The Social Change and CSR practice

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ABSTRACT

Without development work the Social Change becomes meaningless. And with the correct practice in the right direction, while the term "Social Change" has become real. Since the liberalization of the rupee and the economy has made considerable progress has been made in all areas. Many industries, especially IT is growing at a rapid pace, increasing sales, and boosting consumption. There are a lot of different terms used in the world for corporate social responsibility-CSR practices. You will find a description of these terms, as well as the five most important elements of corporate social responsibility in the practice of environmental and social issues in focus. This article will focus on the basics and to the competent authorities for a sustainable business manager, and a business at home, to the practice of CSR to work in larger deployments, a stable scale, by means of appropriate CSR activities and the cooperation with business, home, stakeholders, community leaders, and educators brought the necessary result of the development of the nation.

Keywords: Social Change, CSR, stakeholders, community leaders

1. Introduction

Since the liberalization of the rupee, the economy has made significant progress in all sectors. Many industries in particular grew at a rapid pace, and also spurred growth in income and consumption. However, Poland still faces many challenges bridging the gap between changes in development levels. About 25% of the population, or 300 million people, live below the poverty line. India had an illiteracy rate of 25% and was five times higher than China, as the economic cost of illiteracy was estimated at $ 54 billion a year. The public sector has made many efforts to address these gaps. Programs such as Integrated Child Development Services (ICDS), State Distribution System Assignments (TPDS), Sarva Shiksha Abhiyan (SSA) and Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA), the largest social welfare programs worldwide, add to 2 lakh crore in annual government spending. In fact, in the last few years, many indicators of well-being are better than in 2000-01 and 2009-10, with primary school dropout rates falling from 41% to 29%. and the percentage of the population with access to sanitation increased from 34 to 36 percent. However, the pace of change in these metrics has been slow, suggesting that there will be even more effort from all stakeholders in the future. In this context, India., Inc. is also taking steps to address this issue, and is contributing to building a strong India. Indian companies actively participate in CSR programs, as before, including the introduction of CSR in the Companies Act. In 2012-13 alone, the company devoted $ 0.5 - $ 0.6 billion to various government and NGO initiatives. These actions have been supported by several large conglomerates, with more than 50% of funding coming from the top 10 donors such as RIL, Coal India, Tata Steel and SBI. According to the World Bank (2004), "CSR is a company's commitment to contribute to sustainable economic development, working with employees, their families, their communities and society in general, to improve their quality of life in a way that is humane for the company and for domestic and international development. "Corporate social responsibility is a business's ongoing commitment to ethical behavior at home, as well as contributing to the economic development of the country and improving the quality of life of employees and their families, the local community and society in general" (Jigs, and Baker, 2004)
In the world, there are many different terms for the concept of social responsibility, CSR practice.

**Business Law and Social Responsibility:** The Companies Act of 1956, which did not have any specific provision in the area of social responsibility. The CSR movement will be launched on August 3, 2009. A month later, it was submitted to the deputy finance commission for consideration. The Commission presented its report to the Government. Loksabha passed the bill on December 18, 2012. All efforts will be translated into the text of the Law that was adopted on August 28, 2013. In these circumstances, not to mention 135 chapter IX of the Companies Act 2013., each company with a net capital of five hundred rupees or more cores, or a turnover of one thousand rupees crore or more, or a net profit of five crore or more during each financial year in the form of a Corporate Social Responsibility (CSR) Committee of the Board of Directors. It consists of three or more directors, with at least one Director serving as an independent director. If the company fails to pay the specified amount, the Board of Directors must, in its report made in accordance with paragraph (C) of paragraph (3) in Article 134, determine the reasons for improper spending of a certain amount of money on CSR activities. The draft law on companies provides that the income of companies that must meet certain conditions must be placed on the list in the amount of 2% (two percent) of the net profit in CSR.

**Social Change and corporate social responsibility:** A lot of business executives to the value of the power of the arts to contribute to the positive transformation of communities and social change, which they believe are necessary to ensure the success of the SUSTAINABILITY of investments. Social change includes a range of typical social and community outcomes, awareness, and understanding of, the change of attitude, the increase of the level of participation of the citizens in the shaping of the will of the society, and the change in the policy of the right is not right. Please check with your history, is to provide a unique point of purchase within your organization or program in a manner that is consistent with the SUSTAINABILITY strategy of the society, and the social and economic impact on any business that you have access to. The development of a mutually beneficial relationship, of opinion, collective action, as well as an opportunity to achieve the goals that will be beneficial for both parties. Consider all of the options for participation in the open for a full set of tools, opportunities for public participation, in addition to the money for a birthday present. Learn from your colleagues and see some examples of reference of the business models, partnerships, and the management of organisations, within and outside of the art world. Sustainability, and a change in Its emphasis on the social, environmental, and economic stability, has become the focus of much of our CSR efforts. Durability is, in the first instance, from the point of view of the preservation of the earth's resources. In 1987, the World Commission on Environment and Development published our Common Future, is a historic plan of action for the sustainable development. A committee has been set up by the sustainability as meeting the needs of the present without compromising the opportunities of future generations to meet their own needs to provide for. Companies are now facing the challenges of the stakeholders, including customers, employees, investors, and activists who care about their employees and the environment.

The five elements of corporate social responsibility in Social Change:

1. **The social purpose of the business:** There are a lot of examples of CSR programs, which is to ignore the basics in the business world. The Top-level, it's what a business is and what it does. Campbell, Feeds, it has been shown that an innovative CSR initiative can strengthen a company's objectives, and operational expertise.

2. **A clear theory of change:** CSR is generally known to be. On the one hand, and the good news is that it's because of his value to the company. On the other hand, it is becoming more and more difficult to make the difference to the best efforts of a company from those of another. The companies are developing their own strategies to drive tangible social change. Canada's Healthy Communities Program, which was designed to be a systematic change in the inter-related fields of education, health and the environment, while the influence of the government, and academic leaders.

3. **The quality and depth of information:** Simply by identifying and social priorities for public investment, it is not good enough. True leadership is to encourage employees, clients, customers, and external stakeholders, in-depth information about the social problem, by means of reliable research, legal documents, movies, storytelling, social networking, etc.).

4. **Concentrated forces:** Since 2007, has more than 210 million of whom are children-a better living through initiatives such as the " protection of the future, which helps vulnerable young girl to stay in school and on the School, hopes that with the help of P&G to expand access to quality education in the rural areas of China.

5. **Co-operation with experts in Leadership:** The creation of a high level of trust and confidence. This is best done by means of relations with the social media experts, and non-profit organizations. "The Cup, the Summit", organized by the Star, the Myth, brought together communities, businesses, residents, non-governmental organizations, and academic experts to share ideas on how to make it from paper and plastic cups, and more can be recycled.
2. Conclusion

Finally, social change, which is produced by CSR as Companies that have not optimized their approach to CSR, it may be recognized as leaders in the industry. CSR is all of the impact on our employees, clients, and stakeholders, in order to decide who they would prefer to follow it. The good news is that the path to sustainability and CSR performance is open to the public, and now, you have to follow the leader. The ethical principles and values of the companies are very often considered to be a very good company, and for society, and for the people of the land. In order to compensate for the damage caused to people and the environment to CSR. Today, the practice of CSR and it is a very normal thing for a lot of organizations in India. Some of these bodies are very close to their role in corporate social Responsibility. Organizations for projects based on the needs of the community and the expectations of the industry. Although there are some criticisms of CSR is found, and it has a false conception of CSR, for example, it would be a waste of time and money, and public relations-activities that may be carried out only by a large industry, but it goes much further than all the laws, rules, and principles.

Reference