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**V i d y a w a r t a**

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## **SOCIAL WORK EDUCATION IN INDIA : EMERGING TRENDS AND CHALLENGES**

Organized by

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**Dr. Babasaheb Ambedkar College of Social Work,**

Morane, Tal.&Dist.Dhule (Maharashtra)



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## Scope of Social Work in CSR

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Aristotle's famous quote 'Man is a social animal' interprets that individual cannot live without other persons. Ultimately it states that betterment of person depends on wellbeing of other persons. It also clarifies that everyone is responsible for wellbeing of society.

In other words, social responsibility is the idea that as a part of society, one should serve with a positive relationship to the society and one should have a duty to act in the best interests of their environments and society as a whole. But how can it be possible for common, poor person? It is possible to the businesses which are able to get benefits. India has rich tradition of such businesses to contribute for wellbeing of society. In order to become a driving force of fair economic development and social progress, business sector definitely has been proving itself as good partner with government. Earlier they were few companies. Nowadays thousands of corporate companies have recognized the importance of Social Responsibility.

Corporate Social Responsibility  
integrates social and environmental concerns

economic development while improving the quality of life of the workforce and their families as well as of the community and society at large.

CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives. The basic philosophy of this 'duty' of business is based on respect to human rights. The Companies Act, 2013 has introduced the idea of CSR to the forefront and through its disclose-or-explain mandate, is promoting greater transparency and disclosure. Schedule VII of the Act, which lists out the CSR activities, suggests communities to be the focal point.

### Philosophy of CSR

1. CSR has been motivated due to following drives-
2. Responsibility for Social and Inclusive Development
3. Respect for Environment
4. Respect for human rights
5. Respect for workers' Rights and Welfare
6. Ethical functioning
7. Care for all Stakeholders
8. Welfare of labour

The other base of such social responsibility is responsibility towards 3Ps. These 3Ps are: Planet- People-Profit. CSR coordinates these 3Ps. Planet is resource of human survival. Our duty is to save nature to save this beautiful planet for coming generations. People are part of everyone's survival. Business serves for providing various types of services. Profit is ultimate aim of such business. But this benefit is not without people

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concept of helping the poor and disadvantaged is at center point of CSR.

The term CSR itself came into common use in the early 1970s. The last decade of the twentieth century witnessed a shift in focus from charity and traditional philanthropy toward more direct engagement of business in mainstream development and concern for disadvantaged groups in the society. In India, there is a growing realization that business cannot succeed in isolation and social progress is necessary for sustainable growth. An ideal CSR practice has both ethical and philosophical dimensions, particularly in India where there exists a wide gap between sections of people in terms of income and standards as well socio-economic status<sup>1</sup>.

In this regard, the National Voluntary Guidelines (NVGs) on Social, Environmental and Economic Responsibilities of Business, have been laid down by the Ministry of Corporate Affairs in order to provide companies with guidance in dealing with the expectations of inclusive growth and imperatives of climate change, while working closely within the framework of national aspirations and policies. These are applicable to all businesses irrespective of size, sector or location.

**The nine principles of National Voluntary Guidelines are:**

Principle 1: Businesses should conduct and govern themselves with ethics, transparency and accountability.

Principle 2: Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle.

Principle 3: Businesses should promote

protect, and make efforts to restore the environment.

Principle 7: Business when engaged in influencing public and regulatory policy should do so in responsible manner

Principle 8: Businesses should support inclusive growth and equitable development.

Principle 9: Businesses should engage with and provide value to their customers and consumers in a responsible manner.

According to Indian Institute of Corporate Affairs, a minimum of 6,000 Indian companies will be required to undertake CSR projects in order to comply with the provisions of the Companies Act, 2013 with many companies undertaking these initiatives for the first time. Further, some estimates indicate that CSR commitments from companies can amount to as much as 20,000 crore INR. At this stage, top 50 companies spend over Rs 4,600 Cr on CSR activities.

**These companies have been investing he amount on –**

**Rural Development:** Awareness generation- Infrastructure support- Rehabilitation initiatives- Youth clubs.

**Education :** Scholarships- Girl child education- Infrastructure support- Quality of education

**Livelihood:** Skill development- Income generation

**Healthcare:** Infrastructural & equipment

support- Maternal & child health- Water & sanitation- Health camps- Geriatric care

**Environment:** Green initiatives- Water

Conservation- Waste management

2013. So they are in search of engaging proper personnel for implementation of developmental projects. This need is fulfilled by social work professionals.

2. The Act encourages companies to spend at least 2% of their average net profit. So fund is available for community level activities. This proper utilization leads to employ personnel for social wellbeing.

3. 'What' and 'How' of strategising, planning, executing and monitoring the CSR activities of companies requires competent manpower where social workers have opportunity as they are trained workers.

4. Social worker performs role as facilitator and mediator. Companies require such manpower who will to link companies with society. Social workers are such persons who study all dimensions of society.

5. Social work is itself efficient profession to deal with people and their problems. So need based programme designing is easily done by social workers.

6. As expert, social worker finds Key Result Areas for better output. Hence social worker is able person for proper utilization of resources.

7. Social worker has knowledge of identifying such areas where real service demand is there.

8. Social work has now holistic and integrated approach towards development, hence social worker can give human touch to every activity as the base is humanitarian one. Hence social work has greater opportunity in CSR activities implementation.