



Growth of an Organization Through Corporate Social Responsibility

KEYWORDS

Corporate Social Responsibility, Organization, Management, Sustainable development

V.SIVA SANKARAN

RESEARCH SCHOLAR, R&D CENTRE, BHARATHIAR UNIVERSITY, COIMBATORE-641046.

ABSTRACT Corporate social responsibility is the obligation of an organization to protect and enhance the society within which the organization operates. Within the society the organization works along with a network of constituents or groups which have a stake on the functioning of the organization. These constituents are people like customers, employees, creditors, and local community etc. This paper aims to encourage Management to implement corporate social responsibility concept. This paper is conceptual in nature. The study discusses the role of Corporate Social Responsibility in achieving public image, respect and reputation for an organization. The conclusion of the study says that every organization should have enforcement towards corporate principles and committed towards sustainable development and inclusive growth. Every organization constantly strives to ensure strong corporate culture which emphasizes on integrating corporate social responsibility values with its business objective.

INTRODUCTION

Corporate social responsibility is the contribution which the company can make towards its corporate social responsibility the geographical limits within which it envisages to make such contribution, the chosen activities programs or projects for its CSR activities to the optimum results. CSR activities means the activities which are undertaken or to which allocation is made by the company under this CSR policy as amended from time to time. The organization is vigilant in its enforcement towards corporate principles and is committed towards and sustainable development and inclusive growth the company constantly strives to ensure strong corporate culture which emphasizes on integrating corporate social responsibility values with business objective. It also pursues initiatives related to quality management, environment preservation and social awareness. The organization subscribes to the philosophy of compassionate care. It believes and acts on an ethos of generosity and compassion, characterized by a willingness to build a society that works for everyone. This is the cornerstone of the company's CSR policy.

REVIEW OF LITERATURE

According to **Blowfield, M. (2005)**⁽¹⁾ proposes an alternative analytical framework for use by CSR and as an entry point for international relations and other disciplines wanting to understand the ways in which business shapes and responds to globalization and influences the possibilities of contemporary society and governance.

Hamil, J. (2008)⁽²⁾ stated that replete with a call on key stakeholder groups to more actively embrace the challenge of improving the supply of appropriately trained female talent or top management prospects.

In the view of **Maignan, I. and D. Ralston (2002)**⁽³⁾ the study investigates the nature of CSR principles, processes, and stakeholder issues discussed in web pages. The results show that businesses in the four countries do not display the same eagerness to appear as socially responsible and employ diverse means to convey social responsibility.

According to **Selsky, J.W., & Parker, B. (2005)**⁽⁴⁾ move beyond reactive and proactive responsibilities and to shift towards accepting adaptive responsibilities that require a multidimensional understanding towards all three levels of analysis, micro, and macro. An adaptive responsibility is an empowering ap-

proach based on the co evolution of organizational actors. It holds the seeds of reciprocal multi-level change.

Van Tulder, R. & Vander Zwart, A. (2006)⁽⁵⁾ stated that corporate social responsibility linking international business which will improve the brand image and it has always been the key to capturing society's attention.

According to **Fortanier, F. (2008)**⁽⁶⁾ the CSR with foreign investment creates employment in proportion to the FDI inflow is examined. The study findings support a positive relationship with GDP – FDI and employment. While similar trends were seen on industrial sectors, a declining growth in employment and FDI inflow were noticeable.

Olsen, M. and Boxenbaum, E. (2009)⁽⁷⁾ stated that how corporate social responsibility in institutional settings, where poverty is dominant remains very limited. The goal is to both encourage a debate on this important issues among academy members and to encourage greater research on the topic.

ELEMENTS OF CORPORATE SOCIAL RESPONSIBILITY

Fig 1: Elements of Corporate Social Responsibility



Source: www "Elements of Social Responsibility".

The above figure illustrate that the CSR programs within the society the organisation works along with constituents. The constituents are people like customers, creditors, employees, the local community etc.

AREAS OF CORPORATE SOCIAL RESPONSIBILITY

The corporate social responsibility can be classified into eight areas which the managers of an organization must pay attention to.

Table 1: Areas of Corporate Social Responsibility

S.No.	Area	Benefit
1	Ecology and Environmental quality	Prevention and clean up of pollution
2	Consumerism	Relation with customers
3	Community needs	Helping with the health care facilities and education of the local community
4	Government relations	Using political influence control the power of a company
5	Minorities and Disadvantaged persons	Must be given equal rights to succeed in the industrial area
6	Labour relation	Benefit of flexible working hours
7	Shareholder Relation	Improving financial disclosure
8	Corporate philanthropy	Supporting arts and culture financially.

Source: www areas of corporate social responsibility

BENEFITS OF CORPORATE SOCIAL RESPONSIBILITY

Table 2: Benefits of Corporate Social Responsibility

S. No	Benefits
1	Creates an good public image for the company
2	Corporate social responsibility will create a better business environment and helps in the future efforts of the company
3	It can be used to resolve social problems.
4	It gives more respect
5	If the organization is socially responsible, costly and restrictive government regulations can be avoided.
6	Business will prosper from an improved social environment

Source: www.Benefits of Corporate Social Responsibility

EXAMPLES OF CORPORATE SOCIAL RESPONSIBILITY

Cognizant Technology Solutions

Education

Cognizant Foundation focuses on promoting quality Education to the underprivileged sections of the society. Typical nature of grants in the area of Education are as follows

Provision of educational infrastructure facilities in Schools

Setting up of Science Laboratories and Computer Centers in schools catering to underprivileged children.

Healthcare

Cognizant Foundation focuses on promoting support to Healthcare institutions that predominantly serve the poor and the needy.

- Typical nature of grants in the area of Healthcare is as follows:
- Purchase of medical equipment

- Purchase of Mobile Medical Units

Livelihood

Cognizant Foundation focuses on promoting skill development of disadvantaged youth leading to gainful employment.

- Typical nature of grants in the area of Livelihood is as follows:
- Setting up of Vocational Training Centers
- Sponsorship of students undergoing formal vocational training
- I Nautix Community Services
- Tutoring the children in various academic areas
- Teaching different art forms (Music, Dance, Drawing & Painting)
- Conducting Quiz programs, awareness programs on First Aid, Protecting our Environment, Counseling and career guidance, Computers, etc.)
- Visits (To the museum, Planetarium, Places of historical importance)
- Art workshops, Sports Meets
- Health camps & vaccination programs
- Entertainment (Magic shows, Cultural Programs, Educational movies)

Sterlite Industries India Limited

Based on the requests from the community, SIIL supports projects that improve the community infrastructure. Some of the projects undertaken are:

- Renovation of noon meal centers.
- Building school class rooms.
- Provision of benches and computers to Panchayat schools.
- Providing sewage canals in the villages.
- Improvements in the drinking water supply to villages.

Tata Steel Family Initiatives Foundation (TSFIF)

Maternal and Child Health: TSFIF addresses family planning concerns through the use of communication media. This programme has successfully destroyed prejudices created by myths and traditional beliefs. TSFIF focuses on reproductive health services and creates awareness on spacing methods and family planning options.

Apni Baatein is a school-based teen health programme that emphasizes value-based education. "There was a need for school students to have a platform where they could share their concern about values and reproductive health. The project was born from this need," says TSFIF manager Dilith Castleton. The topics include effective communication skills, dealing with emotions and peer pressure, understanding one's body, HIV/AIDS and personality development.

RISHTA is an adolescent health project, in collaboration with the Tata Steel Rural Development Society and the David and Lucile Packard Foundation.

Drinking water and sanitation: Nearly 2,000 tube wells have been constructed for a population of 3 lakh. At least 2,000 toilets are constructed annually.

Eye care and cleft lip: More than 1,500 eye-related and 500 cleft lip and palate correction services are provided annually.

Lifeline Express: This hospital on wheels has helped over

50,000 patients in Jharkhand, Orissa and Chhattisgarh.

Reliance Industries Limited CSR activities

Education : Reliance industries have more education related CSR activities like Construction & renovation of school buildings, Formal and non-formal education, Child labour schools, Girl child education, Digital literacy through computer education, Remedial centers, Merit-cum-means scholarships to students and Free supply of note books and text books.

Healthcare: RIL has also health conscious to the society benefits like Free medical camps (general and multi-specialty with specialist doctors), Mobile clinics with doctors and paramedical staff, Free ambulance services, Awareness programmes for women and adolescent girls, Blood donation camps.

Sanitation: RIL has given the helping hands to sanitation works of rural population like Construction of household toilets, Construction of toilets for children in the schools and Awareness campaigns.

Sustainable Livelihood: RIL provides the pace for Women empowerment, Women and Farmer Self Help Groups for Micro-enterprise development, Skill development and Vo-

ational training, integrated livestock & agriculture development, Introduction of high yield agricultural crops, Vermi-composting, Micro-irrigation and Renewable Micro off-grids.

Community Infrastructure Development: RIL provides to the local rural areas Safe drinking water to rural communities, Water storage structures, Construction of community centers, Construction of Roads.

CONCLUSION

The responsibility of every organization is to protect the people, customers, creditors, stake holders and share holders. The above said organizations providing education, healthcare awareness programmes, sanitation facilities, workshops, and drinking water facilities in order to help the society. The organization should tie-up with some educational institutions situated in the rural areas and providing education to the people those who are in the rural areas which will help to improve the economical development of our country. This type of tie-up will help to improve the education level of the rural people as well as it will improve the economic development of our country. The corporate social responsibility will create a good brand image among the society. So the business will prosper from an improved social environment.

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