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**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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**CSR – A NEW ROLE ENTRUSTED TO EDUCATIONAL INSTITUTIONS****PRAGATI CHAUHAN****ASST. PROFESSOR****MANAV RACHNA COLLEGE OF ENGINEERING****FADIDABAD****YOGITA SHARMA****ASST. PROFESSOR****MANAV RACHNA COLLEGE OF ENGINEERING****FADIDABAD****ABSTRACT**

Today social responsibility goes far beyond the “philanthropy” of the past; it is about the contribution to sustainable development and about proactive solutions to societal and environmental challenges. Considering that the educational institutions that stand as an important pillar of our society, it needs to develop a sense of civil citizenship by encouraging the students, the academic staff to provide social services to their local community or to promote ecological, environmental commitment for local and global sustainable development. It can be said that solution of virtually all problems depends on creating new knowledge. Hence the health of educational institutions depends upon recognizing their moral responsibility towards society at large apart from imparting education and to have revitalized, expanded, and far broader involvement of with society. Thus, this paper focuses on developing a model for educational institutions which primarily restricts them only by disseminating education. This paper also highlights role of educational institutions not only to train for various vocations in order to have social relevance than simply issuing diplomas, but to help students find their sense of direction and think beyond individual interest to societal interest

**KEYWORDS**

Corporate Social responsibility, higher education, social construction, knowledge and holistic education.

**INTRODUCTION**

It would be interesting to derive a meaning of the concept with the dissection of each of the words. CSR is not a difficult concept and therefore can be explained as:

- Corporate – means organised business;
- Social – means everything dealing with people, the society at large;
- Responsibility – means accountability between the two.

Thus, CSR could be defined as the progression of business operations carried out while ensuring compliance with legal requirements. ‘CSR means open and transparent business practices that are based on ethical values and respect for employees, communities and the environment. It is designed to deliver sustainable value to the society at large as well as to the shareholders’.

There is no single, commonly accepted definition of CSR, even across global corporate bodies. It refers to business decision making linked to ethical values, compliance with legal requirements, and respect for people, communities and their environments. CSR is seen as more than a collection of discrete practices and occasional gestures or initiatives motivated by marketing, public relations or other business benefits. Rather, it is viewed as a comprehensive set of policies, practices and programmes that are integrated throughout business operations and decision-making processes. The concept of CSR is based on the idea that besides public authorities, companies also should take on responsibilities of social issues. According to more recent approaches, CSR is seen as a concept whereby on a voluntary basis social and environmental concerns are integrated in the companies’ business operations and in the interaction with their stakeholders. The idea of being a socially responsible company means to go beyond legal compliance and to invest in human resources and the environment.

**LITERATURE REVIEW**

**Mitchell R. Ness (1992)** - Corporate social responsibility is a strategic decision whereby an organization undertakes an obligation to society, for example in the form of sponsorship, commitment to local communities, attention to environmental issues and responsible advertising.

**Duane Windsor (2001)** - Corporate social responsibility is one of the earliest and key conceptions in the academic study of business and society relations. This article examines the future of corporate social responsibility. Bowen's (1953) key question concerned whether the interests of business and society merge in the long run. That question is assessed in the present and future contexts. There seem to be distinctly anti-responsibility trends in recent academic literature and managerial views concerning best practices. These trends raise significant doubts about the future status of corporate social responsibility theory and practice. The vital change is that a leitmotif of wealth creation progressively dominates the managerial conception of responsibility.

**Aruna Das Gupta (2005)** - This paper attempts at charting out a road-map for signifying the importance of Corporate Social Responsibility (CSR) as a whole

**Mary Ipe (2005)** - This Case examines the Bhopal Gas Tragedy and explains what happened and why: The economic, legal and environmental aspects and addresses the wider issues facing the stakeholders and the players.

**John Meehan, Karon Meehan, Adam Richards(2006)**- To develop a model that bridges the gap between CSR definitions and strategy and offers guidance to managers on how to connect socially committed organisations with the growing numbers of ethically aware consumers to simultaneously achieve economic and social objectives.

**Prashant Roy, Mohsin Alam (2007)** - identified the responsibility of the growing private sector in India towards society and how it can contribute to the providing social justice in the Indian society.

**Simeon Scott (2007)** - examined five themes arising from definitions of corporate social responsibility (CSR): responsibility to the community and society; promoting democracy and citizenship; reducing poverty and the inequality between rich and poor; employee rights and working conditions; ethical behaviour.

**Duygu Turker (2008)** - Corporate social responsibility (CSR) is one of the most prominent concepts in the literature and, in short, indicates the positive impacts of businesses on their stakeholders. The purpose of this study is to provide an original, valid, and reliable measure of CSR reflecting the responsibilities of a business to various stakeholders.

**Mahdi Salehi (2009)** - According to this survey there is an expectation gap between actual level of CSR and expected level from the viewpoint of stakeholders.

**Ruxandra Vasilescu, Cristina Barna, Manuela Epure and Claudia Baicu (2010)** - This paper aims to explain the shifting from Corporate Social University to University Social Responsibility, by presenting the conceptual framework of Social Responsibility and the university as a special type of organization which needs to adopt a social responsibility strategy just like the other organizations, in order to meet the expectations of the stakeholders (present students, future

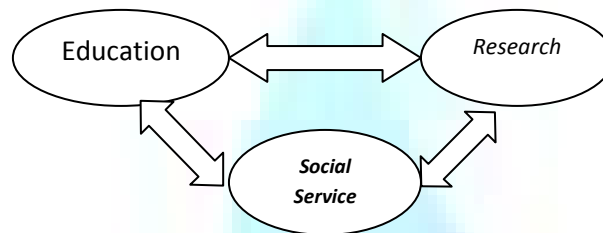
students, supporters etc). The paper presents, on the other hand, a general University Social Responsibility model in the context of globalization and develops a University Social Responsibility model considering the realities and challenges of the Romanian higher education system.

### CSR DEFINED IN TERMS OF UNIVERSITY EDUCATION

There is substantial body of international opinion among major academic institutions around the world regarding the mission of Higher education in the present day context (Anandakrishnan, 2008). "The mission of higher education is to contribute to the sustainable development and improvement of society as a whole by: educating highly qualified graduates able to meet the needs of all sectors of human activity; advancing, creating and disseminating knowledge through research; interpreting, preserving, and promoting cultures in the context of cultural pluralism and diversity; providing opportunities for higher learning throughout life; contributing to the development and improvement of education at all levels; and protecting and enhancing civil society by training young people in the values which form the basis of democratic citizenship and by providing critical detached perspectives in the discussion of strategic choices facing societies." (AUCC, 2001).

University generally plays three traditional roles of education, research, and social service, but the society of today has attempted to alter the third role, that is social service, more to the framework of community partnership. Since ideal institution seeks complete commitment to and responsibility for society, it is their role and accountability to advance community leaders and contribute to community development thereafter.

FIGURE I: THREE ROLES OF UNIVERSITY EDUCATION



The efforts of universities to fulfill their missions through teaching, researching, and social service are integrated into students who will be part of the civil society. From the sense, most of people believe that universities lie under the obligation to prepare students to be responsible citizens (Fish, 2003; Thomas, 2000). This obligation especially corresponding to the roles of universities under the third mission, social service, regards universities as academic citizens who are actively and enthusiastically engaged in overlapping communities (Macfarlane, 2007). Universities have recently tended to add collaboration with community to the critical elements for higher education. This tendency is based on a belief that since ideal university seeks complete commitment to and responsibility for society, it is the university's role and accountability to foster community leaders and contribute to community development. Universities are not an island but a responsible citizen with community ownership.

There are various interpretations and definitions of Social Responsibility from different view points. There is no crisp meaning of this concept for example, social responsibility and social obligation, social responsibility and social approval, and social responsibility as a systemic approach. Thus, from an organizations integral vision and through responsible management, it should be minimized damage and maximized all the positive impacts for the benefit of both society and education involving students, stake-holders, teachers and employees.

The Social Responsibility of Educational Institutions is an area under discussion which is relevant and current in the perspective of structural changes that companies generally go through. Given the complexity of global challenges, present and future, education's mission should be to play a leading role in the social construction of knowledge addressing global challenges, highlighting intercultural dialogue, renewable energy, health public policy, ethics and holistic education.

### RESEARCH OBJECTIVES

1. Develop a proposed model for discharging SR by educational institutions.
2. To identify the drivers and to understand the value of CSR in Education
3. This paper also highlights the role of educational institutions to have social relevance and to help students find their sense of direction.

### RESEARCH METHODOLOGY

The research paper is an attempt of exploratory research in which the researchers have used the secondary data including journals, magazines, articles and media reports.

### DRIVERS OF CSR

The drivers of CSR are:

- Ethical
- Globalization
- Society awareness and education
- Regulatory authorities
- Stakeholders demands

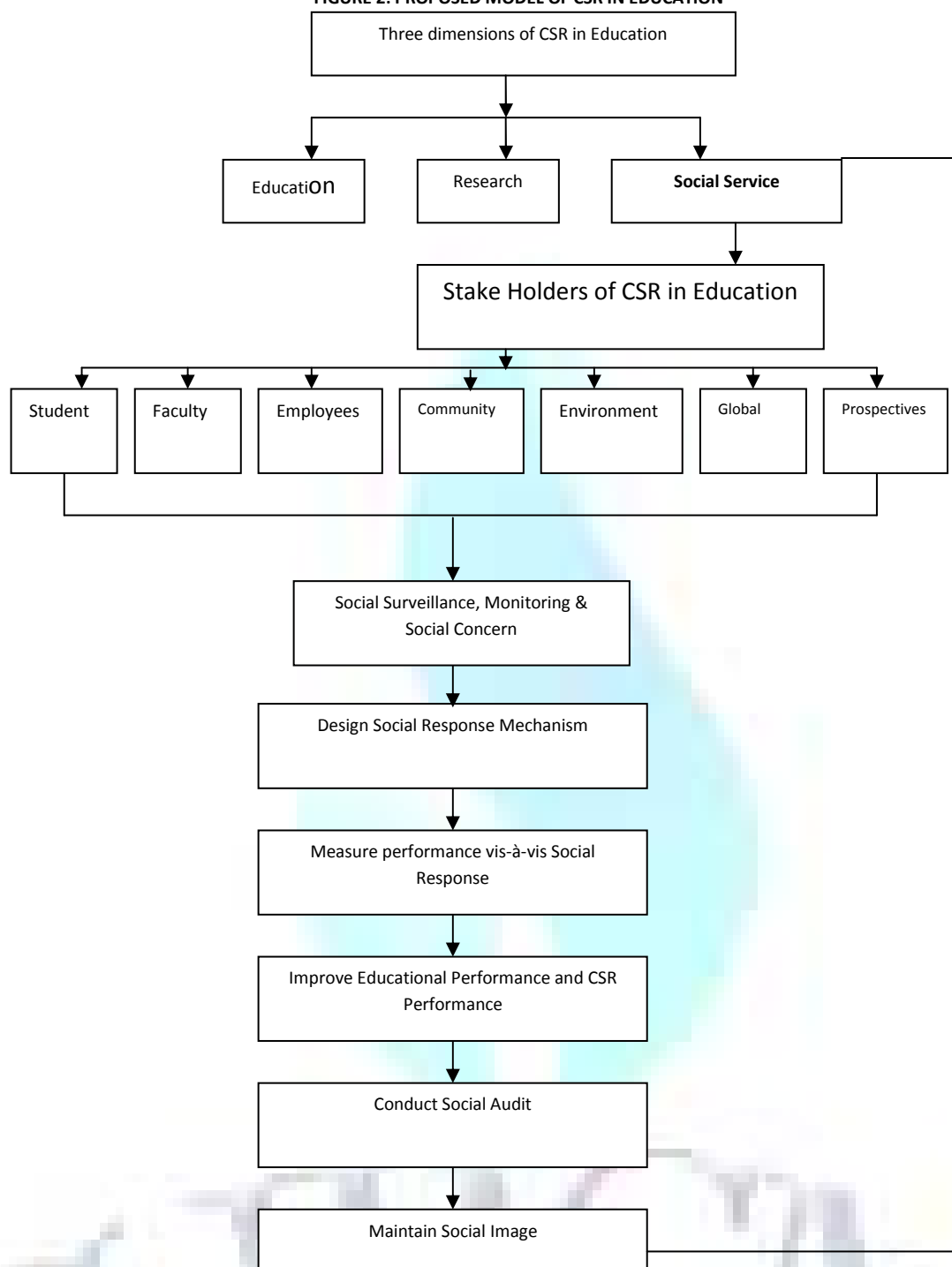
### RECOMMENDATIONS FOR AN EFFECTIVE CSR

- Determine a minimum CSR Expenditure – Every college should spend a minimum of its annual income on CSR activities.
- CSR philosophy to be defined- Duke President Richard H. Brodhead said "Making a Difference" will focus on enhancing the education of Duke Students and on extending Duke's contributions to society.
- Create inclusive employment – The employment should be offered to those who find it difficult to get jobs, by reserving a small percentage of workforces for such jobs.
- Involve employees in CSR – The employees should always be involved in social responsibility efforts. It helps institutions to undertake more effective CSR.
- Relate your core competency to benefit the society – Every organization has its core competency that should always benefit society rather than randomly wasting the efforts.
- Support areas and issues that are neglected – The institutions must come forward for those areas that are neglected by the society because they make future leaders.
- Developing internal CSR implementation systems – There should always be an in-house CSR implementation team as well.



## PROPOSED MODEL OF CSR IN EDUCATION

FIGURE 2: PROPOSED MODEL OF CSR IN EDUCATION



## BENEFITS OF DISCHARGING CSR TO EDUCATIONAL INSTITUTES

- Positive and long term relationship with communities
- Nation building and prosperity of the region of their operations and activities
- Providing support where government support is inadequate
- Increased Stakeholders belief and participation
- To obtain tax benefit
- Increased social and brand image

## AUTHORS NOTE

Corporate social responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. Several forces are driving companies to practice a higher level of corporate social responsibility: rising customer expectations, changing employee expectations, government legislation and pressure, the inclusion of social criteria by investors, and changing business procurement practices. Companies need to evaluate whether they are truly practicing ethical and socially responsible marketing. For the new generation of corporate leaders, **optimization of profits** is the key, rather than the **maximization of profit**. Hence there is a shift from accountability to shareholders to accountability to stakeholders (including employees, consumers and affected communities).

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