GLOBALISATION

Globalisation is the process that has come to dominate the world since the nineties of the last century with the end of the cold war and the break-up of the former Soviet Union. Globalisation opened up economies world over and offered scope for investment in any part of the world and also brought the new opportunities to developing countries to participate globally in socio-economic and cultural affairs. Greater access to markets of developed countries and technology transfer hold out promise of improved productivity and higher living standards. The process of globalisation has thrown up new challenges like growing inequality across and within nations, volatility in financial market, environmental degradation and competition among the corporations, to overcome these challenges the globalisation has given rise to the practice and concept of Corporate Social Responsibility (CSR).

The company should recognise that every action and the implementation of that action affect people, communities and the environment. From buying tea from estates around the world to the point where its many tea products are sold, understanding and addressing the impact of its business activities is central to the way the company works. Many of the CSR practitioner, researcher and academicians express their opinion that there are number of survey studies were carried out based secondary information and organisational reports but very few studies conducted to understand the practice of CSR in India in a true sense. Community is one of the important stakeholders in CSR but the existing review of literature shows that the studies to understand CSR from community prospective is lacking at present literature. Therefore an attempt is made in the present study to understand the interface between the company and community pertaining to the concept of CSR as a societal motto of CSR initiatives and sustainable development.

In view of the statement of the research problem made above, the present study try to study the awareness and knowledge of community about CSR and implementing organisations, existing trend, Issues and strategies of CSR and its impact on community. In pursuance of the objectives stated above, hypotheses were deduced such as corporate bodies operating CSR in India lack professional approach
and committed human resources to execute CSR activities in more appropriate manner. The study was undertaken in Karnataka by selecting nine organisations each of three from Govt. Private and multinational those were recognised as to be leading in implementing CSR activities. To understand the impact of CSR, 450 community respondents were also interviewed by selecting randomly.

The result shows that that still common man is not much aware of the term corporate social responsibility (CSR), even less than half of the community people were only aware about term corporate social responsibility but knowledge about the organisation working in their community as part of corporate social responsibility was relatively better compared to their awareness with term corporate social responsibility. It was found that still one-fourth of (largest) companies had not initiated any kind of corporate social responsibility activities and the involvement of companies in corporate social responsibility has been increasing in recent past that is more so only after 1991.

The study found that by and large education, health, environment, livelihood promotion and women empowerment and environment were the major thrust areas currently covered under CSR initiatives by participating organisations. However sector wise analysis shows environment was the common issues irrespective of the organisational background. All the organisations were shown equal amount of interest, but the focus of Govt. organisations was more on health and community infrastructure development, private organisations shows more interest in community empowerment and employment and Multinationals were more focused on improvement of education. As far as strategy is concerned the study reveals that the Director followed by the CEO of the company were the chief canvasser and the main person responsible for implementation of corporate social responsibility initiatives across organisations. In case of PSUs, HR departments and administrative wings were also responsible for implementation of corporate social responsibility activities. It was noticed from the community respondents interview that community members were more satisfied with the corporate social responsibility activities where implemented directly by the organisation. While in certain cases corporate social responsibility
activities were implemented through the organizational staff who got trained in community oriented degree than that of technical degrees.

Nevertheless the study shows that more than half of the respondents rated organisation’s health related activities to be at medium level and multinational companies were highly rated as better performer compared to their counterparts. As far as impact on educational development was concerned equal percent of the respondents stated their CSR activities performance was found to be at medium level. Here also multinational companies were highly rated as better performing compared to private and Govt. organisations. Last but not least the, opinion of community members on empowerment and employment shows that two-third of respondents mentioned that impact was found to be moderate but private organisations were rated as better performing players compared to their public sector counterparts.

It was suggested that there is need for some holistic approach, where overall development of village/community can be taken care as a whole. The CSR activities should be decided with the consultation of community members, which is not happening in present practice. There is need for field level studies to understand the level of corporate social responsibility implementation with the help of systematic sampling to represent all sorts of companies in India.