



## **Corporate Social Responsibility in Sustainable Community Development: A Social Work approach**

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### **ABSTARCT:**

Early in the twenty-first century, corporate governance was significantly impacted by the closely connected business ideas of sustainable development and corporate social responsibility. The application of economical and ecologically conscious operating procedures is a prerequisite for sustainable development. In order to give back to the communities in which they operate and to support long-term company success, corporate social responsibility, or CSR, entails striking a balance between corporate citizenship and environmental responsibility. Environmental resources that are vital to future generations are preserved by socially conscious businesses. Sustainable community development is a multifaceted strategy that aims for a fair and long-lasting result. It makes sure that development projects are inclusive, egalitarian, and environmentally benign by taking into account economic, social, and environmental factors.

The objectives of corporate social responsibility and sustainable development are similar and interconnected. Social work is one of the most demanding professions in India today, having evolved from its infancy few decades ago. There are two levels in the social work curriculum: professional foundation and advanced concentration. The goal of the advanced focus curriculum is to add depth, breadth, and specificity to the foundation level subject learned, as well as to increase knowledge and abilities. Academic interest in CSR has been progressively increasing as social work has evolved into a program that includes foundational courses that are applicable to a variety of groups and contexts.

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**Key Words: Sustainable Development, Social Work, Community Development, Professional Foundation, Social Responsibility.**

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### **Introduction:**

The notion of corporate social responsibility, or CSR, is gaining traction with both domestic and international companies. Because corporate social responsibility (CSR) is a means of sowing corporate seeds for social well-being, the management science, with its profit-oriented orientation, has shown increased interest in CSR, especially in light of its function in enhancing brand image and fostering consumer loyalty. This paper's main goal is to shed light on the ways in which professional social work, with its focus on sustainable community development, is more closely associated with corporate social responsibility activities. A study like this one, which examines the integration of social work and CSR activities, will have a solid basis thanks to the socially relevant subtext that highlights the whole range of social work practice.

The advanced concentration curriculum strives to deeper knowledge and skills and add breadth, depth, and specificity to content learnt in the foundation level. These days social work has emerged as a program which includes core courses that are applicable to multiple populations and different settings, in that way Academic interest in CSR has been steadily growing.

To support this

- Providing concurrent Field Education.
- Educating about CSR by incorporating social work ideologies

In the past, businesses struggled to comprehend the effects of social and economic objectives. Economic aims were aimed at shareholders, while social goals were focused on stakeholders. Before long, it became clear that the growth of both groups had to be directly proportionate, which gave rise to the idea among entrepreneurs that a company's primary objective need not be to maximize profits. Consequently, businesses began engaging in voluntary social responsibility initiatives in order to achieve a number of goals, including strengthening their relationships with stakeholders, inspiring staff to increase output, influencing the community for development, and lessening environmental threats. Businesses have a history of incorporating the strategies promoted by professional social workers.

A number of terms are used to refer to corporate social responsibility (CSR), such as corporate philanthropy, corporate giving, corporate citizenship, corporate relations, community affairs, community development, global citizenship, and corporate societal marketing. What a company calls its social commitment is irrelevant. In order to meet the demands of the market and its stakeholders, it is a NEW way of conducting business.

### Operational frame work:

- **Corporate social responsibility:** According to financial times” Corporate social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.”
- **Social responsibility:** Is an ethical theory, in which individuals are accountable for fulfilling their civic duty; the actions of an individual must benefit the whole society. In this way, there must be a balance between economic growth and the welfare of society and the environment
- **Community development:** According to NACDEP Community development is a practice-based profession and an academic discipline that promotes participative democracy, sustainable development, rights, equality, economic opportunity and social justice, through the organization, education and empowerment of people within their communities, whether these be of locality, identity or interest, in urban and rural settings.
- **Social work:** Social work is a practice-based profession that promotes social change, development, cohesion and the empowerment of people and communities. Social work involves the understanding of human development, behavior and the social, economic and cultural institutions and interactions.

### Over view on CSR policy

Corporate Social Responsibility, or CSR, is drawing interest from stakeholders and all companies. Although CSR initiatives are not new, they have recently been the subject of intense discussion and debate due to the Companies Act, which mandates that 2% of the average net earnings of the three previous fiscal years be allocated to them. Many businesses view corporate social responsibility (CSR) as a charitable endeavour and oppose government pressure to allocate 2% of their average net income from the three previous fiscal years. Finally, the Ministry of Corporate Affairs has announced the adoption of new CSR regulations and Section 135 of the Companies Act, 2013 (CA, 2013).

This article examines the new CA 2013 regulations and Section135’s requirements.

#### *Companies Act, 2013 and CSR*

Mandatory CSR measures are covered under Section 135 of the New Act. As per the Central government's notification dated February 27, 2014, this Section will take effect on April 1, 2013. Public opinion on the draft CSR rules is being accepted from professional associations like ICWA, ICSI, and ICAI. Following careful consideration of feedback from multiple sources, these regulations were published in a notification dated February 27, 2014, and they will take effect on April 1st. Let's see what this section requires.

According to Section 135: if a business (private or public) satisfies any one of the following requirements, it must comply with CSR.

- Net worth of Rs.500 crore or more, or
- Turnover of Rs.1000 crore or more or
- Net profit of Rs.5 crore or more during any financial year.

#### *Sustainable community development*

A balanced and long-lasting result is the goal of the multifaceted strategy known as sustainable community development. It makes sure that development projects are inclusive, egalitarian, and environmentally benign by taking into account economic, social, and environmental factors. Strong communities must be built and maintained with sustainable infrastructure. They serve as a driving force behind the expansion of social and economic opportunities, which improve living standards.

Objectives	
<b>Sustainable community development</b>	Sustainable community development is a multi-faceted approach that aims for a balanced and enduring outcome. It considers economic, social, and environmental aspects, ensuring that development projects are inclusive, equitable, and eco-friendly. The goal is to create communities that are not just liveable but thrive-able, now and for future generations
<b>Corporate Social Responsibility</b>	To make an organization socially responsible so that it can create positive impact on the environment, stakeholder’s, consumers, suppliers, employees, and all the members in the society.

<b>Principles</b>	
<b>Sustainable community development</b>	Empowerment, Inclusivity, Social Justice, Human Rights, Participative Democracy, And Equality.
<b>Corporate Social Responsibility</b>	Accountability. Transparency. Ethical behaviour. Respect for stakeholder interests. Respect for the rule of law. Respect for the international norms of behaviour. Respect for Human Rights
<b>Dimensions</b>	
<b>Sustainable community development</b>	technological, social, economic, and environmental
<b>Corporate Social Responsibility</b>	Legal, ethical, economic and philanthropic

### “Incorporating Social Work and Curriculum of Social Work in Implementation of CSR Programs for The Sustainable Community Development

The need for social workers in administrative contexts within businesses and non-profits is only now becoming apparent. Globally, businesses are beginning to understand the importance of social workers and the talents they can offer to the workplace.

The role of a social worker is crucial in understanding how to integrate CSR into social work, as organizations are increasingly seeking experts who can assist in addressing a variety of issues, from enhancing a company's financial, social, and environmental performance to ensuring the safety, health, and wellbeing of employees. Thus, this is a succinct explanation of what a social worker does.

These are the societal functions that social workers play, and the social work curriculum can include current developments into social work by supporting these roles. The following things have a bigger impact on maintaining this.

#### **I. Role of academic practitioners**

The academic practitioners will play a vital role in guiding the social work education and the students, how to use the social work curriculum to incorporate the recent trends in social work. Majorly two aspects give a field exposure and helps to find a lot of opportunities as stated below

**Field work:** Fieldwork placements are an important part of a student's education allowing them to experience the frontline tasks of a community worker and providing the opportunity to develop the practical skills needed in the workplace

**Internship:** The University's master of social work internships provides an opportunity for students to apply what they have learned to real-life situations under the supervision of a professional. Students are able to work alongside company managers to assess their departments, operationalize performance indicators, help to set related goals and objectives, assist them in implementing change and performance management strategies.

#### **II. Role of social work ideologies**

Social workers with master degrees are good at understanding human behaviour, motivation and interpersonal relationships, as well as workforce challenges. Corporate social workers take on many roles, from helping employees manage the demands of work, life and mental health issues to helping companies build positive relationships with their communities.

Inclining to these lines, the role of a social worker is a major aspect to know how can we incorporate CSR into social work. Below are few.

#### **“Broker, Advocate, Case Manager, Educator, Facilitator, Organizer, Manager”**

Recognizing this need for business and administratively focused social workers,

The social work and business focus encourages students to think globally and to reflect on the impact of influential corporations. Its curriculum emphasizes bringing a humane approach and social work values into the workplace, helping students learn strategies for creating positive business environments,

healthy employees and strong communities. These students also choose whether to focus on the micro level (individual and family) of intervention, or the mezzo and macro levels (organizational change and programme development.)

Similarly, community organization teaches students to apply their emerging leadership skills in planning, management and administration in both non-profit and private industry settings. Given global challenges like natural and manmade disasters, health epidemics and the difficulties of sustainable development. Students are also taught how to be innovative and interdisciplinary.

### III. Role of NGO'S (NGOs and CSR)

Therefore, it is not unexpected that CSR has drawn a lot of attention from development practitioners, such as professional social workers, whose philosophies, practices, and beliefs align with the new ideals being integrated into the CSR space. Social work curricula are examining the rise of corporate social responsibility (CSR) as a field and investigating a number of topics, including partnerships with NGOs and CBOs, the function of social workers in this field, and the assessment of CSR initiatives. aside from the governments' and NGOs' development agendas. All social work schools are beginning to recognise the value of pursuing and implementing CSR viewpoints. Development organisations like the UK's DFID have reaffirmed this, saying that corporate social responsibility (CSR) would make corporate growth more egalitarian, inclusive, and poverty-reducing.

The majority of the early business-NGO interactions were combative, with prominent anti-corporate campaigns. These days, innovative approaches to business-NGO interaction have surfaced, combining confrontational and cooperative tactics. In addition to advocating and running campaigns, modern NGOs work with businesses and trade groups to find and share corporate best practices.

- They form partnerships to promote social and environmental actions,
- Provide technical assistance to corporations,
- Elaborate commonly agreed certification schemes,
- Promote and design corporate social responsibility (CSR) standards as well as management and reporting processes, and participate in CSR monitoring and auditing.

According to Arenas et al. (2009), these new business-NGOs collaborations reflect deeper shifts in the governance environment overall and help to reconstitute the global public domain where businesses operate.

NGOs are essential in determining the company's interests and making effective use of the resources for the benefit of the recipients. Therefore, by using their grassroots expertise and social work intervention strategies, NGOs may strengthen the bond between the business and its stakeholders.

#### Sustainable community development CSR projects from top companies for the financial year 2021-22

Sl NO	Name of the company	Fields of intervention	Amount spent
1	Reliance Industries Limited	Rural Transformation, Education, Disaster Response, Health, Sports for Development, and Arts, Culture and Heritage	Rs. 1186 crores
2	Tata Consultancy Services (TCS)	education, skilling, employment and entrepreneurship, with a focus on bridging the opportunity gap for people and communities.	Rs. 727 crores.
3	HDFC Bank Limited	Education, Skill training and livelihood enhancement, Health Care, Sports, Environmental Sustainability and Rural Development. Parivartan is also at the forefront of natural disaster response, successfully restoring infrastructure and rehabilitating communities. The Bank has touched the lives of over 9.6 crore people through its CSR initiatives under Parivartan.	Rs. 736.01 crores
4	Infosys Limited	education, improving healthcare, addressing malnutrition and hunger, destitute care and rehabilitation, rural development, environmental sustainability and protection of national and historical heritage and promotion of art and culture.	Rs. 396.70 crores
5	ICICI Bank Limited	These initiatives could include tackling resource scarcity problems, developing the value chain for agricultural products, providing skill development in smart agricultural practices, and more	Rs. 266.62 crores

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#### **IV. Conclusion:**

Through CSR organizations not only required to spend money but are also required to follow the disclosure and other statutory requirement. It would take some time for companies to get used to these new regulations. But this new regulation is good from social equality and development of underprivileged. As far as these new regulation benefits society in large, social work practice will provide a strong foundation to mount a study such as the present one like CSR activity with social work together.

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