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This is to certify that Shri./Smt./Prof./ Dr..... H. ANANDA.....
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PRINCIPAL
Sri Jagadguru Renukacharya College
of Science, Arts & Commerce
Bengaluru-560 009.


Prof. Y.S. Siddegowda
Conference Director
DOS in Social Work,
Co-ordinator, UGC-UPE-FA-II
University of Mysore, Mysuru

**Social Work Practice towards Corporate Social Responsibility (CSR): A Boon for
Community Development (A Study with Special Reference to Powerica India Private
Limited, Nelamangala, Bangalore Rural District)**

ANANDA H, Assistant Professor,

Department of Social Work, S.J.R. College of Science, Arts & Commerce, Bengaluru-560009

Contact no. 9738888074, 9482085909, Email- ananda.msw2008@gmail.com

ABSTRACT

Social work is a vibrant profession longitude and latitude of the profession are largely widened direct roles of social work begin with primary methods of social work and secondary methods of social work. Every individual in a community aspire to live a health, tolerant, safe, inclusive and fair life. Social work practice has an assured contribution to make in achieving that goal. Social work is a profession that stands for social justice and protection of human rights for individuals, communities & societies as such it has an invaluable knowledge and skill set that can implement the community.

Corporate social responsibility refers to Strategies Corporation or firms conduct their business in a way that is ethical, friendly and beneficial to community in terms of development. Formulation and translating corporate social responsibility (CSR) strategy into actual managerial practice and outcome voluble remain ongoing challenges for many organizations. Social work can potentially play different roles with multidimensional approach towards community development.

This paper focus on social work practice in delivering CSR activities in effective manner at Powerica India Private Limited. Social work transfer corporate social responsible activity into community development aspects by adopting various social work interventions such as health, education, women and child welfare, employee engagement, awareness, provision of water and sanitation etc., Also give Suitable suggestions and recommendations for the problems and will be focused for effective implementation of CSR activity with social work touch for the integrated development of community.

Key words: Social Work Practice, Corporate Social Responsibility, Community Development


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The present-day CSR (also called corporate responsibility, corporate citizenship, responsible business and corporate social opportunity) is a concept whereby business organizations consider the interest of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders as well as their environment.

This obligation shows that the organizations have to comply with legislation and voluntarily take initiatives to improve the well-being of their employees and their families as well as for the local community and society at large. CSR simply refers to strategies corporations or firms conduct their business in a way that is ethical and society friendly. This can involve a range of activities such as working in partnership with local communities, socially sensitive investment, developing relationships with employees, customers and their families, and involving in activities for environmental conservation and sustainability.

Social work is a form of professional service comprising a composite of scientific knowledge and skills. Keeping in view of the importance of social work intervention through the six methods the present paper has emphasized on the relevance of social work for CSR in terms of planning, organizing and execution of the CSR programmes in an effective manner. With an attempt to present a linear understanding about the practicing process of community organization by community organizer with a professional social work skills to intervene the problems and needs of community members and plays a prominent role for community development.

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Corporate Social Responsibility refers to strategies of corporation or firms conduct their business in a way that is ethical, friendly and beneficial to community in terms of development. Formulation and translating corporate social responsibility (CSR) strategy into actual managerial practice and outcome voluble remain ongoing challenges for many organizations. Hence, social work can potentially play different roles with multidimensional approach towards community development.

This paper focus on social work practice in delivering the activities in effective manner at Powerica India Private Limited. Social work transfer corporate social responsible activities into community development aspects by adopting various social work interventions such as awareness, counseling, community organization programmes etc., in the areas of health, education, women and child welfare, employee engagement, provision of water and sanitation. The suitable suggestions and recommendations to overcome from the problems were also given for the effective implementation of CSR activity with social work touch for community development.

Benefits to the Company through CSR Initiatives:

Companies that are socially responsible in making profits also contribute to some, although obviously not all, aspects of social development. Every company should not be expected to be involved in every aspect of social development. That would be ludicrous and unnecessarily restrictive. But for a firm to be involved in some aspects, both within the firm and on the outside will make its products and services (for example financial services) more attractive to consumers as a whole, therefore making the

company more Profitable. There will be increased costs to implement CSR, but the benefits are likely to far outweigh the costs.

The companies generally benefit in different ways. Among them a few are: Improved financial performance, Lower operating costs, Product safety and decreased liability, Workforce diversity, Access to capital, Reduced regulatory oversight, More ability to attract and retain employees, Greater productivity and quality, Increased sales and customer loyalty, Enhanced brand image and reputation etc play a prominent role towards the growth and development of the company.

Benefits to the Community and the General Public

Through the CSR, apart from the management, the community and the general public will also be benefitted through education, employment and homelessness programmes, Product Safety and quality, charitable contributions, Employee volunteer programmes etc.

The Key Drivers for CSR

Many companies think that corporate social responsibility is a peripheral issue for their business and customer satisfaction is more important for them. Some of the drivers pushing business towards CSR include:

Direct Economic value/Brand Reputation: Although the prime goal of a company is to generate profits, companies can at the same time contribute to social and environmental objectives by integrating CSR as a strategic investment in to their business strategy as they become increasingly aware that Corporate Social Responsibility can be of direct economic value. They can increase their reputation with the public and government by adopting CSR.

Laws and Regulations: Another driver of CSR is the role of independent mediators, particularly the government, in ensuring that corporations are prevented from harming the broader social well, including people and environment. Governments should set the agenda for social responsibility by way of laws and regulations that will allow a business to conduct them responsibly.

Competitive Labour Markets: Employees are increasingly looking beyond pay-checks & benefits and seeking out employers whose philosophies and operating practices match their own principles. In order to hire and retain skilled employees, companies are being forced to improve working conditions.

Philanthropy: It is the historical driver which means sense of ethics or welfare. After the Second World War, a variety of national and international regulations arose through bodies such as International Labour Organization (ILO) emphasizing the need for an active social policy for transnational companies.

Ethical Consumerism: The rise in popularity of ethical consumerism over the last two decades can be linked to the rise of CSR. As global population increases, so does the pressure on limited natural resources required to meet rising consumer demand. There is evidence that the ethical conduct of companies exert a growing influence on the purchasing decisions of consumers.

Globalization and Market forces: Corporations have to face many challenges i.e. government regulations and tariffs, environmental restrictions etc. that can cost organizations very much. Organizations can sustain a competitive advantage by using their social contributions.

Social Awareness and Education: Corporate stakeholders are exerting pressure on corporations to behave responsibly. Non-governmental organizations are also taking an increasing role, leveraging the power of the media and the internet to increase their scrutiny and collective activism around corporate behaviour.

Supplier Relations: As stakeholders are becoming increasingly interested in business affairs, many companies are taking steps to ensure that their partners conduct themselves in a socially responsible manner. Corporate social responsibility. It consists of a minimum platform based on fundamental values for disseminating good corporate practice in accordance with universal principals. Companies' adherence is on a voluntary basis and signatories commit to a global pact of nine principles.

Indian Law on CSR

The Section 135 of Company Act 2013 says that, any organization having net worth more than rupees five hundred crore or turnover of more than rupees one thousand crore or a net profit of more than rupees five crore, they need to invest 2% of net profit for the interest of social responsibility. The CSR activities are to be conducted through various welfare programmes with proper monitoring and supervision.

Objectives of the Study

Keeping in view of the conceptual framework, major findings of the studies of the literature and various dimensions of the topic the researcher has following objectives for the study;

To study the level of awareness of CSR initiatives carried out by the selected areas.

To understand the HR implication in general social work intervention in particular through the CSR for the development of community.

To know the satisfaction level of the beneficiary of CSR activities of the selected manufacturing industry.

To identify the constraints in providing the CSR activities in adopted areas under the study.

To suggest suitable measures and to accelerate CSR progress.

Review of Literature

Aparajita Pattnaik and Srimati Nayak (2017) felt that stakeholders are well aware of their rights through their demands accountable for broader society. In spite of the growing awareness among various stakeholder groups and development of regulatory frameworks, a very little progress in this field has been achieved and expressed that here is a growing need of the involvement of the private sector for bringing development in our country.

Reena Shyam (2016) revealed that CSR ensures that the company can grow on a sustainable basis, while ensuring fairness to all stakeholders. It has successfully interwoven business with social inclusion and environment sustainability. From responsive activities to sustainable initiatives, corporate have clearly exhibited their ability to make a significant difference in the society and improve the overall quality of life.

Kerstin Anstätt, Jürgen Volkert (2016) in his study critically analyzed the findings and concluded that the effective CSR strategies will always lead to further research through proper evaluation. He further said that the corporations can mitigate their risks, improve their stakeholder trust and strengthen their competitiveness.

Goodness Ruhuoma Wopara (2016): made an attempt to understand the perceptions of the company and the community about how CSR can be a vehicle for community development.

Enwereonye Ephraim N (2015): viewed that CSR is about business, government and civil society collaboration and the bottom line is the achievement of win-win situation among the three entities. From the social point of view, CSR should benefit community because the latter has a very complex structure as it consists of individual with various levels of control of resources physically and intangibly.

Research Methodology

The descriptive research design has been used for this study as the study prefers in depth understanding on the topic.

Source of Data Collection

The researcher has used both primary and secondary sources of data for this study.

Sampling and Sample Size: The simple random sampling has been chosen for the study.

Sample Structure:

The researcher has selected 30 respondents from 4 different groups of workforce in this manufacturing industry comprising 5 respondents each and 10 respondents from the Community where CSR undertaken by this industry namely, Bommanahalli.

Tools of Data Collection

A well structured Questionnaire has been prepared by the researcher for data collection and also focused group discussion also held in order to collect clear information required for the purpose of the study.

Limitations of the Study

The study was confined to Powerica India Private Limited, Nelamangala.

Limited size of sample respondents.

Time constrain

Only one organization was selected so the outcome may be varied.

The study was confined to CSR activities with the framework of social work approach.

Brief Profile of the Organization

Powerica Indian Pvt. Limited was established by Sri.Naresh Oberoi at Taloja of Maharashtra in the year 1980. They are the largest manufacturer of diesel generator with an annual turnover of 12000 crores and total man power of 2500. Powerica Indian Pvt. Limited at Nelamangala of Bangalore Rural

Dist was started in the year 1995 with an annual turnover of 800 crores and power strength of 650 employees comprising of Managers, Executives and employees. The CSR activities at Nelamangala unit were started in the year 2014 with high spirit, dedicated mind and service oriented welfare programmes for the community.

The Company in discharge of its responsibility as a corporate citizen actively contributes to community welfare measures and takes up several social initiatives every year. Powerica has been closely working with institutions and social organizations and supporting their programs for social development such as skill development, water sanitation adult literacy, adoption of village, tree plantation services etc. and it includes health, education and employment.

Important CSR Initiatives of Powerica

The important CSR activities of Pow3erica are listed as below;

Education- Improved access to education and improving quality of learning through infrastructure, teaching learning process, Self-defence training, language proficiency classes & dance classes for holistic development

Health- Improved access to quality health care through various medical camps, Awareness camps & De- Addiction drives in schools & community for increased number of people accessing quality health care

Skill Development- Enhancing employability of youth

Water & Sanitation - Availability of safe drinking water, proper sanitation facilities and Cleanliness drives.

This will enable POWERICA to improve its Public & Industrial relations to provide maximum benefit to the community as well as position its image as a builder of both social and economic infrastructure.

Analysis and Discussion

Table No.-1: Distribution of the Respondents by Age

Age	Number	Percentage
21 – 30	07	23.33
31 – 40	15	50.00
41 and above	08	26.67
Total	30	100

As per the table, it can be interpreted that as many as 50.00 per cent of the respondents belong to 30-40 years , about 26.67 per cent of the respondents belong to 41 and above years, only 23.33 per cent of the respondents with a an age group of 21-30 years. Majority of the respondents in the age group of 31-40 years shows that the company has a good number of young and experienced employees which is a good sign for the development of the organization

Table No 2: Education Qualification of the Respondents

Educational Qualification	Respondents	Percentage
Primary/Secondary	07	23.33
Graduation/Post Graduation	10	33.33
PUC/ITI/Diploma	13	43.34
Total	30	100

A nominal per cent 43.34 per cent of the respondents studied PUC/ITI/ Diploma, about 33.33 per cent of the respondents studied Graduation/ Post Graduation and only 23.33 of the respondents belong to primary/secondary education. Since it is a technical and mechanical oriented organization, the employees with technical qualification will definitely fulfill the expectations of the management as shown in the table No.2.

Table No 3: Distribution of Respondents according to their Classification of the Job

Designation	Number of Respondents	Percentage
Manager	05	16.66
Executive/Supervisor	10	33.34
Employees	05	16.66
Beneficiary	10	33.34
Total	30	100

It is clear that from the table that an average per cent (33.34) of the respondents have been benefited from CSR initiatives, equal number with 33.34 per cent of the respondents belong to Executives /Supervisor, only 16.66 per cent of the respondents belong to employee category and a very less per cent with 16.66 of the respondents are managers.

Table No 4: Utilization of services of the employees for CSR activities

Utilization	Number	Percentage
Yes	25	83.33
No	05	16.67
Total	30	100

Proper utilization of the CSR activities by the respondents has been presented in the table No.4. A mammoth per cent of the respondents (83.33) viewed that the company utilize the services of the employees for conducting the CSR activities, whereas a very less per cent with only 16.67 opined that the services of the employees are not being utilized by the management for the same. This can be concluded that services of the employees have been utilizing by the management with regard to the effective implementation of CSR activities. The details can be shown from the Table No.4.

All the respondents expressed that the participation of the community is highly commendable in nature for their CSR initiatives and feel that this will boost them to plan and strategize further innovative programmes in future.

Table No 5: CSR address the needs of Beneficiary Community.

CSR address the needs of Beneficiary Community	Number of Respondents	Percentage
Yes	24	80
No	06	20
Total	30	100

It is interpreted from the table 80 per cent of the respondents CSR address the needs of Beneficiary Community. 20 per cent CSR never address the needs of Beneficiary Community. As per the table majority of the respondents CSR address the needs of Beneficiary Community.

Table No.6: CSR initiatives

CSR initiatives	Number of Respondents	Percentage
Education	04	13.33
Health	06	20.00
Water and Sanitation	11	36.67
Skill development	09	30.00
Total	30	100

It is interpreted from the table Huge per cent 36.67 of the respondents said that Water and Sanitation as the CSR activity of the company, a propos per cent 30 of the respondents said that Skill development as the CSR activity of the company, about 20 per cent of the respondents said that health programme as the CSR activity of the company, only 13.33 per cent of the respondents aware about Education service as CSR activity of the company, As per the table majority of the respondents Response Powerica proving good water and sanitation is the main CRS activity.

Table No. 7: Social Work Practices

Social Work intervention	Number of Respondents	Percentage
Community organization	05	16.66
Counseling	06	20.00
Women and Child welfare	04	13.33
Awareness	04	13.34
Personality Enhancement	11	36.67
Total	30	100

It is interpreted from the table 36.67 per cent of the respondents felt that Personality Enhancement community organization, 20.00 per cent of the respondents felt that counseling and 16.66 per cent of the respondents felt that community organization and 13.34 per cent of the respondents felt that Awareness.

Major Findings of the Study

An Average of the respondents (50%) fall in the age group of 31-40 years.

A nominal number of the respondents (43.33%) studied of PUC/ITI/Diploma.

A mammoth number of the respondents (83.33%) expressed that they involve in CSR activities of the company.

A prepondering majority of the respondents (80%) revealed that the company has identified a suitable place for CSR activities.

Majority of the respondents (80%) felt that employees contribute their own ideas for CSR initiatives.

Most of the respondents (73.33%) replied that the community people actively participate in CSR programmes.

Suggestions

The study suggests that it is possible to create sustainable win-win situations through CSR programmes. However, this requires a well organized and planned implementation plan, which can only be achieved through a long-term commitment of all stakeholders involved as well as a mutual understanding for the effective implementation of the programmes. As a result of this, it is necessary for the management of the Powerica industry to decentralize decision making concerning CSR activities in order to cut-down the level of bureaucracy in their organizational structures and enhance participation from all ranks.

The study revealed that the powerica strictly adherent to the practice of Corporate Social Responsibility. Creating awareness of the core values of CSR and its benefits to stakeholders is necessary to build support for corporate responsibility among business and the wider public. Initiatives for social or environmental projects should come from civil society, acting in its role as a channel for social concerns, and be implemented with the support of private sector. Finally, the researcher suggests that the company need to apply multidimensional approaches of social work through CSR initiatives. This can be achieved successfully with the active participation of the professional social workers being a part of the CSR of the company. Therefore, the company should seriously think of recruiting more number of social workers in this regard.

Conclusion

As corporations operate in an increasingly interconnected world, they gain immense power and influence such that it is easy for them to exploit developing countries to increase their competitive advantage through low cost production, low cost procurement, etc. Although, there are sufficient laws which focus on CSR towards ensuring a more balanced, harmonious and welfare oriented developmental approach.

Given the uncertain economic scenario coupled with widespread poverty and unemployment, it becomes very difficult on the part of government to take stringent action against national and multinational business firms to ensure greater compliance to various laws and legislations. Keeping this in view, the professional social work with its theoretical base and practice orientated activities, the CSR activities will definitely gain its importance with regard to achieve the desired goals towards community development. Henceforth, social work with its implications acts as a catalyst role and change agent as it is a boon for the welfare of the community.

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