



Research Article

CSR- FOLLOWING GOODNESS IN ALL DEVELOPMENTAL ASPECTS OF CHILDREN

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ABSTRACT

Starting from the times of barter system to today's modern era of plastic money, the mankind has trodden a remarkably long path. Undoubtedly 'profitability' has always been the driving force and an undercurrent behind all this development, but as every coin has two facets, growing cut throat competition and business rivalries started taking heavy toll on the quality, transparency, environment and the society in general endangering the peaceful coexistence of business and society. The business houses started realizing that they would have to rise over and above the profitability and take care of all those associated with their survival in the society directly or indirectly. This realization resulted into the concept of Corporate Social Responsibility (CSR). In This paper the author made an effort to understand CSR initiatives for Child development with case studies.

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INTRODUCTION

While it is still contested whether corporations should have social responsibilities beyond a wealth generating function (Friedman, 1962), the world is increasingly seeing corporations fulfilling broader social goals. These have been happening within business firms with initiatives like changing methods of production to reduce environmental impacts, changing employee relations both within the firm and across the firm's supply chains. The initiatives outside the firm include making infrastructural investments in local communities or as more widely seen in philanthropic community initiatives. (Aguilera.et.al, 2007).

Earlier corporations found it difficult to understand the consequences of social and economic goals. Social goals were directed towards stakeholders and economic goals towards shareholders. It soon emerged that the development of the both these groups needed to be directly proportional and this led entrepreneurs to believe that profit making need not be the only corporate goal. As a result, companies started practising social responsibility activities on a voluntary basis to attain various such as building strong company-stakeholder relationship, motivating employees to enhance production, influencing the community for development and reducing the threat to environment. Companies also have a history of adapting the approaches advocated in professional Social work. This has resulted in good employee engagement practices besides the engagement of other stakeholder the deprived communities.

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CSR in India

India has a long rich history of close business involvement in social causes for national development. In India, CSR is known from ancient time as social duty or charity, which through different ages is changing its nature in broader aspect, now generally known as CSR. From the origin of business, which leads towards excess wealth, social and environmental issues have deep roots in the history of business. India has had a long tradition of corporate philanthropy and industrial welfare has been put to practice since late 1800s. Historically, the philanthropy of business people in India has resembled western philanthropy in being rooted in religious belief.

Business practices in the 1900s that could be termed socially responsible took different forms: philanthropic donations to charity, service to the community, enhancing employee welfare and promoting religious conduct. Corporations may give funds to charitable or educational Institutions and may argue for them as great humanitarian deeds, when in fact they are simply trying to buy community good will. The ideology of CSR in the 1950s was primarily based on an assumption of the obligation of business to society.

In initial years there was little documentation of social responsibility initiatives in India. Since then there is a growing realization towards contribution to social activities globally with a desire to improve the immediate environment (Shinde, 2005). It has also been found that to a growing degree companies that pay genuine attention to the principles of socially responsible behaviour are also favoured by the public and preferred for their goods and services. This has given rise to the concept of CSR. In India as in the rest of the world there is a growing realization that business cannot succeed in a society which fails. An ideal CSR has both ethical and

philosophical dimensions, particularly in India where there exists a wide gap between sections of people in terms of income and standards as well as socio-economic status (Bajpai, 2001).

According to Infosys founder, Narayan Murthy, 'social responsibility is to create maximum shareholders value working under the circumstances, where it is fair to all its stakeholders, workers, consumers, the community, government and the environment'. Commission of the European Communities 2001 stated that being socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing 'more' into human capital, the environment and the relation with stakeholders (Bajpai, 2001).

Role of Ngos in Csr Initiatives

Although in general the majority of businesses are still in the early stages of developing collaborations with NGOs, a wave of companies both new and long-standing are taking the lead in bringing business financial and human resources as well as a systems- approach to the job of bridging India's wide gap between rich and poor. Drawing on a historical precedent, these businesses recognize the pivotal role of businesses in nation-building and are building relationships with NGOs to create real change. A vital opportunity exists to achieve a step-change in India's inclusive growth and prosperous development by companies working much more extensively to tackle some of the most pressing societal challenge in partnership with civil society, NGOs and government. NGOs need to improve transparency to counter negative stereotypes and professionalize management processes, but they need business help to do this. The scene is set for visionary businesses to take advantage of the opportunity to use their unique trusted status to lead a collaborative effort with NGOs and government that capitalizes on the growth potential of India and creates a lasting legacy of equity and prosperity for all, that will ensure India achieves the status of a true superpower.

CSR and Social work

The above discussions impels readers to perceive the overarching interest that professional Social Work has in this area. Whether one looks at the perspective of overall development of children or the field of CSR, one gets the impression that social work, its philosophies and ideologies besides its approach should be able to give a dominant thrust to the discussions and debates. The professional approach of Social work include the traditional welfare approach besides the rights approach, the systems approach as well as the strength approach. These have shaped the interventions that Social workers have designed and implemented. There is every reason for professionals involved in CSR to assimilate these into their projects. The Case Study that is presented as part of this paper shows how the inputs from professional Social Workers have enriched the CSR Interventions.

CSR and Children

It is very important to understand the effect of CSR activities on the lives of vulnerable sections in society, especially in the lives of children who are in need. Many companies and NGOs take effort to positively impact the lives of children in the country. The CSR initiatives for children particularly focus on areas like education of children, healthcare facility for

children, protection of children in need, fighting against child labour, reducing malnutrition, protecting the rights of children and many more.

This paper moves around developing an understanding about the corporate social responsibility (CSR) Initiatives, delving into its concept and finding out its scope taking the case study of Lovedale Foundation in Bangalore partnered with some organizations and business establishments, who together have exemplified the sense of responsibility towards the upliftment and promoting Integrated development of children from nearby impoverished quarry worker families who are in need and distress by increasing their opportunities for quality Education and offering supportive services at community level pertaining to Health, Nutrition, sponsorships and sanitation.

About Lovedale foundation

Lovedale is one among the first few Non profits to be run as a successful business model where corporate best practices day-to-day work is been applied . As a group, it works in a non-hierarchical and cooperative environment. It is a team run organization and all decisions are taken both by management and staff. Decisions are not made on a 'one person, one vote' basis but rather through dialogue and consensus where each member of the staff is completely responsible for the center. The Foundation has a minimal support staff, and all staff members are involved in the daily running of the center and campus. This includes work from the class room, kitchen, land, maintenance, administration and fundraising. The league of extra ordinary who manage Lovedale are like minded professionals & Individuals, who has the passion for social cause. They have several years of experience in Teaching, Medical, Academic, Hospitality and Non-Profit world. This enables the Foundation for a smooth operation as well as giving professional approach in every step. Lovedale has a third party audit for its systems and all the programs are process driven in order to follow punctuality and professionalism in all its dealings.

Innovation

It is evident that Lovedale is where it is today because of Innovation in thinking and execution. The leadership of LOVEDALE recognizes that its biggest competitive advantage and differentiation in the future would be innovation. Innovation has to become the language, the behaviour definer, the culture and the soul of Lovedale, even more explicitly than ever before.

Funding Model

Lovedale is a small organization, extending support to 3000+ beneficiaries in the community, including children, youth and women. The financial philosophy of Lovedale has been driven by two main concerns. Firstly, LDF should be an affordable center for children and youth seriously exploring formal education, training and support- and there should never be a specific criterion for admission for anyone in need. Secondly, LDF should remain small, but with a high end deliverable to its beneficiaries.

The CSR programs and the partners of LOVEDALE FOUNDATION

Education

Program Partners - Give2Asia and SSGA (State street Global Advisors)

Lovedale's **Banyan Community School** was conceived with the idea to promote integrated development of children in need and distress by increasing their opportunities for quality education and Offering supportive services at community level to ensure over-all growth of target children. Banyan Community School has been a bench mark project of Lovedale foundation. Situated at Hennur Main Road, the school caters the holistic needs of 350 children from nearby impoverished quarry workers families and orphanages.

The Beneficiaries are from 20 Backward quarry villages of Bangalore Rural District, they are as follows

- Children from quarry families
- Children from BPL families (marginalized)
- child labours and bonded labours children aged between 2-14 years
- Rescued children from Karnataka police child helpline
- Children from slums and street children
- Orphans and children of the destitute mothers
- Girl children from difficult circumstances
- HIV/AIDS infected Children
- Children of the commercial sex worker
- Dropout children from target villages
- Semi orphans or single parents' girl children

The educational programme at LOVEDALE endeavours to create an environment that nurtures their capacity and Over the years in school, the student is encouraged to explore areas of interest, academic or otherwise, and attain the competence that he or she is capable of. This process does not rely on competition and comparison. Dialogue is a central feature of the life in the school. The student is encouraged to question issues in the classroom and in the larger domain of the relationships at home and school.

At the core of the Lovedale Model is the delivery of top-class education so that the children can have equal access to the best opportunities. There are several hurdles to making this happen. These children come from backgrounds where most of their families have not been through school. They come from households and communities that are full of limitations of the possibilities of living a dignified life. Add to that English is non-existent as a language of communication in the communities, making it a difficult task for children to learn and acquire proficiency in it. For change to happen it is necessary to touch the life of a child in its entirety. Therefore, the development program consists of not just education but includes healthcare, nutrition, community involvement and career counselling.

Health and Nutrition Programs

Program Partners - CAF (Charities Aid Foundation), TFWA (Tax free world association), Fidelity and Cargill.

Most of the children in the school are first generation learners who attend the school for the sole reason that they get proper food on school working days. The academic successes of these children are strongly linked with their health and the quality of

diet. Helping students stay healthy is a fundamental part of the mission of Lovedale Foundation. Banyan Schools have direct contact with more than 250 families through this children aged 5–17 years. For about 6 hours a day, and for up to 13 critical years of their social, psychological, physical, and intellectual development these children are connected to the services of Banyan Community School and other welfare schemes of Lovedale Foundation. Lovedale envisages that this can create a meaningful impact in the growth and development of these children who is otherwise underprivileged or neglected.

- Banyan School Mid-Day Meal Program
- Banyan School Health Programme

Banyan School Health Services highlights the importance of school health for the achievement of the education Millennium Development Goals and provides the context for developing effective school health programs through inter sectoral partnership of health and education.

The five Program pillars of Banyan School Health Programme

- ✓ Equitable school health policies
- ✓ Safe learning environment
- ✓ Life Skill based health education.
- ✓ School-based health and nutrition services.
- ✓ School Counselling Programme

Monthly School Health Checkups

Common health problems among the children of Banyan Community School are managed through school-based health screening programmes. Periodic health checkups including preventive and promotive services such as vision, dental, hemoglobin, deworming and micronutrient supplementation etc are implemented to improve children's health and nutritional status and consequently their ability to grow and learn.

School Health Clubs

Banyan encourages Child participation in the school health program through the platform of school health clubs . Health Clubs gives the children an opportunity to express their views, influence decision-making and achieve change in their health. All health activities from planning to implementation and evaluation activities are coordinated/monitored by the club.

Child Sponsorship

Program Partner – Help Foundation

Children who have been deserted or ignored by the parents d referred by the child helpline are often send to hostels /orphanages or foster care homes. Lovedale, in association with the child helpline of Bangalore have rehabilitated children in various centers according to their age and gender. Lovedale supports their education and hosting expense. Children have excelled in their academics and many have reached junior college level.

To sponsor a child, please mail to info@lovedalefoundation.org and the team would be happy to send you the profile of the child, photograph and quarterly updates. The sponsors can meet the children at the center/s at their convenience following the visitors policy.

Skilled Training

Program Partner – Madhumitha Software

Lovedale impart Skill Development/Self Employment Programme under District Innovation scheme at Tumkur District. This is in association with Karnataka State Government's DPAR department, Tumkur Karnataka. This program offer Training Programme for Unemployed Rural Youths of Tumkur District. Various skill development initiatives has been implemented through the district administration and Panchayat Raj department in 4 districts under this scheme.

Keeping in mind that the Indian industry is facing a crucial shortage of "Skilled" and "Qualified" manpower, Lovedale Foundation offers Vocational Training programs for the youth and the women. Our vocational training units enable the candidate to be eligible for immediate job opportunity and also transform them into responsible citizens of our country. The vocational training programs reach out to the youth, adolescents and the women who live in socially and economically vulnerable conditions and offer industry specific skills in order to sustain in their livelihood.

Sanitation and Hygiene

Program Partner – Texas Instruments

Lovedale has initiated the reconstruction of Toilets in partnership with Texas Instruments with a mission to introduce clean, safe and secured toilets for both boys and girls in Govt schools across the District. Lovedale Foundation's school sanitation project is a prerequisite to develop and sustain a healthy physical and learning environment in the school. This is also an entry point to reach the community at a large with the demonstration of good hygiene practices. Improved toilet facilities in school not only build a healthy physical environment, but also ensure a steady increase in enrolment and retention; particularly of girl children.

CONCLUSION

The holistic and meaningful approach of Lovedale expands beyond basic survival needs of a child by long-term and meaningful interventions which requires tremendous commitment, long-term involvement and dedicated professionals. The future is promising for the children who are at Lovedale today, but it is the finest impact of the work model that will truly reflects on a 360 degree development of a child where he/she becomes a productive citizen for tomorrow. Lastly, For those who study innovative organizations Lovedale will be a shining example of how innovation is practiced in almost everything that they do and set them apart from others. Lack of Professional Knowledge in Social Development and Welfare and the application of the approaches developed by Social Work Professionals among the corporations can be balanced through NGO involvements and having Social work professionals in CSR committees or departments. Awareness on responsibilities and duties of corporate citizenship and better implementation of laws and policies on CSR can make changes in the attitude and approach of the corporate towards community development.

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