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Corporate social responsibility or collective social responsibility– In Indian context

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ABSTRACT

Who is Corporate? Is it the Board of Directors or the employees? Corporate Social Responsibility to be a success has to be a Collective Social Responsibility as well. If CSR is perceived as something confined to the Board Rooms, its effectiveness may be seriously hampered. Because CSR is not just about spending money or showing on records that money has been spent. It is a great opportunity for each and every person of an organization to reach to the society and give it back a bit of what we always take from it. With the change in The Companies Act, 2013 vide section 135, a paradigm shift has been brought by the Government in the area of Corporate Social Responsibility (CSR). Companies meeting certain criteria are now compulsorily required to allocate and spend 2% of the Net Profits on CSR. This article tries to explore the CSR domain and its relationship with the HR department. What is the role of HR department in making CSR a real success is the research question studied in this research. Isn't some kind of fundamental attitudinal change on the part of the employees a must for ensuring genuine CSR is an area that has been probed.

Keywords: Corporate Social Responsibility, Collective Social Responsibility, Employees, Section 135 of Companies Act.

1. INTRODUCTION

'CSR should be embedded in organization's culture' reported the Times of India on 13th May 2017 based on the theme of the panel discussion held at Bengaluru to discuss CSR towards achieving holistic and sustainable development. All the participants in the panel discussion expressed that CSR is not just about money. It is much more than that. To bring about this much more than that, the involvement of each of the employee in the organization holds the key. Otherwise, the rank and file in the organization would continue to look at CSR as a responsibility of the Directors. At the same time, if a change in this perception is brought about where all the employees believe that they are also corporate and it is their collective responsibility, wonders will happen in the society.

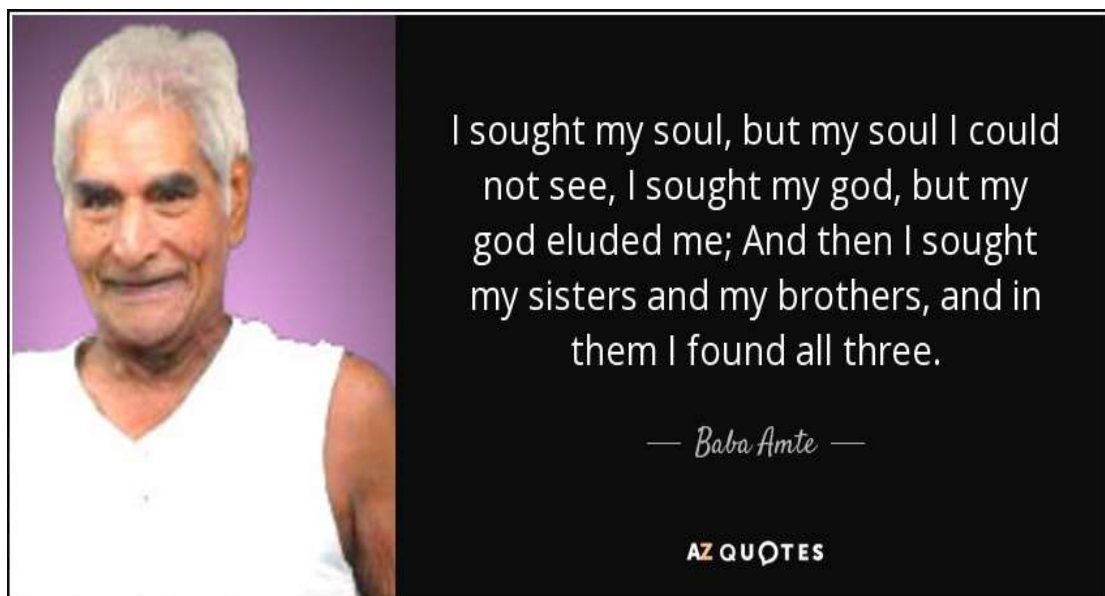
Suggested Model for improving CSR:

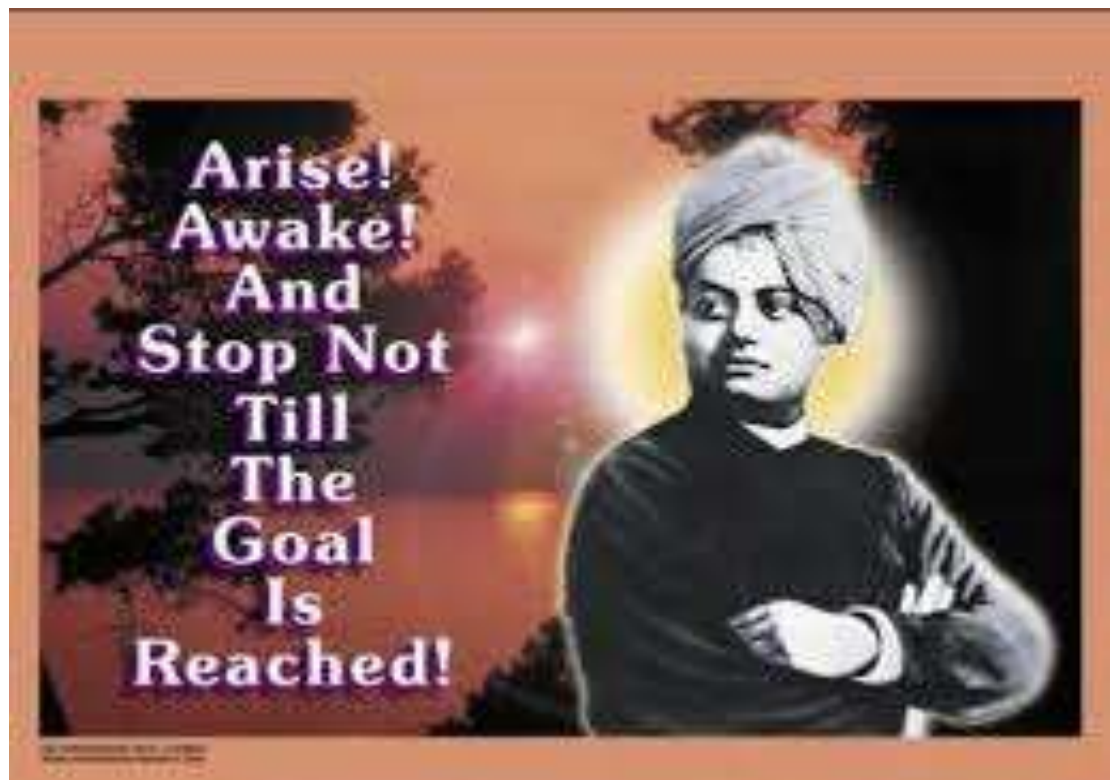
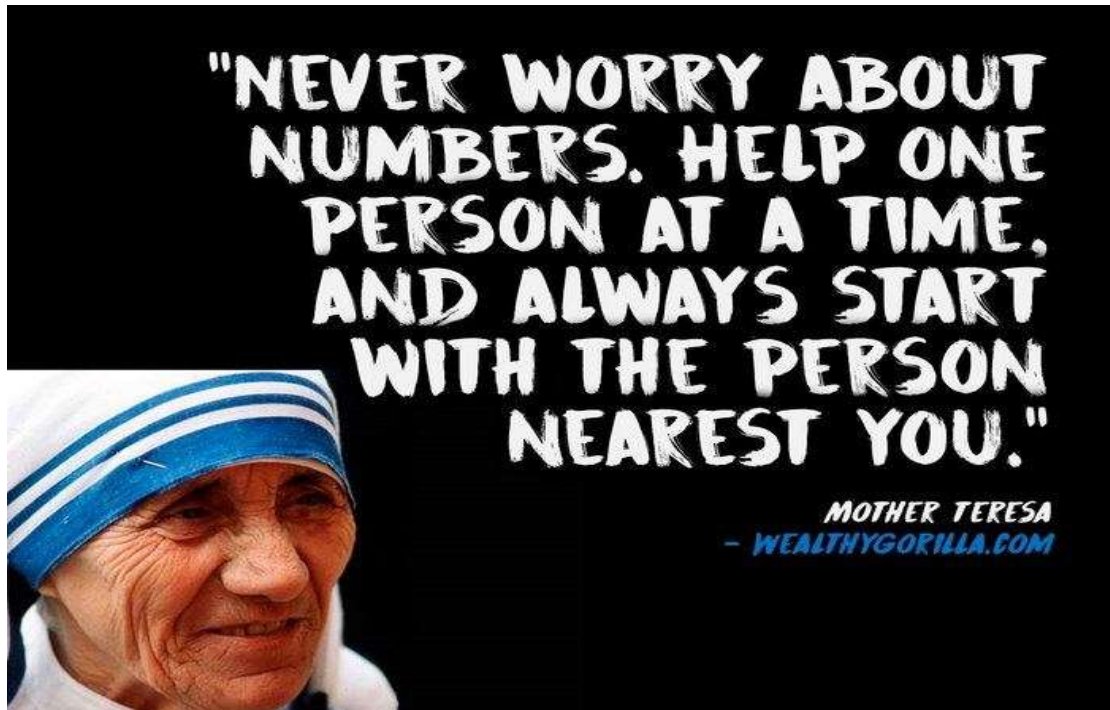
Following module or model is suggested for effective implementation of CSR:



The 6 dimensions of the model are discussed below:

- a. Inner engineering for employees to sensitize need for CSR – All said and done CSR’s effectiveness depends on the individual employee’s perception, attitude, beliefs, and actions. Actually, there is nothing like a “Corporate.” After all, it is only an artificial person. An individual’s motivation, his feelings, his commitment and such personal factors do have a significant bearing on CSR. An ignited and the passionate individual can cause wonders in the field of CSR. Examples of such great people are a few but worth mentioning so as to motivate us –





HR Department can play a pivotal role in delivering inner engineering in order to set the right kind of mindset for CSR implementation.

- b. Recognition of individual contribution to CSR – Companies should genuinely and generously recognize individual contributions to CSR. Nothing motivates a person than recognition of efforts. Hence, companies should be really generous in identifying and rewarding such contributions.
- c. Recognition of Corporate contribution to CSR – The Government similarly has to genuinely and generously recognize individual contributions to CSR by Companies.
- d. Giving CSR a well-articulated framework – While the step taken by the Government in making CSR mandatory for companies is appreciated, it should also provide a proper framework for CSR activity. It should educate and guide the Corporate on the priorities for CSR. Not all the CSR activities and funding actually goes into the desired channels. Here the Government should try and ensure that the CSR spending should reach the most deserving beneficiaries.

- e. Offering effective implementation mechanism – NGOs are an important CSR implementing mechanism. They should develop professionalism and transparency in their work. It should be remembered that mere money is not going to fulfill the CSR requirements. Proper implementation is equally important. NGOs, therefore, have a huge opportunity.
- f. Recognition of Corporate contribution to CSR – NGOs should also recognize excellent work of the companies.

2. CONCLUSION

CSR to be successful needs to be collective social responsibility. HR department can play a big role in bringing about the change in the attitude of employees. This change is a cultural change and will take time to happen. But HR can use Inner Engineering technique to motivate the employees to think of CSR as a Collective Social Responsibility.

3. REFERENCES

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4. BIOGRAPHY

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ABOUT RESEARCH GUIDE



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