

WOMEN EMPOWERMENT THROUGH CORPORATE SOCIAL RESPONSIBILITY (CSR) IN INDIA: WITH SPECIAL REFERENCE TO UTTAR PRADESH

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ABSTRACT

Educational attainment and economic participation are the key constituents in ensuring the empowerment of women. Women will then have access to well paid jobs, or enhance their ability to influence changes to create a better society. Corporate Social Responsibility of multinational companies can provide education as well as information on political, legal and economic issues and awareness on health aspects too through their programmes. The present study is an attempt to find out the corporate social responsibility of selected Multinational companies towards women empowerment. It is not easy to empower women in the true sense. It needs the contribution of dedicated persons, committed people, generous funding agencies and strong political will. Therefore in order to draw the attention of these people and agencies, some empirical evidences and linkages between different factors related to women empowerment are needed to establish a strategic plan. This can be ascertained by conducting scientific studies on women empowerment.

KEYWORDS: Corporate Social Responsibility, Women, Empowerment, MNCs.

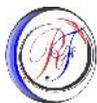
INTRODUCTION

Corporate social responsibility has gone through many phases in India. The ability to make a significant difference in the society and improve the overall quality of life has clearly been proven by some of the corporate's. All the corporate's should try and bring about a change in the current social situation in India in order to have an effective and lasting solution to the social woes. Partnerships between companies, NGO's and the Government should be facilitated so that a combination of their skills such as expertise, strategic thinking, manpower and money to initiate extensive social change will put the socio-economic development of India on a fast track. Empowerment is now increasingly seen as a process by which the one's without power gain greater control over their lives. This means control over material assets, intellectual resources and ideology.

The questions surrounding women's empowerment the condition and position of women have now become critical to the human rights based approaches to development. To achieve the aim of social development, commitments of sustained efforts and investment of economic resources not only by the government but other economic sectors is very much required.

CORPORATE SOCIAL RESPONSIBILITY (CSR) AND WOMEN EMPOWERMENT

Corporate Social Responsibility is not a difficult concept. It can be meant as..."Corporate as organized business: Social as dealing with the people and Responsibility as accountability between the two "The term social responsibility is generally understood is, that, the business has an obligation to society that extend beyond its obligation to its owner. "Women Empowerment is true essence which would bring about self reliance in both



financial and social levels. "Comparing to other countries women in India face many obstacle to grow whether it is female infanticide, illiteracy, women poverty, malnutrition of girl child, race, and death due to dowry and so on, in India issues are higher. Corporate Social Responsibility towards women empowerment may become ray of hope in many ways right from changing attitude towards women in society to make women independent financially, physically and socially and enabling them to stand on their feet.

Society can only develop when growth is equally enjoyed by every section of society. Though we have signing example of women achiever in India like President Mrs. Pratibha Devi Singh Patil, Indian Nightingale Lata Mangeshkar, women astronaut Late Kalpana Chawla, IPS officer Kiran Bedi, Indra Nui, Nirupma Rao and so on but these are few in thousand. There is a need to have such achievements in lacs and lacs. When a girl in small village can also read these success stories and get inspiration and when right to get birth will be given to girl child than only country will stand to be different at least in the matter of achieving equal respect for women. In the present communication initiative taken by corporate player in empowering women in Uttar Pradesh has been dealt in brief.

LITERATURE REVIEW

Can shareholder money be used for a company's corporate social responsibility (CSR) practices? Shouldn't shareholders have a say in the CSR activities of the company they are invested in?

As per ACCSR's State of CSR in Australia Annual Review report Full understanding of CSR still emerging;

There are many obstacles are emerging while adopting successful CSR strategies include the difficulty in making a business case for CSR, difficulty in integrating CSR with organizational values and practices, and the lack of organizational buy-in and commitment to CSR.

Other obstacles reported is the lack of time and financial resources to pursue CSR practices are directly related to the above three. When an organization finds it hard to make a business case for CSR or link it to core organizational operations, it will be reluctant to commit and allocate resources or time to such practices.

Moreover, these obstacles also point to another set of findings in the report: respondents view CSR more so as a means to manage regulatory impacts, reduce risk, and respond to stakeholders concerns, and to a lesser extent as a strategic source of competitive advantage.

OBJECTIVE

The sole objective of this presentation is to talk about the significant role of corporate to build society, society and corporate are interdependent, growth of both highly effect each other and also to throw light on women's remarkable role . As far as India is concerned women are actively participating and contributing in nation's development but on other hand women do not enjoy equal status as men do, its high time for society to change. As working mothers women give their blood and sweat to their family from managing it emotionally till providing financial support to their family needless to say women are backbones of family as well as society. Corporate plays yet another role they boost economy by making available employment to every section of society.

- 1) To provide promising platform to women in corporate sector
- 2) To undertake campaigns for weaker section of women (poor, illiterate, handicap, etc)
- 3) To provide employment at different levels in corporate
- 4) To stress on overall development of women
- 5) To provide financial assistance to needy women.
- 6) To motivate deserving women in sports, defence, education, politics and so on.
- 7) To protect the right and interest of women.
- 8) To battle against gender discrimination
- 9) To provide promising platform to women in corporate sector
- 10) To undertake campaigns for weaker section of women (poor, illiterate, handicap, etc.)

METHODOLOGY

The paper attempt to explore the concepts, obviously it's an exploratory research where earlier studies on the subject matter has been readdressed to give insight to phenomenon.

Looking into requirements of the objectives of the study the research design employed for the study is of descriptive type. Keeping in view of the set objectives, this research design was adopted to have greater accuracy and in depth analysis of the research study.

Available secondary data was extensively used for the study. The investigator procures the required data through secondary survey method. Different news articles, Books and Web were used which were enumerated and recorded.

Corporate Social Responsibility Voluntary Guidelines 2009

In order to assist the businesses to adopt responsible governance practices, the Ministry of Corporate Affairs has prepared a set of voluntary guidelines which indicate some of the core elements that businesses need to focus on while conducting their affairs. These guidelines have been prepared after taking into account the governance challenges faced in our country as well as the expectations of the society.

The valuable suggestions received from trade and industry chambers, experts and other stakeholders along with the internationally prevalent and practiced guidelines, norms and standards in the area of Corporate Social Responsibility have also been taken into account while drafting these guidelines



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Social Responsibility is a nebulous idea & hence it is defined in various ways. **Adolph Berle** defined social responsibility as the manager responsiveness to public consensus. A company is a part of community or immediate society where it exists. Hence, it has a great responsibility to the conscious and concerned with community welfare.

A community is a part of the society at large which provides the immediate social environment to the company, since it has important social role to play in the community. One of the important social role which some of the company are playing is that of ‘women empowerment’. “Women empowerment” is presented a multifaceted concept that extends to the psychological, social, economical, cultural, political and institutional spheres of women lives. It also implies control over resources and decisions. For women such freedom is often severally cultural due to gender inequality in the household as well as society.

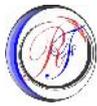
With respect to the objective of bringing about economic and social development of the women and improving their states in the community the programme for women empowerment and development of society was being implemented by ‘Corporate Social Responsibility’ (CSR) in an around the Country. Some are as under:

- Formation and Training of self help groups (SHGs)
- Income Generation Activities.
- Capacity Building.
- Credit and Saving Mobilization.
- Group Development.

Such these activities have made impressive impacts in empowering women and improving their economic and communities also. On the contrary, the development to make women empowered the development of education, as well as the conservation of environment is not existent in the most of the Indian enterprises. Other points needed for improving the same are increased access to credit, marketing, training, skills management, improved technology enterprises management and social states and power.

Areas of Corporate Social Responsibility





MAJOR PLAYERS OF CSR IN UTTAR PRADESH

All Corporate sectors involve in this activities at all India level but some Industry and Companies taking responsibility very well like SAIL, TATA, BCCL, HINDALCO, Hindustan Aeronautics Ltd., and JSPL, are deeply involved with social development initiatives in the communities surrounding their facilities. TATA's CSR activities in Jamshedpur include the provision of full health and education expenses for all employees and the management of schools and hospitals.

In spite of having such life size successful examples, CSR in India is in a very nascent stage. Similarly the introduction and application of CSR concepts and practices carry a long history in Uttar pradesh and almost all CSR activities are important and indispensable.

These activities included donations to different charitable organizations, poor people and religious institutions, maintenance of basic facilities like township, roads, water, electricity and other related thing including healthcare and education (specially for women).

Most of the large business houses are involved in community development work in the form of development of adjoining area without having any definite policy regarding the expenses or any concrete motive regarding financial gains. Moreover, most of the small first generation businesses fall under the informal sector having low management structure and resources to address the social and environmental issues.

These limitations drive the top management of local companies to think only about the profit maximization rather than CSR issue which paves a more balanced way for the society and compared to economic development only. Since, CSR entails working with stakeholders it is important to diagnose the stakeholders concerns so that CSR is truly embedded in the society and adjoining areas. By now, many CSR dimensions are practiced in India.

The buyers group also set guidelines to industries to ensure the standards. Moreover, some buyers from china, Japan visited the sites of steel industries recently and some of the manufacturing concerns found it difficulty in convincing the buyers to have positive attitude towards Uttar pradesh due inadequate CSR practices

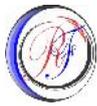
RESULT AND DISCUSION

Survey was conducted in the corporate houses including public & private sectors etc. The prominent among them are SAIL (Bokaro), Tata Steel (Jamshedpur), BCCL, (Dhanbad), JSPL (Patratu), Hindalco (Lohardaga). The main focus of these companies is to improve women. Empowerment of the localities residing in the vicinity of these companies from whose they are either operating their mines, production houses or administrative offices.

As for women empowerment is concerned the CSR of corporate are playing an important role by directly involving the localities in their programes i.e. providing jobs, importing varied trainings and adult education programme especially for women workers etc. Has the case studies from SAIL (Bokaro), Tata Steel (Jamshedpur), JSPL (Patratu), BCCL (Dhanbad), Hindalco (Lohardaga) have been dealt.

SUGGESTIONS

- 1) Corporate social responsibility is more than a topic to discuss about it is changing fate and face of society but it should be adopted by all the business houses voluntarily.



- 2) Country like India should specially advocate for corporate social responsibility as it can be possible remedies for many issues like illiteracy, poverty, child labour, unemployment and rural development.
- 3) Women related issues need important attention from government, society and especially from corporate sector.
- 4) Corporate can provide finance to overcome some unsolved issues if properly utilised India is developing in all possible areas but there are certain areas where development is almost stagnant gender discrimination is one of them.
- 5) Corporate can definitely empower women right from encouraging them to get education till getting respectable livelihood to become productive citizens.

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