



Corporate Image and Corporate Social Responsibility

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Abstract

Development is the expansion of human freedoms to enjoy and sustain and environment, Development involves strengthening of the capacity of human beings to realized the full Potential of human creativity for the greater common good of people, society, environment civilization. Human dignity and democratization social, economic and political need to the defining force in the visioning and process of development.

Keyword: Social responsibility, development , Use of Human resources employees behaviour

Introduction:

Economic growth and social development should feed into each other to empower people and nation. Empowerment of people involves the ability to ask question seek solution, make strategic choices and claim human rights. India is empowered when its people are enabled, educated and empowered. And agenda for social development needs to be based on transforming India economically and socially. We need to envision a process social development that help economic growth, protect environment and strengthen just and democratic governance. We have strengthen economic growth that helps us to decrease economic inequality. Indian economy is confronted with a number of problems. As such the disparity between the wages and the wealth the rising population, the growing unemployment and the difference between urban and rural development are the main plagued the system of economy. These problems have not only created imbalances in the economic growth but also lashed the economy to the back seat amongst the nations of the world. In these jumbling operations, the very purpose of planning commission's aim to establish a socio- economic agro- industrial society is being defeated. Thought, these operations, apparently do not contradict central planning of the country, but they do not provides united thrust to the whole system of growth and development.

Corporate Social Responsibility:

Corporate strategy howsoever carefully crafted will have limited legitimacy. If it is not tempered by a sincere concern for public interest and social good. A business enterprise being a socio- economic entity has a responsibility towards society. The question whether



corporate enterprises have social responsibilities is not a new one. However, in recent years it has become a matter of great concern of national and international organization. This is due to changing values and attitudes of all stakeholders such as employees, shareholders, as well as society at large changing values and attitudes of all stakeholders such as employees, shareholders as well as society at large represented by government, Growing literacy. affluence, mass communication and many other local significant factors have also contributed to changing values and attitudes of the diverse situations of the society. The increasing role of these enterprises particularly in the economic life of the people at large has made system updated.

Organization a natural focus for all those keen in the economic, social and ecological future of the Country. The growing awareness and the scale of ecological problems and of the limits of natural resources caused by national and internationals have made often the target by pressure groups for anti-pollutions measures, environments protection and conservation.

Arguments For social Involvement of business:

1. Business which services in suing the resources of the society, has a responsibility towards it.
2. Business, which is an integral part of the social system, has to care for the varied needs society.
3. Business, which is resourceful has special responsibility to the society
4. Social involvement and business to would foster harmonious and healthy relationships between the society and business .
5. Social responsibilities like recycling of waste may have favourable financial effects.
6. Social involvement may discourage additional government regulation and intervention.
7. Social involvement may create a better a public image for a company.

Arguments against social involvement of business :

1. Business should confine to its own business. There are government and social organizations to carry out social activities.
2. Involvement in social activities could adversely affect the economic health of a business enterprise.
3. If the cost of the social involvement of the business is ultimately passed on to the consumers, there is no point in exalting the social involvement business.
4. Sometimes there could even be a net loss to the society because of the corporate sector undertaking such activities.
5. Many companies involvement themselves in social activities because of the tax exemption on the income spent on special social purposes.
6. If the social involvement of a business enterprise causes an increase in the price of its products, it could affect its competitiveness both in the domestic and international markets.
7. Social involvement of the business could lead to and increase in the dominance or influence of business over the society.



The Indian situation For CSR:

Nearly all leading corporate in Indian are involved in corporate social Responsibility (CSR) programs in areas like education, health, livelihood creation, skill development, and empowerment of the weaker section of the society. Notable efforts have come from the Tata group, Infosys, Bharti Enterprises, Coca Cola India, Pepsico and and ITC Welcome group, among others. In fact, four Indian's including Sunil Mittal, Chairman and and Managing Directre of the Bharti Groups NGR businessman Anil Agarwal, Shiv Nadar, HCL Technologies Chairman and NGO activist Rohoni Nidekani were featured in the forbes list of 48 Horses of Philanthde According to survey carried out in June 2008 by NTS India (a research organization) and the times foundation, over 90 per cent of all major India organization surveyed were invelihood Promotions , education, health environment and and women's. empowerment in another study undertaken by automotive research company, TNS Automotive, India has been ranked second in global corporate social responsibility. The study was based on a public good will index and India received 119 points in the index againta global average of 100.

CSB Initiatives and Green Measures

1. 1 Public sector oil companies like, ONGC Indian Oil, Gail India, BPCL, HPCL
2. JSW still hanged the prestigious "Golden Peacock award for its CSR initiatives .
3. HSBC is involved in an effort to support a business school for illiterate women in western Maharashtra
4. Arcola Mittal will spend about US\$500 million as part of its CSR Orissa initiatives Jharkhand and Orissa
5. 5.The Indian paints industries is making its products more environmentally friendly b opting for water-based paints and making it carcinogen-free,
6. The heating, ventilation, air-conditioning and refrigeration (HVAC) industry is working to get rid of its "global warmer' stigma through greater use of gases with zero depletion potential (zero ODP).
7. Sustainable technologies and environmental projects limited (STEPS)is planning to start a project to change plastic, organic and electronic waste into petroleum without the harmful residue.
8. Pharmaceuticals company, Jubliant Organosys Ltd, runs an anti-tuberculosis program with the government of Uttar Pradesh.

Rural Development:

1. In an effort to modernize rural health services in India, GE health care now wants focus on maternal health.
2. SREL Sahaj e-village LTD will set up 25,000 IT kiosks to known as common service centres (CSC) across West Bengal, Bihar, Orissa, Assam, Uttar Pradesh and Tamil Na by 2010.



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3. ITC's e-Chaupal has been a great developmental initiative which has also added value its own agricultural products. It comprises improving the lives of farmers and villagers
 4. HDFC has started a 'village" adoption scheme to improve the investment climate in Indian villages.
 1. 5.Mahindra shubhlabh , agricultural business arm of Mahindra & Mahindra, Aims to use especially cultured seeds to improve contract-farming productivity,
 2. 6.DCM Shriram provides information services through its chain of Krishi Vikas Kendras, which have now involve into Hariyali Kisan Bazaars.
 3. 7.Hindustan Petroleum has started community kitchen programmes in some Indian villages.

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