

# Preface

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*There must be something rotten in the very core of a social system which increases its wealth without diminishing its misery.*

— **Karl Marx**

The Corporate Social Responsibility (CSR) though attracts the attention of the corporate houses, the public and the governments, not many have addressed the six essential steps involved in its implementation. This book aims at providing specific insights into essential tools, techniques and methods involved in the implementation of those six steps. Such insights are believed to help the industrialists, policy makers, researchers, academicians and fieldworkers in understanding the different facets of CSR and in undertaking steps for its effective implementation.

Initiated as a tool to improve the purchasing power of consumers during the Great Depression in the West, the CSR metamorphosed into an integral component of industrialisation with the passage of time. It concerns greatly every advanced and developing country in the changing global scenario. Of late, the industrialists as well as the governments realised that without taking appropriate CSR initiatives addressing the problems like environment and health hazards, displacement and loss of livelihood caused by the industrialisation, it is not possible to industrialise and improve the economy. Fear of large sections of people getting effected and fear of their rebelling against the industrialisation also brought the CSR into focus. Pressure is also mounting upon the industrialists to minimise the negative impacts of their units on common man. The governments too started formulating rules and regulations on CSR. However, available literature on CSR concentrated on theoretical aspects of CSR and not on the steps involved in its Implementation. This book is aimed to fill the gap.

The salient feature of the book is to serve as a blue print in the effective implementation of CSR initiatives. It has been written to fulfil the long-felt need

to serve as a tool for corporate houses, corporate managers, corporate staff and field staff involved in planning, executing, monitoring and evaluating different CSR initiatives. This book has been divided into eight chapters. The first two chapters are meant to provide the inputs on the theoretical reflections on CSR and social satisfaction. The last six chapters address six specific stages involved in implementing the CSR. Each of them is meant to help understanding of specific stage and provide tools and techniques involved in implementing that particular stage. The book adopts 'handholding and leading from front' approach in guiding the reader into various stages of practicing CSR. Care has been taken not to include too much of academic discussion on CSR to make this book brief and comprehensive.

Appendix provides tools for analysing different stages of CSR implementation. The tools presented include those useful for the conduct of baseline survey, impact assessment, community needs assessment, implementation and indenting of CSR initiatives and social satisfaction survey. The tools presented, however, are not exhaustive and ready to use, unless morphed to suit the local situation of the industrial unit in question and its activities, and the communities living in the neighbourhood.

In bringing out this much awaited comprehensive yet small book on CSR, many people shared their views and ideas on the current practices of CSR. Our lectures on CSR at different forums and feedback from participants and practitioners helped in improving our insights on the subject. We sincerely thank all of them. Mr. A.K. Pillai, President of Aditya Birla Grameena Vikas Trust, Sri P. Vasantha Rao of UltraTech, Tadipatri, Mr. R. N. Mohanty of Dhalma Cement (Bharat) Limited, Ms. Meera Sundararajan and Mr. R. Dev Prakash of CARE, India and Prof. V. J. Naidu of SOCHURSOD encouraged and facilitated us in conducting Baseline Surveys and Social Satisfaction Surveys for industrial houses by the teams headed by us. These surveys helped us understanding the practical problems associated with the CSR initiatives, especially at field level. We heartfully thank them. Among our friends involved in implementing CSR who deserve special mention are Mr. Josef Reddy, Mr. Narasimham, Mr. Radha Krishna, Mr. Gopal Reddy and Mr. Kanth. We sincerely thank them for their inputs on practical problems in the implementation of CSR.

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Despite all our best efforts, there may be errors, omissions and commissions or better ways of presenting the content and concept; and we shall be very grateful if the

readers would share them with us by mail to vrreddysku@yahoo.co.in, so that we can improve the content of the book.

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