"SUSTAINABLE SOCIETAL DEVELOPMENT THROUGH CORPORATE SOCIAL RESPONSIBILITY"

Sachin B S
Assistant Professor
Department of Social Work
Acharya Institute of Graduate Studies
Bangalore
E-Mail: sachingowda85@gmail.com

Dr. Rajashekar C
Faculty
Department of Social Work
PG centre, Ramanagara
Bangalore University

Dr. Ramesh B
Professor
DOSR in Social Work
Tumkur University
E-Mail: rameshbmsw@gmail.com

Abstract-Corporate Social Responsibility is a boon to develop society by corporate companies whether they use the fund in sustainable way that will be useful for get rid societal problems and bring sustainability in communities. The study has been carried out with the help of exploratory research design; case study method has been adopted.The present study wasqualitativein nature hence qualitative data was enumerated by using interview, observation and focused group discussion tools. The study conducted to explore corporate social responsibility and sustainable development of society, to assess corporate companies, responsibility credibility and transparency in bringing sustainable societal development. Results show that corporate social responsibility projects can be effective instrument to bring sustainable societal development. Researchers have taken successful three case studies of Dr. Reddy's Foundation, NavyaDisha and SELCO Foundation to describe how sustainability can be sought, Through proper utilization of this fund and hiring of Social Work Professionals while implementation of all corporate social responsibility projects will be value added as well as can bring sustainability through integrated intervention of Social Work Methods.

*Keywords***:** *Corporate Social Responsibility, Sustainability, Societal problem, qualitative.*

I.   INTRODUCTION

Corporations around the world are struggling with a new role, which is to meetthe needs of the present generation without compromising the ability of the next generations to meet their own needs(Bhagwat, 2011). The concept of Corporate Social Responsibility (CSR) underwent an overhaul in India for certain large, stable companies post the passing of the Companies Act, 2013. It transited from being a voluntary, sporadic exercise to mandated, objective, structured, transparent and accountable compliance - not only to the Government, but also to the other stakeholders and most importantly, to the Companies themselves. As a result, Corporate Communication on CSR became extremely relevant. Moreover, study of mandated CSR (here, under the Section 135 and Schedule VII of the Companies Act, 2013) also became a new area for knowledge creation.We understand CSR as an approach that simultaneously strives to satisfyenvironmental, economic and social standards(Montiel & Ivan , 2008).

 World Commission on Environment and Development, Our Common Future (1987) describesSustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts:· The concept of 'needs', in particular, the essential needs of the world's poor, to which overriding priority should be given; and · The idea

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of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs(Nations., 1987).

CSR and Sustainable development

CSR is an integral part of sustainable development. Exactly where it fits in is vigorously debated, mainly because the concept of sustainable development also has many different interpretations. This diagram, illuminates CSR's relationship with sustainable development.The basic idea to incorporate the sustainability aspect into business management should be grounded in the ethical belief of give and take to maintain a successful company in the long-term. As the company is embedded in a complex system of interdependences in- and outside the firm, this maintaining character should be fulfilled due to the company's commitment in protecting the environment or reducing its ecological footprint and due to the general acceptance of its corporate behaviour by society in- and outside of the firm. It is recommended that CSR is to be used as social strand of the sustainable development-concept which is mainly built on a sound stakeholder approach. CSR focus especially on the corporate engagement realizing its responsibilities as a member of society and meeting the expectations of all stakeholders(Nations., 1987).

Everybody is moving towards sustainability. That is the real purpose. Otherwise, CSR would only be for the purpose of optics. CSR activities with the UN's sustainable development goals (SDGs) since, at the bank, CSR and sustainability converge at their level. Some of them always mindful that whatever they do in CSR always take care of social, environmental and governance issues. That is how we canconverge CSR and SDGs(Zargar, 2018).

In a climate that is arguably marked by more informed publics and a critical media, companies are facing more clearly articulated expectations from customers and consumers regarding their contributions to sustainable development, which puts pressure on them to maintain transparency and be proactive in communicating with its publics(Ghosh, 2014)(Mitra, 2015).Infact, Sethi (2014), Mitra (2015). Business Responsibility Reports and Sustainability Reports are instruments to manage reputation; therefore should be the essence of a robust communication strategy(Sethi, 2014).

II.   RATIONALE OF THE STUDY

CSR was mainly understood to be a voluntary type(Van Marrewijk & Marcel , 2003).The expanded understanding of CSR elaborated above sets a high standard for a TNC's (transnational corporations) capability to identify societal needs, understand the complex dynamics of the social and biophysical systems in which they are embedded, and engage with a multitude of stakeholders to address sustainable development issues beyond their direct and exclusive control of(Starik, Mark, & Kanashiro, 2013).Social engagement of corporations, built on principles of charity and stewardship. So, even within emerging economies, India was selected as 'there has been little emphasis on CSR researches in Asian developing countries as compared to the West' (Erden & Bodur, 2013). Moreover, in the management literature, only recently, some work has been done on CSR in Asian developing countries (Chapple & Moon, 2005)(Erden and Bodur 2013).The study attempts to describe how CSR projects can be effective sustainable development instrument and how professional Social Worker can play pivotal role in the endeavor of sustainability.

III.   OBJECTIVES OF THE STUDY

- To explore role of corporate social responsibility in bringing sustainable development of society
- To assess corporate companies responsibility, credibility and transparency in bringing sustainable societal development.
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IV.   METHODS AND MATERIALS

The present study was exploratory in nature hence exploratory research design was adopted. Case study research method was used through, three successful CSR projects implementation and impacts were described. Primary data have been drawn with the help of interview observation and focused group discussion

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tools. Three case studies of CSR projects were delineated and ascertained how sustainable practices happening through CSR projects in Karnataka. Secondary data were drawn from various journals, websites, and books.

<div align="center">V.   RESULTS</div>

Case study 1

NavyaDisha works with poor households to facilitate construction of toilets in individual homes. WatSan program is implemented in the operational areas of GrameenKoota, in association with water.org. The objective is to increase access to improved sanitation facilities and promote access to clean and safe drinking water. They also provide skills training to local masons, in building low-cost and affordable models of sanitation.They work closely with GrameenKoota which offers collateral-free microloans to their members to improve water and sanitation systems in their homes. We help non-GrameenKoota members in accessing subsidies under the SwachhBharath Mission initiative after construction of toilets in their homes.

Sugrama project aims to achieve 100% sanitation coverage in all the target areas and create model villages, free from open defecation and with access to potable water in every household. Sugrama will encourage rural communities to adopt rain water harvesting and watershed techniques to improve groundwater level and adopt eco-friendly solid waste management and waste disposal systems. Currently, this project is being implemented in two of the most underdeveloped GramaPanchayaths in Karnataka – UrdigereGramaPanchayath in Tumkur District and New VantamuriGramaPanchayath in Belagavi District. Plans are afoot to cover the entire district under this project(Disha, 2018).

In total sanitation drive sugrama, NavyaDisha has been adopted a village Urdigere in Tumkurtaluk Karnataka. In this endeavor the organization working to bring total sanitation in the village. Collaboration with Department of Studies and Research in Social Work, Tumkur University they have conducted seven days Social Work rural camp. Initially they have conducted baseline survey they found that, total 220 households dwelling in the village among them only 55 households were having toilet facility among 55 households only few of them were utilizing the existing toilets,apart from that, everybody were going for open deification. For this reason they have selected and adopted the village to make open deification free village. With the help of Social Work students NavyaDisha agency managed to bring awareness among Urdigere people for entire seven days. After they continued the total sanitation programme and constructed public toilets at prime places of the village. In this endeavor they strived to bring awareness among people. They have organized awareness programmes through public speech, street plays, model exhibition and morning interrogating of people those who go for open deification and interacting with them and given awareness about ill effect of open deification. NavyaDisha with the GrameenKoota CSR fund they have given assistance to construct toilets poor households of Uridigere. They have hired MSW holder to work as a project coordinator for the project they indeed used integrated Social Work (i.e. micro, mezzo and macro) intervention and successfully brought awareness and 120 households were convinced to construction of toilet.

Case study 2

Dr. Reddy's foundation is working for the vision of enable sustainable social impact at scale. The agency has mission statement of the organization is to empower communities through improved education, livelihood and health outcomes strategies adopted to achieve this vision and mission is to develop and test innovative solutions to address complex social problems and leverage partnerships to scale up impact. It is working for wellbeing of the socially and economical vulnerable people, especially with Children, youth (including Persons with Disabilities) women and households across 20 states in India.

The Dr Reddy's foundation working since 2014 at Tumkur, Karnataka state. This organization is CSR project of Dr. Reddy's hospital it is indeed working well, when it comes to youth empowerment through identifying rural educational dropout youth, conducting motivational counseling and rendering vocational training according to industrial requirement. By developing certain skills among youth facilitating them to have better job opportunities in industries.Around 10,000 youth were trained from grow programme of Dr. Reddy's foundation among them around 8,000 were placed in various industrial setting in and around Tumkur district.

They appointed MSW holders for rendering training as well as imparting motivational counseling to rural youth.

Case Study 3

SELCO Foundation seeks to inspire and implement socially, financially and environmentally inclusive solutions by improving access to sustainable energy. They make under-served communities the central focus of their thoughts, words and actions(SELCO, 2014). SELCO collaborately implement their CSR project with APSA(Association for Promoting Social Action) implemented HUM (housing for urban migrants) in sustainable way at near AnnasandraPalya, 1.5km from the HAL Bus Stop on the Old Airport Road, Bengaluru, Karnataka.The Project Site is a 9m x 13m (approx.) plot located opposite to the APSA office and residential complex, under the ownership of APSA. The community consisting of 80population dwelling in 25households, main Occupation of men is Construction Labourers, main Occupation of Women isdomestic help. Owner of the land is Private Individual, They are staying since 4-5yrs, their vulnerability was medium, the owner has already constructed a 4 story walkup residential complex on the site opposite to the Community. Eviction of the Community is not expected in the next 3 years. All Children go either to the Government Anganwadi or the APSA Dream School for education. Most of the Units are using Selco Battery lights from the Integrated Energy Centre at APSA.Main Issues of the Community: dilapidated Dwelling Units – lack of Ventilation, Strength, durability and protection against pests and mosquitoes, acute Cooking Smoke inside Units while cooking, anti-Social Elements within community such as Goondaism, Alcoholism, Water Scarcity, Sewage Drainage and Sanitation Issues

APSA: Association for Promoting Social Action, Project partner a rights-based child-centered community development organization, APSA work towards the development of the community through a systematic process of empowerment. They partner with communities of street children, child labourers and other children in distress, including abandoned and runaway children, child victims of abuse and prostitution, children of sex workers as well as the larger communities of the urban slums. APSA has already partnered with Selco Foundation to set up an IEC in its campus.Project justification owning a temporary portable dwelling unit is perhaps the biggest investment an ultra-poor person/ family would make in megacities like Bangalore.Therefore, in order to cultivate the awareness of a cheap, durable alternative, a prototype was needed to be constructed so that they can 'see and believe'. By allowing one or more families to voluntarily shift to the new units and then experience the difference of living in a better environment, it is expected that they can influence the people in the community and convince them of the advantages of living in a dwelling unit with adequate light, head room and ventilation. By collaborating with APSA, an organization which is already working with the community, the community will trust the intentions of this project and what it offers to them.

Planning and implementation of House for Urban Migrants (HUM) was successful in collaborating with another organization familiar with the community. Cost shared 50:50. Use of existing partnership for another project, the Project planning did not include contingencies, the implementation was riddled with unnecessary delays in material procurement, transportation andinefficient use of available labour, material procurement and transportation70 percent of the Materials were procured from outside an 8kilometers radius of the site, thereby pushing transportation costs higher. Unnecessary expenditure on transportation on repeated orders of cement, sand, jelly, mud, bricks etc. Contingency Planning and effective project coordination is really important in avoiding delays and bringing down costs. Scale down the duration of similar projects down to a maximum of 2 weeks, more than 70percentages of the materials should be procured from within 5 kilometers radius of the site. Plan transportation routes and exact materials required efficiently to avoid multiple trips.The design was able to provide for the basic requirements of the project such ample amounts of light, ventilation, head room, protection from pests and mosquitos and the rain.

To accomplish this project they have conducted several outreach activities those are Constant Community Connect for feedback on design and financial models, community Survey, Impact Study and awareness programmes, Conducted Workshops for Vendors and Fabricators, spread Awareness through existing IECs

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and the SELCO Networks in Urban Areas, meetings with Contractors and Landlords, Partner with NGOs working in communities, Educational Institutions for Design Development and Material Testing, Corporates for CSR Funding.

VI.   DISCUSSION AND NEED FOR SOCIAL WORK INTERVENTION

The above case studies reveals that, how corporate social responsibility projects can bring sustainable societal change. Collaboration with NGO's (Non-Government Organization), CBO's (Community Based Organization) those who are working at thrust area can be effective approach to bring sustainability, along with that it is evident that, these NGO's would hire trained Social Work professionals, it will be effective to implement project and through micro, mezzo and macro levelintervention of Social Work can able creating sustainability in project implementation. In micro level Social Case Work can be used, Social Group Work can be used in mezzo level and Community Organization can be practiced in macro level of Social Work Practice. Bringing awareness among thrust group is must because mere providing privileges will not be long lasting therefore; Social Work intervention is required to make even more sustainability of the CSR projects. Rather doing physical change if these CSR projects could able to bring Psychological change (awareness) among ignored people that will yield sustainability it was evident in above three cases.

VII.   CONCLUSION

Corporate social responsibility (CSR) as just another source of pressure or passing fad, but as customers, employees, and suppliers—and, indeed, society more broadly—place increasing importance on CSR, some leaders have started to look at it as a creative opportunity to fundamentally strengthen their businesses while contributing to society at the same time. They view CSR as central to their overall strategies, helping them to creatively address key business issues. There is a growing awareness that business needs to manage its relationship with the widersociety. Corporate leaders are responsible for their corporations' impact on society and the natural environment beyond legal compliance and the liability of individuals. More experienced leaders can gain new perspectives on how to grow in their approach to sustainability and how to develop innovative business models. CSR is becoming a leading principle of top management and of entrepreneur.If Social Work professionals would be used at implementing corporate social responsibility project it will be value added for creating sustainable changes in society.

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