# Introduction to Social Engineering

*"Engineering the minds towards Social Responsibility"*

# What is Social Engineering?

**Social engineering is a discipline in social science that refers to efforts to influence particular attitudes and social behaviors on a large scale, whether by governments, media or private groups in order to produce desired characteristics in a target population.** Social engineering can also be understood philosophically as a deterministic phenomenon where the intentions and goals of the architects of the new social construct are realized.

In simple words social engineering means the use of centralized planning to manage social change and regulate the future development and behaviour of a society.

Social engineering triggers planned social change and social development; the idea that governments can shape and manage key features of society, in much the same way as the economy is managed, assuming that adequate information on spontaneous trends is available through social indicators and social trends.

Karl Popper in his classic political science book, *The Open Society and Its Enemies*, volume I, *The Spell of Plato* (1945), Karl Popper examined the application of the critical and rational methods of science to the problems of the open society. In this respect, he made a crucial distinction between the principles of *democratic* social engineering (what he called "piecemeal social engineering") and *Utopian* social engineering.

Popper wrote:

The piecemeal engineer will, accordingly, adopt the method of searching for, and fighting against, the greatest and most urgent evils of society, rather than searching for, and fighting for, its greatest ultimate good.

According to Popper, the difference between "piecemeal social engineering" and "Utopian social engineering" is:

"It is the difference between a reasonable method of improving the lot of man, and a method which, if really tried, may easily lead to an intolerable increase in human suffering. It is the difference between a method which can be applied at any moment, and a method whose advocacy may easily become a means of continually postponing action until a later date, when conditions are more favorable. And it is also the difference between the only method of improving matters which has so far been really successful, at any time, and in any place, and a method which, wherever it has been tried, has led only to the use of violence in place of reason, and if not to its own abandonment, at any rate to that of its original blueprint.

**Social engineering** Planned social change and social development; the idea that governments can shape and manage key features of society, in much the same way as the economy is managed, assuming that adequate information on spontaneous trends is available through social indicators and social trends reports. For example, the extent of women's employment is clearly determined in part by government policy to promote or impede women's paid work.

Social engineering occurs in two forms: large scale and small scale. The debate surrounding these two approaches to the design of social

institutions constitutes a fundamental issue in the ethics of science and technology. To what extent is it possible and legitimate for scientific expertise to serve as the basis for social policy and action? Can humans use science to rationally design and successfully implement an enduring society? Different concepts of scientific knowledge and technological action supply different answers to these questions and variously support large scale versus small scale engineering efforts.

## Large Scale Social Engineering

Large scale efforts to improve the human condition are a modern phenomenon. Such endeavours require technical knowledge, political muscle, and economic resources. In supporting these claims, James Scott (1998) characterizes the rise of high modernism in social-political, agricultural, industrial, and architectural contexts during the last two centuries. High modernism encompasses a quest for authoritarian control of both human and nonhuman nature, a belief that carefully crafted social order surpasses happenstance, and a confidence in science as a means to social progress. Once the improvement of humanity becomes a plausible state goal, the convergence of rising social science, state bureaucracy, and mass media undergirds five-year collectivist plans, colonial development schemes, revolutionary agricultural programs, and the like, often under the control of a single planning entity.

In urban planning, for example, Scott details the designs of the Swiss architect, Charles-Edouard Jeanneret, (1887–1965), known professionally as Le Corbusier. For Le Corbusier, urban design expresses universal scientific truths. His geometric symmetries often

structured human activity, as inhabitants conformed to the design rather than vice versa. This approach applied to entire cities as well as individual homes ("machines for living"). Le Corbusier's formulaic concatenation of single function components produced simplicity via widely separated spaces for living, working, shopping, and recreating. Defining the good of the people, often the working poor, in terms of detached, scientific principles and their authoritarian imposition is, according to Scott, emblematic of high modernist, large scale attempts at social engineering.

## Small Scale Social Engineering

In conceiving the perfect, non-decaying state, Plato envisions a radical departure from existing society. Marxists, too, as self-described social engineers, use historical interpretation in aiming for revolutionary, holistic change. The Anglo-Austrian Philosopher, <u>Karl Popper</u> (1902–1994) contrasts these utopian endeavours with "piecemeal social engineering." When society needs reforming, the piecemeal engineer

*Does not believe in the method of re-designing it as a whole. Whatever his ends, he tries to achieve them by small adjustments and re-adjustments which can be continually improved upon. ... The piecemeal engineer knows, like Socrates, how little he knows. He knows that we can learn only from our mistakes. Accordingly, he will make his way, step by step, carefully comparing the results expected with the results achieved, and always on the look-out for the unavoidable unwanted consequences of any reform; and he will avoid undertaking reforms of a complexity and scope which make it impossible for him to disentangle causes and effects, and to know what he is really doing. (Popper 1957, pp. 66–67)*

These claims resonate with Camus's distrust of ideologically calculated revolution and his preference for limited but inspired rebellion. In Popper's view, mistakes are inevitable, and more radical innovations produce more mistakes. Because fool proof

social forms are unattainable, some mechanism for identifying needed improvements must be an integral part of a necessarily gradual implementation process. This view contrasts with that of large scale social engineering on several dimensions and highlights multiple points of contention.

## Spontaneous versus Consciously Controlled Change

Popper's concept of evolutionary epistemology supports not only the idea that advances are slow and piecemeal but also those they are guided by no overarching plan. This view resembles that of the twentieth-century British economist <u>Friedrich Hayek</u> . Hayek emphasizes the view that significant social phenomena emerge spontaneously via the unintended effects of individual actions, and he finds support for the benefits of this process in the ideas of the British political economist, Josiah Tucker (1711–1799), and especially the Austrian economist Karl Menger (1840–1921), that social institutions compete with one another in a kind of survival of the fittest. Because knowledge required for large-scale planning is widely distributed among many minds and cannot be narrowly concentrated, Hayek rejects centralized planning. Popper advocates "negative utilitarianism," the view that proposals for reform should be judged by how little suffering is caused. Government should thereby ameliorate enduring social ills (such as poverty and unemployment) and leave efforts to increase happiness to individual enterprise. These views shape the method (monitored, incremental change) and the goals (amelioration) of social engineering.

The nature of social reform is also examined by the American philosopher and educator <u>John Dewey </u>(1859–1952). But when Dewey speaks about the need for liberalism to advance beyond its early gains in securing individual freedom, his vision is incongruent with that of Hayek and Popper. For Dewey, liberalism should advance a <u>social order</u> that "cannot be established by an unplanned and external convergence of the actions of separate individuals, each of whom is bent on personal private advantage". This social reform must be thoroughgoing in its quest for institutional

change.

*For the gulf between what the actual situation makes possible and the actual state itself is so great that it cannot be bridged by piecemeal policies undertaken ad hoc. The process of producing the changes will be, in any case, a gradual one. But "reforms" that deal now with this abuse and now with that without having a social goal based upon an inclusive plan, differ entirely from efforts at reforming, in its literal sense, the institutional scheme of things.*

Dewey sees the necessity of early planning in his thinking about social reform, and while it is clear that Popper restricts not planning per se but only its scope and method, Dewey projects a wider, more vibrant use of planning in achieving social renovation. Education, science (the method of intelligence), and well-designed government policy are keys to social improvement.

## The Nature of Scientific Knowledge

Any call for social engineering requires some clarification of the relationship between science and engineering. Popper differentiates natural and <u>social science</u> in ways that Dewey does not. In natural science, Popper's realist perspective dictates that theories make claims about unobservable realities responsible for observed regularities. These claims are tested by means of controlled experiments. In contrast, Popper construes social science as producing low-level empirical laws of a negative sort ("you cannot have full employment without inflation"), which are tested through practice in social engineering. This amounts to a narrow view of social science and contributes to the contrast between his scientific radicalism, which focuses on natural science, and his engineering conservatism, which is linked to social science. The contrast between Dewey the pragmatist and Popper the realist is instructive here. From Dewey's pragmatic perspective, "the ultimate objects of science are guided processes of change". Both natural science and social science provide an illustration of this concept.

Popper's general aversion to abstract theories in social science may be linked to his desire to reject certain theories, such as that of the Austrian psychiatrist Sigmund Freud, on the basis of unfalsifiabilty. Dewey's acceptance of a wider range of theory plus empirical law in social science allows for testing to occur in a greater range of circumstances, not only in practice (which is often problematic: even piecemeal change simultaneously introduces multiple causal factors) but also in controlled, even laboratory, settings. Contemporary studies in social science embrace such methods, including those of simulation. Moreover, when guided by theory and experimental tests, changes introduced into practice need not be small scale. Large-scale changes may be introduced for larger scale problems (such the Great Depression or disease epidemics). Linking Science to Practice Popper and Dewey differ when relating science to social engineering. In disputes with the American philosopher Thomas Kuhn (1922–1996), Popper emphasizes the value of critical and revolutionary action (bold conjectures and severe tests) over and above the uncritical plodding of normal science. This contrasts with his recommendations for social engineering where action should be piecemeal. This contrast, acknowledged by Popper (1976) himself, may arise from the use of the scientific community as a model for society at large. Nevertheless, the degree of openness and fruitfulness of criticism differs significantly within these two realms. Robert Ackermann proposes that an explanation "of the relative isolation of theoretical scientific knowledge from practical concerns is required to explain how a form of social conservatism can be held consistently with a form of theoretical radicalism".

Such concerns are related to Scott's analysis of why large scale schemes have often failed to improve the human condition. Scott sees knowledge of how to attain worthwhile, sustainable solutions as being derived not from scientific theory, nor from the low level empirical laws cited by Popper, but by a form of know how (*metis,* from the ancient Greek) rooted in localized, cultivated practice. Like Dewey's conception, which builds an inherent normative element ("*guided* processes") into knowledge itself, there is no need to search for means of effective "application." The implication is that useful

knowledge springs from contextualized activities, not from using local conditions to fill in the variables of general principles. This view raises serious doubts about the practical relevance of scientific expertise, in the modern sense, and its ability to produce sustainable solutions to social problems. Indeed, some have suggested that such limitations exist not only in large scale enterprises but also in small scale efforts involving more narrowly focused problems. A narrow focus can undermine the need to address larger issues and long run concerns and can mire the political process in gridlock. From these considerations, it should be clear that small scale engineering offers no panacea and that different concepts of small scale enterprise point the way in somewhat different directions.

## Impact of the Social Engineering Issues

Questions concerning appropriate scale and the interaction of social science and social engineering have wide impact. An entire school of social scientists use Popper as a guide in trying to design effective social policy. The works of the incrementalist Charles Lindblom (*The Intelligence of Democracy*; *Usable Knowledge: Social Science and Social Problem Solving*; *Inquiry and Change: The Troubled Attempt to Understand and Shape Society*; etc.) provide, by title alone, some measure of the impact of Popper and Dewey and of social scientists' pursuit of social engineering. Moreover, differences between planned, rule-governed (top-down) versus unplanned, evolutionary (bottom-up) approaches inform methodologically diverse explorations within social science itself. Whether or not humans can effectively design social systems is essentially a question concerning human intelligence, and efforts to build automated intelligent systems confront the same methodological controversy concerning rule-governed versus connectionist, evolutionary designs. Finally, controversies over the promises of planned societies continue to echo the dispute between Popper and Marxists over the true nature of social engineering.

# Personal Awareness

Personal awareness and responsibility include the skills, strategies, and dispositions that help us to stay healthy and active, set goals, monitor progress, regulate emotions, respect our own rights and the rights of others, manage stress, and persevere in difficult situations. People who demonstrate personal awareness and responsibility demonstrate self-respect and express a sense of personal well-being.

Personal awareness and responsibility are one of three interrelated competencies that relate to the broad area of Social and Emotional Learning (SEL):

1. Positive personal and cultural identity (PPCI)
2. Personal awareness and responsibility
3. Social responsibility

Personal awareness and responsibility includes personal efficacy and self-advocacy — the abilities that we use to understand and take responsibility for our actions, including our learning; to make constructive and ethical decisions about our personal and social behaviour; and to recognize and accept consequences, understanding how our actions affect our own well-being and that of others.

Development of personal awareness and responsibility begins within families and communities, before we enter formal schooling, and expands at every level of schooling. At each stage, we maintain and enhance competencies from previous stages, while developing new skills. We move from demonstrating personal responsibility in relatively simple and highly supported situations, to demonstrating increasing independence in more complex and varied contexts. The development of competency in personal awareness and responsibility does not end with school graduation, but continues to develop in personal, social, educational, and workplace contexts.

## 1. Self-determination

People who are personally aware and responsible have a sense of personal efficacy and growing confidence in a variety of situations. They value themselves, their ideas, and their accomplishments. They can express their needs and seek help when they need it, to find purpose and motivation and act on it, and to advocate to themselves.

1. They can show a sense of accomplishment and joy.
2. They can celebrate their efforts and accomplishments.
3. They can advocate for themselves and their ideas.
4. They can imagine and work toward change in themselves and the world.
5. They take the initiative to inform themselves about controversial issues.

## 2. Self-regulation

People who are personally aware and responsible take responsibility for their own choices and actions. They set goals, monitor progress, and understand and regulate their emotions. They are aware that learning involves patience and time. They can persevere in difficult situations, and to understand how their actions affect themselves and others.
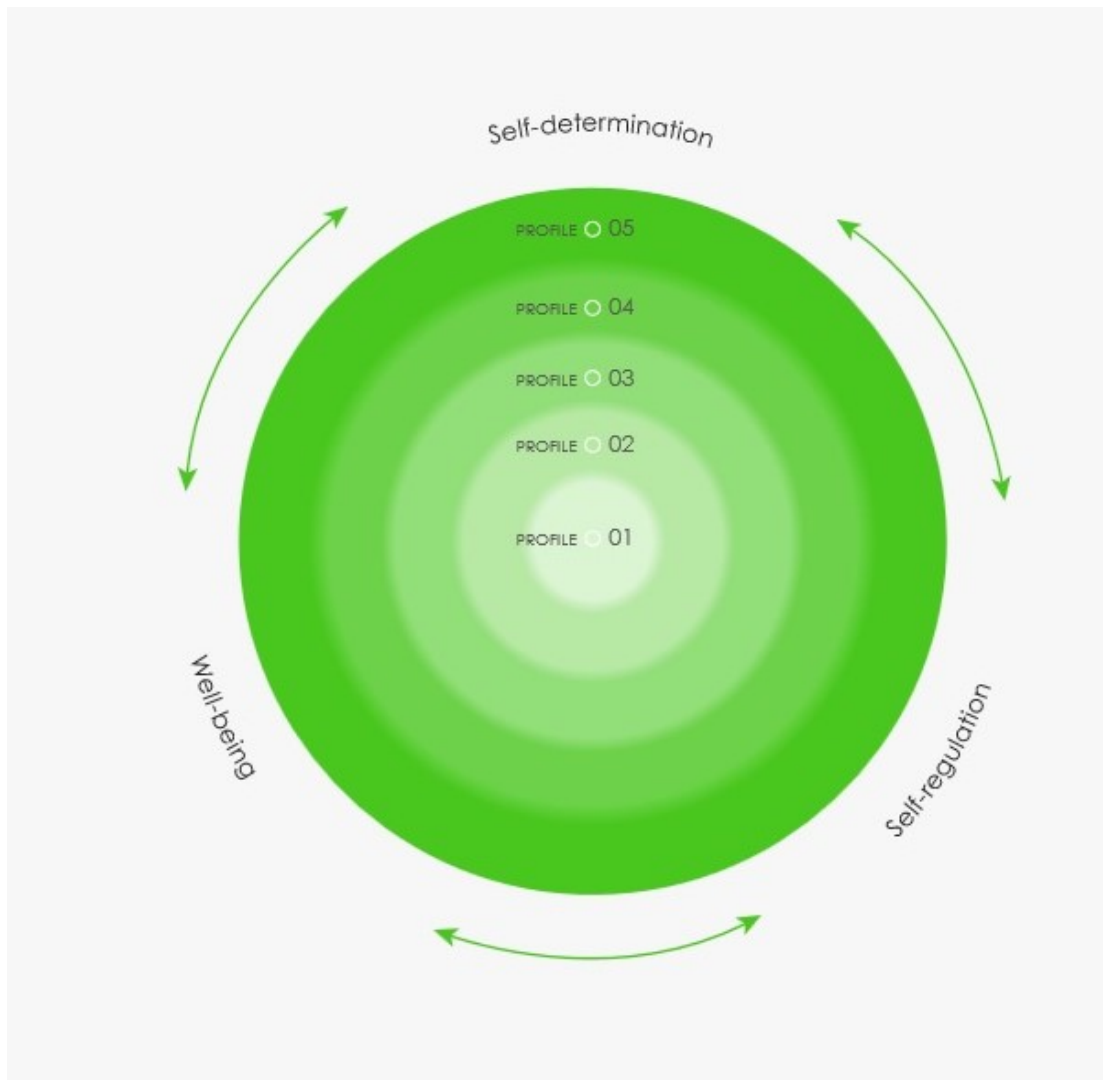
1. They can sometimes recognize emotions.
2. They can use strategies that help them manage their feelings and emotions.
3. They can persevere with challenging tasks.
4. They can implement, monitor, and adjust a plan and assess the results.
5. They can take ownership of their goals, learning, and behaviour.

## 3. Well-being

People who are personally aware and responsible recognize how their decisions

and actions affect their mental, physical, emotional, social, cognitive, and spiritual wellness, and take increasing responsibility for caring for themselves. They keep themselves healthy and physically active, manage stress, and express a sense of personal well-being. They make choices that contribute to their safety in their communities, including online interactions. They recognize the importance of happiness and have strategies that help them find peace in challenging situations.

1. They can participate in activities that support their well-being and tell/show how they help themselves.

2. They can take some responsibility for their physical and emotional well-being.

3. They can make choices that benefit their well-being and keep them safe in their community, including their online interactions.

4. They can use strategies to find peace in stressful times.

5. They can sustain a healthy and balanced lifestyle.

Self-determination

PROFILE ○ 05

PROFILE ○ 04

PROFILE ○ 03

PROFILE ○ 02

PROFILE ○ 01

Well-being

Self-regulation

**Profile 1:** With support, I can show a sense of accomplishment and joy, and express some wants, needs, and preferences. I can sometimes recognize emotions. I can participate in activities that support my well-being.

**Profile 2**: In a safe, supportive environment, I can share my ideas and accomplishments, and accept responsibility for my actions. I can use strategies that increase my feeling of well-being and help me manage my feelings and emotions. I can connect my actions with both positive and negative consequences. I make decisions about my activities and, with support, take some responsibility for my physical and emotional well-being. I can express my wants and needs and celebrate my efforts and accomplishments.

**Profile 3**: I can recognize my strengths and use strategies to focus, manage stress, and accomplish my goals. I can be focused and determined. I can set realistic goals, use strategies to accomplish them, and persevere with challenging tasks. I can tell when I am becoming angry, upset, or frustrated, and I have strategies to calm myself. I can make choices that benefit my well-being and keep me safe in my community, including my online interactions. I advocate for myself and my ideas; I accept myself.

**Profile 4**: I can recognize my value and advocate for my rights. I take responsibility for my choices, my actions, and my achievements. I can set priorities; implement, monitor, and adjust a plan; and assess the results. I take responsibility for my learning, seeking help as I need it. I use strategies for working toward a healthy and balanced lifestyle, for dealing with emotional challenges, and for finding peace in stressful times. I know how to find the social support I need. I have valuable ideas to share; I can imagine and work toward change in myself and in the world.

**Profile 5**: I can identify my strengths and limits, find internal motivation, and act on opportunities for self-growth. I take responsibility for making ethical decisions. I can take ownership of my goals, learning, and behaviour; I act on what is best, over time, in terms of my goals and aspirations.  I recognize the implications of my choices and consult with others who may be affected by my decisions. I sustain a healthy and balanced lifestyle. I am aware of my personal journey and reflect on my experiences as a way of enhancing my well-being and dealing with challenges. I can advocate for myself in stressful situations. I take the initiative to inform myself about controversial issues and take ethical positions.

# Types of Responsibilities

Majorly responsibilities can be classified into two types:

1. Personal responsibility

2. Social responsibility

**Personal responsibility** can be defined as "the idea that human beings choose, instigate, or otherwise cause their own actions" and **social responsibility** can be defined as "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."

Personal responsibility can be contrasted to the idea that human actions are caused by conditions beyond the agent's control. Since the late 19th-century, personal responsibility has become increasingly associated with political conservatism and libertarianism. More recently, personal responsibility has been associated with the reform of social welfare programs.

**Difference between Personal Responsibility & Social Responsibility:**

Different dictionaries define the terms differently. Webster dictionary defines social responsibilities as the obligations to fulfil the duties assigned, in a way that would benefit the society as a whole, rather than as individuals. Whereas, personal responsibilities are the duties assigned to ensure an overall image of the individual concerning his/her moral code as perceived by the society. But, the explanation of personal responsibility can vary from people to people, depending entirely on their individual thought process.

The ethical framework that puts every individual and organization under obligation to act for the benefit of the society varies depending on the age and business. As a student, their social responsibility is to act in such a way that it minimizes the adverse effects of their action on those immediately surrounding them. Whereas, the corporate social responsibilities require a commitment from the corporates towards the local community, the country's economy, and the quality of life of the workforce. The social responsibility of scientists and engineers binds and holds them responsible for the positive and negative consequences of their work. Also, the combined social responsibility of these individuals is the choice and conduct of their work."

1. Personal responsibility
2. Moral responsibility
3. Legal responsibility
4. Social responsibility

### Activity 1: Surya's choice

Surya was nearly ready to leave for school when his father came into the kitchen.

"Surya, I really need your help today in the fields. Can't you stay at home and not go to school? The crops will be damaged if we leave them any longer."

Surya was not happy.

"Dad, I need to go to school today," he said, "it's the first meeting of the student council and I've just been elected as one of the 8th grade representatives."

"But you won't be the only one, will you?" said his father, "it won't matter if you don't go. There are other 8th grade reps, aren't there?"

"Yes, but I'll be letting down the people who elected me if I don't go. Besides, we have our science lesson today. I don't want to miss it. I have got to pass my exams if I'm going to get to university."

Surya's father grunted unhappily.

"You talk about going to university as if your family doesn't matter. Why can't you see that we need you at home? What help will you be to us if you go away to university? And where will you go when you have got your qualifications? You aren't likely to come back here, that's for sure."

"You should be pleased that I want to get on in life," Surya shouted angrily, "unlike most of the boys round here. They have got no ambition. They'll end up doing what their fathers did."

"There's nothing wrong with a bit of respect for the older generation," Surya's father replied, his temper rising. "All this talk of education these days, it makes me sick. It seems to me you have forgotten some of the old values, where we all pulled together. You're just out for yourself."

Surya sighed. He had heard all this before.

"Dad, if I do get a good job, I won't forget you and the family. How could you think I'd do that? Do you really want me to leave school and not achieve what I know I'm capable of? All my teachers say I could be a good scientist. Maybe one day I'll make discoveries that will help everyone in the world."

Surya's father banged the table.

"Your first duty is to the family and this community, especially now times are so hard. You're filling your head with dreams. What do you care about the real world?"

This hurt Surya but he didn't want to show it. For a second he stared at his father in silent defiance. Then the old man turned round and left the house, slamming the door as

he went.

Surya sat down and sighed. He thought for a minute and then made up his mind. He picked up his school bag and turned towards the door. Then he stopped, took out a sheet of paper and sat down to write a note to his father. It was the hardest thing he had done in his life.

Discussion points:

1. What does the story say about the kind of responsibilities Surya has? How many different kinds of responsibility can you see (responsibility to himself, to his family, to the school, to the local community or to the wider world)?

2. What do you think Surya should do and why? Does everyone in the class agree?

3. How difficult a decision do you think Surya has? What makes it difficult?

4. What responsibilities does Surya's father have in the story? How many can you see?

5. Do you think that Surya's father was right to ask him to stay at home?

6. How serious would it be if Surya disobeyed his father? Would this be a difficult decision for Surya to make? Give reasons for your answer.

Task:

In your own words, write down what you think Milan wrote to his father. Compare your version with those of others in the class. The students share their ideas with the class.

The teacher responds to these thoughts or asks the class to think more generally about the kinds of responsibility people have towards:

- *themselves;*

- *their family;*
- *their local community;*
- *the national community;*
- *the wider world.*

## List of Individual Responsibilities to Fulfil

1. Responsibility towards Yourself
2. Responsibility towards Your Family
3. Responsibility towards Work
4. Responsibility towards Country
5. Responsibility towards Humanity

## Responsibility towards Yourself

- Doing things for yourself.
- Earn to become self-reliant i.e. pay for food, clothing, shelter, travel, etc..
- Be <u>healthy</u>, <u>wealthy</u>, and happy.

You fulfil this **Responsibility as a Self-interested Person**.
Being self-interested is absolutely fine, just try not to become selfish.

## Responsibility towards Family

- Spend quality time and take care of the family.
- Take care of parents in old age.
- Also look after in-laws in old age.
- Teach good values to your children.
- If you have children, then they are your biggest and most important responsibility.

You fulfil this **Responsibility as a Family Member**.

## Responsibility towards Work

- Fulfil responsibilities towards your job, business, blogging, consultancy, etc.
- If you are a person in authority, you are responsible for your own actions as well as that of the people down the line.

You fulfil this **Responsibility as a Professional**.

**Responsibility towards Your Country**

- <u>Pay tax</u> to contribute towards betterment of the nation.
- <u>Vote</u> to elect representatives, who work for betterment of all.
- Provide feedback to the government in the form of suggestions and complaints.

You fulfil this **Responsibility as a Citizen**.

**Responsibility towards Humanity**

- <u>Donate</u> to help the needy and less privileged.
- Raise voice against all kinds of injustice which is a <u>Good Habit</u> as well as a <u>Good Karma</u>.
- Respect <u>Rights of an Individual</u>.
- Above all love, like, care, share, and accept others as they are.

You fulfil this **Responsibility as a Human Being**.

# Social Change

Change has been an ever present universal reality. Greek Philosopher **Heraclitus** has written. is impossible for a man to jump into the same river twice". It is impossible because in the interval between two jumps, the river and the person both get naturally changed.

Change is the law of life. Nature always changes. So is the case of society. No society is or can be a static society. Like nature, it is subject to a continuous process of change. A.W. Grew has rightly observed that "Each society is in a state of constant disequilibrium and social change characteristics each society. Nothing social remains the same, it lives with a continuous process of social change".

Each society is subject to a continuous change, and change means any alteration difference or modification that comes in a situation or in an object through time. It means, as Fitcher writes "a variation from previous mode of existence", change as a process of social evolution from simple to a more complex form of society.

He regards changes in adaptation as a major driving force of social change. Human beings are always involved in the process of adaptation along the changes in their natural, social, cultural, economic and political conditions and in the process, social change comes over a period of time.

MacIver and Page have written, Society is a web of social relationships. Social change implies changes in the nature and functioning of these relationships. Since these relationships are based on social norms and values, social change implies changes in social norms, values, structures, institutions, processes, functions, patters of human behaviour conditions of life and the whole social set up. Social change is a very complex phenomenon.

Sociologists are most interested in understanding changes that influence existing patterns of social instructions and relations. They are concerned with changes in values, norms, roles and institutions. All societies evolve and change over a period of time.

Social change is a natural part of the process of human growth and evolution. Several internal and external factors play a major role in this process. Further, the nature of social change can be progressive or regressive, temporary or permanent, planned or unplanned, unidirectional or multi-directional beneficial or harmful. It can be swift radical and revolutionary or a slow, gradual and evolutionary. "The society has to adjust with swift and radical changes, however it easily absorbs the slow and steady changes which keep on coming continuously over time."

It must be however clearly understood that social change is different from evolution and revolution. It is a very complex and perplexing phenomenon. Sociologists have been advocating several different theories of social change. Let us define social change and discuss the characteristics factors, patterns and theories of social change.

## Characteristics of social changes:

On the basis of the above definitions and considering the views of a large number of well-known sociologists, we can identify the following essential characteristics of Social Change.

### 1. Universality of Social Change:

Social change is universal. It characterises every society. No society is static. It is continuously in flux. This becomes evident from the fact that each modern society is today different from its past form. Under the impact of several internal and external factors, each society experiences changes in its structures, functions, institutions and processes.

### 2. Social Change is not uniform:

Social Change differs from society to society. Change is the law of nature. Change is the spice of life. However, it can be progressive or regressive, positive or negative, permanent or temporary, planned or unplanned, unidirectional or multi¬directional, beneficial or harmful.

Each society has its own history and culture and hence the process and nature of social change always differs from society to society. This makes it essential for the social scientists to study the process and nature of social change in each society.

### 3. Social Change involves Community Change:

Social Change does not mean the change in the life of an individual or several individuals or some groups of individuals. It is a change involving the life of the entire community. It characterises and influences the life of the whole community. It is a community change and not an individual change.

### 4. Nature and Speed of Social Change in Various Societies is Different:

In all societies the nature and speed of social change varies. Each society has it own history and culture. Naturally, it experiences social change which is different in nature and speed from the social change which comes in every other society.

The speed of change in some societies is slow while in others it is fast and rapid. In

societies with low levels of literacy and development, the speed of social change in slow. In a developed and highly literate society the social change speedily comes.

## 5. Social Change is again relative to Time:

Social Change characterises each society. Its speed, however, always differs from time to time and is not essentially uniform. It keeps on changing from time to time. Before 1947, when our country was living under British imperialism, the speed of change remained slow. However, after independence, the speed of change in Indian society became very fast.

Rapid industrialisation, development of agriculture and initiation of the process of planned socio-economic development increased the speed of social change. Under the impact of information and communications revolution of contemporary times, the speed of change has become very fast. Thus the speed of change in each society continues to vary from time to time.

## 6. Social Change shows a Chain-Reaction Sequence:

Since social change always comes under the impact of several social, economic, technological and situational factors, it very often shows a Chain-Reaction sequence i.e. change in one part/factor leads to changes in other parts/factors and then a change in the way of life of the community of people takes place. Industrialisation and urbanisation lead to changes in family life and village life. Increased need for labour to run the factories encourages the women to join the work force.

This in turn changes the family life and gender relations. Need for skilled labour encourages both men and women to go in for technical education and training. This again leads to changes in all parts of social relations. Thus, social change is always characterized by a chain-reaction sequence.

## 7. Several Interdependent and Interacting Factors of Social Change:

Social Change always comes under the influence of several social, economic, cultural, and political and science- technological factors. Even the nature, speed and process of social change in other societies always influence the nature and process of social change in a society.

The process of social change in western societies always acts has an impact on social change in developing societies of Asia, Africa and Latin American.

## 8. No one can predict Social Change:

It is indeed very difficult to predict the nature of social change that might come in a

society. No sociologist can really predict it. There can be some probable or possible prediction but no can present any valid and deterministic prediction about social change in society.

The process of social change is very complex and dynamic and it makes prediction-making very difficult and problematic. No one can really predict the exact nature and content of social change which can come in a society.

These eight characteristics are the major essential/natural features of social change. To sum up, we can say that social change refers to modifications or replacements in social structure, social process, social pattern social interaction and social organisation. It is change in the structure and process of entire society.

## Types of social change

According to cultural anthropologist David F. Aberle, the four types of social change include alternative, redemptive, reformative and revolutionary. These different movements are distinguished by how much change they advocate and whether they target individuals or the entirety of a society.

**Alternative social change** operates at the individual level and seeks to change minor aspects of behavior. Campaigns against texting and driving are an example of alternative social change in the sense that they advocate a small change in behavior and advocate this change on a fairly small scale.

**Redemptive social change** functions on the individual level but advocates a dramatic change within the individual. The spread of religion is an example of redemptive social change. Recovery programs like Alcoholics Anonymous are also examples of redemptive social change as they advocate dramatic personal change for a specific portion of the population.

**Reformative social change** seeks to enact a specific change on a broad scale. Chipko movement, 1973 can be an example for reformative social change. Through Chipko movement a nation-wide awareness and importance was created regarding protection of trees and afforestation.  This movement seeks a very specific set of changes but

desires these changes on a wide scale.

**Revolutionary social change** indicates dramatic change on a large scale. Revolutionary movements seek to fundamentally restructure society. Examples of revolutionary social change include the American Civil Rights Movement and the Russian Revolution of the early-20th century.

## Causes of social change

There are few identifiable characters of social change. Some of them are as follows: that social change happens everywhere, but the rate of change varies from place to place; that social change is sometimes intentional but often unplanned; that social change may generate controversy; that some changes matter more than others do. For example, the invention of personal computers was more important than, say, patch dolls. These are some of the major factors that highlight the causes of social change:

1. A large part of change in society is caused by change in culture. Culture is a system that constantly loses and gains components. Invention, discovery and diffusion are considered to be the main sources of cultural change.

Inventions produce new products, ideas, and social patterns. It is a new combination or a new use of existing knowledge. Inventions may be classified into material (telephone, aeroplane), and social inventions (alphabet, language, government, etc.). Each invention is new in form, function and meaning and has long-term possibilities of impact. Discovery is finding something that has never been found before, or finding something new in something that already exists.

A discovery adds something new to the culture and becomes a factor in social change only when it is put to use. Diffusion is a process of the spreading of ideas, culture and objects to other societies. It operates both within societies and between societies involving trading, migration, and mass communication. It is indeed a two way process:

2. New ideas and modification of old ideas in a new context bring wide-scale changes in society. For example, Max Weber established that rationalisation of religious ideas brought about phenomenal change in Protestant world.

3. Demographic change is caused by an increase in birth and decline in death and migration of populations. Change occurs from the demographic transition in society.

4. Social change is also caused by tension and conflict. Structural strain, deprivation, cultural revitalisation have been the major causes of conflict. Again social division based on class, caste, gender, ethnicity, estate, etc. have also been important sources of conflict in society.

5. Social movements are organised efforts of groups of people to bring about deliberate change in the values, norms, institutions, culture relationships and traditions of the society. They also generate new identities and a new perspective.

## Social Movements

While technology, population, environment factors, and racial inequality can prompt social change, only when members of a society organize into social movements does true social change occur. The phrase **social movements** refer to collective activities designed to bring about or resist primary changes in an existing society or group.

Wherever they occur, social movements can dramatically shape the direction of society. When individuals and groups of people—civil rights activists and other visionaries, for instance—transcend traditional bounds, they may bring about major shifts in social policy and structures. Even when they prove initially unsuccessful, social movements do affect public opinion. In her day, people considered Margaret Sanger's efforts to make birth control available extreme and even immoral, yet today in the United States, one can easily purchase contraceptive products.

Social scientists interest themselves in why social movements emerge. Do feelings of discontent, desires for a "change of pace," or even yearnings for "change for the sake of change" cause these shifts? Sociologists use two theories to explain why people mobilize for change: *relative deprivation* and *resource mobilization*.

### Relative deprivation

When members of a society become dissatisfied or frustrated with their social, economic, and political situation, they yearn for changes. Social scientists have long noted that the actual conditions that people live under may not be at fault, but people's *perceptions* of their conditions are. **Relative deprivation** refers to the negative perception that differences exist between wants and actualities. In other words, people may not actually be deprived when they believe they are. A relatively deprived group is disgruntled because they feel less entitled or privileged than a particular reference

group. For example, a middle-class family may feel relatively deprived when they compare their house to that of their upper-class physician.

For social discontent to translate into social movement, members of the society must feel that they deserve, or have a right to, more wealth, power, or status than they have. The dissatisfied group must also conclude that it cannot attain its goals via conventional methods, whether or not this is the case. The group will organize into a social movement only if it feels that collective action will help its cause.

The relative-deprivation theory takes criticism from a couple of different angles. First, some sociologists note that feelings of deprivation do not necessarily prompt people into acting. Nor must people feel deprived before acting. Moreover, this theory does not address why perceptions of personal or group deprivation cause some people to reform society, and why other perceptions do not.

### Resource mobilization

**Resource mobilization** deals with how social movements mobilize resources: political pull, mass media, personnel, money, and so forth. A particular movement's effectiveness and success largely depends on how well it uses its resources.

Members of a social movement normally follow a charismatic leader, who mobilizes people for a cause. Charisma can fade, and many social movements collapse when this happens. Other movements, such as bureaucratic ones, manage to last, however, usually because they are highly organized.

Norms of behavior develop as people become part of a social movement. The movement may require its members to dress in special ways, boycott certain products, pay dues, attend marches or rallies, recruit new members, and use new language. Concerning the latter, recent social movements have given rise to new terms like *Hispanic American, African American, feminists,* and *psychiatrically disabled*.

For a social movement to succeed, leaders must heighten their followers' awareness of oppression. To stimulate their social movement in the 1960s and 1970s, feminists convinced women that they were being discriminated against in various arenas, including work, school, and home.

Unlike the relative-deprivation theory, the resource-mobilization theory emphasizes the strategic problems faced by social movements. Specifically, any movement designed to stimulate fundamental changes will surely face resistance to its activities. Critics feel the theory does not adequately discuss the issue of how opposition influences the actions and direction of social movements.

## Conclusion

The causes of social change are <u>diverse</u>, and the processes of change can be identified as either short-term trends or long-term developments. Change can be either cyclic or one-directional.

The mechanisms of social change can be varied and interconnected. Several mechanisms may be combined in one explanatory model of social change. For example, <u>innovation</u> by business might be stimulated by competition and by government regulation.

To the degree that change processes are regular and interconnected, social change itself is structured. Since about 1965 there has been a shift in emphasis from "structure" to "change" in social theory. Change on different levels—social <u>dynamics</u> in everyday life and short-term transformations and long-term developments in society at large—has become the focus of much attention in the study of society.

## VISION AND MISSION TOWARDS SOCIETY

A Mission Statement defines the company's business, its objectives and its approach to reach those objectives. A Vision Statement describes the desired future position of the company. Elements of Mission and Vision Statements are often combined to provide a statement of the company's purposes, goals and values.

In general, a mission statement defines what an organization is currently doing, while a vision statement is basically the ultimate goal of what they'd like to accomplish. The mission is what people do in order to achieve the vision. It is the how (mission) versus the why (vision).

The dominant values in our community, society, and world are shaped by human beings, and can be changed by people of good will to better meet the needs of all human beings on earth. Just as people are creations of given social conditions and values, these same social conditions and values are shaped and changed by human beings, by their organized activity. For these reasons it is essential to envision different social conditions that would better

meet the needs of all human beings and create a more compassionate and humane world. We need to ask the question: "What does it take to develop a stable set of repeatable conditions whereby all human beings have access to fulfilling, caring, meaningful, empowered, balanced lives?"

In answering this question, we posit that we need to create the time, circumstances, and priority for individuals to recognize and understand human needs. We start from the perspective that basic human needs and international human rights are identifiable and can be fulfilled in different culturally sensitive ways, but they can only be fulfilled in societies that consciously organize to allow all individuals the time and resources to meet their basic human needs, including reduced working hours and parity of access to resources and responsibilities; societies that respect nature and sustain the environment; societies that promote diversity and parity of access and resources for women, racial and ethnic minorities, and all historically underrepresented groups; societies that institutionalize participatory and democratic structures at all levels; societies that take a deep look at the root causes of inequality and address these root causes.

Basic human needs and international human rights cannot be fulfilled in societies where unsustainable environmental degradation, patriarchy, discrimination, authoritarianism and exploitation predominate.

*Goal is to create conditions to meet the physical, emotional, and spiritual needs of all human beings*

Their physiological needs such as nutritious food, clean air and water, shelter from the elements, life protection services, and sexual gratification.

Their psychological needs such as the need for love and emotional security, the need for spirituality and connection, the need for finding purpose and meaning in life, sensual needs,

and time for reflection.

Their family needs such as caring for children and elders, food preparation, cleaning, home maintenance, and procreation.

Their needs for producing sustainable goods and services (such as health care, teaching, distribution of resources, exchange, life protection services, transportation, and communication) in ways that dignify work and provide family-sustaining salaries.

Their need for life-long learning and reliable information.

Their need for democratic decision-making structures guided by ethical choices at all levels of life, including the family, school, neighbourhood, workplace, local, national, and international levels.

Their need for "free time" discretionary activities such as art, sport, recreation, volunteerism, and entertainment to engage in their passions.

We assert that

1) all human beings possess such needs,

2) they have both the right and the responsibility to create the conditions for meeting all these needs, and

3) Societies must work to consciously organize so that the need areas are being met and integrated into the lives of all individuals.

We recognize that this requires the improved distribution and use of resources. Improved balance in our lives premised upon a reasonable and reduced number of paid working hours

is more important than excessive materialism.

We recognize that we are not secure on this planet until the real human needs of all persons are addressed. We know that issues of third world underdevelopment are palpable and real. Until local communities, nation-states, and global regions work together with mutual respect, we will not achieve the harmony we seek.

Envisioning a world where all human beings can live without fear seems utopian. Since World War II we have not had a single day without war on the planet, despite the creation of many international institutions to prevent such a situation.

Human needs cannot be met without making personal change, instituting reforms, and promoting structural change. We must act and take action patterned on the type of society we would like to create; seeking reforms alone is insufficient.

We understand that in order to improve our own lives and the lives of others, it is ultimately necessary to engage in disciplined, principled political activity, improving political accountability. In order to be so engaged, we must support each other along the way to provide healing and hope. We must encourage people to be bold in working for change to improve the world.

## Core Values

- ✓ All human beings deserve respect, comparable opportunities in all spheres of life, and access to meeting the full range of their human needs and human rights.

- ✓ Human needs are identifiable and we must find the conditions that meet the needs.

- ✓ All human beings deserve to live free of all forms of oppression and discrimination.

✓ All human beings deserve social conditions that favour individual, group and social development towards building a base for balanced, meaningful and fulfilling lives.

✓ All human beings deserve to live in a healthy natural environment.

✓ All human beings deserve to live in peace and without fear.

✓ All human beings should be judged by their human character, not by their skin colour, national or ethnic origin, gender, sexuality, political persuasion, possessions of material wealth, power, or control.

✓ Basic human needs cannot be fulfilled in societies where environmental degradation, patriarchy, discrimination, authoritarianism, or exploitation predominate.

✓ People around the world deserve an equal amount of influence in decision-making about their own society and an equal amount of power within international organizations and global networks.

✓ Our security depends upon the security of peoples around the world, who must have the right to self-determination to meet their needs.

✓ All human beings should be empowered to understand that human beings are not only products of social conditions, but that they also create and change social conditions.

✓ In the struggle between values and power, we choose values over power.

✓ We act and take action patterned on the type of society we would like to create. We need to be the change we want to see.

✓ We want to be a positive force for change.

# Individual Social Responsibility

The theory or philosophy of social responsibility is based on ethics and values. Every individual or organization is bound to execute adequate services to help society by all means. The ideology of social responsibility promotes exclusive duties that every organization or individual has to execute in order to strike a remarkable balance between various systems present in a society. Generally, it indicates the act of maintaining stability between the ecosystem and the economy.

The concept of social responsibility is not only valid for business, economic, or other corporations, but also for every single person whose performance or actions can influence the environment. While individual or corporate social responsibility can be directly executed in the form of various social activities, it can also be performed by not getting involved in socially adverse acts.

## Importance of Social Responsibility

The duties and activities involved in social responsibility are not only valuable for business and social organizations, but are also beneficial for the entire society. Various business organizations, being societal members, consider it their duty to lend a helping hand to society in order to deal with complicated issues and problems.

Individual Social Responsibility enables an individual to introduce minor or major changes in his or her social environment. It makes a person more responsible in his or her actions that are believed to impact communities that may or may not be related to his or her immediate surroundings. Individual Social Responsibility is a moral belief where we as individuals, have a responsibility toward society. Being "socially responsible"

is about all individuals behaving ethically and sensitively towards social, economic, and environmental issues. It is about being accountable for our actions and being conscious of the impact your actions have on others, our communities, and the environment.

By taking an active participation in resolving some of the issues, we as individuals should all strive to set good examples by applying and adhering to socially responsible practices, such as improving the quality of lives for individuals and their families, volunteer energy and time towards improving and benefiting society.

A significant contribution is made to social responsibility by the kind of choices and decisions that people make. Even their code of conduct, their way of treating others, and the products, services, and resources they prefer are related to the domain of social responsibility. Individual social responsibility is majorly about treating others in the same way as you want yourself to be treated. You are considered to be socially responsible if you consider yourself accountable for your particular actions and dealings. Your constant attempts to have a positive influence on your fellows and to improve your environment make you socially responsible as well as appreciable.

Enhance the environment by adopting a beach or park to maintain and beautify. 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 imminence of death. Children without a parent or parents. There are many ways of donating, for example, donating goods, services, or monetarily. You can also invest in socially responsible funds, consume green products, give blood to the 'Red Cross', or give their time and life for good causes.

As individuals, our emotional intelligence skills, such as social awareness and empathy, can be shown through our use of social responsibility efforts within an organization but

also through our personal social responsibility efforts. **ISR (individual social responsibility)** is defined as an individual being aware of how personal actions have an effect on the community. ISR can include the following:

Charitable acts, including philanthropy such as donation of money.

Working for the community, such as volunteering, giving blood donations, and working at a food bank or animal shelter.

Supporting issues that affect society, such as advocating political or social issues that can help others—for example, advocating for child labour laws, purchasing fair trade products, recycling.

Individual ethics, such as integrity and honesty. These individual ethics can also include the "golden rule": treat others how you wish to be treated. This might mean with empathy and a sense of fairness.

Engaging in ISR activities such as these can help us develop our emotional intelligence skills through the use of social awareness—that is, understanding how our actions can affect others and engaging in empathy for others. In addition, we can build our self-esteem and self-perception by helping othersBénabou, R. & Tirole, J (2010). Individual and corporate social responsibility. *Economica*, *77*, 1–19 and engaging in socially responsible activities. As we have discussed throughout the chapter, to improve human relations skills, we must understand that ethics, social responsibility, and emotional intelligence skills are intertwined with each other. Those who continually develop their emotional intelligence skills will likely engage in ethical and socially responsible behaviour, both personally and as leaders of their organizations.

# ENVIRONMENT AND SOCIETY

# Environment - Introduction

Environment as the term itself indicates is anything that surrounds or environs us. Environment in this sense is made of all those things which though distinct from us affect our life or activity in some way. It consists of all surroundings and influences, whatsoever that are present whenever an event occurs.

The relation between individual and society is very close. Essentially, "society" is the regularities, customs and ground rules of antihuman behavior. These practices are tremendously important to know how humans act and interact with each other. Society does not exist independently without individual.

Humans have needed to be sensitive to their surroundings to survive, which means that we have an innate awareness of our environment and seek out environments with certain qualities.

First of all, humans have a strong need for safety and security and look for those attributes in their environment. We also look for physical comfort, such as an environment with the right temperature. In addition, we seek an environment that is psychologically comfortable: for example, environments that are familiar, but offer the right amount of stimulus.

Environment can roughly defined as "the sum total of all conditions and influences that affect the life and development of organisms. Life originated and flourish on earth because of the environment. Every organism influences its environment and in turn gets influenced by it. We are an integral part of the environment.

Among all living organisms man influences environment the most and can also modify the environment to some extent as per his needs. Changes in environment affects us. Man has been influencing the environment since the beginning of human civilization through his activities.

Rapid population growth, industrialization, faster modes of transport, urbanization and increasing human activities has contributed to the pollution of environment. Environmental pollution has several impacts on society.

Environmental pollution causes serious problems like global warming, depletion of ozone layer, extinction of biodiversity etc. Large scale degradation of the environment not only causes pollution but may jeopardize the very existence of human society.

There is no end to human needs. Desire to develop is one of the basic need of human beings. To satisfy his increasing needs and to develop man has been exploiting nature vigorously which led to serious environmental degradation and pollution. This may have the following impact on society.

1. Environmental pollution resulted in increase of temperature of atmosphere which resulted in global warming.
2. Air pollution resulted in depletion of ozone layer which causes multiple health hazards.
3. It may lead to acid rain and smog.
4. It spreads different kinds of diseases in society.
5. It affects the fertility of soil and resulted in food shortage.
6. Environmental pollution is a formidable threat to the quality of life and put a check on development process.
7. It fosters environmental awareness among different sections of society.
8. It leads to climate change which affects production and life style.
9. It disturbs terrestrial ecosystems.
10. It led to frequent occurrence of environmental disaster and there by brings changes in society.
11. It puts renewed emphasis on non-conventional energy sources.
12. It creates need for proper planning and efficient environmental management.
13. Economic development is replaced by sustainable development.
14. It creates need for conservation or protection of environment for a healthy living.
15. It creates need for compensating afforestation on the patita or non-forest lands.

## Crisis and Responses:

Life originated and exists on earth because of environment. Because environment provides all necessary conditions of existence. No living being can survive without its environment. All living organisms influence its environment and in turn get influenced by it. But man being the most intelligent creature interacts with the environment more vigorously than other organisms.

With the rapid growth of population demand for materials increases rapidly. Industrialization and urbanization further worsens the situation. It forces man to exploit nature mercilessly. He devastated forests by cutting trees, killed

animals, pollutes the air, water and soil and upset the ecological balance. All this resulted in pollution of environment and environmental crisis.

Environmental crisis refers to a catastrophic situation in which the normal pattern of life or ecosystem has been disrupted which needs timely interventions to save and preserve environment. It may be due to manmade causes, accident or negligence and result in substantial damage to or deflection of environment. Environmental crisis causes natural disaster and seriously affects life, economy, agriculture and food security. Hence it is one of the greatest concern of the world community. The cost of environmental crisis is too heavy to bear.

The threat to environment arises from different sources such as (1) the need to meet the increasing energy requirements (2) the impact of industrialization (3) the effect of expanding urbanization (4) the challenge of managing the huge quantities of solid waste. (5) to meet the increasing requirements of huge population.

Some of the environmental crisis of the present day are global warming, greenhouse effect, climate change, acid rain, ozone depletion etc.

# Global warming

Global warming is one of the much talked about environmental crises of the recent years causing concern all over the world. Continuous increase in the emission of Co, from different sources into the atmosphere affects the heat balance of the earth. Continuous increase in the concentration of greenhouse gases in the atmosphere trap more heat and prevents the heat from the earth's surface to radiate back to the outer space.

This increases temperature of atmosphere. This increase in the global mean temperature is known as global warming. Global warming is an effect of continuous increase in the concentration of greenhouse gases. The increase of Co, concentration in the troposphere led to the increase of temperature. This phenomenon of increasing temperature of earth's atmosphere along with the increase in the concentration of $CO_2$ is called as global warming.

Greenhouse Effect:

Greenhouse effect is another environmental crisis facing our world. Chlorofluoro carbons ($Co_2$) carbon dioxide, Methane ($CH_4$) and Nitrous oxide (N,0) are called as greenhouse gases. The increased concentration of greenhouse gases in the atmosphere has brought changes in the environment. The amount of heat trapped in the atmosphere depends on the concentration of greenhouse gases and the length of time they remain in the atmosphere.

The lower level of atmosphere traps heat by a natural process due to the presence of greenhouse gases or radiatively active gases. This is called greenhouse effect. The increasing concentration of greenhouse gases in the atmosphere would trap more and more long wave radiations or heat which resulted in enhanced greenhouse effect. This increased greenhouse effect increases the global temperature and resulted in global warming. The increasing concentration of greenhouse gases is now a global concern.

## Climate Change:

Climate refers to the average weather condition of an area. It ordinarily refers to the changes in climate. It includes seasonal variations, atmospheric conditions and weather extremes averaged over a long period of time. It is a truism that any small changes in climatic condition may affect agricultural production, pattern of rainfall, wind flow and migration of animal. Increased human activities along with rapid population growth are mainly responsible for changes in climate. Increasing concentration of greenhouse gases and global warming upset the delicate balance between various components of environment and upset the hydrological cycle which resulted in climate change in different regions of the world.

Acid Rain:

Acid rain as the name implies is the acidic water received by the earth through rain. Lightning produce oxides of nitrogen naturally. Nitrogen oxides are a group of primary pollutants which are produced by automobile during combustion of petroleum. Oxides of nitrogen and sulphur and also produced during combustion of coal in industry.

# Save the Environment

**20 Easy Ways You Can Contribute To Save the Environment**

We keep hearing about environmental pollutions, global warming every day; but very few of us take actions to protect our environment, our planet. Have you ever thought how you can contribute?

Here is a list of 20 ways you can contribute to save the environment:

1. Try to be careful using water, gas and electricity. Make sure you don't waste water, switch off electric and electronic machines when not necessary and use gas only as little as you need.
2. Consider installing skylights and solar tubes and switching to LED or compact fluorescent light bulbs.
3. Use air conditioning units as less as possible or consider not using at all because it uses a lot of electricity.
4. From time to time, check for leaks in your home's gas and water lines and repair as required to ensure no water and gas is wasted.
5. Try to use the products that can be easily recycled and avoid using products that generate a lot of waste. Consider avoiding disposable products.
6. Make a habit of recycling products and using products that are made of recycled materials.
7. Consider buying products from companies that have eco-friendly policies and avoid the ones without any such policies.
8. Try to use less packaging products because different packaging products are the largest contributor to our municipal solid waste stream.
9. Do not waste food. Make sure you cook only as little as you eat. Try conserving the leftover food and eat that in your next meal. This will allow you to keep your personal expenses low at the same time will lessen the pressure of producing more using our natural resources.
10. You can change your transportation habits as well. Consider walking and using bicycle for local trips. Consider using mass transports such as public bus instead of using a private car.
11. Consider making use of rainwater. Rainwater can be used effectively in different purposes.
12. Give a lift to one of your colleagues if you drive alone to your office.
13. Avoid air travel because it generates 3 times more carbon dioxide per passenger than rails.
14. Consider coloring your home's roofs white to ensure you need less energy to lightening your rooms.
15. Plant trees in your neighborhood as many as you can. Take care of the plants and make your neighborhood animal and wildlife friendly.
16. Join an environmental movement; make people aware of different negative environmental impacts of their activities. Join an environmental movement to make necessary changes to the national and global policies.

17. Teach and encourage people to conserve natural resources.
18. Try to use less paper because papers are made from trees. Re-use file folders and envelops. Copy or print on both sides of papers.
19. Consider using cloth diapers instead of paper diapers.
20. Try avoiding using electric exercise machines.

# Waste Management

## Solid Waste Management

Solid waste management is an alternate term for garbage management. As long as humans have been living in settled communities, solid waste, or garbage, has been an issue, and modern societies generate far more solid waste than early humans ever did.

Daily life in industrialized nations can generate several pounds of solid waste per consumer, not only directly in the home, but indirectly in factories that manufacture goods purchased by consumers.

The broad categories of garbage are:

i. Organic waste: kitchen waste, vegetables, flowers, leaves, fruits.

ii. Toxic waste: old medicines, paints, chemicals, bulbs, spray cans, fertilizer and pesticide containers, batteries, shoe polish.

iii. Recyclable: paper, glass, metals, and plastics.

iv. Hospital waste such as cloth with blood, syringes.

Effects of Solid Waste Pollution:

Municipal solid wastes heap up on the roads due to improper disposal system. People clean their own houses and litter their immediate surroundings which affect the community including themselves.

This type of dumping allows biodegradable materials to decompose under uncontrolled and unhygienic conditions. This produces foul smell and breeds various types of insects and infectious organisms besides spoiling the aesthetics of the site. Industrial solid wastes are sources of toxic metals and hazardous wastes, which may spread on land and can cause changes in physicochemical and biological characteristics thereby affecting productivity of soils.

Toxic substances may leach or percolate to contaminate the ground water. In refuse mixing, the hazardous wastes are mixed with garbage and other combustible wastes. This makes segregation and disposal all the more difficult and risky.

Various types of wastes like cans, pesticides, cleaning solvents, batteries (zinc, lead or mercury), radioactive materials, plastics and e-waste are mixed up with paper, scraps and other non-toxic materials which could be recycled. Burning of some of these materials produces dioxins, furans and polychlorinated biphenyls, which have the potential to cause various types of ailments including cancer.

Methods of Solid Wastes Disposal:

i. Sanitary Landfill

ii. Incineration

iii. Composting

iv. Pyrolysis

i. Sanitary Land Filling:

In a sanitary landfill, garbage is spread out in thin layers, compacted and covered with clay or plastic foam. In the modern landfills the bottom is covered with an impermeable liner, usually several layers of clay, thick plastic and sand. The liner protects the ground water from being contaminated due to percolation of leachate.

Leachate from bottom is pumped and sent for treatment. When landfill is full it is covered with clay, sand, gravel and top soil to prevent seepage of water. Several wells are drilled near the landfill site to monitor if any leakage is contaminating ground water. Methane produced by anaerobic decomposition is collected and burnt to produce electricity or heat.

Sanitary Landfills Site Selection:

a. Should be above the water table, to minimize interaction with groundwater.

b. Preferably located in clay or silt.

c. Must not be placed in a rock quarry, as water can leech through the cracks inherent in rocks into a water fracture system.

d. Must not be located in sand or gravel pits, as these have high leeching.

e. Must not be located in a flood plain. Most garbage tends to be less dense than water, so if the area of the landfill floods, the garbage will float to the top and wash away downstream.

Adverse impacts from landfill operations.

* Fatal accidents (e.g., scavengers buried under waste piles).

* Infrastructure damage (e.g., damage to access roads by heavy vehicles).

* Pollution of the local environment (such as contamination of groundwater and/or aquifers by leakage and residual soil contamination during landfill usage, as well as after landfill closure).

* Off gassing of methane generated by decaying organic wastes (methane is a greenhouse gas many times more potent than carbon dioxide, and can itself be a danger to inhabitants of an area).

* Harboring of disease vectors such as rats and flies, particularly from improperly operated landfills.

ii. Incineration:

The term incinerates means to burn something until nothing is left but ashes. An incinerator is a unit or facility used to burn trash and other types of waste until it is reduced to ash. An incinerator is constructed of heavy, well-insulated materials, so that it does not give off extreme amounts of external heat.

The high levels of heat are kept inside the furnace or unit so that the waste is burned quickly and efficiently. If the heat were allowed to escape, the waste would not burn as completely or as rapidly. Incineration is a disposal method in which solid organic wastes are subjected to combustion so as to convert them

into residue and gaseous products. This method is useful for disposal of residue of both solid waste management and solid residue from waste water management. This process reduces the volumes of solid waste to 20 to 30 per cent of the original volume.

Incineration and other high temperature waste treatment systems are sometimes described as "thermal treatment". Incineration is carried out both on a small scale by individuals and on a large scale by industries. It is recognized as a practical method of disposing of certain hazardous waste materials. Incineration is a controversial method of waste disposal, due to issues such as emission of gaseous pollutants.

iii. Composting:

Due to shortage of space for landfill in bigger cities, the biodegradable yard waste (kept separate from the municipal waste) is allowed to degrade or decompose in a medium. A good quality nutrient rich and environmental friendly manure is formed which improves the soil conditions and fertility.

Organic matter constitutes 35%-40% of the municipal solid waste. This waste can be recycled by the method of composting, one of the oldest forms of disposal. It is the natural process of decomposition of organic waste that yields manure or compost, which is very rich in nutrients.

Composting is a biological process in which micro-organisms, mainly fungi and bacteria, convert degradable organic waste into humus like substance. This finished product, which looks like soil, is high in carbon and nitrogen and is an excellent medium for growing plants.

The process of composting ensures the waste that is produced in the kitchens is not carelessly thrown and left to rot. It recycles the nutrients and returns them to the soil as nutrients. Apart from being clean, cheap, and safe, composting can significantly reduce the amount of disposable garbage.

The organic fertilizer can be used instead of chemical fertilizers and is better specially when used for vegetables. It increases the soil's ability to hold water

and makes the soil easier to cultivate. It also helps the soil retain more of the plant nutrients.

Vermi-composting has become very popular in the last few years. In this method, worms are added to the compost. These help to break the waste and the added excreta of the worms makes the compost very rich in nutrients. A vermi-compost pit can be easily made in schools or in the gardens at homes. To make a compost pit, a cool, shaded corner of the garden or the school compound can be selected and a pit can be dug, which ideally should be 3 feet deep. This depth is convenient for aerobic composting as the compost has to be turned at regular intervals in this process.

Preferably the pit should be lined with granite or brick to prevent nitrite pollution of the subsoil water, which is known to be highly toxic. Each time organic matter is added to the pit it should be covered with a layer of dried leaves or a thin layer of soil which allows air to enter the pit thereby preventing bad odour. At the end of 45 days, the rich pure organic matter is ready to be used

**Benefits of composting:**

* Compost allows the soil to retain more plant nutrients over a longer period.

* It supplies part of the 16 essential elements needed by the plants.

* It helps reduce the adverse effects of excessive alkalinity, acidity, or the excessive use of chemical fertilizer.

* It makes soil easier to cultivate.

*It helps keep the soil cool in summer and warm in winter.

* It aids in preventing soil erosion by keeping the soil covered.

* It helps in controlling the growth of weeds in the garden.

iv. Pyrolysis:

Pyrolysis is a form of incineration that chemically decomposes organic materials by heat in the absence of oxygen. Pyrolysis typically occurs under pressure and at operating temperatures above 430 °C (800 °F).

In practice, it is not possible to achieve a completely oxygen-free atmosphere. Because some oxygen is present in any pyrolysis system, a small amount of oxidation occurs. If volatile or semi-volatile materials are present in the waste, thermal desorption will also occur.

Organic materials are transformed into gases, small quantities of liquid, and a solid residue containing carbon and ash. The off-gases may also be treated in a secondary thermal oxidation unit. Particulate removal equipment is also required. Several types of pyrolysis units are available, including the rotary kiln, rotary hearth furnace, and fluidized bed furnace. These units are similar to incinerators except that they operate at lower temperatures and with less air supply.

**Limitations and Concerns:**

a. The technology requires drying of soil prior to treatment.

b. Limited performance data are available for systems treating hazardous wastes containing polychlorinated biphenyls (PCBs), dioxins, and other organics. There is concern that systems that destroy chlorinated organic molecules by heat have the potential to create products of incomplete combustion, including dioxins and furans. These compounds are extremely toxic in the parts per trillion ranges.

c. The molten salt is usually recycled in the reactor chamber. However, depending on the waste treated (especially inorganics) and the amount of ash, spent molten salt may be hazardous and require special care in disposal.

d. Pyrolysis is not effective in either destroying or physically separating inorganics from the contaminated medium. Volatile metals may be removed as a result of the higher temperatures associated with the process, but they are not destroyed. By-products containing heavy metals may require stabilization before final disposal.

e. When the off-gases are cooled, liquids condense, producing an oil/tar residue and contaminated water. These oils and tars may be hazardous wastes, requiring proper treatment, storage, and disposal.

These disadvantages limit the scope of usage of Pyrolysis.

## Liquid Waste Management

Liquid wastes mainly consist of waste water from residential, commercial and industrial areas in towns and cities. This waste water contains many dissolvable unwanted and rejected substances. In cities and towns, waste water is transported through sewerage system having a network of underground pipes called sewers.

Sewage is waste water containing solid and liquid excreta coming from houses, streets, industries etc. Silage is another term applied to waste liquid not containing excreta. Sewage water mainly has 99.9 percent of water and rest 0.1 percent of organic and inorganic substances.

This waste water carries many bacteria which cause diseases. Organic matter decomposes to give different color to the water and it also gives bad odor to the liquid. The sewage water is managed to get it free from pollution and can be reused for agricultural and other uses.

The treatment to such sewage mainly focused on three things.

They are:

(a) Removal of the suspended matters

(b) Reduction of the organic matter through decomposition by bacterial action.

(c) Production of germ free water safe for environment.

Management of liquid waste through sewage treatment:

There are three stages for treatment of sewage water. They are:

1. Primary or physical treatment.

2. Secondary or Biological treatment.

3. Tertiary or chemical treatment.

**1. Primary treatment:**

It is the process of mechanically removing the solid materials present in water through metal screening, Grid chambers and sedimentation. Metal screening removes large floating objects such as small piece of woods, rags, masses of garbage and dead insects and animals.

The Grit chamber allows the settlement of heavier solids such as sand into the bottom layer. The waste water is then allowed to pass into a big sedimentation tank where the liquid spends about 6- 8 hours. During this time about 50 to 70 percent of the solids settle down under the influence of gravitational force.

During this process a small amount of decomposition takes place by the microorganisms present in sewage breaking down the organic matter present. The organic matter after breaking down settles down into a layer called sludge.

This sludge is removed mechanically. Primary treatment removes about 60 percent of floating solid bodies, 30 percent of oxygen demanding wastes, 20 percent of nitrogen compounds, and 10 percent of phosphorous compounds.

**2. Secondary Treatment:**

It is a biological oxidation of organic matter. It is achieved by filter method or by sludge process. In the filter method, the waste water is sprinkled over the surface of a bed of small stones of one to two metres deep. When the water percolates through the stone bed, a very complex biological growth of algae, fungi, protozoa and bacteria occurs. By this formation, the waste water gets oxidised. The oxidised waste water is then passed into the sedimentation tanks.

The sludge process is a modern method of management of waste water. The liquid from the sedimentation tank is mixed with sludge collected from the final tank. This sludge is called activated sludge as it is rich in aerobic bacteria (bacterial which can survive only in presence of oxygen). This activated sludge is

then subjected to aeration. By aeration the organic matter of waste liquid gets oxidized into carbon dioxide, water and nutrients. Organisms causing diseases like typhoid, cholera are destroyed is the stage.

The oxidised waste liquid is then passed into a secondary sedimentation tank where activated sludge is collected. The volume and characteristics of the sludge is reduced through anaerobic (devoid of oxygen) auto digestion. In this process, complex compounds are broken down into water, carbon dioxide, methane and ammonia. This substance works as a good fertiliser.

**3. Tertiary Treatment:**

The residue from earlier two treatment process still leave about 10 percent of suspended solid bodies, 10 percent of the oxygen demanding wastes, 30 percent of toxic metal compounds, 50 percent of Nitrogen and 70 percent of phosphorous. This Tertiary Treatment method is an advanced form of chemical and physical process.

The most common methods in this treatment is precipitation of suspended particles, filtration with carbon to resolve dissolve organic compounds and reverse osmosis by passage through a membrane to remove dissolve organic and inorganic materials. Chlorination is also required at the end to remove disease causing bacteria and other germs.

Waste water treatment method

Use of algae and aquatic macrophytes for the management of waste liquid:

The algae are a unicellular plant that mostly grows in upper layer of water or on stones present in the water. These are very useful for waste liquid purification. Algae and bacteria used together is an efficient method for recovery of waste water over bacterial action. This process is also very inexpensive. In the algae-bacteria combination, an alga provides oxygen to remove toxic elements. Bacteria on the other hand degrade organic matter aerobically.

The aquatic plants are also used in the treatment of waste water. These plants when grown in high nutrient water grow well and double their population in two weeks time. It is able to clean waste water containing various organic materials.

## E-Waste Management

"E-waste" is a popular, informal name for electronic products nearing the end of their "useful life."E-wastes are considered dangerous, as certain components of some electronic products contain materials that are hazardous, depending on their condition and density. The hazardous content of these materials pose a threat to human health and environment. Discarded computers, televisions, VCRs, stereos, copiers, fax machines, electric lamps, cell phones, audio equipment and batteries if improperly disposed can leach lead and other substances into soil and groundwater. Many of these products can be reused, refurbished, or recycled in an environmentally sound manner so that they are less harmful to the ecosystem.

Considering the severity of the problem, it is imperative that certain management options be adopted to handle the bulk e-wastes. Following are some of the management options suggested for the government, industries and the public.

### Responsibilities of the Government

Governments should be responsible for providing an adequate system of laws, controls and administrative procedures for hazardous waste management (Third World Network. 1991). Existing laws concerning e-waste disposal be reviewed and revamped. A comprehensive law that provides e-waste regulation and management and proper disposal of hazardous wastes is required. Such a law should empower the agency to control, supervise and regulate the relevant activities of government departments.

### Responsibility and Role of industries

Companies can and should adopt waste minimization techniques, which will make a significant reduction in the quantity of e-waste generated and thereby lessening the impact on the environment. It is a "reverse production" system that

designs infrastructure to recover and reuse every material contained within e-wastes metals such as lead, copper, aluminum and gold, and various plastics, glass and wire. Such a "closed loop" manufacturing and recovery system offers a win-win situation for everyone, less of the Earth will be mined for raw materials, and groundwater will be protected.

**Responsibilities of the Citizen**

Waste prevention is perhaps more preferred to any other waste management option including recycling. Donating electronics for reuse extends the lives of valuable products and keeps them out of the waste management system for a longer time. But care should be taken while donating such items i.e. the items should be in working condition.

Reuse, in addition to being an environmentally preferable alternative, also benefits society. By donating used electronics, schools, non-profit organizations, and lower-income families can afford to use equipment that they otherwise could not afford.

E-wastes should never be disposed with garbage and other household wastes. This should be segregated at the site and sold or donated to various organizations.

# Zero Waste Management

Zero Waste is a philosophy and a design principle for the 21st Century. It includes 'recycling' but goes beyond recycling by taking a 'whole system' approach to the vast flow of resources and waste through human society.

"Zero Waste is a goal that is ethical, economical, efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use.

Zero Waste maximizes recycling, minimizes waste, reduces consumption and ensures that products are made to be reused, repaired or recycled back into nature or the marketplace.

## Benefits of Zero Waste

- redesigns the current, one-way industrial system into a circular system modeled on Nature's successful strategies
- challenges badly designed business systems that "use too many resources to make too few people more productive"
- addresses, through job creation and civic participation, increasing wastage of human resources and erosion of democracy
- helps communities achieve a local economy that operates efficiently, sustains good jobs, and provides a measure of self-sufficiency.
- aims to eliminate rather than manage waste

# 5R's of Zero Waste Management

*An article from a thoughtful person*

Zero Waste starts by **refusing** things. Whatever you still have and use you should **reduce** to save resources. Substitute disposables for **reusable** options, and instead of tossing things **repair** them! Separate what little trash you have left and make sure to **recycle**. Compost what's left and let it **rot**.

## 1. Refuse

*Refusing will eliminate most of your trash.*

*Learn to say no! Say no to produce wrapped in plastic! Say no to freebies and bargains! Say no to disposables! Say not to participate in unsustainable practices!*

*The more we accept all those things that will inevitably end up in landfills, the more demand we generate for those unsustainable things.*

*Easily disposable items of low quality are cheap and we buy them because we didn't have to spend a lot of money. But cheap things are cheap for a reason. To cut the costs, they were produced using chemicals and materials from questionable sourcing, which means very often they leech toxins! And they couldn't be sold at such low prices if workers – very often children – weren't exploited along the production process.*

*In the long run, those low-quality items will cost you even more than buying a good quality one from the start, since most are made to break easily – so you will buy a new one to replace it!*

*Tips*

- *Buying in big supermarkets often mean more packaging, even in the produce section. Shop at the farmer's market or at small local stores. They are usually also very more open to individual solutions*
- *Take out your phone and take pictures of pamphlets or business cards. Accept the information, but not the physical item! This way you have all the crucial information on you at all times. I mean, cross my heart, I'd lose those cards anyway, but I am very careful not to lose my phone!*
- *Freebies like pens or swag bags are tempting. VERY tempting. To be honest, I am actually a cheap person. I was brought up in a bargain hunting crazed family. We would spend a LOT of money on useless cheap things just because they were a steal. What helped me resist the temptation to always grab everything free within my arm's reach was to remind myself of the horrible carbon footprint, the*

exploitation of workers, and how in the end, those things will become clutter and a problem. Too useless to keep, too "good" to throw away.

## 2. Reduce

I always thought that it was only me. Every time I opened my closet and I saw all the unworn pieces of clothing, I felt bad. Just a while back when I started to get rid of 80% of my wardrobe I asked around, and it turned out that it's a very normal phenomenon!

We all have a lot of things at home we never use. Some of them we haven't even ever unpacked! Why? Because we buy on impulse. We see something, in that specific moment we like it, and bam, we bought it. However, the novelty and joy of having it wears out very quickly and then it's just another item we have at home that doesn't add any value to our life.

Also, reduce your overall consumption. But if you actually refuse everything that comes packaged in plastic you will have anyway.

### Pare down and give your things a second life

All those things you are not using or do not really need had to be produced at one point. It's a waste of resources to have them collect dust at your home. Donate or sell them. This way, someone else can reuse your things instead of buying new products, using up more resources.

You can donate your things to Good Will, or you can give them away using local Facebook groups. You can also sell clothes and electronics on eBay, Craigslist, at a flea market or host a garage sale. Nowadays, there are more and more swap parties where you can swap your unwanted stuff with one another. Everybody leaves happy and nobody had to spend a dime :).

### Simplify your life

Clever marketing campaigns and TV ads have taught us that we have a lot of needs, and that there is at least one uber specialized product for each of our crazy needs. I used to have a face cream for daytime (for super sensitive skin), another one for nighttime (extra rich), another one for winter (daytime), another one for summer (daytime), another aqua-something one called night-repair, then an anti-aging eye cream (with Q10), a daytime eye cream with SPF, a super moisturizing eye cream (nighttime)… I could go on and on and on, but, you get the idea ;).

Now I only use oils we also use for cooking. Usually that's sunflower seed, olive and coconut oil. I usually break out very easily and some of those uber creams left

*my skin read and ichty for weeks. I've been using mainly oil (I did use up some of my lotions and creams) for a year now and my skin has never been better!*

*We only use white vinegar and sometimes a bit of baking soda for cleaning, and we use alep soap to wash our entire body (hands, face, body, feet – everything), our clothes and our dishes (we make detergent out of alep soap and baking soda). You can even use alep soap to wash your hair if you use vinegar (1/4 cup vinegar + 1 cup of water) to rinse it afterwards. That's all you need to keep yourself and your home clean. No more toxins and a lot more cupboard space where our army of cleaning products used to be!*

## 3. Reuse (and repair)

*Disposables are, well, disposable. Which means you have to buy them over and over. Which in turn means you keep spending money on things that you will throw away. You might as well throw away your money directly. At least that would have a better carbon footprint…*

*It's very easy to replace disposables:*

- **Disposable razors** *– electric shaver, straight-edge razor, double-blade razor*
- **Cotton rounds** *– washable cotton rounds*
- **Tissues** *– handkerchiefs*
- **Paper towels** *– microfibre or cotton cloths*
- **Paper napkins** *– cloth napkins (or just use handkerchiefs)*
- **Dish sponge** *– cotton cloth*
- **Tea bags** *– loose tea and a tea strainer/ french press*
- **Coffee pads/ filter cones** *– french press/ reusable coffee filter cones or pads*
- **Baking parchment** *– grease the cake pan/ silicon mat*
- **Tin foil/ cling film** *– put it in a food container or jar, or wrap it in a dish towel*
- **Paper bags/ plastic bags** *– bring your own cloth/ tote bag*
- **Disposable lunch bags** *– stainless steel food containers, mason jars, dish towels*
- **Bottled water** *– a good quality glass or stainless steel water bottle (preferably plastic-free or at least BPA-free) and tap water; if you do not trust tap water cook it beforehand (you use it for cooking anyway, right)*

- ***Toothpics*** *– turkey lacers*
- ***Muffin paper liners*** *– grease your muffin tray*
- ***Trash bags/ bin liners*** *– at some point you might not need those anymore ;), until then go for <u>newpaper origami</u>*
- ***Cleaning wipes*** *– microfibre or cotton cloth and your homemade vinegar cleaning solution (1/4 cup distilled vinegar + 1 cup of water)*
- ***Toilet paper*** *– a bottle, water, soap and a washcloth*

  *Also, pack your lunches in reusable food containers and shop with reusables.*

*If things break, repair them or have them repaired. Mend clothes, upcycle items you would otherwise toss. Buy second hand and remember: some things you don't have to actually own, it's sufficient to have access (i.e. movies, music, library, tools, or even cars or office space).*

## 4. Recycle

*After you have refused, reduced, and reused there shouldn't be much left to recycle. Still, make sure to separate your trash so that those resources can be reused instead of filling our landfills.*

## 5. Rot

*Don't just throw your kitchen scraps away! Get a worm bin and let those little fellows turn your waste into high-quality fertilizer! It's the most efficient and local form of recycling where the trash doesn't even need to be transported wasting fuel and whatnot*

# Social Issues

A social cause is a problem that influences a considerable number of individuals within a society. It is often the consequence of factors extending beyond an individual's control, and is the source of a conflicting opinion on the grounds of what is perceived as a morally just personal life or societal order.

## Social Issues in India

India is an ancient country and according to some estimates, Indian civilization is about five thousand years of age. Therefore, it is natural that its society will also be very old and complex. Throughout its long period of history, India has witnessed and received several waves of immigrants such as Aryans, Muslims etc. These people brought with themselves their own ethnic varieties and cultures and contributed to India's diversity, richness and vitality.

Therefore, Indian society is a complex mix of diverse cultures, people, beliefs and languages which may have come from anywhere but now is a part of this vast country. This complexity and richness gives Indian society a unique appearance of a very vibrant and colorful cultural country.

## Major Problems in India

- Poverty
- Illiteracy
- Terrorism
- Casteism
- Untouchability
- Corruption
- Overpopulation
- Child Marriage
- Starvation
- Child Labour
- Gender Inequality

- Dowry
- Domestic Violence against Women
- Sexual Violence against Women
- Sexual Harassment of Women at Workplace
- Child Sexual Abuse
- Communalism
- Religious Violence
- Marital Rape
- Child Trafficking
- Bonded Labour

## Reasons of Social Problems

But the very same complexity brings with itself complex nature of social problems and issues. In fact every society of the world has their social issues unique to their society. So does Indian society. Indian society is very rooted in religious beliefs; there are people of different religious beliefs such as Hindus, Muslims, Jains, Sikhs, Parsis etc. These all adds to the socio-cultural varieties of the country. India's social problems are also rooted in the religious practices and beliefs of it people. Almost all forms of social issues and problems find their origin in the religious and cultural practices of the people of India. These social problems are developed in a long period of times and are still continuing in one form or other.

Furthermore, India has witnessed several wars of large proportions; several foreign invaders attacked India in its long history among whom few made this country as their own and tried to force their socio-religious practices which also deteriorated social conditions; the long period of British rule crippled the country and had thrown it into backwardness. Thus, many such reasons may be cited for India's social problems but the fact remains that we have these issues and only we can solve them.

## Forms of Social Issues in India

## Poverty

Poverty is a condition in which a household is not able to fulfill its basic needs for survival i.e. food, clothing and shelter. Poverty is a widespread condition in India. Since Independence, poverty is a prevalent concern. It is the twenty-first century and poverty still is a persistent menace in the country. India happens to be country wherein the disparities between the haves and the have-notes are extremely wide. It needs to be taken into account that although the economy has shown some visible signs of progress in the last two decades, this progress been uneven across various sectors or areas. The growth rates are higher in Gujarat and Delhi as compared to Bihar and Uttar Pradesh. Nearly half of the population doesn't have proper shelter, access to a decent sanitation system, villages do not have a nearby water source, and villages also do not have a secondary school and lack of proper roads. Some sections of the society like the Dalits are not even included in the poverty list maintained by the concerned authorities assigned by the government. They're groups that are marginalized in the society.

The element which further complicates and deteriorates the situation is the government subsidies system which has leakages in the distribution system. They never reach the households.

## Illiteracy

Illiteracy is a condition which becomes a blot on the development of nation. India possesses the largest illiterate population. Illiteracy in India is a problem which has complex dimensions attached to it. Illiteracy in India is more or less concerned with different forms of disparities that exist in the country. There are gender imbalances, income imbalances, state imbalances, caste imbalances, technological barriers which shape the literacy rates that exist in the country. The Indian government though has launched several schemes to combat the menace of illiteracy but due to the poor conditions of sanitation and expensive private education and defective mid-day meal schemes, illiteracy still prevails. Not only the government, but every literate person needs to accept the eradication of illiteracy as a personal goal. Each and every contribution by a literate person can make a contribution to eradicate the menace.

## Child Marriage

According to the United Nations report, India has the second highest number of child marriages. Marriage is considered to be a sacred union between two mature and consenting individuals who are ready to accept each other and share responsibilities for a lifetime. With respect to this context, child marriages happen to be an unsound institution. Child marriage mars the innocence of childhood. The Indian Constitution provides for prohibitions against child marriage through various laws and enactments. The first law that was designed was the Child Marriage Restraint Act of 1929 which extended to the whole of India except Jammu and Kashmir. This act defines the ages of an adult male and female. Also, sex with minors is a criminal offence under Section 376 of the Indian Penal Code. Proper media sensitization is required for a major change to take place. While on one hand, it is stated that child marriage will still take nearly fifty years to be eradicated, genuine efforts, strict enforcements of the legal provisions and change the scenarios to a great extent.

## Starvation

Starvation is a condition characterized by the deficiency in calorie energy intake and is a serious form of malnutrition which ultimately leads to death if not taken care about. Historically, starvation has been constant across various human cultures apart from India. Starvation can take place in a country due to many reasons like war, famine, the disparities between the rich and the poor and so on. Malnutrition conditions like kwashiorkor and marasmus can also develop into serious causes of starvation. Generally, the conditions of kwashiorkor and marasmus arise when people are taking diets which are not rich in nutrients (proteins, vitamins, minerals, carbohydrates, fats and fiber). In the context of India, it becomes needless to say that the food distribution system is flawed. The Supreme Court has issued orders over the past decades directing the government to take measures like mid-day meal schemes and the provision of health care schemes for pregnant and lactating women. The National Food Security Bill which has become a landmark act does seem to show promises with

respect to its measures of the identification of the poor and the needy, redressal mechanisms for grievances and children's entitlements. But, this bill also is not without its cons. Clear mechanisms with respect to the identification of beneficiaries have not been defined. The indicators of the poor need to be made specific. They are vague in description.

## Child Labour

Child labour typically means the employment of children in any work with or without payment. Child labour is not only limited to India, it happens to be a global phenomenon. As far as India is concerned, the issue is a vicious one as children in India have historically been helping parents at their farms and other primitive activities. Over population, illiteracy, poverty, debt trap are some of the common causes which are instrumental in this issue. Overburdened, debt-trapped parents fail to understand the importance of a normal childhood under the pressures of their own troubles and thus it leads to the poor emotional and mental balance of a child's brain which is not prepared to undertake rigorous field or domestic tasks. Multinational companies also recruit children in garment industries for more work and less pay which is absolutely unethical. Child labour as a global concern has been raised on international platforms as well. Abolition of child trafficking, elimination of poverty, free and compulsory education, and basic standards of living can reduce the problem to a great extent. The World Band, International Monetary Fund can help in eradicating poverty by providing loan to the developing countries. Strict implementation of labour laws is also essential in order to prevent exploitation by parties or multinational companies.

Other varied forms of social problems related to issues such as Casteism, Untouchability, Bonded Labour, Gender Inequality, Dowry, Domestic Violence against Women, Sexual Violence against Women, Child Sexual Abuse, Communalism, Religious Violence, Issues related to SC/STs, Marital Rape, Sexual Harassment of Women at Workplace, Child Trafficking , Overpopulation etc.

The list may go on and it is not a comprehensive list. There are several other social issues and problems ailing the country but above mentioned ones are really pressing issues which need immediate attention.

It is not so that social ills have not been fought with; in fact from the ancients times in our country there have been various social-cultural reformers such as Budha, Mahavira, Kabir, Gurunanak, Raja Ram Mohun Roy, Mahatma Gandhi, Dr. Ambedkar, Vinoba Bhave etc who have tried to fight those evils throughout their lives; they have succeeded also to a certain extent. But still the country is facing these socio-cultural problems in various degrees which is an unfortunate reality of 21st century India.

## Present Scenario:

We try to present our country as a modern, forward looking nation of the world and it's true that India is making strides in the world as a nation with encouraging developments in scientific, economic and technological fields, but as far as social developments are concerned it is still one of the lowest ranked countries of the world. India's Human Development Index (HDI) rank for 2013 is 135 out of 187 countries of the world which are listed in the report. This shows the sorry state of affairs as far as India's situation on social indicators is concerned. This also shows that we as a society are still people of orthodox beliefs in a negative sense who do not want to believe in the concept of equality and brotherhood of all.

Though several Governmental and non-governmental (NGOs) bodies are working towards improving the existing situation in the social fields but results are not very encouraging. Perhaps the problem lies in the very deep rooted beliefs in the minds of people of the country which is not letting the situation to change.

For instance: the issue of Female Feticides is one of the shameful practices in our country. Though there are various prohibitory measures the Government and NGOs have taken but the practice is continuing. The real reason for this is the Patriarchy system of society of our country which considers male as the superior authority and women as subordinate to them. Therefore, very strong

desire of having a male child in comparison to female child led to the shameful practice of female feticides. Thus, it is belief system or the cultural conditioning of the people which is not letting the society to change at a fast pace.

Though there have been several positive changes in the society such as now girls are also going to school in vast majority and their employment ratio is also increasing; illiteracy as whole is decreasing; conditions of SC/STs are also improving etc but situation is far from satisfactory.

We witness inequality against women in our own homes, sexual violence against women can be heard on daily basis, female feticide is continuing, religious-communal violence is on the rise, untouchability is still a reality, child labour is widely practiced etc.

Therefore, there is a lot needs to be done for the situation to improve. And without changing the mind-set and beliefs of the people it is a very difficult task. For this purpose educating people about various social problems and sensitizing them towards changing their way of thinking is the best way forward. Because without people trying to change themselves, any governmental or non-governmental efforts will prove as a half-measure. If we want to make India as a true world leader and a modern 21st country of the world, it is imperative that that we make an improvement on our social front.

# Social Marketing

Social marketing seeks to develop and integrate marketing concepts with other approaches to social change. Social marketing aims to influence behaviours that benefit individuals and communities for the greater social good. Think about some of the biggest challenges that face the world today: health issues like obesity, or environmental problems like climate change. These issues are often caused by human behaviour, and so can only be tackled if people change their lifestyles and habits.

To give an idea of what is involved; here are eight features of social marketing.

### 1. Behaviour

Social marketing *involves* trying to change people's actual behaviour – not just their attitudes or awareness.

### 2. Customer orientation

As social marketers, we must stand in the shoes of the people whose behaviour we are trying to change. We need to understand their lives and their behaviours from their perspective, not based on what <u>we</u> might think or experience.

### 3. Theory

We use behavioural theories to help us understand behaviour and to inform the interventions that we develop.

### 4. Insight

We conduct research into the behaviours of the people we are interested in to develop actionable insights that inform the development of interventions to change their behaviour.

### 5. Exchange

Changing behaviour usually involves people giving something up (costs) to gain something else (benefits). We need to understand how people perceive rewards, benefits, costs and barriers associated with both desired and problem

behaviours. We can then consider what might be done to incentivise the desired behaviour and disincentivise the problem behaviour.

## 6. Competition

In designing behaviour change interventions, we need to consider what else competes for our audience's time, attention, and their tendency to behave in a certain way.

## 7. Segmentation

Not everyone is the same, so a 'one size fits all' approach is rarely best. Good customer insight allows us to identify audience segments, grouping together people with common characteristics, and to tailor interventions accordingly.

## 8. Methods mix

Social marketing – like commercial marketing – involves using all of the Marketing Mix i.e. the '7Ps': Product, Price, Place, Promotion, Process, Physical Evidence and People. It's about much more than just raising awareness.

## What social marketing is not

Social marketing shouldn't be confused with social media marketing, for example using Facebook and Twitter. Social media is simply a tool or channel that is sometimes used within social marketing.

According to Philip Kotler - Social Marketing is *"the design, implementation, and control of programs seeking to increase the acceptability of a social idea or practise in a target group"*

According to W. Smith, Academy for Educational Development - *"Social Marketing is a process for influencing human behaviour on a large scale, using marketing principles for the purpose of societal benefit rather than commercial profit."*

Social marketing is based on tools and techniques of commercial marketing, it uses principles of commercial marketing for the purpose of societal benefit. In

social marketing, advertising campaigns are designed, implemented, and controlled by using the principles of commercial marketing. The key features of social marketing are taken directly from commercial marketing, but the purpose of social marketing differs form the purpose of commercial marketing. The purpose of commercial marketing is to increase sales and revenue, but it is not so in the case of social marketing.

The purpose of social marketing is societal benefit rather than commercial profit. Its purpose is to bring about positive health and social change. Its ultimate outcome is behavioural change rather than increased sales.

Social advertising campaigns are advertising tools that attempt to influence attitude and behaviour related to social cause. For example, social advertising campaigns have been used to influence behaviour related to energy conservation, pollution, tobacco prevention, family planning, breast cancer screening, and etc.

## How Social Responsibility in Marketing Works

Recyclable packaging, promotions that spread awareness of societal issues and problems, and directing portions of profits toward charitable groups or efforts are examples of social responsibility marketing strategies. For example, a clothing company's marketing team may launch a campaign that encourages consumers to buy a bundle of its socks versus one pair; for every bundle sold, the company donates a bundle of socks to military personnel overseas or to local homeless shelters. As a result of these donations, the company brands itself as socially responsible and ethical, which ultimately attracts customers who are engaged in socially responsible commitments and who want to support the welfare of the community.

Social platforms help you connect with customers, increase awareness about your brand, and boost your leads and sales. With more than three billion people around the world using social media every month, it's no passing trend.

Social marketing examples

Implementation: child car seats. Social marketing enables you to develop products, services and communications that fit people's needs and motivations. ...

Policy: water rationing. ...

Strategy: lung disease strategy. ...

Child car seats in Texas. ...

Water rationing in Jordan. ...

Consider the four "Ps" of marketing when designing your interventions

**Product**: Think about a tangible object or service you can provide to support or facilitate behaviour change. Can you offer a new product/service or adapt one that already exists? Product examples include in-home blood pressure monitoring kits, improved HIV tests, journals to plan and track food intake, cessation counselling.

**Price**: Consider interventions that would decrease the costs to the individual of taking the desired action (not only monetary cost, but emotional, psychological and time costs). List out the "price" or barriers for your audience segment to carry out the desired behaviour, then brainstorm interventions to diminish those barriers. For example, instituting a walking club program at the workplace for those who cite lack of support and lack of time as barriers to regular exercise.

**Place**: Think about where and when the audience will perform the behaviour or access the new or adapted product/service. How can you make it convenient and pleasant (even more so than the competing behaviour)? Examples include placing condom vending machines in bar restrooms, offering help lines that are

available 24 hours a day, having breastfeeding consultants check-in on new mothers after they leave the hospital. Also think about your "sales force" – the people that will take your program to the audience. Consider the need for peer educators, counsellors or others who can make your program or its activities more accessible.

**Promotion**: Use your market research to determine the communication channels and activities that will best reach your audience to promote the benefits of the desired behaviour. What advertising or public relations media do they pay attention to (e.g., radio, newspaper, postcard racks)? What special promotional items would they use (e.g., water bottles, refrigerator magnets, notepads)? What special events do/would they attend (concerts, health fairs, conferences)? How can you include influencing audiences? Be sure to promote the Product, Price and Place features that you want the audience to know about.

## *6 Phases of a Social Marketing Process*

### Phase 1: Describe the problem

- Based on thorough review of available data, current literature on behavioural theory and best practices or programmes addressing similar problems
- E.g. SWOT-Analysis: finding Strengths, Weaknesses, Opportunities, Threats
- Develop a strategy team to help develop and promote the program

### Phase 2: Conduct the market research
- Target audience?
- What makes different consumer groups alike/different from each other?

Need to approach different consumer groups in different ways (own priorities and needs)

E.g. for a general sanitation campaign you cannot have a standard product (e.g. arborloo) and only promote through one channel (e.g. radio)

### Phase 3: Create the market strategy

- Heart of marketing program: **WHAT** you want to achieve and **HOW**
- Based on research findings (Phase 1) select target audience and desired behaviour
- Specify benefits the target audience will receive for behaviour change (benefits they really care about!)

☐ Specify key barriers that the program will help the target audience to overcome

**Phase 4: Adapt your marketing mix**

Different marketing mix for all identified segments:
☐ Different **products**
☐ At different **prices**
☐ Available at different **places**
☐ Reach segments through different **communication tools**

**Phase 5: Plan monitoring and evaluation**

☐ Monitoring data are used to ensure the program is implemented as planned and whether strategy is suitable
☐ Consider also environmental factors (e.g. policies, economic conditions, new programmes, structural change): have they changed in ways that affect the program?

**Phase 6: Implement the intervention and evaluation**

Implementation of the programme and evaluation takes:

☐ Launching the programme
☐ Producing materials
☐ Procuring needed services
☐ Sequencing, managing and coordinating the respective interventions
☐ Staying on strategy
☐ Fielding the evaluation
☐ Capturing and disseminating findings and lessons learned
☐ Modifying activities as warranted

| Social Marketing | Commercial Marketing |
|---|---|
| Meets the needs of the priority population<br>• Digital India<br>• Selfie with daughter<br>• Beti Bachao, Beti Padhao<br>• Make in India<br>• Swachh Bharat | Creates a need for the priority population<br>• Amazon Alexa |
| Society and consumer profit | Marketer profits more than consumer |
| Organizations with similar goals cooperate | Businesses with similar goals compete |
| Campaigns take longer to change behavior | Shorter time needed to sell a product |
| Consumer involvement and commitment needed | Shorter term commitment and involvement |

# Non-Government Organization

## Definition of NGO

NGO is an abbreviation for Non-Government Organization, where refers to an association formed by the citizens, that functions completely autonomous from the government to perform a broad spectrum of services and humanitarian functions. It is a non-profit making entity; that operates at a regional, national or international level depending on its reach and connectivity. It can be incorporated as a trust, society or a company. These organisations raise its funds from government, foundations, businesses and private people.

It performs a number of activities, to draw the attention of the government towards the citizen's grievances, advocating public policies, promoting political participation by providing information.

There are many NGOs which work for specific issues like supporting human rights, women and children's rights, environmental or health issues. International Committee Of The Red Cross, Rotary International, International Air Transport Association (IATA), International Chamber Of Commerce (ICC), International Organization For Standardization (ISO) are some well known NGO's operating worldwide.

History of NGO

The term "non-governmental organization" was first coined in 1945, when the United Nations (UN) was created and there were 1083 NGOs.

According to the UN any kind of private organization that is independent from government control can be termed as 'NGO'.

International NGOs were important in the anti-slavery movement and the movement for women's suffrage.

Based on Societies Registration Act (SRA) NGO was approved in 1860.

India is estimated to had around 2 million NGOs in 2014.

**Definition of NPO**

Non-Profit Organization or NPO is a legal entity formed by a group of persons to promote cultural, religious, professional, or social objectives.

The initial funds are raised by the members or trustees of the NPO. As the organisation is a non-profit making entity, it applies its surplus funds on the promotion of the objectives of the organization rather than distributing it among the members of the organisation. It is registered under section 8 (old section 25) of the Companies Act. Such organisation enjoys several privileges like tax exemption, not required to use the term 'Ltd' or 'Pvt Ltd' at the end of its name.

n NPO may include a charitable organisation, membership groups like a sports club or women's club, social or recreational organisation, public educational institutions, public hospitals, etc.

Difference between NGO and NPO

The difference between NGO and NPO can be drawn clearly on the following grounds:

1. An NGO refers to a non-governmental organisation formed by ordinary citizens that operates autonomously of government. On the contrary, an NPO is an organisation set up to provide goods and services to people and operates on the principle that no member will receive share profits or losses by the entity.

2. An NGO can be registered by the following methods, i.e. as a Trust under Public Trust Act, or as a Society as a Societies Registration Act, 1860 or as a non-profit company under the Companies Act, 1956. On the other hand, an NPO is incorporated as a company under section 8 of the Companies Act, 1956.

3. The area of operation of an NGO is comparatively wider than NPO.

4. An NGO works for the betterment, upliftment and development of society and economy as well, bring awareness of human rights, women empowerment, etc. In contrast to NPO, is set up to promote art, science, research, commerce or any other useful purpose.

## Comparison Chart

| BASIS FOR COMPARISON | NGO | NPO |
|---|---|---|
| Meaning | An NGO refers to a non-governmental organization formed by ordinary citizens that operates autonomously of government. | An organization set up to provide goods and services to people, and operates on the principle that no member will receive share profits or losses of the entity is known as NPO. |
| Registration | Can be registered as a Trust under Public Trust Act, or as a Society as a Socities Registration Act, 1860 or as a non-profit company under the Companies Act, 1956. | Under section 8 of the Companies Act, 1956. |
| Area of operation | Large | Limited |
| Objective | To work for the betterment of society and economy as well, bring awareness of human rights, women empowerment etc. | To promote art, science, research, commerce or any other useful purpose. |

An NGO is an association of person; that works for promoting humanitarian or cooperative objective instead of a commercial one. On the other hand, the NPO is an organisation which is set up to promote art, science, education or any other social or cultural purpose; that intends to use its profit in the promotion of its objectives instead of dividing it among the members.

**Orgnisational structure**

Staffing

↓

Funding

↓

Overhead costs

↓

Monitoring and control

**Working of NGO**
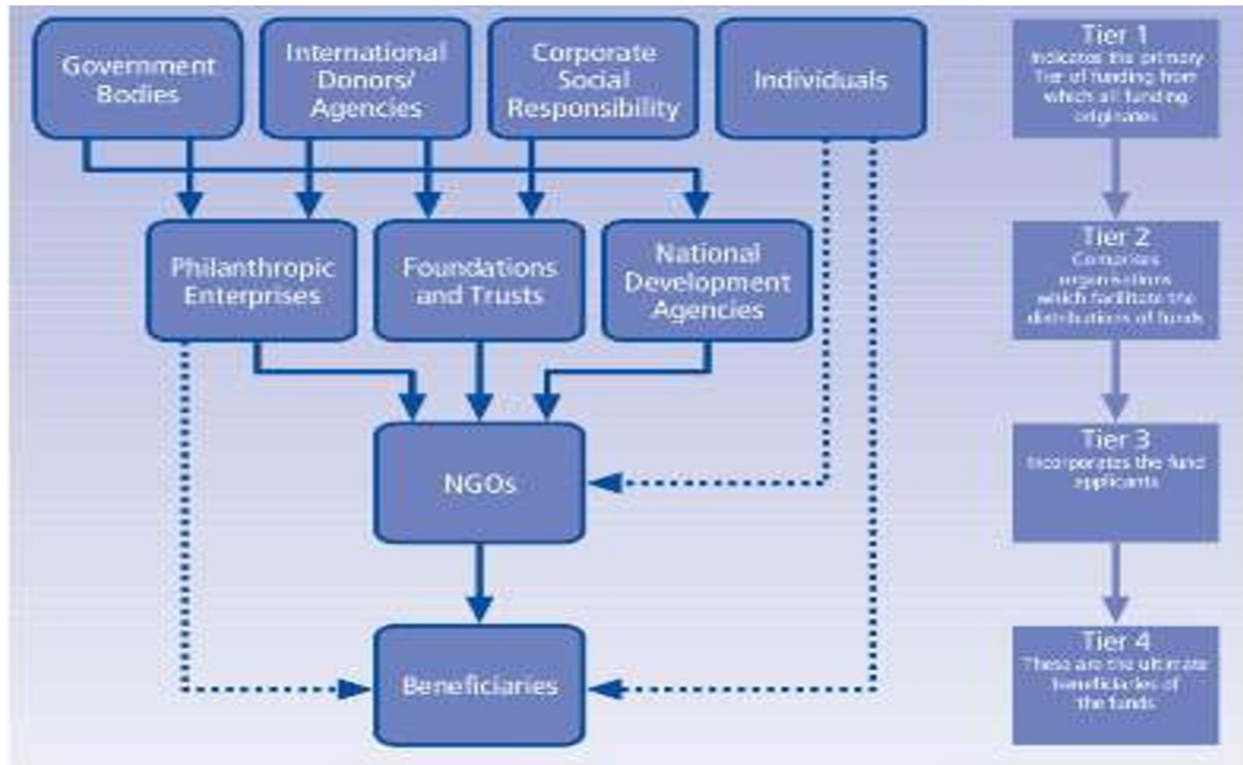
First tier :-

It is main source of funding. It includes government bodies, international agencies or individuals etc.

Second tier: –

Main function of this tier is to distribute the funds provided by first tier.

Third tier :–

This tier includes NGOs. Its function is to link with fund applicant.

Fourth tier :–

This tier represents the recipient of funds provided by NGOs.

NGO types can be understood by their orientation and level of operation.

**<span style="color:red">NGO types by orientation:</span>**

Charitable Orientation often involves a top-down paternalistic effort with little participation by the "beneficiaries". It includes NGOs with activities directed toward meeting the needs of the poor -distribution of food, clothing or medicine; provision of housing, transport, schools etc. Such NGOs may also undertake relief activities during a natural or man-made disaster.

Service Orientation includes NGOs with activities such as the provision of health, family planning or education services in which the programme is designed by the NGO and people are expected to participate in its implementation and in receiving the service.

Participatory Orientation is characterized by self-help projects where local people are involved particularly in the implementation of a project by contributing cash, tools, land, materials, labour etc. In the classical community development project, participation begins with the need definition and continues into the planning and implementation stages. Cooperatives often have a participatory orientation.

Empowering Orientation is where the aim is to help poor people develop a clearer understanding of the social, political and economic factors affecting their lives, and to strengthen their awareness of their own potential power to control their lives. Sometimes, these groups develop spontaneously aroud a problem or an issue, at other times outside workers from NGOs play a facilitating role in their development. In any case, there is maximum involvement of the people with NGOs acting as facilitators.

Professional orientation: A group of people in a learned occupation who are entrusted with maintaining control or oversight of the legitimate practice of the occupation.

- To safeguard the public interest
- It's also represent the interest of the professional practitioners

**NGO Types by level of operation:**

Community-based Organizations (CBOs) arise out of people's own initiatives. These can include sports clubs, women's organizations, neighbourhood organizations, religious or educational organizations. There are a large variety of these, some supported by NGOs, national or international NGOs, or bilateral or international agencies, and others independent of outside help. Some are devoted to rising the consciousness of the urban poor or helping them to understand their rights in gaining access to needed services while others are involved in providing such services.

Citywide Organizations include organizations such as the Rotary or lion's Club, chambers of commerce andindustry, coalitions of business, ethnic or educational groups and associations of community organizations. Some exist for other purposes, and become involved in helping the poor as one of many activities, while others are created for the specific purpose of helping the poor.

National NGOs include organizations such as the Red Cross, YMCAs/YWCAs, professional organizations etc. Some of these have state and cuty branches and assist local NGOs.

International NGOs range from secular gencies such as Redda BArna and Save the Children organizations, OXFAM, CARE, Ford and Rockefeller Foundations to religiously motivated groups. Their activities vary from mainly funding local NGOs, institutions and projects, to implementing the projects themselves.

# Approaches under NGO

## 1. Grassroots development :

It targets disadvantaged groups through small, locally based projects.

These projects usually involve training and education programs to transfer skills and build the capacity and confidence of local organisations and

communities.

This approach at its most successful allows the benefits of a project to

continue beyond the duration of the project itself.

**2.Humanitarian/Emergency Relief**

• It focuses on relief in times of disaster such as earthquakes, floods and cyclones.

• NGOs in this area aim to gain access to disaster zones as quickly as possible to provide emergency health services and food aid.

**3. Advocacy**

It aims to draw public attention to an issue and influence government policy either on behalf of, or alongside, a particular community interest group.

It can be approached through high level policy dialogues, lobbying, or through grassroots and community campaigning.

The level of involvement of affected communities differ with each organisation.

**4. Volunteer**

Programs run by NGOs facilitate sending volunteers overseas to offer technical assistance, project support and capacity building in a variety of sectors such as nursing, education, engineering and agriculture.

# SOCIAL RESPONSIBILITY COMPETENCIES

# SRC - Introduction

Social responsibility involves the ability and disposition

- to consider the interdependence of people with each other and the natural environment;
- to contribute positively to one's family, community, society, and the environment;
- to resolve problems peacefully;
- to empathize with others and appreciate their perspectives; and
- to create and maintain healthy relationships.

Social responsibility is one of three interrelated competencies that relate to the broad area of Social and Emotional Learning (SEL):

I. Positive personal and cultural identity (PPCI) II. Personal awareness and responsibility III. Social responsibility

Students who demonstrate social responsibility are active, caring, and responsible members of society. They collaborate effectively with others, demonstrate a strong sense of community-mindedness, and take actions to support diversity and the environment. They show respect for everyone's rights, and demonstrate empathy and a sense of ethical care as they develop relationships and consider differing perspectives.

Development of social responsibility begins within families, before students enter formal schooling, and is expanded and enhanced at every stage of life and schooling. At each stage, students maintain and enhance competencies from previous stages, while developing new skills. Students move from demonstrating social responsibility in relatively simple and highly supported situations, to demonstrating increasing independence in more complex and varied social and environmental contexts. They accept generational roles and responsibilities. The development of competency in social responsibility does not end with school graduation, but continues to develop in personal, social, educational, and

workplace contexts as adults take individual and collective responsibility for the good of society and the environment.

The **four facets** of social responsibility described, are interrelated and interwoven with each other and with other competencies.

**1. Contributing to community and caring for the environment**
Students develop awareness and take responsibility for their social, physical, and natural environments by working independently and collaboratively for the benefit of others, communities, and the environment.

*Sample "I" statements*

With some support, I can be part of a group.

*I can participate in classroom and group activities to improve the classroom, school,    community, or natural world.*

*I contribute to group activities that make my classroom, school, community, or natural    world a better place.*

*I can identify how my actions and the actions of others affect my community and the natural    environment and can work to make positive change.*

*I can analyse complex social or environmental issues from multiple perspectives. I can take thoughtful actions to influence positive, sustainable change.*

**2. Solving problems in peaceful ways**
Students identify and develop an appreciation of different perspectives on issues; they generate, use, and evaluate strategies to resolve problems.

*Sample "I" statements*

*I can solve some problems myself and can identify when to ask for help.*

*I can identify problems and compare potential problem-solving strategies.*

*I can clarify problems, consider alternatives, and evaluate strategies.*

*I can clarify problems or issues, generate multiple strategies, weigh consequences, compromise   to meet the needs of others, and evaluate actions.*

## 3. Valuing diversity

Students value diversity, defend human rights, advocate for others, and act with a sense of ethics in interactions, including online.

### *Sample "I" statements*

With some direction, I can demonstrate respectful and inclusive behaviour.

I can explain when something is unfair.

I can advocate for others.

I take action to support diversity and defend human rights, and can identify how diversity is beneficial for my community, including online.

## 4. Building relationships

Students develop and maintain diverse, positive peer and intergenerational relationships in a variety of contexts.

### *Sample "I" statements*

*With some support, I can be part of a group.*

*I am kind to others, can work or play co-operatively, and can build relationships with people of my choosing.*

*I can identify when others need support and provide it.*

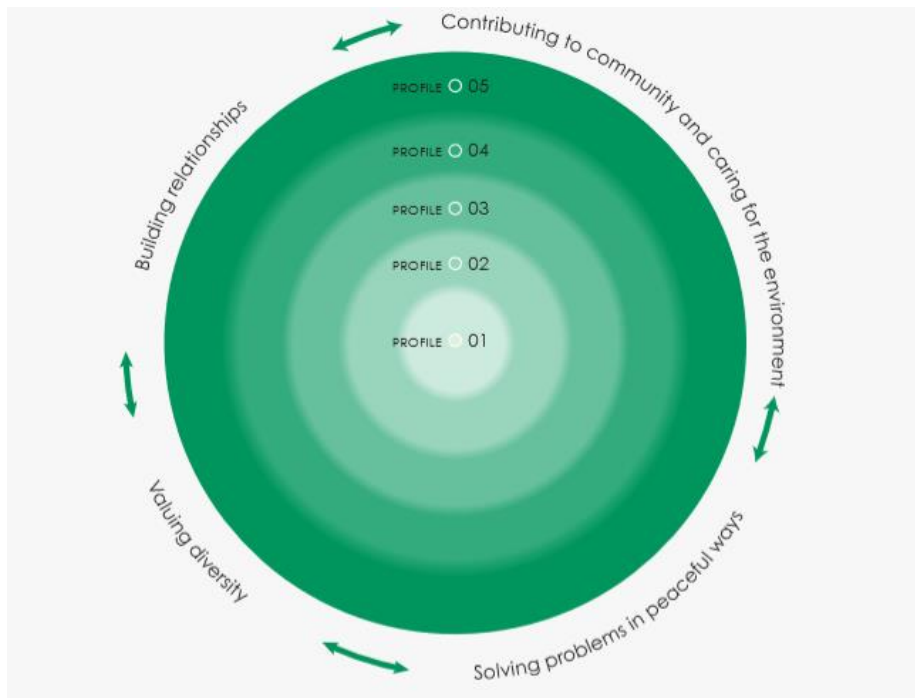*I am aware of how others may feel and take steps to help them feel included.*

*I build and sustain positive relationships with diverse people, including people from different generations.*

The four facets of social responsibility described, are interrelated and interwoven with each other and with other competencies.

| Contributing to community and Caring for the environment | ✔ develop awareness<br>✔ take responsibility<br>✔ work independently/collaboratively |
|---|---|
| Solving problems in peaceful ways | ✔ appreciate different perspectives<br>✔ resolve problems |
| Valuing diversity | ✔ value diversity<br>✔ advocate for others<br>✔ interact ethically |
| Building relationships | ✔ develop and maintain relationships |

# Social Responsibility Competency Profiles

These profile descriptions include the four facets that underpin the Social Responsibility Competency: contributing to community and caring for the environment, solving problems in peaceful ways, valuing diversity, and building relationships. The four facets are interrelated and are embedded within the profile descriptions, which are written from a student's point of view.

| Profile 1 | Profile 2 | Profile 3 | Profile 4 | Profile 5 |
|---|---|---|---|---|
| • Awareness about others<br><br>• Interaction with friends | • Interaction with others<br><br>• Participation in group activities<br><br>• Sharing my feeling<br><br>• Listening to others views<br><br>• Identifying when to ask help and when others need help<br><br>• Identifying what is unfair | Contribution in group activities<br><br>• Consideration of others views and expression of own views<br><br>• Identification of problems and potential strategies<br><br>• Demonstration of respectful and inclusive behaviour<br><br>• Explaning why it is unfair<br><br>• Building and sustaiing relationships | • Identification of effect of own actions and of others<br><br>• Identifying different perspectives of issue<br><br>• Clarifying problems, considering alternatives, and evaluating strategies<br><br>• Respect Differences<br><br>• Advocating for others<br><br>• Empathy<br><br>• Maintaining relationships with other generation | Analysis of complex social or environmental issues from multiple perspectives<br><br>• Thoughtful Actions<br><br>• Clarify problems or issues, generating multiple strategies, weighing consequences, compromising to meet the needs of others and evaluating actions<br><br>• Taking action to support diversity and defending human rights and identifying how diversity is beneficial for the community<br><br>• Building and sustaining positive relationships with diverse people including people from different generations<br><br>• Empathy Driven Action |

**Profile     Description**

**1**     I am aware that other people can be different than I am.

I can interact with my friends. With some support, I can be part of a group.

**2**     In familiar and structured settings, I can interact with others and the environment respectfully.

I can participate in classroom and group activities to improve the classroom, school, community, or natural world.

I can share my feelings and listen to others' views. I can solve some problems myself and can identify when to ask for help.

With some direction, I can demonstrate respectful and inclusive behaviour, including online.

I can identify when something is unfair to me or others.

I can identify when others need help. I am kind to others, can work or play co-operatively, and can build relationships with people of my choosing.

**3**     I can interact with others and the environment respectfully and thoughtfully.

I contribute to group activities that make my classroom, school, community, or natural world a better place. I can identify small things I can do that could make a difference.

I can consider others' views and express a different opinion in a peaceful way.

I can identify problems and compare potential problem-solving strategies.

I can demonstrate respectful and inclusive behaviour, including online.

I can explain why something is unfair.

I can identify when others need support and provide it.

I can build and sustain relationships.

I show care for elders.

**4**     I can take purposeful action to support others and the environment.

I can identify how my actions and the actions of others affect my community and the natural environment and can work to make positive change.

I can identify different perspectives on an issue.

I can clarify problems, consider alternatives, and evaluate strategies.

I respect differences, and demonstrate respectful and inclusive behaviour, including online.

I can advocate for others.

I am aware of how others may feel and take steps to help them feel included.

I maintain relationships with people from different generations.

**5**     I can initiate positive, sustainable change for others and the environment.

I can analyse complex social or environmental issues from multiple perspectives.

I can take thoughtful actions to influence positive, sustainable change.

I can clarify problems or issues, generate multiple strategies, weigh consequences, compromise to meet the needs of others, and evaluate actions.

I take action to support diversity and defend human rights, and can identify how diversity is beneficial for my community, including online.

I build and sustain positive relationships with diverse people, including people from different generations.

I show empathy for others and adjust my behaviour to accommodate their needs.

# SOCIAL RESPONSIBILITY COMPETENCIES

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Development of social responsibility begins within families, before students enter formal schooling, and is expanded and enhanced at every stage of life and schooling. At each stage, students maintain and enhance competencies from previous stages, while developing new skills. Students move from demonstrating social responsibility in relatively simple and highly supported situations, to demonstrating increasing independence in more complex and varied social and environmental contexts. They accept generational roles and responsibilities. The development of competency in social responsibility does not end with school graduation, but continues to develop in personal, social, educational, and

workplace contexts as adults take individual and collective responsibility for the good of society and the environment.

The **four facets** of social responsibility described, are interrelated and interwoven with each other and with other competencies.

## 1. Contributing to community and caring for the environment

Students develop awareness and take responsibility for their social, physical, and natural environments by working independently and collaboratively for the benefit of others, communities, and the environment.

*Sample "I" statements*

With some support, I can be part of a group.

*I can participate in classroom and group activities to improve the classroom, school, community, or natural world.*

*I contribute to group activities that make my classroom, school, community, or natural world a better place.*

*I can identify how my actions and the actions of others affect my community and the natural environment and can work to make positive change.*

*I can analyse complex social or environmental issues from multiple perspectives. I can take thoughtful actions to influence positive, sustainable change.*

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*I can identify problems and compare potential problem-solving strategies.*

*I can clarify problems, consider alternatives, and evaluate strategies.*

*I can clarify problems or issues, generate multiple strategies, weigh consequences, compromise    to meet the needs of others, and evaluate actions.*

## 3. Valuing diversity

Students value diversity, defend human rights, advocate for others, and act with a sense of ethics in interactions, including online.

### *Sample "I" statements*

With some direction, I can demonstrate respectful and inclusive behaviour.

I can explain when something is unfair.

I can advocate for others.

I take action to support diversity and defend human rights, and can identify how diversity is beneficial for my community, including online.

## 4. Building relationships

Students develop and maintain diverse, positive peer and intergenerational relationships in a variety of contexts.

### *Sample "I" statements*

*With some support, I can be part of a group.*

*I am kind to others, can work or play co-operatively, and can build relationships with people of my choosing.*

*I can identify when others need support and provide it.*

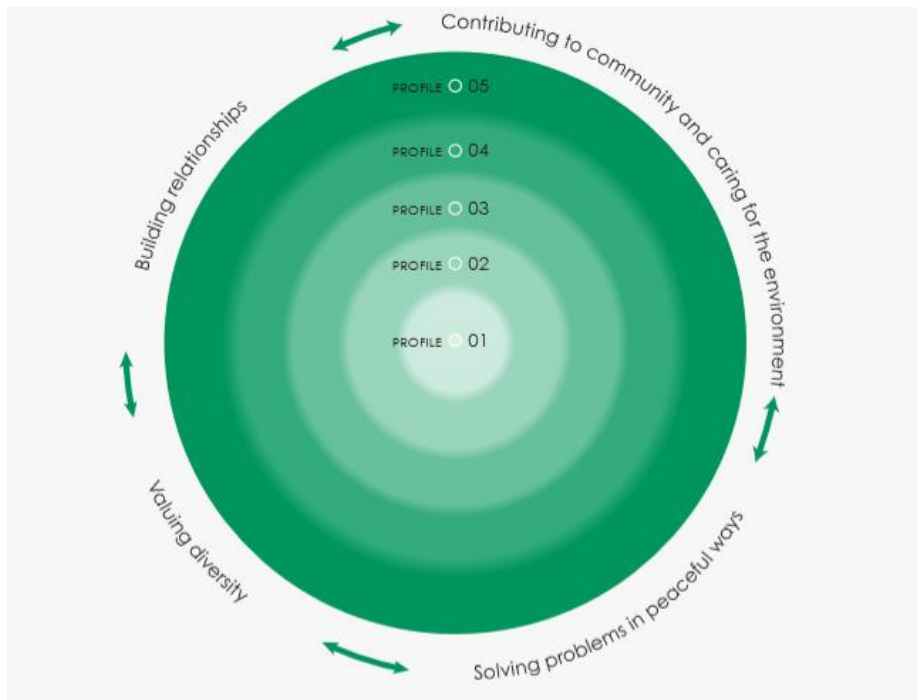*I am aware of how others may feel and take steps to help them feel included.*

*I build and sustain positive relationships with diverse people, including people from different generations.*

The four facets of social responsibility described, are interrelated and interwoven with each other and with other competencies.

| Contributing to community and Caring for the environment | ✔ develop awareness<br>✔ take responsibility<br>✔ work independently/collaboratively |
|---|---|
| Solving problems in peaceful ways | ✔ appreciate different perspectives<br>✔ resolve problems |
| Valuing diversity | ✔ value diversity<br>✔ advocate for others<br>✔ interact ethically |
| Building relationships | ✔ develop and maintain relationships |

# Social Responsibility Competency Profiles

These profile descriptions include the four facets that underpin the Social Responsibility Competency: contributing to community and caring for the environment, solving problems in peaceful ways, valuing diversity, and building relationships. The four facets are interrelated and are embedded within the profile descriptions, which are written from a student's point of view.

| Profile 1 | Profile 2 | Profile 3 | Profile 4 | Profile 5 |
|---|---|---|---|---|
| • Awareness about others<br><br>• Interaction with friends | • Interaction with others<br><br>• Participation in group activities<br><br>• Sharing my feeling<br><br>• Listening to others views<br><br>• Identifying when to ask help and when others need help<br><br>• Identifying what is unfair | Contribution in group activities<br><br>• Consideration of others views and expression of own views<br><br>• Identification of problems and potential strategies<br><br>• Demonstration of respectful and inclusive behaviour<br><br>• Explaning why it is unfair<br><br>• Building and sustaiing relationships | • Identification of effect of own actions and of others<br><br>• Identifying different perspectives of issue<br><br>• Clarifying problems, considering alternatives, and evaluating strategies<br><br>• Respect Differences<br><br>• Advocating for others<br><br>• Empathy<br><br>• Maintaining relationships with other generation | Analysis of complex social or environmental issues from multiple perspectives<br><br>• Thoughtful Actions<br><br>• Clarify problems or issues, generating multiple strategies, weighing consequences, compromising to meet the needs of others and evaluating actions<br><br>• Taking action to support diversity and defending human rights and identifying how diversity is beneficial for the community<br><br>• Building and sustaining positive relationships with diverse people including people from different generations<br><br>• Empathy Driven Action |

**Profile     Description**

**1**     I am aware that other people can be different than I am.

I can interact with my friends. With some support, I can be part of a group.

**2**     In familiar and structured settings, I can interact with others and the environment respectfully.

I can participate in classroom and group activities to improve the classroom, school, community, or natural world.

I can share my feelings and listen to others' views. I can solve some problems myself and can identify when to ask for help.

With some direction, I can demonstrate respectful and inclusive behaviour, including online.

I can identify when something is unfair to me or others.

I can identify when others need help. I am kind to others, can work or play co-operatively, and can build relationships with people of my choosing.

**3**     I can interact with others and the environment respectfully and thoughtfully.

I contribute to group activities that make my classroom, school, community, or natural world a better place. I can identify small things I can do that could make a difference.

I can consider others' views and express a different opinion in a peaceful way.

I can identify problems and compare potential problem-solving strategies.

I can demonstrate respectful and inclusive behaviour, including online.

I can explain why something is unfair.

I can identify when others need support and provide it.

I can build and sustain relationships.

I show care for elders.

**4**    I can take purposeful action to support others and the environment.

I can identify how my actions and the actions of others affect my community and the natural environment and can work to make positive change.

I can identify different perspectives on an issue.

I can clarify problems, consider alternatives, and evaluate strategies.

I respect differences, and demonstrate respectful and inclusive behaviour, including online.

I can advocate for others.

I am aware of how others may feel and take steps to help them feel included.

I maintain relationships with people from different generations.

**5**    I can initiate positive, sustainable change for others and the environment.

I can analyse complex social or environmental issues from multiple perspectives.

I can take thoughtful actions to influence positive, sustainable change.

I can clarify problems or issues, generate multiple strategies, weigh consequences, compromise to meet the needs of others, and evaluate actions.

I take action to support diversity and defend human rights, and can identify how diversity is beneficial for my community, including online.

I build and sustain positive relationships with diverse people, including people from different generations.

I show empathy for others and adjust my behaviour to accommodate their needs.

# Corporate Social Responsibility(CSR)

## Evolution Of CSR In India

India has the world's richest tradition of Corporate Social Responsibility (CSR). The term CSR may be relatively new to India, but the concept dates back to Mauryan history, where philosophers like Kautilya emphasized on ethical practices and principles while conducting business. CSR has been informally practiced in ancient times in form of charity to the poor and disadvantaged. Indian scriptures have at several places mentioned the importance of sharing one's earning with the deprived section of society. We have a deep rooted culture of sharing and caring.

Religion also played a major role in promoting the concept of CSR. Islam had a law called Zakaat, which rules that a portion of one's earning must be shared with the poor in form of donations. Merchants belonging to Hindu religion gave alms, got temples and night shelters made for the poorer class. Hindus followed Dharmada where the manufacturer or seller charged a specific amount from the purchaser, which was used for charity. The amount was known as charity amount or Dharmada. In the same fashion, Sikhs followed Daashaant.

Here, we can understand that the history of CSR in India runs parallel to the historical development of India. CSR has evolved in phases like community engagement, socially responsible production, and socially responsible employee relations. Therefore, the history of Corporate Social responsibility in India can be broadly divided into four phases:

The first phase of CSR was driven by noble deeds of philanthropists and charity. It was influenced by family values, traditions, culture and religion along with industrialization. Till 1850, the wealthy businessmen shared their riches with the society by either setting up temples or religious institutions. In times of famines, they opened their granaries for the poor and hungry. The approach towards CSR changed with the arrival of colonial rule in 1850. In the Pre-independence era, the pioneers or propagators of industrialization also supported the concept of CSR. In 1900s, the industrialist families like Tatas, Birlas, Modis, Godrej, Bajajs and Singhanias promoted this concept by setting up charitable foundations, educational and healthcare institutions, and trusts for community development. It may also be interesting to note that their efforts for social benefit were also driven by political motives.

The second phase was the period of independence struggle when the industrialists were pressurized to show their dedication towards the benefit of the society. Mahatma Gandhi urged to the powerful industrialists to share their wealth for the benefit of underprivileged section of the society. He gave the concept of trusteeship. This concept of trusteeship helped in the socio-economic growth of India. Gandhi regarded the Indian companies and industries as "Temples of Modern India". He influenced the industrialists and business houses to build trusts for colleges, research and training institutes. These trusts also worked to enhance social reforms like rural development, women empowerment and education. In the third phase from 1960-1980, CSR was influenced by the emergence of Public sector undertakings to ensure proper distribution of wealth. The policy of industrial licensing, high taxes and restrictions on the private sector resulted in corporate malpractices. This led to enactment of legislation regarding corporate governance, labor and environmental issues. Still the PSUs were not very successful. Therefore there was a natural shift of expectation from the public to the private sector and their active involvement in the socio-economic growth. In 1965, the academicians, politicians and businessmen set up a national workshop on CSR, where great stress was laid on social accountability and transparency.

In the fourth phase from 1980 onwards, Indian companies integrated CSR into a sustainable business strategy. With globalization and economic liberalization in 1990s, and partial withdrawal of controls and licensing systems there was a boom in the economic growth of the country. This led to the increased momentum in industrial growth, making it possible for the companies to contribute more towards social responsibility. What started as charity is now understood and accepted as responsibility.

In the current scenario in India, the new companies act amended in December 2012 mandates the corporate to spend 2% of their average net profits of the last three financial years towards CSR. This is applicable for companies with a turnover of 1000 Cr/ PAT of 5 Cr/ or net worth of 500 cr. The new bill replaces the Companies act 1956 and emphasizes carrying forward the agenda of Corporate Social Responsibility.

**Government Policies on CSR**

Corporate Social Responsibility (CSR) is a concept whereby companies not only consider their profitability and growth, but also the interests of society and the environment by taking responsibility for the impact of their activities on stakeholders, environment, consumers, employees, communities, and all other members of the public sphere. The basic premise is that when the corporations get bigger in size, apart from the economic responsibility of earning profits, there are many other responsibilities attached to them which are more of non-financial/social in nature. These are the expectations of the society from these corporate to give something in return to the society with whose explicit or implicit help these entities stand where CSR is understood to be the way firms integrate social, environmental and economic concerns into their values, culture, decision making, strategy and operations in a transparent and accountable manner and thereby establish better practices within the firm, create wealth and improve society.

Corporate Social Responsibility is nothing but what an organisation does, to positively influence the society in which it exists. It could take the form of community relationship, volunteer assistance programmes, special scholarships, preservation of cultural heritage and beautification of cities.

The term Corporate Social responsibility refers to the concept of business being accountable for how it manages the impact of its processes on stakeholders and takes responsibility for producing a positive effect on society.

## **Why CSR at All?**

Business cannot exist in isolation; business cannot be oblivious to societal development. The social responsibility of business can be integrated into the business purpose so as to build a positive synergy between the two.

1.  CSR creates a favourable public image, which attracts customers. Reputation or brand equity of the products of a company which understands and demonstrates its social responsibilities is very high. Customers trust the products of such a company and are willing to pay a premium on its products. Organizations that perform well with regard to CSR can build reputation, while those that perform poorly can damage brand and company value when exposed. Brand equity, is founded on values such as trust, credibility, reliability, quality and consistency.

2. Corporate Social Responsibility (CSR) activities have its advantages. It builds up a positive image encouraging social involvement of employees, which in turn develops a sense of loyalty towards the organization, helping in creating a dedicated workforce proud of its company. Employees like to contribute to the cause of creating a better society. Employees become champions of a company for which they are proud to work.

3.  Society gains through better neighbourhoods and employment opportunities, while the organization benefits from a better community, which is the main source of its workforce and the consumer of its products.

4.  Public needs have changed leading to changed expectations from consumers. The industry/ business owes its very existence to society and has to respond to needs of the society.

5.  The company's social involvement discourages excessive regulation or intervention from the Government or statutory bodies, and hence gives greater freedom and flexibility in decision-making.

6. The internal activities of the organisation have an impact on the external environment, since the society is an interdependent system.

7.  A business organization has a great deal of power and money, entrusted upon it by the society and should be accompanied by an equal amount of responsibility. In other words, there should be a balance between the authority and responsibility.

8.   The good public image secured by one organization by their social responsiveness encourages other organizations in the neighbourhood or in the professional group to adapt themselves to achieve their social responsiveness.

9.  The atmosphere of social responsiveness encourages co-operative attitude between groups of companies. One company can advise or solve social problems that other organizations could not solve.

10. Companies can better address the grievances of its employees and create employment opportunities for the unemployed.

11.   A company with its "ear to the ground" through regular stakeholder dialogue is in a better position to anticipate and respond to regulatory, economic, social and environmental changes that may occur.

12.    Financial institutions are increasingly incorporating social and environmental criteria into their assessment of projects. When making decisions about where to place their money, investors are looking for indicators of effective CSR management.

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-projects or programs relating to activities specified in the Schedule VII of the Act; or

-projects or programs relating to activities undertaken by the Board in pursuance of recommendations of the CSR Committee as per the declared CSR policy subject to the condition that such policy covers subjects enumerated in the Schedule VII of the Act.

## Corporate Social Reporting: [mandatory Disclosure Requirements]

It is mandatory for companies to disclose in Board's Report, an annual report on CSR. The report of the Board of Directors attached to the financial statements of the Company would also need to include an annual report on the CSR activities of the company in the format prescribed containing following particulars –

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- The Composition of the CSR Committee.

- Average net profit of the company for last three financial years

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- In case the company has failed to spend the two per cent of the average net profit of the last three financial years or any part thereof, the company shall provide the reasons for not spending the amount in its Board report.

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## Tata Steel [TISCO] – A company that also makes steel

Tata Steel's Vision strikes a balance between economic value as well as ecological and societal value by aspiring to be "a Global Benchmark in Value Creation and Corporate Citizenship". In the initial years, Tata Steel's CSR interventions were more as a 'provider' to society where the community was given support for its

Overall needs, both for sustenance and development. Gradually, the shift in approach led to Tata Steel being an 'enabler' focusing on building community capacity through training programmes; focusing on providing technical support rather than giving aid. At present, CSR interventions of Tata Steel focus on 'sustainable development' to enhance the quality of life of people. It guides the Company in its race to excel in all areas of sustainability. J R D Tata the Chairman of the Tata Group believed that, "to create good working conditions, to pay the best wages to its employees and provide decent housing to its employees are not enough for the industry, the aim of an industry should be to discharge its overall social responsibilities to the community and the society at large, where industry is located." Guided by this mandate, Tata Steel has for decades uses its skills and resources, to the extent it can reasonably afford, to give back to the community a fair share of the product of its efforts.

The Company supports and propagates the principles of the United Nations Global Compact as a Founder Member, is a signatory to the World steel Sustainability Charter and supports the Affirmative Action programme of the Confederation of Indian Industry. Tata Steel's approach to business has evolved from the concept that the wealth created must be continuously returned to society. The responsibility of combining the three elements of society - social, environmental, and economic - is of utmost importance to the way of life at Tata Steel.

Today, Tata Steel's CSR activities in India encompass the Company's Steel Works, Iron ore mines and collieries, reaching out to the city of Jamshedpur, its peri-urban areas and over 800 villages in the states of Jharkhand, Odisha and Chhattisgarh. Community involvement is a characteristic of all Tata Steel Group companies around the world. It can take the form of financial support, provision of materials and the involvement of time, skills and enthusiasm of employees. The Group contributes to a very wide range of social, cultural, educational, sporting, charitable and emergency assistance programmes. The Company works in partnership with the Government, national and international development organisations, local NGOs and the community to ensure sustainable development.

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# Corporate Social Responsibility(CSR)

## Evolution Of CSR In India

India has the world's richest tradition of Corporate Social Responsibility (CSR). The term CSR may be relatively new to India, but the concept dates back to Mauryan history, where philosophers like Kautilya emphasized on ethical practices and principles while conducting business. CSR has been informally practiced in ancient times in form of charity to the poor and disadvantaged. Indian scriptures have at several places mentioned the importance of sharing one's earning with the deprived section of society. We have a deep rooted culture of sharing and caring.

Religion also played a major role in promoting the concept of CSR. Islam had a law called Zakaat, which rules that a portion of one's earning must be shared with the poor in form of donations. Merchants belonging to Hindu religion gave alms, got temples and night shelters made for the poorer class. Hindus followed Dharmada where the manufacturer or seller charged a specific amount from the purchaser, which was used for charity. The amount was known as charity amount or Dharmada. In the same fashion, Sikhs followed Daashaant.

Here, we can understand that the history of CSR in India runs parallel to the historical development of India. CSR has evolved in phases like community engagement, socially responsible production, and socially responsible employee relations. Therefore, the history of Corporate Social responsibility in India can be broadly divided into four phases:

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The second phase was the period of independence struggle when the industrialists were pressurized to show their dedication towards the benefit of the society. Mahatma Gandhi urged to the powerful industrialists to share their wealth for the benefit of underprivileged section of the society. He gave the concept of trusteeship. This concept of trusteeship helped in the socio-economic growth of India. Gandhi regarded the Indian companies and industries as "Temples of Modern India". He influenced the industrialists and business houses to build trusts for colleges, research and training institutes. These trusts also worked to enhance social reforms like rural development, women empowerment and education. In the third phase from 1960-1980, CSR was influenced by the emergence of Public sector undertakings to ensure proper distribution of wealth. The policy of industrial licensing, high taxes and restrictions on the private sector resulted in corporate malpractices. This led to enactment of legislation regarding corporate governance, labor

and environmental issues. Still the PSUs were not very successful. Therefore there was a natural shift of expectation from the public to the private sector and their active involvement in the socio-economic growth. In 1965, the academicians, politicians and businessmen set up a national workshop on CSR, where great stress was laid on social accountability and transparency.

In the fourth phase from 1980 onwards, Indian companies integrated CSR into a sustainable business strategy. With globalization and economic liberalization in 1990s, and partial withdrawal of controls and licensing systems there was a boom in the economic growth of the country. This led to the increased momentum in industrial growth, making it possible for the companies to contribute more towards social responsibility. What started as charity is now understood and accepted as responsibility.

In the current scenario in India, the new companies act amended in December 2012 mandates the corporate to spend 2% of their average net profits of the last three financial years towards CSR. This is applicable for companies with a turnover of 1000 Cr/ PAT of 5 Cr/ or net worth of 500 cr. The new bill replaces the Companies act 1956 and emphasizes carrying forward the agenda of Corporate Social Responsibility.

**Types of CSR**

Corporate Social Responsibility initiatives are based on four different categories:

**Ethical Responsibility**

Ethical responsibility is about looking after the welfare of the employees by ensuring fair labor practices for the employees and also the employees of their suppliers. Ethical labor practices for suppliers mean that the companies will ensure the use of products that have been certified as meeting fair trade standards. Ensuring fair labor practices for employees mean that there will be no gender, race or religious discrimination among the employees and each employee will be given equal pay for equal work and better living wage compensation.

Here, a good example can be Google. Google employees have high levels of job satisfaction because they are well compensated and well paid at work. The work environment at Google is supportive and the company looks after the

well-being of its employees. Google offers free meal at work which saves a lot of money from their wages. Google gives its employees free access to campus cafes, micro kitchens and other options for breakfast, lunch, and dinner.

**Philanthropic Responsibility:**

Philanthropic responsibility means to serve the humanity. This criterion pays attention to the well-being of the unprivileged or needy people who badly require our support to sustain on this planet. Companies fulfill their philanthropic responsibility by donating their time, money or resources to charities and organizations at national or international levels. These donations are mainly given to a variety of worthy causes including human rights, national disaster relief, and clean water and education programs in underdeveloped countries.

No other business tycoon has fulfilled the philanthropic responsibilities better than Bill Gates. Bill Gates has donated billions of dollars to the Bill and Melinda Gates Foundation, which supports numerous causes including education, the eradication of malaria and agricultural developments etc.

**Environmental Responsibility:**

Currently, we need to focus on two main areas of our environment: limiting pollution and reducing greenhouse gases. Companies are bound to fulfill their economic responsibility because awareness of environmental issues are growing largely among the consumers and today they want businesses to take necessary steps to save our planet and preserve all the lives in it. Companies that are concerned about reducing air, land and water pollution have increased their standing as good corporate citizens while benefiting the society.

An example of environmental responsibility is Tesla Motors that design cars combining style, acceleration and handling with advanced technologies in order

to make it more environmental friendly and reduce pollutions. Tesla cars do not need gasoline refueling and it can be charged at home.

**Economic Responsibility:**

Economic responsibility is an interconnected field which focuses to strike a balance between business, environmental and philanthropic practices. Economic responsibility abides by, the set standards of ethical and moral regulations. In this context, companies try to find out a solution which can facilitate their business growth and generate profits by benefitting the community and our society.

Here economic decisions are made by considering their overall effects on society and businesses at the same time. Hence, economic responsibility can improve business operations while engaging in sustainable practices.

**Conclusion**

The CEO's running the business organizations must understand that Corporate Social responsibility has become a mandatory practice and they can't deny it anymore.

Corporations, business houses and entrepreneurs can improve their public image by supporting nonprofits through volunteerism and making monetary or materialistic donations to build strong partnerships with their consumers and the community alike. When these philanthropic efforts make headlines and get good media coverage, companies increase their chances of becoming favorable in the eyes of their consumers.

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Corporate Social Responsibility (CSR) is a concept whereby companies not only consider their profitability and growth, but also the interests of society and the environment by taking responsibility for the impact of their activities on stakeholders, environment, consumers, employees, communities, and all other members of the public sphere. The basic premise is that when the corporations get bigger in size, apart from the economic responsibility of earning profits, there are many other responsibilities attached to them which are more of non-financial/social in nature. These are the expectations of the society from these corporate to give something in return to the society with whose explicit or implicit help these entities stand where CSR is understood to be the way firms integrate social, environmental and economic concerns into their values, culture, decision making, strategy and operations in a transparent and accountable manner and thereby establish better practices within the firm, create wealth and improve society.

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results of the measurement of HDI will enable the Group to direct its social initiatives better and allocate resources more efficiently

**Benefits of CSR towards Society**

CSR is the way to show the human face of your business. Businesses deal with humans so you can only connect with them through human language by showing some humanity. For most businesses, it makes sense to get involved in progression of the community solely, depending on CSR initiatives related to your product or service.

CSR initiatives can be the best way to contribute to the society and its people. Through local or national charitable contributions businesses can help the society. Businesses can get involved in the society and help it to progress by taking social initiatives on behalf of the company such as investing in education programs for the poor and street children and homeless care activities for homeless people or refugees. They can support a local charity making financial contributions in effective charitable projects. If you are a restaurant owner you may provide food to local homeless groups or to orphanages free of cost.

Businesses can pay attention to material recyclability, develop better product durability and functionality and use more renewable resources at lesser costs to keep the environment as clean as possible and contribute to the ecology of the country.

When businesses decide to make positive contributions to the society they are actually benefitting the company in the process. The companies benefit through lower operating costs, increased sales and customer loyalty, greater

productivity, gaining ability to attract and keep skilled employees, getting access to more capital through more willing investors etc.

CSR is the thoughtful and practical way to give back to the society. When businesses are walking extra miles to do good to the people, do good to the environment and society.

CSR has strong and direct impact on business performances as well. According to, CSR RepTrak® studies, if businesses improve their CSR perception, chances are higher that consumer recommendation will go up to 9% for the company.

Contributing to social value has become the first and foremost condition to creating a successful business. Companies need to establish themselves as socially responsible and good corporate citizens to add greater value to their business.

**Conclusion**

Today almost all businesses are incorporating CSR initiatives in their business strategies to benefit the company, increase its sales and create a brand more appealing and friendly to the consumers by contributing to the society.

Nestle can be a great example in this context. Nestle has a great and positive tagline which completely upholds the brand's motto- "Good food. Good Life." This is not a mere tagline just used for promoting the brand. It actually summarizes their CSR initiatives and shows their commitment to the betterment of public health.

Nestle has made 41 public commitments to enhance the quality of life and ensure a healthier future for all. These commitments contribute to the UN's Sustainable Development Goals. The details of Nestlé's progressive

CSR initiatives are published in their Annual Review of the company almost every year.

Nestle has struck the right balance between sustainable growth and efficiency, and creating long term value for the shareholders and society on the whole. In 2016 Nestle made operating profit up to 16% which increased to 17.5% in the following years and now they are committed to expand the trading operating profit margin to 18.5% by 2020.

At present CSR holds no separate department at corporate houses and CSR professionals are housed in communications and PR departments which is an inappropriate practice. CSR experts suggest that it should be incorporated into every department of the company starting from supply chain, procurement, innovation, manufacturing, to HR so that company can reap a good harvest from the investments that it makes.

# Value Diversity and Building Relationships

## What is Culture?

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

## Why is culture important?

Culture is a strong part of people's lives. It influences their views, their values, their humour, their hopes, their loyalties, and their worries and fears. So when you are working with people and building relationships with them, it helps to have some perspective and understanding of their cultures.

But as we explore culture, it's also important to remember how much we have in common. People see the world very differently, but they know what it is like to wake up in the morning and look forward to the adventures that of the day. We are all human beings. We all love deeply, want to learn, have hopes and dreams, and have experienced pain and fear.

At the same time, we can't pretend our cultures and differences don't matter. We can't gloss over differences and pretend they don't exist, wishing we could all be alike, and we can't pretend that discrimination doesn't exist.

## Why is understanding culture IMPORTANT?

The world is becoming increasingly diverse and includes people of many religions, languages, economic groups, and other cultural groups.

It is becoming clear that in order to build communities that are successful at improving conditions and resolving problems, we need to understand and appreciate many cultures, establish relationships with people from cultures other than our own, and build strong alliances with different cultural groups. Additionally, we need to bring non-mainstream groups into the centre of civic activity. Why?

**In order to build communities that are powerful enough to attain significant change, we need large numbers of people working together**. If cultural groups join forces, they will be more effective in reaching common goals, than if each group operates in isolation.

**Each cultural group has unique strengths and perspectives that the larger community can benefit from.** We need a wide range of ideas, customs, and wisdom to solve problems and enrich community life. Bringing non-mainstream groups into the center of civic activity can provide fresh perspectives and shed new light on tough problems.

**Understanding cultures will help us overcome and prevent racial and ethnic divisions**. Racial and ethnic divisions result in misunderstandings, loss of opportunities, and sometimes violence. Racial and ethnic conflicts drain communities of financial and human resources; they distract cultural groups from resolving the key issues they have in common.

**People from different cultures have to be included in decision-making processes in order for programs or policies to be effective**. The people affected by a decision have to be involved in formulating solutions--it's a basic

democratic principle. Without the input and support of all the groups involved, decision-making, implementation, and follow through are much less likely to occur.

**An appreciation of cultural diversity goes hand-in-hand with a just and equitable society**. For example, research has shown that when students' cultures are understood and appreciated by teachers, the students do better in school. Students feel more accepted, they feel part of the school community, they work harder to achieve, and they are more successful in school.

**If we do not learn about the influences that cultural groups have had on our mainstream history and culture**, **we are all missing out on an accurate view of our society and our communities.**


## Diversity Issues When Developing Work Relations with Colleagues

Understanding the diversity issues that can interrupt working relationships, such as differences in communication styles or business etiquette, helps employees and organizational leaders diminish the impact of these issues or avoid them altogether. There are, of course, dozens of issues that can divide us in a multicultural workplace/community.

### 1. Language Differences

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

### 2. Differences in Values and Etiquette

Scholars who study cultural diversity agree that the primary value that distinguishes American culture from much of the rest of the world is America's emphasis on the individual over the group. We tend to reward individual effort, emphasize individual responsibility, and give credit for individual achievement. By contrast, 70 percent of the rest of the world is more concerned with the needs and responsibilities of the group. Members of what are called

"collectivist" cultures live their lives for the good of the group. Perhaps, for example, you have encountered colleagues who seem uncomfortable when complimented in front of others or when selected for the honour of "worker of the month." Maybe you know someone from a group-oriented culture who refused a promotion because she was uncomfortable being elevated above the group. As you study diversity further, you will gradually see that group versus individualistic cultural differences can affect a wide-variety of workplace relationships.

### 3. Tone of voice

Have you ever had an encounter with someone from another culture who seemed to be rude or demanding only to discover later that he or she had no intention of sounding that way? There are a number of reasons why this happens. The tonal structure of many languages simply does not translate very harmoniously into English. Because of the harshness of tone, someone from these countries might sound inadvertently rude when making a request or statement.

### 4. Clustering

Clustering means the habit of primarily sitting with, talking to, and "hanging around" people who are like oneself. Although there is nothing intrinsically wrong with clustering, it can create the impression of exclusion and even racism. No matter what the group involved -- be it Anglo, African-American, Asian, Latino -- when we routinely congregate with those who are like ourselves culturally or racially, it can be misinterpreted to mean that we regard our own group as better than others.

### 5. Communication

Verbal and non-verbal communication can be an issue in cross-cultural workplace relationships. For example, even a foreign-born colleague fluent in the English language can misunderstand English words because of regional accents, dialects, slang or speech impediments. Non-verbal communication such as how a person sits or uses eye contact also can be misinterpreted between colleagues of different cultures unless colleagues can learn about each other's specific communication styles.

### 6. Tolerance

Racial and cultural resentments can be toxic issues in the workplace. For example, insensitive comments or assumptions about someone based on a stereotype can hurt a working relationship or get you in trouble, even if done naively or through just kidding around. Part of the American culture is to be outspoken and assertive, which are useful traits until what we say and how we

say it to a colleague comes off as offensive. How colleagues of different cultures or sub-cultures dress, wear their hair, greet people or carry themselves can also be confusing or spark unfair judgment in a workplace.

## 7. Religious Issues

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

## 8. Workplace Issues

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

## Overcoming Issues

Even respect shown in seemingly small ways can build trust despite diversity issues. For example, learning how to say a colleague's name correctly or how to say "good morning" or "thank you" in a person's native language shows respect. Such effort shows appreciation for foreign colleagues and the challenges they go through in learning new languages and adapting to new ways. Temporarily setting aside your own beliefs, assumptions and judgments in order to see through others' cultural lenses can help you overcome diversity issues with colleagues.

## Why Have Good Relationships?

Human beings are naturally social creatures – we crave friendship and positive interactions, just as we do food and water. So it makes sense that the better our relationships are at work, the happier and more productive we're going to be.

Good working relationships give us several other benefits: our work is more enjoyable when we have good relationships with those around us. Also, people are more likely to go along with changes that we want to implement, and we're more innovative and creative.

What's more, good relationships give us freedom: instead of spending time and energy overcoming the problems associated with negative relationships, we can, instead, focus on opportunities.

Good relationships are also often necessary if we hope to develop our careers. After all, if your boss doesn't trust you, it's unlikely that he or she will consider you when a new position opens up. Overall, we all want to work with people we're on good terms with.

We also need good working relationships with others in our professional circle. Customers, suppliers and key stakeholders are all essential to our success. So, it's important to build and maintain good relations with these people.

## Defining a Good Relationship

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

**Trust** – This is the foundation of every good relationship. When you trust your team and colleagues, you form a powerful bond that helps you to work and communicate more effectively. If you trust the people you work with, you can be open and honest in your thoughts and actions, and you don't have to waste time and energy "watching your back."

**Mutual Respect** – When you respect the people who you work with, you value their input and ideas, and they value yours. Working together, you can develop solutions based on your collective insight, wisdom and creativity.

**Mindfulness** – This means taking responsibility for your words and actions. Those who are mindful are careful and attend to what they say, and they don't let their own negative emotions impact the people around them.

**Welcoming Diversity** – People with good relationships not only accept diverse people and opinions, but they welcome them. For instance, when your friends and colleagues offer different opinions from yours, you take the time to consider what they have to say, and factor their insights into your decision-making.

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

# Social Entrepreneurship

# Social Entrepreneurship

Social entrepreneurship is all about recognizing the social problems and achieving a social change by employing entrepreneurial principles, processes and operations. It is all about making a research to completely define a particular social problem and then organizing, creating and managing a social venture to attain the desired change. The change may or may not include a thorough elimination of a social problem. It may be a lifetime process focusing on the improvement of the existing circumstances.

While a general and common business entrepreneurship means taking a lead to open up a new business or diversifying the existing business, social entrepreneurship mainly focuses on creating social capital without measuring the performance in profit or return in monetary terms. The entrepreneurs in this field are associated with non-profit sectors and organizations. But this does not eliminate the need of making profit. After all entrepreneurs need capital to carry on with the process and bring a positive change in the society.

Along with social problems, social entrepreneurship also focuses on environmental problems. Child Rights foundations, plants for treatment of waste products and women empowerment foundations are few examples of social ventures. Social entrepreneurs can be those individuals who are associated with non-profit and non-government organizations that raise funds through community events and activities.

In the modern world, there are several well-known social entrepreneurs who have contributed a lot towards the society. The founder and manager of Grameen Bank, Muhammad Yunus is a contemporary social entrepreneur who has been awarded a Nobel Peace Prize for his venture in the year 2006. The

venture has been continuously growing and benefiting a large section of the society.

Rang De is another brilliant example of a non-profit social enterprise. Established in the year 2008 by Ramakrishna and Smita Ram, it is an online platform from where rural and urban poor people in India can access micro-credits with an interest rate of as low as 2 percent per annum. Lenders from all across the country can directly lend money to borrowers, track investments and receive regular payments online.

The George Foundation is one more nationally recognized social enterprise. The Women's Empowerment Program creates awareness among women by providing them education, vocational training, cooperative farming, business development and savings planning. By employing the principles of social entrepreneurship, these organizations are addressing the social problems and bringing a positive change in the society.

There are several other organizations that are considered as a positive changemakers in the society. Echoing Green, The Canadian Social Entrepreneurship Foundation, Schwab Foundation for Social Entrepreneurship, The Skoll Foundation, NIKA Water Company, Newman's Own and Ashoka: Innovators for the Public are such organization that aim for bringing social change and continuously improving the existing conditions in the society.

The field of social entrepreneurship is rapidly growing and attracting the attention of numerous volunteers. It has now become a common term in university campuses. The reason behind the increasing popularity of this product is that individuals get to do what they have been thinking for long. The extraordinary people put their brilliant ideas and bring a change in society against all odds.

# Social Entrepreneurship – History

Social entrepreneurship is a kind of entrepreneurship initiative that aims at taking up a social problem for bringing about a transformation in the same. The person who takes up the challenge is called a social entrepreneur and he / she uses principle of entrepreneurship with the intent of creating social capital and not being essentially profit centered.

The aim of social entrepreneurship is to promote the cause of social and environmental goals that have an impact in either in the present or the times to come. Such entrepreneurs are generally a part of or associated in some way with some nonprofit organizations (NGO's). Although profit making is also as aspect of this concept but it may not be the sole purpose of the organization.

Andrew Mawson worked extensively upon the concept of social entrepreneurship and extended the same to bring about reform in the community structure. He also laid the foundation of the Bow center in east London. For this he was conferred upon the peerage of Lord Mawson and he works for developing partnerships for regeneration work initiated by him.

**Social entrepreneurship is relatively a new term. It came in to notice just a few decades ago. But its usage can be found throughout the history**. In fact, there were several entrepreneurs who established social enterprises to eliminate social problems or bring positive change in the society. Vinoba Bhave, the founder of India's Land Gift Movement, Robert Owen, the founder of cooperative movement and Florence Nightingale, founder of first nursing school and developer of modern nursing practices might be included in this category. They had established such foundations and organizations in 19th century that is much before the concept of Social Entrepreneurship used in management.

There were entrepreneurs during nineteenth and twentieth centuries who made efforts to eradicate social evils. Apart from this, there are many societies and organizations that work for child rights, women empowerment, save environment, save trees, treatment of waste products, etc. Apart from addressing the social issues, social entrepreneurship also includes recognition and addressing the environmental problems and financial issues for rural and urban poor.

These days, the concept of social entrepreneurship has been widely used and that too in different forms. The establishment of Grameen Bank by Muhammad Yunus, Ashoka: The Innovators for the Public by Bill Drayton, Youth United by Jyotindra Nath, Rand De by Ramakrishna and Smita Ram, SKS Microfinance by Vikram Akula and Roozi.com by Nick Reder, Brent Freeman and Norma La Rosa has popularized the term.

In fact, **all big brands and companies are adopting the concept of social entrepreneurship** and trying to address the issues in our society by opening schools in far flung areas, educating women for family planning, making it possible for farmers and poor individuals to access low interest credits, establishing plants for waste treatment, planting trees and going green.

The concept of Social Entrepreneurship has also been included as a separate branch of management courses. Even youth is also looking forward to volunteering their services and brilliant ideas to bring a social change through social entrepreneurship.


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# Social Entrepreneurs

According to Greg Dees, co-founder of the Centre for the Advancement of Social Entrepreneurship at Duke University and a
member of the Impact Entrepreneurs advisory board –

*'Social entrepreneurs are individuals with innovative solutions to society's most pressing social problems. They are persistent and ambitious, tackle major social issues and offer new ideas for a wide-scale change.'*

Usually, people leave the societal needs to the government or the business sectors. However, social entrepreneurs tend to identify areas that are not working efficiently in the current system and solve the problem by changing it, spreading the awareness about the solution, and persuading people to be a part of the change.

As a common trait, social entrepreneurs are obsessed with their ideas and commit their lives to change. They are visionaries since they envision a society without the problems. Further, they are realists, since they concern themselves with the practical implementation of their vision.

They also present ideas which are user-friendly, ethical, and easily understandable and engage widespread support. This ensures that local people stand up, grab their idea and implement it. In simple words, every leading social entrepreneur is a mass recruiter of local change makers. He is a role model who tells people that their action can do anything. In the last two decades, social entrepreneurship has grown based on the understanding that a new idea in the hands of a good entrepreneur is a powerful tool.

## Why Social Entrepreneur?

Like regular business entrepreneurs change the face of business, social entrepreneurs work as the agents of change for the society. They seize

opportunities that others miss, improve systems, invent new approaches and also create solutions to change society for the better. A business entrepreneur can create an entirely new industry. Similarly, a social entrepreneur can come up with new solutions to social problems, implement them on a large scale and change the face of society. Here are some examples of leading social entrepreneurs:

***Susan B. Anthony (U.S.)*** – She fought for Women's Rights in the United States of America. Her fight included the right to control property and helped spearhead the adoption of the 19th Amendment to the Constitution.

***Vinoba Bhave (India)*** – He was the founder and leader of the Land Gift Movement. Under this movement, he caused the redistribution of more than 7,000,000 acres of land to help India's untouchables and landless.

***Dr. Maria Montessori (Italy)*** – She developed the Montessori approach to early childhood education.

***Florence Nightingale (U.K.)*** – She was the founder of modern nursing. Further, she established the first school for nurses and fought to improve hospital conditions.

***Margaret Sanger (U.S.)*** – She was the founder of the Planned Parenthood Federation of America. Under this federation, she led the movement for family planning efforts around the world.

***John Muir (U.S.)*** – He was a naturalist and a conservationist. He established the National Park system and also helped found The Sierra Club.

***Jean Monnet (France)*** – He was responsible for the reconstruction of the French economy following World War II. Further, his work included the establishment of the European Coal and Steel Community (ECSC).

## How social entrepreneurs play the role of change agents?

They adopt a mission to create and sustain social value (not just private value). Further, they recognize and relentlessly pursue new opportunities which serve the mission.

Also, engage in a process of continuous innovation, adaptation, and learning.

Further, act boldly without being limited by the resources in hand.

Finally, exhibit heightened accountability to the constituencies served and also the outcomes created.

# Advantages of Social Enterprises

Social enterprises tend to operate with a purpose of creating value for the society and also generate income (if not wealth). As a thumb rule, the solutions they offer are supposed to be innovative, unique, people and environment friendly; Cost effectiveness is also a huge consideration. All of these are challenges to the sustainability of social enterprises, but the ones that are able to scale these are the ones that are able to create a huge impact! They are the enterprises that are advantageous to the society, people and the environment.

Since social enterprises typically deal with people who live at the bottom of the pyramid, therefore they are the ones who are benefited to benefit hugely from the former. In other words social enterprises are beneficial to the poor, generally by providing them with a means of livelihood.

**Since social enterprises do not work typically the way corporate setups or private firms work, they offer flexible working environment which is as per the liking of many people groups**. This employment may be both short term and long term in nature or it may specially targeted to a specific workgroup or a geographic community or to people with disabilities. Self Employed Women's Association (SEWA), for example, offers various kinds of assistance to self employed poor women.

There are **advantages of a social enterprise that are entrepreneur specific** like:

Social entrepreneurs find it easier to raise capital. There are huge incentives and schemes from the government for the same. since the investment industry here is ethical, it is easier to raise capital at below market rates.

Marketing and promotion for these organisations is also very easy. Since a social problem is being tackled with a solution, it is easier to attract attention of the people and media. The degree of publicity often depends on the degree of uniqueness of the solution.

It is easier to garner support from likeminded individuals since there is a social side to the enterprise. It is also easier to get people onboard at lower salaries than compared to other industry.

Similarly there are **advantages that are specific to the environment, society and the people concerned**. Some of them are as under:

Services in whichever section they may be offered are customized better to suit the needs of the individual or the problem. This is also designed in harmony with all other systems like the environment, society or the people.

Cost effectiveness is another advantage of a social enterprise. The solutions offered by these organisations in the form of either products or services are reasonable than compared to the same service provided by a profit making organisation. No wonder basc amenities like healthcare, education etc have become very affordable to people world over with the help of these institutions. Micro finance, for example, today caters not to the poor but to the poorest!

Although lots of organisations have also made corporate social responsibility an integral part of their business functioning but not many actually mean to create a difference. It is just a means to achieve more profits; there is an increasing need to watch out for the same and help and advocate those who really aim to add value.

# Social Business

Social business is a business that is aimed at addressing a social cause. The investment made by the investors is entirely with a vision of contributing to the social welfare and not profit entirely. The investor may however get back his money after a certain time and cover all the operational costs of the organization.

Although social business may be carried out in any area but sectors like healthcare, housing, nutrition, education, financial services to the poor and the down trodden remain the priority. Unlike profit making organizations, success in the field of social business is governed by the amount of impact it is able to create or the positive change it has been able to bring in the existing scheme of things.

As mentioned earlier, **profit takes a back seat, but organizations into social business are not necessarily disallowed to make profits**. Sustainability after all, of both the organization and the investor, is important and profit makes it possible. There is essentially, but, a cap on the amount of profits the organization can make and the profits are to be utilized in the business again. Generally, social businesses cannot make profits in excess of the actual investment.

In fact in Social Business, the line between profitability and social contribution is very difficult to maintain and it often so happens that social businesses become profit making organizations after a few years of operation. It therefore calls for renunciation of the corporate ways of thinking, because what may start as a mole may end up becoming a mountain, 5 – 6 years down the line.

**The term social business is often confused with social enterprise. Both are similar in many ways, yet distinct in others**. In fact social business may be

called as a component of social enterprise or one of the ways by which a social enterprise expresses itself. Moreover a social enterprise may receive funds from people, through grants or from the government, a social business cannot.

The concept of Social business was given by Muhammad Yunus, who essentially presented as an alternate model to capitalism. It was meant to overcome the shortcomings and failures of capitalism that focuses only on profit making and ignores or fails to address other sides of business. He created a new system where profit making and social businesses exist simultaneously. Also, the social businesses are not prevented from making profits. They are however not allowed to take dividends and reinvest the money earned as profit in the business to scale operations and give maximum benefit to maximum people.

As opposed to devising means to alleviate poor or a trickle down economic system to alleviate the poor, the concept of social business emphasizes an action based system where the poor participates in his / her growth. Prof. Muhammad Yunus used this to create Grameen Bank and disburse money to poor in the form of micro – credit without the condition of giving a property or asset as mortgage. This created opportunity for the poor and allowed for his participation in the free market thereby relieving him of the handicap of relying on the government for grants.

Finally there are two types of social businesses. The first type is the one that purely exists for tackling a social problem. The second type is the one that is owned by the poor and can make profits. The profits can then be distributed between the poor (those who run the business).

# Types of Social Entreprenuers

Social entrepreneurs represent an exceedingly diverse cross-section of businessmen, both in the ways that they conduct business and in the goals that they're seeking to accomplish with their enterprises. They also differ both in the various means that they employ to enhance social wealth and the strategies that they utilize to facilitate those means. Social entrepreneurs work exceptionally hard to produce lasting solutions that will effect permanent change in the lives of the people they hope to impact. The following four are the most common types of social entrepreneurs:

## The Community Social Entrepreneur

This sort of social entrepreneur seeks to create ventures meant to serve the social needs of a community within a relatively narrow geographical area. These enterprises are generally structured around the active participation of people living within the served community.

This sort of entrepreneur has an advantage in that his ventures become ever more sustainable over time, as there are vested interests for all parties. One sometimes significant associated disadvantage is that decision-making may be a slower process due to the larger numbers of people involved.

## The Non-Profit Social Entrepreneur

These social entrepreneurs are more focused on social wealth than material wealth. Consequently, any profits made are reinvested into the business to facilitate the further expansion of services offered. For this sort of social entrepreneur, the social goal(s) are always more important than mere profit.

While the social entrepreneur is frequently better able to meet his social goals due to the more ready availability of funds, the very motivation to generate those monies may be correspondingly lower.

### The Transformational Social Entrepreneur

Here, the focus extends to the creation of an enterprise able to meet those social needs not adequately being met by governments and other businesses. These businesses occasionally evolve into institutions and the involved social entrepreneur must have the skills and capacity to administer a large team.

One advantage of being a transformational social entrepreneur is that it can be easier to recruit excellent volunteers. A not insignificant disadvantage is that it can be far more challenging to comply with an ever-larger web of interrelated rules, regulations, and politics.

### The Global Social Entrepreneur

The global social entrepreneur works toward complete transformation of a social system in order to meet major social needs and to change the very fabric of society worldwide. The scope of the global social entrepreneur is international and his aim is to create an enterprise that will stand the test of time.

If he's successful, the net advantage will be that neglected or inadequately-addressed social needs are met. The disadvantage is that there will be far more scrutiny on the business and how it conducts its affairs. If the enterprise fails to win the necessary support of the global community, all of its efforts will be for naught.

## ROLE OF TECHNOLOGY IN   SOCIAL ENTREPRENEURSHIP

Within the main idea that the notion of social entrepreneurship advocates, it is the usage of innovations that are being considered sufficient enough to deal

effectively with various social problems, such as for instance, to address poverty, to limit the access to healthcare systems, especially in the case of remote or underserved areas, to provide solution plans in relation to youth unemployment, or even to reinforce the role of women in the modern societies by defending women's rights, by maintaining women's access to credits, etc.

For the solution of similar to the aforementioned problems, social entrepreneurs proceed to the usage of various technological innovations. To be specific, we will substantiate this argument by providing a list of examples, deriving from ordinary cases and which indicate ways in which technological applications power social innovation.

For instance, in the majority of the so-called third countries, both farmers and relative workers need to be provided with chronicle up-dates related with weather condition, as well as sowing schedules in order to design their harvest schedules, accordingly. Additionally, in the case of fishermen who live in coastal areas need to be aware of the weather broadcasting, and especially the storm forecast; for this purpose relevant mobile apps would be the most effective to accomplish this task.

Furthermore, the example of specially-designed IT kiosks which have been incorporated in many remoted (rural) areas of India, aiming at the provision of technological capacity to both teenagers and young people, in order to increase their possibilities to find a better job in the future, thus simultaneously meliorating employability levels of individuals who have brought up in rural areas. Another notable example, is the creation and usage of mobile apps, the communication between microcredit institutions and the receivers of such financial aid could be establish, therefore touching up both the processes of repayment and credit utilization.

## The Mobile Break-Through

Throughout the examples that have been provided within the previous paragraph, one could investigate -even in brief- the prominent role of technology as a way of resolution of different social problems. And exactly for that reason, nowadays social entrepreneurs tend to employ technological innovations for the development of social innovation, thus leading to the creation of genuine social value. According to statistical features exhibited by United Nations, nowadays, the percentage of individuals who own a personal mobile phone has recently exceeded the percentage of those who have toilets, a fact which undoubtedly constitutes the proof on the great extent to which the mobile revolution has affected even the underserved or unprivileged social groups.

## Social and Professional Networks

It is well-known that in many countries, professionals with a variety of specializations such as traders, drivers or handy persons and entrepreneurs tend to use relevant technological application as means of communication with customers or even with other professional they collaborate with, such as suppliers, sellers and administrative personnel. In this case, technology provides useful channels of communication and accomplishment of a series of tasks, thus building a chain of individuals and operations that is capable to serve the mode of working in the most beneficial way. However, there is a room for improvement when it comes to such applications, in order for them to be capable to guarantee 'safety and security' while using such innovations. At this

stage, we would like to mention that it is a matter of the creators of such apps to set up the appropriate regulations and monitoring operations of such platforms, whilst it is up to the user to employ the abundance of technological innovations in a commonly-beneficial way.



## Strong Alliances and Ecosystems composed of Organization of Various Scales

Within the operations of many non-profits organizations or social enterprises is the composition of synergies and strong alliances, or in other words, the formation of an interactive Directory composed of a whole ecosystem of domestic and global institutions -such as investors, innovators, consultants, legal advisers, influencers, influential multipliers, intermediaries, leading organizations, public and private stakeholders, simple users and target groups, etc- who are collaborating in an holistic way, as they are under an enormous on-line platform, whilst this digital umbrella could use many forms of technological and social innovation in order to produce social value, in a more transnational scale.

Also, this digital space could provide the opportunity to individuals and organizations of a smaller economical or/and operational scale, or institutions which -for various reasons- are being considered as unprivileged, to constitute a part of a huge entirety, through which they could negotiate in conditions of autonomy and equality at the same time. In this way, organization of a smaller scale could be benefited from the sharing and subsequently, from the adoption of common best practices, thus upgrading their resources, improving their capacities and modernizing their mode of operation.



DISCOVERY     PROTOTYPING     FOUNDATION BUILDING     SCALING
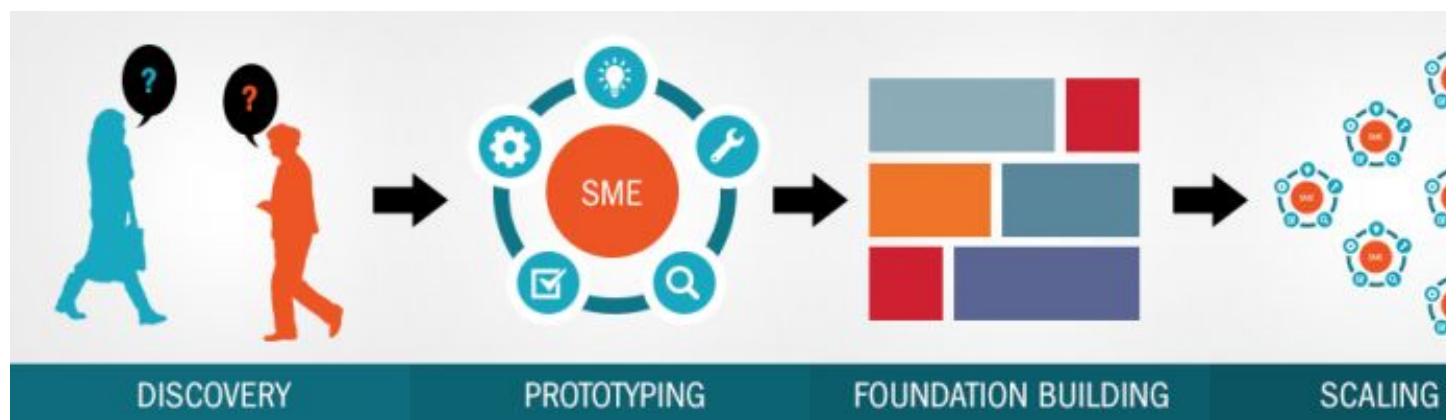
## Reaching Global Audiences

Consider whether such usage of technology provides aid to marginalized social groups of underserved individuals, thus reinforcing new social entrepreneurs to set up their own venture. With the technological revolution and digital technologies social entrepreneurs are getting able to operate in a transnational way, thus reaching international audiences and eliminating factors such as distance and scale, by giving them the opportunity to extend their microcredits, a situations that led to the creation of networks and ecosystems of organizations, thus creating both economic and social value, therefore indicating the way that technological innovation could be adopted with the aim to contribute to the formation of social capital.

# Impact of Social Entrepreneurs in society

Entrepreneurs are risk takers. Earlier entrepreneurship was confined to wealthy few but with the start of digital age entrepreneurship has become more of a vocation than a lifestyle choice. There are different kinds of entrepreneurs some are those who bring radical change in the conventional business that we see around us and some are those who through their effort bring changes in the society they are called social entrepreneurs. They are the people who start business with an aim of solving social problems rather than building huge conglomerate to maximize profits. They work on a grass root level of the problem and come out with innovative solutions that can be used by the society. They integrate latest technology to develop products or services and make it affordable so that people with low income can easily afford them. Young people in developing countries like India are becoming more aware of social causes and how some of the pressing problems can be solved through social enterprises. With government of India bringing some favorable policies for social start-ups in its annual budget 2016 the social start-ups will further grow and flourish. In recent years many international trusts, billionaires have come forward to provide seed funds and mentorship to social enterprises who are engaged in building products and services that can change lives of rural populations.

**Some of the most important issues that social Entrepreneurs can address globally to bring about real transformation are mentioned below.**

## 1. Food scarcity

The United Nations Food and Agriculture Organization estimates that about 795 million people of the world population are undernourished in 2014-2016. Though globally food produced every year is sufficient to feed everyone yet there is food scarcity at city, state, national and global level. There are many reasons for food scarcity like drought, extreme weather, uneven distribution of

food, wastage of food due to lack of proper storage facilities etc. Social entrepreneurs and innovators across the world are working on solutions to face the issue head-on. They are taking help of latest technologies to accurately predict weather condition so that farmers can sow seeds at right time and also can protect their crops from extreme weather. They are also developing new water harvesting method to provide water in drought-stricken areas. A social start-up in India has developed solar conduction dryer that allows framer to dry fruits and vegetables and preserve it for longer duration. These are some of the ways social entrepreneurs can help solve reduce global food scarcity problem.

## 2. Healthcare

In a 2015 report "Tracking universal health coverage" released by World Health Organization and The World Bank estimate that 400 million people globally do not have access to even basic healthcare services. Most of the people are from developing countries residing in rural areas. Essential healthcare services like child immunization, antiretroviral therapy, tuberculosis treatment, access to proper sanitation and antenatal care are not in the reach of poor people. Social entrepreneurs can help in offering basic healthcare services by using technology. From building auto-disabled syringe, providing nutritious meals, free medicine and better sanitation social enterprises are coming up with cost effective innovative solutions. Aravind Eye Hospital and Narayana Health are great example of social enterprise where poor patients can afford world class medical facilities at a very nominal cost.

## 3. Education

According to UNESCO at present there are 775 million adults and 122 million youth who are not literate. They lack basic education skills. Social entrepreneurs are making inroads in the education sector through their innovative approach. Many entrepreneurs are using technology to reach

masses and empower them with necessary education skills. Some of them are forming a team of highly enthusiastic people who are passionate about education. Teach for India is one such initiatives that has helped scores of Indian children by imparting education. Some of the social enterprise in education sector is taking help of technology by providing mobile devices like tablet and laptop embedded with course content that can be accessed by people even without internet. Some are starting labs where children can have fun learning new things they can keep themselves engaged by practically doing things they see and read in books. Today social entrepreneurs are defying all odds to reach students and adults to educate them.

## 4. Financial services

One of the most fundamental issues of the developing economy is availability of finance and financial services in the rural areas. There are no proper banks or financial institutions that can help poor people with loans. Some of the reasons why these people cannot procure loan include lack of collateral, lack of necessary documents and lack of money to open bank account. Social entrepreneurs are solving this problem by starting Microfinance companies and reaching to poor. These companies provide basic loans and insurance to farmers, poor women, artisans at a very low interest rate and give them flexible payment option. This Microfinance scheme has given lease of life to many small time entrepreneurs in rural areas by helping their business, and creating job opportunities for local population. Technology has helped entrepreneurs to reduce cost, improve efficiency and reach more people with their services.

## The way forward

Today's social entrepreneurs are highly motivated and are ready to go that extra mile to come up with innovative solutions for the betterment of society. The technology will remain an indispensable part of future social enterprises.

Timely funding, mentorship and favorable policies will help the social enterprise of the future to grow and flourish.