving supply chain sustainability.
- Make ensuring that appropriate budgeting, monitoring, and resource allocation processes are in place. Search for chances to collaborate and form relationships with other businesses, NGOs, or governmental bodies.
- Collaboration enables you to more effectively address challenging societal and environmental issues by utilising collective resources and knowledge.

Software Requirements

Front End: HTML, CSS, Java Script, JQuery
Frame work: Bootstarp for Responsive Deign
Backend: PhP, Javascript
Database: MySql
Software: Sublime Text Editor

Hardware Requirements

Operating System: Windows OS 8/10,
RAM: 8GB
Processor: Intel I5/I7

4. METHODOLOGY

4.1 CSR Architecture:

The design or structure that a company creates to include socially responsible practises into its overarching business plan is known as corporate social responsibility (CSR) architecture. This architecture entails the measures a business implements to make sure that its operations are ethically sound, socially responsible, and environmentally sustainable.

To deal with the social, environmental, and economic effects of a company's operations, its stakeholders must be identified, including its workers, clients, suppliers, and the areas in which it operates. It also involves creating performance indicators and reporting systems to monitor and share the company's advancement towards realising its CSR objectives.
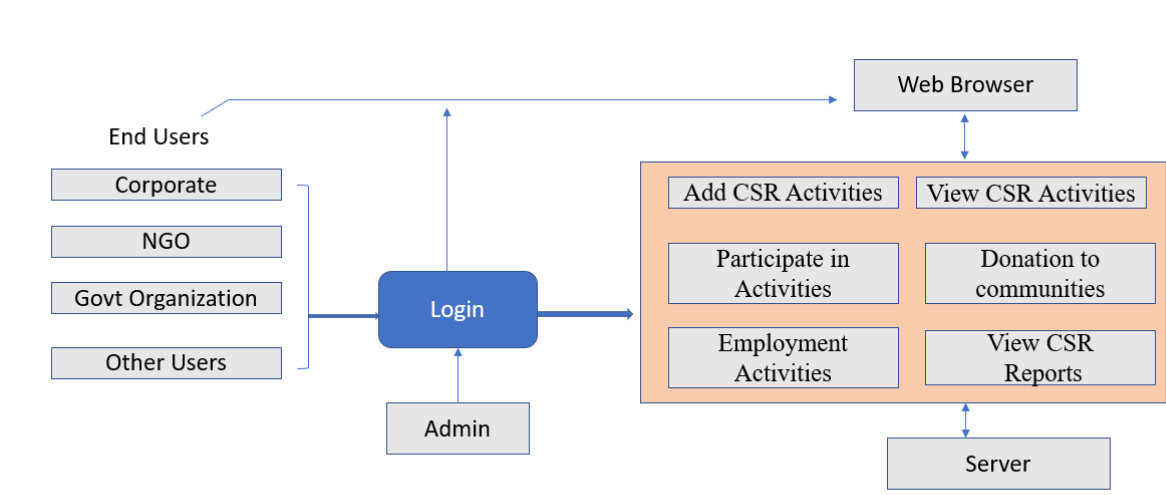
4.2 Architecture Diagram

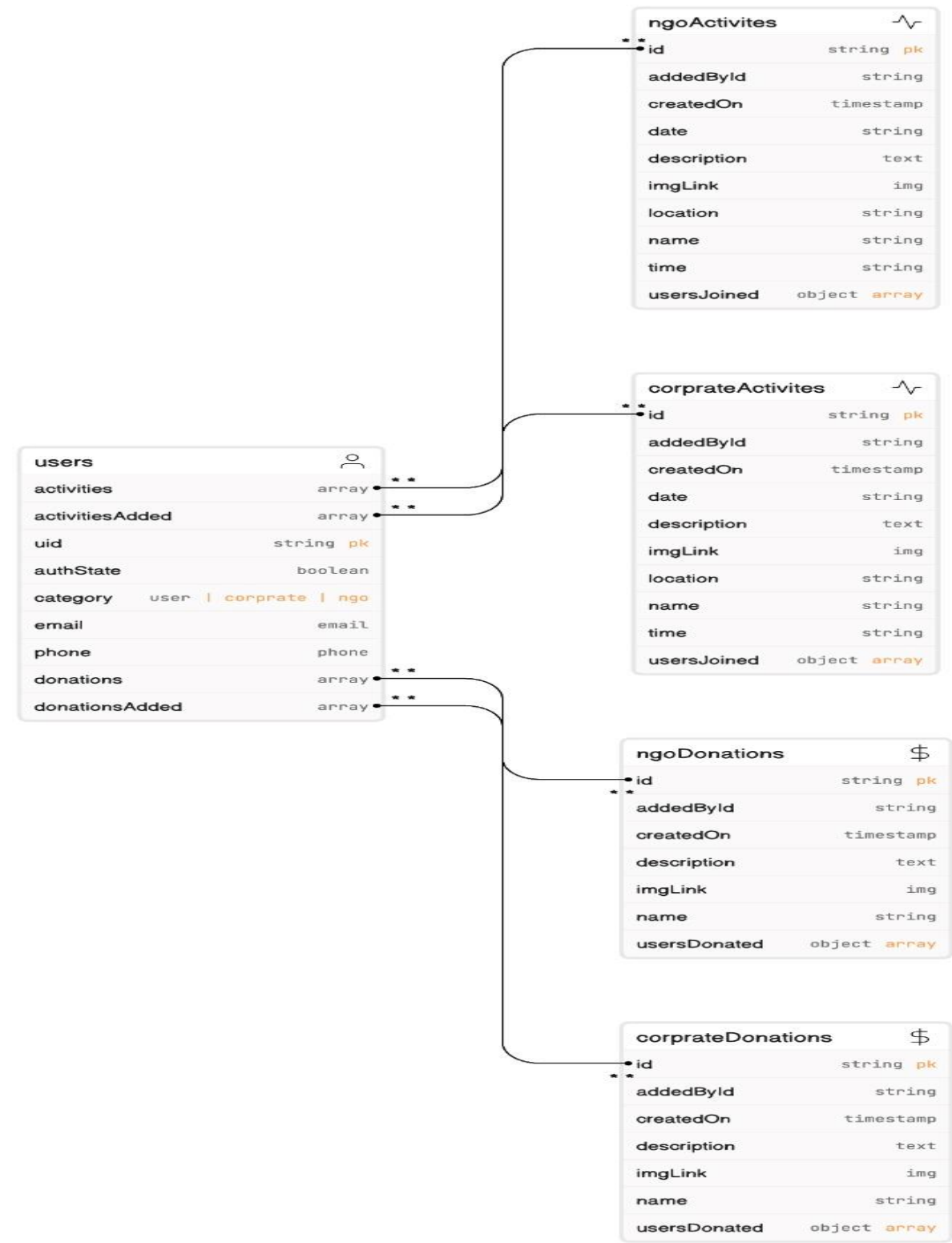Figure: 4.1 CSR System Architecture

4.3 Database Architecture

Figure: 4.2 Database Architecture

5.OUTCOMES

Enhancing brand reputation: Implementing CSR initiatives can improve a company's reputation and brand image, which can lead to increased customer loyalty and trust.

Improving employee morale and productivity: CSR initiatives can boost employee morale and motivation, as they feel they are contributing to something meaningful and important. This can lead to increased productivity and reduced employee turnover.

Mitigating risks: By taking a proactive approach to CSR, companies can reduce the risk of negative impacts on their business from issues such as social or environmental concerns, regulatory compliance, or reputational damage.

Cost savings: Implementing sustainable and socially responsible practices can result in cost savings by increasing productivity and reducing waste.

Accessing new markets: Consumers and investors are becoming more interested in supporting companies that prioritize CSR, which can provide opportunities for businesses to enter new markets and attract new customers.

6. CONCLUSION

Corporate Social Responsibility (CSR) is a key element of business, with organisations accepting accountability for their effects on the environment and society. Businesses can improve their reputation, boost productivity and employee morale, reduce risks, lower costs, and gain access to new markets by implementing CSR programmes. CSR is crucial for business sustainability and growth, as well as for societal and environmental well-being. Therefore, in order for businesses to have a positive impact on the world, they must establish and put into action CSR plans that are in line with their beliefs and objectives.

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[1] Corporate Social Responsibility Practices – A Study Of Select Large-Scale Companies, Dr. Vrushali Rajaram Kadam, International journal Of Multidisciplinary Educational Research Issn:2277-7881; Impact Factor :6.514(2020); Ic Value:5.16; Isi Value:2.286 Peer Reviewed And Refereed Journal: Volume:10, Issue:1(6), January :2021

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