

Introduction to Social Engineering

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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](#).

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- Utopian 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- Piecemeal

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, [Karl Popper](#) (1902–1994) contrasts these utopian endeavours with "piecemeal social engineering."

Karl Popper in his classic political science book, [The Open Society and Its Enemies](#), volume I, 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."

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.

Spontaneous versus Consciously Controlled Change

Popper's concept of evolutionary epistemology supports not only the idea that advances are slow and piecemeal but also that they are guided by no overarching plan. This view resembles that of the twentieth-century British economist [Friedrich Hayek](#). 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 [John Dewey](#) (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 [social order](#) 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 [social science](#) 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 unfalsifiability. 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.

Social Ethics

Social ethics is the systematic reflection on the moral dimensions of social structures, systems, issues, and communities. Social ethics can be thought of as a branch of 'applied ethics,' the application of ethical reasoning to social problems.

A typical list of the kinds of issues addressed under the rubric of social ethics includes the distribution of economic goods, research on human subjects, animal rights, euthanasia, abortion, discrimination and affirmative action, pornography, crime and punishment, and war and

peace. The principal tasks for social ethicists are to (1) examine social conditions, determining which of them are problematic considering norms concerning what is good or right or fair; (2) analyze possible actions that could alter those conditions that have been found to be problematic; and (3) prescribe solutions based on the examination of the problem and the analysis of the options for action. Each of these three steps is a thoroughly value-laden activity.

The subject matter of social ethics has been conceived in two different ways. The first approach is one that draws a distinction between moral choices that everyone must make, and the corporate decisions reached, and actions taken by such collective bodies as corporations, municipalities, and nations. Characterized in this way, social ethics focuses on the policies and practices that should govern social institutions. The second view of social ethics is rooted in the notion that all ethics are social, in an important sense, because they are socially constituted, embedded in a social matrix. This view focuses on the way in which individual moralities are shaped by social contexts and the way individual moral choices, in turn, shape social contexts. This overview of social ethics discusses both approaches. The distinction between the two approaches can become blurred in discussions about whether the responsible agents are the collective institutions or the individuals responsible for institutional policy and behavior.

Social Ethics is the collection of values and behaviors of a given culture or people group. It is a blend of different aspects of how society(s) are structured and managed by their participants. These levels and scales are important as the intent is to minimize overall harm or damage to society and its members.

Importance of Social Ethics

Social ethics refers to the principles and values that guide human behavior and decision-making in social interactions and relationships. It encompasses issues related to morality, justice, fairness, and equality, and is concerned with how individuals and society can live together in a way that is equitable and just. It is important because it helps to shape the way we interact with others, and it helps to promote fairness and justice in society. Social ethics can help to prevent discrimination, inequality, and injustice, and can help to create a more harmonious and inclusive society. Some examples of social ethics include:

Respecting the rights and dignity of others, including those who are different from ourselves. Acting with integrity and honesty in all our interactions

Promoting equality and fairness in all aspects of social life, including in the workplace, in education, and in the criminal justice system

Being environmentally responsible and working to protect the planet for future generations.

Ways to promote Social Ethics

There are many practical ways to promote social ethics in daily life. Here are a few examples:

Practice empathy: Try to understand and appreciate other people's perspectives, feelings, and experiences. This can help you to avoid making judgments or assumptions based on stereotypes or limited information.

Example

Empathy is the ability to understand and share the feelings and perspectives of others. Here's an example of empathy in action:

Imagine you have a friend named Alex who has been going through a tough time lately. They recently lost their job and are struggling to find new employment. One day, you decide to reach out to them to see how they're doing.

You: "Hey, Alex, how are you doing today?"

Alex: "Honestly, I've been feeling really down. It's been challenging to keep up my spirits while job hunting."

Instead of dismissing their feelings or jumping straight into offering solutions, you respond with empathy:

You: "I'm really sorry to hear that you're feeling this way. Losing a job can be incredibly tough, and it's completely natural to feel down during this time. I want you to know that I'm here for you and that you don't have to go through this alone. If there's anything specific you want to talk about or if there's any way I can support you, please let me know."

Alex: "Thank you. It means a lot to know that you're here for me."

In this example, you demonstrated empathy by actively listening to Alex's feelings and acknowledging the difficulty of their situation. You offered support without trying to minimize their emotions or immediately providing solutions. Empathy involves being present, understanding, and validating someone's feelings, which can go a long way in making them feel heard and supported.

Respect others: Treat others with respect, regardless of their background, beliefs, or opinions. This can help to create a culture of inclusivity and acceptance.

Example

Respecting others involves treating people with kindness, consideration, and valuing their individuality. Here's an example of showing respect to others:

Imagine you are working on a group project for your school or workplace, and you have a team member named Sarah. Sarah has different opinions and ideas from yours, and in a recent meeting, she expressed her thoughts on how to approach a particular challenge.

You: "I think we should go with Plan A. It seems to be the most practical solution."

Sarah: "I see where you're coming from, but I believe Plan B might be a better fit for our project. It could bring some unique advantages."

Rather than dismissing Sarah's idea or becoming defensive, you respond with respect:

You: "That's an interesting perspective, Sarah. I appreciate you sharing your thoughts. Let's take some time to consider both Plan A and Plan B thoroughly. We can discuss the advantages and disadvantages of each before making a final decision as a team."

By responding this way, you show respect for Sarah's contribution and demonstrate that her ideas are valued, even if they differ from your own. Respecting others means being open to different perspectives, acknowledging their input, and working collaboratively to find the best solution. It fosters a positive and inclusive environment where everyone's opinions are taken into account, leading to better outcomes in teamwork and relationships

Act with integrity: Be honest and transparent in your dealings with others. This can help to build trust and strengthen relationships.

Example

Acting with integrity means consistently behaving in an honest, ethical, and principled manner, even when no one is watching. Here's an example of acting with integrity:

You are working as a cashier at a grocery store. One busy afternoon, a customer hands you a 500-rupees note to pay for their groceries. Amidst the rush, you mistakenly give them change for a 200-rupee note instead.

After the customer leaves, you realize the error you made. You could easily keep quiet and pocket the extra 300 rupees as it's unlikely anyone would notice in the busy store. However, you choose to act with integrity:

You: "Excuse me, sir! I made a mistake with your change. I accidentally gave you change for 200 rupees instead of 500 rupees. Here's the additional amount you're owed."

Customer: "Oh, thank you for being honest and letting me know! I appreciate your integrity."

In this situation, you demonstrate integrity by admitting your mistake and rectifying it, even though it could have easily gone unnoticed. Acting with integrity means upholding moral and ethical values, being accountable for your actions, and doing what is right, even when it's difficult or inconvenient. This behavior earns you trust and respect from others and builds a reputation of reliability and honesty.

Support social justice: Advocate for policies and practices that promote social justice, such as equal access to education, healthcare, and employment opportunities. This can help to address systemic inequalities and promote greater fairness in society.

Example

Supporting social justice involves advocating for fair and equitable treatment of all individuals, regardless of their race, ethnicity, gender, socioeconomic status, or other characteristics.

You are part of a community organization that aims to address the issue of homelessness in your city. You and your fellow members believe that everyone deserves access to basic necessities and dignified living

conditions. To take action, you are organizing a campaign to raise awareness about homelessness and advocate for better resources and policies to support those in need.

By taking actions like, raising awareness Campaign, engaging the Community, Collaborating with Local Authorities, Empowering the Homeless and offering support to those in need, providing meals, and organizing donation drives for essential items like clothing, toiletries, and blankets, you and your community organization actively support social justice by addressing the systemic issues that contribute to homelessness and advocating for a fair and compassionate approach to helping those in need. This example shows how individuals can come together to bring about positive change in their community and work towards a more just and equitable society.

Be environmentally responsible: Take steps to reduce your impact on the environment, such as reducing your use of single-use plastics, conserving energy, and supporting environmentally responsible businesses and initiatives.

Example

By practicing environmentally responsible habits, one can set an excellent example for others and contribute to positive environmental change in their community. Everyone's efforts, no matter how small, collectively make a significant impact on preserving the planet for future generations.

Eco-Friendly Transportation: choosing to walk, bike, or use public transportation whenever possible instead of driving a car reduces carbon footprint and helps decrease air pollution.

Energy Conservation: turning off lights and appliances when not in use, uses energy-efficient LED bulbs, and sets thermostat to save energy during the day.

Recycling and Composting: ensuring that items like plastic bottles, paper, and glass containers are properly recycled.

Sustainable Shopping: buying products with minimal packaging; choosing items made from recycled materials and supports brands that prioritize sustainability and eco-friendly practices.

Conserving Water: taking shorter showers, turning off the tap while brushing her teeth, and being mindful of water consumption to reduce unnecessary wastage.

Reduce, Reuse, and Repair: Preferring reusable items instead of single-use plastics, such as using reusable water bottles, shopping bags, and containers. She also repairs items when possible, instead of replacing them.

Supporting Environmental Causes: donating to environmental organizations and participating in local clean-up events and conservation efforts to support environmental causes she cares about.

Engage in civil discourse: Engage in respectful and constructive conversations with others, even when you disagree. This can help to promote understanding and avoid polarization and division.

Example

Engaging in civil discourse means having respectful and constructive conversations with others, even when discussing topics where there might be differing opinions. Here's an example of engaging in civil discourse:

Imagine you are at a family gathering, and a heated discussion about a current political issue starts to unfold. Two family members, Jane and Mark, hold opposing views on the topic, and the conversation becomes tense.

Instead of letting the discussion escalate into an argument, you decide to engage in civil discourse:

You: "I can see that both of you have strong opinions on this topic. It's essential to discuss these matters, but let's try to have a civil conversation. Jane, would you like to share your perspective first?"

Jane: "Sure, I believe that this policy is necessary to address the issue effectively. It has shown positive results in other countries."

You: "Thank you for sharing, Jane. It's clear you've done some research on the topic. Mark, what are your thoughts on this?"

Mark: "I understand where Jane is coming from, but I have concerns about the potential drawbacks of the policy. I believe we should explore alternative approaches."

You: "That's a valid point, Mark. It's essential to consider both the benefits and potential drawbacks of any policy. Maybe we could find some common ground by discussing potential compromises or middle-ground solutions?"

Jane: "You're right. Maybe there are aspects we can agree on, even if we have different overall views."

You: "Exactly. It's okay to have different opinions, but let's try to find common points and respect each other's perspectives. We might not change each other's minds entirely but understanding each other's reasoning can be beneficial."

In this example, you demonstrate civil discourse by encouraging respectful dialogue, actively listening to each person's viewpoint, and seeking common ground. Instead of attacking or dismissing one another's opinions, the focus is on fostering understanding and promoting a respectful exchange of ideas. Engaging in civil discourse helps maintain open communication, builds empathy, and creates a more inclusive environment where diverse perspectives can be expressed and respected.

Volunteer: Get involved in your community by volunteering your time and resources to support causes that promote social ethics, such as poverty reduction, environmental conservation, or human rights.

By practicing these and other behaviors, you can help to promote social ethics in your daily life and contribute to a more just and equitable society.

Consequences of not following social ethics

The consequences of not following social ethics can be significant, both for individuals and for society. Some of the potential consequences include:

Damage to relationships: When individuals act in ways that are disrespectful, dishonest, or unethical, it can damage their relationships with others. This can lead to a breakdown in trust, which can be difficult to repair.

Harm to others: Actions that violate social ethics can harm others in various ways. For example, discrimination, harassment, or bullying can cause emotional and psychological harm to the victims.

Legal consequences: Some actions that violate social ethics may also be illegal, and individuals who engage in these activities may face legal consequences such as fines, imprisonment, or other penalties.

Damage to reputation: Violating social ethics can damage an individual's reputation both personally and professionally. This can make it difficult to build and maintain relationships, find employment, or be trusted in positions of authority.

Harm to society: When social ethics are not followed, it can lead to a breakdown in social cohesion and trust and can contribute to broader social problems such as inequality, discrimination, and injustice.

It is important to act in ways that are respectful, honest, and ethical in order to promote a more harmonious and just society.

Aspects of Social Ethics:

The distribution of economic goods, human subject research, animal rights, euthanasia, abortion, discrimination and affirmative action, pornography, crime and punishment, and war and peace are a few examples of the types of concerns that fall within the category of social ethics.

Moralities of everyday life:

The moralities of everyday life refer to the ethical principles and values that guide our actions, decisions, and interactions in our day-to-day activities. These moral considerations are essential for creating a harmonious and just society and are often shaped by cultural, religious, and philosophical beliefs. Here are some key aspects of moralities in everyday life:

Honesty and Integrity: Being honest and truthful in our dealings with others is a fundamental moral value. It involves being sincere and transparent, not deceiving or misleading others, and taking responsibility for our actions.

Compassion and Empathy: Showing kindness and understanding towards others' feelings and situations is a cornerstone of morality. Compassion involves recognizing the suffering of others and taking steps to alleviate it.

Respect for Others: Treating all individuals with respect and dignity, regardless of their background, beliefs, or status, is an essential moral principle. This includes listening to others' perspectives and being open to dialogue and cooperation.

Fairness and Justice: Ensuring that everyone is treated fairly and equitably is a crucial aspect of morality. It involves upholding principles of justice, equality, and impartiality in our interactions and decision-making processes.

Responsibility and Accountability: Taking responsibility for our actions and being accountable for the consequences of our choices are important moral values. This means acknowledging mistakes and working to rectify them.

Caring for the Environment: Recognizing our responsibility towards the environment and striving to protect it for future generations is a growing moral concern in everyday life.

Loyalty and Trustworthiness: Being loyal to commitments, relationships, and promises fosters trust and stability in personal and professional interactions.

Humility and Modesty: Acknowledging our limitations and being humble about our achievements can help maintain a balanced perspective and avoid arrogance.

Courage and Standing up for What's Right: Sometimes, moral decisions require courage to stand up for what is right, even when it is difficult or unpopular.

Generosity and Altruism: Giving back to others and engaging in acts of kindness without expecting anything in return demonstrates a strong moral character.

Patience and Tolerance: Practicing patience and tolerance in the face of adversity or when dealing with differing opinions can promote understanding and harmony.

Non-violence and Conflict Resolution: Seeking peaceful resolutions to conflicts and avoiding violence whenever possible align with moral principles.

It's important to note that different cultures and belief systems may emphasize different aspects of morality, and individual interpretations can also vary. Nevertheless, the underlying goal is to cultivate a sense of ethics and conscience that promotes well-being, cooperation, and a positive impact on the world around us.

Ethical Dilemma:

An ethical dilemma is a complex situation in which a person faces conflicting moral principles or values and must make a decision that involves choosing between two or more courses of action, each of which has both positive and negative consequences. These dilemmas often arise when there is no clear or easy solution, and the decision-maker must carefully consider the ethical implications of their choices.

Here's an example of an ethical dilemma:

The Trolley Problem: Imagine you are standing next to a railway track, and you see a runaway trolley hurtling down the tracks. There are five people tied up and unable to move on the main track. The trolley is headed straight for them, and they will likely be killed if nothing is done. However, you notice a lever nearby that, if pulled, will divert the trolley onto a side track. On this side track, there is one person tied up. Pulling the lever will save the five people on the main track, but it will result in the death of the one person on the side track.

Now, you face an ethical dilemma: Do you choose to do nothing and allow the trolley to kill five people, or do you pull the lever and intentionally cause the death of one person to save five others?

In this scenario, there is no clear "right" answer, and the decision you make will be influenced by your ethical beliefs and values. Some people may argue that it is morally acceptable to pull the lever, as it minimizes overall harm and maximizes the number of lives saved. Others may argue that intentionally causing harm to one person, even for a greater good, is morally wrong and that doing nothing is the more ethical choice.

Ethical dilemmas often raise important questions about the nature of morality, the value of human life, the consequences of our actions, and the principles we use to make ethical decisions. They challenge individuals to think critically about their values and principles and to grapple with the complexities of ethical decision-making.

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.

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, patterns 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 multidirectional, 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 its 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 is 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, reformatory 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.

Reformatory social change seeks to enact a specific change on a broad scale. Chipko movement, 1973 can be an example for reformatory 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** refers 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.

The causes of social change are diverse, 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, innovation 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 dynamics 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.

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 others (Bénabou, 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.

UNITED NATION-SUSTAINABLE DEVELOPMENT GOALS

The United Nations Sustainable Development Goals (SDGs) are a comprehensive set of global goals aimed at addressing various social, economic, and environmental challenges to create a more sustainable and equitable world by 2030. Here is a detailed note on the SDGs:

Background: The SDGs were adopted by all 193 United Nations Member States in September 2015 at the UN Sustainable Development Summit. They build upon the Millennium Development Goals (MDGs), which were a set of eight anti-poverty targets that were in effect from 2000 to 2015. The SDGs are more ambitious and encompass a broader range of issues, including poverty eradication, health, education, gender equality, climate action, and more.

Number and Structure: There are 17 SDGs, each with specific targets to be achieved by 2030. The goals are interlinked and indivisible, recognizing that progress in one area often depends on progress in others.

Main Objectives: The primary objective of the SDGs is to end poverty, protect the planet, and ensure prosperity for all. The goals aim to tackle the root causes of poverty, inequality, and environmental degradation while leaving no one behind.

Scope: The SDGs cover a wide range of interconnected issues, including poverty, hunger, health, education, gender equality, clean water, clean energy, economic growth, infrastructure, climate change, sustainable consumption, biodiversity, peace, and justice.

Global Agenda: The SDGs are a global agenda, meaning they apply to all countries and regions, recognizing that sustainable development is a shared responsibility across the international community.

Call for Collaboration: Achieving the SDGs requires collaboration and partnerships between governments, businesses, civil society, academia, and individuals. The goals cannot be accomplished by one entity alone; collective action is essential.

Alignment with Other Agendas: The SDGs align with other global agendas, such as the Paris Agreement on climate change and the Sendai Framework for Disaster Risk Reduction, reinforcing the interconnectedness of these challenges.

Transformative Agenda: The SDGs call for transformative changes in policies, practices, and mindsets to address the root causes of global challenges and foster sustainable development at all levels.

Progress Monitoring: Regular monitoring and reporting on progress towards the SDGs are crucial. The UN regularly publishes global progress reports to track advancements and identify areas that require additional

attention and resources. Regular monitoring and reporting are essential to ensure accountability and transparency.

The 5 Ps: The SDGs are often associated with the "5 Ps": People, Planet, Prosperity, Peace, and Partnership. These represent the five key dimensions of sustainable development.

Implementation: The implementation of the SDGs is the responsibility of each country. Governments are encouraged to align national strategies and policies with the goals and to develop specific action plans for their achievement. Additionally, partnerships between governments, private sector, civil society, and international organizations are crucial to mobilize resources and expertise.

Leaving No One Behind: A central tenet of the SDGs is the commitment to leave no one behind. This means ensuring that progress benefits all people, including the most vulnerable and marginalized groups.

Universality: Unlike the MDGs, which were mainly targeted at developing countries, the SDGs are universal. They apply to all countries, regardless of their level of development, recognizing that all countries have a role to play in achieving sustainable development.

Role of Stakeholders: Various stakeholders, including governments, businesses, civil society organizations, academia, and individuals, play a crucial role in the achievement of the SDGs. Partnerships and collaborative efforts are encouraged to leverage expertise and resources.

Challenges: The SDGs face several challenges, including the need for adequate financing, data gaps and limitations, policy coherence, and ensuring that progress is equitable and inclusive.

Overall, the SDGs represent a comprehensive and ambitious agenda to address the world's most pressing challenges and create a better future for people and the planet. Achieving these goals requires collective action and commitment from all sectors of society.

The future of the Sustainable Development Goals (SDGs) is uncertain, but there is a growing sense of urgency among world leaders and civil society to accelerate progress. The SDGs are a set of 17 goals that were adopted by all United Nations Member States in 2015. They aim to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030.

There has been some progress in achieving the SDGs, but many challenges remain. For example, the COVID-19 pandemic has set back progress on several goals, including those related to poverty, hunger, and education. Climate change is also a major threat to the SDGs, as it is exacerbating many of the world's most pressing problems, such as poverty, hunger, and conflict.

Despite the challenges, there are reasons to be hopeful about the future of the SDGs. There is a growing awareness of the importance of sustainable development, and many countries are taking steps to implement the SDGs. In addition, there is a growing movement of businesses, investors, and civil society organizations that are working to support the SDGs.

The future of the SDGs will depend on the actions of governments, businesses, and civil society organizations. If we can work together to accelerate progress, the SDGs can be achieved and we can create a better future for all. Let us look at the facets elaborately.

The SDGs, adopted by the United Nations in 2015, represent a shared commitment by nations worldwide to address pressing global challenges. These 17 interconnected goals, along with their 169 targets, serve as a roadmap for building a sustainable and equitable world by the year 2030.

Each goal targets a specific aspect of human and environmental well-being, from eradicating poverty and hunger to promoting quality education, gender equality, clean water, and climate action. They are not mere abstract aspirations but are grounded in the reality of a rapidly changing world, calling for immediate action and collaboration across borders, sectors, and communities.

Understanding the Sustainable Development Goals (SDGs) is essential to grasp their significance and the global effort they represent

Holistic Approach: The SDGs take a holistic approach to development, recognizing that social, economic, and environmental issues are interlinked. They emphasize the need for integrated solutions that consider the interconnectedness of these challenges.

Inclusivity and Equality: A core principle of the SDGs is "leaving no one behind." The goals seek to promote inclusivity and equality, addressing the needs and rights of all people, regardless of their age, gender, ethnicity, or socioeconomic status.

SDGs 17 Goals:



1. No Poverty: End poverty in all its forms and dimensions, ensuring that all people have access to basic resources, services, and opportunities.
2. Zero Hunger: End hunger, achieve food security, and improve nutrition while promoting sustainable agriculture.
3. Good Health and Well-being: Ensure healthy lives and promote well-being for all ages, including access to healthcare services.
4. Quality Education: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
5. Gender Equality: Achieve gender equality and empower all women and girls, ensuring equal opportunities in all aspects of life.
6. Clean Water and Sanitation: Ensure availability and sustainable management of water and sanitation for all.
7. Affordable and Clean Energy: Ensure access to affordable, reliable, sustainable, and modern energy for all.
8. Decent Work and Economic Growth: Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.
9. Industries, Innovation and Infrastructure: Aims to increase the industry's contribution to GDP and employment while promoting stable

industrialization. It also aims to broaden access to communications and information technologies.

10. **Reduced Inequalities:** Promote the economic, political, and social inclusion of all individuals regardless of their ethnicity, age, religion, or other distinctions, to reduce inequality within and among countries. Further, it is crucial to eliminate discriminatory policies, law and practices in order to give equal opportunities and minimize outcome inequalities.

11. **Sustainable Cities and Communities:** Access to safe transportation, enhance road safety, and preserve and protect the world's natural and cultural heritage to make cities safe, inclusive, sustainable and resilient.

12. **Responsible consumption and production:** Ensure sustainable consumption and production patterns in order to sustain the way of life for both present and future generations.

13. **Climate Action:** Take urgent action to combat climate change and its impacts by incorporating appropriate measures into national policies and strategies and improve people's awareness of the problem.

14. **Life below water:** The goal is to protect and use marine resources responsibly. All forms of marine pollution must be stopped or at least reduced, the effects of ocean acidification must be mitigated, and certain fishing subsidies must be outlawed.

15. **Life on land:** To protect and restore terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and stop biodiversity loss.

16. **Peace Justice and Strong Institutions:** Promotes peaceful and inclusive societies, providing to justice for all and building effective, accountable and inclusive institutions at all levels.

17. **Partnerships for the goals:** Revitalize the global partnership for sustainable development. This objective aims to increase financial resource mobilization, support developing nations, and strengthen domestic resource mobilization.

Understanding the SDGs is not only essential for policymakers and leaders but also for individuals worldwide. It empowers people to become active contributors to sustainable development, whether through informed choices, advocacy, or participating in initiatives that support the

goals. By working together towards the SDGs, we can build a better and more sustainable future for everyone.

The Importance of SDGs

The Sustainable Development Goals (SDGs) hold immense importance in addressing the most pressing global challenges and creating a more sustainable and equitable world. The SDGs provide a universal and inclusive agenda that applies to all countries, regardless of their level of development. They recognize that sustainable development is a shared responsibility and require collaboration from all nations. The SDGs take a holistic approach, acknowledging the interconnectedness of social, economic, and environmental issues. By addressing these challenges collectively, the goals promote integrated and comprehensive solutions. A core principle of the SDGs is "leaving no one behind." They aim to uplift the most vulnerable and marginalized populations, ensuring that progress benefits all segments of society by eradicating Poverty and Hunger. Goals such as No Poverty and Zero Hunger aim to tackle extreme poverty and hunger, promoting inclusive economic growth and food security for all. The SDGs prioritize education and gender equality, recognizing them as catalysts for social and economic progress. The SDGs play a pivotal role in guiding the world towards a more sustainable and inclusive future. Their importance lies in their potential to address complex challenges, mobilize collective action, and create a world where everyone can thrive, while safeguarding the planet for future generations.

Progress and challenges

Progress has been made in reducing extreme poverty globally. The proportion of people living in extreme poverty has decreased steadily, indicating that efforts to address poverty are yielding positive results. Significant strides have been made in improving access to education, particularly at the primary level, with more children attending school than ever before. Progress has been made in reducing maternal and child mortality rates in many regions, thanks to increased access to healthcare services and improved maternal and child health programs. The SDGs have fostered increased collaboration between governments, organizations, and the private sector, leading to more effective and targeted initiatives.

The challenges faced in the implementation of the SDGs

1. Despite progress, inequality remains a significant challenge, both within and between countries. Disparities in income, education, and access to resources persist, leaving many behind in the journey towards sustainable development.
2. Climate change poses a severe threat to achieving many of the SDGs. The increase in extreme weather events, rising sea levels, and other climate-related impacts hinders progress in various areas, particularly in vulnerable regions.
3. Hunger and malnutrition continue to be prevalent in some parts of the world, exacerbated by conflicts, economic instability, and climate-related events.
4. Despite efforts to promote sustainable practices, environmental degradation, deforestation, and habitat loss persist, threatening biodiversity and ecosystem health.
5. Ongoing conflicts and political instability in certain regions hinder development efforts, making it challenging to implement and sustain development initiatives.
6. Access to quality healthcare remains a concern in many areas, particularly in low-income countries, where health systems may be under-resourced.
7. Adequate funding for SDG implementation remains a challenge, with many countries facing financial constraints, limiting their capacity to undertake transformative projects.
8. Collecting accurate and comprehensive data for monitoring progress on the SDGs is a challenge in some regions, making it difficult to assess the impact of interventions and identify areas requiring further attention.

Addressing these challenges and accelerating progress on the SDGs requires a concerted effort from governments, businesses, civil society, and individuals worldwide.

Role of Governments and Institutions

The role of governments and institutions is paramount in the successful implementation of the Sustainable Development Goals (SDGs). As the main drivers of policy, regulation, and resource allocation, governments

and institutions play a crucial role in mobilizing action, fostering collaboration, and creating an enabling environment for sustainable development. Here are some key aspects of their role:

Policy Formulation and Implementation: Governments are responsible for formulating policies and strategies aligned with the SDGs. This involves integrating sustainable development principles into national plans, laws, and regulations to guide actions and investments.

Resource Allocation: Governments have the authority to allocate financial resources to support SDG-related projects and initiatives. They play a critical role in securing funding, both domestically and through international cooperation, to finance sustainable development programs.

Institutional Coordination: Effective coordination among government ministries and agencies is essential to ensure a coherent and integrated approach to implementing the SDGs. National bodies or councils may be established to oversee and coordinate SDG-related activities.

Data Collection and Monitoring: Governments are responsible for collecting relevant data and statistics to track progress towards the SDGs. This involves establishing robust monitoring and evaluation systems to measure indicators and identify areas that require additional attention.

Regulation and Incentives: Governments can use regulatory frameworks and incentives to encourage sustainable practices in the private sector. This may include environmental regulations, tax incentives for sustainable businesses, and support for research and development of sustainable technologies.

Capacity Building: Governments can invest in capacity building and skills development to equip public officials and civil servants with the knowledge and tools necessary for effective SDG implementation.

International Cooperation: Governments play a vital role in international cooperation and partnerships for sustainable development. They engage in diplomatic efforts, negotiate agreements, and participate in global forums to foster collaboration and share best practices.

Addressing Policy Trade-offs: Achieving the SDGs may require addressing policy trade-offs and balancing competing interests. Governments must navigate challenges such as economic growth versus environmental protection or social equity.

Local Implementation: Governments are responsible for translating national policies into action at the local level. Effective local governance and engagement with communities are crucial for achieving the SDGs on the ground.

Policy Advocacy: Governments can act as advocates for sustainable development on the global stage, championing the importance of the SDGs in international forums and promoting a collective commitment to their achievement.

Crisis Management: Governments and institutions must respond to crises, such as natural disasters or public health emergencies, with a focus on building resilience and ensuring a sustainable recovery.

Public Awareness and Participation: Governments can play a role in raising public awareness about the SDGs, encouraging active citizenship, and engaging civil society and stakeholders in the implementation process.

By fulfilling their roles effectively, governments and institutions can create an enabling environment for sustainable development, mobilize resources, and drive transformative change to achieve the SDGs.

Role of Businesses

The successful achievement of the Sustainable Development Goals (SDGs) relies not only on governments and institutions but also on the active involvement of businesses and individuals. Businesses, as key drivers of economic activities, and individuals, as consumers and members of society, have critical roles to play in promoting sustainable development.

Businesses can embrace CSR by integrating social and environmental considerations into their core operations. This involves supporting community development, investing in sustainable practices, and promoting ethical business conduct. Businesses can drive innovation and develop sustainable technologies that address global challenges, such as renewable energy solutions, sustainable agriculture techniques, and waste management technologies. Businesses can collaborate with governments, NGOs, and other stakeholders to leverage their expertise and resources, leading to more effective solutions to global challenges. Businesses can use their influence to advocate for policies and practices

that support sustainable development, both within their industry and in broader policy discussions.

Role of Individuals

Individuals can contribute to sustainable development by making conscious choices as consumers. Supporting sustainable products and services, reducing waste, and practicing responsible consumption can have a positive impact. Embracing a sustainable lifestyle by reducing energy consumption, using public transportation, promoting recycling, and supporting local businesses can contribute to SDG objectives. Individuals can raise awareness about the SDGs by advocating for sustainable practices among friends, family, and colleagues, fostering a culture of sustainability in their communities. Individuals can advocate for policies that promote sustainable development, such as climate action, gender equality, and social inclusion, through petitions, letters to policymakers, and grassroots campaigns. Individuals can consider sustainable investment options that align with their values, supporting businesses and projects that prioritize environmental and social responsibility. By aligning their actions with the principles of sustainable development, businesses and individuals can collectively contribute to achieving the SDGs.

In order to make the world more sustainable and fair by 2030, the United Nations has established a comprehensive set of international goals known as the Sustainable Development Goals (SDGs). Here is further information about the SDGs:

Here are some of the key trends that are likely to shape the future of the SDGs:

- The rise of sustainable businesses: A growing number of businesses are recognizing the importance of sustainability and are taking steps to reduce their environmental impact. This is leading to the development of new products and services that are more sustainable, and it is also creating new opportunities for businesses to invest in sustainable solutions.
- The growth of the green economy: The green economy is the part of the economy that is focused on sustainable production and consumption. It is growing rapidly, and it is estimated to be worth trillions of dollars. The growth of the green economy is creating new jobs and opportunities, and it is also helping to reduce pollution and protect the environment.

- The increasing role of technology: Technology is playing a growing role in the pursuit of the SDGs. For example, technology is being used to develop new ways to generate clean energy, to improve agricultural productivity, and to provide education and healthcare to people in remote areas. As technology continues to develop, it is likely to play an even greater role in achieving the SDGs.

The future of the SDGs is uncertain, but there is a growing sense of urgency among world leaders and civil society to accelerate progress. If we can work together to take advantage of the trends that are shaping the future, we can achieve the SDGs and create a better future for all.

Role of Youth in SDG

Youth play a critical role in the achievement of the Sustainable Development Goals (SDGs). They are the largest and most diverse generation in history, and they have a unique perspective on the challenges and opportunities of our time.

Here are some of the ways that youth can contribute to the SDGs:

- Act as change-makers: Young people are often at the forefront of social movements and advocacy campaigns. They can use their energy and creativity to raise awareness of the SDGs and to demand action from governments and businesses.
- Innovate and solve problems: Young people are often more open to new ideas and technologies than older generations. They can use their skills and ingenuity to develop new solutions to the challenges facing our world.
- Empower others: Young people can play a role in empowering other youth and marginalized groups. They can help to build capacity and provide opportunities for others to get involved in the SDGs.
- Hold governments and businesses accountable: Young people can hold governments and businesses accountable for their commitments to the SDGs. They can use their voices to demand that these entities take action to address the challenges facing our world.

The SDGs are ambitious, but they are achievable. With the engagement and participation of youth, we can create a better future for all.

Here are some specific examples of how youth are already contributing to the SDGs:

- In Kenya, young people are using technology to fight climate change. They are developing mobile apps that help farmers to track weather patterns and to adapt their practices to climate change.
- In India, young people are working to improve access to education for girls. They are running campaigns to raise awareness of the importance of education for girls, and they are providing support to girls who are out of school.
- In the Philippines, young people are working to protect the environment. They are planting trees, cleaning up beaches, and advocating for policies that protect the environment.

These are just a few examples of the many ways that youth are contributing to the SDGs. With their energy, creativity, and commitment, young people can make a real difference in the world.

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-nots 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 Bank, 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.

Homosexuality

Homosexuality is still considered a 'taboo' in India. India today is one of the fastest developing nations with impressive economic growth rates. But is the growth rate enough to imply that India is a developing nation. A nation is also characterized by the way it treats its people. With respect to this prerogative, the way India looks at homosexuality is certainly not the way to look at it. Homosexuality is considered as a disease by most sections of the society and there are only a few sections of the society who welcome homosexuality. Homosexuality thus is also regarded as a criminal offence in India. Homosexuality is a 'criminal offence' under Section 377 of the Indian Penal Code dating back to 1861 with punishments up to ten years which makes it all the more hard to believe that India is a progressive nation and that we are the 21st century inhabitants of the country. Although, this subject did see the light of the day when the Delhi High Court legalized gay sex among consenting adults holding that making it a criminal offence violates fundamental human rights way back in the year 2009 as a result of persuasive struggles carried out by Gay Rights activists and foundations.

In December 2013, the Supreme Court passed a controversial order making gay sex illegal quashing the Delhi High Court's decision on the matter. In January 2014, the Supreme Court also refused to review the petition against its order on gay sex being criminalized. Needless to remark, the refusal drew flak internationally for violating fundamental rights. To sum up, homosexuality needs tolerance both by the country and its citizens. It is certainly not a disease hence it doesn't require any treatment. According to my viewpoint, the organizations which have been instrumental with the emancipation of the LGBT community (Example- Naz Foundation) should continue with their protests because slowly but surely people are changing their perceptions towards this subject.

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 ancient times in our country there have been various social-cultural reformers such as Budha, Mahavira, Kabir, Gurunank, 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 labor is widely practiced etc.

Therefore, there is a lot needs to be done for the situation to improve. And without changing the mindset 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.

Unit-2

Personal Awareness- Personal Responsibility Competencies(PRC)

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.

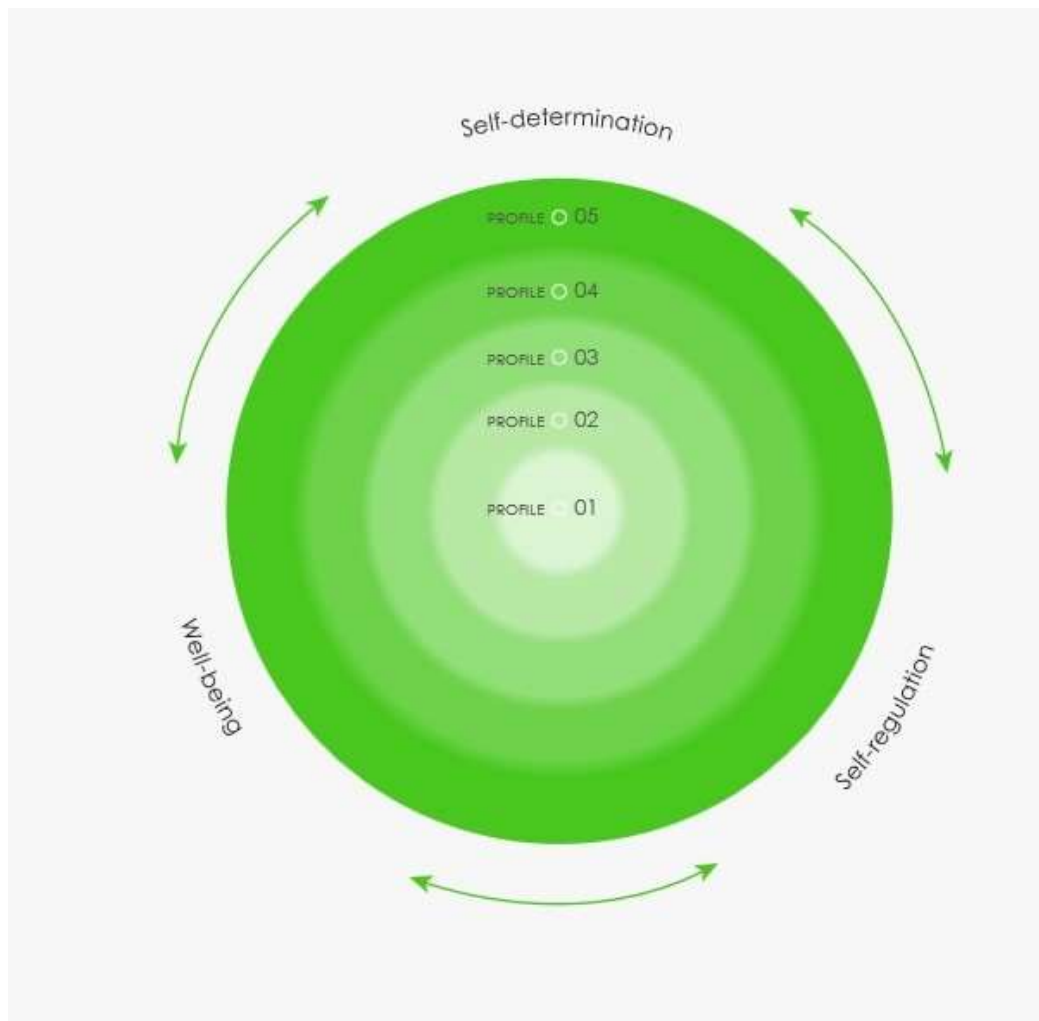
1. They can sometimes recognize emotions.
2. They can use strategies that help them manage their feelings and emotions.
3. They can persevere with challenging tasks.

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.



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

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 [healthy](#), [wealthy](#), 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

- [Pay tax](#) to contribute towards betterment of the nation.
- [Vote](#) 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

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

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

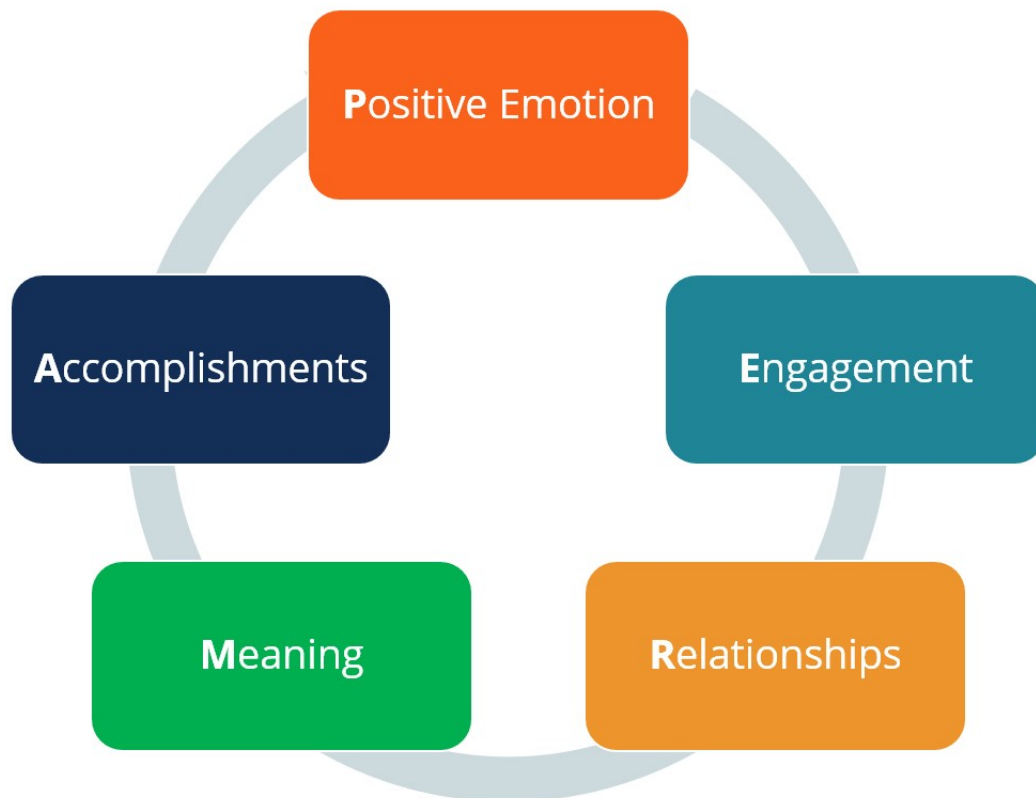
Perma Model of Well Being

Wellbeing is a multidimensional concept that encompasses various aspects of an individual's life. It goes beyond just the absence of disease or illness and involves physical, mental, emotional, and social health factors. A person's overall wellbeing is strongly tied to their happiness and life satisfaction.

The factors listed are essential contributors to a person's wellbeing. Each play a significant role in shaping how an individual feels about themselves and their life. These factors can be divided into several categories:

1. Social factors: Having a happy intimate relationship with a partner and a network of close friends fosters a sense of belonging and emotional support. These relationships contribute to overall happiness and life satisfaction.
2. Career and financial factors: Having an enjoyable and fulfilling career provides purpose and goals, while having enough money helps meet basic needs and reduces financial stress, positively impacting wellbeing.
3. Physical health factors: Regular exercise, a nutritional diet, enough sleep, and spiritual or religious beliefs all contribute to better physical and mental health, leading to improved wellbeing.
4. Psychological factors: Healthy self-esteem and an optimistic outlook on life are important for maintaining positive mental health and overall wellbeing.
5. Personal growth and fulfilment: Engaging in fun hobbies and leisure pursuits, having realistic and achievable goals, and finding a sense of purpose and meaning in life are essential for a fulfilling existence.
6. Coping and adaptability: The ability to adapt to change and handle life's challenges influences how well an individual can maintain their wellbeing during difficult times.
7. It's important to note that these factors are interconnected. A positive aspect in one area of life can compensate for deficiencies in others. For example, a strong, supportive marriage can offset the lack of close friendships, and religious beliefs can provide solace and comfort during times of physical illness.

Recognizing and addressing the different dimensions of wellbeing is crucial for promoting a healthy and balanced life. By nurturing these various factors, individuals can improve their overall wellbeing and quality of life. Moreover, societal factors such as living in a fair and democratic society can also play a role in creating an environment that supports people's wellbeing.



The PERMA Model represents the five core elements of happiness and well-being. PERMA basically stands for Positive Emotion, Engagement, Relationships, Meaning, and Accomplishments.

American psychologist and educator Martin Seligman designed the PERMA Model.

The PERMA model is a theory of wellbeing and happiness proposed by positive psychologist Martin Seligman. It is an acronym that represents five essential elements that contribute to a flourishing life:

1. **Positive Emotions:** This route to well-being is hedonic – increasing positive emotion. Within limits, we can increase our positive emotion about the past (e.g., by cultivating gratitude and forgiveness), our positive emotion about the present (e.g., by savouring physical pleasures and mindfulness) and our positive emotion about the future (e.g., by building hope and optimism). This element involves experiencing positive feelings such as joy, gratitude, love, hope, and contentment. Cultivating positive emotions enhances overall wellbeing and resilience.
2. **Engagement:** Engagement is an experience in which someone fully deploys their skills, strengths, and attention for a challenging task. According to Mihaly Csikszentmihalyi, this produces an experience called “flow” that is so gratifying that people are willing to do it for its own sake, rather than for what they will get out of it. The activity is its own reward. Flow is experienced when one’s skills are just sufficient for a challenging activity, in the pursuit of a clear goal, with immediate feedback on progress toward the goal. In such an activity, concentration is fully absorbed in the moment, self-awareness disappears, and the perception of time is distorted in retrospect, e.g., time stops. Flow can be experienced in a wide variety of activities, e.g., a good conversation, a work task, playing a musical instrument, reading a book, writing, building furniture, fixing a bike, gardening, sports training or performance, to name just a few.
3. **Relationships:** Relationships are fundamental to well-being. The experiences that contribute to well-being are often amplified through our relationships, for example, great joy, meaning, laughter, a feeling of belonging, and pride in accomplishment. Connections to others can give life purpose and meaning. Support from and connection with others is one of the best antidotes to

“the downs” of life and a reliable way to feel up. Research shows that doing acts of kindness for others produces an increase in well-being. From an evolutionary perspective, we are social beings because the drive to connect with and serve others promotes our survival. Developing strong relationships is central to adaptation and is enabled by our capacity for love, compassion, kindness, empathy teamwork, cooperation, self-sacrifice, etc. Social connections and positive relationships with others are vital for wellbeing. Nurturing meaningful and supportive relationships with family, friends, and the community can contribute to happiness and a sense of belonging.

4. **Meaning:** This element involves having a sense of purpose and meaning in life. Understanding one's values, contributing to something greater than oneself, and having clear goals can provide a sense of direction and fulfilment.
5. **Accomplishment/Achievement:** The feeling of accomplishment and achievement comes from setting and reaching realistic and meaningful goals. Celebrating successes, both big and small, can boost self-esteem and contribute to overall wellbeing.

The PERMA model emphasizes the importance of these five elements working together to create a flourishing and fulfilling life. By incorporating positive emotions, engaging in activities that bring joy and purpose, nurturing meaningful relationships, finding a sense of meaning and purpose, and achieving personal goals, individuals can enhance their wellbeing and life satisfaction.

It's essential to note that the PERMA model is just one of many theories and frameworks that explore the complexities of human happiness and wellbeing. Different models may resonate with different individuals, and

wellbeing is a multifaceted concept that can be influenced by various factors, as discussed earlier. Each of these five building blocks contributes to well-being and:

Is pursued for its own sake, not as a means to an end

Is defined and measured independently of the other elements

The Benefits of Well-Being

Research demonstrates that well-being is not only valuable because it feels good, but also because it has beneficial real-world consequences. Compared to people with low well-being, individuals with higher levels of well-being:

Perform better at work

Have more satisfying relationships

Are more cooperative

Have stronger immune systems

Have better physical health

Live longer

Have reduced cardiovascular mortality

Have fewer sleep problems

Have lower levels of burnout

Have greater self-control

Have better self-regulation and coping abilities

Are more prosocial

Research has identified optimism as one of the key contributors to well-being. Studies show that optimism brings many benefits compared to pessimism, including:

Less depression and anxiety

Better performance at school, sports, and work

Reduced risk of dropping out of school

Better physical health outcomes, including fewer reported illnesses, less coronary heart disease, lower mortality risk, and faster recovery from surgery.

Institutional Applications

The science of well-being has important implications for institutional applications:

Schools can educate students for flourishing as well as for workplace success. The skills of well-being can be taught.

Parents can cultivate their children's strengths, grit, and resilience.

Workplaces can improve performance as well as raise employee well-being.

Therapists can nurture their patients' strengths to prevent mental illness and enhance flourishing, as well as heal damage.

Communities can encourage public service and civic engagement.

Social Responsibility Competencies

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. As seen earlier, 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.

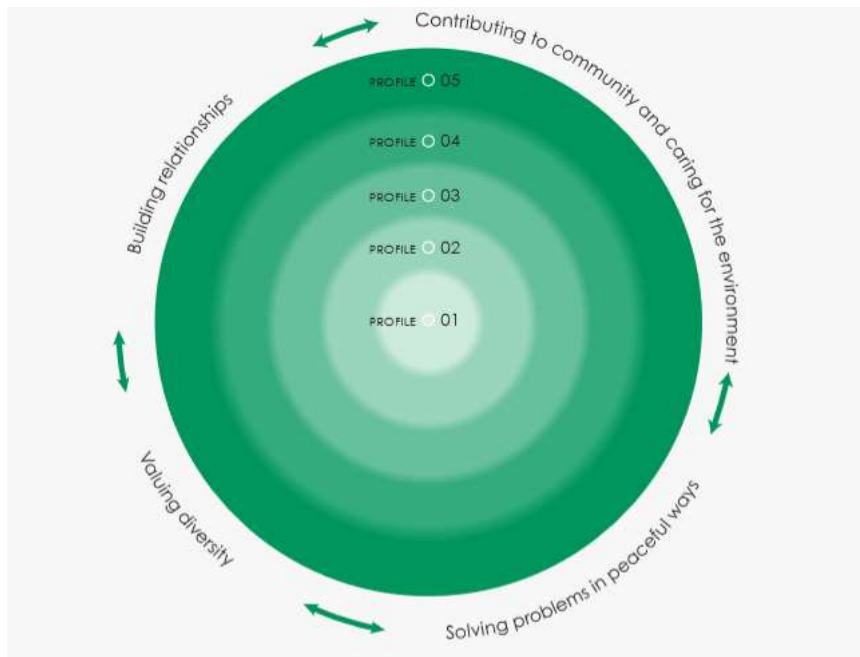
I can identify when others need support and provide it.

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.

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	Description
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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 Responsibilities of Business towards Community

The business owes a great irresponsibility to the community in various directions. Some of the major areas where business can and does contribute towards community welfare as a part of its social responsibility are:

1. In the field of Industry

An important social responsibility of business/industry is to help rural areas by introducing “self-help” and “earn-while-you-learn” programmes. Initially, such programmes may be labour intensive in areas like pottery, carpentry, weaving, spinning, industry based on agriculture, farming, dairy farming, pig rearing, poultry and storage, etc., so employment opportunities could be provided in rural areas.

For this purpose, business experts should survey areas that need improvement, skill requirement, financial assistance etc.

2. In the field of Agriculture

As a social responsibility, a large business house can play an important role in agricultural development, to provide full-time employment to the vast unemployed rural labour force.

For this purpose, the business should get the survey done by its experts in the field of climate, soil conditions, breeding of livestock facilities for irrigation and water supply and actual supply of fertilizers seeds,

pesticides, expertise, and finances. Non-agricultural activities seeking linkage with the agricultural sector and the industrialized sector can also be developed.

3. Housing Facilities

The social responsibility of business in this sphere is great, specially, because a major proportion of the rural population is doomed to diseases, squalid existence in hopelessly ill-planned and filthy houses. Therefore, business can play a major role by extending financial aid, by providing material and manpower support, home building practices etc.

In urban areas, slum clearance schemes, one or two room tenements with facilities for sanitation should be provided in labour colonies.

4. Transportation

Business and other agencies can help the government by undertaking studies and programmes of technical and financial assistance to develop cheap public transport, increasing the operational efficiency and utilization of road capacity, enhanced licensing procedures, more rational and scientific estimates for vehicle fleet size and manpower for different modes of transport, improved maintenance and replacement policy for the spares, and structural changes in urban and rural layouts.

5. Health and Education

Business organizations have their responsibility towards improvement of the quality of the people of the community. They can and should be engaged in works like improving drainage system, adequate clean drinking water facility, enhancing sewage disposal system, waste management, pollution control, improving sanitation, construction of toilets etc., which will prevent many water-borne diseases. Medicines can be distributed free of cost, offering healthy food to children, sick people, pregnant mothers and aged people. Organizing camps should be conducted to treat minor ailments.

The problems responsible for ill-health in the rural areas need solution, for they result from lack of health education, unhealthy environment, unclean habits of living, poverty, poor diet, and the social culture. These problems can be solved through medical help, and the help of social workers. Besides, rural education could provide individuals with knowledge and skills to enable them to manage their families, to participate in cultural and economic life and to sharpen problem-solving capabilities.

6. Industrial Aid to Education in Urban Areas

Progressive individual businessmen and individual business houses are running or supporting schools, colleges and technical/professional educational institutions.

In fact, it is a part of modern social responsibility of business that it should support educational programmes, more particularly technical education.

In some cases, they help by lending the services of their specialists (as visiting experts) and giving financial help.

7. Social Audit on Factual Assessment

This should be done by trained and professional personnel to show the social performance of business. The term “social audit” generally means ‘a comprehensive evaluation of the way a company discharges all its responsibilities to shareholders, customers, employees, community and the government’.

A social audit should generally adopt a four-step process, viz;

- *firm must itemize all the activities that have a potential social impact;*
- *the circumstances leading to these actions or activities must be explained;*
- *some evaluation of the performance must be conducted; and*
- *the company must examine the relationship between the goals of the firm and those of society to see how the programme relate to one another.*

In brief, it may be said that business must accept responsibility to the society and its various constituents as a trustee for the goods and services that it produces, consumes, saves and reinvests.

Such responsibilities extend beyond the business to the lives of the people and the community and as such they should endeavor to:

- *play their proper role in civil affairs within the goals of the business;*
- *promote amenities and help, create better living conditions;*
- *help in making people law-abiding and improving legislation and administration in municipal and industrial affairs; and*
set-up socially desirable standards of living, themselves avoiding ostentatious, wasteful expenditure, and improvident display in weddings, festivities and parties.

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 others

Understanding the diversity issues that can interrupt working relationships, such as differences in communication styles or business etiquette, helps employees and organizational leaders and public in

general 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.

Solutions to Culturally-Rooted Conflicts

1. Ask

Most of us were taught that asking questions is an effective strategy for gathering information. Many of you no doubt recall the adage, "there is no such thing as a stupid question." Of course there are certain taboo subjects that you do not ask about -- money, sex, and religion come to mind. Unfortunately, for many people, cultural differences are also on this list. Somewhere along the line, we got the idea that it is not alright to ask about someone's culture or ethnicity -- that acknowledging openly that there might be a cultural difference between people is disrespectful and patronizing. The truth is quite the opposite. Asking others about their cultures is a logical and genteel way of avoiding the kinds of misunderstandings that can create intercultural conflicts in the workplace.

Asking is the most efficient way to gather information. Here are some tips that will make your inquiries most effective:

- Do not ask about something when you are irritated.
- Relate your question back to your own sometimes mysterious behavior and culture.
- Even if you do not like the behavior you are asking about, do not be accusatory or judgmental.
- When you find yourself hesitating to ask something because you feel it would appear patronizing or intrusive, ask yourself this question: Would you ask this type of question of someone from your own culture? If the

answer is "yes," you can be assured that it is a legitimate inquiry that you have every right to make.

2. Seeking Commonalities

One of the dangers of studying cultural differences is that it can cause us to focus more on how we differ than on the commonalities which bind us. As we learn and ask about differences in body language, etiquette, and values, we forget that underneath those features -- underneath what we might call the "cloak of culture" -- are commonalities which all human beings share. Foremost among those are the desire for human dignity, the need for survival and physical comfort, and the wish for companionship and respect.

Commonalities can go beyond these larger values to include common preferences, tastes, and life experiences. One of the best ways to find these commonalities is to consciously reach out to colleagues in order to identify what you share.

Here are some tips that will guide you in establishing areas of commonality:

- Be prepared to be rebuffed. As in any relationship, your effort to establish commonalities may not prove successful. Do not let this discourage you. Just because the first subject you try does not strike a common cord is no reason to give up on the effort.
- Watch for opportunities. During conversations in which interests and topics are being shared, be alert to subjects you can comment on and which relate back to your own experience.

- Communicate genuine interest in the other person. One of the great advantages to working in a multicultural workplace is the opportunity to learn about other peoples and other ways of doing things. As you show interest in alternative lifestyles and beliefs, you will be amazed at the common areas of agreement that will emerge.

3. Do not project your own culture onto others.

If we define "culture" as a "socially transmitted design for living," it is obvious that everybody has one. Every culture dictates what is most important to us and how we behave. Having a culture and having values that are associated with that culture is a good thing. The problem arises when we project those values onto other people; in other words, when we make the mistake of assuming that colleagues from other cultures are doing what they are doing for the same reasons we would.

Assume, for example, that you have a colleague who builds relationships slowly and who is hesitant to reveal personal information about themselves. This restrained behaviour -- behaviour which we have seen is characteristic of many immigrant cultures -- might be in sharp contrast to the native tendency to form friendships quickly and to be open and forthright with personal information. Because of this contrast, there is the temptation to project native values onto others and assume them to be cold just because they develop relationships at a more leisurely pace.

It is because of this tendency for all of us to project our cultures onto others that we must take great care to evaluate any behaviour from the cultural perspective of the other person, not from the perspective of our

own values and practices. From things as simple as differing ideas of proper eye contact to more complex ideas like why a person might not seek a promotion, the trick is to recognize that there may be a cultural difference in motivation and, in turn, to ask for an explanation from the people involved.

4. Communicating respect

Showing respect for others is probably the single most important thing we can do to build harmony between cultures. We've to acknowledge and respect every individual's right to be who they are and make an effort to communicate respect even in the small things.

Here are some examples of ways which can go far toward making your colleagues feel that they are getting the respect which every human being needs and deserves:

- Call people by their preferred form of address. This might be by the first name, last name, or by the use of a title.
- Pronounce people's names correctly. Admittedly, some names can be very difficult to pronounce, but it is worth the effort in light of the good feelings correct pronunciation can create. Each time you demonstrate your willingness to try, you will be building a bond that will permanently improve your cross-cultural relationships.
- Find out what countries people are from. To say, for example, that someone is from "Asia" without naming a country is roughly like

indicating that the native born American is from the "Western World." Be specific. There is as much difference between a Filipino and a Korean as between an American and a Frenchman.

- Learn a few words of the languages spoken in your workplace. You do not need to learn all the languages nor even all of one language.

Mutual respect is at the heart of every harmonious workplace. If you look back at the suggestions above -- from asking questions to looking for commonalities -- you will discover that they are nothing more than ways of showing those around you that you respect them enough to learn who they are and what they have to contribute as individual human beings.

How to Build Good Work Relationships?

- Develop Your People Skills
- Identify Your Relationship Needs
- Schedule Time to Build Relationships
- Focus on Your EI
- Appreciate Others
- Be Positive
- Manage Your Boundaries
- Avoid Gossiping
- Listen Actively

Difficult Relationships

Occasionally, you'll have to work with someone you don't like, or someone that you simply can't relate to. But, for the sake of your work, it's essential that you maintain a professional relationship with him.

When this happens, make an effort to get to know the person. It's likely that they know full well that the two of you aren't on the best terms, so make the first move to improve the relationship by engaging them in a genuine conversation, or by inviting them out to lunch. While you're talking, try not to be too guarded. Ask them about their background, interests and past successes. Instead of putting energy into your differences, focus on finding things that you have in common.

Just remember – not all relationships will be great; but you can make sure that they are, at least, workable!

Non-Government Organization

A non-governmental organization (NGO) is a non-profit, citizen-based group that functions independently of government. ... As non-profit organizations, NGOs rely on a variety of sources for funding projects, operations, salaries and other overhead costs.

NGOs – nongovernmental organizations – are independent of both the government and the business sector. Their mandate is to promote the public interest and serve the public good rather than to make a profit or advance the interests of a narrow group of individuals. Their independence enables them to monitor government performance and advocate for improvements. NGOs that are respected by both the government and the business sector can help mediate conflicts or find

solutions to common concerns. Finally, their independence from government, political parties and religious institutions allows them to create a shared vision for their community. NGOs mobilize volunteers and other resources to achieve their vision. Over the past few decades, NGOs have been at the forefront of major social movements to better people's lives. The number of NGOs in emerging democracies has grown rapidly over the past decades. In places such as the former Soviet republics, NGOs are helping build democratic institutions and provide safety nets for poor and vulnerable populations. The term "NGO" first came into use after World War II when the United Nations applied it to private organizations that helped heal the ravages of the war — millions of displaced people, orphans and high unemployment. But the concept of citizens organizing around issues goes back much further. Some scholars identify the first international NGO as Antislavery International, established in 1839. Today, the U.N. recognizes an estimated 40,000 international NGOs, with millions more operating within countries. There are many different kinds of NGOs. Some are large, multinational organizations while others are small, village-based groups. Some target particular issues or sectors, such as women, youth, the environment, human rights, education or health. Others address multiple issues and sectors. Whatever their area or scope, all NGOs exist to make people's lives better or solve a social problem. Most NGOs are founded by people who are passionate about their communities or causes. Yet starting and running an NGO takes more than passion. It takes knowledge, skills, resources and relationships. It also takes time, planning, patience and flexibility.

LEGITIMACY- When an NGO is seen as legitimate, the public believes that it addresses a need in society and that its members put that social need above their personal interests. It serves the public good and must have a group of people who serve as the stewards of that public trust. This is typically the board of directors.

NGOs that are controlled by one individual who is not accountable to a board or other stakeholders will not be seen as legitimate and will not earn the diverse support needed to sustain the organization. Clear, relevant mission focused on meeting a critical community or societal need. But a good mission is not enough. To be legitimate, an NGO must also be well governed, well run and effective. An NGO that is controlled by one individual will not be seen as legitimate. If one person dominates an organization with little input or oversight from others, that individual risks promoting his or her personal interest over the public interest. Without the active leadership and management of several people, there are no checks and balances to prevent misuse or abuse of NGO resources. An NGO needs a broad base of leaders who solicit input from stakeholders to make sure their organization serves the public interest.

ACCOUNTABILITY - An NGO exists for the public good, it must be accountable to answer to the public. Specifically, that means answering to your stakeholders: funders, members, partners, the people you serve, the community you operate in and other NGOs. Different stakeholders have different expectations. Your funders expect their money to be used for the intended purpose, managed well and applied to meet project objectives. The people you serve expect help with their needs and to be treated with respect. Partners expect you to be honest and follow through

on commitments. These are just a few examples. NGOs need to engage and listen to their different stakeholders to understand their varied expectations.

NGO Types

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

NGO types by orientation:

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 around 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.

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 and industry, 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 city branches and assist local NGOs.

International NGOs range from secular agencies 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.

Nonprofit organization (NPO)

A nonprofit organization (NPO) or non-profit organization, also known as a non-business entity,[1] or nonprofit institution,[2] is a legal entity organized and operated for a collective, public or social benefit, in contrary with an entity that operates as a business aiming to generate a profit for its owners. A nonprofit is subject to the non-distribution constraint: any revenues that exceed expenses must be committed to the organization's purpose, not taken by private parties. An array of organizations are nonprofit, including some political organizations, schools, business associations, churches, social clubs, and consumer cooperatives. Nonprofit entities may seek approval from governments to be tax-exempt, and some may also qualify to receive tax-deductible contributions, but an entity may incorporate as a nonprofit entity without securing tax-exempt status.

Key aspects of nonprofits are accountability, trustworthiness, honesty, and openness to every person who has invested time, money, and faith into the organization. Nonprofit organizations are accountable to the donors, founders, volunteers, program recipients, and the public community. Theoretically, for a nonprofit that seeks to finance its operations through donations, public confidence is a factor in the amount of money that a nonprofit organization is able to raise. Supposedly, the

more a nonprofit focuses on their mission, the more public confidence they will gain. This will result in more money for the organization.[1] The activities a nonprofit is partaking in can help build the public's confidence in nonprofits, as well as how ethical the standards and practices are.

Corporate Social Responsibility (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?

<https://allsemestermбанotes.blogspot.com/2017/05/why-csr-at-all-definition-and-example.html>

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 organisation 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 organisation 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.

13. In a number of jurisdictions, governments have expedited approval processes for firms that have undertaken social and environmental activities beyond those required by regulation.

The Corporate Social Responsibility Voluntary Guidelines issued by the MCA in December 2009 was the first step towards mainstreaming the concept of Business Responsibilities. Through these Guidelines, the Ministry urged the business sector to adopt the principles contained in the Guidelines for responsible business practices. The document also said that “after considering the experience of the adoption of these Guidelines by the Indian corporate sector and consideration of relevant feedback and other related issues, the Government may initiate the exercise for review of these Guidelines and further improvement after one year.

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.

Corporate Social responsibility has become a mandatory practice.

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.

Government Policies on CSR

Corporate Social Responsibility Under The Companies Act, 2013

The Companies Act, 2013 has introduced the concept of Corporate Social Responsibility in India to the forefront. It aims to promote greater transparency and disclosure. The Ministry of Corporate Affairs notified Section 135 and Schedule VII of the Companies Act 2013 as well as the Companies (Corporate Social Responsibility Policy) Rules, 2014 which

came into effect from April 1, 2014. The MCA further issued Circular No. 21/2014 and 36/2014 to clarify on certain matters. Notification making further amendments in Schedule VII was issued on August 2014 and Companies (Corporate Social Responsibility Policy).

Amendment Rules, 2015 were released on January 2015. The provisions of the Act and the Rules amended till July 2015 are given below-

It should be understood that CSR as defined in the Companies (Corporate Social Responsibility Policy) Rules to mean and include but not limited to:

- 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 –

- A brief outline of the company's CSR policy, including overview of projects or programs proposed to be undertaken and a reference to the web-link to the CSR policy and projects or programs.
- The Composition of the CSR Committee.
- Average net profit of the company for last three financial years
- Prescribed CSR Expenditure
- Details of CSR spent during the financial year.
- 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.
- A responsibility statement of the CSR Committee that the implementation and monitoring of CSR Policy, is in compliance with CSR objectives and Policy of the company. If the company has been unable to spend the minimum required on its CSR initiatives, the reasons for not doing so are to be specified in the Board Report. If a company has a website, the CSR policy and the report containing details of such activities have to be made available on the company's website for informational purposes.

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.

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.

CSR- Case studies

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.

1. 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.

The Corporate Services Division delivers these responsibilities through several institutionalised bodies:

- Tata Steel Corporate Social Responsibility and Accountability Policy
- Corporate Social Responsibility
- Tata Steel Rural Development Society (TSRDS)
- Tribal Cultural Society (TCS)
- Tata Steel Family Initiatives Foundation (TSFIF)
- Tata Steel Skill Development Society (TSSDS)
- Education
- Medical Services
- Urban Services
- Sports Department
- Tata Steel Adventure Foundation
- JUSCO

- Other societies like Ardeshir Dalal Memorial Hospital, Blood Banks, Kanti Lal Gandhi Memorial

Hospital etc.)

- Tata Relief Committee

To assess the effectiveness of its social initiatives Tata Steel has innovatively devised a Human Development Index (HDI). In 2012-13, HDI assessment was completed for 230 villages. The Corporate Social Responsibility Advisory Council was also created with the objective that this apex body along with the results of the measurement of HDI will enable the Group to direct its social initiatives better and allocate resources more efficiently

2. NESTLE

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.

Social Marketing

Social marketing seeks to develop and integrate marketing concepts with other approaches to social change. Social marketing aims to influence behaviors 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 we 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 from 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.

The 4 P's

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.

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 a relatively 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.

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.

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 basic 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).

The Role of Technology in Social Entrepreneurship

Social entrepreneurs are those who use innovative approaches to social problems such as poverty, lack of access to healthcare in the rural areas, difficulties in bridging the gap between employability and unemployed youth, and problems such as lack of access to credit for women. In these and other cases, technology plays a prominent role as not only is technology inherently innovative but increasingly, it has become cost effective to deploy technology to solve social problems.

Examples of How Technology Powers Social Innovation

For instance, in many Third World countries, farmers need real-time updates on weather patterns as well as sowing schedules so that they can plan their harvest accordingly. Further, fisherpersons in coastal areas need to be intimated of approaching storms and hence, mobile based apps that can do this job are preferred. Apart from this, there are other examples such as having IT (Information Technology) enabled kiosks in rural areas in India wherein those people and the teenagers and the youth in particular can pick up valuable IT skills which would enhance their employability in future. Moreover, through the use of mobile apps, microcredit institutions and the people they finance can keep in touch with each other leading to better credit utilization as well as repayment.

The Mobile Revolution

The instances quoted above are just a fraction of how technology can help alleviate social problems. It is for these reasons that in recent years, social entrepreneurs have been stressing on using technology as part of their efforts at social innovation. Indeed, the fact that the mobile revolution has

empowered the poor and the underprivileged more than others has been acknowledged by the UN (United Nations) which recently stated that there are more number of mobiles in the world than toilets or in other words, there are more chances of a person owning a mobile than he or she having access to toilets and sanitation. This means that technology can indeed enable, empower, and encompass the masses in their quest for a decent income and a healthy life.

Bringing together all the Stakeholders

To continue the points made above, it has been common in many countries for drivers, handypersons, traders, and small businesspersons to use technology to connect with their customers as well as the other end of the spectrum which are their suppliers, owners, and middlepersons. In this way, technology allows the coming together of all stakeholders in the value chain so that everyone ultimately benefits. Though there have been concerns in recent months about technology also leading to safety and security concerns because of the anonymity and the potential for misuse, it needs to be mentioned that technology per se is value neutral meaning that it can be used both for good and bad purposes and it is up to the regulators and the users to monitor and regulate.

Synergies and Economies of Scale

Considering the enabling and empowering role that technology plays, many non-profits are focusing exclusively in building and creating an ecosystem for innovators, funders, thought leaders, influencers, and the regulators on one hand and the beneficiaries, the intermediaries, the users, and the owners to come together in a giant electronic and digital umbrella where social innovation can take place and value created for all

and society in general. The power of technology in these cases is such that it creates synergies wherein the sum of the value created at each link in the value chain is greater than the parts. Further, technology allows social entrepreneurs to enable and empower the underprivileged to rapidly scale up thereby leveraging the benefits of the efficiencies provided by economies of scale. The twin aspects of synergy and economies of scale mean that innovation and innovative solutions can reach more people and create value that individually would take time and more resources.

Email as an Example

For instance, before the advent of email, if you had to contact hundred people for a promotional campaign, you had to send hundred letters which even when they are typed or printed need to take into account the costs of sending them. However, with technology, all you need to do is customize the headers and the names of the persons and then with a single click of the mouse, all the people can be reached effortlessly and efficiently. In addition, you can reach anyone anywhere in the world anytime as well as everyone and everywhere and every time. This is just a basic example of how technology enables synergies and actualizes economies of scale.

Society Benefits

Now consider if such use of technology comes to the aid of an underprivileged person setting up his or her own venture. Using mobile and internet technologies, not only can he or she aspire to reach a global audience thereby cashing in on the scale aspect but also offer a solution that is potentially cheaper and creates more value on a per unit of cost basis. Indeed, the example of entrepreneurs such as the Nobel Laureate

and Bangladeshi social entrepreneur, Mohammed Yunus who empowered rural women in his country to finance their small businesses by extending them microcredit who in turn formed groups and reached scale and leading to innovation creating value point to how a combination of technology and social innovation can feed into each other and ultimately benefit society.

Types of Social Entrepreneurs

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.

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 farmer 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.

SOCIAL BUSINESS MODEL CANVAS

The Social Business Model Canvas is a tool used to design, analyze, and communicate business models with a social or environmental mission at their core. It adapts the traditional Business Model Canvas, popularized by Alexander Osterwalder and Yves Pigneur, and adds elements specifically relevant to social enterprises and organizations that aim to create positive impact alongside profitability.

Detailed breakdown of the Social Business Model Canvas components:

1. Customer Segments (Beneficiaries):

Identify the specific groups of people or communities that will directly benefit from your social business. These are the primary beneficiaries of the positive change your enterprise aims to create.

2. Value Proposition (Social Impact):

Clearly articulate the social or environmental problem you intend to address and the value your business offers to solve it. Describe the positive impact you seek to achieve.

3. Channels (Delivery and Distribution):

Determine the channels through which your product or service reaches the beneficiaries. This could include distribution networks, partnerships, or direct delivery methods.

4. Customer Relationships (Beneficiary Engagement):

Define how you will engage with your beneficiaries and build a relationship based on trust and collaboration. Highlight any community involvement or participation in the business model.

5. Revenue Streams (Financial Sustainability):

Outline the various sources of income for your social enterprise, including sales, grants, donations, or any other financial streams.

6. Key Resources (Social Impact Drivers):

Identify the critical assets and resources needed to deliver your social impact. This may include skilled workforce, partnerships, technologies, or unique methodologies.

7. Key Activities (Impact Delivery):

List the key activities your organization will undertake to create and deliver the intended social impact. These could include training, education, awareness campaigns, etc.

8. Key Partnerships (Collaborations):

Specify the external organizations, governments, NGOs, or other stakeholders you will collaborate with to enhance your social impact and business performance.

9. Cost Structure (Social Value Costs):

Outline the costs associated with creating and delivering your social impact, including both monetary expenses and non-monetary resources.

10. Impact Measurement (Metrics and Indicators):

Develop a system to measure and track the social or environmental impact of your business. Identify the key metrics and indicators that demonstrate your progress and success.

By using the Social Business Model Canvas, social entrepreneurs and organizations can better understand their social impact, identify potential challenges, and design a sustainable and effective business model to achieve their mission. It also aids in communicating the essence of the social enterprise to stakeholders, investors, and supporters, fostering greater collaboration and support for the cause.

The Social Business Model Canvas, developed by Alexander Osterwalder and Yves Pigneur, is a valuable tool for social entrepreneurs and organizations looking to create positive impact while maintaining financial sustainability. Like any framework, it comes with its set of advantages and disadvantages:

Advantages:

- 1. Focus on Social Impact:** The Social Business Model Canvas places a strong emphasis on social or environmental impact. It helps organizations clearly define their social mission and align all business elements to achieve that mission effectively.

2. Integration with Business Model Canvas: The Social Business Model Canvas is an adaptation of the traditional Business Model Canvas. This means that businesses can use it in conjunction with the original canvas, making it easier to transition from a traditional business model to a social enterprise or combine both elements in a hybrid model.

3. Holistic Approach: It provides a holistic view of the social enterprise, enabling entrepreneurs to understand how each component contributes to the overall impact and financial sustainability. This comprehensive perspective helps in strategic decision-making.

4. Engagement and Collaboration: The canvas fosters engagement and collaboration among stakeholders, including beneficiaries, partners, investors, and employees. It encourages dialogue and participation in achieving the social mission.

5. Clarity in Communication: The visual nature of the canvas simplifies communication, making it easier for stakeholders to understand the business model, social impact, and how the enterprise operates.

6. Adaptability: The canvas is adaptable and can be customized to suit the needs of different social enterprises, regardless of their size, sector, or geographic location.

Disadvantages:

1. Simplicity vs. Complexity: While the simplicity of the canvas is an advantage, it may also be a limitation for more complex social enterprises. Certain business models may have intricate social impact mechanisms that can't be fully captured in the canvas.

2. Limited Prescriptive Guidance: The canvas is a framework, not a step-by-step guide. Some social entrepreneurs may struggle with translating the canvas components into specific actions, particularly if they are new to the field.

3. Impact Measurement Challenges: Though the canvas includes an impact measurement component, defining and measuring social impact can be challenging for many social enterprises. There is no one-size-fits-all approach to measuring social impact.

4. Overlooking Ethics: While the canvas emphasizes social impact, it may not explicitly address ethical considerations in the business model. Some social enterprises might need to supplement the canvas with ethical frameworks to ensure responsible practices.

5. Risk of Oversimplification: Attempting to fit a complex social enterprise into a one-page canvas might oversimplify certain aspects, leading to important elements being overlooked.

In conclusion, the Social Business Model Canvas offers a practical and concise tool for social entrepreneurs to design, analyze, and communicate their business models effectively. However, it's essential to recognize its limitations and complement it with other tools and methodologies when necessary to address specific challenges and complexities.

Applying the Social Business Model Canvas developed by Alexander Osterwalder and Yves Pigneur involves a step-by-step process to design, analyze, and communicate your social business model. Here's a guide on how to use the tool effectively:

1. Understand Your Social Mission:

Clearly define the social or environmental problem your business aims to address. Understand the impact you want to create and the beneficiaries you seek to serve.

2. Familiarize Yourself with the Canvas:

Get acquainted with the different components of the Social Business Model Canvas. Understand how each section contributes to the overall picture of your social enterprise.

3. Gather a Diverse Team:

Bring together a diverse team of stakeholders, including employees, beneficiaries, partners, and investors. Collaborative input from various perspectives will enrich the canvas and improve the overall business model.

4. Start Filling Out the Canvas:

Begin filling out the canvas, section by section. Start with the Customer Segments and Value Proposition, as these form the foundation of your social business model.

5. Identify Beneficiaries:

Clearly define the target beneficiaries of your social enterprise. Be specific about who will directly benefit from your product or service.

6. Define Your Social Impact:

Articulate the social or environmental impact your business aims to create. Describe the positive change you seek to achieve and how it aligns with your social mission.

7. Identify Revenue Streams:

Determine the various sources of income for your social enterprise. These could include sales revenue, grants, donations, or other financial streams.

8. Describe Impact Delivery:

Outline the key activities your organization will undertake to create and deliver the intended social impact. This could involve providing training, education, awareness campaigns, or any other impact-related activities.

9. Identify Key Partnerships:

Specify the external organizations, stakeholders, or partners you will collaborate with to enhance your social impact and business performance. Highlight any community or beneficiary involvement in these partnerships.

10. Determine Cost Structure:

Identify the costs associated with creating and delivering your social impact. This includes both monetary expenses and non-monetary resources required to achieve your social mission.

11. Engage in Impact Measurement:

Develop a system to measure and track the social or environmental impact of your business. Identify the key metrics and indicators that demonstrate your progress and success in achieving your social goals.

12. Iterate and Refine:

The canvas is not a static document; it should evolve as your social enterprise grows and learns. Continuously review, iterate, and refine your business model based on feedback, data, and changing circumstances.

13. Communicate Your Model:

Use the completed canvas to communicate your social business model to stakeholders, investors, employees, and partners. The visual nature of the canvas makes it easier to convey your mission and strategy concisely.

Remember that the Social Business Model Canvas is a tool to guide your thinking and decision-making. It should be supplemented with detailed business plans, impact assessments, and ethical considerations to create a comprehensive and sustainable social enterprise.

Certainly! Let's consider an example of a social enterprise that aims to provide clean and affordable drinking water to rural communities in a developing country using a decentralized water purification system.

Here's how the Social Business Model Canvas for this enterprise might look:

1. Customer Segments (Beneficiaries):

- Rural communities in the developing country without access to clean and safe drinking water.

2. Value Proposition (Social Impact):

- Provide clean and affordable drinking water to improve the health and well-being of the rural population.

- Reduce waterborne diseases and infant mortality rates in these communities.

3. Channels (Delivery and Distribution):

- Establish water purification kiosks in key locations within the target communities.

- Use community health centers and local NGOs to distribute and promote the service.

4. Customer Relationships (Beneficiary Engagement):

- Conduct community engagement workshops to raise awareness about the importance of clean drinking water and the benefits of the water purification system.

- Foster a sense of ownership and involvement among community members by including them in decision-making processes.

5. Revenue Streams (Financial Sustainability):

- Charge a nominal fee for the purified water, making it affordable for the community members.

- Seek funding from grants, impact investors, and corporate social responsibility initiatives.

6. Key Resources (Social Impact Drivers):

- Water purification technology and equipment.

- Skilled operators and technicians to maintain and operate the purification systems.

- Partnerships with local NGOs and community health centers.

7. Key Activities (Impact Delivery):

- Set up and maintain water purification kiosks.

- Train community members to operate and maintain the purification systems.

- Monitor water quality and ensure adherence to safety standards.

8. Key Partnerships (Collaborations):

- Partner with local NGOs and community leaders to understand the specific needs and challenges of the target communities.
- Collaborate with government agencies for regulatory support and potential funding opportunities.

9. Cost Structure (Social Value Costs):

- Water purification equipment and technology costs.
- Staff salaries and training expenses.
- Marketing and outreach costs.

10. Impact Measurement (Metrics and Indicators):

- Number of people with access to clean drinking water.
- Reduction in waterborne diseases and related healthcare costs.
- Community satisfaction and feedback.

By using the Social Business Model Canvas, this water purification social enterprise can strategically plan its operations, assess its social impact, and communicate its business model to stakeholders, potential investors,

and supporters. This canvas helps align the organization's efforts with its social mission while ensuring financial sustainability for long-term success.