Volume : 3 | Issue : 2 | Feb 2014 • ISSN No 2277 - 8160

Research Paper Commerce

Corporate Social Responsibility

Prof. J.M. Ramanuj Shree GK & CK Bosamia College, Jetpur

ABSTRACT

Scope: A study on employees' knowledge, attitude and practices related to corporate social responsibility.

Main findings: the approach and the impact of CSR as understood by the employees of the company.

Research Methodology: Random Sampling

Corporate social responsibility is the business of the new millennium, using a new link between business operation and social values. Most businesses have moved into an era where companies face increasing pressure from investor, consumers and employees to consider the social and environmental issues in the way they operate. CSR focus on the social, environmental and financial success of a company, with the goal to have a positive impact on society while at the same time achieving business success.

Further, it is certain that with the passage of time the socio economic problems of the country will become more complex, intricate and the government will experience a great difficulty in coping with ever increasing social problems. In the way it can be conclude that corporations of tomorrow will have to assume greater social responsibility than what they are doing today.

KEYWORDS :

INTRODUCTION

The entirety of CSR can be discerned from the three words contained within its title phrase: '**corporate,' 'social,' and 'responsibility**.' Therefore, in broad terms, CSR covers the responsibilities corporations (or other for-profit organizations) have to the societies within which they are based and operate. More specifically, "*CSR involves a business identifying its stakeholder groups and incorporating their needs and values within the strategic and day-to-day decision-making process.*

Therefore, a business' 'society' within which it operates, which defines the number of stakeholders to which the organization has a 'responsibility,' may be broad or narrow depending on the industry in which the firm operates and its perspective.

NATURE OF CSR: CHALLENGES & OPPORTUNITIES

There is increasing focus on both the private and public sectors to be proactive in the area of CSR. Various challenges are emanating from consumers, shareholders, non-governmental organizations, international organizations, and other stakeholders. These challenges are increasingly recognized in public policy debates as well as in the marketplace by companies and industry sector associations and they are frequently recognized as opportunities.

Stakeholders challenge corporations to play social responsibility roles - at both the domestic and international levels. Challenges usually focus on one or more elements of CSR such as environmental protection, health and safety, corporate governance, human resource management practices, human rights, community development and consumer protection.

CSR – CONCEPT

The process of globalization has accentuated ongoing debates on equitably sharing the benefits of international investment, trade, growth and development. Global disparities are growing with industrially and technologically more advanced countries progressing well and others falling further behind. The transnational corporations (Tics) are among the key drivers of the globalization process and today account for the lion's share of international trade transactions. These big players are also going in for a restructuring of production processes.

On the one hand, the in-house production system in the form of the big factories is being dismantled and, on the other hand, new satellite units are being set up in tax-free zones and there is a simultaneous increase in the subcontracting system. This is leading to normalization and actualization of workforce.

Roles and responsibilities

- **Line Management**

Line managers are responsible for CSR implementation and for communicating the basic principles of this Corporate Directive to all employees in their organization.

- **Business Units**

To ensure that organization business practices are in accordance with these basic principles, each Business Unit shall integrate relevant CSR issues into its strategy development. Challenges related to CSR should be evaluated in connection with the yearly business planning process. If relevant, goals and targets are established.

Operational guidelines for CSR should be developed in accordance to the challenges and characteristics of each Business Unit. Each Business Unit is responsible for developing and maintaining adequate organizational capabilities to ensure compliance with this Corporate Directive.

- **Corporate CSR Staff**

Corporate CSR is responsible for developing CSR policy and reporting guidelines, monitoring internal performance, and for providing general support to the Business Units. Corporate CSR is also responsible for coordinating

CSR TOOLS

Companies interested in advancing corporate social responsibility and in improving their social and environmental performance as part of their business have a wide range of tools available for application.

Tools can vary widely in terms of objectives, scope, costs, and level of formality, partnerships, extent of stakeholder involvement, and many other characteristics. Tools can be applied to one or more of the planning, implementation, checking, and improvement facets of corporate operations.

For purposes of this site, CSR tools are clustered into the four following groups:

- principles, guidelines, codes of conduct
- approaches for developing management systems
- indicators, measuring, reporting, and benchmarking
- Other (e.g. training and education, awards of recognition, promotion and communication, facilitating forums etc.).

IMPORTANCE AND BENEFITS OF CSR

CSR is an important business strategy because, wherever possible, consumers want to buy products from companies they trust; suppliers want to form business partnerships with companies they can rely on; employees want to work for companies they respect; and NGOs, increasingly, want to work together with companies seeking feasible solutions and innovations in areas of common concern.

Satisfying each of these stakeholder groups allows companies to maximize their commitment to another important stakeholder group—their investors, who benefit most when the needs of these other stake-

holder groups are being met:

RELEVANCE TODAY: CSR

CSR as a strategy is becoming increasingly important for businesses today because of three identifiable trends:

- **Changing social expectations**

Consumers and society in general expect more from the companies whose products they buy. This sense has increased in the light of recent corporate scandals, which reduced public trust of corporations, and reduced public confidence in the ability of regulatory bodies and organizations to control corporate excess.

- **Increasing affluence**

This is true within developed nations, but also in comparison to developing nations. Affluent consumers can afford to pick and choose the products they buy. A society in need of work and inward investment is less likely to enforce strict regulations and penalize organizations that might take their business and money elsewhere.

- **Globalization**

The growing influence of the media sees any 'mistakes' by companies brought immediately to the attention of the public. In addition, the Internet fuels communication among like-minded groups and consumers—empowering them to spread their message, while giving them the means to co-ordinate collective action (i.e. a product boycott).

CONCLUSION

CSR is the concept through which developmental welfare of the employees, and its family members could be achieved additional to it, as a concept which integrates social and environmental concerns with the business. Development & welfare is considered as company's guiding philosophy in rendering its social services. Faith in the inherent worth & dignity of people, commitment & integrity are considered the values through which L&T uphold its believes & practices with respect to the CSR. CSR brings direct business advantages & corporate awards are partly accepted.

REFERENCES

C.V.Baxi, Ajit Prasad Corporate Social Responsibility: Concepts & Cases, the Indian Experience. (2005) | Francis Cherunilium Business Environment, Himilaya Publishing House. | (1992), | | Dr. Jayraj Jadeja, Approaches to Social Responsibility in Industrial House (March 1992) of Gujarat | RESOURCES WEBSITES: | • Business for social responsibility : www.bsr.org | • Standards of corporate Responsibility : www.svn.org | • World business council for sustainable development : www.wbcsd.org | • HR library : www.hrlibrary.com | • HR world: www.hrworld.com