

ROLE OF INDIAN COMPANIES IN PROMOTING CSR ACTIVITIES TO INDIAN CULTURE AND TRADITION

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ABSTRACT

This paper is putting light on Corporate social responsibilities and discussing about how the companies are putting efforts for making themselves culturally strong and promoting cultural heritage of India. This paper is based on interview-based method and taken few companies of Jaipur where one on one discussion has been taken place and conclusion and suggestions are based on the interview. Findings suggest that companies need to collaborate with local and national level academies for promotion, top management involvement is also missing which is the major drawback of the strengthen the Indian cultural and heritage.

Keywords: Indian Culture, Heritage, CSR, Tradition.

Introduction

History of CSR

- **Indian CSR Development**

Indian corporate social responsibility is growing. Though not entirely new, the concept of social responsibility is not. It has become a custom in many organizations, especially family-run businesses with a strong sense of community. It has historically had a big impact on ties between the government, business, and society. It has been described in a multitude of ways, and because of the wide range of viewpoints taken, arguments over "what it is" have largely become muddled. In India, the idea of CSR is not new.

Many pieces of ancient literature referred to the idea of helping the weak and underprivileged. Numerous religions, where it has been entwined with religious law, have likewise endorsed the concept. Hindus adhere to the idea of Dharmada, or receiving salvation (Moksh), which is an essential component of practically all Hindu rituals. Another example of organized generosity in Sikhism is the Gurudwaras' supply of free "Langar" (food and shelter) (Sanjay, 2008). Muslims practice "zakaat," which is a donation from one's earnings that is given to the underprivileged and destitute.

In the global perspective, recent history dates back to a seventeenth century, when the first widespread consumer boycott and over issue of slave-harvested sugar occurred in England in the 1790s. This boycott ultimately drove importers to source their products using free labour. In India's pre-independence era, enterprises that led industrialization and freedom struggles also adopted the concept. They put the concept into practice by establishing trusts for community development, educational and medical institutions, and charitable organisations. The donations, whether monetary or otherwise, were sporadic acts of generosity or charity that were funded by personal savings and were neither the shareholders' property nor an essential component of the firm. Early in the 1970s, the term "CSR" itself

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became widely used, albeit it was rarely abbreviated. By the late 1990s, the idea had gained widespread acceptance, and organisations from all facets of society had begun to promote it. This is supported by the fact that by the end of 1990, over 90% of Fortune 500 corporations had adopted CSR as an integral part of their organisational goals & actively promoted its CSR efforts in annual reports, compared to less than 50% of Fortune 500 enterprises in 1977. **(Boli & Hartsuiker 2001).**

According to **Sundar (2000)**, the following four phases of CSR development can be identified (see Figure 2). These phases parallel India's historical development and resulted in different CSR practices. The division into four phases must be regarded as an analytical tool. However, it is not static, and features of one phase can also be observed in the others, as is particularly evident from the last phase.

“What is Corporate Social Responsibility”?

“Social responsibility (is the) responsibility of an organisation for the impacts of its decisions and activities on society and the environment through transparent and ethical behaviour that is consistent with sustainable development and the welfare of society; takes into account the expectations of stakeholders; is in compliance with applicable law and consistent with international norms of behaviour; and is integrated throughout the Organisation.” **(Working definition, ISO 26000 Working Group on Social Responsibility, Sydney, February 2007.)**

Corporate social responsibility (CSR) is also known by a number of other names. These include corporate responsibility, corporate accountability, corporate ethics, corporate citizenship or stewardship, responsible entrepreneurship, and “triple bottom line,” to name just a few. As CSR issues become increasingly integrated into modern business practices, there is a trend towards referring to it as “responsible competitiveness” or “corporate sustainability.”

A key point to note is that CSR is an evolving concept that currently does not have a universally accepted definition. Generally, CSR is understood to be the way firms integrate social, environmental and economic concerns into their values, culture, decision making, strategy and operations in a transparent and accountable manner and thereby establish better practices within the firm, create wealth and improve society. As issues of sustainable development become more important, the question of how the business sector addresses them is also becoming an element of CSR.

- **The Three Core Focuses of Corporate Social Responsibility**

The corporate social responsibility (csr is fairly nebulous, and there are many ways to interpret it. A reasonably well-known concept of responsibility is the Stefanie Hiss model. She separates CSR into three major categories, naming each one according to the type of work it entails:

- All internal policies and practices that are hidden from the general public but are essential to the company's ethical attitude are included in the internal scope of control.
- The areas that directly affect society while yet being a regular component of daily activities make up the middle area of responsibility.
- The external sphere of obligation includes all necessary acts, such as when a company decides to participate in philanthropic activity (mainly financial in nature) and modifies or disturbs its normal business operations..

- **Personal Accountability**

All internal operations that have an impact on the business strategy itself fall under the external area of responsibility. The internal responsibility typically falls under the purview of company executives and has a significant impact on key decisions, such as the choice of business partners, one's obligation to an economy in general that monopolies, fair and practical growth strategy, and a strong profit margin.

In a perfect world, the moral compass of the company would guide decisions; nonetheless, it is frequently difficult to tell from outside how serious a company takes its very own area of control. At least, CSR leadership that is visible to the public shows that internal management also takes moral ideals into account.

- **Middle Region of Accountability**

The actions of a firm that can be more or less directly measured to have an impact on the environment & society are all included in the intermediate area of responsibility. This covers CO2 emissions, air pollution, and employee working conditions. This involves ethical supply chain management as well, since working with organizations whose corporate policies are questionable

ultimately supports those organizations. While many large firms find it most challenging to coordinate (CSR) in the intermediate region of duty, it has gained importance because here is where the most harm may be done. Along with the environment and society, this relates to a company's internal employees, stakeholders, or reputation.

- **Stakeholders:** According to Stefanie Hiss, the intermediate area of responsibility mostly relates to stakeholders. Stakeholders are typically defined as people who are more concerned with business operations, workplace conditions, and, frequently, the company's success. Important stakeholders include the following organisations and groups
- **Employees:** Businesses have a duty to provide a pleasant workplace and, in addition, to provide information about career opportunities as well as hierarchies that is sufficiently transparent. This also pertains to the question of equitable compensation, profit-sharing, and contract length limitations. Another fundamental element for healthy CSR in this area is the constructive interaction with trade unions when they operate within the company. In extreme cases, there can be strikes if companies do not take their social responsibility towards their employees seriously. Unacceptable working conditions sometimes even call human rights organizations or state institutions into question. Frequently employees will make these grievances public, meaning that the news can spread like wildfire across social media and cause considerable image damage.
- **Equity and loan capital providers:** Investors clearly have a stake in the company's success as well as equitable collaboration.
- **Clients:** Companies which supplies products cannot deceive their consumers. Especially in the case of consumer goods such as food, a company has the responsibility to correctly inform the customer about the preparation and composition of the product. Knowing the origin of the product and the raw materials used is also important to many customers.
- **Local residents:** Businesses that are based in urban areas or at the very least close to populated areas have a duty to take care of these people. The residents' quality of life shouldn't be adversely affected by the procedure. This is true, for instance, of environmental contamination and noise.
- **Governmental organizations:** Businesses are required to abide by the laws of both the nations in which they conduct business. This also entails cordial and sincere collaboration with governmental institutions, such as, for instance, health and safety offices and departments.
- **Media:** One of the duties of a "fourth estate" is to report company complaints in the most thorough manner feasible. As a result, there is frequently a two-way connection between journalists and business. On the one hand, a corporation tries to present itself as favorably as possible so that via their reporting, the media can help to foster a favorable picture of them.
- **External sphere of influence:** Many businesses focus on internal operations as part of its corporate social responsibility, but they often take on social responsibility outside of their own operations. These are some instances of the "corporate citizenship" that is frequently used to describe the external sphere of responsibility.
- Contributions are the most well-liked way for businesses to actively practice corporate responsibility. Nevertheless, these donations are frequently also tied to the sale of items and are thus used to increase sales numbers, such as by promising will donate a portion of the earnings each item sold.
- **Sponsoring:** Companies frequently fulfil their social obligation by funding associations that promote philanthropic endeavors or sponsoring unique initiatives.
- **Social activities:** Employers are frequently prepared to grant time off for employees to engage in social activities. Instead, paid hours for charitable activity is governed by employment laws.

Why Companies Need to be Socially Responsible

- **A better public standing.** This is essential because buyers consider the company's reputation before investing in it. Simple things like staff employees giving an hour per week to a charity demonstrate your company's commitment to doing good. As a result, the company will come across to customers as being very favorable.

- **A rise in brand familiarity and awareness.** This information will get out if a corporation is dedicated to ethical business operations. As a result, more people will learn about your brand, increasing brand awareness.
- **Increased worker engagement.** The business must also make sure that its staff is aware of its CSR initiatives. It has been demonstrated that employees prefer working for companies with positive public perception to those without it.
- **Greater employee benefits.** When businesses embrace CSR, there are a variety of advantages for the employees as well. By encouraging activities like volunteering, the organisation fosters the personal and professional development of its employees, making the workplace a more useful and constructive environment.

Literature Review

CSR in India

Charitable donations made through corporate responsibility (CSR) are costing businesses more money.

- **Few CSR initiatives related to Promotion of Indian Heritage, Art and Culture:**

Reliance Industries Limited Reliance Industries Ltd. firmly supports inclusive economic prosperity. Based on this idea, the company's CSR programmes align with both "India's National Development Objectives as well as the Sustainable Development Goals (SDGs) listed in the UN 2030 Agenda".

The seven programmes' primary areas of focus are urban renewal, disaster response, sports for development, rural transformation, and health. The three fundamental promises of Scale, Impact & Sustainability form the foundation of the key ideology guiding all of RIL's social development activities.

- **Reliance**

In order to preserve India's rich legacy, art & culture for future generations, Reliance takes significant efforts to expand the livelihood possibilities for traditional skilled craftsmen.

- **Abbaji Annual Concert**

Reliance continued to sponsor Ustad Zakir Hussain's "Abbaji," an annual concert. Several well-known artists performed at the concert to honour the late "Guru, Ustad Allah Rakha Khan".

- **8 Prahar: Concert on Indian Classical Music**

Reliance sponsored the Indian classical music festival "8 Prahar." Leading classical musicians, including "Padma Vibhushan Sangeet Martand Pandit Jasraj", were together for this one-of-a-kind event, which was jointly organised by Art and Artistes & Pancham Nishad.

- **Indian Oil Corporation**

Since the company's founding in 1964, (CSR) was a pillar of success for Indian Oil. The Corporation's mission statement states its goals for this key performance area: "Through a strong environmental conscience, to contribute to improving the community's quality of life and preserving natural balance and history."

In partnership with "the Archaeological Survey of India (ASI) and the National Culture Fund of the Ministry of Culture, Government of India," Indian Oil has established a non-profit trust known as the Indian Oil Grounds. The mission statement of Indian Oil, which states that it "preserves ecological balance and heritage," is where the Indian Oil Foundation got its start. with an preliminary budget of Rs. 25 crore in an annual funding commitment made solely by Indian Oil.

"Indian Oil, through NCF and ASI, will fund archaeological works while IOF will develop worldclass facilities and conveniences for the visitors. Sites which have been adopted by IOF":

- "SwatantryaJyot, Cellular Jail, A&N Islands"
- "Sun Temple, Konark, Odisha"
- "Kanheri Caves, Mumbai, Maharashtra"
- "The Ashokan Pillar, Kolhua, Vaishali, Bihar"
- "Khajuraho Group of Temples, Madhya Pradesh"
- "Bhoganandishwara Temple, Bangalore, Karnataka"
- "Mahadev Temple-Kurdi, Se Cathedral-Old Goa"

- "Upper Fort-Aguada and other sites under ASI Goa Circle"
- "Warangal Fort, Telangana"
- "Illumination of Brihadeshwara Temple, Thanjavur, TN"

- **Infosys Limited**

The Infosys Foundation, which was founded in 1996, provides funding for initiatives in the fields of indigent care, rural development, healthcare, and arts and culture. Its plan is to achieve in isolated areas of several Indian states. The Infosys Institute takes pride in engaging with all facets of society, carefully vetting projects, and focusing on issues that society as a whole has typically ignored.

The greatest ancient lake near Melukote, inside the Mandya region of Karnataka, the Panchakalyani will be preserved and restored, according to proposals revealed by the Infosys Foundation. By cleaning its tank, removing silt & garbage deposits, assuring the shape and compositional conservation of a Panchakalyani as well as a nearby tank known as the Ganeshan Honda, connecting its existing canals, and constructing a compound wall, the Foundation would restore the lake.

In the Karnataka village of Lakshmeshwara, the Somanatheswara Temple Complex's archaeological restoration received assistance from the Infosys Foundation. The Infosys Foundation has donated INR 4.5 crore to the architectural and cultural restoration of the temple, which includes mending 1,400-year-old structures.

The Sahapedia open online resource and the Infosys Foundation have partnered to create an interactive web module about the history, arts, and culture of India. The Foundation provided this innovative project with a corpus gift of INR 2 crores, which will be invested for just a period of 25 years and will provide dynamic access to rich information and foster communication among members of various communities and organizations.

Achievements by the accomplishment of CSR Activities

Initiatives to safeguard culture and history are typically not included in (CSR) systems in India. Corporate organisations are unaware of the advantages of implementing such programmes, and there is a lack of systematic promotion of the necessity of involving communities through initiatives in art and culture. The potential for implementing effective CSR programmes that can link a corporation's activity with its main business is therefore enormous in this subject.

The tourism and hotel sectors can benefit most from strategic initiatives among the sectors that are reliant on heritage and culture.

Corporate social responsibility (CSR) programmes in India typically don't include measures aimed at saving the environment. A few businesses in India have already started running programmes for the preservation of cultural heritage. Temples and monuments near their operations areas have been the subject of rehabilitation and maintenance projects by public sector firms including ONGC, Indian Oil, NTPC, and GAIL. The Tata has a history of supporting significant local buildings and founding museums. It engages mostly through organisations and trusts that are fully funded by the group's earnings. Additionally, it has in the past provided funding to help the Archaeological Surveys of India (ASI).

The Sarai Bawari & Kale Hanuman Ki Bawari, two 400-year-old stepwells in Rajasthan, were restored in part by Coca-Cola India. The business established programmes in the neighbourhood to execute labour laws and raise awareness. Locals now benefit from the stepwells' increased water storage as supply, while the business enjoys the goodwill its customers have brought it. This illustration demonstrates a superb corporate-community involvement concept that offers advantages to all parties concerned.

Government Schemes and Initiatives

The government launched programmes to aid in this goal, such as the National Culture Fund (NCF), which was established underneath the ministry of tourism in 1996. The government has created a framework for directing private investments inside the field of cultural preservation through such initiatives. There are now 100 monuments up for adoption that have been designated as having national significance. Although the effort has seen sufficient levels of participation and funding deployment, the projects mainly include public sector organisations like NTPC, GAIL, and ONGC.

In 2012, the ministry launched the "Clean India Campaign" in response to complaints about the unsanitary conditions at the locations. The Qutub Minar was adopted by "the Indian Tourism Development Corporation (ITDC)" as part of the campaign. The Taj Mahal, Khajuraho Temple & Ajanta-

Ellora Caves are just a few of the places that ONGC has expressed interest in adopting. This campaign's major goal is to put in place a cooperative model where big businesses can adopt a location while local NGOs, traders' groups, communities, schools, banks, authorities, and other organisations are in charge of preserving the locations. In a same vein, the governments of Rajasthan and Maharashtra established venues for businesses to adopt historical cultural monuments.

Objective of the Study

The central idea behind the study is to understand the "Corporate social responsibility" of companies with special reference to the Indian culture, heritage and tradition.

Research Methodology

The process through which researchers develop a research topic, an objective, and present their findings using the information gathered during the period of study is known as the research methodology. The study's approach must be presented in order to view the research project in the proper context. The purpose of methodology section is to describe the research procedure this gives the opportunity to put forth the arrangement for having opted for certain alternatives ruling other possibilities.

- **Research Design:** The research is in the descriptive mode. "Descriptive research" is research that is done to learn everything there is to know about a subject.
- **Type of Analysis:** The Research is based on **Qualitative analysis**. So, number crunching has not been done in the project.
- **Data collection:** This will be Interview Based Study. The interview questions are the part of the project.

Data Analysis

The data analysis has been done on the basis of interview-based questions. These questions will lead to the results and conclusions. The Interview discussion will help to frame the suggestions for the project.

These questions are answered by the company Two Jaipur Companies related to manufacturing units. Human resource Department head. The interview was taken around 1-1 hr. each to complete.

Data Analysis & Interpretation

The Data is collected on:

- **Interview**

Question 1: What sectors your company covered?

Answer: We cover a wide range of industries and dimensions. I will list them here: " Engineering, electronics, real estate, chemicals, manufacturing, fast-moving consumer goods (FMCG), jewellery, food and drink, textiles, mining, infrastructure, metals, banking, finance & insurance, tourism and hospitality, and information technology".

Question 2: Is Top management Involved in CSR activities?

Answer: Yes, our Top management involved in the Corporate social responsibility.

Question 3: What CSR activity your company does for conservation of Culture, Tradition and Heritage.

Answer: We have recently organized the music program based on Indian culture and tradition. In which famous personalities were invited for the program.

Question 4: What do think corporates are working on this direction?

Answer: No, as much as they are doing for the other sectors. I think most of the sectors in which companies are working i.e. education and healthcare.

Question 5: What should corporates do for the conservation of culture, Tradition and heritage? (If question 4 answer is in NO)

Answer: I think the company should focus on regional development. They should adopt one region, enhance and develop them holistically. I personally think, annually events should be taken place in the small areas and less known and regional artist should be invited.

Question 6: How many events have been taken place in last five years?

Answer: Many events covered in this year related to education, health, research and development sectors etc. But Yes, very less events have been taken place in last five years. Only couple of events are covered in CSR related to culture, Tradition and heritage.

Question 7: Do you think regional corporate companies are working more rather than top Indian companies.

Answer: I don't think so that regional companies are working more on culture, Tradition and heritage. But Yes, Top national companies should tie up with the regional and local companies for the Cultural Heritage CSR activities. As they are working in the area so, regional and locally established companies are more impact of there surrounding area, their culture and traditions.

Questions 8: Do you have any collaboration with any forum which is at the national level?

Answer: No not yet. We collaborate only when the event takes place.

Question 9: Main Motivational Factor for undertaking the CSR activity?

Answer: Basically, companies work on ethical consideration. As they are taking so much from the society so, with CSR they at least can return.

Question 10: Are your CSR project of Indian culture, heritage and tradition aligned with government development initiatives?

Answer: Yes, most of the events takes place with government initiatives. As we have discussed that we haven't done much on Indian culture, heritage and tradition so, till now we don't have any project with Government of India.

Question 11: Majority of Budget allocated ion which sector?

Answer: Mostly the budget allotted in our company is education, promotion of education, special education and vocational skills then on eradicating hunger, poverty, malnutrition, promotion health care, sanitation & drinking water. Mostly the companies are aligned with Swachh India Abhiyan, Digital India, National Health Mission and others.

Results

In today's competitive era CSR has an important role to play. CSR initiatives practiced by the companies contribute to the profit and success of the company.

As we have seen with the above interview.

- The companies are working very less on the corporate social responsibility practices on culture, heritage and tradition.
- The Basic allocation of Companies are on Education, Health care and digitalize the sectors.
- Only one or two events were organized by the company.
- Budget allocation is majorly on education and aforementioned areas and sectors only.
- Neither Top nor Local and regional companies are working in this area of Cultural Heritage.

Suggestions/ Recommendations

Certain recommendations and Suggestions have been drawn on the basis of above interview:

- **Involvement of Top Management**

The top management should take initiative in the cultural and tradition and heritage CSR activity. Without the support of the Top Management they can work on this area.

- **Collaboration of Local and national level companies**

With the collaboration they can work together for the platform. National Companies can sponsor the programs and local based companies or regional companies can bring the talented cultural artist from different areas for that platform.

- **Collaboration with Fine arts Institutions/ NIFT/ NID/ Other Educational Institutions**

The corporate companies have different tie-ups with different type of organization they can tie up with these fine arts institutions like NIFT's NID's and also Lalit Kala academy, so support the cultural heritage and traditional CSR activities.

- **Company Supports for Exhibition**

The different corporate companies can start the exhibition program for the artist who are talented and locally famous. These programs give the path to those who are deprived economically but have these skills in themselves which can make them famous globally.

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