Corporate Social Responsibility Toward Environment

R.Indumathi, J.A.Raja

Abstract

Corporate citizenship is also called as corporate responsibility.CSR encourages giving a positive Impact in various field so that may have benefit on Communities, Employees, Environment and Others. CSR helps in the light of the environment protection .The main intention of CSR is to improve. The standard of living and ensuring consumer interest in promoting environmental protection.CSR will develop on its size level of diversification ,research and Development, Consumer income.CSR is an important element in strategic management.CSR is defined as the duty to cover the environmental implications, eliminate waste and emission.CSR ensure environmental sustainability, reduce child mortality, improve maternal health.CSR towards the goal of environment protection it is a private sector is becoming a decisive factor in influencing environmental performances and long term environmental sustainability

Keywords: Corporate social responsibility, environmental awareness, environmental sustainability

— — — — — — — — — ◆ — — — — — — — — —

Introduction

 Many other names are used to refer CSR such as society responsible, business, conduct responsible entrepreneurship, corporate citizenship, corporate accountability, or corporate sustainability. The message is that whatever we do it will have an impact on future generation. We should now know that the walls we build to prove they will be build to protect our environment. As well address our more selfish needs we have to address the needs of the next generation. That is what CSR about.

Definition

 "To build an sustain brands people love and trust , one must focus on growth that is good for our shareholders but also good for our consumer, ouremployees, our business partner, the communities where we live and work, and the planet we in habit"-IRENE .B. Rosenfeld. CEO of Mondelez international.

The term corporate social responsibility became popular in

R.Indumathi

MBA -1 Student

Department of management studies

Er.Perumal Manimekalai College of Engineering

Hosur

J.A.Raja

Assistant Professor

Department of management studies

Er.PerumalManimekalai College of Engineering

1960's and of remained a term used indiscriminately by many to cover legal moral responsibilities.

Implementation of CSR

CSR can be implied towards environment, communities, employees, human resource, and development of business sectors and other fields of an organization.

Engagement plan

This plan consists of reaching a desired audience CSR individual or team plans to achieve the goals and objectives and responsibility of an organization.

Importance of Social Responsibility

- Solving social problems
- Resource giving by the organization to solve the social problems.
- Organization should be, for example, give due consideration to the design of work organization and job satisfaction, make very reasonable effort to more employment opportunities for minority groups.
- Improve public image of the firm
  Social initiates taken by organization trends to promote good will, corporate trust, public favour, trust, profit.
- Best interest of business to promote and improve the communities.
- Assist to government
  Assist the government to solve the social, economical and political problems of the country.

- Pressure of consumer movement

    To protect consumers against business mal practices of consumer likes adulteration black marketing, unfair pricing, shortage in measures.weight, quality etc.

UN Global Impact

Business organization can have a link with UN global compact. Strategic policy initiative for business committed to aligning their operations with ton universally accepted principles in the areas of human rights, environment, labour and anti corruption.Calls of action on various issues. Tools and resources such as "A guide to tracability.a pratical approach to advance sustainability in global supply chain".

The Core Facts of CSR

- Work place giving and volunteering
- Corporate/foundational giving
- Employee well being
- Balanced,fair and nimble HR processes
- Legal compliance
- Sustainability environment

Objectives

- ❖ To examine the corporate social responsibility is the light of environment protection
- ❖ To discuss the impact of organizations activities on the environment
- ❖ To study why CSR principle needs to be adopted
- ❖ To study the legislative and judicial perspective relating to corporate social responsibility in relation with environmental protection in india

The objective of CSR policy of Wipro Company is,

We think that it is critical to engage with the social and ecological challenges that face humanity.

Wipro CSR policy

- ❖ Wipro's engagement with social and ecological issues goes back a long time.
    - a) Unyielding integrity in every aspect of business.
    - b) Treating people every were fairly and with respect at the work place as well as in communities outside.

- c) Demonstrating ecological sensitivity in thought and action
- ❖ There approach to social responsibility rests on three important pillars.
    - a) Strategic
    - b) Systematic
    - c) Deliberative
- ❖ Governance of management

    The board governance, nomination and compensation.comittee will be the apex badly that will oversee our CSR policy and program.

- ❖ **Implementation**

    The implementation of the CSR program will happen through multiple channels a separate trust or directly through functions and groups with the company that have been set up for this purpose .the majority of our projects are long term multi year programs.

Responsibility towards Employees

- To provide a healthy working environment
- To grant regular and fair wages
- To provide welfare services
- To provide training and promotion facilities

The corporate can take social responsibility at the time of Disaters

This chapter tries to understand the functions and role of these corporate duties in disaster management. Who make the society a better place to lives? The contingency planning exercise is a forum and opportunity for all sections of the society to participate. Each corporate has something useful to contribute to the planning. The views of one may, differ from others. but this will often be to the advantage of the planning process since it provides a useful forum for all assumptions to be questioned and refined to start with the plan one individual or a group of people may facilitate the contingency planning exercise.

A typical plan will/may involve the following basic steps.

- ❖ Initial awareness and rapport building
- ❖ Outlining the profile of the community

- ❖ Analyzing the situation on a participatory basis
- ❖ Selection of task forces, indicative responsibilities and capacity building of task forces.
- ❖ Rehearsal/mock drills

Conclusion

Over past several years we have established a strong foundational frame work for social and environmental initiatives, both within be continuously and dynamically built on this end steer it is the right direction. The coming together the business government and civil society to address society's biggest challenges holds great promises. It is an idea whose time has come to this; we will bring our distinctive vision, commitment and energy to the fullest.

Reference

1. Beatty, Jeffrey F.; Samuelson, Susan S. (2009). Introduction to Business Law. Cengage Learning.
2. Corporate Social Responsibility and Ethical Careers". University of Edinburgh Careers Service. Retrieved 2008-03-07.
3. D Wood, (1991) 16(4) Corporate Social Performance Revisited
4. Henderson, David (2001). Misguided Virtue: False Notions of Corporate Social Responsibility. Institute of Economic Affairs. p. 171. ISBN 0-255-365101.
5. Klarsfeld, A., Delpuech, C. (2008). Hard law, soft law, weak law: the implications of the neo-institutional and social regulation theories on CSR and the distinction between hard and soft law, Working Paper, Toulouse Business School
6. McWilliams, Abagail; Siegel, Donald (2001). "Corporate social responsibility: A theory of the firm perspective". Academy of Management Review. 26: 117–127. doi:10.5465/amr.2001.4011987.
7. McWilliams, Abagail; Siegel, Donald; Wright, Patrick M. (March 2006). "Corporate Social Responsibility: International Perspectives" (PDF). Working Papers (0604). Troy, New York: Department of Economics, Rensselaer Polytechnic Institute.
8. Rosenberg, Matthew J. (1 April 2002). "Review of Misguided Virtue: False Notions of Corporate Social Responsibility". International Affairs.
9. Shamir, R. (2011). "Socially Responsible Private Regulation: World-Culture or World-Capitalism?". Law & Society Review. 45 (2)