



CORPORATE SOCIAL RESPONSIBILITY INITIATIVES IN THE FIELDS OF EDUCATION AND ENVIRONMENT

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ABSTRACT

This review article opens with the term Corporate Social Responsibility (CSR) and continues with various CSR initiatives; taken by various companies in India and around the globe, under their CSR policies. It, further on, assists in sustaining a relationship between the companies, their stakeholders, and society in general.

The first element to be discussed in this article is related to the CSR initiatives taken in the field of Education that renders upon the current educational scenario in India and the globe, the challenges for and the initiatives supportive to the fulfilment of the previous one. This discussion, also, prevails a space for the need for skill education to the weaker and deprived sections of society, as it is a prerequisite of an hour.

The second element occupies a space for the CSR initiatives taken in the field of Environment that focuses upon the sustainable growth of all living organisms. This part enlarges the contribution of various practices along with policies designed for the outcomes in the long-run academia. The researcher ponders upon these two elements as premier in the development of overall human society and a cause of existence. This is the purpose for which the researcher destines to write a paper on it.



KEYWORDS: Corporate Social Responsibility (CSR), education and related skills, sustainable development, environment, etc.

INTRODUCTION

The term Corporate Social Responsibility (CSR) is, of late, undergoing a sea change. It is recorded with a subtle view that presents its transformation from traditional mere philanthropic activity to a business strategy. The primal motive behind this article is to make the readers aware of Corporate Social Responsibility Initiatives through the various review articles available. With this, they will get introduced to a holistic and all-inclusive approach to the CSR activities initiated and conducted by various companies.

Corporate Social Responsibility is logged in as a give-and-take policy. Corporations extract human and natural resources from society. It is an ethical obligation for them with a 'sense of return' to undertake some activities for the betterment of human society. In the era of globalization, amidst a rising sense of social awareness, society expects more from corporates than qualitative products at cheaper rates. They expect the corporates to demonstrate congruence with social values along with the development of society in various ways.

With no longer intuit the business organizations disregard these expectations and continue with their orthodox philosophy of profit orientation. CSR is a voluntary act by the business enterprise, for community development through undertaking various planned organized and directed activities. These activities are focused on the well-being of human conditions as well as environmental issues.

Sustainable development is a three-fold manifestation of this view which is based on, economically, doable business models, environmentally; sound policies, and socially; just and ethical objectives, respectively. These all are the fulcrums of healthy development. Through various CSR initiatives, the corporate organization can conceal social, economic, and environmental facets and extents. Therefore, a business firm that gives premier priority to viable development is, likely, to enjoy the support of the community. That is why CSR is not, merely, called a value addition or an ethical act but an act with a decision force for the growth of business in the future.

A great deal of research has been done in the field of Corporate Social Responsibility. The varied perceptions are observed, studied, and evaluated in some of the well-known articles, theses, and books. These provide concurrent and substantial views to the current researcher and assist him in broadening his views. The following review performances the nature, scope, and limitations of the present CSR activities. The whole review is divided into two main segments such as education and environment, respectively.

Theoretical Framework:

1. CSR in the Field of Education:

Hypotheses I: The review of literature focuses, positively, on the field of education through Corporate Social Responsibility Initiatives.

Here is the vital when the companies contribute, distinctively yet extensively, in the field of education. Samuel Nana Yaw Simpson and Eunice Kafui Aprim, the researchers and authors of some well-known books and articles, broaden their insights through their article *Do Corporate Social Responsibility Practices of Firms Attract Prospective Employees? Perception of University Students from a Developing Country*.¹ They, fruitfully, assert their study; saying that this is a survey-based analytical study of university students cum prospective employees in Ghana examining whether they are aware of the CSR practices of the company while choosing a job or not. The study further on evaluates the CSR practices of these companies; certainly, influences them, while selecting an employer. The researchers add that the CSR profile of a company is, certainly, a determining factor and does impact, positively, on the potential employees. This article advises at the time of arrival towards conclusions that education institutions should, also, take conscious efforts to make the students a part of CSR awareness programs for sustainable development.

More of the activities of CSR in the domain of education are ascribed in the research paper *Corporate Social Responsibility Activities towards Education Sector*² written by the A Sabeena along with Dr. N. A. Krishnamoorthy. This paper, analytically, presents a wide scope of CSR initiatives in the field of education. Tata, Tech Mahindra, Aditya Birla Group, Reliance, Wipro, ICT, and Maruti are some of the megalithic industries whose educational projects implemented under CSR have been analyzed by the researchers. Thus, the researchers opine that most Indian students neither get quality education nor even have an access to higher education. Further on, it, strongly, projects the verdict through their study; saying that the lack of professionalism in the province of education is a matter of contemplation. It is quoted that Indian companies have a lingering tradition of philanthropic CSR for the advent of education but of late; many big corporate houses run educational institutes with heading a profit motive behind CSR. The researchers feel that, through various skill-based programs under CSR, corporates can compensate for the dearth of skilled workers that the industries are facing since.

The contribution of CSR in the field of education is discussed with the new current scenario in the research paper *Corporate Social Responsibility and Education in India*³ written by Abha Chopra and Shruti Maria. In this analytical research paper, the researchers have opined that the education field poses numerous challenges: cuts in budgets, intense competition, and the dearth and retention of quality teachers. Since education occupies vital importance in their business plans and policies,

corporates are, increasingly, investing huge funding in the education sector through CSR programs. This study finds with the CSR initiatives in Education that the educational institutions in higher education are aspiring and preparing for remarkable and incredible change. Yet, it is, widely, accepted by scholars that there is a need for a total revamp of the educational sector in India. The study further suggests that corporate should play a pivotal role in bringing this change by investing in CSR to produce skilled human resources.

Being already aware of these concerns, the keen researcher Parcia J. Gumport holds, thoroughly, new insight in her scholarly article *Academic Restructuring: Organisational Change and Institutional Imperatives*⁴. In this analytical article, she has emphasized the concern about increasing the marketization of American higher education for economic and market exigencies. She, further on, opines that adopting the market rule in higher education will end the legitimacy, character, and very essence of the education sector in the U. S. A. at the cost of survival. She continues as well as adds that the surrender of the educational institute before economic rationality will ruin the adorable education legacies of the U.S.A. and the democratic interest will be suffered.

Deepening insight into the review articles studied, the researcher feels that these articles address the wide canvas of initiatives taken by the companies under CSR for excavating and fulfilling the challenges in the field of Education around the globe. The next part of this review paper has discussed the initiatives taken by various companies in the field of Environment.

2. CSR in the Field of Environment:

Hypotheses II: The literature review focuses, positively, on the field of the environment through Corporate Social Responsibility Initiatives.

Corporates cannot run far from the responsibilities to be followed in the context of the environment, as they utilize multiple sources and resources; a part of the sustainability of the environment, in a huge and bundled manner. The article is headed as *Environmental Corporate Social Responsibility (ECSR) as a Strategic Marketing Initiatives*⁵, penned down by Nik Ramli Nik Abdul Rashid in collaboration with the authors Nor Irwani Abdul Rahman and Shaiful Annuar Khalid. This paper studies the concept of ECSR and its integration with other business operations. This, further on, echoes a sound and raises a voice against that the ECSR is not only all about integrating business operations with environmental concerns but making the stakeholders aware of these new views and projections that have taken to be in consideration in the very upcoming years. Being the concept is relatively new, it adds forth the study in very recent years regarding the concept of ECSR, its dimensions, and the possible effects on customers and their responses to it as well as the image they carry in their mind. Hereafter, the paper summits with the view that the ECSR can be used as a strategic tool for business operations in the long term gain.

Not in India only but worldwide, this issue is, tremendously, pursued. The best yet comprehensive instance renders ahead. The authors like Anđelka Stojanović, Ivan Mihajlović, and Peter Schulte from Serbia think, extensively, and thus, put their views about *Corporate Social Responsibility: Environmental Aspects*⁶. The researchers have tried to explore the variety of dimensions of CSR in relation to environmental issues. This paper ruminates as a review of European legislation and the previous research; conducted in Europe in relation to CSR and the environment. The researcher affirms that, nowadays, companies are coming forward to accept the responsibility of delinquency with the environment and trying to come out with new business modules to attenuate the loss. In this way, the corporate initiative and proactive sensitivity towards environmental issues frame a replica of the environmental concern that helps, in turn, ponder about the image concern.

This replica's concern enlivens multiple perceptions of the current environmental issues. One of them is penned down through R.Indumathi and J.A.Raja's *Corporate Social Responsibility toward Environment*⁷. This research paper focuses on the benefits; derived from undertaking CSR activities to mitigate environmental loss due to unethical business practices. The researchers advocate that CSR can be a strategic instrument for the policy framing of a business. They emphasize that environmental concerns need to be shared with the stakeholders, particularly, the consumers in order to receive their

proactive response. A well-framed CSR policy dealing with environmental issues can offer a wide range of benefits to the business.

It is resolved, firmly and finally, from these above-elaborated perspectives that CSR activities contribute not only to the particular field as a segment; but rather it resolute in building the nation as a whole. This view is bloomed through the article *The Corporate Social Responsibility and the Environment: A Theoretical Perspective*⁸ written by Thomas P. Lyon and John W. Maxwell. This article accentuates the fact that environmental issues are very complex and require expensive remedies. The political pressure is bound to be there and will, in turn, inevitably, influence the CSR process. However, NGOs have become more significant, especially in developing countries, that they play a major role in shaping and carrying out CSR activities related to environmental issues.

Coming to cease, the researcher affirms that both the fields preferred; under the CSR initiatives, for the review article are related to the fundamental and sustainable growth of the society in which we live and continue to live. This is a need, widely, discussed in the global summit report on CSR for inclusive growth concerning social development; that emphasizes the development of weaker and deprived sections of the society and the environmental issues; that assure the healthy and sustainable existence of all living beings on this planet.

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