

“CORPORATE SOCIAL RESPONSIBILITIES OF SOFTWARE INDUSTRIES IN INDIA”

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Abstract

The corporate social responsibilities of software industries in India is analyzed with legal and social obligations of the industry while forming policies of social responsibility measures .An attempt has been made to evaluate the concept of corporate social responsibility in terms of its meaning and objective.. The importance of developmental activities in the society and its efficacy are to be evaluated by a system regulated by law .A body corporate should have the such effective system of governing capacity to understand the bare need of the society and implement the bare need based approach. During natural and other type of emergency social responsibility measure should be in accordance with positive frame of mind..India is developing country participation of corporate bodies is essential for its future growth and Development..

Key Words

Corporate Social Responsibility, Private Business, Globalization, Community Volunteering, Charitable Donations, Stakeholders

Objective of the study

Objective of the study is to examine corporate social Responsibilities of Software industries in India.

Introduction

In the pre industrialized period philanthropy, Religion and Charity were the Key drivers of Corporate Social Responsibility. The Corporate Social Responsibility is known as corporate sustainability, sustainable Business Corporate Conscience, Corporate Citizenship or responsible business. According to Sheehy Bendict in his “Journal of Business Ethics” defining CSR problems and solutions[1] defined CSR as a type of “an International Private business self regulations” with strict implementation of laws and procedures helped to an extent for the implementation of CSR initiatives beyond individual or even industry wide initiatives. Now it has become mandatory for schemes at regional, national and even transactional levels. According to Lee, Nancy, Kotler, Philip (2013) [2] Corporate Social responsibility doing the most good for your company and your cause corporate social responsibility includes six types of corporate social initiatives they are corporate philanthropy in the form of company donations to charity, including cash and services. sometimes via Corporate Foundation, Community Volunteering such as company organized volunteer activities[3]. In India only in 1955 the First Company founded to provide software products and services are computer usage company in 1955. The Indian Information Technology and BPO industry provides direct employment to about 2.8 million and indirectly employ 8.9 million people most of the companies invest in educational initiatives of different type of part of their CSR initiatives[4]. According to Votaw and Sethi[5], The term social responsibility is a brilliant one, it is something but not always the same thing, to everybody. To some it means socially responsible behaviour in an ethical sense to still others the meaning transmitted is that of ‘responsible for’ in a casual mode: many simply equate it with ‘charitable contributions’ some take it to mean socially conscious or aware’.

Importance of Corporate Social Responsibility in India

In India the idea of philanthropy was well flourished and practiced by philosophers such as Kautilya and Pre-Christian era philosophers in the west preached and promotional ethical principal while doing business. The noble concept of helping poor, marginalized and disadvantaged was cited in several ancient literatures. Howard R. Brown’s publication of his hand mark book social responsibility of the businessman (1953) best marks the beginning of the modern period of literature on this subject Bowen’s book was specifically and directly concerned with the doctrine of social responsibility[6]. According to William C.

Frederick[7] social responsibility in the final analysis implies a public posture towards societies economic and human resources and willingness to see that those resources are utilized for broad social ends and not simply for the narrow of circumscribed interests of private persons and firms: according to Kith Davis “Business men’s decisions and actions taken for reason at least partially beyond the firms” [8]. Indian Tradition followed responsible business practices prior to industrial revolutions nor it gathered new pattern and structure such as Vardrajan and Meno in 1988 argued the idea of voluntary response of corporate in social well-being is as old as business itself[9]. In India history of Philanthropic activities are mainly men oriented not seen any women participation. There are two of business were prevailed in India one was Foreign business and other indigenouseven though Foreign business have had a major pre-sensus in India. Corporate philanthropy has been the most prevalent and well accepted form of executing social responsibility. The practice of corporate social responsibility in India got a new dimension after globalization[10].

CSR Activities of Software Industries in India

The origin of software industry in India began in 1970 with the entry of Tata Consultancy Service[11]. The share of Information Technology Software in total export increased from 1 percent to 18 percent in 2001. Information Technology enabled services such as back office operations remote maintenance accounting public call centers, medical transcriptions and insurance[12]. Now CSR activities of software industries mainly focused in the fields of education, poverty eradication, helping differently abled HIV/ AIDS. Sensitization and providing Housing to poor extra[13].

In the new globalized world the concept CSR can’t be ignored by the corporate firms[14]. India is a developing country with heavy population now it has become mandating for schemes at regions national and even multinational of as per Companies Act 2013 Section 135 deals with corporate responsibility as per Section every company heavy net worth of rupees five hundred crore or more, or turnover of rupees one thousand crore or more or net profit of rupees five crore or more during any financial year shall constitute a corporate social responsibility committee of the Board consisting of three or more directors. If there or more directors, out of which at least one director shall be an independent director the main duty of the committee is to formulate and recommend to the board, a corporate social responsibility policy which shall indicate the activities to be undertaken by the Company as specified in Schedule VII it demands proper housing, potable water, food and education extra. The demand driven CSR activities of software industries are very much essential for the well being of the people of Indian in the long run.

Conclusion

Corporate social responsibility is considered as one of the major tools to eradicate poverty, uplift standard of life of workers and infrastructural development of the country . software industries in India become largest contributor of foreign capital. Corporate social measures are considered as vital force. Major contributions of software industries in the field of primary education, Poverty Eradication, safe water supply extra are making improvement and bring development to society hence Corporate social Responsibility measures are important in the progress of our country .The efforts taken for the wellbeing of the poor and marginalized are admirable and appreciable. Corporate social responsibility considered as major platform for providing philanthropic activities. All the services provided by the way of corporate social responsibility are accountable.

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