

# Study on Corporate Social Responsibility of Education in India: Initiatives & Strategies

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**Abstract – Today, training faces the rising difficulties of state sanctioned testing, stressed spending plans, instructor maintenance, and worldwide workforce rivalry. Organizations have started to adopt a more focused on strategy in their corporate social obligation programs and are trying to affect zones that have a connection with their own particular business objectives. For some organizations, training is a vital piece of their plans, since the necessities exist in every geographic zone, over every branch of knowledge, and for a wide range of individuals. Higher instructive foundations in the Marathwada look to get quality and skilled understudies. For the impression of higher instructive foundations as quality establishments, it is fundamental that they carry on in a socially capable way. Corporate social obligation (CSR) is one of the valuable instruments to emphatically influence society and create associations with partners. So this paper clarifies prospects and difficulties on both the social and corporate administrative point of view. This examination tries researches the part of instructive establishments to outperform the CSR for making best human capital and furthermore investigates the significances of CSR for advancing training and different activities of organizations in instruction division as a corporate obligation to development training.**

**Keywords: Corporate Social Responsibility, Higher Education, Issues, Strategies**

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## 1. INTRODUCTION

Corporate Social Responsibility (CSR) is turning into an inexorably essential movement to organizations broadly and globally. It guarantees the achievement of a business by the incorporation of social and natural contemplations into an organization's operations as a positive commitment to society. The accomplishment of an organization can be made conceivable just when the interests of every single included partner are met. A standout amongst the most vital partners in this framework is the general public in which the organization works. In the course of recent decades, there has been an expanding interest and accentuation on the idea of CSR in the general public.

So as to advance financial and mechanical improvement in a nation, the fundamental prerequisite is the ability to create gifted labor of good quality in satisfactory number. As per populace projections in view of the 2011 enumeration was discharged on 31 March 2011 (and was refreshed on 20 May 2013 out of 1,210,854,977 nearly 144 million of India's populace will be between the age-amass 18 to 23-the objective age gather for Higher Education. CSR program is a fundamental component in accomplishing great business hones and successful initiative. Organizations have verified that their effect on the monetary, social

and ecological scene specifically influences their associations with partners.

The attention to the significance of instruction and education is regularly observed among governments and worldwide associations, who are essential holders of this obligation. All national governments have the service of training which is in charge of incorporating national assets to advance instruction for the benefit of the general population. Furthermore, administrative offices, various NGOs (non-government associations) are committed to the change of training, especially crosswise over countries" guests. One such case, maybe a standout amongst the most all around compelling ones, is the UNESCO (United Nations Educational, Scientific and Cultural Organization), which expects to engage the future era by enhancing the nearness and nature of training. The UNESCO takes a reasonable position to hole the awkwardness between created nations and creating nations, and in addition between sexual orientations.

Further, with the section of highly anticipated Companies Act India has turned out to be one of only a handful couple of nations on the planet to have a statutory arrangement on Corporate Social Responsibility (CSR). The Act gives required

commitment towards CSR with instruction being indicated as a qualified action. The instruction part (counting advanced education) is relied upon to be a noteworthy recipient of this required CSR arrangement bringing about enhanced financing for the organizations

Corporate social obligation, frequently shortened "CSR," is a partnership's drives to survey and assume liability for the organization's consequences for ecological and social prosperity. The term for the most part applies to endeavors that go past what might be required by controllers or ecological security gatherings. CSR may likewise be alluded to as "corporate citizenship" and can include bringing about here and now costs that don't give a prompt monetary advantage to the organization, however rather advance positive social and ecological change.

## 2. REVIEW OF LITERATURE

CSR is a nonstop and long haul process guided by hierarchical and individual esteems. It is worried about individuals (as partners), nature and authoritative strategies, and is impacted by political concerns. Appropriation of CSR is regularly connected with money related pick up or benefit for the initiator (Isa, 2012: 335). Baron (2007) upheld that corporate social obligation has turned into an essential part in the business technique of a developing number of organizations around the world, since the execution of a business association is influenced by their procedures in the market, and also non-advertise conditions (In Mustafa, Othman and Perumal, 2012: 898). The possibility of CSR has been around for quite a while, starting with the work of essayists, for example, Bowen (1953 – referred to by numerous as the „father“ of CSR) when it turned into a scholarly theme in HR Bowe's "Social Responsibilities of the Business". From that point forward the commitment carried on through the work of Davis (1960, 1973) Johnson (1971), Jones (1980, 1983) and all the more as of late Carroll (1991, 1999). (Carroll, 1979) proposed that organizations need to satisfy monetary, legitimate, moral, and humanitarian duties to deliver its whole commitments to society. Monetary duties assign the commitments for organizations to be beneficial and gainful. Lawful obligations allude to the system of legitimate necessities which organizations need to meet while rehearsing monetary obligations.

(UNESCO 1991) demonstrates the part of advanced education foundations is a subject that must be considered independently and talked about profoundly, with a specific end goal to make a correlation between advanced education and conventional corporate, the duty of the advanced education organizations can be abridged as exchanging the information to the new eras by instructing, preparing and doing research; deciding a harmony amongst essential and connected research and between proficient preparing and general training; meeting the need needs of their separate social orders.

Regarding advertising, it appears as though Shell is more worried about its socially dependable picture than with offering its items. The way that a noteworthy organization likes Shell presents a crusade like this is an unmistakable sign that (corporate) social duty (CSR) has turned into a noticeable issue in the field of promoting (Robin and Reidenbach, 1987; Sen and Bhattacharya, 2001). The globalization has definitely grasped advanced education industry and the advanced education establishments began to encounter huge moves lately. Not as much as an era back scholarly foundations were permitted to act in an independent way and flourish in a domain of unsurprising financing and understudy enlistment with minimal plain rivalry among establishments (Dill 2002, Goia and Thomas 1996).

Almost certainly these are troublesome circumstances for the individuals who oversee advanced education organizations. Notwithstanding a troublesome worldwide focused condition, monetary substances pose a potential threat close by weight to consider elective basic and asset duties regarding different learning regions (Gumport, 2000). Regarding corporate notoriety, many organizations utilize CSR activities to legitimize the grounds that they will enhance the organization's picture, reinforce its image, breath life into confidence, and even raise the estimation of its stock (Porter and Kramer 2006). A conventional partnership can without much of a stretch and really discusses the "client". However to name the understudies as clients in advanced education is about a wrongdoing. At the point when understudies are transformed into clients, it can demolish the center comprehension of the instruction and also the understudy scholarly connection. Thusly advanced education foundations may confront a noteworthy change in their own esteems and standards while adjusting the systematic approach, regardless of the possibility that that is not a planned result (Stensaker, 2007). The message for the scholarly community was clear: scholarly community is not permitted to secure themselves up their ivory towers any longer. In spite of the fact that that was the situation still the scholarly community appreciated to act naturally contained, overseeing itself and concentrating on information exercises that it decided generally for itself. However this was in the previous century (Weymnas, 2010). In the current worldwide market condition, the social weights on organizations have expanded and people in general and the investors don't show just by scholastics however the worry for the CSR also (Popa, 2010). Developing enthusiasm for CSR has started new research and CSR is at the crossing point region of the level headed discussions about globalization, intensity and maintainability. The prime objective of an organization is to produce benefits; organizations can in the meantime add to social and ecological targets by coordinating CSR as a vital venture into their business procedure (Wissen, 2011).

### **3. NEED OF CORPORATE SOCIAL RESPONSIBILITY TOWARDS EDUCATION IN INDIA**

Aside from the tremendous advancements in India there is a darkest stage where youngsters are being compelled to work as opposed to going schools and get instruction. Indeed, even with the institution of RIGHT TO EDUCATION ACT 2009, which implements free and necessary instruction for kids between 6-14 years, a lot of kids are being denied of training.

Consistently various youngsters get enlisted in government schools however just few of them finish the basic instruction effectively. The reason is nature of training in government and government supported schools is weakened. They need essential comforts, sufficient framework, satisfactory expert instructors, powerful showing helps and productive school administration and so on. The drop out rate among the young ladies is more noteworthy than the young men. The primary purpose behind drop out is the stagnation i.e kids rehashing same class.

The other contributing motivations to this are Poverty, Unemployment, and separation on premise of rank, sexual orientation, race and other Social obstructions. If there should be an occurrence of advanced education, the no.of applicants is more noteworthy than the accessibility of the seats in colleges. However a lot of private colleges have been opened yet the expenses of such colleges and schools are high that lower salary amass understudy can't bear. The legislatures have constrained assets to handle these issues; in this way mediation of corporate segment in instruction is required. Its social obligation program likewise upgrades associations goodwill, its open picture. As per a review, individuals tend to purchase an item more on the off chance that it is related with any CSR program.

For instance, ITC is known for giving a net revenue from any stationary things bought by client to the welfare of schools bolstered by it. They extremely all around publicized it, and consequently what they got is a lift in deals figure. Alongside, open picture bringing about supported deals, this reputation additionally encourages them in marking. This marking has different immediate and circuitous preferences. Drawing in gifted and capable experts to work for the association is one of the roundabout focal points.

### **4. ISSUES IN CORPORATE SOCIAL RESPONSIBILITY**

**Absence of Consensus on Implementing CSR Issues:** This absence of agreement frequently brings about duplication of exercises by corporate houses in zones of their mediation. This outcomes in an aggressive soul between neighborhood executing offices as opposed to

building community oriented methodologies on issues. This factor restricts organization's capacities to attempt affect evaluation of their drives every now and then.

**Issues of Transparency:** Lack of straightforwardness is one of the key issues delivered by the study. There is an articulation by the organizations that there exists absence of straightforwardness with respect to the neighborhood actualizing offices as they don't endeavor sufficient endeavors to uncover data on their projects, review issues, affect appraisal and usage of assets. This detailed absence of straightforwardness contrarily impacts the procedure of put stock in working amongst organizations and neighborhood groups.

**Non-accessibility of Well Organized Non-administrative Organizations:** It is likewise detailed that there is non accessibility of efficient nongovernmental associations in remote and country territories that can evaluate and distinguish genuine necessities of the group and work alongside organizations to guarantee effective execution of CSR exercises.

**Limit Perception towards CSR Initiatives:** Non-legislative associations and Government offices for the most part have a thin standpoint towards the CSR activities of organizations, regularly characterizing CSR activities more giver driven than nearby in approach. Accordingly, they think that its difficult to choose whether they ought to take an interest in such exercises by any means.

**Non-accessibility of Clear CSR Guidelines:** There are no obvious statutory rules or arrangement mandates to give a complete course to CSR activities of organizations. It is discovered that the size of CSR activities of organizations ought to rely on their business size and profile.

**Social effect hard to survey:** The usage of social business requires a respectable social effect, which can be demonstrated to its speculators, who give up the possibility of getting profits or looking for better return for the social makes that interest them.

**The Shrinking Role of Government:** before, governments have depended on enactment and control to convey social and ecological targets in the business area. Contracting government assets, combined with a doubt of controls, has prompted the investigation of intentional and non-administrative activities.

**Developing Investor Pressure:** Investors are changing the way they evaluate organizations' execution, and are settling on choices in light of criteria that incorporate moral concerns.



**Absence of Community Participation in CSR Activities:** It has been in the public eye that absence of enthusiasm of the nearby group in cooperation and commitment to CSR exercises of organizations, exists practically no information about CSR inside the neighborhood groups as no genuine endeavors have been made to spread mindfulness and ingrain trust in the nearby groups about CSR.

**To a great degree difficult to popularize:** Turning schools to a commercial center sounds unrealistic even today (while everything is by all accounts driven by a benefit). The one of a kind sort of instruction as a kind of open merchandise implies it requires high equity, managerial straightforwardness, and cautious anticipating a wide scale. With a specific end goal to guarantee wide accessibility and equity of this administration, its suppliers shouldn't charge the buyer and recipient in a run of the mill monetary means.

**Aggressive Labor Markets:** Employees are progressively looking past paychecks and advantages, and searching out bosses whose rationalities and working practices coordinate their own particular standards.

## 5. CSR & EDUCATION- INITIATIVES & STRATEGIES

CSR in Education so far in India has generally included strides to advance instruction among nearby groups or society everywhere by building schools (worked by an organization free of cost or at an insignificant cost to the organization or society), grants (offered to underprivileged/exemplary understudies at different levels of instruction, for essential or higher examinations), sponsorships (helping schools run proficiently by giving showing helps, books, uniform, shoes, and packs), expanding access to instruction (supporting/building auxiliary schools in regions that don't make them empower; youngsters to go to class by spreading mindfulness, aiding or preparing instructors, giving foundation to the school; free transport office), and advanced education (setting up or supporting higher or specialized training establishments like professional instructional hubs, designing universities, schools offering preparing in different fields, for example, administration).

Other CSR hones for the instruction division that are progressively picking up ubiquity among particular enterprises incorporate the advancement of PC lack of education, foundation of sex value by focusing on young ladies from monetarily distraught families for quality training, arrangement of toilets and upkeep of a spotless and clean school condition, customization of projects intended to give instructive help to kids with handicaps, arrangement of sustenance to understudies, mental help to underprivileged understudies by giving motivational chats on initiative improvement, identity improvement, foundation of preparing organization for

instructors, libraries for provincial school training of ghetto kids and night schools for uneducated grown-ups for strengthening of unskilled open in encompassing towns, tribal zones.

Mindfulness programs have been a noteworthy piece of CSR activities by organizations with programs sorted out to spread mindfulness among the groups and the general public everywhere about the significance of training and basic issues, for example, youngster work, young lady kid, and so forth which frustrate access to instruction. Making this stride further, projects can target quality instruction and all encompassing improvement of underprivileged youngsters in the provincial parts of the nation, intended to engage understudies to investigate, question, reason and impart viably. In addition, organizations can effectively get associated with giving scholastic help to the government funded instruction framework, exceptionally govt. schools as the part of scholarly help is amazingly urgent in the improvement of educational modules and materials, preparing of instructors, investigate based information era, appraisal and assessment, scholastic observing of schools.

One approach to do this will be to embrace govt. schools as has been finished by a privately owned business as of late in the GautamBudh Nagar area of Noida, Uttar Pradesh. Up until now, 54 out of 470 schools in the locale have been received by organizations a piece of their corporate social obligation portfolio with the target to give quality training to the down and out youngsters. With 80% of India's youngsters examining in government schools, this is an estimable move towards guaranteeing quality instruction that can be duplicated in different areas under the CSR order.

The virtualization of instruction in India, besides, has colossal ability to enhance access to training of the down compacted individuals based at their hutments and enlist immense number of understudies. In a creating nation like India set apart by inner asymmetries, the capability of an advanced India to spread training at all levels and to interface the general population of various groups with different socio-social, phonetic, religious and ethnic foundation is huge. A few organizations can chip away at this together as this would involve gigantic speculations and organized changes at different levels. Innovation advancements can make it simple to appropriate instruction substance to remote populace, enabling them with learning that may change their life. Educators can be prepared in PCs who can additionally teach understudies the nation over to connect the computerized separation and supplement the general improvement goals

CSR can likewise be utilized to address the approaching expertise crevices in the nation with about 90 million people joining the workforce, however the majority of them without the imperative aptitudes and the mentality for beneficial business, or for producing

earnings through independent work. Organizations can make ability improvement a need and prepare understudies in professional schools to enable them to rise as employable subjects and contribute towards group advancement.

As obvious, organizations can assume a noticeable part in advancing at the grass root level in that capacity ventures include entangled organization and execution which the corporate players are accepted to be at a superior position to comprehend through their high mastery in administrative procedures. Lack of budgetary help has dependably been a bottleneck for guaranteeing predictable access to instruction. Be that as it may, simple association from money related point of view to reinforce the instruction framework in underprivileged zones is insufficient. For example, a corporate subsidizing the setting up of a school in a town is not making an interpretation of itself naturally into a CSR item; unless educators are enrolled, satisfactory framework is given and abstract progresses. Setting up an uncommon reason vehicle, a corporate establishment, rather to investigate elective social area plan can offer better open doors for item and process advancements. Working in instruction division requires particular aptitudes and learning. Organizations can share its most important assets by including their best administration to give the operation know-how in such undertakings. Group volunteering, therefore, can be a standout amongst the most earnest types of CSR whereby organizations can support its worker through inside interchanges to effectively take part in their drives and contribute their abilities.

## CONCLUSION

With the expanded rivalry in instruction division, the criteria on which establishments judged are evolving. While what goes into judging an advanced education foundation may proceed to change and advance, the building pieces of accomplishment in any aggressive condition stay consistent, for example, building up a positive notoriety and separating itself from the opposition. Setting a corporate social obligation methodology, and actualizing the activities is one intense method for accomplishing this objective. Most colleges tend to concentrate just on showing social duty as far as corporate social obligation activities and don't go past this by endeavoring to enhance their groups). However with a specific end goal to contend in the changing training industry and furthermore to satisfy their main goal in a world in interminable change, instruction division must perceive that their own behavior ought to mirror the qualities and standards which they claim to epitomize. This implies developing their sense of duty regarding CSR at the operational level and also the scholastic level, generally by curricular exercises. This won't just be useful to the

establishment itself yet in addition will be useful to the general public when all is said in done.

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