

CSR & Funding Practices For Sustainable development

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**FROM MICRO CSR ACTIVITIES TO SOCIAL CHANGE:
ANTECEDENTS, PROCESSES AND OUTCOMES
WITH SPECIAL REFERENCE TO SMILE FOUNDATION, NGO**

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ABSTRACT

Previous research has mostly focused on corporate social responsibility (CSR) at the macro or institutional level, its impact at the micro or individual level has been understudied, particularly in emerging nations. The relationship between corporate social responsibility (CSR), corporate governance, and corporate and social performance has long been a source of debate, but in recent years, the term corporate social responsibility has gained such traction in business and the media that it appears to have become ubiquitous. There are certainly a number of reasons for the increased focus on this problem, not the least of which is the recent corporate excesses. The role of micro institutions in Corporate Social Responsibility (CSR) demonstrates the purpose –Firms' corporate social responsibility (CSR) behaviour is embedded in the institutional context. Under this logic, the purpose of this paper is to investigate the institutional antecedents of CSR, particularly how SMILE FOUNDATION, NGO–regional institutional development, and industry dynamism –and their interactions affect firms' CSR.

Design/methodology/approach – This study provides an institutional definition of CSR and investigates the various CSR initiatives carried out by the SMILE FOUNDATION, a non-profit organisation.

Similarly, micro-level CSR (MCSR) is developing as a "new organisational value," and firms that recognise and adopt this "new organisational value" into their business operations are more likely to accomplish sustainability goals than their competitors. As a result, the focus of this research is primarily on the methods and consequences of the SMILE FOUNDATION, NGO's micro-CSR operations.

Keywords: Corporate Social Responsibility, Micro-CSR, Organizational Value, Ngo, Smile Foundation

Introduction

CSR is a corporate method to holding corporate accountable for the social and environmental effect of the business operations to its customers, stakeholders, and general public. CSR may influence good change in a variety of ways, including corporate philanthropy and staff volunteerism, as well as ethical labour practises, environmental activities, and community development.

Participating in CSR may also benefit the business by increasing the value and reputation of the brand, attract loyal employees and consumers, establish trust, and acquire a long-term competitive edge.

CSR is a wide notion in the business world. It typically refers to a company's dedication to conducting business ethically. This entails managing their business operations while considering their social, economic, and environmental consequences, as well as human rights.

History

The present concept of CSR as a definitional construct has a long and varied history, dating back to the 1930s when the discussion over the private sector's social duties began. The social impetus of the period, which included a growing feeling of awareness about the environment, human and labour rights, and increasing social expectations of business behaviour, affected the 1970s. As a result, a new justification was brought up by the Committee for Economic Development of the USA based on the concept that the social compact between business and society was developing and that the private sector was expected to accept greater social duties than before.

This led to a discussion in the 1980s and early 1990s over the operationalization of CSR, which resulted in a new view of the idea as a decision-making process and the development of models and frameworks for its application (see: Cochran and Wood 1984; Strand 1983; Tuzzolino and Armandi 1981). It was also during this time that international agreements on sustainable development were being adopted, which reflected, to some extent, a growing awareness of the impact of corporate behaviour (e.g., the creation of the World Commission on Environment and Development in 1983, the UN adoption of the Montreal Protocol in 1987, the creation of the IPCC in 1988, the creation of the European Environmental Agency in 1990, and the UN summit on the Environment in 1990). As a result of this shift in perspective, international organisations and corporations alike began to see CSR as a method to balance the difficulties and possibilities of the moment, and its institutionalisation began to expand internationally. In the year 2000, the adoption of the MDGs and the creation of the UNGC gave a new dimension to the understanding of social responsibility in which broader responsibilities were placed on corporations, mainly in terms of human and labour rights, environment, anti-corruption and sustainable development.

The definitions of CSR in the 2000s reflected the notion that companies had a new role in society, one in which they needed to be sensitive to societal expectations and driven by the pursuit of sustainability, which required them to make strategic decisions (see: Husted and Allen 2007; Porter and Kramer 2006; Werther and Chandler 2005).

The Paris Agreement and the Sustainable Development Goals, which were approved in 2015, reflected a new social compact in which companies are expected to play a significant role in global efforts to accomplish the SDGs over the decade of the 2010s. As we approach the last months of 2020, it's evident that this is going to be a year of turmoil and change. The Covid-19 epidemic continues to have a significant impact on CSR trends. Because of the repeating Covid waves that cause limited mobility and lockdowns across the country, developing tendencies in 2022 are similar to those witnessed in 2021. This year, the focus is likely to be on allocating funding toward pandemic recovery via livelihood development, closing the education gap, and boosting rural areas, as well as healthcare and sanitation.

Csr and Stakeholders

Individuals or groups with an interest in the business and who are influenced by their actions are referred to as stakeholders. Various CSR techniques can assist in having a beneficial influence on various stakeholders, including:

- Consumers - for example, via fair and open company procedures and strong customer interactions, leads to better customer service management.
- Suppliers - ethical commerce may be achieved by carefully selecting suppliers and scrutinising their labour, health, safety, and environmental standards.
- Communities - There are numerous methods to make a good difference in the community, such as sponsoring local events, participating in charity efforts, volunteering, and so on, all of which contribute to in the community.
- Employees - ethical business practises frequently try to do more than merely follow the law, which leads to increased employee enthusiasm and performance.
- Reducing environmental impact through CSR programmes like waste and resource management is extremely beneficial to the company.

Importance of Csr

CSR may help businesses enhance their performance, gain a competitive edge, and promote consumer and employee trust. It can also aid in the reduction of operating costs by reducing the expenditures of wasted energy or superfluous fees. Perhaps most significantly, CSR projects a favourable picture of the firm and its brand as a legitimate, ethical corporation.

Benefits Of Corporate Social Investment For Businesses

Companies may reap the following benefits from CSR: improved brand recognition, positive business reputation, increased sales and customer loyalty, operational cost savings, improved financial performance, increased ability to attract and retain talent, organisational growth, easier access to capital, draw favourable media coverage - e.g., by participating in community events, minimise regulatory burden - excellent connections with local authorities may frequently make conducting business

simpler and find new business prospects - e.g., by developing new goods or services.

Csr- Environmental Impact

From contributing to charity to ethical commerce, CSR can relate to a wide range of acts that organisations might do. The environment is a major emphasis of CSR. Environmental CSR strives to mitigate any negative environmental consequences caused by company processes. Energy consumption, water use, waste management, recycling, emissions, and environmentally friendly office and business travel policies may be the focus of activities. Some of these are crucial in terms of both the environment and the economy. Green CSR reduces corporate risk, improves reputation, and provides cost-cutting options, among other benefits of environmental CSR. Even the most basic energy conservation measures may save money and make a difference in company. Switching off lights and equipment when not in use, conserving water, and cutting down on paper waste are just a few examples. Taking care of the environment might also help earn more money. Many shoppers choose to buy from ethical businesses.

Csr- Ethical Trade

Workers' rights are protected throughout the supply chain in ethical business. may be demonstrated through treating employees, suppliers, and workers fairly and ethically CSR. Ethical trade refers to company's purchasing habits and the actions taken to guarantee that corporations and their suppliers respect workers' rights. The word ethical trade is frequently used to refer to socially responsible sourcing, which emphasises worker welfare, agricultural practises, natural resource conservation, and long-term sustainability. The Ethical Trading Initiative is the foremost organisation that promotes ethical trading in global supply chains.

Csr-Community Engagement And Employee Involvement

Along with concern for the workplace, the marketplace, and the environment, one of the fundamental pillars of CSR is community participation. For example, donate money to a local charity, sponsor a local event, organise clean-up events, and volunteer in local schools or community initiatives.

Support employee-selected charities, encourage employees to volunteer, give paid time off for volunteering, and support employees in making tax-free charitable donations through 'payroll giving.' Involving staff in CSR may help inspire and support personal and professional growth, as well as strengthen community ties.

Measure the Effects of Csr

Many businesses struggle to quantify the impact of their CSR efforts. Some of the benefits, such as increased customer loyalty and enhanced reputation, are difficult to measure, making determining the worth of activities challenging. Using CSR to obtain contracts might need a lot of publicity. People like to do business with companies they trust. CSR may be especially beneficial when it comes to ethical businesses, the public sector, and non-profit organisations.

Micro Csr

MCSR is a workplace approach that encourages employees to engage in behaviours that contribute to a more sustainable future. "MCSR is the study of CSR effects on individual levels (in any stakeholder group) to achieve sustainability," Rupp and Mallory define Micro CSR. Various studies in the literature have identified MCSR as a "new organisational value" for reducing an enterprise's environmental impact and shaping workers' pro-environmental behaviour that will last in the long run.

Implementing A Successful Csr Strategy – Smile Foundation, Ngo

Smile Foundation is an Indian non-profit organisation dedicated to empowering poor children, youth, and women via relevant education, innovative healthcare, and market-driven livelihood programmes. Smile Foundation was founded in 2002 by a group of young corporate professionals who were inspired by Senge's concept to collaborate with grassroots initiatives to make good improvements in the lives of poor children, their families, and communities. Using a life-cycle approach to development, work as a catalyst in bringing lasting change to the lives of poor children, youth, and women. Through the notion of civic driven change, enable civil society throughout the world to participate actively in the change process.

Adopt the highest governance standards in order to become a leading knowledge-driven, creative, and scalable international development organisation as their vision. Smile Foundation's mission is to use the greatest methods and technology available to achieve optimal SROI (social return on investment), as well as to practise and encourage good governance. To combine corporate competitiveness with social development projects, as well as to educate privileged children, youth, and citizens in general about the need of Civic Driven Change.

Smile Foundation is governed by a Board of Trustees, who are assisted by an Advisory Panel of persons with different experiences and expertise, as well as a Management Team of Smile Foundation's experienced experts. Mr. Santanu Mishra, Mr. Manish Kumar, Mr. Yogesh Jagia, Mr. Praveen Gupta, Mr. Ashok Chaudhary, Ms. Poonam Chopra. Children, their family, and the community: A Lifecycle Approach Working Model: SVP and Outreach (Social Venture Philanthropy) is an innovative approach based on the venture capital business paradigm. Smile Foundation, as part of SVP, not only identifies and implements development projects through credible CBOs (Community Based Organizations), but also supports and builds the capacities of these organisations, with a focus on achieving scalability and sustainability, fostering a culture of leadership and excellence, and instilling a deep sense of accountability among them. Either of the models is used depending on the need and circumstances, making it one of India's top non-profit organisations.

Outreach of Smile Foundation: while working in remote rural regions as part of SVP, Smile Foundation discovered that community-based organisations' (CBOs) skills were often insufficient to match the high expectations of major corporate social investors. Smile Foundation performs development initiatives directly under the Outreach model since it demands extensive and professional participation for a larger and long-term result. Smile Foundation uses its Outreach methodology to get first-hand knowledge with the subtleties of development at the grassroots, and then applies what it learns in its SVP Projects through its SVP Partners. Every year, 350 projects directly benefit more than 750,000 poor children and families via education, healthcare, youth employment, and women empowerment. In India, there are over 1000 isolated villages and slums spread over 25 states.

Good governance of Smile Foundation has always prioritised credibility and accountability, which it achieves through promoting good governance principles in its procedures and activities. Smile Foundation has a four-tier audit and assessment system in place to guarantee that investments have a positive impact and that funds are used in a transparent and accountable manner. This four-tier audit system examines programmes and projects, internal operations, legislative compliance, and conducts an external evaluation of various development programmes' effect and outcomes. Smile Foundation's whole management procedures and practises are in line with good governance standards.

A few empanelment & awards are CSR Health Impact Awards 2020, CSR Health Impact Awards 2019, IPE NGO Excellence Award endorsed by World CSR Day & Asian Confederation of Business, Quality Initiative Mission Award, Certificate of Merit (Social Cause & Empowerment) NGO Transparency Award - Guide Star India (Platinum Winner 2018) and many more.

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