

# **SOCIAL RESPONSIBILITY**

**Dr. C. Subathra**



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# **SOCIAL RESPONSIBILITY**

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M.Com., M.Phil., PGDHRM, M.A (Soc.), M.Sc (Psy.), UGC-NET, Ph.D.,  
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Affiliated to Manonmaniam Sundaranar University,  
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Email: drcsubathra@gmail.com, Contact: 95852 12775

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[www.mayaspublication.com](http://www.mayaspublication.com)

[maya1984kannan@gmail.com](mailto:maya1984kannan@gmail.com)

[mayaspublication@gmail.com](mailto:mayaspublication@gmail.com)

+919655933100



## EDITORS' MESSAGE

Corporate Social responsibility can be said to be the obligation on the part of business enterprises to protect and promote society's welfare. The activities of businesses should be organized in such a way that the society is benefited and not affected. Business enterprises exist to satisfy needs of the society. It is the society that provides them the inputs and serves as the market for their produce. In other words, all business enterprises are dependent on the society. Therefore they should ensure that they keep the interest of the society as their most important consideration in all their decisions and actions. The basic requisites expected in this regard are trust, honesty, integrity, transparency and compliance with the laws of the land.

Corporate or business is not run by machine or robot, it is run by human being viz., Chairman, Secretary, Directors, CEO and various other stakeholders, they are all individuals. These individuals have their contribution in the implementation of Social responsibility, thus the corporate responsibility can also be termed as Individual social responsibility. Every individual must be responsible for his/her actions. It is the moral responsibility of everyone to act in such a way that they do not affect people/environment around them. Every individual should be committed towards upliftment of their society. Individual, instead of giving importance to material means should focus on welfare of others, Individual social responsibility can only function if individual rise above the self-interest and opt for options which will benefit a large number of people. It is not only about Committing acts of charity, working for the communities where there is material interest, But also a Philanthropic behavior of an individual and an individual being ethical (integrity, honesty) in his/her dealing with Human and Nature.

Research and analysis on Social responsibility will help create every human being to understand his/her responsibility towards the society. Research is not just an imperative, but a need. It gives them learning through study. Only a responsible citizen can make our country responsible. Every individual must be responsible towards their society, called Social Responsibility. Thus, the editor took an initiative to publish a book on "**SOCIAL RESPONSIBILITY**". I convey my Special thanks to 'Mayas Publication' for acting as a publishing house of this book, a deep sense of gratitude to all the Research scholars and Academicians for showing interest to contribute articles on Social Responsibility. I Hope this book will be a base to through lights on further research on "**Social Responsibility**" among Individual.

**Dr. C. SUBATHRA  
(Chief Editor)**



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# ***ENVIRONMENTAL PROTECTION AND CORPORATES***

## ***A STUDY WITH SPECIAL REFERENCE TO CSR OF DABUR INDIA LIMITED***

**\*ARYA. K**

M.Com (S2), Department of Commerce,  
University of Kerala, Karyavattom

### **Abstract**

*Business units' takes resources from the environment and employs in their production process for deriving economic benefits. As such, it has a moral responsibility to return back in the form of environmental friendly products and services. In the present scenario, mere economic benefits are insufficient to gauge the overall performance of an entity. Therefore corporate today undertake many activities as part of the Corporate Social Responsibility as per Schedule VII of the Indian Companies Act, 2013. One such dimension is environmental protection or conducting business in a sustainable manner. Dabur India Limited is the fourth largest FMCG Company in the world which traditionally binds its business activities to the best interest of the society and ensures environmental conservation. The various initiatives launched by the company includes 'Back to Nature', Medicinal Plant Project in Benepa in Nepal, Pant agar Greenhouse Project, Key long Valley Project, Wasteland to Farmland, Optimal Utilisation of Land resources, Saving trees from untimely death, Desert Bloom etc, which was undertaken by the company from 2011-17 for environmental protection.*

**Keywords:** *CSR, Environmental Protection, Dabur India Ltd, Initiatives.*

## I. INTRODUCTION

Business is an economic unit which is undertaken for the purpose of earning revenue by producing goods and rendering services to the society in a sustainable manner. In an increasingly fast moving world, the need for environmental protection is emerging as an indispensable responsibility of corporate entities. As the business takes resources from the environment, it has a moral responsibility to serve the society in an acceptable manner. As a result, companies are becoming environmental conscious in its operations. The emphasis on ‘Go Green’ is gaining popularity in the present scenario.

In the contemporary era, ‘Environmental Regulations’ are given more priority. For example, the Clean Water Act limits the amount of waste businesses can produce that ends up in water. Some businesses follows additional regulations such as oil companies getting approval for new offshore oil-wells, and coal companies proving information to the Government about environmental and safety practices.

Another sustainable act by corporate is through the use of ‘green Energy’ which reduces the impact on environment by decreasing waste or reducing the use of fossil fuels. For example: Wind turbines, electric cars and solar energy. Using ‘Green Models’ by corporate acts as a role model for environmental protection to the society as well as such compliance with rules encourages them through certain benefits of tax reduction.

Another important role that a corporate entity can play in environmental protection is through ‘effective waste management’. By using recycled products, business concerns can reduce the impact of waste disposal in the environment. Also, use of reusable paper bags can be encouraged. Wherein the use of plastic bags may be charged additional price. Waste bins separating degradable and non-degradable waste can be set up in the factory premises itself, so as to tackle this problem to an extent.

Undertaking of promotional activities by corporate entities such as sponsoring a community garden or conducting workshops emphasising on environmental protection or offering customers, a free or discounted item for bringing in a recyclable bag or box etc.

## **II. OBJECTIVES**

1. To identify the importance of corporate entities in environmental protection.
2. To identify the initiatives taken through projects.

### **Methodology used in the Study**

The study is descriptive in nature. The sources from which data are collected are purely secondary, through the formal reports of the company.

### **Significance of the Study**

In the fast changing world, care for the mother Earth is gaining popularity day-by-day. Since business entities takes resources from the environment, it has a moral and ethical responsibility to serve in the best interests of the society, especially through providing environmental friendly products. Thus, corporate entities have a leading role in protecting the environment.

### **Scope of the Study**

The study is limited to the projects initiated as part of environmental protection by ‘Dabur India Limited’ the fourth largest FMCG company in the world. The study is limited to the data available from the ‘Business Responsibility Report of 2011-17.

### **Statutory requirement for corporate entities**

As per the guidelines of the Ministry of Corporate Affairs, the regulator of stock market, “Securities and Exchange Board of India” (SEBI) has made it mandatory for corporate entities to report periodically on “National Voluntary Guidelines on Social, Environmental and Economic responsibility of business. The motive behind such reporting is to embrace “People, Planet, Profit” approach in a sustainable manner.

Also, as per the concept of Corporate Social Responsibility, every company having annual turnover exceeding 1000 crore or

more, net worth of 500 crore or more, a net profit of 5 crore or more during any financial year shall constitute a CSR Committee where such company needs to spend at least 2% of its average net profit of immediately preceding three financial years on CSR activities. It should be as per Schedule VII of The Indian Companies Act, 2013.

### **Dabur India Limited –Company Profile**

Dabur India Limited is the fourth largest FMCG company in the world which pays its prime concern in health care, personal care and foods. The company conducts its business such that it provides to its customers, nature-based solutions for a healthy and holistic lifestyle. The company possesses two major strategic business units ‘Consumer Care Division’ and ‘Consumer Health Division’. The company also possesses three subsidiary group companies – Dabur Foods, Dabur Nepal and Dabur International. Their products are marketed over 50 countries.

### **Perspective towards Environment**

The company believes growth through sustainability wherein the business activities are conducted in such a manner which reduces the total environmental impact. The company is cautious in identifying eco-friendly raw materials without which Ayurveda wouldn’t ever have been possible.

### **Projects initiated for Caring the Environment**

#### **Back to Nature**

The company values nature’s bounty without which the company’s vision “dedicated to health and well-being of every household “would not have been fulfilled. The company aims at recognising the importance of evaluating value chain’s use of ecosystem elements. This forms the reason to unfailing commitment to ecological conservation and regeneration. The final products of the company are derived from rare herbs and medicinal plants. The company has initiated some programmes for ecological regeneration and protection of environment.

### **Medicinal Plant Project – Banepa – Nepal**

This project is initiated in the mountain regions of Nepal. The company aids the local farmers with modern scientific support for cultivation and processing of these plants. The company makes an arrangement to buy the harvested crops at the prevailing market price from the farmers. This system of contract cultivation helps the company attain a resource base for their raw materials as well as assures the community, a sustained source of income. The project has established satellite nursery centres at high altitude regions like Marpha, Manang and Jumla. Also plantation for various medicinal herbs like Taxus, Akarkara, Chiraito have been developed. The company has also set up State-of-the art greenhouse at Benepa to produce saplings under controlled environmental conditions. The environment is controlled by automatic computer system that constantly monitors changes within the greenhouse.

This is maintained under the project “Plants for Life” where the greenhouse maintains the highly critical environmental parameters required for their survival. The company develops and supplies quality sapling of more than 20 herbs, out of which 8 are endangered.

In a nutshell, the company created an effort to bring together the local community and private enterprises to sustain the livelihood of mountain people, provide a source of raw materials and conserve natural resources. Also, for maintaining ecological balance, the company has spread ‘satellite nurseries’ across mountain villages and contract cultivation of medicinal plants.

The success of the project is revealed through the self-sufficiency of the key ingredient “Akarkara” of Chyawanprash which was brought in by the company to the Himalayan kingdom from Morocco.

### **Pantnagar Greenhouse Project**

The company has set up Jeewanti Centre of Medicinal Plant in Pantnagar, Uttarakhand. The literal meaning of the word ‘Jeewanti’ is ‘contributing to life’. This is also the Sanskrit name of

a medicinal plant ‘Leptadenia Reticulla’ which was traditionally used to promote lactation in nursing mothers.

The aim of the project is to produce seeds and seedlings of endangered medicinal plants which are provided to farmers and forest-based communities to sustain biological diversity. This project is situated near Pantngar which is spread across 16 acres of land. Jeewanti holds regular training programmes for the community participants as well as for students of various disciplines.

### **Keylong Valley Project**

This initiative emphasises on a contract farming agreement with 135 farmers under which the company identified three important medicinal plants for cultivation. A co-operative society has been formed as a part of the joint initiative of farmers. The society buys the harvested crops from the farmers and reimburses immediately. Later, the society sells the harvest to the company (Dabur). Since, most of the crops possess a three-year life; the company has arranged to deploy a small portion of the farmer’s land for cultivating these plants. This ensures regular return to farmers. The smaller plot allotted to the farmers helps them generate additional revenue. Due to this initiative by Dabur, there has been an increase in 30% more return to the farmers.

### **Wasteland to Farmland**

The project aims in converting the wasteland to a cultivable land which is spread across 140 acres of wasteland in Sandila, which is located 70 km from Lucknow. The company is presently growing three key plants including Bhrami and Mushtak. The company uses the entire production from this wasteland as raw materials. The company uses scientific methods such that it is environmental friendly.

### **Optimal utilisation of Land Resources**

In this twenty first century where rural areas are transforming itself to urban as well as due to industrialisation, land resources are becoming scarce day-by-day. In the present scenario, one such initiative of the company is through ‘roping mango

orchard' owners near Sandila in order to cultivate low-value but endangered crops. As such, a demo unit has been developed by the company to promote overall economic feasibility of such process to the owners. Another initiative took by the company in Barabanki district in Uttar Pradesh where farmers are encouraged to cultivate Guduchi, another important ingredient of their product 'Chyavanprash'. In a year, the farmers were able to supply to the company nearly 20 MT of the ingredient.

### **Saving Trees from Untimely Death**

Sensitive plant parts like bark and heartwood of mature trees need to be harvested for medicinal purposes. Due to exposing of the cut out parts, the trees are found to be on the verge of extinction. Saving from such explosion requires some scientific study which was done by Dabur in collaboration with the University of Hyderabad and Punjabrao Deshmukh Krishi Vidyapeeth (Aloka). The primary objective of the project was to discover alternative plant parts for 5 tree species where the bark is collected for medicinal purposes. The study was done by the Department of Forests in the states of Gujarat, Orissa, Maharashtra, Chhattisgarh and Andhra Pradesh.

### **Desert Bloom**

The company targets on maintaining land resources of both extremes of the country from the cold mountain deserts of Himachal to the hot plain deserts of Rajasthan through cultivation of medicinal plants. The project aims at aiding the farmers with scientific methods of cultivation and good agricultural practices. In order to tackle the problem of water scarcity, drip irrigation has been introduced for irrigation purposes.

### **III. FINDINGS**

1. Corporate entities play an important role in the environmental protection through various initiatives.
2. Dabur India Limited is a traditional company emphasizing on environmental protection from long ages.

3. Corporate entities are to follow guidelines as per SEBI for envt protection.

#### **IV. SUGGESTIONS**

- Separate provisions could have been made for disclosing financial information in books of accounts for accessing environmental promotion.

#### **V. CONCLUSION**

- Dabur India Limited, the 4<sup>th</sup> largest FMCG company is an important contributor towards the environmental protection in the present scenario.
- Various initiatives including the cultivation and inclusion of scarce and endangered herb species in their production process helps those herbs' existence even today.
- Unlike other companies, Dabur India Limited has a long heritage in environmental protection.

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# ***INDIVIDUAL SOCIAL RESPONSIBILITY (ISR) -ROOT OF CORPORATE SOCIAL RESPONSIBILITY (CSR)***

**\*Dr. M. P. ASHA KUMARI**

Associate Professor in Commerce

Muslim Arts College, Thiruvithancode

Affiliated to Manonmaniam Sundaranar University, Abishekapatti,  
Tirunelveli-627012, Tamil Nadu, India

## **Abstract**

The individual social responsibility includes the engagement of each person towards the community where he lives, which can be expressed as an interest towards what's happening in the community, as well as in the active participation in the solving of some of the local problems. Individual social responsibility is a moral belief where we as individuals have a responsibility towards society. Enhance the environment by adopting a beach or park to maintain and beauty. Provide a good "listening ear" for those who have problems managing personal emotions, such as feeling of separation and loss, pain and suffering, and coping with the immense of death, children without a parent of parents. There are many ways of donating goods, services or monetarily. Invest in socially responsible funds, consume green products, give blood to the "Red Cross", or give their time and life for good causes.

**Keywords:** *Individual Social Responsibility, Environment and Society*

## **I. INTRODUCTION**

Social responsibility means that individuals and companies have a duty to act in the best interests of their environments and society as a whole. Social responsibility of an individual is about becoming responsible for his/her actions that may have an effect on communities today and in the future. Social responsibility, as it applies to

Business, is known as Corporate Social Responsibility (CSR). Social responsibility is an ethical policy according to which organizations and individuals should act for the benefit of the community by protecting the interest of the underprivileged and taking into account the effects of their actions. Social responsibility can translate either into passive approach, whereby one refrains from harmful actions, or an active policy, through which one actively pursues social and environmental goals. Social responsibility is still a voluntary commitment. Governments and international institutions have provided only non-binding guidance to encourage individuals and organizations to adopt socially and environmentally responsible approaches to their actions.

### **Individual Social Responsibility**

Being socially responsible means that people and organizations must behave ethically and with sensitivity toward social, cultural, economic and environmental issues. Striving for social responsibility helps individuals, organizations and governments have a positive impact on development, business and society with a positive contribution to bottom line results. Individual social responsibility is the roots of corporate social responsibility, because a corporate comprises of individuals and hence determines the social responsibility culture it creates. This is the intermingled relationship between CSR and ISR. Individuals are becoming more socially responsible and in response to this corporations and companies need to become more socially responsible to meet consumer demand.

### **How does an individual become socially responsible?**

The individual social responsibility includes the engagement of each person towards the community where he lives, which can be expressed as an interest towards what's happening in the community, as well as in the active participation in the solving of some of the local problems. Under community we understand the village, the small town or the residential complex in the big city,

where lives every one of us. Each community lives its own life that undergoes a process of development all the time. And every one of us could take part in that development in different ways, for example by taking part in cleaning of the street on which he lives, by taking part in organization of an event, connected with the history of the town or village or by rendering social services to children without parents or elderly people. The individual social responsibility also could be expressed in making donations for significant for the society causes social, cultural or ecological. There are many ways of donating, as for example donating of goods or donating money through a bank account or online.

### **Social Responsibility of Teachers**

Teaching is one of the most important, and one of the hardest, jobs in the world. It is a teacher's responsibility to provide nurturing and welcoming learning environment for all her students, and to take seriously the position of influence that she is in. A teacher can influence what her students talk about, how they think and what they become. Social responsibility demands that a teacher not only cares about her students, she must understand how she fits into her community.

### **Equity**

Not all students learn the same way or at the same rate, but they all deserve the same chances to learn and succeed. A student with a learning disability may require extra attention than a student without a disability. It may require extra steps for a gay, lesbian, bisexual, or transgendered student to feel safe, included and supported. Equity does not mean that all students are treated fairly, inclusively and respectfully. The teacher should provide equitable opportunities for all students to develop their individual abilities, regardless of culture, socio-economic class, ethnicity, sexual orientation, or faith.

### **Unbiased Teaching**

A teacher's personal opinions must be kept out of the classroom. Politics and religion can be discussed in general terms,

but the teacher should never skew lessons to promote her own beliefs. Students must be presented with objective information so that they can access tools and knowledge to form their own decisions and think independently.

### **Social Policy in Schools**

A teacher sees first-hand how economic situations can affect a student's well-being and performance. A student from a low income family may be less likely to participate in extracurricular activities, and may have poorer grades than a fellow student from a higher-income family. As an advocate of student success, it is a teacher's responsibility to do what he can to improve conditions, whether by raising concerns to the principal, speaking to parents. Co-coordinating school programs or participating in social activism in his community.

### **Social Education**

It is not enough for a teacher to be aware of social justice issues; she also should discuss these issues with her students. Timely domestic and international topics including the inequitable distribution of wealth and power, marginalized populations, gender and social inequality, the environment, and social services should be talked about in a safe, open-minded environment. These discussions will promote tolerance and unbiased thinking in students.

### **Social Responsibility of a Home Maker**

Home maker is a person who manages a home and often raises children instead of earning money from a job. Homemaking is a mainly American term for the management of a home, otherwise known as house work, housekeeping, or household management. It is the act of overseeing the organizational, day-to-day operations of a house or estate, and the managing of other domestic concerns. A person in charge of the homemaking, who is not employed outside the home, is in U.S and Canada often called a "homemaker", a term for a housewife or a househusband. The term "homemaker", however, may also refer to a social worker who manages a household during the incapacity of the housewife or house husband.

Role of homemaker is a valuable one and necessity in many families.

### **Running the Household**

A homemaker oversees all aspects of running a household, from cleaning and maintaining the home to performing routine upkeep and minor home repairs. A homemaker often decorates the home, and creates a comfortable and inviting living environment for her family. A homemaker typically handles laundry responsibilities as well as everyday household tasks, such as doing the dishes, tidying up the house and organizing family belongings. She also plans meals for her family, creates shopping lists, purchases groceries and prepares meals.

### **Maintaining a Budget**

A homemaker typically develops, maintains and oversees the family budget. This includes handling banking, checking and household finances, as well as coordinating investments and long-term financial planning strategies. A homemaker pays household bills, prepares household taxes and keeps track of credit card statements. In her role, a homemaker is often charged with allocating appropriate financial resources as needed by the household.

### **Childcare**

In a home with children, a homemaker is tasked with keeping her family and her household organized and cared for. She is the person who provides childcare; oversees homework and school projects; and organizes social activities and extracurricular schedules. A homemaker is often the primary caregiver for infants and school-aged children who coordinates and facilitates play dates, outings and other appropriate social activities.

### **Household Errands**

It takes a lot to keep a household running smoothly, and a homemaker is often charged with running everyday errands. She may make trips to the post office, dry cleaners, bank and car maintenance shops. She is likely the person to take pets to the vet

for checkups and children to the doctor for medical evaluations, and is usually responsible for transporting kids to and from activities. A homemaker is still responsible for overseeing and managing the household tasks she doesn't take on herself. For example, she may arrange for home repairs, manage house staff, and coordinate service and repair calls.

### **Social Responsibility of a Doctor**

A doctor is someone who maintains or restores human through the practice of medicine. He or she will diagnose and treat human disease, ailments, injuries, pain or other conditions. A doctor can be found in several settings, including public health organizations, teaching facilities, private practices, group practices and hospitals. There is a specific type of doctor for almost every major system located in the human body. A doctor's schedule will differ depending on the kind of medicine they practice. Some doctors work in an office, others in the hospital, and some in places you may not think of, like laboratories where they develop new medicines and research cures.

A doctor typically works very long hours and has to be available for emergencies. These hours are spent patients in an office-based setting, running tests as well as interpreting them, prescribing medicine or treatments, doing rounds in the hospital, making notes on patient's physical conditions, advising patients on how to stay healthy and talking to them about further treatment. They keep up to date by taking classes and regularly reading books and medical journals. A doctor that also performs surgeries will usually work two or three full days in the office and then two or three days in the hospital operating room performing surgeries. Doctors will also invest time completing administrative duties such as updating patient record, returning phone calls or dealing with various office issues.

Providing medical care for a child who is injured in an auto accident treats the child; advocating for laws that require effective car seats prevents children from being injured in the majority of car

accidents. It's safe to say that providing medical care to patients is a service to individuals, but it is public advocacy that impacts the larger determinants of health. Provision of medical care alone does not address all the causes of poor health; hence physicians, whose task is to promote health, must go beyond medical treatment for individuals, advocating for improvement in the broader conditions that affect health.

There are many determinants of and contributors to health and illness. In addition to the individual behaviours and health practices, determinants of personal health include genetics, demographic factors, exposure to infectious and other illness-causing agents, income, and education. Some people have more control over these factors than do others. Determinants that affect large groups of people include factors such as access to health care, adequate employment and working conditions, clean air and water, safe housing, and freedom from violence. According to the World Health Organization, "The social determinants of health are the conditions in which people are born, grow, live, work and age. These circumstances are shaped by the distribution of money, power and resources at global, national and local levels".

### **Social Responsibility of a Student**

A "Student" is a learner or someone, who attends an educational constitution. A Students is a person who is learning something. Students can be children, teenagers or adults of are going to school, but it may also be other people who are learning, such as is college or university. The students are the backbones of the world. They are the pillars of the tomorrow. The students' life is fully accomplished with the school, tuitions etc.,

The life of a student is not about scoring marks, getting grades and passing through the examinations. It's something different. They have to be socially responsible and serve the society. They have to be involved in social services. The basic sense of sharing should be build- in within the students. Once a good thing is shared, it becomes viral and it could give a fruitful

result. The social responsibility of students can be impinged on various examples. It is about how He/ She behaves inside and outside the classroom.

## **II. CONCLUSION**

Social responsibility is a modern philosophy that states that all individuals and organization are obligated to help the community at large. This is typically an active effort involving acting against a social issue or prevention of committing harmful acts to the environment. Many companies and individuals engage in social responsibility because of its benefits on their immediate community as well as their business and profitability. Individual social responsibility is a moral belief where we as individuals have a responsibility towards society. Enhance the environment by adopting a beach or park to maintain and beauty. Provide a good “listening ear” for those who have problems managing personal emotions, such as feeling of separation and loss, pain and suffering, and coping with the immense of death, children without a parent or parents. There are many ways of donating goods, services or monetarily. Invest in socially responsible funds, consume green products, give blood to the “Red Cross”, or give their time and life for good causes.

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## ***SIGNIFICANCE OF CORPORATE SOCIAL RESPONSIBILITY***

**\* DHANESH.M**

M.Com

Madurai Kamaraj University, Madurai

**\*\* SAKHIN. S**

B.Com, Pioneer Kumaraswamy College,

Nagercoil-3

### **Abstract**

*Corporate social responsibility (CSR) is how companies manage their business processes to produce an overall positive impact on society. It covers sustainability, social impact and ethics, and done correctly should be about core business. The basic objective of CSR is to maximize the company's overall impact on the society and stakeholders while considering environment and overall sustainability. The present study has been an attempt to generate awareness and to understand the Significance of CSR and the way to manage CSR.*

**Keywords:** CSR, Significance, Social, Economical, Environmental

### **I. INTRODUCTION**

Over the past few years CSR, as a concept, has been the focus of many deliberations and research. It has grown in importance both academically as well as in the business sense. It captures spectrum of values and criteria for measuring a company's contribution to social development. As the term "CSR" is used continually, many complementary and overlapping concepts, such as corporate citizenship, business ethics, stakeholder management and sustainability, have emerged. These extensive ranges of synonymously used terms indicate that multiple perspectives and by those in facilitating roles such as the corporate sector, government agencies, academics and the public sector.

A widely cited definition of CSR in the business and social context has been given by the European Union (EU). It describes

CSR as “the concept that an enterprise is accountable for its impact on all relevant stakeholders. It is the continuing commitment by business to behave fairly and responsibly, and contribute to economic development while improving the quality of life of the work force and their families as well as of the local community and society at large.

In other words, CSR refers to ensuring the success of the business by inclusion of social and environmental considerations into a company’s operations. It means satisfying your shareholders’ and customers’ demands while also managing the expectation of other stakeholders such as employees, suppliers and the community at large. It also means contributing positively to society and managing your organization’s environmental impact Hence, CSR is a contribution to sustainable development, implying the way a company balances its economic, environmental and social objectives while addressing stakeholder expectations and enhancing shareholder value.

CSR not only includes the activities that a company undertakes in order to utilize their profit to enable social and environmental development, but also includes the methods that a company employs in order to earn these profits including socially responsible investments, and transparency to various stakeholders among others. Realizing the importance and the long term benefits being socially responsible many companies have incorporated socially responsible business practices.

### **Significance of CSR**

CSR plays very significant role in smooth functioning of organizations. It includes:-

#### **Social Responsibility and Customer Relationship**

One of the foundational elements of CSR is that it causes companies to reason beyond basic ethics to consider the benefits of active involvement in communities. In his article "The 7 Principles of Business Integrity," business strategist Robert Moment argues that 21st-century companies must prove themselves to customers to

build long-term, trusting relationships. They must also get involved in the community to give back.

This community connection endears your company to the local markets in which you operate.

### **Motivated Employees**

Employees are a company's most valued asset. This is the premise of a company's obligation to this key stakeholder group with regard to CSR compliance. This means treating employees with respect and offering fair working conditions. It also means establishing fair hiring practices and promoting a non-discriminatory workplace. This improves morale within the workplace and encourages teamwork.

### **Profitability and Value**

A CSR policy improves company profitability and value. The introduction of energy efficiencies and waste recycling cuts operational costs and benefits the environment. CSR also increases company accountability and its transparency with investment analysts and the media, shareholders and local communities. This in turn enhances its reputation among investors such as mutual funds that integrate CSR into their stock selection. The result is a virtuous circle where the company's stock value increases and its access to investment capital is eased.

### **Social media visibility**

One of the reasons that corporations should have visible CSR campaigns is due to the importance and prevalence of social media. Corporations that want to protect their brand understand that social media is an integral part of public perception. When a corporation exercises social responsibility in the form of fundraising or setting up employee giving programs, using social media to promote these actions helps to create a positive branding environment and it is a great way to engage with your audience on a deeper level that goes beyond your products or services.

## **Public Relations Benefits**

Public relations are a potent tool for shaping consumer perception and building a company's image. Corporations that actively promote their social responsibility activities often take steps to publicize these efforts through the media. Getting the word out about corporate donations, employee volunteer programs, or other CSR initiatives is a powerful branding tool that can build publicity for you in both online and print media.

## **Government Relations**

Corporations that place an emphasis on corporate social responsibility typically have an easier experience when dealing with politicians and government regulators. In contrast, businesses that present a reckless disregard for social responsibility tend to find themselves fending off various inquiries and probes, often brought on at the insistence of public service organizations. The more positive the public perception is that a corporation takes social responsibility seriously; the less likely it is that activist groups will launch public campaigns and demand government inquiries against it.

## **Building a Positive Workplace Environment**

Finally, one of the greatest benefits of promoting social responsibility in the workplace is the positive environment you build for your employees. When employees and management feel they are working for a company that has a true conscience, they will likely be more enthusiastic and engaged in their jobs. This can build a sense of community and teamwork which brings everyone together and leads to happier, more productive employees.

## **Managing Social Responsibility**

For managing social responsibility many steps are taken by the different companies for doing significant improvements in their environmental and social management practices.

## **Corporate Governance**

In general, governance is about how power, privilege, and wealth are distributed and how and by whom they are exercised. In a

corporate sense, governance involves defining a vision and the overall direction of the firm, setting standards, overseeing the allocation of financial and human resources, and balancing the interests of stakeholders or constituencies. It is increasingly recognized that governance must also be concerned with the sustainability of the enterprise and the values that guide decision making and the articulation and communication of the core ideology of the firm. It is concerned with the relationships between shareholders, management, and the Board of Directors and increasingly with other key stakeholders or constituencies.

### **Organizational Alignment**

Leading edge companies, those that have prospered and survived over time, have shown more than a clear sense of purpose and core values. They have also translated them into action and ensured that they are reflected consistently throughout the organization in everything the company does. They achieve this alignment through:

- Their goals, strategies, tactics, and systems,
- The way they organize (structures, building, office layouts),
- Their human resource policies and practices, and
- Their day-to-day decisions.

### **Audits and Accounting Practices**

During the past ten years, a number of business networks and companies have engaged in environmental and social accounting.

Several NGOs and multi-sector partnerships such as Accountability and the Global Reporting Initiative have pioneered the development of standards, terminology, and accreditation procedures for social and ethical accounting and auditing. These innovative approaches are based on relatively sophisticated efforts to determine what is considered to be important for each of the stakeholders and then to define specific objectives and action programmers for priority areas of performance improvement. The annual social reports evaluate performance against these plans just

as the annual financial reports show financial results compared to prior years and sometimes objectives.

### **Educating for Social Responsibility**

There is reason for some optimism about the increasing recognition of the need to build business ethics, environment, and social responsibility into educational programmers for business students and managers. Ethics and entrepreneurship are on the executive education agenda.

### **Forces at Work**

Most business leaders would agree that they are managing in times of turbulence and accelerating change. They would also find a consensus about most of the trends and forces which are challenging their traditional views of competitiveness and of the success factors for survival and profitability. These forces include the following:

- Globalization of markets, consumer preferences, supply chains and financial flows. Some business
- Leaders consider globalization to be a revolution, not simply a trend, since it is having momentous effects on the economies of all countries and on corporations in most sectors.
- Increasing intensity of competition. Peter Veil used the expression, managing in white water" to express the challenge of meeting the turbulence and instability which global competition has created. It is unlikely we will ever return to the comfortable 1970"s.
- Rapid technological changes are transforming markets, alleviating burdensome tasks, enabling greater customization of production, and contributing to high labor displacement.
- Modern information technology makes it possible to decentralize decision-making without losing control and to introduce more flexible and less hierarchical structures.
- A shift from an industrial economy to a knowledge and information based economy. Human capital is replacing

financial capital as the most important strategic resource. Traditional concepts of work, of jobs, and of motivation are being challenged.

- Ensure the commitment of top management, and particularly the CEO, is communicated throughout the organization
- Demographic changes not only threaten the sustainability of our planet but create a mismatch between jobs and suitably trained workers, and between present educational systems and the needs of a knowledge and information-based economy.
- Environmental challenges caused by pollution and resource depletion test the sustainability of our planet earth. Business leaders are called upon to play an important role in meeting these challenges.
- Appoint a CSR position at the strategic decision-making level to manage the development of policy and its implementation.
- Ensure the compensation system within the organization reinforces the CSR policies that have been created, rather than merely the bottom line.
- Changing value systems are finding expression in different lifestyles and expectations on the part of employees, customers, and communities as a whole. As the world business environment changes, so do the requirements for success and competitiveness. Because of the above forces at work, building deeper and more strategic relationships with customers, suppliers, employees, communities and other stakeholders (the corporate eco-system) can become central to competitiveness and even survival.
- Building these relationships can form the foundation for a new, progressive and people-centered corporate strategy which attacks the sources - not the symptoms of challenges facing business today.
- Develop relationships with all stakeholder group and interest.

- Incorporate a social or CSR audit within the company's annual report

## **II. CONCLUSION**

CSR has gone through many phases in India. The ability to make a significant difference in the society and improve the overall quality of life has clearly been proven by the corporate. Not one but all corporate should try and bring about a change in the current social situation in India in order to have an effective and lasting solution to the social woes. Partnerships between companies, NGOs and the government should be facilitated so that a combination of their skills such as expertise, strategic thinking, manpower and money to initiate extensive social change will put the socio-economic development of India on a fast track.

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## **A PEBBLE IN A POND- LIGHTING THE MORAL IMAGINATION**

**\*Dr. S. MELWIN**

Head, Research Department of English,  
St. Jerome's College of Arts and Science, Anandanadarkudy,  
Kanyakumari Dist,  
Affiliated to Manonmaniam Sundaranar University, Abishekapatti,  
Tirunelveli-627012, Tamil Nadu, India

### **Abstract**

*It is a general assumption that advances in technology lead to the improvement and progress of society. With technology we can do things earlier generations couldn't imagine. We can travel vast distances in a short time, do incredibly complex calculations, and spread ideas around the world within seconds. Surely these advances make us more able than our ancestors, who had a hard enough time finding food to survive. But is this really the case? For all our forward progress, do we leave something equally valuable behind? In our ancient tradition, it is easy to love one's neighbor, but in the changing society, man attempts to lead a luxurious life, and that makes him to turn away from fellow men and he attempts to look on himself alone. When he becomes civilized, he loses the values and the knowledge of our folklore which is needed for life. Civilization and education should make man to think and reflect. This is where the role of a teacher becomes significant. A thrilling, never-to-be-elaps ed audacious expedition awaits each educator. The enormous satisfaction of helping disadvantaged children and knowing that we made a difference to them will make a day of a teacher to be a fulfilling one. The paper reflects on the strategies teachers need to adopt in educating values to the students who are like pebbles in the pond. The paper looks for a few strategic teaching methods to light the moral and social imaginations of students.*

**Keywords:** Social values, modules of teaching, education, teacher and society

## I. INTRODUCTION

Man has to develop good relationship with other fellow men, to lead a peaceful coexistence. Hatred will only lead to the fall of man. Deception and fights never lasts long. Society, without a squeeze of doubt, is the atmosphere of souls; and we necessarily imbibe from it something which is either infectious or helpful. We really can live without the massive extra ‘wants’ of human beings. ‘Needs’, on the other hand, are our basic requirements for survival like food, clothing and shelter and being a teacher by profession, I take an extra liberty to include education in the list. These needs are the basics that shape our lives. These are essential components of survival. Sadly, a significant section of our society is unpardonably devoid of all basic necessities of sustenance.

The unfortunate children of our country struggle to earn their basic right of education. We, the privileged ones who devote their time in the noble teaching profession, can be helpful in bringing the difference and twinkle in their lives. We have to reach out to these children who are in terrible need of real direction and care. Most of these children have been abandoned by the system and, in some cases, even disowned by their families, making us, the teachers, responsible in leading them through the dark tunnel of illiteracy to the eternal sunshine of knowledge.

As educators do we simply recommend them an opportunity because life is hard for the underprivileged? The answer should be definitely no. Instead, we should motivate these children to be familiar with an opportunity and grab hold of it with full self-belief, self-reliance and by enhancing their expectations. Teaching life skills is as essential as imparting knowledge and letting them believe that they have the freedom to make a choice and must challenge to dream.

If we would like to distinguish the children, irrespective of their social footing, to be literate and conscious of their fundamental

rights and grow up as educated citizens of India, we must come forward to educate them. It is our social responsibility to share our wealth of knowledge with the less privileged sections of society. Every individual teacher's contribution can bring about a significant positive change in the current state of illiteracy in our country. If each and every one of us from the teaching community comes forward devotedly to work for this social cause, we can easily reach our aim of freeing the nation from the shackles of illiteracy. This is not an easy charge, as the amount of effort which has to be considered will be enormous- a truly Himalayan task indeed. No less than a missionary zeal is required to face the challenge. With a fiery spirit and determination, we can make a difference and move forward. These children too need to acquire the knowledge and life experience, we teachers, have to offer them. I would just like to say that much like all other children around the world, these children too have their own dreams. They do not deserve to be put on hold only because reality intruded far too early in their lives.

### **Create Your Classroom More Democratic and Participatory**

Many teachers are considering how to "occupy the classroom" by infusing democratic principles. Think about how to give your students more say in the curriculum and what happens in your classroom.

- Are we willing to let students determine classroom rules/guidelines and consequences?
- How can students share their ideas about reading assignments, areas of study, and homework?
- Can some decisions be made by consensus?
- How about letting students take turns teaching the class, either individually or in groups?
- How about imbibing the teaching methodology suggested by the students?
- How to make the learning a joy?
- How to make every student to participate in the dialogue?

Remember that it is human nature to be more invested in something, if you have a say about it. We've all felt the disappointment of watching the unchanged ten hands shoot up over and over again in whole class discussions. Usually the underprivileged student rarely participates actively with the teacher. This is a time for teachers to put on a unique thinking cap to devise ways to get more students to participate. Mix up your teaching strategies to get more kids to contribute to the conversation: try small group activity, make them work in pairs, create a new fishbowl method, collaborative group debate and dialogues, and distribute opportunities equally. Students who are usually quiet in class can sometimes be motivated to participate through activities.

### **Educate Students to Solve Conflicts**

Conflict is part of life as newspaper yields a daily remainder of the fact. In fact, conflict often makes life interesting and can lead to greater understanding and deeper connections between people. Unfortunately, conflict in society often causes disharmony, fighting, or even violence. That's where social and emotional skill-building comes in. Having these skills will help students navigate their social world, and help them to understand the thorny paths of life and to take precautionary measures as they step in to the world.

- Begin by helping your class develop a sense of neighborhood by doing team-building activities and collectively determining the classroom regulations.
- Teach active listening and facilitate the sharing of individual opinions. This helps the students to express how they feel rather than blaming the other person. This equally helps to cut down on the number of conflicts.
- When conflicts do arise, don't brush them under the carpet, or throw them out of the windows- use them as an opportunity to teach skills and promote healthy relationships.
- Help students learn concrete problem-solving and negotiation strategies.

- Teach them how to stand up for what they need without putting down the other person in the conflict. We call this being “strong not mean. Work towards win-win solutions.

Be aware that sometimes narrow-mindedness and stereotyping are the root causes of conflict. To address this, integrate concepts of diversity and intercultural understanding into your curriculum as much as possible.

### **Address Controversial Issues and Encourage Dialogue**

We live in a world filled with paradoxes and controversy. It is all around us, and it is compelling. Students are usually fervent about the burning topics of the day, and will want to discuss them in school and colleges. The role of the teacher here is to be both proactive and reactive. Bring up difficult or controversial topics yourself, and also respond to their questions.

If students’ questions come up at a moment when you don’t have time for a long conversation, don’t just change the subject. Acknowledge the question and come back to it if you can. Let the students know that nothing is off-limits. Be sure to bring parents into the ring. Let them know what you’re doing and be sensitive about what topics might hit particularly close to home.

And of course, always consider what’s appropriate for your students’ age. Even a caution is essential these days for young children. Recently, a shocking and devastating news of a young girl with a hearing disability is revealed to be drugged and gang-raped by at least 22 men repeatedly over a seven-month period at the apartment complex. A special responsibility rests on the shoulders of teachers to promote awareness to young girls to fight the evil and importantly to teach values to the boys. This is where the youth of our nation needs to be firm in holding the social values- respecting women, respecting the elders, and avoiding tobaccos, drugs and liquors.

### **Ask and Permit Them To Ask Essential Questions**

When you begin a new area of study, determine what students know and don’t know by listing and analyzing their

questions. Start off by discussing content questions -- who, what, where, why, and when. But eventually get students to dig deeper until they reach some essential questions. For example, instead of asking "What is the role of different rules in the society?" students might consider: "What would happen if we had no rules in the society?" Or if you're discussing Shakespeare's *Hamlet*, a question might be: "What causes some people to prevail in the face of adversity and others to fail?" These kinds of questions will help students think more deeply and critically.

- Help students explore their own opinions as well as others' points of view.
- Do an opinion variety. If they come with negative answer, ask why not and induce them into thinking.
- Read a statement expressing a particular outlook about something, and have students choose: I agree, I strongly agree, I disagree, I strongly disagree, not sure. Then have students explain why.
- Have your student's interview people with different perspectives -- each other, friends, or family members. This will complicate students' thinking and encourage them to reflect more on the opinions they hold.
- Find ways to encourage your students to take action on issues that concern them. This not only fosters active citizenship and builds students' leadership skills; it provides an antidote to feelings of powerlessness or apathy.

Actions can array from activist projects like letter writing, protesting or testifying to humanity-oriented projects like raising money or working at a local organization to help a group of people. Making the leap from inquiry to action can be a influential understanding for young people.

### **How to Teach Social Responsibility in Classroom**

It is a teacher's responsibility to make available a nurturing and welcoming learning environment for all his or her students, and

to take seriously the position of influence that he or she is in. A teacher can influence and learn what his/her students talk about, how they think and what they become. Social responsibility demands that a teacher not only cares about his/her students, on the contrary one must understand how to fit the students into the community.

### **Unbiased Teaching and Fair Play**

A teacher's personal opinions must be kept out of the classroom. Politics and religion can be discussed in general terms, but the teacher should never skew lessons to promote her own beliefs. Students must be presented with objective information so that they can amass the tools and knowledge to form their own decisions and think independently. Subjectivity can be a part of asserting the belief system of a teacher if it is fair and spreads fairness irrespective of class, caste, religion and social background

Not all students learn the same way or at the same rate, but they all deserve the same chances to learn and succeed. A student with a learning disability may require extra attention than a student without a disability. It may require extra steps for a slow learner to feel safe, included and supported. Equity does not mean that all students are treated the same; equity means that all students are treated fairly, inclusively, and respectfully. The teacher should provide equitable opportunities for all students to develop their individual abilities, regardless of culture, socio-economic class, ethnicity, sexual orientation, or faith.

## **II. CONCLUSION**

An exciting, never-to-be-forgotten adventurous journey awaits every teacher. The enormous satisfaction of helping disadvantaged children and knowing that we made a difference to them will make a day of a teacher to be a fulfilling one. The ability to set challenges for ourselves and the contentment of achieving them makes life worth living. New skills, more confidence, creativity and a greater understanding of different sections of the

society push ourselves to our own limit to make children learn and smile.

To conclude, a teacher sees first-hand how economic situations can affect a student's well-being and performance. A student from a low-income family may be less likely to participate in extracurricular activities, and may have poorer grades than a fellow student from a higher-income family. As an advocate of student success, it is a teacher's responsibility to do what he can to improve conditions, whether by raising concerns to the principal, speaking to parents, coordinating school programs, or participating in social activism in his community. It is not enough for a teacher to be aware of social justice issues; he also should discuss these issues with his students and invite discussions from them equally. Timely domestic and international topics, including the inequitable distribution of wealth and power, marginalized populations, gender and social inequality, the environment, and social services, should be talked about in a safe, open-minded environment. These discussions will promote tolerance and unbiased thinking in students.

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## **A STUDY ON INDIVIDUAL SOCIAL RESPONSIBILITY OF EMPLOYED YOUNG MEN**

**\*J.EVELYN PRISCILLA**

B.Sc. Zoology, Holy Cross College, Nagercoil -629004.

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

### **Abstract**

*The study investigates the Social responsibility among the employed young men at the age of 18 to 28. The result revealed that they have political, cultural, social, environmental and economical responsibilities. Among the 50 respondents, most of them are B.E. Degree holders. The main occupations found are Coolie, Electrical and Engineering. Most of these monthly earning is 10,000 to 15,000. In many families there are 4 members. Two persons are earning in most of them families. The political responsibility among the youth is medium in (52%) & high in (48%). The cultural responsibility among the young men is high (78%). (70%) of the study group are in medium level in there Social responsibility and they are highly involved in environmental responsibility (58%). Economically they are 90% are showing medium level and only 6% are showing high economical responsibility. This study shows that the employed young men have the individual social responsibility.*

**Keywords:** *Cultural, Economical, Environmental, Political, Social Responsibility*

### **I. INTRODUCTION**

Individual social responsibility (ISR) is about an individual becoming responsible in his actions that have affected on the community where he lives. The immediate circle of anyone is his family and friends. Everyone of us could take part in the development of our community in different ways, for example by taking part in cleaning of the street, Participating in organization of

an event, or by rendering social services to children without parents or elderly people. The individual social responsibility also could be expressed in making donations for the society causes like social, cultural or ecological.

Literature shows that, Delgado, M(2004) studied Social youth entrepreneurship : The potential for youth and community transformation. Baron, D.(2007) studied Corporate Social Responsibility and social entrepreneurship. Bloom, G.(2006) studied The Social entrepreneurship laboratory(SE Lab): A University Incubator for a Rising Generation of Social entrepreneurship from Social Entrepreneurship :New Models of Sustainable Social Change. Bornstein, D and Davis, S. (2010) analyzed Social Entrepreneurship: What Everyone Needs to know. Literature review revealed the importance of this type of studies. Hence, an attempt is taken to analyze the individual social responsibility of young men in our locality with the following objectives.

## **II. OBJECTIVES**

1. To know the social responsibility of employed young men as an individual.
2. To know the involvement of employed young men in cultural, social, political, economical and environment responsibilities.
3. To analyze the involvement of the respondents through the primary data collected from them.
4. To give suggestions to the respondents to develop their personality through community service.

## **III. METHODOLOGY**

The research study is a descriptive study based on sampling method. A questionnaire was prepared (Annexure-I) and the data relevant to this study was collected. The information collected by me is the primary data. For getting the primary data, 50 employed young men of Nagercoil were interviewed directly. The collected data were classified and analysis was done by using Statistical Package for Social Science (SPSS) and presented in tables and charts.

## IV. Results and Discussion

### **Demographic Details of the Respondent**

- 50 employed young men are selected for this research. So all of them are male.
- Among 50 respondents 6(12%) has completed 10<sup>th</sup> standard, 4(8%) has completed 12<sup>th</sup> standard, 3(6%) has completed 8<sup>th</sup> standard, 37(74%) has finished degree. Most of them 11(22%) are B.E. Degree holders.
- Among the 50 respondents 21(42%) of them are 23 years old, 14(28%) of them are 24 years old, 8(16%) of them are 25 years old, 7(14%) of them are 26 years old.
- All the respondents are working. Their main job is Business, catering, centering, Civil Engineering, Electrical, CNC supervisor, computer programming, coolie etc. Among the 50 respondents, 10 % are electrician, other 10% Engineers and another 10% coolie.
- The monthly income of the respondent between 4000 and 80000. The (56%) of the respondents earn Rs10000 to 20000 per month
- Numbers of dependents vary from person to person. They are supporting 1 to 4 persons. Among the 50 respondents 21 (42%) are supporting 4 dependents.

In some of the families of the respondents, other family members are also earning. 26 (52%) respondents had to earn person in their family.

### **Political Responsibility of the Respondent**

The political responsibility of the respondents is analyzed through questions like choosing a leader on her own, accepting bribe, willingness to contest etc.

*Table 1: Political responsibility of the respondent*

Political Responsibility	No. of Respondents	%	Valid %
Medium	26	52%	52%
High	24	48%	48%

## POLITICAL RESPONSIBILITY



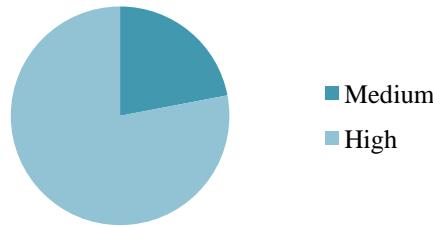
### Cultural Responsibility of the Respondent

The cultural responsibility of the respondents is analyzed through some questions like preserving monuments, respecting other cultural, opposing cultural discrimination etc.,

*Table 2: Cultural responsibility of the respondent*

Culturals responsibility	No. of respondents	%	Valid %
Medium	11	22%	22%
High	39	78%	78%

### Culturals Responsibility

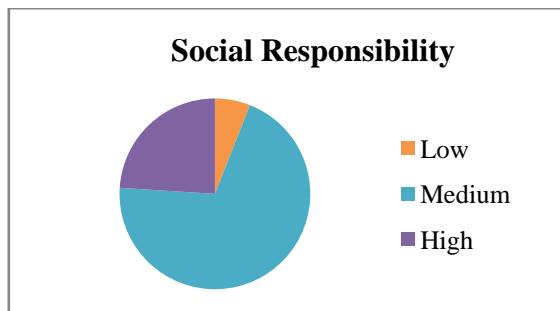


### Social Responsibility of the Respondent

The social responsibility of the respondents is analyzed through the questions like donating blood, helping people, illiterates etc.

*Table .3: Social responsibility of the respondent*

Social responsibility	No.of respondents	%	Valid %
Low	3	6%	6%
Medium	35	70%	70%
High	12	24%	24%



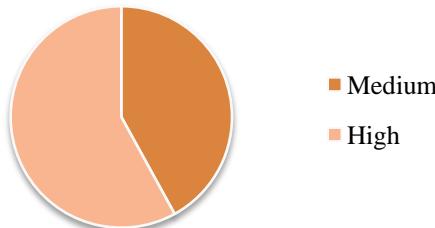
### Environmental Responsibility of The Respondents

The environment responsibility of the respondents is analyzed through questions like planting trees, reuse of water, proper disposing of waste etc.,

*Table 4: Environmental responsibility of the respondent*

Environmental responsibility	No.of respondents	%	Valid %
Medium	21	42%	42%
High	29	58%	58%

### Environmental Responsibility



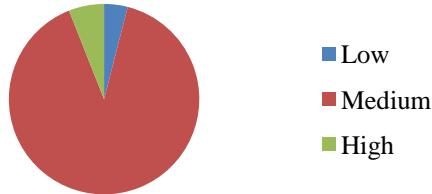
### Economical Responsibility of the Respondents

The economical responsibility of the respondents is analyzed through questions like paying tax, using modern banking, donations to NGO etc.

*Table 5: Economical responsibility of the respondent*

Economical responsibility	No.of respondents	%	Valid Percentage
Low	2	4%	4%
Medium	45	90%	90%
High	3	6%	6%

### Economical Responsibility



## V. FINDINGS

### Findings of the individual Social Responsibility

- Out of the 50 respondents 26(52%) respondents extremely involved in the political responsibility and 24(48%) of them respondents are moderately involved. This shows that the young men has political responsibility. It is interesting to know that most of the respondents aware the ill effect of government free-giving policy. Many of the respondents poll votes as per the instruction of their parents. Many of the respondents are not willing to accept bribe for voting. Some of respondents told that if they receive support from their family and friends, they would nominate themselves in election.
- Among 50 respondents 11(21%) are moderately involved in cultural responsibility and 39(78%) are extremely involved in cultural responsibility. This shows that young men have cultural responsibility.
- Among 50 respondents 35(70%) are extremely involved in social responsibility, 12(24%) are involved moderately and 3(6%) of them showed very low involvement. This research shows that men of our area have social responsibility.
- Among the 50 respondents 29(58%) are involved extremely in environmental issues and 21(42%) are involved moderately in environmental problem.
- Out of the 50 respondents 45(90%) show good economical responsibility. They are willing to contribute to nations development and meet the expense of poor and needy. Some of them are extending help to the deserve through NGO, Trust.

## VI. SUGGESTIONS

- Employed young men must have more responsibility in the society.
- Young men should take responsibility and must care of our society.

- Young men should give equal responsibility to the women in the society.
- Young men should participate and everyone should take responsibility in the politics. It may pave way to a healthy new government.
- Young men should take part in awareness program and conduct programs.
- Young men should protect our culture and agriculture.
- Young generations are the back bone of the development of our nation. So they must have individual social responsibility.

## VII. CONCLUSION

Based on this study, it could be concluded that every young men must have the responsibility in the society. Individual Social responsibility enhances the quality of the society in turn the nation.

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# **A COMPARATIVE QUALITATIVE APPROACH OF CORPORATE SOCIAL RESPONSIBILITY IN INDIA**

**\*Dr. N. INDIRA**

Assistant Professor of Commerce and Research Supervisor

Pioneer Kumaraswamy College, Nagercoil.

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

## **Abstract**

*The concept of Corporate Social Responsibility (CSR) is different to different companies. The ongoing change in the perception of business, from a narrow view of profit making to a wider view of extended responsibilities towards its stakeholders, is challenging enterprises both at the global level and at the national level. CSR is a new business phenomenon which is not yet fully-understood and explored (compared to environmental issues) in corporate discussions and many of its features. The present study is an attempt to study the concept of Corporate Social Responsibility among Students with Commerce Degree and Executives with Commerce Degree, adopting a qualitative approach.*

**Keywords:** *Corporate social responsibility, society, organization, stake holder*

## **I. INTRODUCTION**

The activities of legitimate global business create havoc with climate, environment, biodiversity and the very basis of life on the planet. The civil society's awareness of the need for corporate social responsibility is also increasing. There has been a growing interest in Corporate Social Responsibility (CSR) across a range of disciplines. Companies facing these challenges are aware that Corporate Social Responsibility can be of direct economic value. They view these activities not as a cost but an investment. They

view it as a long-term strategy. As a result, CSR has emerged as an inescapable priority for business leaders in every country.

### **Corporate Social Responsibility**

CSR includes environmental, social and human rights-based impacts and initiative of companies. European Commission in a green paper published in 2001 defines it as 'essentially a concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment'. The concept provides a way for business to concern itself with social dimensions and pay some attention to its social impacts. The Strategic Advisory Group on CSR of International Organization for Standardization (ISO) describes it as 'a balanced approach for organizations to address economic, social and environmental issues in a way that aims to benefit people, community and society'.

The factors driving companies to pursue a CSR agenda are fairly consistent across the corporate world; however, once a company makes the decision to adopt CSR orientated activities, a plan (involving a lot of engagement with employees, managers, suppliers, NGOs and others) must be implemented to carry out the agreed CSR programmed.

Within the pages of its CSR Implementation Guide the International Institute for Sustainable Development (IISD) outlines what it considers to be the six key components which go towards a coherent CSR plan: (i) CSR Assessment; (ii) CSR Strategy; (iii) CSR Commitments; (iv) Implementation Plan and Actions; (v) Verification and Evaluation of Results, and (vi) Refinement. "Perhaps most important, however, is an underlying commitment to multi-stakeholder engagement as a foundational pillar to any credible CSR program," says Jason Potts, a senior associate with IISD's sustainable markets and responsible trade initiative. "CSR is fundamentally about ensuring that companies forward broader public objectives as an integral part of their daily activities and this can only be ensured with the appropriate communication channels with stakeholders."

As CSR programmers continue to evolve and extend their reach, it may well become the case that companies find themselves under added pressure to have their CSR initiatives deliver a strong financial result. If this is indeed true, many would question whether this financially-orientated approach is not somewhat at odds with what the core aims of a CSR programmed are supposed to be. “This depends on your timescale,” suggests Mr Webb. “In three to five years, a good CSR strategy will have delivered more engaged employees, better access to talent, lower capital constraints and a better reputation. In the longer term it can deliver serious business innovation and transformation of the company culture and how the firm sees its role in the world. Companies attempting this – not yet successfully, but on the way – include Unilever and Nestle, among others. Two well-known examples of those that are already there are Interface and Patagonia.”

Others are not convinced that organizations are feeling extra pressure due to a need to demonstrate stronger financial outcomes in conjunction with their CSR activities. “Significant pressure to bolster financial outcomes has always existed and will continue to exist,” says Mr Potts. “There is no reason why CSR commitments cannot deliver strong financial results, and it would be folly to expect companies to throw this core corporate objective out the window altogether.”

The problem arises when companies attempt to measure the financial results of their CSR policies independent of their other corporate activities. Rather, CSR policies need to be considered as a core and inseparable component of the overall service or product offering. Furthermore, the costs related to CSR should not be expected to demonstrate traceable financial gains.

CSR policies should set the ‘rules of the game’ which the company concerned has established, and within which broader corporate financial returns need to be secured. “Basic CSR principles and commitments should be considered non-negotiable

parameters of business operations rather than being subject to specific financial performance requirements,” says Mr Potts.

### **Future Embrace**

At present, the incorporation of CSR programmers by businesses on a fundamental level appears as prevalent as ever. However, the jury is still very much out as to whether companies have it within them to embrace a broad or multifaceted vision of CSR. “It would be utopic to expect a sea change among industries,” says Mr Potts. “While there are plenty of examples of companies using strong CSR performance as a brand-building and product marketing strategy, far too many corporate executives still rely on the old financial and hierarchical models of yesteryear as the basis of their own planning. The biggest and most influential companies also tend to be the most reliant on the ‘conventional way’ of doing business. What is happening, however, is a broad transition to the adoption of external multi-stakeholder processes – in the form of multi-stakeholder sustainability standards and labels – as a way of outsourcing the stakeholder engagement process.”

Ultimately, there are no hard and fast rules governing CSR. The more companies understand the growing resilience, reputation and legal risk they face, the more opportunities our globalised and connected world has to offer them. “This often depends on the sector,” points out Mr Webb. “If you make mining equipment, your focus will be energy efficiency and perhaps new technology that is safer. If you sell chocolate, your concerns are around the economic viability of your supply chain.”

### **Corporate Social Responsibility - Indian Perspective**

Recently, the concept of Corporate Social Responsibility has started gaining serious attention by researchers in the Indian context.

Sastry (2011) organized a roundtable discussion with a panel of entrepreneurs from the corporate sector and leaders of civil society debating on various contentious issues related to the concept of 'Corporate Social Responsibility'

Sharma (2011) defines Corporate Social Responsibility as 'it is the obligation of the firm to use its resources in ways to benefit society, through committed participation as a member of society, taking into account the society at large, and improving the welfare of the society independently of the direct gains to the company'. From the above discussion, it can be concluded that this concept is considered to be important by various researchers and stakeholders of Indian corporations, there is a glaring lacuna with respect to the definition of the concept. The present research Endeavour is an attempt in to fill this void.

### **The Comparative Approach**

The present research endeavor is designed to get insights into the concept of 'Corporate Social Responsibility', as perceived by a) students in the final year of commerce degree course, and by executives of organizations with commerce background in Kanyakumari district.. The study was undertaken considering two different sets of sample. The first sample set consisted 80 students with commerce background. Whereas the second set of sample consisted of 40 executives with commerce background.

### **Sampling Method and Plan**

The method of sampling adopted for this study was 'Random Sampling'. The second set of sample consisted of executives belonging to private organizations.

A focus group is an interview conducted by a trained moderator(s) in a non-structured and natural manner with a small group of respondents. The moderator led the discussion.

### **Results and Discussion**

The following ideas were generated in the discussion held in the four focus groups that were conducted as part of this study. They are listed in the descending order, as expressed by the students, who constitute the student sample:

- Corporate Social Responsibility helps in the development of people.

- Corporate Social Responsibility is the responsibility of a corporation towards development of the society.
- Corporate Social Responsibility is the responsibility of a corporation towards the society and its welfare.
- Corporate Social Responsibility is the responsibility of a corporation towards the people where it is involved in business.
- Corporate Social Responsibility is the responsibility of an organization towards helping the government in the development of the society. The following ideas were generated in the discussion held in the four focus groups that were conducted as part of this study.

They are listed in the descending order, as expressed by the respondents of the study:

- Corporate Social Responsibility is an important feature of business, which the managers have a responsibility towards the environment.
- Corporate Social Responsibility is the responsibility of a corporation towards the society and its welfare.
- Corporate Social Responsibility is the requirement by the law for an organization to engage in welfare measure in the society.
- Corporate Social Responsibility is the responsibility of an organization towards helping the government in the development of the society.
- Corporate Social Responsibility is the responsibility of a corporation towards development of the society through various department and individuals in the organization.
- Corporate Social Responsibility is the result of the outplay of various individual and groups/ departments towards the society at large.
- Corporate Social Responsibility is the outcome of ethics and satisfaction of the employees of an organization towards the society.

## **Limitations of the Study**

The disadvantages of qualitative research and focus groups are applicable to this study. Apart from this questions may be raised regarding the generalizability of the findings of study, owing to the method of sampling adopted.

## **II. CONCLUSION.**

The concept of corporate social responsibility is not new to India. It has been a well-established tradition in a number of organizations, particularly family-based companies with a strong community ethos. The findings of the study can serve, as a basis for generating important hypotheses that may be used for conducting quantitative research. Empirical contribution of the study is that provides empirical evidence with respect to the concept of Corporate Social Responsibility. The findings of the study may aid senior managers of organizations to get insight into the expectations regarding the concept of 'corporate social responsibility', among all executives who work with them. It will help them design strategies and incentive schemes which may have implications for higher productivity.

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## ***SOCIAL RESPONSIBILITIES OF YOUNGSTERS ON ENVIRONMENT***

**\*S.JAMEELA**

Assistant Professor, Department of Commerce (S.F),  
Holy Cross College (Autonomous), Nagercoil

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

### **Abstract**

*The greatest problems that the world is facing today are that of Environmental pollution, accidents, and health problems. Environmental pollution causes irreparable damage to the mother earth. Health problems and accidents increases the death rates. A hundred years ago we didn't have cars, airplanes, computers, vaccines. It was a whole different world. But now the situation was changed. A single person has more than two vehicles. Day by day we hear different types of diseases. Every day many accidents are happening. "There are few things certain in life – one is death, second is change. The youth, the future of the nation, who have the power to change the nation have certain responsibilities towards the country .The responsibilities of the youth that we talk about are not only towards themselves or their families but also towards the nation. However the present study is trying to discuss the Social responsibilities of youngsters on environment. For the present study the data have been collected from 100 respondents by a well-structured questionnaire. Social responsibilities of youngsters are a major global concern because of the recklessness effects on a person's health and on the environment.*

**Keywords:** *Social responsibilities, safety, health, environment.*

### **I. INTRODUCTION**

Social responsibility is a duty of every individual has to perform so as to maintain a balance between the economy and the ecosystems. Being Socially

Responsible means that people and organizations must behave ethically and with sensitivity toward social, cultural, economic and environmental issues. Social responsibility is an ethical framework and suggests that an entity, be it an organization or individual, has an obligation to act for the benefit of society at large. The actions of an individual must benefit the whole of society and not solely to the individual.

### **Statement of the Problem**

India is a country of youngsters. Around 65% of India's population is between 15 to 45 years of age. Hence, India's future lies in the hands of young generation. The mind of the youngsters is full of noble ideas. Their eyes are full of dreams. Youngster's life is the period of education. They are very energetic and eager to know everything. They are very innovative. Therefore the researcher would like to find out the Social responsibilities of youngsters on environment.

### **II. OBJECTIVES**

The overall objective of this study is to find out the Social responsibilities of youngsters on environment. The following are the specific objectives of the study.

1. To find out the Social responsibilities of youngsters on environment.
2. To know the awareness level among the youngsters.
3. To offer suggestions to create Social responsibilities among the youngsters.

### **III. METHODOLOGY**

This study comprises of both Primary and Secondary data. On the basis of convenience sampling technique 100 respondents were selected. The primary data was collected from the respondents, with the help of well-structured questionnaire through direct interview. The secondary data was collected from books, magazines, journals, unpublished thesis and websites. The collected data was analyzed with the help of percentage method and Liker's five point scale technique.

## Data and Discussion

<b>DEMOGRAPHY PROFILE</b>	<b>Classification</b>	<b>No. of Respondents</b>	<b>%</b>
Gender	Girls	50	50
	Boys	50	50
Educational Qualification	School level	50	50
	College level	50	50
Age	15-18 years	45	45
	19-22 years	40	40
	23-26 years	15	40

*Primary source*

### **Social Responsibilities of Youngsters on Environment**

Environment is everything that is around us. All living organisms such as plants, animals and human beings cannot live by it. All organisms are dependent upon each other. So it is our responsibility to take necessary steps to control environmental imbalances. Environmental pollution is causing an endless string of natural disasters around the world

*Table 1 - Social responsibilities of youngsters on environment*

<b>Particulars</b>	<b>Score</b>	<b>Rank</b>
Smoking in public place	392	IV
Spit in public place	398	III
Open air urination	380	V
Using polythene bags	432	I
Using dust bins	376	VI
Throwing of garbage at open place	370	VII
Throwing of dead animals at open fields	362	VIII
Throwing empty bottles in the public place	426	II
Plantation of trees	322	IX

*Primary source*

Table 1 reveals that the respondents have given the first rank to “Using polythene bags” with the score of 432, and second rank to “Throwing empty bottles in the public place” with the score of 426. The last rank was given to “Plantation of trees” with the

score of 322. It is observed that the youngsters have low responsibilities on environment. Using polythene bags and throwing empty bottles in the public place are harmful to the environment. Healthy living of people is related to quality of the environment.

### **Awareness of Youngsters**

Awareness is the ability to directly know and perceive, to feel, or to be cognizant of events. More broadly, it is the state of being conscious of something.

*Table 2 - Awareness of youngsters*

Particulars	Score	Rank
Airpollution	452	I
Water pollution	452	I
Land pollution	452	I
Blood donation	448	II
Eye donation	446	III
Whole body donation	382	IX
Awareness regarding first aid	396	VIII
Follow traffic rules	436	IV
Follow safety rules	414	V
Awareness in recycling of plastic, iron, waste	374	X
Awareness in plantation of trees	410	VI
Awareness in water conservation	400	VII

*Primary source*

Table 2 reveals that the respondents have given the first rank to “Air, water, and land pollution” with the score of 452, and second rank to “Blood donation” with the score of 448. It is observed that the youngsters have fair awareness towards social responsibilities. Though they have fair awareness, they are doing the same mistakes due to recklessness.

#### **IV. SUGGESTION**

The researcher wishes to give the following suggestions.

- The government must initiate the programs to create environmental awareness among the youngsters.
- Universities, Colleges and schools should encourage the students to plant trees in the college premises, houses and outside. Planting of trees will reduce pollutants in the air and also enrich the air with oxygen.
- Universities, Colleges and schools should give proper training about the disposable method of solid waste like plastic, glass, metal etc.
- The youngsters should strictly avoid polythene bags, instead of that use reusable and returnable glass bottles.

#### **V. CONCLUSION**

Young people can play an active role in protecting and improving the environment. Man is a social being. He is depending on mutual cooperation. From home and the educational institution, he imbibes the spirit of social responsibilities. Education is the all-round development of an individual into a useful member of society. Youngster's life is the most appropriate time for social service. India has more than 40% of young people in the world. If the Government, Educational Institutions, Teachers, Parents and society inculcate the Social responsibilities to the young people, gradually the recklessness will reduce. Teachers genuinely play an important role in society. They can make or break a future generation. Nelson Mandela once said "Education is the most powerful weapon you can use to change the world". Such is the power that rests in the hands of the teachers. The change you begin TODAY may quite simply be a TOMORROW for all. When youth works for society, elders begin to reflect on their actions. So, let us make today and everyday a good day for everyone

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# **A RESEARCH INVESTIGATION ON INDIVIDUAL SOCIAL RESPONSIBILITY AMONG YOUNG EMPLOYED WOMEN**

**\*JASMIN MALAR V.J**

Holy Cross College, Nagercoil,

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

## **Abstract**

The word social responsibility reveals the duties of common women for her society. Each and every individual is a part of social responsibility. It maintains a perfect balance among an individual and society. Keeping in view the importance of social responsibility of the citizen in the development of the nation, this survey has been conducted to study the individual social responsibility among young employed women.

In this study, the result revealed that the 78% of the young employed women, selected for the study, irrespective of their sex, age, income and educational qualification have show their interest for more active participation in social responsibility followed by cultural responsibility followed by cultural responsibility. Further, they showed medium level interest in economic and environmental responsibilities.

**Keywords:** *Individual Social Responsibility, Young Employed Women.*

## **I. INTRODUCTION**

Individual social responsibility (ISR) is about an individual becoming responsible in her actions that have affected on the community where she lives. The immediate circle of anyone is her family and friends. Every one of us could take part in the development of her community in different way, for example by taking part in cleaning of the street in organization of an event, the

village or by rendering social services to children without parents or elderly people. The individual social responsibility also could be expressed in making donations for the society causes like social, cultural or ecological.

## **II. OBJECTIVE**

1. To know the social responsibility of young employed women as an individual.
2. To know the involvement of young employed women N cultural, social, political, environmental and economical responsibilities.
3. To analyses the involvement of the respondents through the primary data collection from them.
4. To give suggestion.

## **III. METHODOLOGY**

The research study is a descriptive study based on sampling method. The information collected by me is from the primary data. For the primary data, the researcher personally interviewed 50 young employed women working in construction sites, Bank, Computer center, Lap, Medical shop, Nurse (Hospital), Office in Kanyakumari District of Tamil Nadu for studying the individual social responsibility among young employed women. The data were collected on their social responsibility, cultural responsibility, environmental responsibility and economical responsibility and social responsibility by using a questionnaire.

The collected data were analyzed and the tabulation were made based on the gender, educational qualification, age, monthly income, number of earning members in a family, number of dependents in a family collected in respect of 50 young employed women.

After categorical analyses of the young employed women, the interest exhibited by them towards social responsibility, cultural responsibility, environmental responsibility and economical responsibility and political responsibility were analyzed and their degrees of their interest were depicted in the table and figures.

## IV. RESULT AND INTERPRETATION

### Demographic Details of the Respondent

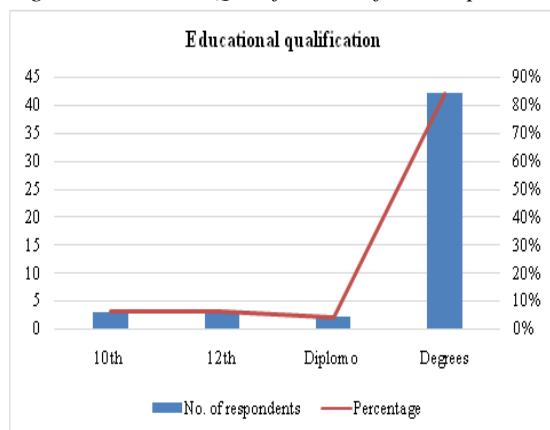
- Out of the 50 young employed women randomly selected for survey. Women are taken for this research. So all of them are female. (Table.1)

*Table 1: Gender wise classification*

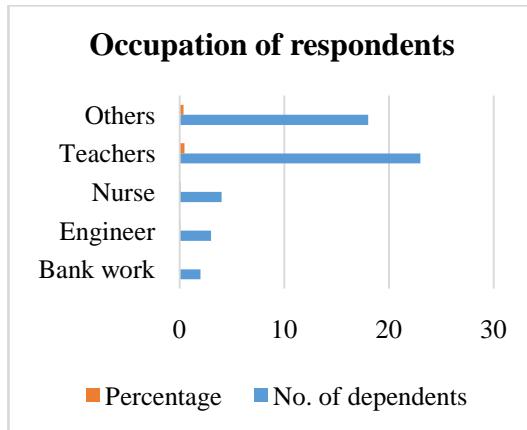
Gender	No. of individuals	Percentage
female	50	100%

- Only 3 women possessing educational qualification below XI; 3 women possessing XII qualification and 44 women possessing Diploma course and degrees courses. (Fig.1)

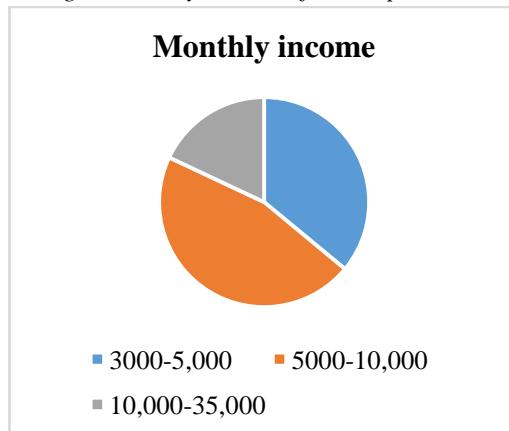
*Fig.1. Educational Qualification of the Respondent*



- Among the 50 respondents 21 women's are 23 age groups. 14 women's are 24 age groups. 8 women's are 25 age groups. 7 women's are 26 age groups.
- Out of 50 young employed women, 46% of them were working at schools (Teachers), 8% of them working at hospitals (Nurse), 6% of them were working at construction site, ect.,

*Fig.2. Occupation of the Respondent*

- Out of 50 young employed women, 18 of them were earning monthly income in the range of Rs. 3,000-5,000. 23 of them were earning monthly income in the range of Rs. 5,000-10,000. 9 of them were earning monthly income in the range of Rs. 10,000-35,000.

*Fig.3. Monthly income of the respondents*

## Political Responsibility

It is the responsibility possessed by an individual towards the political issues of her country in which she lives in.

While analyzing this particular quality among the people – the following (i) Electing leaders, (ii) accepting bride, (iii) nominating themselves for parliament election, etc. were considered and the degree of their involvement in political responsibility were rated in **Table-8**.

*Table-2: Political responsibility*

Intensity	No. of individuals	Percentage
High	24	48%
Medium	26	52%
Low	0	0%

## Cultural Responsibility

It is the responsibility possessed by an individual which makes him responsible towards her culture. While analyzing this particular quality among the people, the following (i) respecting others culture, (ii) opposing cultural discrimination, (iii) preserving monuments, (iv) involvement in various cultural practices, etc. Were taken into consideration.

Based on the response received from the survey, the intensity of the response show by the young employed women in relation to cultural responsibility was tabulated as under in **Table-9**.

*Table-3: Cultural Responsibility*

Intensity	No. of individuals	Percentage
High	39	78%
Medium	11	22%
Low	0	0%

## Social Responsibility

It is the responsibility possessed by an individual in concern with the society and fulfilling its needs. While analyzing this particular quality among the people – the following (i) donating blood, (ii) helping elderly people, (iii) donating food, (iv) educating other's, etc were taken into consideration. Based on the response

received from the survey, the intensity of the response show by the young employed women in relation to social responsibility was tabulated as under in Table- 10.

*Table-4: Social responsibility*

Intensity	No. of individuals	Percentage
High	12	24%
Medium	35	70%
Low	3	6%

### **Environmental Responsibility**

It is the responsibility possessed by an individual towards her surrounding and environment. While analyzing the particular quality among the people – the following (i) reduced use of plastic, (ii) planting trees, (iii) disposing waste properly and (iv) cleaning the surrounding was taken into consideration.

*Table- 5: Environmental responsibility*

Intensity	No. of individuals	Percentage
High	29	58%
Medium	21	42%
Low	0	0%

### **Economical Responsibility**

It is the responsibility possessed by an individual towards the economical state of her country in which she lives in. While analyzing this particular quality among the people – the following norms contribution to Nations economy, paying tax, donation money to the needy, usage of modern banking was taken into consideration.(Table-12)

*Table-6: Economical responsibility*

Intensity	No. of individuals	Percentage
High	3	6%
Medium	45	90%
Low	2	4%

## V. SUGGESTION

Women must have more responsibility in the society. Young generations are the backbone of the development of our nation.

## VI. CONCLUSION

Based on the study the researcher has come to the conclusion that every young women must have the responsibility in the society. I have also given suggestions regarding my findings. The findings and suggestions given above are only my understanding about the research.

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## ***ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN ORGANIZATION***

**\*Dr. C.SUBATHRA**

Assistant Professor of Commerce &Research Supervisor

Pioneer Kumaraswamy College, Nagercoil – 3.

Affiliated to ManonmaniamSundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

**\*\*JAYARAJ A.S**

Ph.D Research Scholar,

ManonmaniamSundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

### **Abstract**

*Corporate social responsibility (CSR) is how companies manage their business processes to produce an overall positive impact on society. It covers sustainability, social impact and ethics, and done correctly should be about core business. Data has been collected from number of articles, books, periodicals and websites. The present study has been an attempt to generate awareness and to understand dimensional aspect of CSR. An extensive literature review is done on CSR.*

**Keywords:** CSR, Significance, Social, Economical, Environmental

### **I. INTRODUCTION**

Over the past few years CSR, as a concept, has been the focus of many deliberations and research. It has grown in importance both academically as well as in the business sense. It captures spectrum of values and criteria for measuring a company's contribution to social development. As the term "CSR" is used continually, many complementary and overlapping concepts, such as corporate citizenship, business ethics, stakeholder management and sustainability, have emerged. These extensive ranges of synonymously used terms indicate that multiple perspectives and by those in facilitating roles such as the corporate sector, government agencies, academics and the public sector.

A widely cited definition of CSR in the business and social context has been given by the European Union (EU). It describes CSR as “the concept that an enterprise is accountable for its impact on all relevant stakeholders. It is the continuing commitment by business to behave fairly and responsibly, and contribute to economic development while improving the quality of life of the work force and their families as well as of the local community and society at large.

In other words, CSR refers to ensuring the success of the business by inclusion of social and environmental considerations into a company’s operations. It means satisfying your shareholders’ and customers’ demands while also managing the expectation of other stakeholders such as employees, suppliers and the community at large. It also means contributing positively to society and managing your organization’s environmental impact. Hence, CSR is a contribution to sustainable development, implying the way a company balances its economic, environmental and social objectives while addressing stakeholder expectations and enhancing shareholder value.

CSR not only includes the activities that a company undertakes in order to utilise their profit to enable social and environmental development, but also includes the methods that a company employs in order to earn these profits including socially responsible investments, and transparency to various stakeholders among others. Realizing the importance and the long term benefits being socially responsible many companies have incorporated socially responsible business practices. The basic objective of CSR is to maximize the company’s overall impact on the society and stakeholders while considering environment and overall sustainability.

## II. LITERATURE REVIEW

**Hartman (2011)**, article “Corporate social Responsibility in the food sector” in European review of agriculture economics journal, analysed the importance of CSR in food sector, particularly

those companies which have high brand. CSR is an important part of these companies. But SME's are less capable in discharging their obligation towards society. Further, the research found that food sector always tries to improve the controlling and discharging its services towards consumers. Consumers also prefer those brands or food firms which give preference to CSR activities and provide good product and services.

**Borogonovi, Veronica (2011)**, article in knowledge@ Wharton, stated that today, CSR has different meaning for different companies. Some termed CSR in the sense of social issues while other for environmental issues. But there are not any mandatory guidelines for CSR so that the problem of areas of CSR can be sort out. In addition to this, the researcher discussed about various views and plans of government and other authorized institution like union corporate minister like Mr.MurliDeora, Companies act 1956, Companies bill 2008 and 2009, Dhavaludani (CEO of non-governmental organization), FICCI etc. All these institution and persons presented their ideas and bills about CSR requirement. The paper also differentiates the term CSR from other one like Corporate Philanthropy, CSV (creating Share Value) etc. CSR has defined in such a way that how the businesses are conducting their activities in society marked at the place.

**Brammer, Jackson & Matten (2012)**, study entitled as "Corporate Social Responsibility and institutional theory: new perspective on private governance" in Social economic review depicted that CSR is not only a voluntary action but beyond that. In this study, CSR had defined under institutional theory. The institutional theory stated that corporate social activities are not only voluntary activities but it is a part of interface between business and society. Regulation/ governance are necessary for enhancing the corporate performance of businesses through CSR. The theory also suggested that in what form companies should take its social responsibilities whether historical, political or legal form.

**The economic Times (2012)**, news highlighted the views of former president **Dr. APJ Abdul Kalam** in a CSR award function organized by industry body Assocham. Kalam said that companies should devote some part of its goal to corporate services. It should make mandatory for all the companies to spend a percentage of its profit on corporate social responsibility. Kalam also discussed about the proposed bill on corporate spending on CSR. They assumed greater importance of CSR in building the lives of the country's citizens.

An article published in The Economic Times named as “CSR: A cloak for crooks” on 21 Oct. 2012 explored that there are so many companies which have engaged in Corporate Social Responsibility yet they are suffering from financial crisis , fraud and other unsocial causes. In this article, an example has been taken about the company Satyam Computer Services. The company has won several awards in the area of CSR which includes rural community's commitment and services like healthcare, education and water

**Bhattacharyya &Chaturvedi (2012)**, article entitled “CSR looks set to emerge as an independent stream with measurable output” on India CSR site, stated about the proposed bill of CSR that how the bill will affect the company's policies. The researchers presented their views and said that due to this bill, company's activities will change a lot the companies who has not engaged in CSR activities till now, will start investing on society. Further, who has already engaged in these areas will get a strong foundation or bond with the society.

Different organisations have framed different definitions – although there is considerable common ground between them. My own definition is that CSR is about how companies manage the business processes to produce an overall positive impact on society.



### III. METHODOLOGY

The prepared paper is a descriptive study in nature. The secondary data and information have been analysed for preparing the paper extensively. The secondary information have been collected from different scholars" and researchers" published books, articles published in different journals, periodicals, conference paper, working paper and websites.

#### Dimensions of CSR



The three dimensional aspect of corporate social responsibility (CSR) includes:-

- Economic Aspects
- Social Aspects
- Environmental Aspects

### **Economic Aspects of CSR**

The economic aspects of CSR consist of understanding the economic impacts of the company's operations. Economic issues have long been overlooked in the discussion on corporate social responsibility. For many years, the aspect has been widely assumed to be well managed. However, it is actually the least understood by many of those shaping the corporate and public policy agendas, and underrepresented the corporate responsibility agenda. The economic aspects of CSR is often mistakenly considered to be synonymous with financial issues, which is why it has been assumed easier to implement than the other two pillars of the temple. However, the economic responsibility is not simply a matter of companies being financially accountable, recording employment figures and debts in their latest corporate responsibility report. The economic dimension of the sustainability agenda should rather consider the direct and indirect economic impacts that the organization's operations have on the surrounding community and on the company's stakeholders. That is what makes up corporate economic responsibility.

### **Effect on Stakeholders**

The economic performance of a company has direct and indirect impacts on all of its stakeholders – including its employees, local governments, non-profit organizations, customers, suppliers, and the communities in which the companies operates. A good economic performance makes it possible to develop operations for the long term and to invest in development and the well-being of employees. The employees of the company get good salaries, from which they purchase goods and services as well as pay taxes. These activities fuel the local service industry, government programs and the community activities. This multiplier effect becomes all the

more important if the company is one of the largest employers in the communities.

### **Through taxes**

Companies are major contributors to the well-being of the area surrounding their operations, for example through the local tax base. Therefore, the question arises: is it responsible for a business to see corporate taxes purely as to cost be avoided, rather than part of their social contract with society? Taxes have a significant impact on the creation and distribution of wealth: tax avoidance, though perfectly legal, deprives the community in the area of the company's operation of well-being.

### **Maintaining Trust**

A company's license to operate depends upon the trust and support of the local communities where it operates. The shift in power from the public the private sector emphasizes the importance of this trust – and the obligations and responsibilities that come with it. Some company activities are potentially very destructive to the trust earned from the community or otherwise cannot be regarded as economically responsible. These should be avoided or at least carefully considered. Example of such harmful company behaviour include: bribery and corruption, tax avoidance: and concentration of rewards and incentives of the company's performance to few individuals only instead of fairer distribution among the personnel. The company should also stop to consider the economic effects of changes in locations and/or operations to the community.

### **Social Aspects of CSR**

Social responsibility is the newest of the three dimensions of corporate social responsibility and it is getting more attention than it has previously had. Many organizations are becoming increasingly active in addressing social concerns social responsibility means being accountable for the social effects the company has on people -even indirectly. This includes the people within the company, in the supply chain of the company, in the community the company is in and as customers of the company

which means the whole lot of stakeholder. It refers to the management's obligation to make choices and take actions that will contribute to the well fare and interests of society as well as those of the organization. The following aspects have been found to be key the social aspects of CSR for an organization.

### **Responsibility of CSR towards Customers**

The idea of treating customers with respect and attention is not new to business: often being responsible to customers has a direct positive effect on the company's profits. There are, however, broader social responsibilities including providing good value for money. These responsibilities may include such issues as the safety and durability of products or services; standard or after sales service; prompt and courteous attention to queries and complaints; adequate supply of products or services; fair standards of advertising and trading; and full and unambiguous information to potential customers.

### **Responsibility of CSR towards Employees**

Businesses are major contributors to the employment generation of the community. However, social responsibility to employees extends beyond terms and conditions of the formal contract of employment. Companies need to come up with wider expectations that today's employees have for the quality of their working life. Such expectations include taking care of the personnel's welfare and safety at work and upholding their skills and motivation for the work. Beyond these expectations, a socially responsible company secures a just treatment and equal opportunities for all its employees, regardless of gender, age, race, or religion.

### **Responsibility of CSR towards the Community**

Companies depend on the health, stability, and prosperity of the communities in which they operate. Often majority of the company's employees and customers come from the surroundings area – especially so formers. The reputation of a company at its location, its image as an employer and producer, but also as an actor

in the local scene, certainly influences its competitiveness. Many companies become involved in community causes, for example by providing additional vocational training places, recruiting socially excluded people, sponsoring local sports and cultural events, and through partnerships with communities or donations to charitable activities.

### **Environmental Aspects of CSR**

Environmental concern and sustainable development is a key pillar of the corporate social responsibility. Environmental and ecological issues have been an important topic of discussion for the past thirty years in the business world – the longest time of the three dimensions corporate social responsibility. The knowledge and issues within the dimensions have progressed across a landscape of changing business realities. Environmental aspects put in place in the 1970s with the first real understanding of the environmental impacts of business.

### **Environmental Impact**

Corporate activity may have many types of effects on the environment. Usually environmental impact refers to the negative effects occurring in the surrounding natural environment due to business operations. Such impacts may include: overuse of natural, on-renewable resources of energy, pollution wastage, degeneration of biodiversity, climate change, deforestation etc. Since many business – related environmental problem transcend national boundaries, most companies are thus actors in global environment.

### **Measuring Environmental Impact**

Environmental impacts can be measured in several ways through environmentally extended input-output tables, material input per service unit (MIPS) calculations, ecological footprint and life cycle assessment, to name a few. Ecological footprint measures the amount of nature's resources consumed in a given year, and compares it to the resources available in the world. Life cycle assessment (LCA or eco-balance) is used to assess the environmental performance of a product from raw materials in the beginning of the

production process all the way to disposal at the end of use. The MIPS value is calculated by dividing the amount of material the product or service causes to moving. The amount of earth moved in mining, not just the metal used during its entire lifeSpan by the amount of benefits and value its brings.

### **Environmental Management**

To truly commit to its environmental responsibilities accompany should change its traditional modes operation towards a more environmentally oriented one. The environmentally more responsible perspective could include such issues as an emphasis on increased resource productivity, cleaner production and active dialogue with the company's stakeholders. Many businesses have found that establishing an environmental management system is the best basis for good environmental performance. Quality, health and safety issues can also be integrated into the same management system.

### **Environmental Responsibility**

Several individual companies have found that improving environmental performance may also have beneficial effects on the company itself. Using less material and streamlining processes to create less waste may lower the costs of operation significantly. Moreover, the close review of operations, which is needed to improve the environmental performance, may reveal other improvement points, such as risk and material loss. Responsible public image may also attract more customers. State governments can fulfil their role in helping business to identify market opportunities and undertake win-win investments, the action program also set out number of other measures aimed at business: establishment of a compliance assistance program to help business understand the environmental requirements of the European Community; development of national, but harmonized, company environmental performance reward schemes that identify and reward good performers and encourage voluntary commitments and agreements.

#### **IV. CONCLUSION**

CSR as an important business strategy because, wherever possible, consumers want to buy products from companies they trust; suppliers want to form business partnerships with companies they can rely on; employees want to work for companies they respect; and NGOs, increasingly want to work together with companies seeking feasible solutions and innovations in areas of common concern. Satisfying each of these stakeholders groups allows companies to maximize their commitment to another important stakeholders group – their investors, who benefits most when the needs of these other stakeholder groups are being met. The winning companies of this century will be those who prove with their actions that they can be profitable and increase social value. Companies that done well on those issues, increasingly shareowners, customers, partners and employees are going to vote with their feet to that company. Corporations should consider three dimensions of CSR for running successfully in this competitive world.

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## ***INDIVIDUAL SOCIAL RESPONSIBILITY***

**\*M.KEERTHANA**

B.Com Second Year,

Pioneer Kumarasamy College, Nagercoil.

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,

Tirunelveli-627012, Tamil Nadu, India

**Dr. S. MUTHULEKSHMI**

Assistant Professor of Commerce (sf),

S.T.Hindu College, Nagercoil

Affiliated to Manonmaniam Sundaranar University, Tirunelveli,

Tamilnadu, India.

### **Abstract**

*Individual responsibility is a big idea about which is known. It has received far less study than other key conservative tenets, like economic choice. This lack of attention is striking because individual responsibility is a definite assumption in American thought. Individual responsibility is the idea that human beings choose, instigate, or otherwise cause their own actions. The individual social responsibility includes the engagement of each person towards the community where he lives which can be expressed as an interest towards what's happening in the community, as well as in the active participation in the solving of some of the local problems. It is the duty of every individual as a citizen to use his best and most unremitting endeavours for preserving the constitution pure, healthful and vigorous.*

**Keywords:** *Individual social responsibility, Environmental, Economical, Political, cultural, social.*

### **I. INTRODUCTION**

Individual social responsibility is a moral belief where we as individuals, have a responsibility toward society. It is about an individual becoming responsible in his/her actions that have effect on communities outside his/her immediate circle. Immediate circle means family, friends and even third parties. It is about being accountable for our actions and being conscious of the impact of

your actions have on others, our communities, and the environment. It is a duty that every individual should perform so as to maintain the balance between the environment and economy. Their actions should lead towards sustainable Development, so as to safeguard the interests of the coming generations and at the same time fulfilling the needs of the present generation.

“The individual social responsibility includes the engagement of each person towards the community where he lives which can be expressed as an interest towards what’s happening in the community, as well as in the active participation in the solving of some of the local problems...the individual social responsibility also could be expressed in making donations for significant for the society causes – social, cultural or logical.

The responsibility can be active, by performing activities that directing advance social goals or passive by avoiding any engagement in socially harmful act. By active participation in socially responsible practices such as volunteer energy and time towards improving and benefiting society. Under community we understand the village, the small town or the residential complex in the big city, where lives every one of us. Each community lives its own life that undergoes a process of development all the time. For example, by taking part in cleaning of the street on which he lives, adopting a beach or park to maintain and beautify, taking part in the organisation of an event connected with the history of the town or the village, rendering service to the children without parents and elderly people. There are many ways of donation such as donating goods, services or monetarily and give blood to the needy people. We can also invest in socially responsible funds, consume green products and give their time and life for good causes. Desired changes are to be less, self centred and to be more sensitive of the feelings and needs of others to be more giving by leading a life that will be of service to others. Individual social responsibility can only function if individual rise above the self-interest and opt for options which will benefit a large number of people. This study explains the

individual responsibility among environmental, economical, social, cultural and political factors. It gives the responsibility of the local people.

### **Environmental Responsibility**

Better environment is basic for the living beings these include climate change caused by greenhouse gasses, air and water pollution, deforestation and more. As a result of so many serious environmental threats, the earth is changing. Some believe that preserving the natural environment is the responsibility of the government. That is wrong because nature is our home, and we individuals have to take up the responsibility to preserve our natural environment. We humans depend on nature and nature depends on us in exchanging gases CO<sub>2</sub> and O<sub>2</sub>. For example, we depend on seasons like rain for agriculture and food production. Common people also preserve the nature by doing simple things such as planting trees, dispose the waste properly, reduce the use of plastics, switching off the electrical appliances when it is not in use. Save the water and reuse it. If one starts by taking small responsibility to help in preserving the nature then the government will also help and other fellow human beings will also join in doing this noble deed. Preserving the natural environment is not a small issue. It is concerned to each and every individual.

### **Economical Responsibilities**

Our economic impact spans over customers, suppliers, governments and society at large. Despite being motivated by apparent concern for the poor, government efforts to redistribute income have failed. The only way to maximise economic well being for all is rely upon individual choice and responsibilities not income redistribution. The duty off the individuals is to increase the economic growth off the country. That is possible if people are regular in paying their taxes, contribute to nations income etc. in order to transfer income to some citizens, government must first take income from other. The more government attempts to redistribute wealth, the less wealth it finds to redistribute.

Ultimately, such action consumes capital, depletes wealth, and ends in widespread hardship and increasing despair. Modern technology also has impact on the economic growth of the nation. Such as net banking, mobile banking etc. These reduce their time and make their work more easy and reliable. We wish to redevelop a spirit of hope among today's poor, we must reject the plea for government induced equality, and instead replicate the circumstances faced by those who carved out a living for themselves and their families in earlier generations. To develop the economic growth of the country it is in the hands of each individual.

### **Political Responsibilities**

For the accomplishment of great constitution no one citizen are unimportant. It is the duty of every individual as a citizen to use his best and most unremitting endeavours for preserving the constitution pure, healthful and vigorous. Government is a pupils creation not their master. We all of us are quick to claim benefits, but not everybody is eager to fulfil obligations. We have become nation obsessed with rights, forgetful of responsibilities. Great many people find it easy to forget that all good things must be paid for by somebody or other. At time comes in the course of events, when abruptly there is a most urgent need for men and women ready to fulfil high and exacting and dangerous responsibilities. And if there are no such citizens, then liberty can be lost. We acting and deliberating together with others, we establish important connections that do not rely on the agreement achieved, but rather on the feeling of jointly supporting the world we share, the public space in which we express ourselves and show ourselves to others.

### **Cultural Responsibilities**

To protect the cultural heritage and support cultural activities are shares of each part of the society. The culture is the keystone, which constitutes us and causes us to stand and be hopeful about the future. The definition of cultural responsibilities used is problematic because it includes both voluntary and involuntary responsibilities. Here, cultural responsibilities are defined as

including such things as telling traditional stories, being involved in ceremonies and attending events such as funerals or festivals, preserve old monuments and paintings, respect other caste, creed, custom etc. Engagement with our heritage tells us where we have come from and informs where we are going. We connect people from all walks of life to our culture and heritage and bring our past to life in many ways. Every culture develops intricate patterns of normative expectations about emotions, thought and action that help to structure each person's formative experiences. Cultures powerfully shape even the most fundamental desires and purposes that influence human action. Each person has to build a culture around faithful people which helps to make the changes necessary to maintain the heart and purposes of their mission. A culturally responsible attitude respects, safeguards and promotes cultural diversity.

### **Social Responsibilities**

A community is a place people feel at home and a place where people want to feel safe at. A basic community responsibility is voting in elections. Being socially accountable means folks and organisations should behave ethically and with sensitivity toward social, cultural, economic and environmental and political problems. Striving for social responsibility helps people, organisations and governments have a positive impact on development. Social responsibility can be “negative”, in that it is a responsibility to refrain from action or it can be “positive”, meaning there is a responsibility to act. Being social responsible not only requires participating in socially responsible activities like recycling, volunteering and mentoring but to actually make it a life style. It means that individuals and companies have a duty to act in the best interests of their environments and society as a whole. Individuals are accountable for fulfilling their civic duty and the actions of an individual must benefit the whole of society. In this way, there must be a balance between economic growth and the welfare of society and the environment. If this equilibrium is maintained, then

social responsibility is accomplished. Every individual has a responsibility to act in manner that is beneficial to society and not solely to the individual.

## **II. CONCLUSION**

Responsibility is a contraction of the words, “response and ability”. Individual responsibility is the idea that human beings choose, instigate, or otherwise cause their own actions. The individual social responsibility includes the engagement of each person towards the community where he lives which can be expressed as an interest towards what's happening in the community, as well as in the active participation in the solving of some of the local problems. It is the duty of every individual as a citizen to use his best and most unremitting endeavours for preserving the constitution pure, healthful and vigorous.

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## **ROLE ON CORPORATE SOCIAL RESPONSIBILITY (CSR) IN BUSINESS INDIAN CONTEXT**

**\*Dr.C.SUBATHRA**

Assistant Professor of Commerce & Research Supervisor,

Pioneer Kumaraswamy College, Nagercoil,

Affiliated to Manonmaniam Sundaranar University, Abishegapatti,  
Tirunelveli – 627 012,Tamilnadu, India.

**\*\*LEENET A.VARGHESE**

St.Aloysius College

Edathua,Alappuzha, Kerala

### **Abstract**

*India is a developing economy, here Corporate Social Responsibility (CSR) play a vital role in business organizations. The importance of CSR is increasing in Indian corporate scenario because organization have accomplish that the extreme goal is not profit making beside this trust building is viable and assert able with societal relationship. The obligation of CSR has emerged in last two decades when Indian organization actualizes the importance of supporting in this cutthroat competition era. Indian industries had materialistic culture. After introducing LPG (Liberalization, Privatization and Globalization) companies were only focused toward profit maximization which led social backwash. To overcome this style CSR play an crucial role in acceptable development which is only possible when there is a balance between profit and lowering social backwash or eradicating it. The problem with Corporate Social Responsibility is that nobody is very clear about what exactly it encompasses. The Indian government has been trying to make it mandatory for companies to spend at least 2% net profits on CSR. Today CSR to some company's means providing lunch to their employees or tackling global warning issues."Corporate Social Responsibility (CSR) to the way a*

*company undertakes activities that positively Affect the wellbeing of employees, local communities, the environment and society as a whole. These activities are expected to earn the trust and respect from all the stakeholders".*

**Keywords:** *Corporate Social Responsibility, Corporate Society Relations, Community Development, Indian context*

## I. INTRODUCTION

Corporate Social Responsibility (CSR) is a very broad concept that addresses many and various topics such as human rights, corporate governance, health and safety, environmental effects, working conditions and contribution to economic development. Corporate Social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.

CSR is a corporation's initiative to access and take responsibility for the company's effect on environmental and social wellbeing. CSR is the continuing commitment by business to behave ethically and contribute to the economic development while improving the quality of life of the workforce and their families as well as that of the local community and society at large.

CSR means "good company, good people, good environment." No one wants to work for a company that pollutes the environment around them, puts the workforce in difficulty working conditions. So companies have the responsibility to ensure that they only contribute to the betterment and not the detriment.

### **Why CSR is it Important?**

With issues such as environmental damage, improper treatment of workers and production that leads to danger to the customers CSR is becoming more and more important. For example, imagine a company that does only good. They create the best environment for the workers and give them everything that they need to get the job done. They even adopt a few environmental policies that help reduce their carbon footprint and organize a couple of charities and food drives to help the weak and destitute.

There are also a few stats about how important CSR is and how much companies pay attention to their reputation.

Of the total populace, 55% of consumers are ready to pay more for products when they come from socially responsible companies.

A whopping 65% of the fortune 500 companies in existence offer matching gift programs.

A total of 17.8 billion dollars is the amount that corporations have given to charities in the last year.

To help you out a little further, here are the top reasons why companies rely and adopt CSR strategies.

- Better public image
- Better media coverage
- Boosts employee engagement
- Attain and retain investors
- More volunteer participation.
- Varied sources of revenue

## **II. OBJECTIVES**

1. To study the nature and status in India
2. To study different models of CSR
3. To study the challenges faced by CSR in India

## **III. RESEARCH METHODOLOGY**

The research paper is an attempt of exploratory research, based on the secondary data sourced from journals, magazines, articles and media reports. Looking into requirements of the objectives of the study the research design employed for the study is of descriptive type. Keeping in view of the set objectives, this research design was adopted to have greater accuracy and in depth analysis of the research study. Available secondary data was extensively used for the study. The investigator procures the required data through secondary survey method. Different news articles, Books and Web were used which were enumerated and recorded.

## **CSR in India**

The term CSR itself came into common use in the early 1970s. The last decade of the twentieth century witnessed a shift in focus from charity and traditional philanthropy toward more direct engagement of business in mainstream development and concern for disadvantaged groups in the society. In India, there is a growing realization that business cannot succeed in isolation and social progress is necessary for sustainable growth. An ideal CSR practice has both ethical and philosophical dimensions, particularly in India where there exists a wide gap between sections of people in terms of income and standards as well socio-economic status

The practice of CSR in India still remains within the philanthropic space, but has moved from institutional building (educational, research and cultural) to community development through various projects. Also, with global influences and with communities becoming more active and demanding, there appears to be a discernible trend, that while CSR remains largely restricted to community development, it is getting more strategic in nature (that is, getting linked with business) than philanthropy, and a large number of companies are reporting the activities they are undertaking in this space in their official websites, annual reports,

### **Brief History of CSR in India**

- Kautilya also “emphasized ethical practices and principles while conducting business”.
- In the Rig Veda, there is also a mention of the “need for the wealthy to plant trees and build tanks for the community as it would bring them glory in life and beyond. Let us walk together, Let us talk together, Let our heart vibrate together”.
- The Yajurveda says that “enjoy riches with detachment, do not cling to them because the riches belong to the public, they are not yours alone”.
- Atharvana Veda says that “one should procure wealth with one hundred hands and distribute it with one thousand hands”.

- Islam had a law called Zakaat which ruled that a portion of one's earning must be shared with the poor in the form of donation.
- Sikhism: Similar to Islam's Zakaat, Sikhs followed what they called Daashaant.

### **CSR Models in India**

- Ethical model (1930-1950): One significant aspect of this model is the promotion of trusteeship that was revived and reinterpreted by Gandhi. Under this notion the businesses were motivated to manage their business entities as a trust held in the interest of the community. The idea prompted many family run businesses to contribute towards socio-economic development. The efforts of Tata group directed towards the well being of the society are also worth mentioning in this model.
- Statist model (1950-1970s): Under the aegis of Jawaharlal Nehru, this model came into being in the post-independence era. The era was driven by a mixed and socialist kind of economy. The important feature of this model was that the state ownership and legal requirements decided the corporate responsibilities.
- Liberal model (1970s-1990s): The model was encapsulated by Milton Friedman. As Perth model, corporate responsibility is confined to its economic bottom line. This implies that it is sufficient for business to obey the law and generate wealth, which, through taxation and private charitable choices can be directed to social ends.
- Stakeholder model (1990-present): The model came into existence during 1990s as a consequence of realization that with growing economic profits, businesses also have certain societal roles to fulfil. The model expects companies to perform according to "triple bottom line" approach. The businesses are also focusing on accountability and transparency through

several mechanisms CSR needs to be understood within this context captured in the development oriented CSR framework.

### **Challenges to CSR Initiative in India**

- Community participation: There is lack in community participation in the CSR activities as it has been seen that the communities that are going to benefit show less interest whenever the initiative is being taken by any company or organization.
- Own benefit: Generally corporate sector in India works for CSR only to save the taxes which are being levied by government on them because it has been noticed that the funds that corporate will raise for the CSR activity will be categorized as tax free, so many corporate work on this premise.
- Capacity building: Many companies do not have skilled manpower and technical knowhow to develop effective CSR technique. This is required in terms to develop effective CSR policies and strategies. The expenditure that has been made on CSR is directly linked to the CSR policies which are being formulated.
- Corporate social responsibility not only a concept: Corporate sector should understand that CSR is not just a concept that they have to follow and contribute monetarily or in similar other ways, rather it should include social, environmental and economic factors and corporate have to look into it from the philanthropic point of view.
- CSR review: The policies which are being formulated and implemented must be evaluated in order to attain the desired result. The organization that has invested on CSR activity must analyze the impact of a particular CSR activity on the society or the targeted section. But in India the scenario is opaque. Companies spend money on CSR activities only for personal gains and publicity. The long term benefits of CSR are not taken into account.

- Issue of transparency: There is no governing body to check as to how much amount has been spent on CSR activities. Hence, no regulation, of any sort is available or lined.

#### **IV. SUGGESTION**

Companies can take up various issues happening in the society and work on that under CSR. Ideally, the companies should not and cannot work on CSR activities alone, if cooperation and contribution from employees is absent. Stakeholders should be encouraged to contribute in the promotion of CSR activities. Conferences, seminars, workshops and training sessions should be conducted by various companies in order to spread knowledge and awareness in this sector. It is also important to review the existing policies which are being laid by various companies and implementation must also be put in that way so that the desired result could be achieved.

Development of new civil society organizations with a social purpose is called for. Such organizations will be dependent primarily on corporate rather than donor money, and be focused on particular issues, such as sanitation, clean water, child and maternal health and so on. Law makers have a responsibility to create the enabling conditions for such organizations to form and thrive, which draws us to our last point. The CSR clause in the Indian Companies Bill is unique, and the first for a big economy. Critics might see it as a 2 percent tax, but that will be the case only if we miss this golden opportunity to set a new model for how businesses can make a real contribution to society's critical problems.

#### **V. CONCLUSION**

Corporate Social Responsibility is an emerging activity which is at the initial stage and will grow more in the coming times. Companies Bill which is a good initiative by the Government of India for various companies to allocate certain budget for this activity but it is unclear that how much amount has to be spent on this activity. On the international front, CSR has been accepted as an

important concept for image building and for the successful conduction of the business.

But has to be taken up on a more serious note than a mere tax benefiting activity. The amount projected to be spent on CSR activities should be fixed by government. Social and environmental development programmes must be taken up by various companies as a part of this activity.

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## ***CSR INITIATIVES IN EDUCATION IN INDIA: A CRITICAL REVIEW OF INITIATIVES, ISSUES AND CHALLENGES***

**\*Dr. MADHU BALA**

Assistant Professor,  
Department of Commerce, DAV College for Girls,  
Yamuna Nagar, Haryana, India.

### **Abstract**

*Education is backbone of any economy and it has pivotal role in national building and molding superb wings of human recourse. CSR, as a strategic practice, is a key to organizational success because it is one of the few practices that can positively impact all three elements of the Triple Bottom Line (Economic, Social, Environment), contributing to a healthy bottom line and long-term sustainability. There have been significant improvements made in education sector across India since Independence. With the advent of the Millennium Development Goals (MDGs), significant attention has been given to achieving the goal of Universal Primary Education, at the centre of which is Universal Primary Enrolment. The SarvaShikshaAbhiyaan (SSA) and the Right to Education Act (RTE) were India's responses to this commitment and in terms of enrolment figures, there has been substantial progress. However, considerable issues regarding quality of education, lack of learning, teacher quality, lack of accountability, good teacher retention irrelevant curriculum and pedagogy remain big challenges for Indian nation, and these challenges will have serious consequences on the growth and development potential of the country. In order to understand the current CSR trends in education, their implications for CSR and CSR issues & challenges in education, author has attempted this study.*

***Key Words: - CSR, Corporate Social Responsibilities, Issues and Challenges, Educational CSR***

## I. INTRODUCTION

Education is backbone of any economy and it has pivotal role in national building and moulding superb wings of human recourse. Every country is spending much amount for enhancement of education. CSR, as a strategic practice, is a key to organizational success because it is one of the few practices that can positively impact all three elements of the Triple Bottom Line (Economic, Social, Environment), contributing to a healthy bottom line and long-term sustainability. There have been significant improvements made in education sector across India since Independence. With the advent of the Millennium Development Goals (MDGs), significant attention has been given to achieving the goal of Universal Primary Education, at the centre of which is Universal Primary Enrolment. The SarvaShikshaAbhiyaan (SSA) and the Right to Education Act (RTE) were India's responses to this commitment and in terms of enrolment figures, there has been substantial progress. However, considerable issues regarding quality of education, lack of learning, teacher quality, lack of accountability, good teacher retention irrelevant curriculum and pedagogy remain big challenges for Indian nation, and these challenges will have serious consequences on the growth and development potential of the country. India is the first country who has mandatory CSR spending as per Companies Act, 2013. The passing of the Companies Act, 2013 provides the right opportunity for companies to play an important role in this sector. In order to understand the current CSR trends in education, their implications for CSR and CSR issues & challenges in education, author has attempted this study.

## II. REVIEW OF LITERATURE

Author has tried best to find relevant literature on CSR initiatives in education, its issues and challenges but very limited literature is found on it. A number of research papers and articles provide a detailed insight about the CSR initiatives in education. The findings from the literature are presented below:

**Dutta and Durgamohan (2008)** explored the corporate social responsibility strategies and initiatives of twenty six companies of different sectors like metals, chemicals and fertilizers, consumer durables, FMCG services and InfoTech. The findings indicated that out of different corporate social responsibility initiatives education was given top priority followed by health, social causes, rural development and environment.

**Wendy Stubbs (2011)** reported on efforts to develop two stand-alone subjects on sustainability and corporate social responsibility (CSR) in a mainstream business curriculum at Monash University, Australia. This may be a new initiative to strengthen the CSR education initiatives. He found that although many universities offer support for education for sustainability, previous research indicates that most curriculum initiatives in this area have been driven by individual faculty.

**MadhuBala (2013)** conducted a study among selected Indian companies to understand about their CSR initiatives & practices, thinking, perception, interpretation of CSR, priority of CSR initiatives and strategy to apply CSR initiatives. This study brought out those different companies may well adopt very different types and methods of involvement. There is no one universal model for CSR activities & initiatives, which will be appropriate for all types and sizes of companies. The study revealed that education is on top priority for Indian companies, healthcare is on second priority, environment is on third priority, others Social Issues are on fourth priority, Welfare of Underprivileged Sections and Rural Development are on equal priority that is fifth and Natural & Other Calamities is on sixth priority for the companies.

**MadhuBala & Narendra Singh (2014)** conducted an empirical study in 145 companies including 65 Private Indian Companies (PICs), 51 Multinational Companies (MNCs) and 29 Public Sector Companies (PSCs) working in India in various sectors to identify the CSR practices, analyze their underlie components and study them for similarities/differences across Private Indian

Companies (PC), Multinational Companies (MNC) and Public Sector Companies (PSCS). The study found that there is no major difference in components of CSR practices of PICs, MNCs and PSCs. The identified CSR factors emerged from PICs are Employee Welfare, Environmental and Natural Resources Protection, Community Development and Community Affairs. The identified CSR factors emerged from MNCs are Community Welfare, Employee Development & Safety, Environmental and Natural Resources Protection, Working under law and compliance, Employment Generation and Community Support and that of PSCs are Employee Welfare and Social Support, Sustainable Development, Community Development and Heath & Scholarship Program. The difference lies only in priority/preference to follow CSR practices.

The insights from above literature indicate that studies have been conducted in past to understand the CSR practices/initiatives undertaken by different companies but no study has been conducted with a special focus on Education.

### **III. PURPOSE**

India has emerged as one of the leading nation to make CSR mandatory by the passage of the Companies Act, 2013 and the CSR (Policy) Rules (the Act) from 1 April 2014. So the year 2015 was the 1<sup>st</sup> year of mandatory CSR followed by 2016, 2017 & now 2018. After making CSR mandatory in India, there are major interventions towards Sustainable Development Goals by many corporations in the educations sector under CSR Scheme. Extant literatures indicate that companies are beginning to show strategic thinking behind their CSR efforts in education. In view of this, author has attempted to conduct a study to review CSR initiatives, issues and challenges in Education Sector in India.

### **IV. METHODS OF REVIEW**

The exploratory research is designed to allow an investigator to basically look around with respect to some phenomenon, with the aim to develop suggestive ideas (Reynolds,

1971). This study is exploratory in nature and includes both quantitative and qualitative analysis. As a purpose of this study (critical review), data have been collected on all India basis. The secondary data &information have been analyzed for preparing this paper extensively. The secondary data &information have been collected from different scholars and researchers, published e-books, articles published in different journals, periodicals, conference papers, working paper, company websites for annual reports &CSR activity reports and their internal news letters. The company related data and information are used which is available publically on the websites of the companies. This is the best/standard practice for a research which is a critical review type.

## V. RESULTS

### **5.1 Current Status of Educational CSR Initiatives & Spending in India**

Several private organizations are joining hands with the Government or NGO or operating directly to make that ultimate dream of offering quality education in India come true. As an important part of it, the role of corporate with their Corporate Social Responsibility (CSR) in India is crucial in improving the educational conditions in India. To study this, author has compiled the data from the website of the respective companies and presented in the Table-1. The data is collected which is related to CSR in education.

<b>Table-I : Details of CSR Expenditure &amp; Initiatives by Top Ten Corporates in FY-17 towards Education</b>	
<b>Corporate</b>	<b>Description</b>
Reliance Industries Ltd	Invested INR 215 Cr in CSR initiatives in Education. Providing opportunities to the youth and empowering them towards becoming future leaders, Supports financially poor and meritorious students, to facilitate and enhance the development process of children with speech and hearing impairment.
Wipro Ltd.	Invested INR 108.13 Cr in CSR initiatives in Education. Helps Science graduates to study for a Master's degree in Software Engineering
Bajaj Auto Ltd.	Invested INR 75.84 Cr in CSR initiatives in Education. Up gradation of the Mechanical Engineering building, expanded the pune public school building, constructed administrative building

	for Nagpur University, Upgraded the schools in PCMC area (Pune)
Samsung India Electronics Pvt Ltd	Invested INR 50.51 Cr in CSR initiatives in Education. Empowering India's youth with education through technology.
Infosys Ltd	Invested INR 43.6 Cr in CSR initiatives in Education. Renovation of seven schools in Arunachal Pradesh and two schools in Assam. Partnership with number of academic institution across India. TFI fellowship for higher education
Mahindra and Mahindra Ltd.	Invested INR 33.41Cr in CSR initiatives in Education. Projects are like Mahindra scholarships for UWE students, research projects of the Indian council on global relations, providing infrastructure, Mahindra SaarthiAbhiyaan,
Tata Steel Ltd	Invested INR 29.93 Cr in CSR initiatives in Education Tata granted two fellowships viz., the Jyoti Fellowship and Moodie Fellowship to over 2,800 meritorious SC/ST Students from economically-challenged families in Jharkhand and Odisha.
ITC Ltd.	Invested INR 23.25 Cr in CSR initiatives in Education. The Education Programme provided access to children from weaker sections with focus on quality and retention. Primary schools were provided infrastructure support comprising boundary walls, additional classrooms, sanitation units, and furniture.
Adani Ports and Special Economic Zone	Invested INR 21.94 Cr in CSR initiatives in Education. Company also provided "Free of Cost" quality education to the deserving young minds coming from the weaker economic backgrounds. DPCL DAV Public School, Dhamra supported by Adani Foundation is providing quality English medium education at a subsidized cost to nearly 300 students from the periphery villages.
Jindal Steel & Power Ltd	Invested INR 12.01 Cr in CSR initiatives in Education. The aim is to nurture young minds and educate them, so that they contribute to the nation's development. Realising the importance and relevance of education, a number of initiatives have been undertaken in this respect like establishing a global university, specialised institutes and schools.

*Source: - Respective websites of the company. Data compiled by the author.*

It has been seen from Table-I, that companies are engaged in one or more educational CSR initiatives. This analysis shows that the CSR practices in the areas like shortage of teachers, training of the teachers, system icissuessuch asirrelevantcurriculum, inappropriate assessments, lack of incentives and accountability, mismanage mentoffunds, bad conditions of infrastructure of schools, low demand of education due to poverty and illiteracy, The expenditure by these companies in CSR in education, lack of

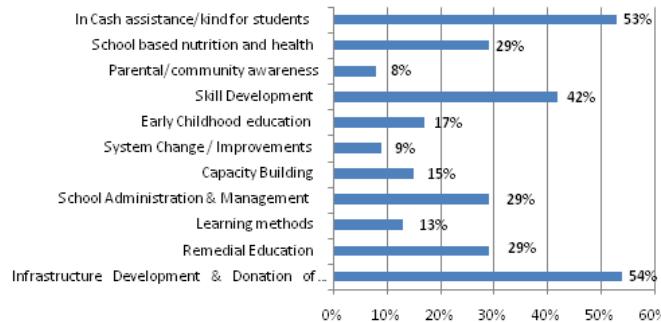
awareness, conservative attitudes, lack of interest in studying, discriminatory attitudes towards girls etc. are not addressed on large scale. Now to review it further in details quantitatively author has studied a research work conducted by Samhita Social Ventures in 2014 where a total of 100 companies from the BSE500 list based on the size of their CSR budgets, calculated as 2% of net profit were analyzed to map CSR initiatives supported by companies. According to the range of educational areas supported by above companies as a part of their CSR programs; this study has identified the eleven areas of interventions in education as per details given in Table-II.

<b>Table-II :- Areas of Intervention for Educational CSR Initiatives</b>		
<b>SN</b>	<b>Area of Intervention</b>	<b>Examples of CSR Practice/Initiative</b>
i.	Infrastructure Development & Donation of Learning Materials	Infrastructure for the school including toilets, computers, chairs, benches, light, fans etc. Learning Materials for the large portion of children including books, pens, stationery, uniforms etc.
ii.	Remedial Education	Supplementary education for weaker children, Non formal education, Providing higher education opportunities to deserving employees.
iii.	Learning methods	Experiential learning, ICT in classrooms
iv.	School Administration & Management	Public Private Partnerships, Running schools independently, Remuneration for staff
v.	Capacity Building	Training for teachers, Training for school leaders
vi.	System Change / Improvements	Curriculum development , Development of learning material, Research
vii.	Early Childhood education	Training of Anganwadi Workers
viii.	Skill Development	Mentoring children, Vocational education for children, Extracurricular activities
ix.	Parental/community awareness	Awareness campaigns
x.	School based nutrition and health	Midday meals for students, Health awareness camps, Health camps at schools
xi.	In Cash assistance/kind for students	Scholarships, Sponsorships

*Source: Samhita Social Ventures study (2014)*

The %age involvement of these companies in the particular CSR interventions in education is shown in Fig-I. Just providing infrastructural inputs and learning material to schools is the most

popular intervention, with 54% of companies supporting this type of intervention. Research has continuously highlighted that mere provision of infrastructure does not have an impact on learning outcomes, it should be valued by school administrators, parents and community as it helps in attracting children to school and improving attendance and retention. The trends indicate that there is a risk of imbalance within the sector, wherein support is focused on a few aspects of education, while other equally critical issues suffer from lack of attention and resources. The critical gaps that do not receive enough attention are interventions such as building capacity of providers, supporting initiatives around pedagogical and systemic changes and investing in early childhood education, with only 10% - 17% of companies investing in these areas. A few reasons for this trend could be perceived difficulty and risk in implementing such initiatives because of lack of implementation partners and technical experts, indirect impact and attribution, longer time taken to realize changes and misconceptions that these interventions are expensive. On the other side, direct assistance to students in cash or kind is the most popular type of intervention among companies, with 53% of companies running scholarships/ sponsorships for children. Skill development is also a popular CSR avenue for companies with 42% investing in allied activities. Preference for such activities could stem from ease of implementing since many of them could be short term or one time investments, particularly in cash/kind assistance and can be implemented at scale at relatively low costs.



*Fig-I :- %age involvement of 100 Companies in particular CSR Program*

*Source:- Samhita Social Ventures study (2014)*

## 5.2 Issues and Challenges in Educational CSR Initiatives in India

**Extremely hard to commercialize:** The unique nature of education as a type of public goods means it requires high justice, administrative transparency, and careful planning on a broad scale. In order to ensure wide availability and justice of this service, its providers are not supposed to charge the consumer and beneficiary in a typical economic means.

**Competitive Labour Markets:** In order to hire and retain skilled employees, companies are being forced to improve working conditions.

**The Shrinking Role of Government:** Shrinking government resources, coupled with a distrust of regulations, has led to the exploration of voluntary and non-regulatory initiatives instead.

**Growing Investor Pressure:** Investors are changing the way they assess companies' performance, and are making decisions based on criteria that include ethical concerns.

**Lack of Community Participation in CSR Activities:** No serious efforts have been made to spread awareness and instill confidence in the local communities about CSR to improve their participation.

**Lack of Consensus on Implementing CSR Issues:** This lack of consensus often results in duplication of activities by corporate houses in areas of their intervention. This results in a competitive spirit between local implementing agencies rather than building collaborative approaches on issues.

**Issues of Transparency:** This reported lack of transparency negatively impacts the process of trust building between companies and local communities, which is a key to the success of any CSR initiative at the local level.

## **VI. FINDINGS AND SUGGESTIONS**

CSR in Education so far in India has mostly involved steps to promote education among local communities or society at large by building schools (built by a company free of cost or at a minimal cost to the company or society), scholarships (offered to underprivileged/meritorious students at various levels of education, for primary or higher studies), sponsorships (helping schools run efficiently by providing teaching aids, books, uniform, shoes, and bags), increasing access to education (supporting/building secondary schools in localities that do not have one; encouraging children to go to school by spreading awareness, helping or training teachers, providing infrastructure for the school; free transport facility), and higher education (setting up or supporting higher or technical education institutes like vocational training centers, engineering colleges, schools offering training in other fields such as management).

Other CSR practices for the education sector that are increasingly gaining popularity among specific industries include the promotion of computer illiteracy, establishment of gender equity by targeting girls from economically disadvantaged families for quality education, provision of toilets and maintenance of a clean and hygienic school environment, customization of programs designed to provide educational support to children with disabilities, provision of nourishment to students, psychological support to underprivileged students by providing motivational talks on

leadership development, personality development, establishment of training institute for teachers, libraries for rural school education of slum children and night schools for uneducated adults for empowerment of illiterate public in surrounding villages, tribal areas.

Awareness programs have been a significant part of CSR initiatives by companies with programs organized to spread awareness among the communities and the society at large about the importance of education and critical issues such as child labor, girl child, etc. which hinder access to education. Taking this step further, programs can target quality education as well as holistic development of underprivileged children in the rural parts of the country, designed to empower students to explore, question, reason and communicate effectively. Moreover, companies can actively get involved in providing academic support to the public education system, specially govt. schools as the role of academic support is extremely crucial in the development of curriculum and materials, training of teachers, research based knowledge generation, assessment and evaluation, academic monitoring of schools. One way to do this will be to adopt govt. schools as has been done by a private company recently in the GautamBudh Nagar district of Noida, Uttar Pradesh. So far, 54 out of 470 schools in the district have been adopted by companies a part of their corporate social responsibility portfolio with the objective to provide quality education to the destitute children. With 80% of India's children studying in government schools, this is a commendable move towards ensuring quality education that can be replicated in other districts under the CSR mandate. The virtualization of education in India, furthermore, has immense capacity to improve access to education of the down compressed people based at their hutments and enroll vast number of students.

In a developing country like India marked by internal asymmetries, the potential of a digital India to spread education at all levels and to connect the people of different communities with

diverse socio-cultural, linguistic, religious and ethnic background is enormous. Several companies can work on this together as this would entail massive investments and structured changes at various levels. Technology innovations can make it easy to distribute education contents to remote population, empowering them with knowledge that might change their life. Teachers can be trained in computers who can further educate students across the country to bridge the digital divide and supplement the overall development objectives CSR can also be used to address the looming skill gaps in the country with nearly 90 million persons joining the workforce, but most of them lacking the requisite skills and the mindset for productive employment, or for generating incomes through self-employment. Companies can make skill development a priority and train students in vocational schools to help them emerge as employable citizens and contribute towards community development. As evident, companies can play a prominent role in innovating at the grass root level as such projects involve complicated administration and implementation which the corporate players are believed to be at a better position to understand through their high expertise in managerial processes. Shortage of financial support has always been a bottleneck for ensuring consistent access to education. However, mere involvement from a financial perspective to strengthen the education system in underprivileged areas is not enough. For instance, a corporate funding the setting up of a school in a village is not translating itself automatically into a CSR product; unless teachers are recruited, adequate infrastructure is provided and literacy improves. Setting up a special purpose vehicle, a corporate foundation, instead to explore alternative social sector agenda can offer better opportunities for product and process innovations.

## **VII. CONCLUSION**

CSR is represented by the contributions undertaken by companies to society through its core business activities, its social investment and philanthropy programmers and its engagement in

public policy. India has to restructure the education system at all the levels i.e. elementary, secondary and higher education level. This is possible when the corporate also perform their responsibilities towards society. They are also the consumers/users of trained/skilled manpower produced by the universities. In order to reap concrete benefits they must help these universities /colleges to produce such skilled and trained manpower by providing funds for research and development, organizing various workshops, training and development programs, cross over exchange programs, infrastructural support and last but not least providing facilities for qualitative education with non-profited modes as it is amid by some corporates.

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## **ETHICS IN CORPORATE SOCIAL RESPONSIBILITY**

**\*Dr. M. AYISHAMILLATH**

Assistant Professor,  
Alagappa Institute of Management,  
Alagappa University, Karaikudi.

**\*\*S. MAYA**

M.Phil. Management,  
Alagappa Institute of Management,  
Alagappa University, Karaikudi.

### **Abstract**

*The areas of ethics and CSR that govern the activities of a firm and the value systems that underlie their business activities. The CSR practices implemented by the public division and private division for the growth and development of the society generates various benefits for the such as competitive advantages and provide long term gains. The CSR norm suggests that instead of focusing on maximizing shareholders' wealth, corporations should recognize their responsibilities to a larger set of actors and therefore invest a portion of these rents for their welfare. CSR proponents believe it to be fair to expect that corporations will consider themselves as social actors, embedded in social interactions and responding to societal expectations and concerns.*

**Keywords:** Ethics, Corporate Social Responsibility

### **I. INTRODUCTION**

Ethics The phrase “ETHICS” is found from the Greek word “ETHOS” which refers to character, standard, ideas or morally accepted behaviour. The philosophy which deals in questions as follows what is right and wrong, what is moral and immoral, fair and unfair as well as good and bad with respect to human behaviour. Ethics is a branch of philosophy that guides the behaviour of an individual in terms what acceptable and not acceptable in conduct. Ethics is branch of study dealing with what is the proper course of

action for human. Ethics deals with the basic Concepts and fundamental rights or principles of decent human conduct. It concerns for health and safety and for the natural environment.

Business Ethics covers the areas of moral principles and decision making, governance issues and codes of conduct for a business. Beverungen and Case (2011) argue that “We might find that ethics in business involves a basic dislocation relating to phenomenal experiences arising when things are out of place” When identifying practices that reflect business ethics, we find ourselves in the territory of morality, and a definition of what constitutes morality. Business actions will then be judged by not that which is efficient or effective but by that which is “morally defensible”. We understand that business ethics as a concept is mutating, changing in the context of new technologies, new ways of resource mobilisation and utilisation, evolving societal practices and growing towards a perpetually connected global business network. Growing universal awareness of the finiteness of natural resources, the growing wealth divide, and the pervasive presence of businesses in the individual citizen's life through technologies such as big data and cloud computing, bring forth business ethics to the forefront of the conversation on societal norms. We aim to explore Corporate Social Responsibility (CSR) in the context of business ethics.

### **Concept of Corporate Social Responsibility**

Corporate social responsibility is concept that requires self-commitment from the private and public sector and the organization whether big or small. The CSR policy is a tool through which organizations can review their commitment in terms of their compliance and make sure that the companies are following the concept of CSR and are in accordance with laws and ethical standards that are set by the companies act 2013 which requires every organization to contribute for the expansion and improvement of the society. With the help of models of CSR organization can go beyond the normal course of business and work apart from the liking of the organization and implement things that are requisite by

the act for social compliance. By social compliance, the organization can established the good image in the eyes of the society and can achieve the long term gains and thereby increase the profits of the organization and create confidence among the shareholders. The concept of CSR will promote social commitment of the organization and encourage the organization to work for the various stakeholders of the society and environment and impact them in a positive manner.

### **Need for Corporate Social Responsibility**

There are various needs for social responsibilities in a business enterprise and they are as follows.

- **Iron law of responsibility:** This law helps the or dominates the society over the business enterprises, and they also have the power to revolt against the business firm who fails to fulfil their needs or which does not add to the social improvement of the people according to the way they are expected to carry out their responsibilities
- **Long run self-interest:** A better society environment is beneficial to the business firms which in turn help them to make good profits. For this the business firms can help or we can say find out various way to develop the society by implementing various programs reducing crimes and absenteeism, improving public health n education, etc.
- **Better public image:** A better image of the business firm or we can say a good corporate image of a company helps them to grow and expand themselves and can gain higher profits. This is only possible when the company fulfils all its social responsibilities with a responsible and careful manner.
- **Avoiding government regulation and control:** It is utmost important to a business firms or company to carry out its social responsibilities without any government intervention as it is costly and time & energy consuming. As there is a chance of government intervention in this process but the company should

be efficient to avoid it and also should not give any chance for government to take the control on their work.

- **Effective use of resource and power:** A business firm should use its resources and power effectively and see to it that it does not go in vain or should avoid its wastage. A company should see to it that they have sufficient resources and power to take over a society's responsibilities and fulfil them.
- **Minimizing environmental damage:** Every business firms or company should see to it that no harm is done to the environment while carrying out their social responsibilities. This is also an important segment in their social responsibilities as they have to preserve and help environmental development accordingly.

#### **Reasons for increasing focus on social responsibilities.**

Focus on social responsibilities have been increased for the past few years which has helped in crucial development in the society and the reasons for that are as follows.

- **Increased stakeholders activism:** As the business firm expands and starts making profits according to the expectations, at this point of time the expectation of the society towards the company also increases. Corporations or the business firms who does not complete or carry out their social responsibilities then the people of the society goes against them which results in public demonstration, public exposes, boycott of business products, etc.
- **Proliferation of codes and guidelines:** CSR has improvised its standard and performance by the involvement of the new tools by the company which are further presented in the annual reports of the firm. There is a growing awareness of the CSR in the market by implementing the importance of the CSR for the growth of the society as well as the corporate firms.
- **Concept of value change:** The companies prepare CSR agenda which specifies the steps for the expansion of boundaries of

CSR in new areas of the societies. Stakeholders with their increasing hold of the company, who help them to know and assist the work of their partners and also look after supplier environment, labour and human right practices.

- **Transparency and reporting:** The decisions relating to CSR should be transparent or we can say that it should be known by the stakeholders as it is an important part to involve them in every decision making and also should report them time to time of the outcome of the CSR.
- **Growing pressure from investors and markets.:** As nowadays CSR is a routine part of the company's daily work and by the result of which the investors and the market take interest in knowing the CSR programs of the company which include policies of the company, human right practices, involvement with societies, etc.
- **Information Technology:** Constantly growing information technology has focused on the link between business and CSR, thereby increasing the flow about the CSR to the stakeholders. The development in information technology has helped to increase the speed and progress of CSR activities globally. It helped the corporate firms to improvise the methods of carrying out their social responsibilities with less efforts and time management.
- **Pressure to quantify corporate social responsibility “ROI”.** Stakeholders need to know their return on CSR investment for business and society. Company has to notify their CSR initiatives that they have achieved so far, so that it can continue to focus on optimum utilization of resources on effective areas.

### **Ethics Training.**

The concept of CSR can be effective by developing an ethical approach among the employees of organization. The organization should undertake various training programs for the employees so that moral values and discipline are inculcated into them and they are in a position to decide between ethical and unethical.

The ethical training will make employees loyal towards the organization and will improve the reputation of the organization.

### **Features and principles of Ethics.**

- **Honest:** Ethical executives are worthy of trust and honesty.
- **Loyalty:** Ethical executives are loyal to their organization. They also work in the best interest of an organization.
- **Fairness:** It strives to be fair and just in all dealings.
- **Law abiding:** It acknowledges and accepts personal accountability for all the activities Respect for others. It treats to respect everyone. Which says that you should be respect in same we will get respect for other.

### **Importance of business Ethics.**

Stop business malpractice some businessmen undertake unethical activities like black marketing, hoarding of goods, etc. Improves customers confidence Business ethics helps to improve confidence with respect to the quality, quantity, purity of the product. Survival of business if the businessmen do not follow the norms or principle of ethic he will fail in the market. Help the protect interest of stakeholder Ethics helps to protect the interest of stakeholder like customers, suppliers, competitors, etc. It leads to exploitation. Helps to establish social relationships If the businessmen follows ethical principles and caters to the social needs. Smooth functioning If the business follows all the business ethics, the employee, shareholders, dealers, etc. The business will grow, expand and diversify quickly. Customer satisfaction In today business customer are king of the market. If the customer want should be fulfilled and if the does not satisfied there will be no sales and it lead loss.

### **Ethical Issues in Employment**

- Discrimination. Today's major issue discrimination in workplace. It can face discrimination at workplace includes age, gender, race, religions, nationality, disability, etc.

- Sexual and racial harassment. It is an unwelcome action towards an employee. Such as Sexual harassment b. Racial harassment It can in terms of joke or comments, age , gender, etc.
- Child labour is the practice of having children engaged in economic activity. This practices leads children miss their childhood, lack of good schools and growth of informal economy.
- Overtime is another issue faced by the employees. They are forced to work even after their normal working hours at achieve the desired targets.
- Unfair wages is another ethical issue at workplace. Despite of thus, they do not speak out because of the losing job.
- Unfair promotions and increments. Many arguments arise in the workplace regarding unfair promotions and increments. Thus unfair promotions and increments is another serious ethical issue at workplace.

## **II. CONCLUSION**

To conclude with, CSR should be inbuilt into the functioning of various activities of public sector and private sector. It should be a way of life for them. So, purity must be in the beginning, during the process and at the end with all CSR activities. There are various activities such as design, planning, production, commercial, HRD, quality assurance to be performed by a company in public sector and private sector. Performing all these activities in a right manner at the right time by the right people will result into right product meeting the requirements of customers. The key stakeholders are management of corporate entity/body, employees of corporate body, government regulatory authority, members of community and Non-Governmental organizations. A professional consultancy organization, too, may be involved in the exercise. Spiritual leader/organization, too, may be involved in the process to ensure that ethical considerations are given due weight age.

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## **ROLE OF CORPORATES IN CORPORATE SOCIAL RESPONSIBILITY**

**\*RAJVASANTHA KUMAR**

Assistant Professors, Department of BBA,  
S.T.Hindu College, Nagercoil,

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

**\*\*T.MUTHU LAKSHMI**

Assistant Professors, Department of BBA,  
S.T.Hindu College, Nagercoil

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

**\*\*\*M.KARTHIKA**

Assistant Professors, Department of BBA,  
S.T.Hindu College, Nagercoil

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

### **Abstract**

*Corporate Social Responsibility (CSR) is an increasingly essential element in the business world. Corporate social responsibility is a type of corporate self-regulation, integrated into a business model. The trend of companies engaging in socially responsible activities is increasing. Businesses, including small and medium sized companies, are now working hard to establish various programs and strategies that can balance both areas of profitability and social responsibility. Companies have specialized CSR teams that formulate policies, strategies and goals for their CSR programs and set aside budgets to fund them. These programs are often determined by social philosophy which have clear objectives and are well defined and are aligned with the mainstream business. The programs are put into practice by the employees who are crucial to this process. CSR programs ranges from community development to development in education, environment and healthcare etc. CSR*

*contributes a lot to the organization. Every organization should adopt it make their business more efficient and profitable.*

**Keywords:** *Corporate Social Responsibility, Profitability and Social Responsibility*

## I. INTRODUCTION

The evolution of corporate social responsibility in India refers to changes over time in India of the cultural norms of corporations' engagement of corporate social responsibility (CSR), with CSR referring to way that businesses are managed to bring about an overall positive impact on the communities, cultures, societies and environments in which they operate. The fundamentals of CSR rest on the fact that not only public policy but even corporate should be responsible enough to address social issues. Thus companies should deal with the challenges and issues looked after to a certain extent by the states.

Corporate Social Responsibility (CSR) is an increasingly essential element in the business world. The first impression many people have towards corporations is that businesses are taking advantage of consumers and society. In their minds, they think businesses are all about profit-making, and they care less about society, the environment, and human rights issues. They do not contribute much to society. In fact, many entrepreneurs want to erase the negative image of corporations ingrained in people's minds and prove that with their actions. The trend of companies engaging in socially responsible activities is increasing. Businesses, including small and medium sized companies, are now working hard to establish various programs and strategies that can balance both areas of profitability and social responsibility.

### **Meaning and Definition of Corporate Social Responsibility**

Corporate social responsibility is a type of corporate self-regulation, integrated into a business model. The phrase "Corporate Social Responsibility" (CSR) describes a social movement and collection of specific management practices and initiatives (Wikipedia). It is a universal concept by which organizations take

up responsibility of their activities impacting the wellbeing of society customers, employees, shareholders, communities and the environment in all aspects of their operations. The concept of Corporate Social Responsibility (CSR) is guided by the fact that corporations can no longer act as secluded economic entities operating unconcerned from broader society. The conventional views about competitiveness, survival and profitability no longer exist. Thus, Corporate Social Responsibility is about two aspects: reducing the negative effect and increasing the positive contributions. CSR continues to be an evolving concept with no single definition universally accepted. CSR definitions have proliferated in the literature particularly since the 1980s. Nevertheless, common ground between CSR concepts and definitions is widely acknowledged and evident from the representative definitions given below:

- **Canadian Government** “understood CSR to be a way by which a company balances or integrates the economic, environmental and social imperatives, along with addressing expectations of shareholder and stakeholder” (CDCAC Report, 2002).
- **The European Commission** (2006) has given a simpler definition of CSR as “the responsibility of enterprises for their impacts on society and outlines what an enterprise should do to meet that responsibility”. CSR is that the business has a responsibility towards its stakeholders and society at large that extends beyond its legal and enforceable obligations.
- **According to World Business Council for Sustainable Development** (2002), CSR is the business’s commitment for behaving ethically and contributing for economic development, improving the quality of life of the employees and their families, local community and society at large.”
- **The Kennedy School of Government (Harvard University)** “The term (CSR) is often used interchangeably with others, including corporate responsibility, corporate citizenship, social

enterprise, sustainability, sustainable development, triple-bottom line, corporate ethics, and in some cases corporate governance. Though these terms are different, they all point in the same direction throughout the industrialized world and in many developing countries, there has been a sharp escalation in the social roles corporations are expected to play" (J.G. Ruggie, 2007).

- **Philip Kotler and Nancy Lee (2005)** define CSR as "a commitment to improve community wellbeing through discretionary business practices and contributions of corporate resources". (f) Archie Carroll in 1991 describes CSR as a multi layered concept that can be differentiated into four interrelated aspects – economic, legal, ethical and philanthropic responsibilities. Carroll presents these different responsibilities as consecutive layers within a pyramid, such that true social responsibility requires the meeting of all four levels consecutively.

## II. LITERATURE REVIEW

In a working paper series **Ramendra Singh & Sharad Agarwal** (2013) on Corporate Social Responsibility for Social Impact: Approach to Measure Social Impact using CSR Impact Index, identified that most companies in India engage with local communities near their area of operations and the beneficiaries of CSR activities are generally the local population. The companies should try to develop scalable models of CSR that can be extended across the nation using local NGOs in each geographical area, a very helpful resource yet at a low cost. Scalable models will be helpful in expanding the socio-economic impact of CSR activities of the corporate.

**Ashish Dhawan** (2013) in Companies Bill 2012: How can India Inc. make CSR a Game Changer? Has identified that around 8,000 companies would fall under the Bill's ambit and this mandate would translate into an estimated CSR spending of Rs 12,000-15,000 crore annually. In order to maximize the impact of their

CSR, Indian corporate houses need to look beyond the traditional lens of charity and develop succinct CSR strategies with potential for large-scale social and economic impact. Private philanthropies set up by India's business leaders can be looked at as models for CSR. The first step towards developing a CSR strategy is to define a maximum of 2-3 social issues.

**Sumeet Gupta and DebashishBagg** (2011) in their research explain that in the 21st century, India will have no choice other than to implement CSR. CSR does not give immediate results. CSR activities undertaken by various corporate might in a way directed towards their own benefits like increasing brand value, increasing employment, acting for environmental sustainability, or just to obey the government and societal laws.

**Jorge A. Arevalo, Deepa Aravind** (2011) in Corporate Social Responsibility Practices in India: Approach, Drivers, and Barriers have focused on four approaches: the ethical, the statist, the liberal, and the stakeholder approach, and investigated the reported drivers and barriers to implementing CSR practices. The study finds that the CSR approach that is most favored by Indian firms is the stakeholder approach followed by the strategic or profit motive. Further, the results indicate that the most significant obstacles to CSR implementation are those related to lack of resources, followed by those related to the complexity and difficulty of implementing CSR.

**Nilesh R. Berad** (2011) in his research paper Corporate Social Responsibility: Issues and Challenges in India conclude that need for more reliable indicators of progress regarding the CSR and dissemination of CSR strategies are significant challenges the companies are facing. To make a business more reliable and pushup the standards of other organizations, transparency and dialogue can help in this regard.

In the study CSR Initiatives of Indian Companies, **Dr. V.V.S.K. Prasad** (2010) wrote that organizations must realize that

government alone will not be able to get success in its endeavor to uplift the downtrodden of society.

### **CSR in India**

CSR in India has traditionally been seen as a philanthropic activity. And in keeping with the Indian tradition, it was an activity that was performed but not deliberated. As a result, there is limited documentation on specific activities related to this concept. However, what was clearly evident that much of this had a national character encapsulated within it, whether it was endowing institutions to actively participating in India's freedom movement, and embedded in the idea of trusteeship. As some observers have pointed out, the practice of CSR in India still remains within the philanthropic space, but has moved from institutional building (educational, research and cultural) to community development through various projects. Also, with global influences and with communities becoming more active and demanding, there appears to be a discernible trend, that while CSR remains largely restricted to community development, it is getting more strategic in nature (that is, getting linked with business) than philanthropic, and a large number of companies are reporting the activities they are undertaking in this space in their official websites, annual reports, sustainability reports and even publishing CSR reports. The Companies Act, 2013 has introduced the idea of CSR to the forefront and through its disclose-or-explain mandate, is promoting greater transparency and disclosure. Schedule VII of the Act, which lists out the CSR activities, suggests communities to be the focal point. On the other hand, by discussing a company's relationship to its stakeholders and integrating CSR into its core operations, the draft rules suggest that CSR needs to go beyond communities and beyond the concept of philanthropy. It will be interesting to observe the ways in which this will translate into action at the ground level, and how the understanding of CSR is set to undergo a change.

## **CSR and Sustainability**

Sustainability (corporate sustainability) is derived from the concept of sustainable development which is defined by the Brundtland Commission as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. Corporate sustainability essentially refers to the role that companies can play in meeting the agenda of sustainable development and entails a balanced approach to economic progress, social progress and environmental stewardship. CSR in India tends to focus on what is done with profits after they are made. On the other hand, sustainability is about factoring the social and environmental impacts of conducting business, that is, how profits are made. Hence, much of the Indian practice of CSR is an important component of sustainability or responsible business, which is a larger idea, a fact that is evident from various sustainability frameworks. An interesting case in point is the NVGs for social, environmental and economic responsibilities of business issued by the Ministry of Corporate Affairs in June 2011. Principle eight relating to inclusive development encompasses most of the aspects covered by the CSR clause of the Companies Act, 2013. However, the remaining eight principles relate to other aspects of the business. The UN Global Compact, a widely used sustainability framework has 10 principles covering social, environmental, human rights and governance issues, and what is described as CSR is implicit rather than explicit in these principles.

Globally, the notion of CSR and sustainability seems to be converging, as is evident from the various definitions of CSR put forth by global organizations. The genesis of this convergence can be observed from the preamble to the recently released draft rules relating to the CSR clause within the Companies Act, 2013 which talks about stakeholders and integrating it with the social, environmental and economic objectives, all of which constitute the idea of a triple bottom line approach. It is also acknowledged in the Guidelines on Corporate Social Responsibility and Sustainability for

Central Public Sector Enterprises issued by the DPE in April 2013. The new guidelines, which have replaced two existing separate guidelines on CSR and sustainable development, issued in 2010 and 2011 respectively, mentions the following: “Since corporate social responsibility and sustainability are so closely entwined, it can be said that corporate social responsibility and sustainability is a company’s commitment to its stakeholders to conduct business in an economically, socially and environmentally sustainable manner that is transparent and ethical.”

### **Components of Corporate Social Responsibility**

To become a successful company, building reputation and gaining trust from people are very important. Reputation has become one of the priorities for stakeholders and public to determine whether a company is trustworthy and able to meet their expectation. Over 60 percent of people believe that companies should focus more on managing their reputation in the coming years. Having a distinguished corporate social responsibility program is one way to enhance companies’ reputation and build a good image. Over 70 percent of people would spread positive words out to others when companies obtain higher than 80 points in their CSR score as determined by the Reputation Institute. The institute is a famous corporate reputation consulting company, which has done extensive studies to rank the top 100 most reputable multinational companies annually; it involves over 55,000 participants in the 15 largest economies across the world. According to the CSR RepTrak100 in 2013, the institute measures companies’ reputation through seven dimensions including workplace, governance, citizenship, financial performance, leadership, products and services, and innovation. Stakeholders expect successful companies to be the leaders in all seven dimensions. Among these dimensions, citizenship, governance, and workplace are the major components of CSR. Nearly half of the respondents assess companies by looking at their corporate social responsibility practices; thereby it is

significant to prioritize these three components in a company's CSR practice in order to build its reputation.

### **Benefits of a Robust CSR Programmed**

As the business environment gets increasingly complex and stakeholders become vocal about their expectations, good CSR practices can only bring in greater benefits, some of which are as follows:

#### **Communities provide the license to operate**

Apart from internal drivers such as values and ethos, some of the key stakeholders that influence corporate behavior include governments (through laws and regulations), investors and customers. In India, a fourth and increasingly important stakeholder is the community, and many companies have started realising that the 'license to operate' is no longer given by governments alone, but communities that are impacted by a company's business operations. Thus, a robust CSR programme that meets the aspirations of these communities not only provides them with the licence to operate, but also to maintain the licence, thereby precluding the 'trust deficit'.

#### **Attracting and retaining employees**

Several human resource studies have linked a company's ability to attract, retain and motivate employees with their CSR commitments. Interventions that encourage and enable employees to participate are shown to increase employee morale and a sense of belonging to the company.

#### **Communities as suppliers**

There are certain innovative CSR initiatives emerging, wherein companies have invested in enhancing community livelihood by incorporating them into their supply chain. This has benefitted communities and increased their income levels, while providing these companies with an additional and secure supply chain.

#### **Enhancing corporate reputation**

The traditional benefit of generating goodwill, creating a positive image and branding benefits continue to exist for

companies that operate effective CSR programmers. This allows companies to position themselves as responsible corporate citizens.

### **Characteristics of corporate social responsibility**

According to modern researchers, there are six core characteristics of CSR. There is hardly any definition of CSR that includes all of these characteristics. However, they are the essential features of the CSR concept that are being reproduced in all the CSR definitions. These characteristics represent the essential features of CSR. These are described as follows:

#### **Voluntary**

The responsibilities carried out by many companies are beyond the legal framework. CSR initiatives from industry are often seen through compliance with societal moral norms.

#### **Internalizing or Managing Externalities**

Externalities refer to the positive and negative side effects of a company's economic activities. These effects are borne by other people such as the local community where the company operates, and is not taken into account by the company in its decision making processes, nor included into the market price for goods and services. However, government regulations can legally require the company to internalize the cost of the externalities.

#### **Multiple Stakeholder Orientation**

In the concept of CSR, companies do not only have responsibilities to shareholders but also to various stakeholders such as employees, suppliers, and consumers. In order to survive and prosper, corporations have to rely on various other constituencies such as consumers, employers, suppliers and local communities.

#### **Alignment of Social and Economic Responsibilities**

CSR is not in conflict with the companies' objective to seek profits. The concept adheres to the fact that economic and social responsibilities are aligned and companies can continue to generate profit while being socially responsible.

## **Practices and Values**

CSR is a set of business practices and strategies dealing with social issues, but for many people, it is a philosophy or set of values that underpins these practices.

## **Beyond Philanthropy**

The current discussions on CSR has tended to ardently claim that CSR is about more than just philanthropy and community projects, but about how the entire operations of the firm i.e. its core business functions like production, marketing, procurement, human resource management, logistics, finance etc, impact upon society.

## **Corporate Social Responsibility Areas**

The indulgent and consciousness of CSR has taken assorted forms and the same is reflected through concrete manifestation of a company's CSR activities and commitments. The companies practice CSR initiatives in various and every company has its own individual unique approach. Based on different theories and ground applications of CSR, the areas in which companies work can be classified and summarized as: work place, market place, communities and environment. The details of activities are as follows:

### **Workplace Oriented CSR Activities**

Employees are the significant part of any organization. Hence companies have responsibility towards them which they fulfill by practicing employee oriented activities. These are: the improvement of working conditions, health and safety at work and job satisfaction, work/life balance, training and staff development programmers, social events for staff and employee counseling, coaching and mentoring.

### **Society Oriented CSR Activities**

The major responsibility of companies as discussed previously rests towards society. The major harm is done to society by the actions of companies thus the repairing work is required to be done by them. CSR activities targeted at the society/community are: improvement of the infrastructure, health/ sanitation, livelihood

support, women economic empowerment, child care development, HIV/AIDS, education and charitable events.

### **Environment Oriented CSR Activities**

CSR activities in the field of protection of the environment focus on designing environmentally friendly products or production processes reduce co2 emissions; reuse and recycling of resources and products, efficient use of resources, reduction of waste and pollution, reduce negative effect on air, water and soil, protection of the natural environment and environmentally conscious factories and offices.

### **Marketplace Oriented CSR Activities**

Market-oriented CSR activities target on the one hand at the customers, and on the other hand, at business partners and/or suppliers. Respective initiatives include: product/service quality, availability, continuous product/process innovation; customer satisfaction feedback, service camps/value added services, regular formal & informal interactions with suppliers, vendors' surveys & feedbacks, suppliers learning schemes and guidance on financial matters to suppliers.

### **Corporate Social Responsibility Drivers**

Corporate Social Responsibility is a voluntary progression for many of the organizations worldwide. The history shows that for-profit sector directly and indirectly has been practicing CSR through mere philanthropy and even through facilitating resources for the society. But for the majority of business sector it is a medium to garner positive image for their organizations. The fact is that there are drivers behind practicing and promoting CSR among corporates which can be outlined as follows:

### **Deficiency of Effectual Government Resources**

Governments of World have relied on legislation and regulation to deliver social and environmental objectives in the business sector. In the present times, voluntary and non-regulatory initiatives are also discovered.

### **Demands for Greater Disclosure**

There is a growing demand for corporate disclosure from stakeholders, including customers, suppliers, employees, communities, investors, and activist organizations.

### **Globalization**

There is an increased consciousness on CSR regarding HRM practices, protection of environment, health and safety, among other things. Reporting on the CSR activities by corporate has therefore, increasingly become mandatory because of cross border trade and development of multinational enterprises. In an increasingly fast-paced global economy, CSR initiatives enable corporate to engage in more meaningful and regular stakeholder dialogue.

### **Augmentation in Interest of Customers**

Ethical behavior of companies has a positive influence on the purchasing decisions of customers. Customers have developed interests in buying those products which directly and indirectly contribute for betterment of the society.

### **Rise in Investor Pressure**

Investors are changing the way. They assess companies' performance, and are making decisions based on criteria that include ethical concerns.

### **Competitive Labour Markets**

Employees are seeking out employers whose philosophies and practices are in accordance with their own principles. Skilled employees can only be retained by improved working conditions.

### **Supplier Relations**

Stakeholders are becoming progressively more interested in business dealings. Hence companies are taking steps to make certain that their partners conduct themselves in a socially responsible manner.

### **Current State of CSR in India**

CSR is not a new concept in India. Ever since their inception, corporate like the Tata Group, the Aditya Birla Group,

and Indian Oil Corporation, to name a few have been involved in serving the community. Through donations and charity events, many other organizations have been doing their part for the society. The basic objective of CSR in these days is to maximize the company's overall impact on the society and stakeholders. CSR policies, practices and programs are being comprehensively integrated by an increasing number of companies throughout their business operations and processes. A growing number of corporate feel that CSR is not just another form of indirect expense but is important for protecting the goodwill and reputation, defending attacks and increasing business competitiveness. Companies have specialized CSR teams that formulate policies, strategies and goals for their CSR programs and set aside budgets to fund them. These programs are often determined by social philosophy which have clear objectives and are well defined and are aligned with the mainstream business. The programs are put into practice by the employees who are crucial to this process. CSR programs ranges from community development to development in education, environment and healthcare etc. For example, a more comprehensive method of development is adopted by some corporations such as Bharat Petroleum Corporation Limited, Maruti Suzuki India Limited and Hindustan Unilever Limited. Provision of improved medical and sanitation facilities, building schools and houses, and empowering the villagers and in process making them more self-reliant by providing vocational training and a knowledge of business operations are the facilities that these corporations focus on. Many of the companies are helping other peoples by providing them good standard of living. On the other hand, the CSR programs of corporations like GlaxoSmithKline Pharmaceuticals focus on the health aspect of the community. They set up health camps in tribal villages which offer medical check-ups and treatment and undertake health awareness programs. Some of the non-profit organizations which carry out health and education programs in backward areas are to a certain extent funded by such corporations. Also Corporate

increasingly join hands with Non-governmental organizations (NGOs) and use their expertise in devising programs which address wider social problems.

### **III. CONCLUSION**

Companies have specialized CSR teams that formulate policies, strategies and goals for their CSR programs and set aside budgets to fund them. These programs are often determined by social philosophy which have clear objectives and are well defined and are aligned with the mainstream business. The programs are put into practice by the employees who are crucial to this process. CSR programs ranges from community development to development in education, environment and healthcare etc. CSR contributes a lot to the organization. Every organization should adopt it make their business more efficient and profitable.

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## **THE IMPORTANCE AND APPROACHES OF THE CORPORATE SOCIAL RESPONSIBILITY**

**\*M.RAMA PRIYA**

Ph.D Research Scholar,

Alagappa Institute of Management,  
Alagappa University, Karaikudi 630003.

**\*\*Dr. S. SUDHAMATHI**

Assistant Professor,

Alagappa Institute of Management,  
Alagappa University, Karaikudi 630003.

### **Abstract**

*This paper examines the Corporate social responsibility (CSR) is the way an enterprise accomplishes an adjust among its financial, social, and natural duties in its tasks in order to address investor and other partner desires. Corporate social obligation has turned into a critical issue in business. There are advantages to pick up from this exertion. In any case, there are additionally results of CSR as various firms have diverse methodologies in overseeing corporate social obligation. There is no correct definition for this term, on the grounds that distinctive organizations have diverse discernments on its importance and distinctive approaches in taking care of it. It is important for firms to be occupied with CSR exercises to encourage the earth and society instead of utilization the idea to produce benefits. This article aims to present some theoretically aspects and some findings of the researches demonstrating the importance and approaches of the corporate social responsibility.*

**Keywords:** *Corporate Social Responsibility, Importance, Approaches*

### **I. INTRODUCTION**

Corporate social responsibility (CSR, additionally called corporate supportability, manageable business, corporate still, small voice, corporate citizenship or mindful business) is a kind

of global private business self-direction. While once it was conceivable to portray CSR as an inner hierarchical approach or a business procedure, that time has gone as different worldwide laws have been produced and different associations have utilized their power to push it past individual or even all inclusive activities. While it has been viewed as a type of corporate self-control for quite a while, in the course of the most recent decade or so it has moved extensively from willful choices at the level of individual associations, to compulsory plans at territorial, national and even transnational levels.

Considered at the authoritative level, CSR is a hierarchical approach. All things considered, it must line up with and be incorporated into a plan of action to be fruitful. With a few models, an association's execution of CSR runs past consistence with administrative necessities, and takes part in "activities that seem to promote some social great, past the interests of the firm and that which is required by law". The decisions of 'going along' with the law, neglecting to agree, and 'going past' are three unmistakable vital hierarchical decisions. While in numerous zones, for example, natural or work controls, bosses may follow the law, or go past the law, different associations may mock the law. These associations are going for broke. The idea of the lawful hazard, nonetheless, changes when consideration is paid to delicate law. Delicate law may acquire lawful risk especially when organizations make misdirecting claims about their maintainability or other moral accreditations and practices. In general, organizations may take part in CSR for vital or moral purposes. From a key point of view, the point is to increment long haul benefits and investor trust through positive advertising and high moral guidelines to lessen business and lawful hazard by assuming liability for corporate activities. CSR systems urge the organization to have a beneficial outcome on the earth and partners including customers, workers, financial specialists, networks, and others. From a moral point of view, a few organizations will

embrace CSR approaches and practices on account of moral convictions of senior administration. For instance, a CEO may trust that hurting the earth is morally questionable.

### **Importance of Corporate Social Responsibility**

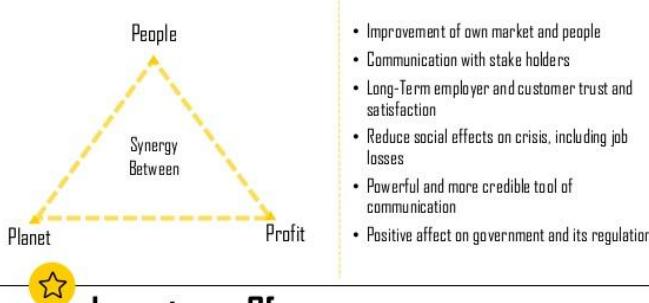
The importance of corporate social responsibility has been on the increase, making it a must for companies to have corporate social responsibility activities in order to sustain their business (Welford & Frost, 2006; Engle, 2006). Corporate social responsibility can be of strategic importance as well. A company can use CSR as a strategy to build brand image and raise its profile in the customers' mind. To do this effectively, the activity done should work closely with the company's core competencies and core values (Van Maastricht, & Amiable, 2010). Environmental policies are also included as part the CSR activity as well. This means that these firms contribute in saving and preserving the environment by performing green operations in their firms (Ioan, 2011). Another importance of CSR will be its relationship with customers. Recent research studies suggest that there are positive relationships between a firm's CSR actions and the consumers' attitudes towards the particular company and its products (Brown & Dacin, 1997; Creyer & Ross, 1997; Ellen, Mohr, & Webb, 2000). CSR activities can bring numerous benefits to the firms (Hillman & Keim, 2001; McWilliams & Siegel, 2001). These benefits can go beyond the reputation-building stage where the CSR activities can allow the development of valuable organizational capabilities in the firms (Sharma & Vredenburg, 1998). Firstly, CSR created the benefit by increasing customers' identification relationship with the corporation, which is also known as customer-corporate (C-C) identification. C-C identification is a degree of overlapping in a consumer's self-concept and his perception of the company (Dutton, Duke rich, & Harquail, 1994).

Cause-related efforts can also be another CSR effort that can allow firms earn profits, at the same time doing good to the society. This can be achieved by creating cause-related projects

frequently, which will then build long term customer relationships such as customer loyalty, brand equity and trust from the customers ( Piercy & Lane, 2009).

### **Why is CSR important?**

- Customers and clients are influenced by a company's reputation in social and environmental areas.
- Win new business.
- Attract, retain and maintain a happy workforce and be an employer of choice
- Social performance increasingly influences investor's decisions, as the ethical investment market grows ever more quickly.
- CSR enables the strategic management of internal and external risks in social as well as environmental areas.
- Social and environmental responsibility has been demonstrated to reduce operating costs.
- Differentiate yourself from your competitors.
- Generate innovation and learning and enhance your influence.
- Generate positive publicity and media opportunities due to media interest in ethical business activities.



## **Importance Of Corporate Social Responsibility ?**

*Source: <https://www.google.co.in>*

## Corporate Social Responsibility Approaches

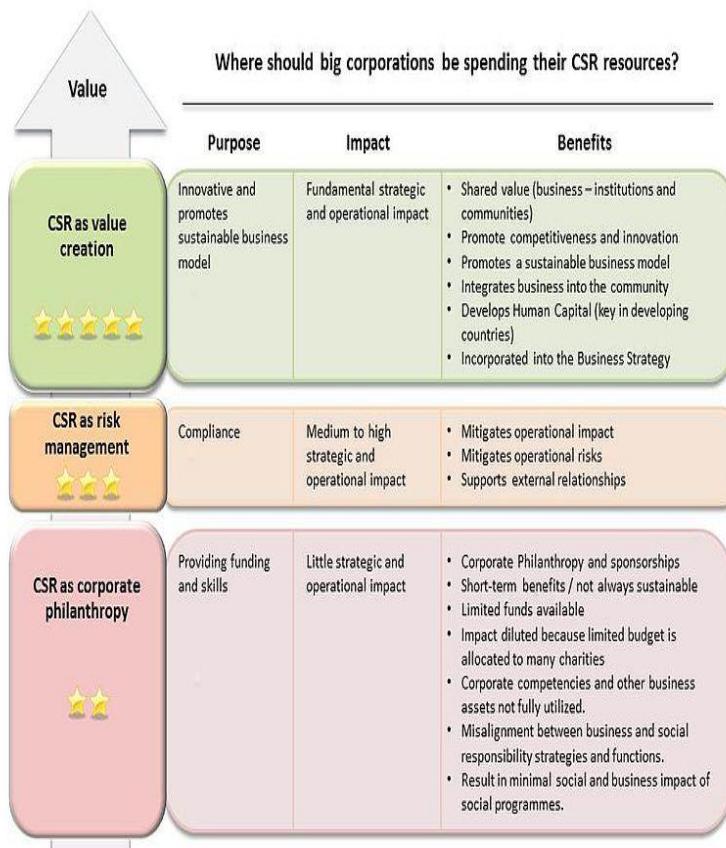
Some commentators have recognized a distinction between the Canadian (Montreal school of CSR), the Continental European and the Anglo-Saxon approaches to CSR. It is thought that for Chinese consumers, a socially responsible company makes safe, high-quality products; for Germans it provides secure employment; in South Africa it makes a positive contribution to social needs such as health care and education. And even within Europe the discussion about CSR is very mixed.

A more common approach to CSR is corporate philanthropy. This includes monetary donations and aid given to nonprofit organizations and communities. Donations are made in areas such as the arts, education, housing, health, social welfare and the environment, among others, but excluding political contributions and commercial event sponsorship.

Another approach to CSR is to incorporate the CSR strategy directly into operations. For instance, procurement of Fair Trade tea and coffee.

Creating shared value or CSV is based on the idea that corporate success and social welfare are interdependent. A business needs a healthy, educated workforce, sustainable resources and adept government to compete effectively. For society to thrive, profitable and competitive businesses must be developed and supported to create income, wealth, tax revenues and philanthropy. The Harvard Business Review article Strategy & Society: The Link between Competitive Advantage and Corporate Social Responsibility provided examples of companies that have developed deep linkages between their business strategies and CSR. CSV acknowledges trade-offs between short-term profitability and social or environmental goals, but emphasizes the opportunities for competitive advantage from building a social value proposition into corporate strategy. CSV gives the impression that only two stakeholders are important - shareholders and consumers.

Many companies employ benchmarking to assess their CSR policy, implementation and effectiveness. Benchmarking involves reviewing competitor initiatives, as well as measuring and evaluating the impact that those policies have on society and the environment, and how others perceive competitor CSR strategy.



Source: <https://www.google.co.in>

## **II. CONCLUSION**

Corporate social responsibility allows organizations to do their bit for the world, environment, and customers or for that matter stake holder. Corporate social responsibility goes a long way in creating a positive word of mouth for the organization on the whole. In today's scenario of cut throat contest, each one is so engaged in chasing targets and handling the demands at headquarters that we actually forget that there is a world around us as well. Have you ever thought about those who can't even afford proper meal twice a day? If you can take some time out of your busy program, please try to visit a village once. You would be surprised to see how community manages their lives there. Corporate social responsibility in a way also acting a vital role in the progress of the society, which would at the end of the day benefit us only.

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## A STUDY ON INDIVIDUAL SOCIAL RESPONSIBILITY OF HOUSE WIVES

\*N.K. RATHA

B.Com III Year,

Pioneer Kumaraswamy College,Nagercoil-3

Affiliated to ManonmaniamSundaranar University, Abishekapatti,  
Tirunelveli-627012, Tamil Nadu, India

### Abstract

*Social responsibility is a moral principle of an entity, be it an organization or individual, to act towards the betterment of society at large. It is a duty that every individual should perform so as to maintain the balance between the environment and the economy. Housewives are overrepresented among the less educated, those with health restrictions, women with many children and young children, non-Western immigrants and those with a partner with fairly high income. The partners' aggregate income is lower in housewife couples than in other couples, though. Housewives are usually in charge of most domestic chores and report high levels of satisfaction with their division of labour and domestic economy. The analysis does not support the popular notion that today's housewife is primarily a highly educated woman who puts her career on halt, or a rich man's wife who spends her time on leisure activities.*

*Social responsibility is an ethical theory, in which individual are accountable for fulfilling their civic duty, the actions of an individual must benefit the whole of society. In this way, there must be a balance between economic growth and the welfare of society and the environment.*

**Keywords:** Responsibility, Individual, Economy, Environment

### I. INTRODUCTION

In the history of human development, women have been as vital in the history making as men have been. In fact higher status for women vis-à-vis employment and work performed by them in a society is a significant indicator of a nation's Overall progress. Undoubtedly, without the active participation of women in national

activities, the social, economic or political progress of a country will deteriorate and become stagnant. But ironically and tragically, women employees in general, are not taken very seriously by their superiors, colleagues, or society at large. Having a career poses challenges for women due to their family responsibilities. Traditionally Indian women had been home makers but in the recent decades, proper education and better awareness, in addition to the ever increasing cost of living has made them to go out and choose careers. In a patriarchal society like India it is still believed that a man is the primary bread winner of his family. Although Indian women have started working outside their homes but still they have a long way to go both culturally, socially and economically, to bring in positive attitudinal changes in the mind-set of people. A tremendous shift has taken place regarding women's social and economic role in the last decade have been characterized as the golden age of the housewife.

Individual Social Responsibility is about an individual becoming responsible in his/her actions that have effect on communities outside his/her immediate circle. The immediate circle being family and friends, but it would be rather pertinent to include them as part of Individual personal Responsibility. Workshop for civic Initiatives Foundation (WCIF), Bulgaria, describes ISR in its position statement on Social Responsibility as, "the individual social responsibility includes the engagement of each person towards the community where he lives, which can be expressed as an interest towards what's happening in the community, as well as in the active participation in the solving of some of the local problems.

Women have a major role in the social responsibility in the society. Women is the pillar of the whole family. So she can only induce her family to be responsible in the society. The development of the society is in the hands of women. So this study is made to know the responsibility of housewives in the society.

## II. OBJECTIVE

1. To know the social responsibility of housewives as an individual.
2. To know the involvement of housewives in cultural, social, political, environmental and economic responsibilities.
3. To give suggestions to the respondents to develop their personality through community service.

## III. METHODOLOGY

The research study is a descriptive study based on sampling method. The researcher personally interviewed 50 housewives belonging to Nagercoil and Villukuri. The collected data were classified and analyses by using SPSS (Statistical Package for Social Science) and other statistical tools like tables, chart etc.,

### Primary data

Primary data were collected with systematically prepared questionnaire through direct interview. The data were collected from 50 sample respondents in Nagercoil.

### Secondary data

The secondary data were collected from journals reports, unpublished thesis and published materials, websites downloaded and internet.

## IV. ANALYSIS

### Gender of the respondents

Gender is an important indicator which determines the socio-economic conditions of the sample respondents. Depending upon the context the term may refer to the sex that is, the state of being male or female. The respondents are only women so they all under same category. The collected data are presented in the below tables.

*Table 1: Gender wise classification*

Gender	No. of respondents	Percentage	Valid percentage
Women	50	100%	100%

*Source: Primary data*

The above figure shows that 100 percent (50) of all the sample respondents are ‘Female’ and the data is collected only by the female respondents.

### **Qualification of the Respondents**

Education is a significant variable, which determines the social status of sample respondents. The educational status of the sample respondents are given in the following table.

*Table 2: Educational Qualification of the Respondents*

Qualification	No. of respondents	Percentage	Valid percentage
Below 10 <sup>th</sup>	35	70%	70%
12 th	10	20%	20%
Degree	4	8%	8%
ITI	1	2%	2%

*Source: Primary data*

The table shows that 70 percent (35) of the sample respondents are ‘below 10<sup>th</sup> standard’. 20 percent (10) of the sample respondents are of ‘12<sup>th</sup> standard’. 8 percent (4) of the sample respondents are of ‘Degree’ and only 2 percent (1) of the sample respondents are of ‘ITI’.

### **Age of the Respondents**

Age is one of the important factors which influence the social status of the respondents. The respondents are very evenly distributed among different age groups. The respondents were grouped into 4 categories depending upon their age and presented below

*Tale 3: Age wise classification*

Age	No. of Respondents	Percentage	Valid percentage
30-35	10	20%	20%
35-40	13	26%	26%
40-45	9	18%	18%
45-50	18	36%	36%

*Source: Primary data*

The figure reveals that 36 percent (18) of the sample respondents come under the age group of '45-50'. 26 percent (13) of the sample respondents comes under the age group of '35-40'. 20 percent (10) of the sample respondent are in the age group of '30-35' and only 18 percent (9) of the sample respondent are in the age group '40-45'. This shows that the age group between 45-50 are having concern towards social responsibility.

### **Income of the Respondents**

Income is also one of the factors to meet the human needs. Economic status of the family depends upon the income distribution. It helps to improve the standard of living of the sample respondents. The following table shows the income of the respondents.

*Table 4: Income of the Respondents*

<b>Income</b>	<b>No of respondents</b>	<b>Percentage</b>	<b>Valid percentage</b>
5000 - 10000	11	22%	22%
10000- 20000	30	60%	60%
20000- 30000	6	12%	12%
Above 30000	3	6%	6%

*Source: Primary data*

The above table depicts that 60 percent (30) of the sample respondents earn Rs. '10000-20000'. 22 percent (11) of the sample respondents earn Rs. '5000-10000'. 12 percent (6) of the sample respondents earn Rs. '20000-30000' and only 6 percent (3) of the sample respondents earn 'above 30000'.

### **Number of Dependents**

Number of dependents let us to know how many members are there in a family. The number of members in a family also helps to reveal the types of family and their status. The following table reveals the information regarding the sample respondents.

*Table 5: Number of Dependents in the family*

<b>Dependents</b>	<b>No of respondents</b>	<b>Percentage</b>	<b>Valid percentage</b>
1	9	18%	18%
2	12	24%	24%
3	21	42%	42%
4	6	12%	12%

*Source: Primary data*

The above table shows that 42 percent (21) of the sample respondents have '3 number of dependents'. 24 percent (12) of the sample respondents have '2 number of dependents'. 18 percent (9) of the sample respondents have '1 number of respondent' and only 12 percent (6) of the sample respondents have '4 number of dependents'.

### **Number of Earning Persons in the Family**

Number of earning persons in the family helps to reveal the economic status of the family depending upon the earning capacity of the members in the family. It helps to know the standard of living of the sample respondents. The following table shows the number of earning persons in the family of the sample respondents.

*Table 6: Number of earning persons in the family*

<b>Earning persons</b>	<b>No of respondents</b>	<b>Percentage</b>	<b>Valid percentage</b>
1	35	70%	70%
2	15	30%	30%

*Source: Primary data*

The above table shows that 70 percent (35) of the sample respondents are having '1 person in the family member who are earning' and 30 percent (15) of the sample respondents are having '2 persons in the family member who are earning'.

### **Political Responsibility of the Respondents**

Political responsibility of the respondents is dealt with the likeness of how well the political status copes by the sample respondents in the socio-economic conditions. The political responsibility of the respondents are analyzed through questions like

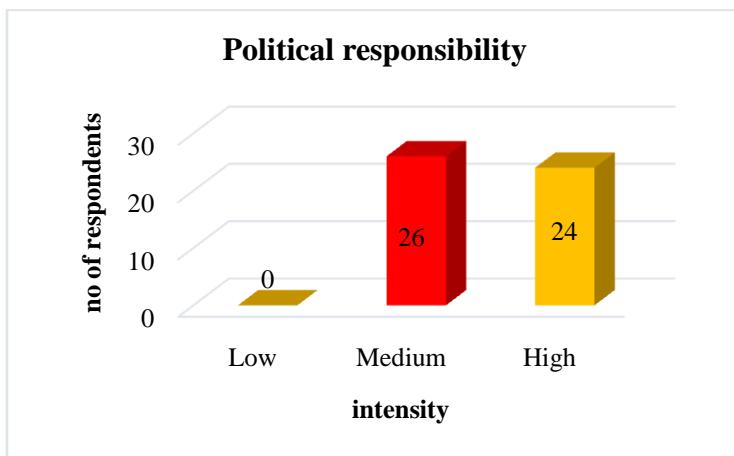
choosing a leader on her own, accepting bribe, willingness to contest etc.,

*Table 7: Political responsibility of the respondents*

Intensity	No of respondents	Percentage	Valid percentage
Low	0	0%	0%
Medium	26	52%	52%
High	24	48%	48%

*Source: Primary data*

The above table shows that 52 percent (26) of the sample respondents are willing to take 'Medium political responsibility' whereas 48 percent (24) of the sample respondents are willing to take 'High political responsibility' and none of the sample respondents are willing to take 'Low political responsibility'.



#### **Cultural responsibility of the respondents:**

Cultural responsibility of the respondents is dealt with the likeness of how well the cultural status copes by the sample respondents in the socio-economic conditions. The cultural responsibility of the respondents is analyzed through some questions

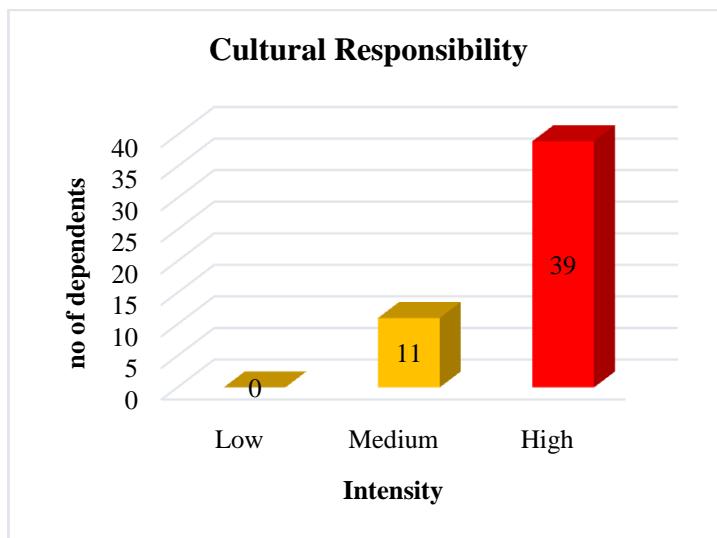
like preserving monuments, respecting other cultures, opposing cultural discrimination etc.

*Table 8: Cultural responsibility of the respondents*

Intensity	No of respondents	Percentage	Valid percentage
Low	0	0%	0%
Medium	11	22%	22%
High	39	78%	78%

*Source: Primary data*

The above table shows that 78 percent (39) of the sample respondents are willing to take 'High cultural responsibility' whereas 22 percent (11) of the sample respondents are willing to take 'Medium cultural responsibility' and none of the sample respondents are willing to take 'Low cultural responsibility'.



### Social Responsibility of the Respondents

Social responsibility of the respondents is dealt with the likeness of how well the social status copes by the sample respondents in the socio-economic conditions. The social

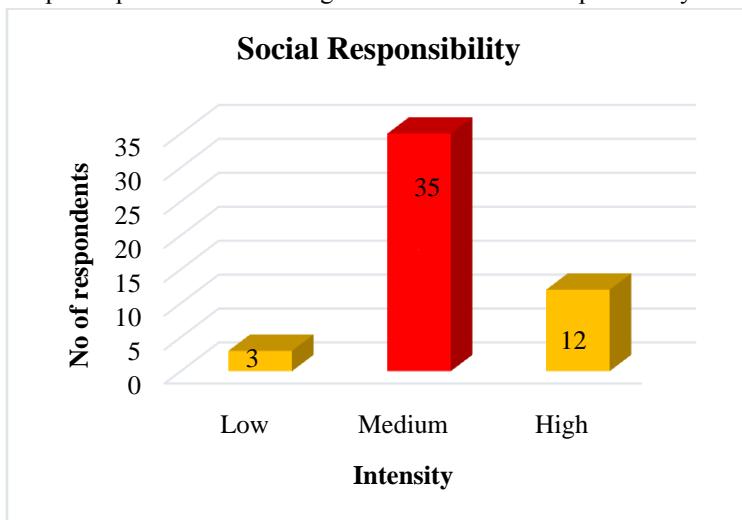
responsibility of the respondents are analysed through the questions like donating blood, helping old age people, illiterates etc.,

*Table 9: Social responsibility of the respondents*

Intensity	No of respondents	Percentage	Valid percentage
Low	3	6%	6%
Medium	35	70%	70%
High	12	24%	24%

*Source: Primary data*

The above table shows that 70 percent (35) of the sample respondents are willing to take 'Medium social responsibility' whereas 24 percent (12) of the sample respondents are willing to take 'High social responsibility' and only 6 percent (3) of the sample respondents are willing to take 'Low social responsibility'.



### Environmental Responsibility of the Respondents

Environmental responsibility of the respondents is dealt with the likeness of how well the environmental status copes by the sample respondents in the socio-economic conditions. The

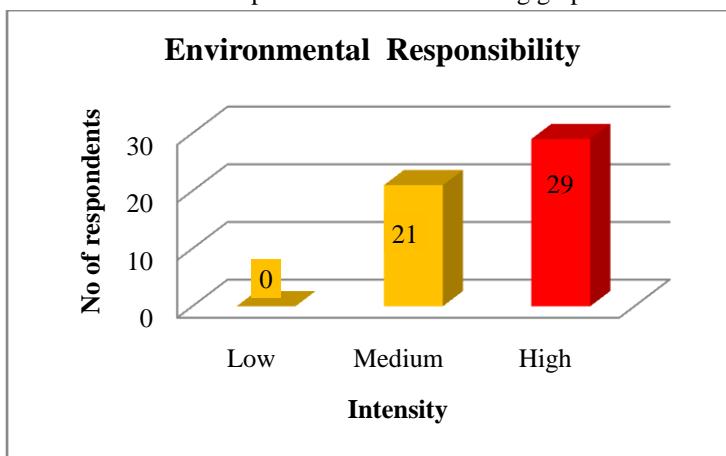
environmental responsibility of the respondents is analyzed through the questions like planting trees, reuse of water, proper disposing of waste etc.,

*Table 10: Environmental responsibility of the respondents*

Intensity	No of respondents	Percentage	Valid percentage
Low	0	0%	0%
Medium	21	42%	42%
High	29	58%	58%

*Source: Primary data*

The above table shows that 58 percent (29) of the sample respondents are willing to take 'High environmental responsibility' whereas 42 percent (21) of the sample respondents are willing to take 'Medium environmental responsibility' and none of the sample respondents are willing to take 'Low environmental responsibility'. The above data were represented in the following graph.



### Economical Responsibility of the Respondents

Economical responsibility of the respondents is dealt with the likeness of how well the economic status copes by the sample respondents in the socio-economic conditions. The economical responsibility of the respondents were analyzed through the

questions like paying tax, using modern banking, donations to NGO etc.,

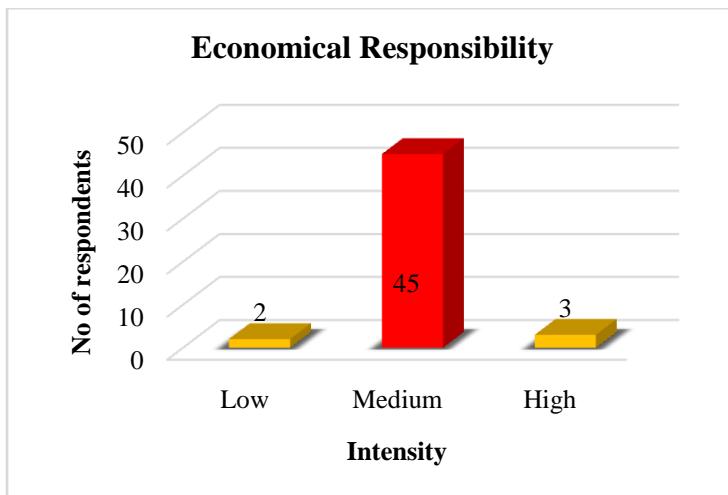
*Table 11: Economical responsibility of the respondents*

Intensity	No of the respondents	Percentage	Valid percentage
Low	2	4%	4%
Medium	45	90%	90%
High	3	6%	6%

*Source: Primary data*

The above table shows that 90 percent (45) of the sample respondents are willing to take ‘Medium economical responsibility’ whereas 6 percent (24) of the sample respondents are willing to take ‘High economical responsibility’ and 4 percent (2) of the sample respondents are willing to take ‘Low economical responsibility’.

The above data were represented in the following graph.



## V. SUGGESTIONS

- Women must have more responsibility in the society.
- Young generations are the backbone of the development of our nation. They are created by women. So they must have social responsibility.
- Mother is the second teacher to every child. So she teach her child about the responsibility of a individual in the society.
- A proper guidance should be provided to the woman by encouraging her to do any sort of work to show her talent in the society.
- Women can deal with any responsibility whether it is home, politics, society environment, etc.

## VI. CONCLUSION

Understanding the responsibility of housewives at home is vital for a house to be a sustainable living environment. Systematic understanding of women housing needs in the modern world is essential as working mothers. This study shows that housewives home responsibility remains intact. This study confirms that all activities do correlate with housing preferences and support the importance of housewives' voice in housing design. It proposed a more in-depth studies on housewives routine and housing preferences to be carried out in areas, as mothers at different setting might vary especially on lifestyle and status. Based on the study the researcher has come to the conclusion that every woman must have the responsibility in the society.

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## ***INDIVIDUAL SOCIAL RESPONSIBILITY OF FEMALE NSS VOLUNTEERS***

**\*J.J.RUSHMITTHA**

Pioneer Kumaraswamy College, Nagercoil-3

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

**\*\*K. MUTHU KUMARI**

Pioneer Kumaraswamy College, Nagercoil-3

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

### **Abstract**

*The need of this research is to study about the individual social responsibilities among the adolescent NSS girl Volunteers. The main objective of the research is to analyse the Social, Political, Economical, Cultural and Environmental responsibilities of NSS Volunteers. Data was collected from 50 NSS girl volunteers. Data were processed through the Statistical Package for Social Science (SPSS), applied simple frequency and percentage analysis.*

**Keywords:** Individual Social Responsibility, Girls, NSS Volunteers

### **I. INTRODUCTION**

The National Service Scheme is an Indian government sponsored public service program conducted by the department of youth affairs and sports of the government of India. NSS is considered as the voluntary association to improve student's personality through community service. NSS is formed in schools and colleges in order to improve and encourage the habit of service to the society among students. The activities that are done by the NSS volunteers are like cleaning, blood donation, awareness rallies, medical assistance during disasters, protecting cultural monuments, affording financial assistance to poor people, creating awareness about diseases. Now many students from every NSS units are actively participating in programmes across the nation. Majority of the volunteers are noticed as socially Active persons. A study is made to know the effectiveness of NSS units.

## **II. OBJECTIVES**

The overall objective of this study is to find out the individual social responsibilities among the adolescent NSS girl Volunteers.. The following are the specific objectives of the study.

1. To analyse the demographic profile of sample respondents.
2. To analyse the Social, Political, Economical, Cultural and Environmental responsibilities of sample respondents.
3. To provide suggestions based on the findings of the study.

## **III. METHODOLOGY**

This study comprises of both Primary and Secondary data. On the basis of simple random sampling technique 50 NSS girl volunteers form Pioneer Kumaraswamy College, Nagercoil were selected and the primary data was collected from the respondents with the help of well-structured questionnaire. The secondary data was collected from books, magazines, journals, unpublished thesis and websites. The collected data was analyzed with the help of Statistical Package for Social Science (SPSS). Applied simple frequency and percentage test.

## **IV. DATA AND DISCUSSIONS**

### **Demographic details of the respondent**

Either of the two sexes (male and female), especially when considered with reference to social and cultural differences rather than biological ones. Gender wise classification is used more broadly to denote a range of identities and ideas of male and female. Here for the purpose of this study, taken 50 female NSS Volunteers, all the 50 respondents are doing their UG, between the age group 17-19. 21 respondents (42Percent) are 17yrs old, 22 respondents (44Percent) are 18yrs old, 7respondents (14Percent) are 19yrs old. Table .1 shows in detail.

*Table.1. Demographic details of the respondent*

	<b>Particular</b>	<b>No. of respondents</b>	<b>Percent</b>
Gender	Female	50	100
Qualification	UG	50	100
Age	17	21	42
	18	22	44
	19	7	14

*Source: Primary data*

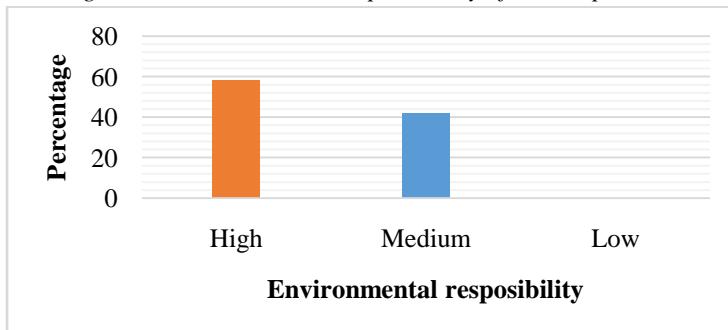
### **Environmental Responsibility of the Respondent**

The environmental responsibility of respondents are collected through questions like planting trees, reducing plastic usage, water conservation, cleaning and proper disposal of waste, a forestation etc.

*Table.2. Environmental Responsibility of the Respondent*

	<b>No. of Respondents</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
High	29	58.0	58.0	58.0
Medium	21	42.0	42.0	42.0
Total	50	100	100	100

Out of total respondents 29 respondents (58Percent) are highly responsible and 21 respondents (42Percent) are moderately responsible in environmental issues. This is given in the following graph.

*Figure.2. Environmental Responsibility of the Respondent*

## Social Responsibility of Respondent

The social responsibility of respondents is analysed through questions like donating blood, creating awareness about social problems, helping old and illiterate people, Inviting doctors for health camp etc.

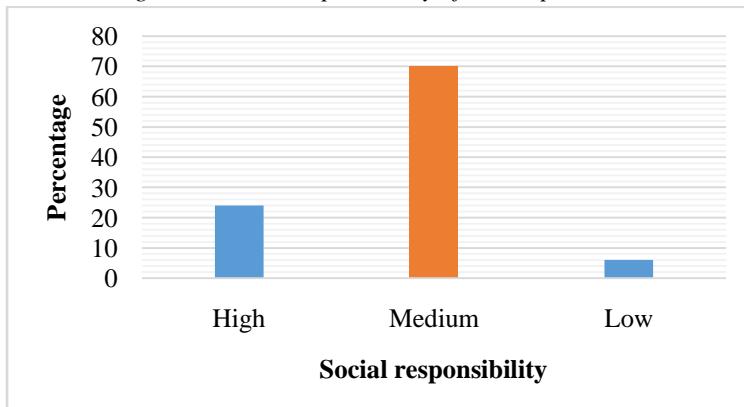
*Table.3.Social Responsibility of the respondent*

	No. of Respondents	Percent	Valid Percent	Cumulative Percent
Low	3	6	6	6
Medium	35	70	70	70
High	12	24	24	24
Total	50	100	100	100

*Source: Primary data*

Out of 50 respondents 3 (6 Percent) respondents have low responsibility, 35 respondents (70Percent) are moderately responsible and 12 respondents (24Percent) have high responsibility in social issues.

*Figure.3.Social Responsibility of the respondent*

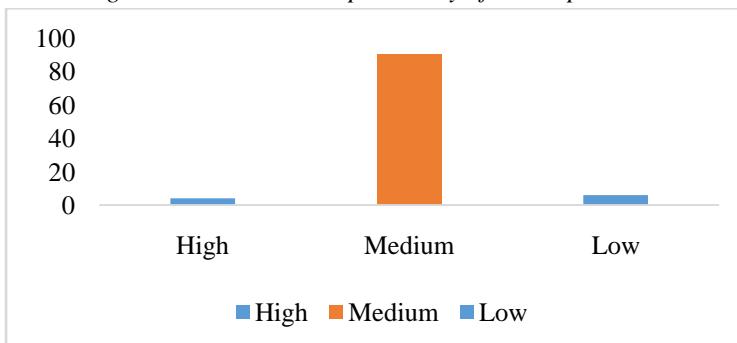


## Economical Responsibility of Respondent

The social responsibility of respondents were analysed through questions like earning, paying tax, using modern banking, donating NGOs etc.

*Table.4.Economical responsibility of the respondent*

	No. of Respondents	Percent	Valid Percent	Cumulative Percent
High	2	4	4	4
Medium	45	90	90	90
Low	3	6	6	6
Total	50	100	100	100

*Source: Primary data**Figure.4.Economical responsibility of the respondent*

Out of total respondents 2 respondents (4Percent) are highly responsible, 45 respondents (90Percent) are moderately responsible and 3 respondents (6Percent) have low responsibility in economical issues.

### **Cultural Responsibility of the Respondent**

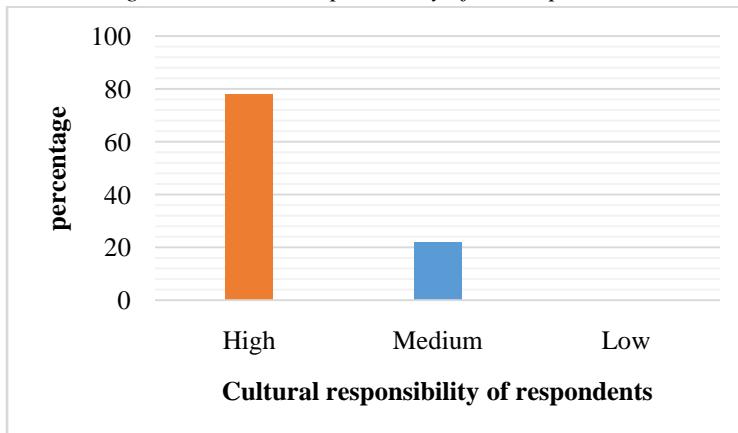
The cultural responsibility of respondents is analysed through questions like preserving monuments, respecting other cultures, celebrating Indian festivals, participating local cultural events and opposing cultural discrimination.

*Table.5.Cultural responsibility of the respondent*

	No. of Respondents	Percent	Valid Percent	Cumulative Percent
High	39	78	78	78
Medium	11	22	22	22
Low	0	0	0	0
Total	50	100	100	100

Out of total respondents 39 respondents (78Percent) are highly responsible, 11 respondents (22Percent) are moderately responsible in social issues. The above details are shown in the chart as follows.

*Figure.5.Cultural responsibility of the respondent*



### **Political Responsibility of Respondent**

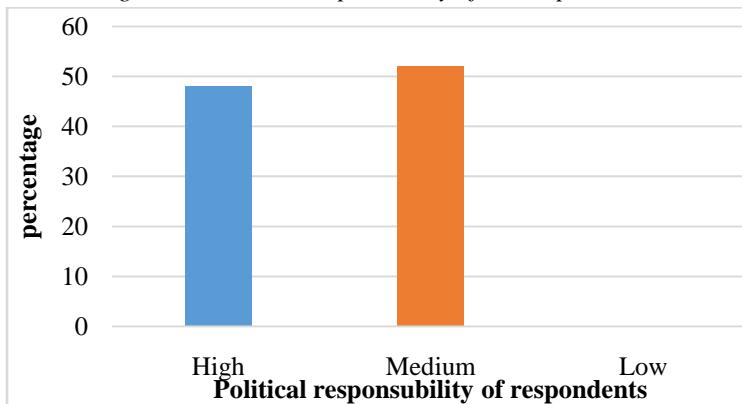
The political responsibility of respondents were analysed through questions like choosing a leader on his own, accepting or giving bribe, willingness to contest etc.

*Table.6. .Political responsibility of the respondent*

	No. of Respondents	Percent	Valid Percent	Cumulative Percent
High	24	48	48	48
Medium	26	52	52	52
Low	0	0	0	0
Total	50	100	100	100

*Source: Primary data*

Out of total respondents 24 respondents (48Percent ) are highly responsible, 26 respondents (52Percent)are moderately responsible in social issues. The above details are shown in the chart as follows.

*Figure.6. .Political responsibility of the respondent*

### V. SUGGESTIONS

- Inculcate social welfare in girls, and to provide service to society without bias.
- Give clear knowledge about NSS to girls.
- NSS Programmed Officers must motivate the students effectively to participate in the NSS activities
- Inculcate in students a sense of service to society by conduct awareness programs, visiting orphanage etc.
- The college must hold annual camps in a rural location.
- Volunteers learn from people in villages how to lead a good life despite a scarcity of resources
- Provide suitable incentives or awards under the scheme of Indira Gandhi national award, State awards, and University level awards.
- Provide orientation to students about national problems

### VI. CONCLUSION

NSS is a voluntary association of young people in Colleges, Universities and at +2 levels working for a campus-community linkage. National Service Scheme (NSS) is beneficial to both students as well as the society in various different means. NSS helps the student to grow individually and also as a group. It makes

the students confident, develop leadership skills, and gain knowledge about different people from different walks of life. Students also learn other skills that help them lead a better life in various situations. It teaches you to be disciplined and organized with the objectives you set for yourself and your goals. The girls of NSS are moderately responsible towards social, economic and political issues. On the other hand they are highly involving in environmental and cultural activities.

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## **LINKING INDIVIDUAL AND CORPORATE SOCIAL RESPONSIBILITY**

**\*Dr. M. AYISHA MILLATH**

Alagappa Institute of Management, Alagappa University,  
Karaikudi – 630 004

**\*\*S. THOWSEAF**

Alagappa Institute of Management, Alagappa University,  
Karaikudi – 630 004

### **Abstract**

*Social responsibilities are set of moral principles that suggest an entity, be it an organization or individual, about its or their obligation towards the society at large and suggest a course of action be made. Social responsibility is an endeavor that maintains a balance between the economy and the ecosystems. The value finds their expression when it gets its opportunity, hence It can be formally noted in any organizations that are adopting CSR (Corporate Social Responsibility) depends primarily on the personal values of the managers holding top positions also its CSR activities varies with a different set of managers when hold the top position. Hence, the CSR is a reflection of management and conglomeration of Individual Social Responsibility (ISR) embraced by the managers and executives in atop position who are in charge of making a decision in relation to CSR and organization operations. In this theoretical paper, individual social responsibility, corporate social responsibility, and influence of individual social responsibility on corporate social responsibility are discussed.*

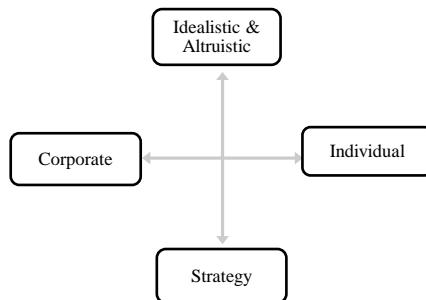
**Keywords:** ISR, CSR, Link

### **I. INTRODUCTION**

Ever increasing consumerism, individual demand had led to the significant progress of industrial activities costing depletion of the natural environment. Realizing the depletion of the natural ecosystem, it is past few decades the CSR activities are more commercialized. Though it is important to

Satisfy the increasing population with the product of their need and demand through economic activities, it is also equivalently important to render environmental and ecological sustainable activities to provide resources for future generation to come. As the organizations business activities are key constituent for economic progress and depletion of environment and ecology, it is the responsibility of every organization to carry out CSR for better future.

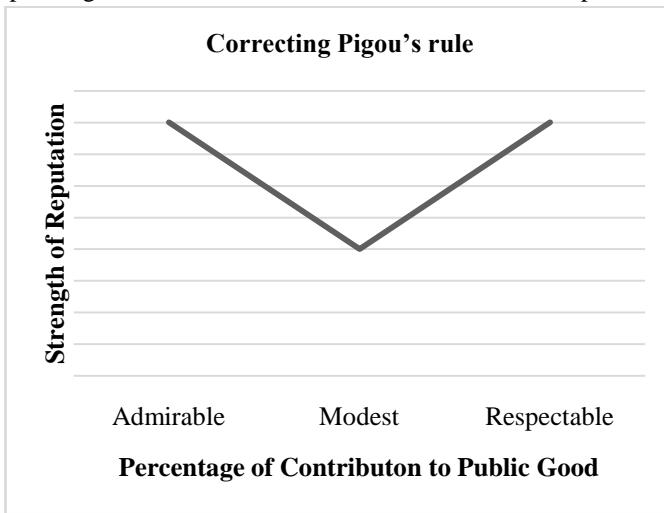
CSR in current era seen as the boon to serve society and increase sales for attaining more profit. It is been reported that, CSR activities increases the goodwill of the existing stakeholders and help attaining new consumers (Ruggie, 2002). Furthermore, CSR are not is an expenditure of profit rather, investment in marketing. Some, Organization also see CSR activities to be more favorable in relinquishing tax amount and utilizing it in a beneficial way by serving the society and environment (World Business Council, 2005). Insight study reported that, the companies CSR activities are driven by individual motives and corporate strategies (Westley & Vredenburg, 1996). CSR are not simply seen as the society beneficial activities, rather the behavior of the individuals in the management, their idealistic and altruistic values also the corporate strategy towards win-win approach (NABOU & TIROLE, 2010).



*Figure 1 – Framework for analyzing CSR – Source: (MacLagan, 2004)*

## Individual Social Responsibility

Individual social responsibility includes righteous action for the welfare of oneself, his /her family, society and environment. Actions are depiction of behavior, furthermore behavior depends upon philanthropy believes, religious practices and social change collectively known as personal values (NABOU & TIROLE, 2010). Individual social responsibility actions are concerned for depicting oneself as admirable or respectable or modest. The above mentioned can be further illustrated i.e. admirable act are carried out to attain more reputation by doing less good to public or society, while modest act are carried out to attain reputation as equally as the service rendered for public welfare, the respectable act are those that are done more for public good rather than self-driven motive to attain reputation.



*Figure 2 - Correcting Pigou's rule – Source: (NABOU & TIROLE, 2010)*

## Corporate Social Responsibility

CSR is advocated in different forms, few say they done to promote organizations, for some it is done to compensate the loss they make to environment and society, for few it is act to attain

goodwill of the stakeholder and for other it is done for tax evasion and for profit. Indeed, every assumption is right, CSR is more likely to be an activity that provides every benefit above mentioned for very little expense (Windsor, 2001). But, through the activity they perform in the name of CSR, an organization can be judged whether they are towards commercial motive or conditional motive or Common-good motive. With respect to every organization CSR is unwritten obligation, but they are more commercialized to display themselves to public(Treviño & Weaver, 1999).The CSR activities performed by the organization are classified three types; stringent strategy, middling strategy and contribution strategy. Stringent strategy are more likely to be performed by the organization for tax evasion and to add more profit to the packet of organization. While middling strategy are performed by the organization who are really willing to contribute to the society but, will lend excess amount than the required such as tax evasion amount, on other side the contribution strategy involves real contribution society keeping the society need upfront than the organizational profit. Generally the CSR activity flow through before mentioned process, i.e. the organization initiated its CSR activity will adopt stringent strategy later middling strategy it is then it adopts the contribution strategy.



*Figure 3 – Strategy Adopted by Corporates*

### **ISR as Drivers of CSR**

Individual social responsibilities are widely investigated in various circumstances with many factors such as oneself, his/her family, society and environment. The moststudies reported a locus point and that is personal values that an individual possess are significantly influencing one's decision and behavior. In regards to CSR, there has been a critique that individuals of management perform CSR not out of self-interest where due to compulsion, psychological egoism due to competitors who perform the CSR. It is

also been critiqued that CSR is made by an organization to escape from the political jungle, for commercialization with materialistic intention and to attain recognition. While taking above variables to be a consideration, individuals of the management who involved in CSR policies are nowhere to be noted or mostly noted, they are not intended to get recognized, then why do they need to implement favorable CSR policies – could be a reasonable question. The answer is their personal value that drives them to do such activities to serve the society. Based on the personal values the CSR activities varies, it may be astringent strategy or middling strategy or contribution strategy and based on the strategy adopted the organization sometimes admired or looked as modest or more respected. It would be exceptionally intriguing to build up the main thrusts ISR to support CSR. It is this reason the management team initially formed will make an insight on environment and society and serve them with a purpose and make the same as their mission statement or business. Organization formed with such an intention and highly respected in the society and linearly progressing than any other organization in the field which is solely engaged in profit maximization. Below depicted some of the exemplary organizations.

*Table 1 - Overview of some of the popular organization and their values*

*Source: (RONALD PAUL HILL, 2003)*

Company	Business Description	Mission/Credo/Values
Cisco	Networking products for the Internet	We develop, support, and invest in programs that leverage the Internet to contribute to lasting positive change. We focus on education, basic needs, and increased civic engagement.
Coca-Cola	Manufacturer, marketer, and distributor of nonalcoholic	We will adhere to the highest ethical standards, knowing that the quality of our products, the integrity of our brands and the

	beverage concentrates and syrups	dedication of our people build trust and strengthen relationships. We will serve the people who enjoy our brands through innovation, superb customer service, and respect for the unique customs and cultures in the communities where we do business.
Proctor & Gamble	Manufacturer and marketer of soaps and other consumer products.	P&G people are committed to serving consumers and achieving leadership results through principle-based decisions and actions.
Johnson & Johnson	Manufacturer and marketer of healthcare products	We are responsible to our employees, the men, and women who work with us throughout the world. Everyone must be considered as an individual. We must respect their dignity and recognize their merit. They must have a sense of security in their jobs. Compensation must be fair and adequate, and working conditions clean, orderly and safe. We must be mindful of ways to help our employees fulfill their family responsibilities.

## II. CONCLUSION

In this paper, we have illustrated that the individual social responsibility is the factor influencing the formulation, implementation, and adaptation of CSR policies in any organizations. While CSR commonly illuminates the commercial interest of the organization this is not always the case. This is because the collective values of the individuals and their personal values holding top position and in-charge of influencing CSR policies are more likely to influence the CSR activities rather than the policies framed by the companies former management team.

Thus, it is evidence that individual managers are more likely to be acting as an agent of corporate policies also its associated CSR activities and making difference to society virtually or really.

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## **INDIVIDUAL SOCIAL RESPONSIBILITY AMONG MALE N.S.S VOLUNTEERS**

**\*C.V. SAKTHIVEL**

B.com

Pioneer Kumaraswamy College, Nagercoil-3

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

**\*\*R.V. BALAJI**

B.com

Pioneer Kumaraswamy College, Nagercoil-3

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

### **Abstract**

*The research intended to study about the individual social responsibilities among male N.S.S volunteers. The main objective of the research is to know about the individual social responsibilities of them. The data were processed through the Statistical Package for Social Science (SPSS) software to find the consolidated result from the raw data. The findings of the study reveal the individual social responsibilities of NSS boys.*

**Keywords:** ISR, NSS, Volunteers

### **I. INTRODUCTION**

NSS is an assembly aimed at serving people through varies groups and sections of volunteers. As it based on the good value the habit of serving is encouraged among varies stages of people. To encourage the habit of service among students in schools and colleges, NSS is formed in every schools and colleges. The volunteers joined in the NSS are involved in activities like cleaning, blood donation, awareness rallies, and medical assistance during disasters, protecting cultural monuments, affording financial assistance to poor people, creating awareness about diseases. Now many students from every NSS units are actively participating in programmes across the nation. Majority of the volunteers are

noticed as socially active persons. A study is made to know the effectiveness of NSS units.

## **II. OBJECTIVES**

1. To know the individual social responsibilities of NSS members.
2. To know the involvement of volunteers in various aspects of society.
3. Giving suggestions to improve the effective participation of students.

## **III. METHODOLOGY**

The study is based on the data collected from the NSS members from school, college and diploma students. Totally 50 members are considered for the study. They were given printed questioners and asked to respond themselves. In the printed questioners basic details such as name(optional), gender, qualification, age, number of dependents in the family, number of earning members of the family, occupation (if working part time) were asked. Simple questions related to their social, political, economical, cultural and environmental participation with three options (extremely, moderately and not at all) were in the questionnaire. The data collected are converted to percentage out of total respondents and presented in tables and pie chart.

## **IV. ANALYSIS**

### **Demographic Details**

Table .1 shows the demographic details of the respondents viz., Gender, Educational Qualification and Age.

*Table 1 Gender wise classification of the respondents*

<b>Variables</b>		<b>No. of respondents</b>	<b>Percent</b>
<b>Gender</b>	Male	50	100
	Female	0	0
<b>Qualification</b>	11th Std	2	4
	12th Std	48	96

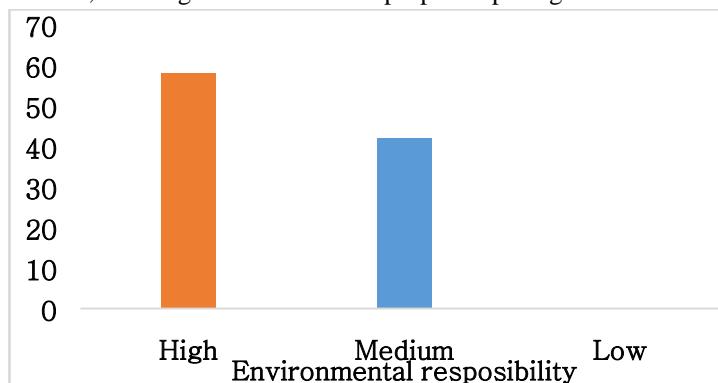
<b>Age</b>	16 years	2	4
	17 years	5	10
	18 years	30	60
	19 years	10	20
	20 years	3	6

50 respondents, only male NSS Volunteers have been taken for the purpose of this study. 96% of the total Volunteer have completed 12<sup>th</sup> standard, only 4% (2) volunteers are 11<sup>th</sup> std .In this analysis 2 respondents (4%) are 16yrs old, 5 respondents(10%) are 17yrs old, 30 respondents(60%) are 18yrs old, 10 respondents(20%) are 19yrs old and 3 respondents(6%) are 20yrs old.

*Table 2. Environmental Responsibility of the respondents*

	No. of Respondents	Percent	Valid Percent	Cumulative Percent
High	29	58	58	58
Medium	21	42	42	42
Low	0	0	0	0
Total	50	100	100	100

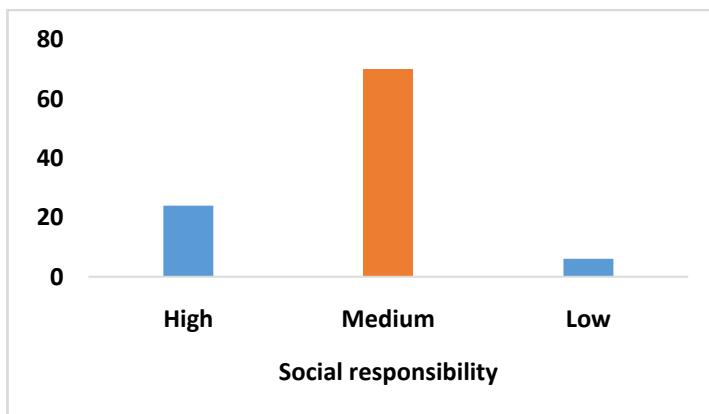
Out of total respondents 29 respondents (58%) are extremely responsible and 21 respondents (42%) are moderately responsible in environmental issues. This is given in the following graph. The environmental responsibility of respondents are tested through questions like planting trees, reducing plastic usage, reuse of water, cleaning environment and proper disposing of waste.



*Table 3. Social Responsibility of respondents*

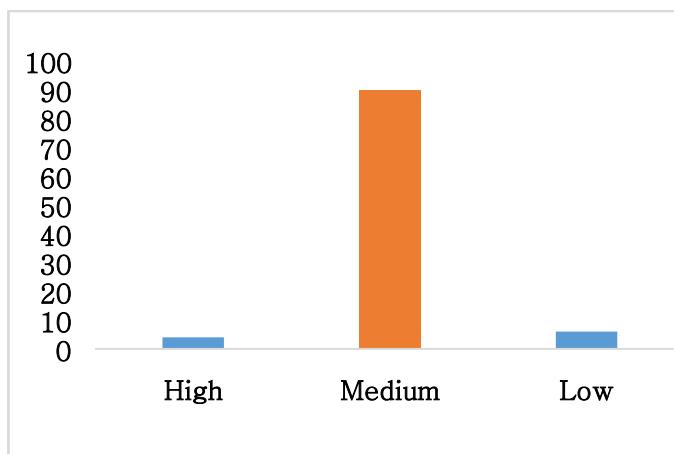
	No. of Respondents	Percent	Valid Percent	Cumulative Percent
High	12	24	24	24
Medium	35	70	70	70
Low	3	6	6	6
Total	50	100	100	100

Out of total respondents 12 respondents (24%) are extremely responsible, 35 respondents (70%) are moderately responsible and 3 respondents (6%) have low responsibility in social issues. The social responsibility of respondents is analysed through questions like donating blood, creating awareness about social problems, helping old, illiterate people.

*Table 4. Economical responsibility of respondent*

	No. of Respondents	Percent	Valid Percent	Cumulative Percent
High	2	4	4	4
Medium	45	90	90	90
Low	3	6	6	6
Total	50	100	100	100

Out of total respondents 2 respondents (4%) are extremely responsible, 45 respondents (90%) are moderately responsible and 3 respondents(6%) have low responsibility in economic issues. The above details are shown in the chart as follows. The social responsibility of respondents is analysed through questions like earning, paying tax, using modern banking, donating NGOs.



*Table 5.Cultural Responsibility of the respondent*

	No. of Respondents	Percent	Valid Percent	Cumulative Percent
High	39	78	78	78
Medium	11	22	22	22
Low	0	0	0	0
Total	50	100	100	100

Out of total respondents 39 respondents (78%) are extremely responsible, 11 respondents (22%) are moderately responsible in social issues. The above details are shown in the chart as follows. The cultural responsibility of respondents is analysed through questions like preserving monuments, respecting other cultures, celebrating Indian festivals, participating local cultural events and opposing cultural discrimination.

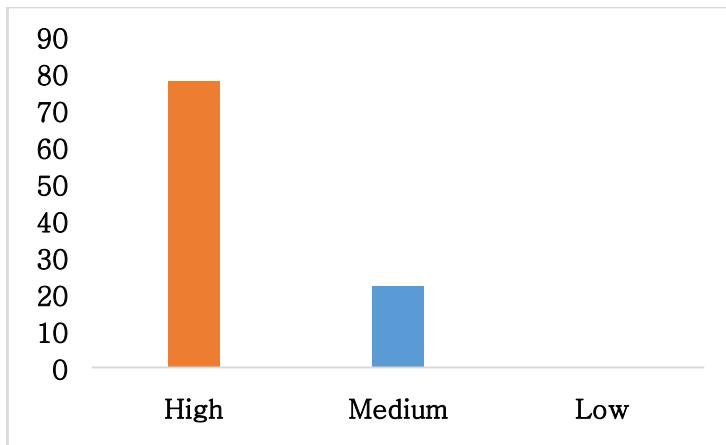
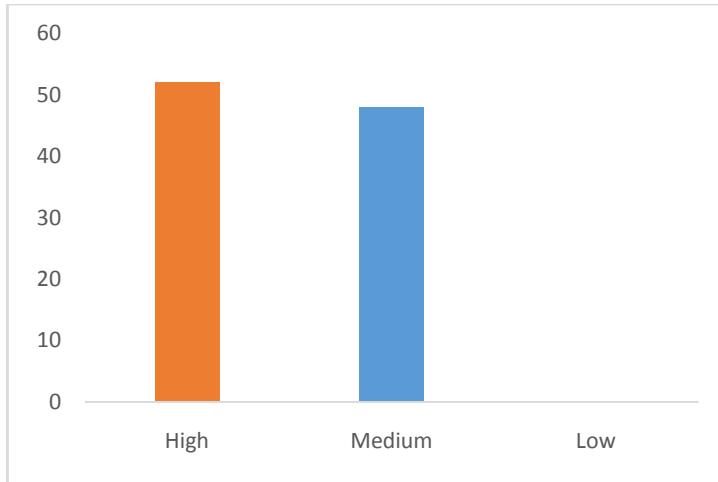


Table6. Political Responsibility of respondent

	No. of Respondents	Percent	Valid Percent	Cumulative Percent
High	26	48	48	48
Medium	24	52	52	52
Low	0	0	0	0
Total	50	100	100	100

Out of total respondents 26 respondents (52%) are extremely responsible, 24 respondents (48%) are moderately responsible in social issues. The above details are shown in the chart as follows. The political responsibility of respondents is analysed through questions like choosing a leader on his own, accepting or giving bribe, willingness to contest, receiving free products.



## V. FINDINGS

- **Gender:** NSS boys have taken for the research. Girls haven't taken for the research. So gender wise 50 respondents of NSS boys were used for this research.
- **Qualification:** Among 50 respondents of NSS boys 2(4%) had finished 11<sup>th</sup> standard. 48 students had finished 12<sup>th</sup> standard.
- **Age :** Among 50 respondents of NSS boys 2(4%) boys have taken from the age group of sixteen. 5(10%) boys have taken from the age group of seventeen. 30(60%) boys have taken from the age group of eighteen. 10(20%) have taken from the age group of nineteen. 3(6%) boys have taken from the age group twenty.
- **Occupation:** Out of the sample respondents no one of them are going to job. They are still studying.
- **Monthly income:** Out of the sample respondents no one of them are earning income. They are still studying.
- **Environmental responsibility:** Among 50 respondents 29(58%) respondents are involved extremely in environment responsibilities. 21(42%) respondents are involved moderately.

- **Social responsibilities:** 12(24%) respondents are involved extremely in social responsibilities, 35(70%) are involved moderately from the total respondents. 3(6%) respondents are not involved in any social responsibilities.
- **Economical responsibilities:** 2(4%) respondents are involved extremely in economical responsibilities, 45(90%) respondents are involved moderately from the sample respondents. 3 (6%) respondents are not involved in any economical responsibilities.
- **Cultural responsibilities:** 39(78%) respondents are involved extremely in cultural responsibilities, 11(22%) respondents are involved moderately from the total respondents.
- **Political responsibilities:** Out of 50 respondents 26(52%) respondents are extremely involved in political responsibilities, 24(48%) respondents are involved moderately.

## VI. SUGGESTIONS

- Teachers have to create awareness about social responsibilities among Male NSS Volunteers.
- NSSCoordinators can conduct some programs about individual social responsibilities to create awareness among NSS boys.
- NSS volunteers must be aware, to create awareness among the people.

## VII. CONCLUSION

Responsibility is a contraction of the words, “response and ability”. Individual responsibility is the idea that human beings choose, instigate, or otherwise cause their own actions. The individual social responsibility includes the engagement of each person towards the community where he lives which can be expressed as an interest towards what's happening in the community, as well as in the active participation in the solving of some of the local problems. It is the duty of every individual as a citizen to use his best and most unremitting endeavours for preserving the constitution pure, healthful and vigorous.

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# ***SOCIAL RESPONSIBILITY IN BUSINESS –A STUDY OF SELECTED ORGANISATIONS***

**\*L.SANKARI PRIYA**

Assistant Professor,

Department of BBA, S.T.Hindu College, Nagercoil.

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

## **Abstract**

*Corporate Social Responsibility (CSR) is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations. Scope of the study is to the concept of CSR and mostly focusing on the different CSR activities carried out by companies. The study takes into account 10 different sectors in Tamilnadu are examined. The main aim of the study is to investigate the trend of Corporate Social Responsibility adopted by selected Companies and investigate areas of Corporate Social Responsibility selected by Companies. The researcher visited 50 companies to get the questionnaires filled up from the top officials. The companies situated in Tamilnadu were covered for the purpose of the study. The research design is empirical in nature since the study is conducted using both analytical and descriptive type of research. The study is based on primary data and secondary data. The primary data have been collected from the companies in Tamilnadu. Secondary data have been collected from various published and unpublished sources including journals, magazines, publications, reports, books, dailies, periodicals, articles and research papers. It is concluded that there are four areas where companies have performed excellent in Social Responsibility. These areas are Health, Education,*

*Community Welfare and Environment and their PSSR is 84%, 84%, 74% and 70% respectively. Moreover it is found that four areas where companies have performed satisfactory in Social Responsibility.*

**Keywords:** Corporate Social Responsibility, Organizations and CSR activities

## I. INTRODUCTION

Social responsibility in business or corporate social responsibility (CSR) pertains to people and organizations behaving and conducting business ethically and with sensitivity towards social, cultural, economic, and environmental issues. Striving for social responsibility helps individuals, organizations, and governments have a positive impact on development, business, and society.

Corporate Social Responsibility (CSR) is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations. This obligation is seen to extend beyond the statutory rules to comply with legislation and sees organizations voluntarily taking further steps to improve the quality of life for employees and their families in particular and society at large, in general. Different organisations have framed different definitions, although there is considerable common ground between them. According to Mallen Bekar, CSR is about how companies manage the business processes to produce an overall positive impact on society.

### Social Responsibility of Business

Although emphasis on the role of social responsibilities of business is of recent origin, its substance found expression in classical management philosophy enunciated by R.C Davis several years ago. Salient features of which were:

- Economic decentralization based on right of private ownership & free market economy
- 2. Social obligation of owners,

managers & employees towards raising economic status of people.

- Earning of legitimates profits within the framework of enlightened self-interest.
- Active promotion of social & economic progress by owners & managers
- Fiscal incentives to employees for achieving output targets
- Effective leadership backed by exercise of controlled executive authority
- Adherence to ethics & norms forming art of business policy
- Management support for collective bargaining by labour
- Delegation, decentralization, initiative & accountability to serve as hallmark of business policy.
- Practice of principles of scientific management based on philosophy of logic, evidence & problem solving approach.

In the above set of points, it is been seen that emphasis on socially responsible management philosophy is implicit in point's no 2, 4, 7& 9. Point no 2 emphasizes need for raising economic standard of people. Point no.4 underscores social obligations of managers to actively promote social & economic progress. Point no. 7 stresses that business policy should be based on ethical considerations. Point no. 10 emphasizes need for adopting principles of scientific management in organizational working. Many of the requirements for socially responsible actions are identical with what once regarded as business ethics, business integrity or norms for decent business working. In earlier days business involvement in solving social problems was inspired by consideration like trying to boost its own image, seeking favors & concessions from government departments & other donor agencies, working under pressure from government& social groups to provide relief to victims of natural calamities, trying to improve working conditions of its own employees living in surrounding areas & promoting sale of its own products & services as part of its development assistance

in enlightened self-interest. In subsequent years in wake of growing social problems & government's own limitations in solving them, help from business was viewed more as a necessity than as a charity. With problems of society becoming increasingly complex & intractable, business is required to share government responsibilities to alleviate social problems. Business is composed of the collection of private, commercially profit oriented organizations that range in size from the single proprietor (the local TV repair shop, florist) to the corporate giants (Procter & Gamble, IBM, EXXON) and all the small & medium sized organizations in between the two extremes.

When business is defined in this all-encompassing manner it is easy to see that businesses of all sizes & in all types of Industries are included. However, in spite of this broad coverage of businesses, much of the emphasis on being socially responsible is borne by "big" business & "selected" industries. Big industries are highly visible for many reasons (well-known name, national advertising & distribution, multiple products) and is thus more often in the critical eye of the public, which in many instances equates bigness with "power" and "badness". Selected industries such as manufacturing firms & power companies are readily visible because of their air, water & chemical pollution problems. In the case of the automobile industry, it is quite often in the limelight because of the many dangerous problems (actual & perceived) that have existed with automobiles. Pharmaceuticals & other similar companies are very visible because of special problems, such as those associated with Tylenol & Rely tampons. Small & medium sized businesses, non-national businesses & businesses such as department stores may not receive as much critical scrutiny because they are not highly visible, do not manufacture dangerous products, or emit large volumes of pollutants. Even though much emphasis (and possibly too much emphasis) is being focused on the large businesses, sight cannot be lost of the fact that many of the same problems that exist for large businesses also exist for the small & medium sized businesses. In many Instances the rules & regulations impose

hardships upon the smaller businesses because of their limited work force & financial resources; they may, therefore, require and in some instances deserve special consideration in certain situations.

### **Statement of the Problem**

Companies are involved in the CSR implement projects in the areas of health, education, community welfare, environment, human resource development, safety, infrastructure, charity, quality, employment, agriculture, art& cultural, sports and beauty. These creates problems and induces competitive spirit amongst companies. The present study tries to bring out the CSR initiatives taken by companies. This effort will also motivate other corporate houses to join the league and play an effective role in addressing issues such as access to education, health care and livelihood opportunities for a large number of people in India through their innovative CSR practices.

### **II. SCOPE**

Scope of the study is to the concept of CSR and mostly focusing on the different CSR activities carried out by companies. The study takes into account 10 different sectors in Tamilnadu are examined.

### **III. OBJECTIVES**

1. To investigate the trend of Corporate Social Responsibility adopted by selected Companies
2. To investigate areas of Corporate Social Responsibility selected by Companies

### **IV. METHODOLOGY**

The researcher visited 50 companies to get the questionnaires filled up from the top officials. The companies situated in Tamilnadu were covered for the purpose of the study. The research design is empirical in nature since the study is conducted using both analytical and descriptive type of research. The study is based on primary data and secondary data. The primary data have been collected from the companies in Tamilnadu. Secondary data have been collected from various published and

unpublished sources including journals, magazines, publications, reports, books, dailies, periodicals, articles and research papers.

## V. LIMITATIONS OF THE STUDY

While collecting primary data from the senior executives of the various companies, the researcher had difficulties in getting the quick responses to the mailed questionnaire. Repeated reminders had to be sent to get the responses to the questionnaire.

## VI. ANALYSIS AND INTERPRETATION

### Area wise performance score of companies

The performance of Social Responsibility by the companies varies from country to country. It is possible that areas of Social Responsibility of developed countries may be different than the areas of developing countries. India is also considered as developing countries.

*Table1. Area wise performance score of Companies*

Sl. No	Areas	% Disclosed	% Not Disclosed	Total	Rank
1.	Health	84	16	50	1
2.	Education	84	16	50	2
3.	Community Welfare	74	26	50	3
4.	Environment	70	30	50	4
5.	Human Resource Development	40	60	50	5
6.	Safety	40	60	50	6
7.	Infrastructure	38	62	50	7
8.	Charity	36	64	50	8
9.	Quality	20	80	50	9
10.	Employment	14	86	50	10
11.	Agriculture	14	86	50	11
12.	Art &Cultural	10	90	50	12
13.	Sports	10	90	50	13
14.	Beauty	4	96	50	14

*Source: Primary data*

During the analysis, it is found that there are four areas where companies have performed excellent in Social Responsibility.

These areas are Health, Education, Community Welfare and Environment and their PSSR is 84%, 84%, 74% and 70% respectively. Moreover it is found that four areas where companies have performed satisfactory in Social Responsibility. These areas are Human Resource Development, Safety, Infrastructure and Charity and their PSSR is 40%, 40%, 38% and 36% respectively. Apart from that it is found that there are six areas where companies have performed poor in Social Responsibility. These areas are Quality, Employment, Agriculture, Art &Cultural, Sports and Beauty and their PSSR is 20%, 14%, 14%, 10%, 10% and 4% respectively.

### **Performance of Companies Concerning Social Issues**

As per above table, the mean values for “Compliance with the laws for business activities”, “Publicity of company information for society” and “Safety and security of products and services”, which are 4.50, 4.39 and 4.25 respectively”, are very well in the respondent’s ‘agree’ range.

*Table 2. Performance of companies concerning social issues*

<b>Sl. No</b>	<b>Performance of companies concerning social issues</b>	<b>Mean Score</b>
1.	Compliance with the laws for business activities	4.50
2.	Compliance with the laws for worker protection	3.54
3.	Care and service for consumers	3.68
4.	Environmental protection	3.78
5.	Truthful relations with customers	3.45
6.	Safety and security of products and services	4.25
7.	Realization of the best quality of products and services	3.71
8.	Publicity of company information for society	4.39
9.	Contribution to science and culture	3.27

*Source: Primary data*

This shows that the respondents have highly rated the performance of companies concerning social issues.

### **Status of Companies in Protecting Interest of Stakeholders**

From the examination of the table 3, it is apparent that the mean values range between 4.11 and 4.22 for all stakeholders. That is, all respondents in the sample have highly rated in respect of its giving respect to customers, subsidiary firms, consumers, stock holders, employees, trade union, public administration and local community.

*Table. 3. Status of companies in protecting interest of stakeholders*

Sl. No	Status of companies in protecting interest of stakeholders	Mean Score
1.	Respect to customers	4.14
2.	Respect to subsidiary, sub contract firms	4.11
3.	Respect to consumers	4.15
4.	Respect to stock holders	4.13
5.	Respect to employees	4.19
6.	Respect to trade union	4.17
7.	Respect to public administration	4.22
8.	Respect to local community	4.15

*Source: Primary data*

Hence it may be concluded that companies are good at protecting the interest of stakeholders.

### **VII. SUGGESTIONS**

- The selection of area of corporate social responsibility must be need based.
- The choice of selection of corporate social responsibility must be based on requirement of respective geographical area of the states or nations.
- The detailed study on economic, social, medical, transport, education problems and other areas must be undertaken and all companies should work in those areas.
- The central and state government should provide some incentive to those companies which perform their duties for social responsibility.

- India is considered as young country. The young population is very significant. Thus India has to focus on problem like education and health. These two components would enhance economic status of the country. Another important area of corporate social responsibility is environment. The protection of environment will be the gift to the next generation.
- This study also suggests that when area wise analysis is done, areas like education, medical, environment and community welfare performed excellent in Social Responsibility. This shows that many companies have selected relevant areas of social responsibility performance. The study suggests that infrastructure, safety, charity and Human Resource Development where companies have performed satisfactory in Social Responsibility. It shows some companies have selected these areas of social responsibility. Today companies cannot ignore employees, customers and society. These areas are also very important for the different stakeholders of the company. The study also suggests that Art & Culture, Beauty, Sports and Agriculture where companies have performed poor in Social Responsibility. These are the traditional areas of the country and historical past is associated with these areas. Therefore it is the responsibility of the companies to do significant contribution in these areas. Agriculture sector contributes significantly to GDP (Gross Domestic Product). So government also should encourage companies to work in this area.

### **VIII. CONCLUSION**

It is concluded that selected Companies have performed their Corporate Social Responsibility in the areas of their choice. Further, trend was found to be positive but with different degree of changes. The second objective of this study was to investigate areas of Corporate Social Responsibility selected by Indian Companies. On investigation, different 14 areas are covered by selected Indian Companies like Health, Education, Community welfare, Environment, Human Resource Development, Safety, Infrastructure,

Charity, Quality, Employment, Agriculture, Art & Culture, Sports and Beauty. It is concluded that there are four areas where companies have performed excellent in Social Responsibility. These areas are Health, Education, Community Welfare and Environment and their PSSR is 84%, 84%, 74% and 70% respectively. Moreover it is found that four areas where companies have performed satisfactory in Social Responsibility.

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## **CORPORATE SOCIAL RESPONSIBILITY OF EDUCATIONAL SECTOR**

**\*E.SARALADEVI**

Ph.D Research Scholar,

Alagappa Institute of Management,

Alagappa University, Karaikudi.

**\*\*Dr. S. CHANDRAMOHAN**

Professor, Alagappa Institute of Management,

Alagappa University, Karaikudi.

### **Abstract**

*Corporate Social Responsibility may be referred as corporate plan to evaluate and take accountability for the company's special effects on the environment and impact on social welfare. For any education institution in any society, Corporate Social Responsibility can be considered as a key for success. Education plays a pivotal role in national building of human resource in India even though Indian education is not competitive and not performing as compared to world class level. CSR is a key to organizational success which is used as a strategic practice that can positively impact all the elements of economic, social and environment contributing to a healthy bottom line and long term sustainability. Every country is spending much amount for the improvement of education. Some of the Indian companies concentrate over the educational sector as a part of their philanthropic activities along with the Non-governmental organizations (NGOs) who are experts in handling some specific social problems and experienced in handling local communities. So this paper explains about the need and issues on both the social and corporate decision making perspective.*

**Keywords:** *Corporate Social Responsibility, quality education, Issues.*

### **I. INTRODUCTION**

Corporate Social Responsibility (CSR) is turning into an inexorably vital movement to organizations broadly and universally.

It guarantees the accomplishment of a business by the incorporation of social and ecological contemplations into an organization's activities as a positive commitment to society. The accomplishment of an organization can be made conceivable just when the interests of every single included partner are met. A standout amongst the most critical partners in this framework is the general public in which the organization works. As indicated by populace projections in light of the 2011 enumeration was discharged on 31 March 2011 (and was refreshed on 20 May 2013 out of 1,210,854,977 nearly 144 million of India's populace will be between the age-assemble 18 to 23-the objective age gather for Higher Education. CSR program is a fundamental component in accomplishing great business rehearses and powerful initiative. Organizations have discovered that their effect on the monetary, social and natural scene specifically influences their associations with partners. CSR and Education unhindered with the exception of by satisfying their obligation to pay charges. At that point they give a specific offer of the benefits to beneficent causes. In the present society the government funded instruction faces numerous difficulties of state sanctioned testing, strained budgets, teacher retention and fundamental quality. These requests have offered approach to new open doors for organizations to help training in a win-win circumstance that advantages everybody. Organizations get engaged with instruction for various vital reasons including building a positive notoriety arrive altruism among customers, representatives and other partners; creating brand acknowledgment, regardless of whether to expand shopper dependability, support deals, or set up the organization as an industry pioneer; assembling a more taught workforce; raising purchaser mindfulness about a specific issue; and satisfying an organization mission or command understudies, schools, and the overall population can profit by the experience and aptitude that enterprises convey to the table, especially if the gatherings cooperate to guarantee the correct needs are being met on the two closures. Organizations hoping to add to government funded school training,

for example, must consider the numerous requests that schools and teachers confront day by day time requirements, tight spending plans, innovation get to, state sanctioned testing and express educational modules gauges and additionally the novel spots where outside help is required.

### **Necessity of Corporate Social Responsibility towards Education in India**

Corporate Social Responsibility (CSR) is becoming an increasingly important activity to businesses nationally and internationally. It ensures the success of a business by the inclusion of social and environmental considerations into a company's operations as a positive contribution to society. There are several reasons for CSR being considered as important for Education Sector. Colleges play a noteworthy instructive and research part inside the networks in which organizations work; Universities help individuals find a harmony between their own and social needs and needs; As the advanced education advertise changes, colleges need to fabricate more grounded key associations with their partners (e.g. understudies, bosses, state, society and so forth.) keeping in mind the end goal to remain aggressive; Universities add to provincial deep rooted learning and employability; The corporate association in colleges has expanded because of the more extensive mercerization of advanced education benefits; The ascending of the aggregate consciousness of understudies and teachers makes the requirement for executing activities identified with social duty; Universities are encouraged to assume a vital part in addressing the natural difficulties by coordinating the supportability idea in their educational program. Aside from the immense advancements in India there is a darkest stage where kids are being compelled to work as opposed to going schools and get training. Indeed, even with the authorization of RIGHT TO EDUCATION ACT 2009, which implements free and obligatory instruction for youngsters between 6-14 years, a lot of kids are being denied of training. Consistently various youngsters

get enlisted in government schools yet just few of them finish the basic training effectively. The reason is nature of instruction in government and government helped schools is decayed. They need essential courtesies, sufficient foundation, satisfactory expert instructors, powerful showing helps and proficient school administration and so on. The dropout rate among the young ladies is more noteworthy than the young men. The principle purpose behind drop out is the stagnation i.e. kids rehashing same class. The other contributing motivations to this are Poverty, Unemployment, and segregation on premise of standing, sex, race and other Social boundaries. If there should be an occurrence of advanced education, the no. of hopefulls is more noteworthy than the accessibility of the seats in colleges. Anyway a lot of private colleges have been opened yet the expenses of such colleges and schools are high that lower pay assemble understudy can't manage. The administrations have restricted assets to handle these issues; along these lines mediation of corporate segment in instruction is required. Association's altruism, its open picture is additionally improved by its social duty program. As indicated by a study, individuals tend to purchase an item more on the off chance that it is related with any CSR program. For instance, ITC is known for giving a net revenue from any stationary things acquired by client to the welfare of schools bolstered by it. They extremely all around promoted it, and consequently what they got is a lift in deals figure. Alongside, open picture bringing about supported deals, this exposure additionally causes them in marking. This marking has different immediate and backhanded focal points. Drawing in gifted and capable experts to work for the association is one of the backhanded points of interest.

### **Issues in Corporate Social Responsibility**

- Lack of straightforwardness is one of the key issues delivered by the overview.
- Absence of Consensus on Executing CSR Issues, this absence of accord frequently brings about duplication of exercises by corporate houses in regions of their mediation.

- Non-governmental organizations and Government agencies usually possess a narrow outlook towards the CSR initiatives of companies, often defining CSR initiatives more donor-driven than local in approach.
- It is additionally announced that there is non-accessibility of efficient non-governmental associations in remote and country territories that can evaluate and distinguish genuine necessities of the network and work alongside organizations to guarantee fruitful execution of CSR exercises.
- The usage of social business requires a respectable social effect which can be demonstrated to its financial specialists, who forfeit the possibility of getting profits or looking for better return for the social makes that interest them.
- There is a non-availability of clear CSR Guidelines.
- Developing Investor Pressure.
- Contracting government assets, combined with a doubt of directions, has prompted the investigation of willful and non-administrative activities.
- Absence of community participation in CSR activities.

Corporations are getting involved in education sector for a number of reasons, including Improved financial performance, building a positive status and concern among clients, employees, depositors, and other stakeholders, Increased ability to attract and retain employees developing brand recognition, whether to increase consumer loyalty, boost sales, or establish the company as an industry leader, easier access to capital; building a more educated workforce; raising consumer awareness about a particular issue; and fulfilling a company mission or mandate. CSR will enable companies to accessing of high-quality human resource, easy need for Change, Operational know-how, financial capacity etc. The most obvious input from businesses for education is money. The illustrative examples include Tata's Institute of Hotel Management at Aurangabad, HUL's Project Shakti, ITC's e-Choupal, Reliance's

DA-IICT providing graduate and undergraduate education in Gujarat and Intel's higher education programme.

## **II. CONCLUSION**

Present day state funded colleges ought to know about the genuine need of refreshing any instructive program as per society's necessities. Government must help and empower by advancing the training related exercises by any corporate gathering. There is a need that national governments can give a standard assessment component to set guidelines for the framework, conveying more inspiration for organizations to change CSR quality from different fields to training. There is a need that NGOs and in addition policy-makers should address training issues in creating nations through the methods for CSR, in order to boost its commitments to instruction. Setting a corporate social duty system, and executing the activities is one intense method for accomplishing this objective. With the expanded rivalry in instruction area, the criteria on which foundations judged are evolving. While what goes into judging an advanced education establishment may proceed to change and advance, the building squares of accomplishment in any focused condition stay steady, for example, building up a positive notoriety and separating itself from the opposition. Setting a corporate social duty procedure, and actualizing the activities is one ground-breaking method for accomplishing this objective.

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## ***PRO-SOCIAL BEHAVIOR AS AN INDIVIDUAL SOCIAL RESPONSIBILITY***

**\*V. SELVA MEENAKSHI**

Assistant Professor of Psychology,  
Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012,Tamil Nadu, India.

### **Abstract**

*Each individual is the building blocks of the society and society is the building block of the country. The development of the country depends upon each and every individual that constitutes the country. Individual social responsibility is vital for the development of the country. A person becomes responsible only if he/she can understand the sufferings and need for the fellow people and give hands to the people who are in need. In this context pro-social behavior is one of the characters of the individual social responsibility. Pro-social behavior is a social behavior that “benefits other people or society as a whole” such as helping, sharing, donating, cooperating and volunteering. In this article we are going to discuss about the various aspects of pro-social behavior that constitute the major role of the individual social responsibility.*

**Keywords:** *Pro-Social Behavior, Individual Social Responsibility.*

### **I. INTRODUCTION**

Social responsibility is a duty every individual has to perform the harmony of the society. Social responsibility is not only limited to the contribution of economic development to the society but also to maintain the equilibrium between the economic development and the welfare of the society and the environment. This responsibility can be passive, by avoiding engaging in socially harmful acts, or active by performing activities that directly advance active goals. Individual social responsibility is also

Transformational since the act of a person can Influence next generation. Pro-social behavior is actions by individuals that help others with no immediate benefit to the helper are a common part of social life. People who engages in pro-social behavior often doesn't receive anything back and in fact, often don't expect anything for their assistance. No individual in this world can live without getting the help from others without any gain in at least some scenario. People who are high in pro-social behavior will poise themselves as follows

“When you do something beautiful and nobody noticed, do not be sad. For the sun every morning is a beautiful spectacle and yet most of the audience still sleeps.”

Without conscious awareness we people often exhibiting pro-social behavior. We consider this as our responsibility. We tend to help someone with an accident. We often guide the unknown person to find address. We pave the way to the kids or elders in the bus. The above said are all the examples of pro-social behavior. We exhibit these kinds of things as our responsibility rather than recognizing as a pro-social behavior. Unconsciously in our mind wired pro-social behavior to some extent that is considered as one of individual social responsibility.

### **Motives for Pro-Social Behavior**

Pro-social behavior can be motivated by numerous reasons, nevertheless, typically the motivations have been identified as altruistic or egoistic. One thing is clear pro-social behavior is voluntary and intentional and should be separated from behavior that accidentally benefitted other person. One of the motives of pro-social behavior is empathy. People who are very empathetic tend to end the plight of others to feel good. People often exhibit pro-social behavior to get free from the negative feeling because seeing the suffering of other person is itself a painful one. Sometimes people tend to help others to boost their own status and reputation. When person perceive the need for help it is the first step towards possible helping. Then one has to see that one can help, by volunteering and

decide whether it is one's own responsibility to act pro-socially. Understanding how, when and why people help each other enables us, at least theoretically, increase that kind of behavior. With the ever increasing population, economic, social and environmental issues we need to see past our differences and start working together for the benefit of all humanity.

### **Pro-Social Behavior in the History**

The self-less act of many noble persons in the history enables us to the understanding of the importance of pro-social behavior. These people consider this behavior as their individual responsibility towards the society and made sacrifices to safeguard the welfare of the society. We taste the freedom only by the selfless act of many people. Some of them were identified by the world. But most of the people were even not recognized by the society because they consider that behavior as their social responsibility. We have heard that more persons voluntarily wither their life for the sake of the society not even expecting some reward or recognition. Only because of the sacrifice of such people many of the developmental progress both in the society, country and the world is possible. Many inventions and discoveries came out of not only the interest of the person who had patented the above but also they consider their knowledge to be useful to the mankind as their responsibility under any odd situations. Most of the scientist and their inventions are recognized and celebrated only after the several years of their difficulties. We have many examples like Marconi, Gregor Mendel, Roentgen and the list goes on.

### **Pro-social behavior is an individual social responsibility**

Each and every day we are encountering with some kind of pro-social behavior either from others to us or from us to others. Without this association we cannot even think of this world to be ideal for survival. It looks like a man in the woods to no way to walk. Man considers saving and protecting the resources of their society as their individual social responsibility. Both men and women sacrifice many things in their life for the wellness of their

family. It is accepted as a culture of the society rather than a pro-social behavior. So without our awareness we are all exhibiting pro-social behavior in some form as our responsibility. It is our duty to exhibit the pro-social behavior in our day to day life for the wellness of our kith and kin. Otherwise our mother earth will not be a better place for living a life of a human. We should act responsibly and thoughtfully without selfishness in our day to day activities which makes our society grow. The growth of the society comes primarily from the individual social responsibility while individual social responsibility comes from the selfless act of the human that is the pro-social behavior

## **II. CONCLUSION**

Hence pro-social behavior is vital in the development and even the existence of our society we should encourage the students and our children's for pro-social behavior. We should teach the next generation the importance of pro-social and make them to realize this behavior as their responsibility.

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## **CSR OUTLOOK OF TOP INDIAN COMPANIES**

**\*Dr. A. THANGASWAMY**

Head, Assistant Professor of Commerce and Research Supervisor  
Pioneer Kumaraswamy College, Nagercoil-3

Affiliated to Manonmaniam Sundaranar University, Abishekapatti,  
Tirunelveli-627012, Tamil Nadu, India

### **Abstract**

*The evolution of corporate social responsibility in India is emerging changes over time in India of the cultural norms of corporations' engagement of corporate social responsibility (CSR), with CSR referring to way that businesses are managed to bring about an overall positive impact on the communities, cultures, societies and environments in which they operate. The fundamentals of CSR rest on the fact that not only public policy but even corporate should be responsible enough to address social issues. Thus companies should deal with the challenges and issues looked after to a certain extent by the states. Among other countries India has one of the richest traditions of CSR. Much has been done in recent years to make Indian Entrepreneurs aware of social responsibility as an important segment of their business activity but CSR in India has yet to receive widespread recognition. The Key Highlights of this paper includes a No. of companies, Total no. of projects implemented, and No. of public sector companies.*

**Keywords:** CSR, Companies, Outlook

### **I. INTRODUCTION**

In today's economic and social environment, issues related to social responsibility and sustainability are gaining more and more importance, especially in the business sector. Business goals are inseparable from the societies and environments within which they operate. Whilst short-term economic gain can be pursued,

The failure to account for longer-term social and Environmental impacts makes those business practices unsustainable. Corporate Social Responsibility (CSR) can be understood as a management concept and a process that integrates social and environmental concerns in business operations and a company's interactions with the full range of its stakeholders. The Global Compact asks companies to embrace, support and enact, within their sphere of influence, a set of core values in the areas of human rights, labor standards, the environment and anti-corruption. Corporate social responsibility is a thought that has developed into fairly common in the world-of-business today. The present-day commencement of corporate social responsibility (CSR) involves that business willingly incorporate societal and environmental apprehension in their process and relations with shareholders. CSR entails relate the idea of sustainable growth to the business world. Corporation that esteem and pay attention to their shareholders should obviously be alarmed by their development and prosperity, but they should also be conscious of the profitable, environmental, social and societal effect of their actions. Too frequently, attain corporate social responsibility is understood from the viewpoint of business liberality to the public projects and helpful contributions, but this not succeed to detain the majority expensive offerings that a company has to formulate. In broad sense social responsibility is seen as the statement of association to show a missionary rather than a mercenary approach to the culture or situation in which they function. Today, CSR in India has vanished ahead of simply 'contributions and donations' and is move towards in a more planned manner. It has suited a vital part of the business strategy. These days companies have turned into more translucent in their balance sheet. They are integrating their corporate social responsibility schemes in their yearly report. Companies have CSR squads that create exact guidelines, plan and objectives for their CSR programs and set aside financial statement to maintain them.

Companies in India have fairly been positive in taking up CSR schemes and incorporating them in their business practices.

## **II. OBJECTIVE**

The following are the objectives of this study

1. To study the company's efforts and effect in corporate social responsibility.
2. To analyze and visualizes a few important curves of CSR landscape in India, entirely based on the actual CSR spending data of these companies.

## **III. METHODOLOGY**

To fulfill the objectives set-out, the secondary data were collected from CSR report 2017. The present study is theoretical and analytical in nature in the field of Corporate Social Responsibility, with the sufficient background of secondary data and for interpretation simple percentage analysis have been used in this report.

### **Current State of CSR in India**

CSR is not a new concept in India. Ever since their inception, corporate like the Tata Group, the Aditya Birla Group, and Indian Oil Corporation, to name a few have been involved in serving the community. Through donations and charity events, many other organizations have been doing their part for the society. The basic objective of CSR in these days is to maximize the company's overall impact on the society and stakeholders. CSR policies, practices and programs are being comprehensively integrated by an increasing number of companies throughout their business operations and processes. A growing number of corporate feel that CSR is not just another form of indirect expense but is important for protecting the goodwill and reputation, defending attacks and increasing business competitiveness. Companies have specialized CSR teams that formulate policies, strategies and goals for their CSR programs and set aside budgets to fund them. These programs are often determined by social philosophy which have clear objectives and are well defined and are aligned with the mainstream

business. The programs are put into practice by the employees who are crucial to this process. CSR programs ranges from community development to development in education, environment and healthcare etc. For example, a more comprehensive method of development is adopted by some corporations such as Bharat Petroleum Corporation Limited, Maruti Suzuki India Limited, and Hindustan Unilever Limited. Provision of improved medical and sanitation facilities, building schools and houses, and empowering the villagers and in process making them more self-reliant by providing vocational training and a knowledge of business operations are the facilities that these corporations focus on. Many of the companies are helping other peoples by providing them good standard of living. On the other hand, the CSR programs of corporations like GlaxoSmithKline Pharmaceuticals' focus on the health aspect of the community. They set up health camps in tribal villages which offer medical check-ups and treatment and undertake health awareness programs. Some of the non-profit organizations which carry out health and education programs in backward areas are to a certain extent funded by such corporations. Also Corporatism increasingly joins hands with Non-governmental organizations (NGOs) and uses their expertise in devising programs which address wider social problems. For example, a lot of work is being undertaken to rebuild the lives of the tsunami affected victims. This is exclusively undertaken by SAP India in partnership with Hope Foundation, an NGO that focuses mainly on bringing about improvement in the lives of the poor and needy. The SAP Labs Center of HOPE in Bangalore was started by this venture which looks after the food, clothing, shelter and medical care of street children.

CSR has gone through many phases in India. The ability to make a significant difference in the society and improve the overall quality of life has clearly been proven by the corporate. Not one but all corporate should try and bring about a change in the current social situation in India in order to have an effective and lasting

solution to the social woes. Partnerships between companies, NGOs and the government should be facilitated so that a combination of their skills such as expertise, strategic thinking, manpower and money to initiate extensive social change will put the socio-economic development of India on a fast track.

The India CSR outlook is report presenting in-depth analysis of CSR spends of big companies in previous financial year. This paper provides an in-depth analysis of CSR spend of big 370 companies in the financial year 2016-17. These 370 companies account for more than 2/3<sup>rd</sup> of total CSR spend in India, making it a big sample size for any such future study or analysis. The 370 Companies selected in this report were selected on the basis of the following criteria: INR Cr or above prescribed CSR in FY 2016-17, Listed on BSE or subsidiary of a BSE-listed company and Availability of data by 10th Sept. 2017

*Table 1 Key Highlights of This Paper*

S.no	Details	Total (in numbers)
1	companies	370
2	projects implemented	4176
3	public sector companies	28

*Source: Secondary Data*

Table 1 infers that the companies involved in CSR, their projects implemented and the public sector companies in CSR.

### **Prescribed and Actual CSR Spent**

*Table 2 CSR spent in the FY 2015-16*

S.No	CSR	Spent
1	Prescribed	9275 Cr.
2	Actual	8446 Cr.
3	Actual to Prescribed	91%
4	Change in CSR compliance FY 2015 -16	-1%

*Source: Computed Data*

Table 2 shows that the prescribed, actual and actual to prescribed and change in CSR compliance for the financial year 2015-16

### **Prescribed and Actual CSR Trends**

*Table 3 CSR Trends From The Fy 2014-17*

<b>Financial year</b>	<b>Prescribed</b>	<b>Actual</b>
2016-17	9275 Cr.	8446 Cr.
2015-16	8169 Cr.	7549 Cr.
2014-15	7888 Cr.	5952 Cr.

*Source: Computed Data*

Table 3 reveals that the CSR spent for three financial years.

### **CSR Spend Among Public Sector Companies**

*Table 4 CSR spend among Public Sector Companies*

<b>Financial year</b>	<b>Prescribed</b>	<b>Actual</b>
2016-17	2111 Cr.	2147 Cr.
2015-16	1514 Cr.	1853 Cr.
2014-15	2183 Cr.	1601 Cr.

*Source: Computed Data*

Table 4 reveals that the CSR spend among Public Sector Companies for the three financial years.

### **Compliance: Companies and actual to prescribed CSR:**

-1/3rd of the companies spent more than the prescribed CSR while 1/3 rd spent less than the prescribed CSR.

### **Top 10 Companies By Actual CSR Spent (INT Cr.)**

*Table 5 CSR spent for the FY 2016-17*

<b>Companies</b>	<b>Prescribed</b>	<b>Actual</b>
Wipro Ltd	186	176
Tata Steel Ltd	194	116
Indian Oil Corp Ltd	214	213
ITC Ltd	276	275
NTPC Ltd	280	228
Infosys Ltd	289	287

<b>HDFC Bank Ltd</b>	<b>305</b>	<b>304</b>
TCS Ltd	380	446
Oil and Natural Gas Corp Ltd	526	536
Reliance Industries Ltd	659	620

*Source: Computed Data*

Table 5 infers that the top ten companies and their actual, prescribed CSR spent among them Reliance Industries Ltd, ranks first.

### **Going Beyond Compliance in CSR (INR Cr.)**

*Table 6*

<b>Companies</b>	<b>Prescribed</b>	<b>Actual</b>
Kitex Garments Ltd	6.1	2.7
Allcargo Logistic Ltd	5.7	2.5
Sobha Developers Ltd	15	5.8
Piramal Enterprises Ltd	32.8	9.2
UPL Ltd	23.8	4.9

*Source: Computed Data*

### **Geographic Distribution of CSR Fund**

*TABLE 7 Top Ten States in India (CSR Fund Flow – Wise – INR Cr.)*

<b>S.No</b>	<b>State name</b>	<b>Total (in inr cr.)</b>	<b>Percentage</b>
1	Maharashtra	1148	14
2	Gujarat	537	6
3	Karnataka	447	5
4	Odisha	424	5
5	Andhra Pradesh	379	4
6	Tamil Nadu	290	3
7	Rajasthan	278	3
8	Delhi	277	3
9	Uttar Pradesh	222	3
10	Telangana	218	4.4

*Source: Computed Data*

Table 7 depicts that the geographical distribution of CSR fund and among the ten states, the state of Maharashtra ranks first by total of 1148 (in INR Cr)

### **Top five companies in top five states**

*Table 8 CSR Fund Flow of Top 5 Companies in Top 5 States of India*

States	C-1	C-2	C-3	C-4	C-5
Maharashtra	Reliance (442.22)	Bajaj Auto (67.92)	Coal India (55.28)	Infosys (45.70)	Mahindra & Mahindra (34.05)
Gujarat	Reliance (41.63)	Hindustan Petroleum Corp (29.21)	Cadila Healthcare (29.17)	Adani Ports and Special Economic Zone (27.00)	Torrent Pharmaceuticals (25.62)
Karnataka	Wipro (131.64)	Infosys (65.26)	Mphasis (8.00)	Biocon (7.69)	JSW Energy (7.19)
Odisha	Mahanadi Coalfields (166.60)	Tata Steel (80.81)	Infosys (27.51)	Wipro (19.40)	Larsen & Turbo (7.61)
Andhra Pradesh	Indian Oil Corp (63.00)	Reliance Industries Ltd (28.02)	Amara Raja Batteries (16.00)	Aurobindo Pharma (9.45)	Mahindra & Mahindra (8.45)

*Source: Computed Data Note: C – Company Ltd (CSR Fund Flow-Wise-INR Cr.)*

### **Sector-Wise Performance (Actual CSR Spend in %)**

*Table 9. Actual and Prescribed CSR*

Sector	Prescribed	Actual	Percentage
Auto and Auto Ancillaries	464	464	100
Banking and Finance	1717	1474	86
Power Generation and Distribution	572	657	115
Computers (Hardware and Software)	1254	1091	87
Metal, Mineral and Mining	703	598	85
Pharmaceuticals	383	314	82

*Source: Computed Data*

Table 9 depicts the sector wise performance of companies in CSR and their actual and prescribed CSR spent in percentage.

### **Theme-Wise Number of Projects**

*Table 10. Projects and CSR Fund Flow*

S. No	Thematic area	No. Of projects	Total (inr cr)	Percentage
1	Education and skills	1598	2973	35
2	Poverty Alleviation, Healthcare and Wash	1260	2131	25
3	Rural Development	433	1091	13
4	Environmental Sustainability	433	795	10
5	Protection of Heritage and Art	110	190	2
6	Rural Sports and Paralympics'	115	181	2
7	Gender Equality and Women Empowerment	177	146	2
8	Technology Incubation	11	45	---
9	Benefits to Armed Forces Veteran	17	32	---
10	Others (Projects, Admin, Misc)	Not applicable	862	11

*Source: India CSR Report 2017*

Table 10 shows that the major theme wise number of projects implemented through CSR and their fund flow percentages.

### **Project Implementation Mode**

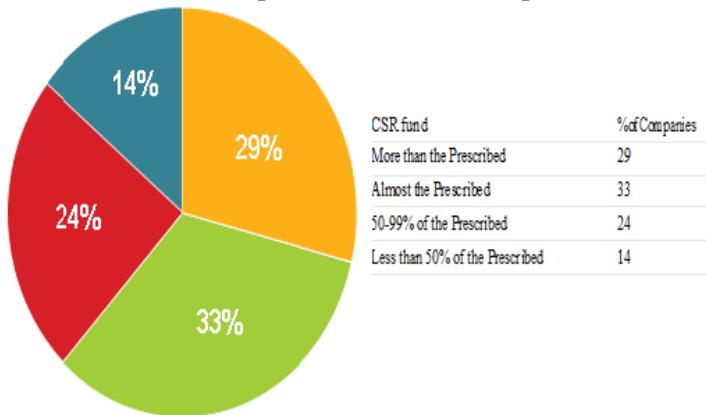
*Table 11. CSR Fund Flow on Project Implementation Mode*

S.No	Modes	Percentage
1	Direct ( By Company)	20
2	CSR Foundation	25
3	Implementation Partners	55

*Source: Computed Data*

Table 11 reveals that the CSR spend among three different modes of Projects Implementations.

### CSR Compliance Level – In Companies



*Figure 1 % of CSR Fund in Companies Compliance Level*

### IV. CONCLUSIONS

By means of analyzing Descriptive statistics of India's CSR outlook of BSE Big Companies, it was found out that, 1/3rd of the companies spent more than the prescribed CSR budget, Almost 1/4th of the companies fail to meet the prescribed CSR budget, 18 per cent increase in the prescribed CSR budget from FY 2014-15 (beginning of CSR compliance), Public sector companies spent more than the prescribed CSR (as a sector altogether), 41 per cent increase in actual CSR spent since FY 2014-15 and 8 per cent since last financial year, Almost 20 per cent of India's actual CSR spent is in Maharashtra and Gujarat states only, Education projects received almost one-third of total CSR spent and Almost 1/3rd of companies go beyond compliance and spend more than the prescribed CSR.

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## ***SOCIAL RESPONSIBILITY, THE NEED OF THE HOUR***

**\*Dr. M. VAIJO LATHA**

Assistant Professor of English,

Arignar Anna College, Aralvoimozhi - 629301.

Affiliated to Manonmaniam Sundaranar University,  
Abishekappatti, Tirunelveli-627012, Tamil Nadu, India.

### **Abstract**

*Man, being a social creature, has to live in a society which in due course of time develops into a state. A good state provides him with peace, prosperity, privileges, protection, security, education, employment, freedom of thought and expression etc. They help him in his development. Citizens are provided with enormous rights. But they cannot be absolute. Right implies duties. They are co-relative. A good citizen is the one who possesses intelligence, self-control and a good conscience. In order to exercise duties properly, citizens must always stick to these virtues. Self-interest and party spirit are important hindrances to good citizenship. A citizen cannot be dutiful to his country if he adopts the bad qualities. Poverty and ignorance also prove a hindrance in making the citizens dutiful.*

**Keywords:** Social Responsibility, Need

### **I. INTRODUCTION**

Social responsibility is actually an ethical frame work and suggest that an entity, be it an organization or individual, has an obligation to act for the benefit of society at large. Social responsibility is a duty every individual has to perform so as to maintain a balance between the economy and the ecosystems. Social responsibility can be passive, by avoiding engaging in socially harmful acts, or active, by performing activities that directly advance social goals. It must be intergenerational since the actions of one generation have consequences on those following.

Corporate responsibility is also a type of responsibility. Corporations have a responsibility to those groups and individuals that they can affect, i.e., its stakeholders, and to society at large. Stakeholders are usually defined as customers, suppliers, employees, communities and shareholders or other financiers. The responsibility to society at large may well be identical with the responsibility to its various communities. Many have suggested that corporations have a special “social responsibility” over and above its business purpose. In any case corporate responsibility consists of earning a licence to operate by creating value for stakeholders including shareholders, and society. Hence corporate responsibility includes being consistent with ethical principles and conduct such as honesty, integrity and respect for others. By voluntarily accepting responsibility for its actions, corporations earn their licence to operate in society.

### **Social Responsibility, the Need of the Hour**

Some great men are known for their social responsibility. Several social problems have still existed in our country. They have been related to caste, child marriages and Dowry etc. Differences have been made among people on the basis of caste. But there have been people who have devoted their lives to improving society. Of course they are known for their own social responsibility. They are called social reformers. They have given society a new way of thinking. In India, we have had a large number of such great people. To quote a few, Raja Ram Mohan Roy, Dayan and Sara Swati, Pandita Ramabai and sir Syed Ahmed khan.

Raja Ram Mohan Roy is regarded as the Father of Indian Renaissance as he has brought about a change in society. He has been the greatest fighter for women's rights. His contribution, especially to the freedom of women, will be remembered forever. Dayan and Sara Swati also has believed in changing society through education. He has wanted women to be educated and wanted the Vedas to be translated from Sanskrit to Hindi so that the common people would be able to read them. Pandita Ramabai has been a poet

and a fighter for women's rights. She too has worked for poor women and widows. Sri Syed Ahmed Khan has also worked for the betterment of women by fighting against Purdah system and early marriage. All these social and religious reformers have paved way for society to follow - to move from the darkness of ignorance to the light of knowledge. Their contribution has made the path to freedom easier for Indian.

It is often said that youth lacks wisdom while age is found wanting in courage. A Youngman, lacking experience, tends to be rash during and thoughtless in his conduct. But they must be responsible as they are the pillars of future. A young man is normally gifted with a certain measure of self-confidence and independent thinking. Zeal, enthusiasm, and wish to do something are remarkable in youth and cannot be postponed for old age. The maximum utilization of these qualities can be derived when a man is young. Youth must be conscious towards his duties. A nation becomes strong and healthy if its citizens – mostly young men are concerned about their character. India like countries needs development and vices are to be removed. Youth can play important role in the countries' progress.

Youth should not be after power or position. He should be after the development of the nation. Youngman can do what the government cannot possibly achieve through legislation. Modern youth does not depend on the government for realization of its end. Young men and women are fighting against social evils. A nation progresses only through steady progress. As it is said in the book College Essays on current Issues, "Youths, who are bestowed with the act of moulding the nation, are often seen to be engaged in other activities, which are seen to prove themselves to be causing havoc to the nation" (19). This condition should be changed and they should always be known for their own responsibilities.

It is paradoxical that the men who needs the healthy environment most, is destroying its sanctity and purity for present monetary gains and endanger its own coming generation. Never

before in history, has the environment pollution drawn such attention of policymakers, academicians and the court, atleast in India. A lot of research has been done during the last few years to find out a suitable linkage between economic activities and the environment and a need for new technologies has felt in order to save the environment from the ever increasing pollution. The natural environment is in danger of becoming polluted because of the rapid industrial growth.

Environmental pollution causes Global Warming – a threat to the whole civilization. The present concern for preservation and conservation of environment arises from the hazardous impact on the environment due to human actions. Human demands are increasing day by day, with the growth of population and modernization, and to meet with such increased demands, the resources are limited. Reckless and regular exploitation of natural resources is causing serious impact on the purity of environment. Here, everyone should realize their responsibility to save earth.

Though government is quite serious to protect the environment yet it's the duty of every industrialist, every citizen to understand well the necessity of preserving the nature and purity of environment not only for ourselves but also for coming generation. It is the environment from where we get the first basic requirements oxygen and water for our existence. We should make our mind and pledge to gift pollution - free environment to our precious coming generation as expressed in the book 151 Essays.

In the present day world, the growing complexities of life and the dramatic changes brought about by socio-economic transitions in India have played a major role in increasing the vulnerability of children to various, and newer form of abuse. As expressed in the book 'social Abuse on Girls', "Child – abuse is a violation of the basic human rights of a child and is an outcome of a set of inter-related familial, social psychological and economic factors". (100). this too is everyone's responsibility to save children from this pathetic condition.

Today writers in different languages are gaining ground by leaps and bounds in both fiction and poetry. Now the creative or aesthetic angle of Indian English writing has got a tremendous change as most of the writers have started writing great works of literature in which they have shown the realistic picture of the modern man and woman in the present day life. Their works represent an artistic and imaginative perception of the changing phenomenon and the shifting values of contemporary life and reality. Gender issue is basically one that affects woman directly or indirectly. In other words, any social evil perpetrated at the cost of woman, any law or custom that reinforces and institutionalizes woman's inferior status in society, or any event or series of events that affects large number of women can be regarded as a gender issue. Most of the societies have a pattern of socialization which encourages males and females to acquire different attributes. Empowerment is recommended here. As expressed in the article, "Empowerment of Women", empowerment means women must exercise full participation with men in decision – making process in all walks of life. Empowerment is not a technocratic goal – it is a wholesale political commitment. Achieving it requires a long-term process in which all cultural, social, political and economic norms undergo fundamental change.

## **II. CONCLUSION**

Social responsibility is an ethical theory, in which individuals are accountable for fulfilling their civic duty and the actions of an individual must benefit the whole of society. In this way, there must be a balance between economic growth and the welfare of society and the environment. If this equilibrium is maintained, then social responsibility is accomplished. Here, it is stressed that every individual has a responsibility to act in a manner that is beneficial to society and not solely to the individual. Every citizen must be loyal and responsible to the country. The first duty of a citizen is to abide by the law and to check lawlessness. He should support the Government and help it to maintain peace and

order. He should sacrifice his wishes, conveniences, time and money activities for the development of the community.

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# **A RESEARCH INVESTIGATION ON INDIVIDUAL SOCIAL RESPONSIBILITY AMONG LABOURER (COOLIES)**

**\*VIJAYAKUMARI**

B.Sc, Holy Cross College, Nagercoil.

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

**\*\*S. PREETHI**

B.Sc, Holy Cross College, Nagercoil.

Affiliated to Manonmaniam Sundaranar University, Abishekappatti,  
Tirunelveli-627012, Tamil Nadu, India

## **Abstract**

*The word Social Responsibility reveals the duties of a common man for his or her society. Each and every individual is a part of social responsibility. It maintains a perfect balance among an individual and society. Keeping in view the importance of social responsibility of the citizen in the development of the nation, this survey has been conducted to study the individual social responsibility among coolies. In this study, the result revealed that the 60% of the coolies, selected for the study, irrespective of their sex, age, income and educational qualification have shown their interest for more active participation in social responsibility followed by cultural responsibility. Further, they showed medium level interest in economic and environmental responsibilities. About 76% of the coolies covered under the survey exhibited more inclination towards political responsibility. The outcome of the study also revealed that poor and lower middle class women should be educated so as to earn their bread and to support their family economically.*

**Keywords:** Individual Social Responsibility, Laborer, Coolies

## I. INTRODUCTION

Individual Social Responsibility (ISR) is about an individual becoming responsible in his/her actions that have effect on communities outside his/her immediate circle. The individual social responsibility includes the engagement of each person towards the community where he/she lives, which can be expressed as an interest towards what's happening in the community, as well as in the active participation in the solving of some of the local problems. The individual social responsibility also could be expressed as the influence or effect of ISR on the societal causes *viz.* Social, cultural or ecological. ISR is a broader concept that can be manifested through actions (i) Philanthropic behavior of an individual and(ii) the campaigner, volunteer and activist instinct in the individual that picks-up and supports issues affecting the society. The above two coupled with an individual being ethical (integrity, honesty) in his/her outward dealings. Every individual should be aware of his duties and contribution to the welfare of the society/community.

India, being a developing nation, the contribution of the Coolie, a greater part of the country's population, on social responsibility plays a vital role in the development of the nation. Most of the coolie peoples are illiterate so it is necessary for them to be aware of their responsibility for their surroundings as well as to the society.

In order to understand the important role of Coolie in the development of the nation, the present investigation has been carried out to throw light on their existing economical, political, environmental, cultural and social responsibility, which could help the Government and Law Makers to facilitate in enhancing their participation in nation building and to provide awareness, about their responsibilities on the societal development, among them.

## II. METHODOLOGY

A pilot survey was conducted by randomly selecting a sample size 50 Coolies working in construction sites, welding

workshops, markets, automobile workshops in Kanyakumari District of Tamil Nadu for studying the Individual Social Responsibility among Coolie. The data were collected on their social responsibility, cultural responsibility, environmental responsibility and economical responsibility and social responsibility by using a questionnaire.

The collected data were analyzed and the tabulation were made based on the criteria *viz.* gender, educational qualification, age, monthly income, number of earning members in a family, number of dependents in a family collected in respect of 50 Coolies. After categorical analyses of the Coolie, the interest exhibited by them towards social responsibility, cultural responsibility, environmental responsibility and economical responsibility and political responsibility were analyzed and the degrees of their interest were depicted in the table and figures.

### III. ANALYSES OF DATA AND INTERPRETATION

#### Gender Wise Classification

Out of the 50 Coolies randomly selected for survey, 31 were male and remaining 19 were female. From the Table-1, it is evident that a notable percentage i.e. 38% of feminine gender was also involved in performing the tasks of Coolie.

*Table1: Gender wise classification*

Gender	Number of individuals	Percentage
Male	31	62%
Female	19	38%

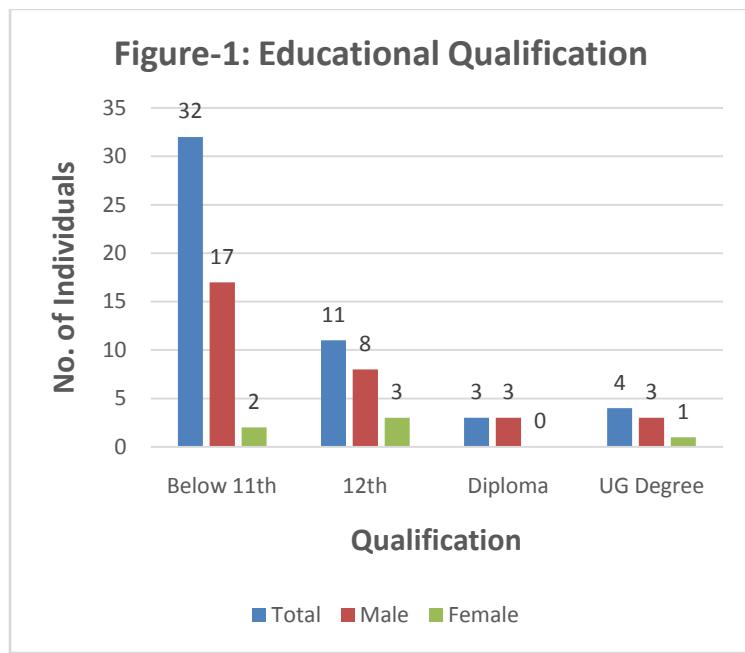
#### Educational Qualification

The table 2 furnished below clearly indicate that Under Graduates i.e 8% of the sample were performing the work of Coolie. About 32 persons possessing educational qualification below XI; 11 persons possessing XII qualification and 3 persons possessing Diploma courses were performing the tasks of Coolie. From the Figure-1 below, it is observed that, persons were involved in

performing work of Coolie irrespective of their educational qualification.

*Table 2: Educational Qualification*

Qualification	Male	Female	Number of individuals	Percentage
Below 11 <sup>th</sup>	17	15	32	64%
12 <sup>th</sup>	8	3	11	22%
Diploma courses	3	0	3	6%
UG Degree	3	1	4	8%

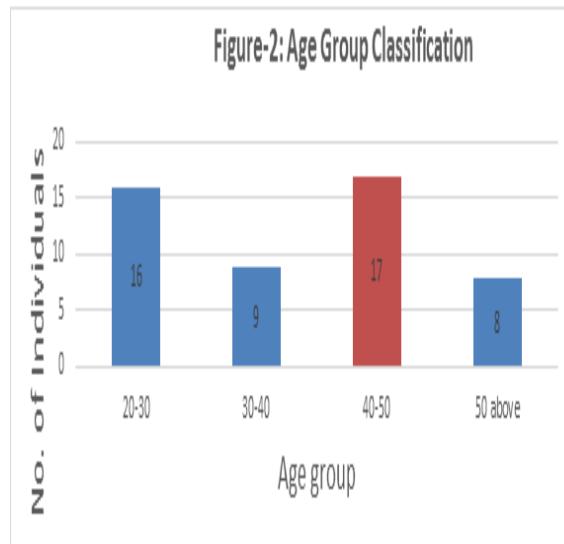


#### **Age of the Respondent**

The persons under age group of 20-30 years and 40-50 years were involved in performing the tasks of coolie. The same could be seen from the Table-3 & Figure-2.

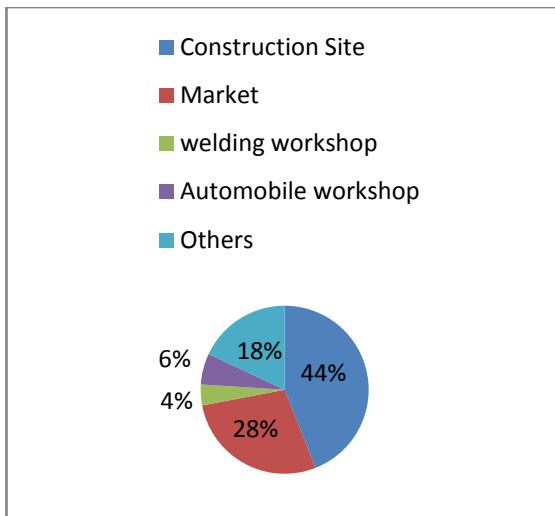
*Table 3: Age group classification*

<b>Age group</b>	<b>No.of Individuals</b>	<b>Percentage</b>
20-30	16	32%
30-40	9	18%
40-50	17	34%
50 above	8	16%



### **Work Distribution of the Respondent**

From the Figure -3, it is observed that out of total 50 Coolies, 44% of them were working in construction site, 28% as helpers in market, 6% in automobile workshops 4% in Welding Workshops and 18% in other areas.



### Monthly Income of the Respondent

Out of 50 Coolies, 20 of them were earning monthly income in the range of Rs. 5000-10000. 14 persons were earning monthly income of Rs. 10000-15000 and 3 persons above Rs. 15000 per month (Table-4). From the table, it is evident that persons were ready to work as Coolie even for below Rs. 2000 per month for leading their livelihood.

*Table 4: Monthly Income of the respondents*

Income	No. of Individuals	Percentage
Below 2000	4	8%
3000 – 5000	9	18%
5000 – 10000	20	40%
10000 – 15000	14	28%
Above 15000	3	6%

### Earning Members in the Family

In 25 families of the Coolies surveyed, only one person has been observed as sole bread winner of the family. About 20 families had 2 bread winners each; 3 families had 3 bread winners each and 2 families had 4 earning members. From the Table-5, it is evident that

about 50% of the surveyed sample showed only one earning member per family.

*Table 5: Number of earning members in a family*

No. of earning member	No. of respondents	Percentage
1	25	50%
2	20	40%
3	3	6%
4	2	4%

### **Dependents of the Person Surveyed**

Out of the 50 Coolies, 43 of them possess 3-5 dependents (Table-6). Hence, the financial liability of the person on the family found to be higher than other profession people.

*Table 6: Number of dependents in a family*

No. of dependents	No. of respondents	Percentage
1	1	2%
2	3	6%
3	12	24%
4	19	38%
5	12	24%
Above 5	3	6%

### **Social Responsibility of the Respondent**

It is the responsibility possessed by an individual in concern with the society and fulfilling its needs. While analyzing this particular quality among the people – the following criteria *viz.* (i) donating blood, (ii) helping elderly people, (iii) donating food, (iv) educating others, etc were taken into consideration. Based on the response received from the survey, the intensity of the response shown by the Coolies in relation to social responsibility was tabulated as under in Table-7.

*Table 7: Social responsibility*

Intensity	No. of individuals	Percentage
High	30	60%
Medium	15	30%
Low	5	10%

## Cultural Responsibility of the Respondent

It is the responsibility possessed by an individual which makes him responsible towards his/her culture.

While analyzing this particular quality among the people, the following criteria *viz.*(i) respecting other's culture, (ii) opposing cultural discrimination, (iii) preserving monuments, (iv) involvement in various cultural practices, etc. were taken into consideration.

Based on the response received from the survey, the intensity of the response shown by the Coolies in relation to social responsibility was tabulated as under in Table-8.

*Table 8: Cultural responsibility*

Intensity	No. of individuals	Percentage
High	25	50%
Medium	15	30%
Low	10	20%

From the graphical depiction of Figure-4, it is inferred that 25-30 persons has shown interest to a great extent in contributing themselves towards social and cultural responsibilities. 15 persons showed medium concern and 5-10 persons exhibited low interest.

## Environmental Responsibility of the Respondent

It is the responsibility possessed by an individual towards his surrounding and environment. While analyzing this particular quality among the people- the following criteria *viz.*(i) Reduced use of plastic, (ii) planting trees, (iii) disposing waste properly and (iv) cleaning the surrounding was taken into consideration. Based on the response received from the survey, the intensity of the response shown by the Coolies in relation to social responsibility was tabulated as under in Table-9.

*Table 9: Environmental Responsibility*

Intensity	No. of individuals	Percentage
High	18	36%
Medium	22	44%
Low	10	20%

## Economical Responsibility of the Respondent

It is the responsibility possessed by an individual towards the economical state of his /her country in which he/she lives in.

While analyzing this particular quality among the people—the following norms *viz.* contribution to Nation's economy, paying tax, donating money to the needy, usage of modern banking was taken into consideration

*Table 10: Economical Responsibility*

Intensity	No. of individuals	Percentage
High	20	40%
Medium	10	20%
Low	20	40%

Figure-5, the graphical depiction clearly illustrates the intensity of the response of Coolies on environmental and economical responsibility.

## Political Responsibility of the Respondent

It is the responsibility possessed by an individual towards the political issues of his/her country in which he/she lives in. While analyzing this particular quality among the people – the following criteria *viz.*(i) Electing leaders, (ii) accepting bribe, (iii) nominating themselves for parliament election, etc. were considered and the degree of their involvement in political responsibility were rated in Table -11.

*Table 11: Political Responsibility*

Intensity	No. of individuals	Percentage
High	38	76%
Medium	12	24%
Low	0	0%

Figure-6, the graphical depiction clearly illustrates the intensity of the response of Coolies on political responsibility. 38 persons (76%) showed high responsibility on political issues while 24% showed low responsibility.

#### **IV. FINDINGS**

The survey report clearly revealed the following outcome for the present research investigation:

- 62% of them are male and 38% of them are female. Feminine gender is also ready to work as labourer for their self-up-liftmen and to support the family proportionately.
- 86% of them have minimum educational qualification and 14% of them have their UG degree and diploma courses.
- 32% of them are in the age group of (20-30 years).52% of them are in (30-50 years) age group while 16% in above 50 age group.
- 66% of them have a monthly income below 10000 and 34% of them have an income above 10000.
- Out of the 50 Coolies, 43 of them posses 3-5 dependents. Hence, the financial liability of the person on the family found to be higher than other profession people.
- 50% of them have only one earning member in a family while the remaining and 50% have more than one earning member in the family.
- 60% of them are more active towards social responsibility
- 50% of respondents are involved in cultural activities.
- 36% are more involved in environmental responsibility while 44% are moderately involved.
- 40% of respondents are more active in economic responsibility.
- 76% of them are more involved in political responsibility.

#### **V. SUGGESTION**

In India majority of poor and lower middle-class people are performing the tasks of Coolies. The social responsibility of the laborers among them is a vital for the upliftment of the nation. Among the respondents only 14% of them have an educational qualification of degree or diploma and remaining 86% of them are not well educated. This reveals the problem of illiteracy which leads to unemployment and forces them to take up coolie as their

profession. The Government should take suitable measures to uplift the poor and lower middle class people by providing quality skill oriented education for facilitating self employment and to augment their income and to improve social status so that they can act as a citizen with high social responsibility.

## **VI. CONCLUSION**

On the basis of analysis, we come to know that among 38% of female respondents only 2% of them has a degree. This reveals that poor and lower middle- class women have least opportunity for education. The number of dependents in a family is greater (4-5) than number of earning member in a family. This would affect the economic condition of the family. The respondents have an active participation in political and social sectors while their contribution towards environmental and economical responsibility is comparatively low with moderate cultural responsibility.

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