

A STUDY OF CORPORATE SOCIAL RESPONSIBILITY INITIATIVE ON SELECTED PRIVATE LIMITED COMPANIES IN KOLKATA - CASE STUDY OF CITYTECH SOFTWARE PRIVATE LIMITED AND SUPERTRON INFOTECH PRIVATE LIMITED

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ABSTRACT

Kolkata the home to many industries operated by both public and private sectors, is one of the top performing cities in terms of GDP. Small and Medium scale enterprises account for significant share of Kolkata's economic output. It is not only the economic output that is accredited to such industries, the role it plays for the development and betterment of society and its environment is commendable too.

This paper, encompasses, the basic sustainable environment development initiative by such medium scale private companies, the study includes the key work areas and the corporate social initiatives, of two software companies headquartered in Kolkata, and a comparative analysis between the two is also attempted.

KEY WORDS

Sustainable environment development, medium scale private enterprise, corporate social initiatives, software companies, comparative analysis.

OBJECTIVES OF THE STUDY

The researchers did the base study with certain objectives

- To emphasize social development initiatives by private software companies.
- To also give due credence to the fact that being a software company, and without any government aid, such enterprise endeavours to social development initiatives.
- To also bring in to light that being software companies, their role in environment degradation is minimum, yet, such environment betterment works does go beyond the boundaries of the company law and its mandatory obedience.
- The comparative analysis and suggestions aim to bring a clear and definite picture of the activities of the enterprises, towards society and environment.

Research Insights: The present researchers have made an attempt to analyse the aspects of sustainable development of the environment by highlighted cases which are reflected in the paper. It is not mandatory for the small and medium scale industries to contribute towards Corporate Social responsibility. Still the companies as reflected here have taken measures and initiatives to develop the operating system that promotes green strategy and prolific measures to reduce the rate of pollution and endorse societal values by formalizing a tool for development of the corporate image and enhancing consumer satisfaction.

Research methodology:

The research methodology has levied stress upon secondary data and have highlighted cases for portraying a picture of the selected companies trying to contribute towards pollution control measures.

However, the mixed model of research (Saunders;2009) has been followed where a blend of Primary survey of selected companies on the basis of Judgemental sampling (Das;JK, 2016) and the attributes studied on the basis of secondary data. Cases have been highlighted as a part of secondary data.

Case 1***CITYTECH SOFTWARE PRIVATE LIMITED***

It is a software development company offering customised solution to help businesses around the world. It helps businesses with software development tools in accounting, production planning, quality control, sales management, inventory etc. various mobile development tools, web development tools also enlist in its realm of solutions and with

Having its office in Kolkata (India) and Dubai, it has its services spread across the globe.

Corporate social services at citytech.

ITS CSR INITIATIVES

With its inception citytech is committed to high corporate social responsibility activities (hereinafter referred to as CSR), with its key areas as:

- Environmental sustainability
- Education and skill development
- Health care and sanitation

Its finest products being the **YOU AND I FOUNDATION**, Hooghly. which organises camps for health and hygiene, where non-governmental organisations in association with IMA doctors served for the betterment of the healthcare of the city's waste collectors, a conjoint effort with the Kolkata municipal corporation, a check-up camp was held Chinsura Hooghly west Bengal.

Case 2***SUPERTRON INFOTECH PRIVATE LIMITED***

This too is a software development company providing customised services and solutions in the field of e-commerce, web application development, social media digital marketing solutions, mobile application development solutions. Headquartered in Kolkata the company serves clients all over the world.

THE CSR INITIATIVES OF THE COMPANY

SIPL being a private non-government company was incorporated In the year 2011, and is registered under the registrar of companies, Kolkata.

The CSR policies of SEPL revolves around

- Education
- Health and shelter to underprivileged children and elderly
- Providing clean environment
- Animal welfare

In 2016, SIPL organised for health camps for the pilgrims of Ganga Sagar, which did fulfil the objective of health care, and social welfare by providing for food, medicines and shelter for the needy.

The organisation of Calcutta social project under the umbrella of SIPL, in October 2015, helped serve a total 5 patients in combating their ailments.

SIPL also extended its support to the HELPAGE INDIA project, for its charity work towards the underprivileged, elderly, by providing them with medicinal facilities poverty alleviation and employment generation schemes.

In the education sector SIPL did help in opening computer centres in Ramakrishna Math. It also facilitated the setting up of children empowerment centres under MILAP in Sarsuna Behala Kolkata.

It did evolve itself from proving profit backed software solutions to serving for societal development activities.

COMPARATIVE ANALYSIS

Both the companies being private limited, and with its capital constraints, the research did highlight the honest philanthropic initiatives of the companies where both focussed on

- **Health:** camps for the underprivileged were organised, medicinal facilities were also served to the needy and the elderly, YOU AND I foundation was an initiative of citytech corp, whereas HELPAGE INDIA and CALCUTTA SOCIAL PROJECT were the initiatives by the SIPL.
- **SKILL EDUCATION AND DEVELOPMENT** this arena was much untouched by the citytech corp, whereas SIPL under the names of HELPAGE INDIA, and MILAP did cater to the skill development need of the underprivileged society.
- **ENVIRONMENT UPGRADATION INITIATIVES:** SIPL did go the extra mile by helping pilgrims of Ganga Sagar and thus participating in the swatch Bharath movement of the Indian government did fulfil its duty towards sustainable environment and clean India mission. CITYTECH CORP on the other hand fails to exhibit any of its such initiatives.

Limitations of the survey:

1. The advent of Corona virus causing an epidemic in the World, companies have shut down with minimal chances of growth during this phase. Their attributes could not be studied on a pervasive manner.
2. Only a few cases have been highlighted in the present study.
3. Literature available for a parametric study is very little since an extensive survey on the present study has not been done so far.

IMPORTANT SUGGESTIONS

- Areas covered wider CSR are found to be very limited which has to be resynchronized by the companies
- The scope of such activities should also be broadened; focusing on areas with dire need, like rural Bengal.
- Relief fund for national calamities-stricken people could be one arena to be added
- Sports and other handicraft skill development could help the employment generation and proper health betterment issues.

CONCLUSION

With the advent of private limited companies into the arena of CSR, Kolkata does see a brighter future for such social beneficial activities, with environmental upgradation too. It is with the help of the conjoint effort of such companies, and the state government, Kolkata will soon see an environment free from pollution, and society free from deprivation.

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