

# CSR POLICIES - INSIGHTS INTO THE FABRICS OF INDIAN CULTURE!

## Abstract

CSR in a nut shell refers to economic development with social justice. The concept of CSR is not new to Indian culture, as it has been an intrinsic element of our culture, and has been practices since time immemorial. Its roots can be traced to our history, mythology and religious rituals. Since follows high context cultural values, therefore sharing of wealth or even distribution of wealth was always a part of our culture. After independence. constitution of India emphasized economic growth, where material resources of the community are so distributed as best to sub serve the common good.

**Keywords:** Intrinsic elements, High Context cultural values, Proactive approach, Societal Problems.

## Authors

### Dr. Indu Rampal

Professor  
Amity University  
Amity University Campus  
Noida, Uttar Pradesh, India  
irampal@amity.edu.

### Dr. Sanjeev Bansal

Dean FMS & Director ABS  
Amity Business School  
Amity University Campus  
Noida, Uttar Pradesh, India  
sbansal1@amity.edu

### Dr. Jaya Yadav

Professor  
Amity Business School  
Amity University Campus  
Noida, Uttar Pradesh, India  
jyadav2@amity.edu

## **I. CSR - AN INTRINSIC ELEMENT OF INDIAN CULTURE**

The concept of CSR originated in USA in 1960's and gained momentum in 1970's. at that time USA faced several social problems like poverty, unemployment, racialism and pollution. CSR became important to address such issues by ushering such changes in business strategies. For a long time CSR was perceived as charity or philanthropy but in contemporary times it is being practiced as business strategy.

## **II. PAVING WAY OF CSR IN INDIA**

Among other countries, India has one of the best traditions in corporate social responsibility. In recent years India has done a lot to encourage Indian entrepreneurs. Know that accountability is an important part of their business activities. However, there is a cooperative society in India. It is not approved yet. Widely accepted. If this is to be achieved, companies' approach to CSR should be consistent with their approach to business values; companies set clear goals, enable investment, and measure and publicly report performance. In this century, philanthropy is the main driver of community engagement. Culture, religion, family values as well as culture and business world have a positive effect on CSR. In the preindustrial era, wealthy businessmen built temples for religious ceremonies and shared their wealth with society. In addition, these entrepreneurs helped people avoid hunger and epidemics by producing and selling food. Loss and money thus becomes an important business in society.

Business families of the 19th century like Tata, Godrej, Bajaj, Modi, Birla, Singhanian were thinking about financial and social issues. However, it has been determined that his efforts for social and economic activities are not only caused by trust and religion, but also influenced by group people and political goals.

At the time of independence, Indian entrepreneurs focused on showing their passion for prosperity. Around that time, Mahatma Gandhi came up with the idea of 'management', according to which business leaders should manage their wealth for the benefit of the people. Gandhi believed that the Indian Company should be the "building block of modern India".

According to its influence, the business creates trust in schools and universities, helps to establish educational and research institutes. The trust fund did a lot of work under Gandhi's reforms by eliminating conflict and promoting women's empowerment and urban development.

With the emergence of civil society and the emergence of labor standards and environmental legislation, it has begun to be seen as the driving force of development. In 1965, Indian academics, politicians and businessmen formed a national conference responsible for peace talks. They emphasize transparency, social responsibility and regular discussions with stakeholders. Globalization has made India an important location for the production of different companies.

While the Western market increases the pressure on labor standards and the environment in developing countries, Indian companies that export and manufacture products to developing countries are also monitoring compliance with international standard.

As mentioned above, CSR is not a new concept in India. Companies such as Tata Group, Aditya Birla Group and Indian Oil Corporation have been committed to contributing to society since their inception. Many other organizations also continue their work for the community through donations and volunteer work. The main purpose of corporate social responsibility today is to ensure that the company has an overall impact on society and its stakeholders.

More and more companies are integrating social responsibility policies, practices and programs into their businesses and processes. More and more businesses believe that CSR is not just another form of direct spending, but also important for maintaining goodwill and reputation, preventing attacks, and improving business performance. The company has a dedicated CSR team that develops policies, strategies and objectives for CSR programs and allocates funds to support them. These programs are often leadership-led, have clear objectives, are well defined, and align with business priorities. These plans are implemented by the personnel who are critical to the process.

CSR activities include development in areas such as social development, education, environment and health.

Also, businesses collaborate with non-governmental organizations (NGOs) to use their expertise to create projects addressing social issues. For example, many projects have been carried out to improve the lives of tsunami victims. This project is carried out exclusively by SAP India in collaboration with an NGO focused on improving the lives of the poor and needy. Starting as a business in Bangalore, the SAP HOPE Laboratory Center deals with food, clothing, shelter and medical care for street children. The Core benefits emerging from CSR highlights upon:

- CSR offers myriads of benefits to companies both internally and externally.
- Internally it develops sense of loyalty among employees in cultivating organizational ethics.
- It also improves operational efficiency.
- Increase in quality and productivity.
- Leads to a sense of satisfaction and fulfilment among employees.
- Since employees feel more motivated, then productivity increases. • It is a step towards self-actualization.

#### **1. Externally, CSR Creates:**

- A positive image of the company • Earns special respect among peers.
- Provides short term employments
- It helps in maintaining Eco balance & in curtailing pollution • Builds stronger brands

**2. The Indian Context of CSR also looks into:** As the concept of CSR is not new to India as it has been an integral part of our religion and culture. In Hindu Mythology the concept of Dharma. Karma exists "in Sikhism the concept of 'Dasvandh or 10% of earnings to be spent on charity exists; in Christianity, "giving alms to the poor is not a new concept", and in Islam "Khairat" also refers to the same.

- Indian enterprises have a tradition of working within the values that have defined our national character. India's ancient wisdom, which is still relevant today inspires people to work for larger objective of stakeholders. Such values help modern day organizations to grapple with the latest challenges as stakeholders as well as citizens are eager to participate actively in economic growth & development.
- Therefore, the idea is deeply rooted in our religious & cultural heritage. But the term CSR has been packaged as per the requirement of contemporary practices. It has been formalized where philanthropy has been integrated with business interested. The major issues tackled are; o Poverty o Education o Healthcare o Environment protection o Sustained development.

### III. ESSENTIALS OF CSR

CSR policies of a government which covers the following:

- Stakeholders, interests
- Encourages ethical business practices.
- Works for employee's rights & welfare,
- Respects for environment.
- Social & inclusive development of area of operation.
- However few Roadblocks ahead also needs emphasis-
- At times Nonchalant attitude of company's towards CSR.
- To monitor the activities of NGO's involved so that they do not provide money laundering services.
- Corrective measures to be taken on the bases of research • Transparency & social accountability to be encouraged

### IV. RECOMMENDATIONS

In India, ministry of corporate affairs prepared voluntary guidelines for businesses to focus on how to conduct their affairs. Since India is poised for major economic growth and the world has already started looking up to it, its traditions and values are being recognized world over that synchronizing of social, environmental and ethical practices with governance of businesses can Insure long term success, competitiveness and sustainability. While plenty of human and economic energy is available, only a ficussed clear & specific strategies needs to be further developed to channelize this energy for overall betterment of society and in which Govt, Corporate and communities need to work together.

Public Sector Enterprises have played a leading role in fulfilling social obligations. Set up with the twin objectives of economic development with social justice, these enterprises have assigned a high priority to the ideals of CSR .The following PSE's have developed a

good CSR strategy and have played a leading role in fulfilling social obligations. The following Indian companies have played an important role in the area of CSR and are also named as Maharatnas: Coal India Limited, Indian Oil Corporation Limited, National Thermal Power Corporation Limited, Oil and Natural Gas Corporation Limited, Steel Authority of India Limited.

## REFERENCES

- [1] Chahoud, Dr. Tatjana; Johannes Emmerling, Dorothea Kolb, Iris Kubina, Gordon Repinski, Catarina Schläger (2007). Corporate Social and Environmental Responsibility in India - Assessing the UN Global Compact's Role
- [2] Khanna, Parul; Gitika Gupta (January 2011). PARUL KHANNA Paper- \_Corporate\_Social\_Responsibility- I[1.pdf Status of Corporate Social Responsibility: In Indian Context]
- [3] Sathish, Ramya. "Corporate Social Responsibility in India - Putting Social-Economic Development on a Fast Track"
- [4] "India.Inc shifts focus from mere profitability to meeting societal challenges" Business for change- CSR: from philosophy to corporate philosophy Jan 2013;4, Print.