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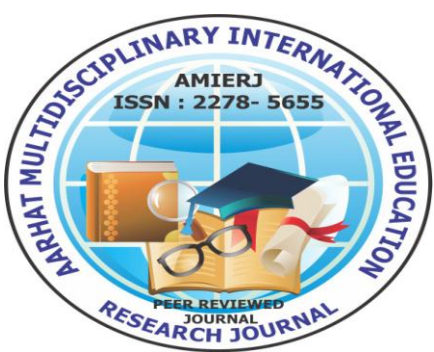
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**CORPORATE SOCIAL RESPONSIBILITY (CSR) AND SOCIAL INCLUSION: A
NUMBER OF INDISTINCT PICTURES?**

DR. NANJUNDA¹

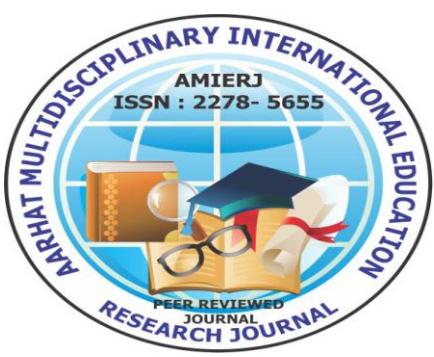
**¹UGC-CSSEIP Research Center
Mysore University –Mysore-06 India**

Abstract

The United Nations Goals of Millennium Development (GMDs), has come out with a strategies, of new tools and techniques towards the possible new role of corporate business to words the social inclusion. With effectively connecting the social inclusion of excluded groups to the profit-making functions of a company one make certain that the company motivation not throw out these programs in marketplace decline and hard period, Taking exacting programs of social responsibility of corporate as a beginning position, we seek to appear at the broader view growth footstep of corporate business as normal approaches, with those which decrease beneath the excellent of social responsibility, to gain a fuller broad view of how corporate business has occupied in the process of development It appearances an associated constituent of a greatly broader thought of exclusion of the society and can be define in several diverse ways; however its key in attribute contain the incapability of a few consumer divisions to access essential economic services in an suitable form, which might relate to the targeting choices of the financial service providers, as not all consumer divisions that practice financial exclusion be of no significance. this paper is based on the review of various current literatures about nexus between CSR and social inclusion

Background

The social responsibility of the firm studies cover an inadequate amount of citizens although qualities, replicable performance in addition to scalable crosswise diverged companies,

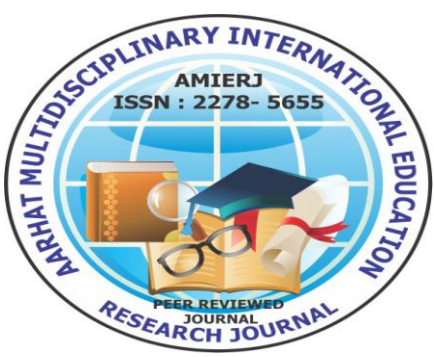


people of the country to be predictable. The common achievement factors commencing the basis for suggestions to plan analyze and carry out more initiatives of CSR aiming excluded populations of the society. The study further found that social responsibility of companies has prospective potential in favor of optimistic and enduring impact programmed on under developed and developing countries, particularly on excluded groups of the society. Still, there has a requirement for further critical assessment and monitoring (Werner, 2009).

Excluded groups of the society have been barred from the benefits of economic development and social growth progression throughout segregation from the society on the basis of shared characteristics, social identity and culture etc. Some group of people could be excluded from the society basis on different socio-identities are collective action and collective values, individual identity and the basis of shared individual distinctiveness (Kabeer, 2006).

Since firms gradually more revolve to developing countries like India as significant customer marketplaces, social responsibility of companies turn into an essential approach to enlarge knowledgeable suppliers, consumers along with networks of manufacture, social responsibility deals with exclusion in the society throughout market supported encouragements. A better customer base provides bigger prospects for sales and promotions. Better probable labor strength make sure that firms be able to recruitment, training, and keep hold of high-quality human resource. Hence, social responsibility policy that concentrates on excluded groups of the society must apparently guide to a further booming business.

Experts felt Initiatives of CSR are division of the central part business functions of the support corporate and consequently supply the possible for long-term job opportunity and revenue for the excluded groups of the society. Disabled female workers are the best, more skilled employees to coaching others to build the firms products. Women's of rural areas are good sales of care are increasing Bata and Unilever sales in rural and urban regions. Unilever has started to spout pie marketplace for house solar system connecting the rural areas off the network



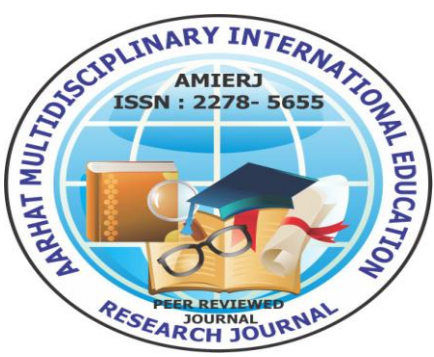
in India and approach to increase sales and marketing of home solar systems throughout India. Sales, marketing and production are the behavior throughout which company make revenue.

What is social inclusion?

World bank write “Social inclusion aims to empower poor and marginalized people to take advantage of growing various global opportunities. It ensures that people have a say in decisions which affect their lives and that they enjoy equal access to markets, services and political, social and physical spaces”.

The CSR programmes described here share some common characteristics and critical success factors: (a) The CSR program has part of the company's core business operations (products, manufacturing, sales, etc.); (b) Association with NGOs or donation contributors facilitate companies to deliberate on the business process aspects of the companies projects; (c) The CSR program establishes a win-win for socially-excluded populations and businesses by matching skills, capabilities, and resources. This distinctiveness gives a direction for scheming initiatives of CSR to reach excluded groups of the society.

First, the initiatives of CSR are division of the central part business functions of the support corporate and consequently supply the possible for long-term job opportunity and revenue for the excluded groups of the society. Disabled female workers are the best, more skilled employees to coaching others to build the firms products. Women’s of rural areas are good sales of care are increasing Bata and Unilever sales in rural and urban regions. Unilever has started to spout pie marketplace for house solar system connecting the rural areas off the network in India and approach to increase sales and marketing of home solar systems throughout India. Sales, marketing and production are the behavior throughout which company make revenue. With effectively connecting the social inclusion of excluded groups to the profit-making functions of a company one make certain that the company motivation not throw out these programs in marketplace decline and hard period, The joint venture at the national and local

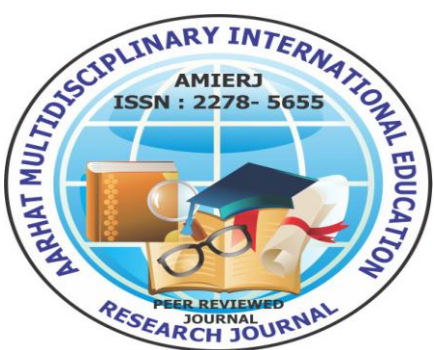


level has an appearance of an approach of mixed economy to resolving the troubles of social exclusion with authorization formal policy in mainly OECD and EU nations. On the one hand over management are promoting not for profitable organizations to contribute in resolving problems of the society, stand on its potentiality, localized experience and knowledge. Although this has been condemned as government's merely off-loading CSR, it could regularly be seen the same as investigate for improved ways of gathering particularly localized requirements which stay behind unmet with conventional services (Kjaer 2003).

On the other hand, the private sector companies has progressively more anticipated to reveal CSR behavior thus broadening its restrictions of liability further than the merely economic and financial. The challenges with the company have to do this in a approach that creates intentional associations which could resolve self-interest of the company's business with the bigger universal good and welfare of the society (Mele 2008; Jamali 2007; Kakabadse).

The public-corporate partnerships could as well be seen as beginning from a form of public regulation that has a procedure in which corporate and others in the society are required to take some needful action not for the law reason, but for the reason of that civil society pressure it. These are charitable work only in up to now as an business can make a decision whether or else not to fulfill, non-cooperation with municipal regulation involve risks no less than breakdown to stand for the regulation (Blowfield and Murray 2008; Nelson and Zadek 2000; and Murphy and Bendel, 1999).

Second, each and every initiative of CSR communicate here contribute to a general characteristic of strategic association among NGOs and company to make possible socio-networks and information access and particular skills. Intentional associates could be NGOs, global organizations, religious institution and the government body. The government body must mainly be a partner in large-scale initiatives of CSR to formulate probable cooperation through education systems and public-health. Recognizing the intentional associate for a new initiative of CSR has a significant division of booming plan with execution of such programs. The confront

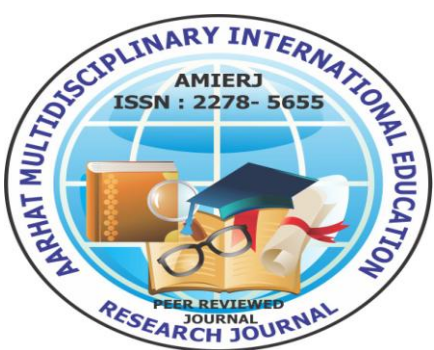


to major considered joint venture among corporate businesses and NGOs in India must not be undervalue as there is a important ethnicity of distrust among these two industries (Stiles, 2002).

Finally, booming initiatives of CSR that advantages excluded groups and corporate business functions should competition weaknesses and strengths scheduled mutually sides through abilities and essential resources to find each and every side's aggressive competitive benefits. Rural schools required power and might offer facilities to the society, which has famous and common through a majority of the group of villages. Educational institution supported residence solar systems supply electrical energy for the students with inaugurated latest marketplace (Sen, 1996).

The CSR programmes described here share some common characteristics and critical success factors: (a) The CSR program has part of the company's core business operations (products, manufacturing, sales, etc.); (b) Association with NGOs or donation contributors facilitate companies to deliberate on the business process aspects of the companies projects; (c) The CSR program establishes a win-win for socially-excluded populations and businesses by matching skills, capabilities, and resources. This distinctiveness gives a direction for scheming initiatives of CSR to reach excluded groups of the society.

Werner (2009) finds that the private sector companies has frequently seen as a driver of exclusionary practice slightly than a associate in improving the status of health facilities and welfare activities to excluded groups of society. Though, private sector companies' programs and association together labeled initiatives of CSR might be able to optimistically influence on status of the society, potential earnings, services access and resources for excluded groups of the society. This study focuses of Bangladesh CSR projects that are intended to decrease social exclusion along with marginalized groups with investigate whether initiatives of CSR are able to enhance social and economic potentialities to decrease keeping out. The instance provides projects snapshots: (a) provide services of healthcare to women workers and their families; and



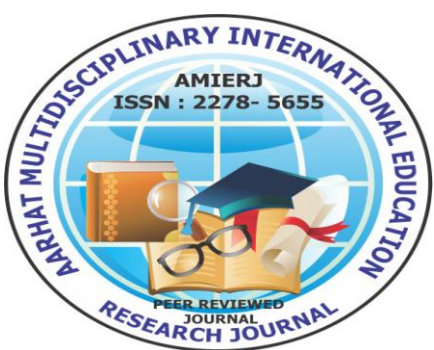
(b) increase professional-skills and women job opportunities, physically disabled women as well as transformed users.

Nelson and Prescott (2003) opine that there be many examples in which companies have taken benefits of developing countries and under developing countries excluded groups of the society, the possible impact of company and donations to growth and development cannot be unnoticed and determination possible important to progress poverty in the long run. International business flows with gross domestic product development equipments of budgets. However the globe has to deal through the requirements of the excluded groups of the society and poor people, the question has not whether company must be concerned in accomplishing worldwide development aims but how it must carry out. The essential approach to organizing the forces of company business and globalization be review.

Sen (1996) has pointed out not that the marketplace and influence of evil, however somewhat that it has consequently estranged a procedure of distribution to facilitate it could do fine in satisfying requirements merely to the scope that there is a similarity of necessities with the capability to compensate for what human being wants. While an estranged organization, the market has neither friendly nor hostile, basically cold and detached. It might supply the procedure of a food crisis, although it might furthermore help out the prevention of all. While the marketplace doesn't mind which of the two it do somebody else has to concern (Sen, 1996).

Kabeer (2006) finds the involvement in CSR activities in addition might enlarge the societal capital and potentialities of excluded groups of people of the society. Commercial activities inclusion in would supplies a strong incentive with motivation for commercial exchanges along with raise socio-status. Poorer assets returns, education and investment had been recognized as a inspiration for lesser utilization in excluded households of the society.

Excluded groups of the society have been barred from the benefits of economic development and social growth progression throughout segregation from the society on the basis

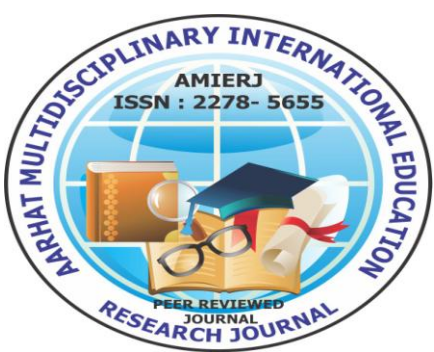


of shared characteristics, social identity and culture etc. Some group of people could be excluded from the society basis on different socio-identities are collective action and collective values, individual identity and the basis of shared individual distinctiveness (Kabeer, 2006).

The rehabilitated drug-users, the disabled, women and rural populations are the groups that has been discussed in the relation to preferred CSR programs. A company has a part of the society consequently; populations that are excluded groups of the society be inclined also to be barred as suppliers, customers and employees. In Indian environment women, religious minorities, the physical disabled and rural population has been conventionally exclusion from mainstream commercial functions, moreover since it has believed that the market probable the area doesn't have adequate work force and infrastructure facility to sustain distribution and manufacturing activities.

Since firms gradually more revolve to developing countries like India as significant customer marketplaces, social responsibility of companies turn into an essential approach to enlarge knowledgeable suppliers, consumers along with networks of manufacture, social responsibility deals with exclusion in the society throughout market supported encouragements. A better customer base provides bigger prospects for sales and promotions. Better probable labor strength make sure that firms be able to recruitment, training, and keep hold of high-quality human resource. Hence, social responsibility policy that concentrates on excluded groups of the society must apparently guide to a further booming business.

McKinsey (2006) opine that the potential for social responsibility to be one of the tools and technique to utilize marketplace services to make equal the advantages of globalization has been documented and recognized. Crowds, such as the united nation global condensed and the international business leadership forum is functioning to integrate the activities of CSR along with the international agenda of development. This extended function has as well established by corporate business.

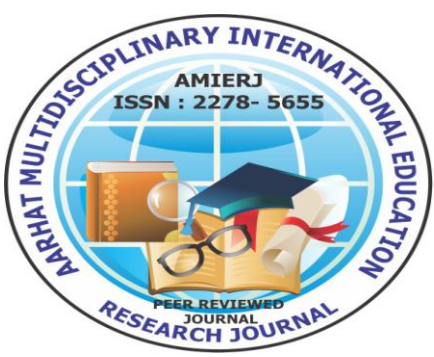


Newell and George (2007) analyzed the initiatives of CSR to facilitate toward deal with social exclusion, poverty and additional development challenges, the equilibrium of responsibilities among state, marketplace along with civil society in addressing these issues and gathering the United Nations Goals of Millennium Development (GMDs), strategies, new tools and techniques are necessary toward harness the optimistic possible donation of corporate business to growth as well as discourage irresponsibility of company. Current particular matters bring jointly an energetic mix up of development and academics authority to tackle with this subject in a paying awareness and pioneering method. In this preliminary study, we believe several of the solution cross-cutting subjects and imminent rose through the donations.

Amaeshi, (2007) finds the sustainable finance has steadily ahead a centre phase in modern social responsibility dialogue, particularly throughout the rising legality investments of social responsible. Although the majority of the promising tendency in social responsibility finance sustainability can be arguably connected to developed economies interests of CSR and philosophy, the socio-economic confront pretense with exclusion starting way in to economic services outstanding to socio-economic environment inside developing and under developing economies, emerge to exist underrepresented in the existing literature of social responsibility.

Social exclusion has as well not a latest construct of the society. It has deal through comprehensively in the broader social science with mainly in improvement studies of literature (Halder and Mosley, 2004; Matine et al., 2002; and Rogaley, 1997). It appearances an associated constituent of a greatly broader thought of exclusion of the society and can be define in several diverse ways; however its key in attribute contain the incapability of a few consumer divisions to access essential economic services in an suitable form, which might relate to the targeting choices of the financial service providers, as not all consumer divisions that practice financial exclusion be of no significance (Whyley and Kempson, 1999).

The present literature on economic exclusion explains that its subsistence has established on diverse economical and social issues through extremely multifaceted communications. A few

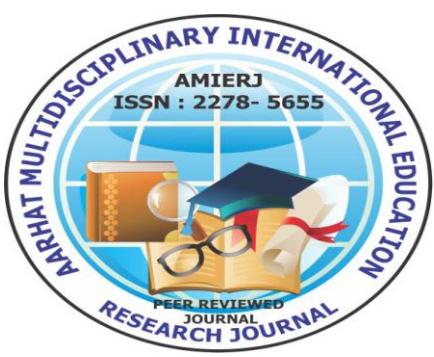


of these interacting variables contains lack of access, less income, price with plan of economic products, cultural background, religion, illiteracy and unemployment (Panigyrakis, et al, 2002). In spite of, the preponderance of every one of these economical and socio variables within economic exclusion discussion might debatably be different from nation to nation. According to Kempson and Whyley (1999) have found that lack of education doesn't go ahead straightly to short levels of utilize of economic products while it does consequently through enhancing the possibility of a little income (Delvin, 2005). Petrovici (2013) has analyzed a severe phenomenon undergoing stable extension, which affects the fundamental rights of human being to safety, psychic integrity, life, freedom, physical and dignity of life has symbolized with domestic aggression. This study has a concise invasion in the enormous ground of CSR in conditions of high-quality performance, analyzing its prospective to encourage inclusion for women sufferers of domestically violence in the society and vulnerable groups.

In line up through this surveillance moreover representation from the nation context, the study observes the apparent conflicting inferences of financially exclusion for economical institutions working into under developing economies: primarily as a socio-economic dissatisfaction through possible unfavorable results on profitability of companies for illustration, decrease and preventive their marketplace accomplish in addition to secondly as a basis of planned prospects to increase their trademarks as excellent corporate civilian with moderate possible risk of unsympathetic authoritarian guidelines to struggle economic exclusion. It extra argues that via decreasing financial exclusion, economic financial institutions in economies of under developing might contribute further meaningfully to the struggle aligned with social exclusion and poverty, fill up in a crack in finance discourse of sustainability (Amaeshi, 2007).

Conclusion

The objective of the beginning along with the exacting matter has to establish to fill the gap in our considerate of when, how as well as throughout what means corporate business could assist to decrease poverty and social exclusion in the society, even as identifies the uniformly authoritative potential of the community of corporate business toward strengthen the ending of poverty and social exclusion. Taking exacting programs of social responsibility of corporate as a

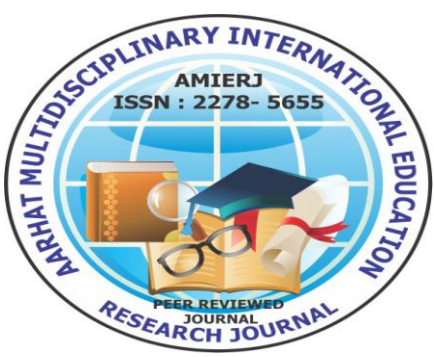


Commencement position, we seek to appear at the broader view growth footstep of corporate business as normal approaches, with those which reduce beneath the excellent of social responsibility, to gain a fuller broad view of how corporate business has engaged in the process of growth.

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