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**IMPACT OF SOCIAL RESPONSIBILITY PARTICIPATION IN SOCIETY**

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**ABSTRACT**

*Social responsibility entails developing businesses with a positive relationship to the society which they operate in. It is an ethical theory that an entity, be it an organization or individual, has an obligation to act to benefit society at large. Social responsibility is a duty of every individual has to perform so as to maintain a balance between the economy and the ecosystems. Businesses can use ethical decision making to secure their businesses by making decisions comfortable for society well being. Social responsibility focus areas are healthcare, education, sustainable livelihood, infrastructure and espousing social causes. This paper will focus the society well being, necessary service to the needy people and sense of awareness of social issues.*

**KEYWORDS**

Social Responsibility, Initiatives, Impact, Social, Cultural, Environmental, Welfare.

**INTRODUCTION**

 Social responsibility is a form of self-regulation that businesses adopt as a part of their corporate conscience and citizenship. The business goal of social responsibility is to encourage the company's actions toward the positive impact of consumer, community and employee responsibility. Many companies believe they have a responsibility to "give back" to society. This focus includes contributions of time and money, a duty to provide environmentally friendly products and services, and a desire to improve the lives of individuals here and around the globe. Such socially responsible companies see to it that this "consciousness" permeates everything they do. As such, socially conscious companies have stepped up their efforts with increasing effectiveness and productivity. It is an impressive movement and one that invites society at large to do even more. The individual social responsibility includes the engagement of each person towards the community where he lives, which can be expressed as an interest towards what's happening in the community, as well as in the active participation in the solving of some of the local problems. Each community lives its own life that undergoes a process of development all the time, making donations for significant for the society causes – social, cultural or ecological. Being socially responsible not only requires participating in socially responsible activities like recycling, volunteering and mentoring, but to actually make it a lifestyle. Only through a commitment to embrace and embed social responsibility into your personal value and belief system can you truly become socially responsible in all you do. This paper emphasizes the requirement of social responsibility initiatives and activities into various communities in this world.

**STATEMENT OF THE PROBLEM**

Running a business in a socially responsible way is a challenging task. The businesses of today have to consider more than just profitability if they are to keep their customers, employees, shareholders and communities happy. The balancing act of effecting positive social change while exceeding strategic company objectives is one that many companies are still trying to master. One of the serious challenges that businesses face when becoming involved in corporate social responsibility is growing consumer cynicism. Consumers now recognize that for many organizations, social responsibility is simply a public relations campaign in disguise. Even businesses that are genuine in their commitment to social responsibility face the challenge of winning over customers. Businesses need to be careful to not be seen boasting about their socially responsible endeavors. Sustainability practices have to be employed company-wide and then tracked or measured. Corporate social responsibility refers to a business practice that involves participating in initiatives that benefit society by the way consumers' awareness about global social issues continues to grow.

**OBJECTIVES**

1. To make the society living in a comfortable manner
2. To provide necessary service to the needy people
3. To make a sense of awareness of social issues.

**METHODOLOGY**

Secondary data has been used for this study. The data sources for this study like reports, magazines, bulletins, papers, journals, dissertation and thesis.

**NEED FOR THE STUDY**

Social responsibility is an obligation to act to benefit society at large. It is a duty of every individual has to perform the same so as to maintain a balance between the economy and the ecosystems. Social responsibility to employees extends beyond terms and conditions of the formal contract of employment and gives recognition to the workers as a human being. People today have wider expectations of the quality of working life which is included justice, treatment, opportunities for consultation and participation, training in new skill and technologies, effective personal and industrial relations policies, and provision of social and leisure facilities.

**SIGNIFICANCE OF THE STUDY**

Every business operates within a society. It uses the resources of the society and depends on the society for its functioning. This creates an obligation on the part of business to look after the welfare of the society. So all the activities of the business should be such that they will not harm, rather they will protect and contribute to the interests of the society. Social responsibility of business refers to all such duties and obligations of business directed towards the welfare of society. These duties can be a part of the routine functions of carrying on business activity or they may be an additional function of carrying out welfare activity.

**PROMOTE AND IMPROVE THE COMMUNITIES**

Organization is the part of the society and it needs to connect the society to deliver fantastic service for its existence. It is the ethical thing to do by the business organizations to protect the welfare of the society. A dynamic organization need to ensure to perform such activities like producing goods and services that people need, creating jobs for society, paying fair wages, and ensuring worker safety. A number of leading companies have taken steps to develop more ethical cultures and system by involving individual employees in corporate affairs. To provide or support some benefits to the workers will lead to a good community in the business organizations. Good communication in the internal business would be leads to avoid conflicts of each other, workers enjoy their work and work out

more efficiency. The quality of goods and services of the organization therefore increase. This will lead to profitable to the organization's business. Therefore, the social responsibility is important in internal environment of the business too.

Social responsibility includes providing good value for money, the safety and durability of products or services, standard of after-sales service, prompt and courteous attention to queries and complaints, long-term satisfaction, adequate supply of products or services, and spare and replacement parts, fair standards of advertising and trading, full and unambiguous information to potential customers. Increasing concern for social responsibilities to consumers can be seen by the activities of such bodies as the Consumers Association, and the number of Television and Radio Programmed devoted to this subject. Social initiatives taken by organizations tend to promote goodwill, public favor, and corporate trust, and these may contribute well enough for the value of the organization. Therefore, socially responsible would acts enhance an organization's image and business in general.

### IMPACT OF SOCIAL RESPONSIBILITY

Some organizations extend the range of social responsibilities in terms of giving recognition to the needs of developing countries, limiting the extent of political involvement or campaigning, donations or sponsorship to arts, educational, research institutions, sporting organizations and charities. Organizations have a responsibility not to misuse the scarce factors of production upon which the wealth of the country depends. Organizations have a responsibility to society, to respect environmental considerations and take care of amenities like the effects and potential dangers of pollution, noise, disposal of waste, appearance of new buildings, transportation policies such as the routing of heavy vehicles through narrow village roads and avoidance of excessive packaging and more use of biodegradable materials. All of that must be think off since the decision making of the organizations to have their process of production. Organizations should, of course, respect and obey the law which is set up of government even where they regard it as not in their best interests. But what is debatable is the extent to which organizations should co-operate voluntarily with actions requested by the government. Actions such as Restraint from trading with certain overseas countries, and the acceptance of controls over imports or exports and actions designed to combat inflation.

### SENSE OF AWARENESS OF SOCIAL ISSUES

#### • COMMUNITY DEVELOPMENT

Companies, businesses and corporations concerned with social responsibility align with appropriate institutions to create a better environment to live and work. Actions like corporation or business may set up a foundation to assist in learning or education for the public. This action will be viewed as an asset to all of the communities that it serves, while developing a positive public profile.

#### • PHILANTHROPY

Businesses involved in philanthropy make monetary contributions that provide aid to local charitable, educational and health-related organizations to assist under-served or impoverished communities. This action can assist people in acquiring marketable skills to reduce poverty, provide education and help the environment. Today corporate focuses on global initiatives for education, agriculture and health issues, donating computers to schools and so on.

#### • CREATING SHARED VALUE

Corporate responsibility interests are often referred to as creating shared value or CSV, which is based upon the connection between corporate success and social well-being. Since a business needs a productive workforce to function, health and education are key components to that equation. Profitable and successful businesses must thrive so that society may develop and survive. An example of how CSV works could be a company-sponsored contest involving a project to improve the management and access of water used by a farming community, to foster public health.

#### • SOCIAL EDUCATION AND AWARENESS

Companies that engage in socially responsible investing use positioning to exert pressure on businesses to adopt socially responsible behavior themselves. To do this, they use media and Internet distribution to expose the potentially harmful activities of organizations. This creates an educational dialogue for the public by developing social community awareness. This kind of collective activism can be affective in reaching social education and awareness goals. Integrating a social awareness strategy into the business model can also aid companies in monitoring active compliance with ethical business standards and applicable laws.

### CONCLUSION

Social responsibility is a voluntary effort on the part of business to take various steps to satisfy the expectation of the different interest groups such as owners, investors, employees, consumers, government and society or community. The activities of business towards the welfare of the society earn goodwill and reputation for the business. Business utilizes the available resources like power, water, land, roads, etc. of the society. So it should be the responsibility of every business to spend a part of its profit for the welfare of the society. The business goal of social responsibility is to encourage the company's actions toward the positive impact of consumer, community and employee responsibility. To actively contribute to the social and economic development of the communities in which we operate. Social responsibility always nurtures the way to build a better, sustainable way of life for the weaker sections of society and raises the country's human development index.

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

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