



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

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CORPORATE SOCIAL RESPONSIBILITY IN INDIAN TEXTILE INDUSTRY**M. GURUSAMY****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES,****PAAVAI COLLEGE OF ENGINEERING****NAMAKKAL – 637 018****DR. N. RAJASEKAR****PROFESSOR AND HEAD****DEPARTMENT OF BUSINESS ADMINISTRATION****THIAGARAJAR COLLEGE****MADURAI – 625 009****ABSTRACT**

India has one of the world's richest traditions of CSR (Corporate Social Responsibility). CSR is a concept that organizations, especially (but not only) corporations, have an obligation to consider the interests of customers, employees, shareholders, communities, and ecological considerations in all aspects of their operations. The ways in which a textile firm can fulfill its responsibility towards various parties are similar to those of firms in other industries, as is evident from the employees, shareholders, the government, customers, investors, suppliers, competitors, society, and environment. Burberry is an organization that strives to fulfill its social responsibility. It provides its employees with safe working conditions, fair policies regarding appointment and remuneration and ethical workplace standards. There is no bias towards age, gender, color or marital status in its employee policies. As part of its social responsibility campaign, Welspun have developed the concept of 5 Es – Enrichment of mind, education, empathy, and empowerment of women. It undertakes several projects in each of these areas. Arvind Mills strongly believes that in participating in the development of the society, which helps in its development. It has developed an environmental policy with a view to protecting the environment from the negative effects of its operations. It strives for optimum utilization of energy, cotton and water. The initiative assumes significance as India is a developing country with an aspiring consumption drive and vast untapped markets, but appears to be largely divorced from emerging sensitivities on sustainable production processes, consumption, retail, policies and environmental hazards. India is a developing country with an aspiring consumption drive and vast untapped markets, but appears to be largely divorced from emerging sensitivities on sustainable production processes, consumption, retail, policies and environmental hazards. The sector is a big consumer of natural resources. Companies are becoming increasingly aware of their responsibilities towards the various stakeholders associated with them.

KEYWORDS

CSR, Corporate, Textile, Industry.

INTRODUCTION

India has one of the world's richest traditions of CSR (Corporate Social Responsibility). This report focuses on the country's largest companies, capturing the strengths and weaknesses of current practice, and identifying priorities for future action. While much has been done in recent years to raise awareness on social responsibility as a business imperative, CSR in India has yet to achieve critical mass. If this goal is to be realized then the CSR movement will have to become much more business-like—with companies starting to set clear objectives, making real investments, measuring actual returns, and reporting performance openly. To understand the current status of CSR in India, it is important first to map out the landscape and identify the main families of corporate responsibility. For long-established industrial dynasties, such as the Birlas and the Tatas, concepts of nation-building and trusteeship have been alive in their operations decades long before CSR become a popular cause. Alongside these are the leading Indian companies with strong international shareholdings, such as Hero Honda, HLL (Hindustan Lever Ltd), ITC, and Maruti Udyog, where local dynamics fuse with the business standards of the parent or partner. Another tradition emerges from the public sector enterprises, such as BHEL (Bharat Heavy Electricals Ltd), HDFC (Housing Development Finance Corporation), NTPC (National Thermal Power Corporation), and ONGC (Oil and Natural Gas Corporation), where social obligations remain an integral part of their business despite the march of privatization. And then there is the new generation of enterprises that has surged on the back of knowledge based globalization, such as Dr Reddy's, Infosys, Ranbaxy, and Wipro, where less emphasis is on minimizing negative impacts and more on maximizing the positive spill-over effects of corporate development.

SOCIAL RESPONSIBILITY

Social responsibility is an organization's obligation to maximize its positive impact and minimize its negative impact on the society. In other words, it is the concept that businesses should be actively concerned with the welfare of the society at large. The concept of social responsibility is applicable to individuals and governments as well as organizations. The social responsibility of an organization is referred to as 'corporate social responsibility'. Social responsibility can be broadly divided into two parts: human responsibility and environmental responsibility.

HUMAN RESPONSIBILITY

Human responsibility refers to the responsibility of the organization towards the various parties associated with it, which are known as 'stakeholders' in business parlance. These parties include employees, shareholders, the government, customers, investors, suppliers, competitors and the society at large.

ENVIRONMENTAL RESPONSIBILITY

Environment responsibility refers to the organization's responsibility towards environment protection. The concept of social responsibility holds that an organization should work in a manner in which the interests of the stakeholders are protected or, at the very least, they are not adversely affected. It holds that the organization should work in an ethical manner and work in the best interests of the various parties associated with it. The realm of social responsibility extends beyond the legal responsibilities of an organization. It is voluntarily fulfilled by the organization.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

The concept of CSR originated in the 1950s in USA and the concept came into prominence in public debate during the 1960s and 1970s. US had lots of pressing social problems like poverty, unemployment, race, urban blight and pollution. Corporate social responsibility became a matter of utmost importance for diverse groups demanding change in the business. During 1980s to 2000, corporations generally recognized a responsibility to society and weighed against the demands of being competitive in a rapidly changing global economy. The concept of CSR is expressed as the voluntary assumption of responsibilities that go beyond the economic and legal responsibilities of business firms. CSR is a concept that organizations, especially (but not only) corporations, have an obligation to consider the interests of customers, employees, shareholders, communities, and ecological considerations in all aspects of their operations. This obligation is seen to extend beyond their statutory obligation to comply with legislation. The concept of corporate social responsibility has been criticized by certain experts, who

believe that it is a cynical and selfish idea. They are of the opinion that corporate undertaking projects for social welfare only because of the increase in reputation that they would get due to them.

CSR IN THE TEXTILE INDUSTRY

Like the firms in other industries, textiles firms are also realizing their responsibility towards the various parties associated with them and the environment. However, the ways by which different organizations choose to fulfill their social responsibility might be different. The ways in which a textile firm can fulfill its responsibility towards various parties are similar to those of firms in other industries, as is evident from the points mentioned below:

1. TOWARDS EMPLOYEES:

- ✓ By providing a competitive and challenging work environment to the employees.
- ✓ By having ethical recruitment, remuneration, promotion and other policies
- ✓ By providing opportunities to the employees to voice their opinion and complaints and have an effective policy for the solution of these complaints.
- ✓ Ensuring a safe working environment for the employees.
- ✓ Having fair policies for the solution of employee disputes.

2. TOWARDS SHAREHOLDERS:

- ✓ By representing a fair picture of the company's financial position and profit/loss to the shareholders
- ✓ By paying them a fair rate of dividend

3. TOWARDS THE GOVERNMENT:

- ✓ By providing the necessary information to the government as and when required
- ✓ By making payment of the due taxes and duties at the proper time
- ✓ By abiding by the laws and regulations of the area in which the firm operates.
- ✓ Contributing to the economy through exports.

4. TOWARDS CUSTOMERS:

- ✓ By providing quality products to the customers at reasonable prices
- ✓ By undertaking constant research and development and coming up with innovative and more useful products from time to time

5. TOWARDS INVESTORS:

- ✓ By giving the investors a true and fair picture of the financial condition of the business.
- ✓ By giving them due returns on the investment made by them.

6. TOWARDS SUPPLIERS

- ✓ Making competitive payment to the suppliers for the products purchased from them.
- ✓ Maintaining a good relationship with the suppliers.

7. TOWARDS COMPETITORS:

- ✓ Indulging in ethical and healthy competition

8. TOWARDS SOCIETY:

- ✓ Undertaking community development and area development programmes.
- ✓ Undertaking charity work for the underprivileged sections of the society.
- ✓ By creating job opportunities.

9. TOWARDS ENVIRONMENT:

- ✓ Ensuring the purchase of environment-friendly supplies.
- ✓ Ensuring a pollution-free process of production
- ✓ Having an efficient system for the disposal of waste
- ✓ Making the product and the process of production as environment-friendly as possible.
- ✓ Adopting eco-friendly packaging.

The following are ways in which a few leading firms dispose of their social responsibility:

BURBERRY

Burberry is a leading manufacturer of apparel and other fashion accessories like perfumes and handbags since 1856. The checks pattern is the unique distinguishing feature of Burberry products. It is a well-known brand all over the globe. It is an organization that strives to fulfill its social responsibility. It provides its employees with safe working conditions, fair policies regarding appointment and remuneration and ethical workplace standards. There is no bias towards age, gender, color or marital status in its employee policies. The staff of Burberry is specially trained in safety conditions at the workplace. It has specified health and safety standards, which are audited annually. In its UK branch, it has launched a free support cell for its employees. This cell offers medical and legal advice as well as counseling to employees and their family members, wherein complete confidentiality is maintained. It has donated money for various charitable causes such as fashion and textile education, medical research, support of orphaned children, support of hurricane victims, and for charitable artistic events. It undertakes strict quality control and research and development to provide products of the best quality to its customers. It undertakes environmental reviews of its operations periodically and ensures that the environment is not adversely affected by its activities. Measures have been taken in some of their outlets for energy conservation and reuse of packing material.

WELSPUN

Welspun is a group that is chiefly engaged in the production of textiles. It is also engaged in the production of other products such as electricity and cold storage. It carries on operations in 50 countries of the world. It strongly believes in the fulfilling its social responsibility. As part of its social responsibility campaign, it has developed the concept of 5 Es – Enrichment of mind, enrichment of body, education, empathy, and empowerment of women. It undertakes several projects in each of these areas. It believes that enrichment of the mind leads to nurturing of the body. For enrichment of the mind, it regularly conducts workshops on yoga and nutrition for the soul. These classes are generally conducted for the benefit of employees and their families. For the purpose of enrichment of the body, it undertakes several activities such as arranging regular visits by doctors and holding periodic medical camps for its employees. It provides the facility of a gym to all employees.

Welspun also makes a significant contribution towards the spread of education. It contributes regularly for the education of children belonging to the underprivileged section of the society. Moreover, representatives from the organization communicate periodically with these children to get an idea of the progress made. In its endeavor to spread the light of education, Welspun has established two educational institutions – Welspun Vidhya Mandir and Welspun Anganwadi in Kutchh, Gujarat. Welspun Vidhya Mandir is a school for children upto Standard X, while Welspun Anganwadi is a pre-primary school. Both these educational institutions admit the students of their employees as well as children from the local community. Keeping in view the concept of empathy, it undertakes a number of projects in the interest of the society at large. The organization periodically makes contributions to schools for the visually impaired. It provides employment to the orphans and others associated with visually impaired people. It gifts products made by such people to its employees on occasions such as birthdays. The firm has also undertaken a forestation drive in the sandy area of Anjar in Gujarat. It also organizes periodic blood donation camps. The blood collected in these camps is used for the benefit of people from the economically weaker section of the society and people suffering from critical diseases like cancer. For the purpose of empowerment of women too, it has initiated several activities like Project Kishori and Project Lijjat. Under Project Kishori, it

organizes computer classes for women who intend to take up government jobs. Under Project Lijjat, it organizes training programmes for rural women in the making of Papads, with the view of providing employment to them and strengthening their financial condition.

ARVIND MILLS

Arvind Mills is a leading Indian producer of textiles since 1931. Founded by the Lalbhai Group, it is now a well-known firm all over the world. It is one of the top 3 denim manufacturers in the world. It is also known for its shirting, knits and khakhis. It strongly believes that in participating in the development of the society, which helps in its development. It has made valuable contributions to the society. It helped in the establishment of the IIMA, ATIRA, and The Kasturbhai Lalbhai Textile Training Centre in Ahmedabad. It established the Narottambhai Lalbhai Rural Development Fund and The Lalbhai Group Rural Development Fund for the benefit of the weaker sections of the society. It also organizes nutritional programmes and food camps for rural people. It helped in the establishment of SHARDA Trust, i.e. Strategic Help Alliance for Relief to Distressed Areas. This organization works for providing a better quality of life to the people in urban areas. SHARDA works in co-ordination with the Ahmedabad Municipal Corporation to provide basic infrastructure and clean water to the society. It is co-ordinate with a number of hospitals to provide basic medical facilities to the general public. It has developed an environmental policy with a view to protecting the environment from the negative effects of its operations. It strives for optimum utilization of energy, cotton and water. It takes steps to ensure minimum discharge of waste and for the recycling of waste as far as possible. It undertakes measures to ensure minimum pollution. It provides training to its employees on environmental issues and encourages its buyers and suppliers to be environmentally responsible. It takes measures for increasing the greenery cover.

THE EMERGING MODEL OF CSR IN INDIA

Mapping out these four families of CSR helps provide a context for understanding the emerging model of corporate responsibility in India. Looking across the current practices of leading Indian corporations, a number of core elements emerge.

1. COMMUNITY DEVELOPMENT

Most large companies either have their own foundations or contribute to other initiatives that directly support the community enlistment, notably in health, education, and agriculture.

2. ENVIRONMENTAL MANAGEMENT

Environmental policies and programmes are now standard, and many companies have implemented the ISO 14 001 system throughout their businesses.

3. WORKPLACE

Growing out of long-standing commitments to training and safety is a more recent emphasis on knowledge and employee well-being.

The concept of social responsibility is a fairly recent one in the business world. Awareness about the social responsibility of business organizations is rapidly on the rise and firms are also accepting this concept. The textile industry is no exception. Textile producing and trading firms are also realizing their responsibility towards the society and the environment.

TEXTILE SECTOR TO BECOME ECO-FRIENDLY

The textile industry will join hands with a global industry group—known as Reducing the Impact of Textiles on Environment (RITE)—to reduce the negative impact during the production of textiles and apparel throughout its supply chain. RITE is led by retail major Marks & Spencer and the University of Leeds. Other members of RITE include Sri Lankan apparel exporter Brandix, retail major Tesco and apparel company Gap Inc. The initiative assumes significance as India is a developing country with an aspiring consumption drive and vast untapped markets, but appears to be largely divorced from emerging sensitivities on sustainable production processes, consumption, retail, policies and environmental hazards. The Apparel Export Promotion Council (AEP) had signed the charter recently. Under RITE, the Pearl Academy of Fashion (PAF) will set up joint apparel and garment coordination committee for sustainability. PAF is proposing to come out with the best practice manual for sustainability for the fashion value chain.

Gap Inc has offered \$5,000 as the seed fund for the initiative. The need to set up a task force of representatives from the government, NGOs and industry to look at critical issues in the supply chain to address the issues of sustainability. AEP and PAF plan to take the suggestion further. It may be noted that the textile and clothing sector contributes about 14 per cent of industrial production, 17 per cent of the export earnings and 4 per cent of the GDP, besides providing direct employment to about 35 million people, making it the second largest provider of employment. The industry's size and extensive use of raw materials and chemicals makes it mandatory to adopt technologies that are environmentally sustainable. It is estimated that 1,500 billion liters of water can be saved every year if all apparel producers use latest dyeing and finishing technology.

INDIAN TEXTILE SECTOR DONS GREEN COLOUR

Indian textile industry now donning a green colour, join hands with a global industry group, led by retail major Marks and Spencer and the University of Leeds called Reducing the Impact of Textiles on Environment (RITE)—which aims at reducing the negative environmental impact from the production of textiles and apparel throughout its supply chain. The initiative assumes significance as India is a developing country with an aspiring consumption drive and vast untapped markets, but appears to be largely divorced from emerging sensitivities on sustainable production processes, consumption, retail, policies and environmental hazards.

Under the programme, PAF will set up joint apparel and garment coordination committee for sustainability. PAF is proposing to come out with the best practice manual for sustainability for the fashion value chain. GAP Inc has offered \$5000 as the seed fund for the initiative, the need to set up a task force of the representatives of the government, NGOs and industry to look at the critical issues in the supply chain to address the issues of sustainability. AEP and PAF plan to take the suggestion further. It may be noted that the textile and clothing sector contributes about 14% of the industrial production, 17% of the export earnings and 4% of the GDP besides providing direct employment to about 35 million people, making it the second largest provider of employment after agriculture. The industry's size and extensive use of raw materials and chemicals makes it mandatory to adopt technologies that are environmentally sustainable. The sector is a big consumer of natural resources. For example, one of the profligate users and pit requires 2,650 litre water to produce a T-Shirt and 10,000 litre to produce a pair of jeans. It's estimated that 1,500 billion liters of water can be saved every year if all apparel producers use latest dyeing...

CONCLUSION

CSR is closely linked with the principles of Sustainable Development, which argues that enterprises should make decisions based not only on financial factors such as profits or dividends, but also based on the immediate and long-term social and environmental consequences of their activities. The concept of social responsibility is gaining popularity in today's times. Companies are becoming increasingly aware of their responsibilities towards the various stakeholders associated with them. More and more companies are trying to work in a way so as to protect the interests of the employees, customers, suppliers and other parties and the society at large. The concept of a business firm working only with the motive of earning profit is gradually becoming outdated.

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