



A STUDY ON SUSTAINABLE CSR INITIATIVES FOR QUALITY EDUCATION AT HEI'S

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ABSTRACT

Education is the backbone of every nation in this world. And quality education is a dream for many. The role of CSR is crucial in improving the educational condition in India especially in higher educational institutions (HEI'S) and out of this urgent need necessities the philanthropic CSR. This is an emerging concept widely accepted among all universities. Business Donations and contributions made to education are enriching the scope of quality education. Corporates should commit initiatives to contribute through CSR for sustainable developments in Higher education. CSR in universities, strengthens the education, business and Society relationships.

KEYWORDS : Corporate social responsibilities, Philanthropic sustainable development CSR initiatives.

INTRODUCTION

The social responsibility of higher education institutions is a responsibility that is reflected in every effort to educate the nation's life and advancements in science and technology. CSR role is crucial in transforming quality education in HEI'S, CSR initiatives improve educational condition and many corporates have recognised their responsibilities towards society and also identified this as a distinguished contribution towards socio economic development of the nation by believing in the greater cause of education and employment. CSR should be made a continuous commitment by the corporates to contribute to sustainable development in higher education. It is the time to shift concentration on sustainability in higher education. Emphasis must be focused on translating social problem to prospective opportunities to serve educational demands. CSR in universities strengthen Business-Society relationship. This paper aims to discuss CSR initiatives is rendering quality education at HEI'S especially universities.

Corporate Social Responsibility

Corporate social responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interaction with their stake holders.

Four Main Types Of CSR

1. Economic - Responsibility to earn profits of owners.
2. Ethical - not acting just for profit, but doing what is just and fair.
3. Environmental - focuses on environmental protection and conservation.
4. Philanthropic - promoting human welfare and goodwill. Being a good corporate citizen contributing to the community and quality of life.

Objectives Of The Study

1. To study and analyse them importance of CSR initiatives in strengthening sustainable quality education in HEI'S.
2. To examine the impact of institutionalising CSR In delivering quality education, especially in universities
3. To focus on the gaps that can be bridged up by CSR Programmes, which emphasise on Building Business-society relationship.

METHODOLOGY OF THE STUDY

The Study was carried in the Research area with the help of Questionnaire taking a sample of 50 students the primary dates collected from the respondents percentage method the study descriptive research methodology is uses in the study.

CSR Role In Universities

CSR facilitates continuous improvement in Higher educational institutions with external impact and internally

capacity building, better performance and management. In education. several corporates are joining hands with the government to make this ultimate dream of offering quality education in India come true. The role of CSR practises in higher Education System Stand crucial in improving the education conditions in India. Peter Druker emphasis that the given social problems be translated into economic opportunities. The world business counsel for sustainable development defines CSR as the "Continuous commitment by the business organisations to behave ethically and contribute to the economic development while improving the quality of life of the work force and their families, as well as of the local community and society at large".

It is the need of the hour that business behave fairly and responsibility with commitment and contribute to economic development of higher educational institutions. CSR in HEI'S has been enacted in 2013Act itself, thus initiating mandatory CSR to transform business society relationship. But the results so far, have not been encouraging particularly in the higher education sector. Policies should provide a roadmap that incentivises CSR funding to be made available for universities. There is an urgent need for policy intervention in the higher education sector. Leadership in philanthropy is central to enabling an institutional vision and CSR could provide a larger scope to disregard many businesses are increasingly turning to CSR to make a difference and build a positive image around their companies. So many educational institutions, especially higher educational institutions, are actively involved with the CSR activities. They understand the need for the serving the environment and people for the upliftment of society. CSR is one of the key contributing factor for growth and visibility. CSR can make universities more competitive by conducting good business practises and determining CSR practises in HEI'S. CSR education must be imparted while in the pursuit of Education itself. Education is not only just a means of earning a livelihood, but also to fund for future generations that giving back to society. Educational institutions also should strive to spread awareness about this accountability.

Philanthropy CSR In Promoting Higher Education

Corporate resources should commit in contributing to charities, fund raising activities, volunteering and improve the perceptions of community. The philanthropic activities lay Foundations for transformational goals which are set ahead, the initiatives result in creating social capital for the society. Philanthropic CSR initiatives brighter student prospects and further their positive side. CSR should manifest into same thing constructive for society going ahead. Corporates play significant role in coming forward and supporting the needy by providing amenities, scholarships and skill enhancements programmes. Education not only imparts the knowledge it accentuates the rank of the individual in society. Similarly,

CSR takes any institution to a higher pedestal with the added element of credibility. The realness of CSR encompasses much more. No business should limit its band with in spearheading, being socially responsible.

CSR INITIATIVES OF SALPG AND STEEL PLANT AT ANDHRA UNIVERSITY

SALPG company strongly believes that business should not only make decision on financial factors, but also on social and environmental consequences. Therefore, its core corporate responsibility is to practise values through commitment and to grow in a socially and environmentally responsible way while meeting the interests of its stakeholders. SALPG company strives to ensure the presence of strong corporate culture which emphasis on integrating CSR values with business objective. The business organisation entails having business policies that are ethical, equitable and socially inclusive solving educational needs and sociological problems of the institutions with an intention to giving back to society SALPG funded constructions of accommodations at Andhra University with infra facilities. As a measure of CSR initiative, quality education is persuade by majority of the engineering students. Students from nearby districts and from remote access are benefited. The provision of food and accommodation access to libraries is empowering students from backward classes to access sustainable quality education.

CSR Initiatives Of Steel Plant At Andhra University

SAIL recognises direct and indirect impact of its business activities on the society and strives to integrate its business analytics and operations in a way of conducting business, the scope of SAIL'S CSR Inter interventions would be as per the provisions made under companies Act, 2013. It includes promoting gender equality, empowering women setting up homes and hostels home for women and orphans. And measures for reducing inequalities faced by socially and economically backward groups towards the endeavour it has constructed two projects hostel blocks for 21st century GURUKULAM blocks under A.U accommodating. Nearly more than 96 students of backward communities from three districts.

Table: 1.1 "Project A" Steel Plant Building

SI. NO	Particulars	No Of Respondents	Percentage
1	Access to education	15	30%
2	Food and Security	2	4%
3	Research & Resources	8	16%
4	Concessional fares	11	22%
5	Beneficial to weaker section	14	28%
	Total	50	100%

Analysis:

It has been analysed that 30% of the students are making views of availing easy access to quality education. 4% of students responded on the availability of food and security provisions. 16% on research and resources like laboratories. 22% of students are benefited on the concessional fares. 28% of the students are benefited who came from remote areas and backward sections

GRAPHICAL PRESENTATION

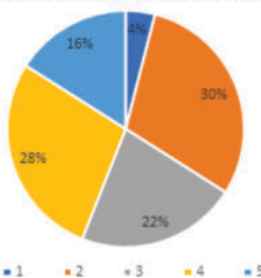


Table: 1.2 Project B Gurukulam

SI. NO	Particulars	Number of respondents	Percentage
1	Access to education	26	52%
2	Food and security	14	28%
3	Concessional fares	7	14%
4	Beneficial to weaker section	3	6%
	Total	50	100%

Analysis:

It has been analysed that 52% of stakeholders are availing access to quality education. 28% responded as the provision of food and security in the study area. 14% of respondents on availing accommodation at concessional fares and 6% students respondents as beneficial to weaker sections.

Graphical explanation

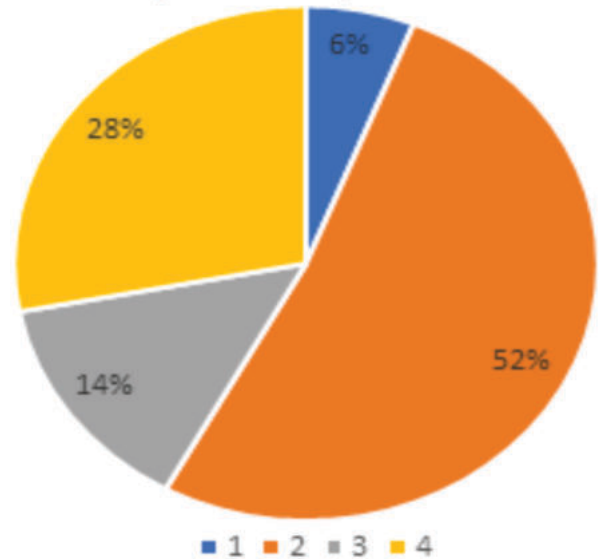


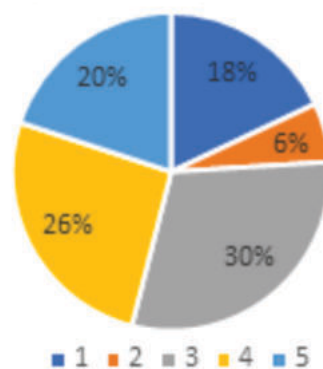
Table: 1.3 Project C Salpg Project By LPG Company

SI. NO	Particulars	Number of respondents	Percentage
1	Access to education	15	30%
2	Food and Security	13	26%
3	Research & Resources	3	6%
4	Concessional fares	9	18%
5	Beneficial to weaker section	10	20%
	Total	50	100%

Analysis:

It has been analysed that 30% of the students have easy access to education, where 26% of students are satisfied with food and security provision. And 6% are making use of research resources 18% of students are availing concessional fares. And 10% of students belonging to weaker sections are benefited by CSR initiatives.

Graphical explanation



FINDINGS:

- It has been identified that the CSR initiatives taken by the business organisations like steel plant and SALPG at the University Campus are contributing to overwhelming excellent results which are detrimental in evaluating quality education.
- It has been identified that in project A of GURUKULAM nearly 52% of the students are availing easy access to education who are coming from different backward region and are not privileged.
- while this is comparatively more in Project 'B' where it is 30% access to education this shows how the capacity building is particularly means meeting the need of Universities.
- Project 'C' of SALPG is providing 30% of students the provision of access of easy and quality education Especially to the girls of remote districts.
- The study analysis result provides data that 4% of result is obtained in terms of food and security from Project 'A' of GURUKULAM building block
- When Project 'B' of GURUKULAM is examined 28% of respondents have opined their responses towards the provision of food and security and in Project 'C' of SALPG this is accounting 26% of results towards food and security provisions.
- While concerning the research and resources project 'A' is providing 16% satisfactory results project 'B' of GURUKULAM is providing 28% satisfactory responses regarding food and security while SALPG of Project 'C' is providing 6% satisfactory responses and respectively.
- In the provision of concessional fares Project 'A' of GURUKULAM is providing 22% of satisfactory results Project 'B' is 14% and Project 'C' of SALPG is 18%.
- In view of benefited amounted to weaker sections Project 'A' of GURUKULAM accounting to 28% Project 'B' 6% and Project 'C' of SALPG is providing 20% results.

CONCLUSION:

CSR should focus on community development and education through sustained business conduct. CSR plays an important role in endeavour of compassionate and generous acts which builds society that works for everyone. Sustained activities by philanthropy will result in mitigating social problems persistent in higher education. Business organization commitment to CSR helps in sustainability of Education in university. Corporates role not only is needed in one sphere but in many aspects like providing scholarships, skill development, training, capacity building and much more. It should be like a web integrating all problems persistent in the pursuit of higher education.

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