"Corporate Social Responsibility Of Companies And Social Issues"

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ABSTRACT :

In Current rapidly changing business scenario where each and every Industry, company, organization are behind the aim that is profit maximization and wealth maximization.

As a social objective it is prime duty of any organization / company to pay back to the society. Even Government has taken the lead role in conveying the importance and need of corporate social responsibility to the corporate, companies, Industries.

This research aim to find and study the initiative taken by the organization for C.S.R. activities. Researcher also wants to study National Service scheme activities. For the study purpose researcher consider major five companies and observed their CSR & NSS activities.

This study reveals that organization through CSR activities promote education, health and environment. Researcher through this research study suggested that NSS and Companies can go together for development of society. If proper model is introduced for the same it will be very much useful for the companies and society.

Key Words - Corporate social responsibility (CSR), National Service scheme (N. S.S.)

1. Introduction:

Corporate social responsibility (CSR, also called corporate conscience, corporate citizenship or responsible business) [1]is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms. With some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law."[2][3] The aim is to increase long-term profits through positive public relations, high ethical standards to reduce business and legal risk, and shareholder trust by taking responsibility for corporate actions. CSR strategies encourage the company to make a positive impact on the environment and stakeholders including consumers, employees, investors, communities, and others.

Political sociologists became interested in CSR in the context of theories of globalization, neoliberalism and late capitalism. Some sociologists viewed CSR as a form of capitalist legitimacy and in particular point out that what began as a social movement against uninhibited corporate power was transformed by corporations into a 'business model' and a 'risk management' device, often with questionable results.[4]

CSR is titled to aid an organization's mission as well as a guide to what the company stands for its consumers. Business ethics is the part of applied ethics that examines ethical principles and moral or ethical problems that can arise in a business environment. ISO 26000 is the recognized international standard for CSR. Public sector organizations (the United Nations for example) adhere to the triple bottom line (TBL). It is widely accepted that CSR adheres to similar principles, but with no formal act of legislation.

Definitions of corporate social responsibility

The term "corporate social responsibility" became popular in the 1960s and has remained a term used indiscriminately by many to cover legal and moral responsibility more narrowly construed.[5]

Business Dictionary defines CSR as "A company's sense of responsibility towards the community and environment (both ecological and social) in which it operates. Companies express this citizenship (1) through their waste and pollution reduction processes, (2) by contributing educational and social programs and (3) by earning adequate returns on the employed resources."[6]

Social responsibility of an organization for the impacts of its decisions and activities on society, the environment and its own prosperity known as the triple bottom line of people, planet, and profit. Social responsibilities done by businesses are like clean and green environment , Education, Adopt a Village, Eye care, hospitals, school, etc. Social responsibility means sustaining the equilibrium between the two. This responsibility can be passive, by avoiding engaging in socially harmful acts, or active, by performing activities that directly advance social goals.

2. Objectives of the Study:

1) To study role of Companies in Social Corporate Responsibility.

2) To study activities of Social responsibilities done by Companies.
3) To study National Service scheme activities.
4) To study Companies Social work as CSR and NSS.

3. Scope:
The scope of this paper is to study the Corporate Social Responsibility activities carried on by the following companies and NSS.
i) CSR India
ii) Tata Consultancy Services
iii) Canon India
iv) Asian Paints
v) National Service Scheme Activities.

4. Research Methodology: Secondary data is used to collect the data for the research.

5.Corporate Social responsibility in various Companies:
5.1 Corporate Social Responsibility in CSR INDIA
    CSR India is a consulting and project management firm engaged in promoting responsible business practices in India. Our goal is to advise and support companies in India to create a sustainable future for people and the planet and through this, to improve business performance.
The company work with their clients to define what responsibility means to them in their workplace, marketplace, community and environment. The company then creates custom strategies, policies and projects to drive business performance through the use of responsible business practices.

Vision of the company is to create a just and sustainable India.
Mission of the company is
To help organizations in India adopt responsible & sustainable business practices, thereby making substantial and lasting improvements to their performance while creating a sustainable future.

Values of the company
a) **Integrity** Company believes in doing the right thing, no matter how difficult it may be. We strive to make our actions consistent with the highest ethical standards and adopt a zero tolerance approach to unethical practices-especially corruption.
b) **Impact**   Company strives to positively impact the lives of the people most in need by being catalysts for long-term change. Company inspires their customers and partners to make a genuine difference, across their various stakeholder groups and geographic locations.
c) **Innovation** Company believes that bringing a fresh perspective to problems that have prevailed for several years, often leads to more effective and efficient solutions. Innovation is at the heart of what we do.
d) **Diversity**   At CSR India, They are committed to creating an inclusive ecosystem that values diversity of culture, thought and skill. They work hard to inspire our stakeholders to realign diversity and inclusion into their core values systems.

5.2 Corporate Social Responsibility in Canon India
    The three core areas that Canon India supports are Eye Care, Education and Environment. The CSR policy aligns with the corporate philosophy 'Kyosei' which means living and working together for the common good. Their employees are encouraged to volunteer their time & skills and enjoy the experience of giving back to the communities in which they work. Canon Auto Ref-Keratometer was donated to the Vision Centre at Ferozepur Namak Village as part of Canon's Eye Care initiative.

a) **Education:** A government school in Ferozepur Namak Village and a government school in Maharaja Katte Village were adopted by CIPL. The school development was the prime concern with opening a resource centre, library, and providing training to the teachers being the key initiatives. Important sanitation essentials like washing hands before mid-day meal distribution were highlighted. Infrastructural development in the school including construction of toilets for girls, installation of solar panels, donation of benches, fans, installation of water taps for drinking water, painting the school premises, providing utensils for mid-day meals, durries to sit on, dustbins for every classroom and providing books for the library in school resource centre also took place. Sports kits including cricket, football, basketball, badminton and carom were also provided to the school for the children.

They are committed towards improving the life quality of people in the communities where we operate. They wish to be a company which is respected by people for its commitment towards social causes.

They aim to achieve this through their corporate philosophy 'Kyosei' which means living and working together for the common good. They have and They would volunteer their time & resources to the extent possible, towards various social causes. As a responsible company, They stand committed to the causes of Environment, Eye Care and Education. They also encourage employees to share their time and skills towards the causes they feel passionate about.

b) Adopt a Village
It was a proud moment for Canon India as it embraced Ferozepur Namak village which is situated in Mewat district, state of Haryana, Maharaja Katte Village in Kanakapura district, state of Karnataka & Karanjoti Village in Thane, Mumbai. This initiative made a difference to almost 1,50,000 lives. Canon India strengthened the three Es through the following services:

i) Eye care: A physical vision centre was established in the adopted villages. The centres provide support over adopted villages and neighbouring groups of villages. The local panchayat allotted the space for the centre, which remained open for four days in a week out of which two days were used for awareness campaigns around the village. The villagers were provided with medicines and spectacles. Also, the surgeries were conducted at the base hospital.

ii) Environment: Environment conservation is one of the crucial initiatives undertaken by Canon for its commitment towards the cognizance of a sustainable society. A solar panel was installed by CIPL which had a capacity of 10kwh with 39 solar plates on the rooftop of Logistics Operations site. This panel generates approximately 1500 units of electricity per month (providing for 10% of the site's electricity requirement). The panel is expected to generate 18,000 units of electricity which will reduce CIPL's carbon footprint by 17 metric tonnes. Additionally, another solar panel was installed at the service depot having a capacity of 1 kwh with 4 solar plates generating approximately 80 units of electricity per month. Canon also donated twenty solar panels to the energy production centre at Ferozepur Namak Village, Haryana. Installed on the roof of the government school in the village, these solar panels would enable 30 fans and up to 20 lights to be operational for 6 to 8 hrs in a day. Overall environmental development was highlighted through tree plantations and rain water harvesting.

c) Other Environment Initiatives
 - Canon India has adopted green belts in Gurgaon in partnership with 'I am Gurgaon' NGO, DLF and Rapid Metrorail in order to contribute towards a greener tomorrow. Thousands of plants and trees were planted in the green belts. Canon India has also adopted and completed tree plantation in the green belts surrounding the metro stations in association with the Rapid Metrorail, Gurgaon.
- The corporate office has tied up with organization Jaagruti as part of their recycling initiative and received 100% recycled notepads in exchange of the waste paper collected from the office. Organizations like Goonj and India Vision Foundation were also supported through this initiative.

d) Canon Image Bridge
 A Photography Exchange programme was organized between Canon India and Canon China. The main aim of the project was to share happiness with young ones across countries, build friendship and constitute a harmonious world through photography. The students were provided with the basic photography training through Canon Volunteers. The volunteers helped the students to record their school life in Canon cameras themselves. Few selected photos of this activity were made into beautiful exchange cards and given to the children of China through "Canon Image Bridge".

e) Employee Initiatives
 The annual blood donation camps were organized by Canon India in Bangalore, Hyderabad and at the corporate office of Gurgaon. Over 1000 lives were saved through blood donations from 345 employees from Canon India and the neighbouring offices. Old clothes, stationeries and books were collected through collection drives organized by Canon India with an objective to support the adopted villages & schools.

Impact of CSR measures
- The quality of education improved in the government school through teacher's training.
- The interests of children were enhanced through the initiation of resource center and construction of a library in school. This initiative reduced dropouts significantly.
- The community was stimulated for school activities that helped reducing dropouts.
- Sports and other extra-curricular activities were introduced as a part of the curriculum.

- Eye care service (vision centre) was established to provide for the need of the local community.
- Comprehensive eye check-up measures were provided to all sections of society through Canon Vision Centre.
- The community was made aware about the eye ailments.
- Symptoms of blindness (cataract & refractive errors) were identified and managed earlier.
- Preventable blindness in children was recognized earlier and preventive measures were taken considerably.

5.3 Corporate Social Responsibility in TATA

JAMSHEDPUR: Tata Steel has been a forerunner in the cause of preservation and promotion of tribal culture and heritage and has worked with the tribal community to facilitate its holistic development. In continuation with its commitment towards the indigenous society, Tata Steel is organizing 'Samvaad', a 4-day global conclave for tribal population in the steel city, Jamshedpur from 15 to 18 November 2015.

At TCS, sustainability is seen as a state of being in balance between Corporate Economic Responsibility (CER) and Corporate Social Responsibility (CSR).

The guiding principle of TCS' Corporate Social Responsibility programs is "Impact through Empowerment," where empowerment is a process of strengthening the future today, so that risks are minimized, value created and certainty is experienced. They strive to ensure that the communities engaged through our CSR initiatives also experience certainty in their lives.

The core areas for TCS' CSR programs are education, health and environment. The choice of education as a theme flows from TCS being in the knowledge domain. Similarly, attention to the cause of health acknowledges that health is a vital precondition for promoting social good. Concern for the environment is in line with our belief that this global cause demands our attention to ensure a sustainable and productive planet. These themes are established centrally for adoption or adaptation across all geographies.

Developing innovative solutions to address large-scale societal problems by utilizing our IT core competence.
Volunteering for projects that address the felt need of communities in which TCS operates, while aligning with the core themes of TCS' CSR.

Participating in community development program championed by their clients. Partnering with select non-government and civil society organizations and other government bodies. Supporting large-scale causes such as disaster relief or any other cause as determined by the Corporate CSR Councila) **Eco-sustainability Services**
Driven by the cost and scarcity of resources, rapidly changing country and industry regulations, transformation in the competitive landscape, and increasing investor interest, boardrooms and chief executives recognize that sustainability is important for the future success of their businesses. TCS' Eco-sustainability services help you integrate sustainability into your business strategies to drive growth and innovation, profitability and brand reputation.

Empowered Consumers: Future Proofing Electric Utility Services In this TCS-Xyntéo webcast, experts explain how energy utilities can navigate the power landscape with consumers playing a pivotal role, and how they can undertake new consumer-centric business models to weave them into their mainstream business process.
TCS differentiates itself as a trusted partner helping you drive your sustainability agenda through its thought leadership in this space, ability to innovate and co-create solutions, rich sustainability and industry domain expertise and an established partnership ecosystem to provide end-to-end solutions:

They have published a series of thought leadership articles on the transformative opportunities across industries in transitioning to a low carbon economy. Leveraging our COINTM framework that connects several players in the technology landscape and creates true synergies in innovation, we co-create solutions in enterprise sustainability management, energy management and water management.

Leveraging a proven partnership framework, we actively build a strong partner ecosystem across all our solution areas that cover various emerging sustainability technology areas. TCS, itself is a leading eco-corporation, has received important awards and recognitions for its own sustainability performance.

At TCS, provide eco-sustainability services to businesses in the following dimensions:
b) **Sustainability Strategy and Risk Management:** Company supports you in shaping up your strategy by looking at sustainability as a lever for new growth channels and cost optimization through resource productivity. In addition, they help you identify risks for the business from a sustainability perspective and develop approaches to mitigate these risks. Also propose IT interventions that address the challenges in executing the sustainability strategy.
c) **Sustainable Operations:** We understand the area of consumption efficiency and optimization across resources such as materials, energy (conventional, renewable and low carbon energy), water and waste. We work with you to address the process challenges and enhance the visibility of sustainability data to help you better manage your sustainability performance.
d) **Sustainable Value Chain:** To create a significant impact, you must consider the environmental efficiencies in your entire value chain – specifically in the areas of raw materials procurement, their manufacturing and processing,

shipping and transportation, and use and disposal. Toward this, we focus on supply chain sustainability, low carbon logistics, product stewardship and sustainable consumption.

Within these sustainability dimensions, they provide the following solutions:
Sustainability Performance Management: Defining processes and systems to optimally manage sustainability performance of companies EHS Compliance Management: Defining processes and systems to optimally manage compliance requirements of companies Energy Management: Integrated energy management across the entire energy management lifecycle – diagnostics, metering and monitoring, energy efficiency implementation, tracking reporting and verification Supplier Sustainability Management: Designing supplier sustainability strategies and implementing systems to manage supplier sustainability information and to create visibility for driving product stewardship Product Sustainability: Lifecycle assessments and product engineering, based on Design for Environment (DfE) principles

5.4 Corporate Social Responsibility in Asian Paints

There is demand for increased CSR and environmental accountability on part of the corporates worldwide. Companies are being called upon to actively take responsibility for and positively engage with their communities, the global society and the environment. It is Important for corporate to recognize that their progress comes from society and they must give back to the society its fair due. As an organization Asian Paints has understood and implemented these 'Business Basics' from the beginning. It has produced cost-effective goods in a manner that is ethically, socially and environmentally responsible, and has always been sensitive about the impact of its business on all its stakeholders. At the same time, the Group has gone beyond the awareness of these social impacts by being willing to act upon them, to bring about a progressive change across the regions and communities within the influence of its operations and beyond.

This has been one of the reasons, apart from the good performance on the business front, why the Group has been able to gain a definitive mindshare of the stakeholders. Today, when the Group is at a juncture where it is aspiring to become a global leader, it is all the more imperative that it approaches the practice of CSR in a more focused manner. This report will take you through the numerous initiatives that the Group has been carrying out worldwide, primarily in the last two financial years, for the benefit of the local communities, and how these initiatives have brought about a tangible change in the better interest of these communities. From health to education, culture, environment and sports, the CSR initiatives of the Group touch all the important aspects of people's lives. In all the regions where the Group operates, there is sustained commitment to empower the local population and contribute to the growth of the region. Through its social responsibility initiatives, the Asian Paints Group will keep on trying to make a difference and give back to society a part of what it has received in terms of support and goodwill.

6. National Service Scheme :

National Service Scheme, under the Ministry of Youth Affairs & Sports Govt. of India, popularly known as NSS was launched in Gandhiji's Birth Centenary Year 1969, in 37 Universities involving 40,000 students with primary focus on the development of personality of students through community service. Today, NSS has more than 3.2 million student volunteers on its roll spread over 298 Universities and 42 (+2) Senior Secondary Councils and Directorate of Vocational Education all over the country. From its inception, more than 3.75 crores students from Universities, Colleges and Institutions of higher learning have benefited from the NSS activities, as student volunteers. In India, the idea of involving students in the task of national service dates back to the times of Mahatma Gandhi, the father of the nation. The central theme which he tried to impress upon his student audience time and again, was that they should always keep before them, their social responsibility. The first duty of the students should be, not to treat their period of study as one of the opportunities for indulgence in intellectual luxury, but for preparing themselves for final dedication in the service of those who provided the sinews of the nation with the national goods & services so essential to society. Advising them to form a living contact with the community in whose midst their institution is located, he suggested that instead of undertaking academic research about economic and social disability, the students should do "something positive so that the life of the villagers might be raised to a higher material and moral level".

The post-independence era was marked by an urge for introducing social service for students, both as a measure of educational reform and as a means to improve the quality of educated manpower. The University Grants Commission headed by Dr. Radhakrishnan recommended introduction of national service in the academic institutions on a voluntary basis with a view to developing healthy contacts between the students and teachers on the one hand and establishing a constructive linkage between the campus and the community on the other hand.

On September 24, 1969, the then Union Education Minister Dr. V.K.R.V. Rao, launched the NSS programme in 37 universities covering all States and simultaneously requested the Chief Ministers of States for their cooperation and help. It was appropriate that the programme was started during the Gandhi Centenary Year as it was Gandhiji who inspired the Indian youth to participate in the movement for Indian independence and the social uplift of the

downtrodden masses of our nation. The cardinal principle of the programme is that it is organised by the students themselves and both students and teachers through their combined participation in social service, get a sense of involvement in the tasks of national development.

Community service rendered by university level students has covered several aspects like adoption of villages for intensive development work, carrying out the medico-social surveys, setting up of medical centres, programmes of mass immunization, sanitation drives, adult education programmes for the weaker sections of the community, blood donation, helping patients in hospitals, helping inmates of orphanages and the physically handicapped etc. NSS volunteers did commendable relief work during natural calamities/emergencies such as cyclones, floods, famine, earthquake, etc. From time to time all over the country. The NSS students have also done useful work in organising campaigns for eradication of social evils, and popularization of the nationally accepted objectives like nationalism, democracy, secularism, social harmony and development of scientific temper.[ ]

NSS volunteers generally work with villages, slums and voluntary agencies to complete 120 hours of regular activities during an academic year. As per the fundamental principles of National Service Scheme, a volunteer is expected to remain in constant touch with the community. Hence, it is of vital importance that a particular village/slum is selected for implementation of NSS programmes. As the NSS volunte4er is to live with the members of the community and learn from their experience during his/her tenure in NSS, the village/slum should be carefully selected for adoption by NSS unit.

6.1. Adoption of Villages

6.1.1 Adoption of a village and area is a very meaningful programme in NSS. It is far better to concentrate attention on one village and take up the task for development perspective, than to fritter away energy in many locations involving too many activities which may not be completed at all or where the follow up action may not be possible. From this point of view, village adoption programme should ensure continuity of work vis-a-vis sustained action, evaluation and follow up work.

Contacting Village/Area Leaders

6.1.2 As a first step in this programme, it is necessary to establish contact with more than one village which would help to select a village where 'Leadership' is well established. In other words, selecting a village with proper leadership is very important as the sustained follow up action and evaluation is ensured in such places. To start with, the NSS unit can take the help of the Block Authorities, District Panchayat Officer, District Tribal Welfare Officer, District Medical Officer, Extension Officer of Agriculture, Irrigation and Education Departments for the selection of the village. It is to be noted that the selected villages should be within a short distance from the college so that constant contact can easily be made.

Survey of the Village/Area

6.1.3 Before drawing up the plan of action, it is absolutely necessary to conduct a comprehensive survey of few villages situated at a short distance from the college. The assistance from the teachers and students of agriculture, economics, commerce, geography, statistics, home science, social work, medicine, psychology and education etc. have to be sought for the purpose. Conducting socio-economic survey can be an interesting field activity which has direct bearing on the curriculum of economics, commerce, statistics, psychology, health education etc. The report of such a survey will provide up-to-date information about the problems and potentials of the village and help in programme planning for village development. The applied field work will help the students to increase their analytical ability and deepen their thinking. Further, this will help them to identify the problems which have been left unnoticed. The survey work can also be accomplished with the help of PRA exercises (Participatory Rural Appraisal)

Identification of Problem(s)

6.1.4 It is on the basis of this need assessment that projects/programmes are to be formulated. The programme officers should use their discretion and should identify the projects which can be completed by seeking assistance from the communities/other agencies.

6.1.5 As the aim of adoption of village or area is to give new ideas of development to the villagers which would improve their living conditions. Once the trust of the communities is won, they start cooperating with the NSS volunteers and approach them for solution of their problems. One of the important services that can be rendered by NSS volunteers is disseminating information about the latest developments in agriculture, watershed management, wastelands development, non-conventional energy, low cost housing, sanitation, nutrition and personal hygiene, schemes for skill development, income generation, government schemes, legal aid, consumer protection and allied field. A liaison between government and other development agencies like Banks, IRDP, ICDS, NREP, DWCRA, JRY etc. can also be made.

6.1.6 The Programme Officers (PO) should motivate the communities to involve themselves with NSS for the community development work undertaken by the NSS unit. Further he or she will have to seek the help of various

government departments and agencies for technical advice and financial assistance. Therefore, he/she must establish lathes good rapport with the government officials and development agencies. For this, it is better if the administration is taken into confidence by prior consultations.

Completion of Projects

6.1.7   As already stated, the Programme Officer must select the projects very carefully as the image of NSS depends upon the successful completion of such projects. Successful completion of the projects can win appreciation and credit of the community'

Evaluation of Project

6.1.8   Every project should be evaluated after its completion by involving members of the community, Government officials and Panchayat officials. The NSS unit should learn from the lapses in the execution of the project and plan for the next project keeping in view the bottlenecks and constraints faced by them during the earlier project.

6.2.   Adoption of Slums

Most of the colleges and universities are usually located in the urban areas. Due to long distance between the college campuses and the villages, the visits to the adopted villages by the NSS volunteers may become expensive and time consuming. In view of this, it is desirable to adopt slum especially by colleges located in urban areas.

Survey of the Slum

6.2.1   For adoption of a slum, there should be composite survey team consisting of students drawn from faculties like, Arts, Science, Engineering, Medicine, Home Science and Social Work etc. The selected areas should be compact and should be easily accessible for students. Areas with acute political conflicts may be avoided.

6.2.2   The issues pertaining to the identification of problems, project planning, interaction and coordination with the various departmental agencies, execution and completion of projects shall be undertaken on the same basis/lines as discussed earlier in the part 'Adoption of Villages'. The progress of projects should also be reviewed frequently.

Services in Slums

6.2.3   The slum, tenements, Jhuggis and Jhoupris can be adopted by the NSS units with the aim of slum improvement and check its spread. Under this, activities like providing water, water logging, sanitation, electricity, drainage, health and welfare services, life and living conditions, can be undertaken.

NSS volunteers for Slum Work

6.2.4   Taking into account the living conditions & status of slum dwellers of the slums, only highly motivated, adaptable, mature and skilled students should, be selected for slum development.

6.2.5   Following are the tasks which the students can undertake in slum areas:-

(a) As Community Investigators: They can prepare brief community profile on various slums in the city or town covering different amenities, services, and living conditions etc.

(b) As Community Workers: They can identify local leaders and in cooperation with them discuss local problems on which cooperative action can be initiated.

(c) As Programme Aides: Students can help the local communities' in launching a number of programmes like setting up a free milk distribution centre, sanitation drive, recreation, adult lad primary education, health projects like immunization. first aid centre, child care, nutrition classes, and free legal aid centres etc. They can also help in forming youth clubs, children's groups, mahila mandals etc.

(d) As Community Organizers: NSS students, after establishing rapport with the slum dwellers, can form community association to tackle local problems on a group basis with reliance on local resources, self help and mutual aid and with some minimum external assistance.

6.2.6   Some suggestions for Selection of slums

(i) There should be a socio-economic survey of the slum by a team of volunteers drawn from different faculties.

(ii) The selected area should be compact. There should not be more than 300 residents in an adopted slum.

(iii)The community people should be receptive to the ideas of improving their living standard. They should also be ready to coordinate and involve in the projects undertaken by the NSS for their upliftment

(iv) The areas where political conflicts are likely to arise should be avoided by the NSS units;

(v) The area should be easily accessible to the NSS volunteers to undertake frequent visits to slums;

(vi)The working in the slum needs commitment and hard work. Only sensitive and highly motivated NSS volunteers can find easy to serve in slum areas.

6.3. Coordination with Voluntary Organizations

It may be noted that the NSS unit has no financial resource to implement any programme in the adopted villages or slum on its own. Therefore, a successful unit has to closely coordinate with the government agencies and voluntary organizations working in this field.

6.3.1   After identification of the needs of the community and the selection of projects, the programme officer should look for the Government agency or a voluntary organisation who can assist in the completion of a

particular project. The different departments of the Government like forest, agriculture, adult education, health, child and family welfare, can render very useful assistance to the project pertaining to community work. Voluntary organisations can also help in forming public opinion in favor of NSS projects. Adult education samitis, Nasha Bandi Boards, Yuva Mandals and Manila Mandals can provide additional assistance to the NSs units. Similarly voluntary land statutory welfare agencies such as Community Centres, Residential Institutions for children/women, the Aged and Institutions for physically handicapped and disabled can provide a wide scope of the choice of service to the NSS volunteers. NSS volunteers can be placed with these agencies considering the inherent aptitudes and inclinations of NSS volunteers. NSS volunteers must be told to develop a sense of belonging and respect for the people with whom they are working. Working in close collaboration with these agencies will help the NSS volunteers in understanding the problems of a vulnerable section of the society. The work opportunities in the welfare institutions may be enumerated as under-

(i) adoption of welfare institutions and helping the inmates and staff by arranging outings, fund collection drives, reading and writing letters for those who are unable to do so;

(ii) propagation of the message of small family norms, health education, small savings drives etc;

(iii) working for improvement of physical environment;

(iv) programme of non-formal education and general literacy classes;

(v) organisation of economic development activities;

(vi) establishment of hobby centres and

(vii) assisting in the rehabilitation work of the disabled, destitute etc.

In addition, NSS units and welfare agencies can take up joint community development projects and other programmes of community welfare land awareness depending on the local needs.

6.3.2   The NSS Programme Officers should plan activities in the adopted village or slum in such a way that the leisure time of the NSS volunteers can be utilized in the service of adopted village or slum. Week-end visits to the adopted areas provide suitable opportunities to live with the community and know their problems and make an earnest effort to do something for them. Similarly efforts should be made to follow up the work done in the areas earlier. Such sustained efforts will flower into friendship between the NSS unit and the community. These activities can be arranged through one day camps and frequent visits under regular activities.

6.4 Special Camp

Special Camping forms an integral part of National Service Scheme. It has special appeal to the youth as it provides unique opportunities to the students for group living, collective experience sharing and constant interaction with community.

6.4.1. Special campings are organised generally on various developmental issues of national importance. In the past the themes of the Special Camping Programmes have been 'Youth Against Famine', 'Youth Against Dirt and Disease', 'Youth for Rural Reconstruction', 'Youth for Eco-Development' and 'Youth for Mass Literacy', 'Youth for National Integration & Social Harmony'. The current theme of Special Camp is 'Youth for Sustainable Development with special focus on Watershed Management and Wasteland Development. Every year 50 percent of the volunteers of each NSS unit are expected to participate in special camps which is of seven days duration.

Contributions of Special Camping Programme

Concerted efforts have to be made for a number of years for reconstruction activities in rural areas and urban slums for improving the living conditions of economically and socially weaker sections of the community. For this, the universities colleges land +2 institutions having NSS have a special role to play in collaboration with other Departments and local authorities engaged in Development work. They should adopt a village or group of villages/urban slums for intensive social development, where special camps are organized by them year after year to create tangible and durable community assets.

Objectives of the Special Camping programme

6.4.2   The primary objectives of the special camping programmes are:-

(i) Making education more relevant to the present situation to meet the felt needs of the communities and supplement the education of university/college/school students by bringing them face to face with the community situation.

(ii) To provide opportunities to students to play their due roles in the implementation of various development "programmes by planning and executing development projects, which not only help in creating durable community assets in rural areas and slums but also result in improvement of the condition of weaker sections of the communities.

(iii) Encouraging the students and non-students youth to work along with the adults in rural areas, thereby developing their character, social consciousness and commitment, discipline ad healthy and helpful attitudes towards the community:

(iv Building up potential youth leaders by exploring the latent potential among the campers, both students as well as local youth (rural and urban), with a view to involve them more intimately in development projects for longer

periods. The local leadership generated during the camps would also be useful in ensuring proper maintenance of the assets created as a result of the camps. (viEncouraging youth to participate enthusiastically in the process of national development, and promote national integration through democratic living and cooperative action. Suggestive list of activities during Regular as well as Special Camping

6.4.3 The aim of the Regular and special Camping Programme is to bring youth face to face with the community and make efforts to improve their life. The NSS volunteers are to devote about 80 hours in Regular Activities for the development of the adopted village. Special Camping has been conceived as an opportunity to live with that community for 7 days, and experience the conditions and problems of the people. The NSS volunteers need to be inspired to take initiatives for the improvement of their condition. Although the focus of the Special Camps change periodically and regular programmes are organized in response to the community needs at the micro-level, some broad areas of activities are enumerated below:-

(a) Environment Enrichment and Conservation: Whereas the main theme for the special camping programme would be "Youth for Sustainable Development", activities aimed at environment - enrichment would be organized under the sub-theme of" Youth for Better Environment". The activities under this sub-theme would inter-alia, include:

(i) Plantation of trees, their preservation and upkeep (each NSS unit should plant and protect at least 1000 saplings);
(ii) Creation of NSS parks/gardens, Tarun Treveni Vanas.
(iii) Construction & maintenance of village streets, drains, etc. so as to keep the environment clean;
(iv) Construction of sanitary latrines etc.
(v) Cleaning of village ponds and wells;
(vi) Popularization and construction of Gobar Gas Plants, use of non-conventional energy;
(vii) Environmental sanitation and disposal of garbage & composting;
(viii) Prevention of soil erosion, and work for soil conservation,
(ix) Watershed management and wasteland development
(x) Preservation and upkeep of monuments, and creation of consciousness about the preservation of cultural heritage among the community.

(b)Health, Family Welfare and Nutrition Programme:
 (i) Programme of mass immunization;
 (ii)Working with people in nutrition programmes with the help of Home Science and medical college students;
 (iii) Provision of safe and clean drinking water;
 (iv) Integrated child development programmes;
 (v) Health education, AIDS Awareness and preliminary health care.
 (vi)Population education and family welfare programme;
 (vii) Life style education centres and counseling centres.

(c) Programmes aimed at creating awareness for improvement of the status of women:
    They may, inter-alia, include:
(i) programmes of educating people and making them aware of women's rights both constitutional and legal;
(ii) Creating consciousness among women that they too contributed to economic and social well-being of the community;
(iii) Creating awareness among women that there is no occupation or vocation which is not open to them provided they acquire the requisite skills; and
(iv)Imparting training to women in sewing, embroidery, knitting and other skills wherever possible.

(d)Social Service Programmes:
Depending on the local needs and priorities, the following activities/programmes may be undertaken:-

(i) work in hospitals, for example, serving as ward visitors to cheer the patients, help the patients, arranging occupational or hobby activities for long term patients, guidance service for out-door-patients including guiding visitors about hospital's procedures, letter writing and reading for the patients admitted in the hospital; follow up of patients discharged from the hospital by making home visits and places of work, assistance in running dispensaries etc.
(ii) Work with the organizations of child welfare;
(iii) work in institutions meant for physically and mentally handicapped;
(iv) Organizing blood donation, eye pledge programmes;
(v) Work in Cheshire homes, orphanages, homes for the aged etc.;
(vi) Work in welfare organizations of women;

(vii) Prevention of slums through social education and community action;

(e) Production Oriented Programmes:
(i) Working with people and explaining and teaching improved agricultural practices;
(ii) Rodent control land pest control practices;
(iii) Weed control;
(iv) soil-testing, soil health care and soil conservation;
(v) Assistance in repair of agriculture machinery;
(vi) Work for the promotion and strengthening of cooperative societies in villages;
(vii) Assistance and guidance in poultry farming, animal husbandry, care of animal health etc.;
(viii) Popularization of small savings and
(ix) Assistance in procuring bank loans
(f) Relief & Rehabilitation work during Natural Calamities:

This programme would enable the students to understand and share the agonies of the people affected in the wake of natural calamities like cyclone, flood, earthquakes, etc. The main emphasis should be on their participation in programmes, and working with the people to overcome their handicaps, and assisting the local authorities in relief and rehabilitation work in the wake of natural calamities. The NSS students can be involved in:-
(i) Assisting the authorities in distribution of rations, medicine, clothes etc.;
(ii) Assisting the health authorities in inoculation and immunization, supply of medicine etc.;
(iii) Working with the local people in reconstruction of their huts, cleaning of wells, building roads etc.;
(iv) Assisting and working with local authorities in relief and rescue operation;
(v) Collection of clothes and other materials, and sending the same to the affected areas;
(g) Education and Recreations:
Activities in this field could include:
(i) adult education (short-duration programmes);
(ii) pre-school education programmes;
(iii) programmes of continuing education of school drop outs, remedial coaching of students from weaker sections;
(iv) work in creches ;
(v) participatory cultural and recreation programmes for the community including the use of mass media for instruction and recreation, programmes of community singing, dancing etc.;
(vi) organisation of youth clubs, rural land indigenous sports in collaboration with Nehru Yuva Kendras;
(vii) programmes including discussions on eradications of social evils like communalism, castism, regionalism, untouchability, drug abuse etc.;
(viii) non-formal education for/ural youth and
(ix) legal literacy, consumer awareness.

The above is only an illustrative list of the type of activities that can be undertaken, Under the programme it would be open to each NSS Unit to undertake one of these programmes or any other activity which may seem desirable to them according to local needs, The NSS Unit should aim at the integrated development of the area selected for its operation which could be a village or a slum. It has also to be ensured that at least a part of the programme does involve manual work.

7. Findings:

After a detailed study of the CSR of the above mentioned companies, observed that they all promote education, health and environment. They organize various campaigns, where they educate people in various rural areas about the various health issues that they might face. A major part is that they empower women by providing education at a school level. They have also encouraged school children to participate in various sports like cricket, football, hockey, etc.

Since Environment is a very important part of a companies existence, they have also switched to using renewable resources of energy and alternative modes for sustainable development. Canon India has also provided 2 villages and its residents with solar panels. TCS has organized various programmes that help to provide relief to the disaster struck areas. Asian Paints has developed a programme for conservation of rainforests.
In NSS Regular activities and special camp activities are organised. Studdent volunteers are participating in these activities for two years.The total number of volunteers also remarkable.

8.Suggestions:

Along with education, environment and health, even poverty should be taken into consideration. Subsidies should be provided for the basic necessities and job opportunities should be increased. Clean potable water and nutritious food are facilities which are required and can be provided by such industrial giants. They should contribute to the development of better roads. They should keep a check on their pollution by proper disposal of industrial effluents and other harmful chemicals. They can provide shelter to stray and injured animals. They can tie up with various NGO's which work on these factors and require funding. In order to promote environment friendly behavior, the companies must also follow 'Green Accounting Policy'.

NSS and Companies can go together for development of society. If proper model is introduced for the same it will be very much useful for the companies and society.

9. Conclusion: Since, CSR is a very important factor and no company can easily survive without following this. Companies have to function in the society. According to the 'trusteeship principle' stated by Mahatma Gandhi, to function in the long run, any economic entity must give back to the society what they expect from it. If they do not conform with the social standards that are set for them by society then society will not allow them to exist.
If NSS and Companies plan activities together, it will be worthwhile.

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