

CORPORATE SOCIAL RESPONSIBILITIES AND SAKTHI MASALA – AN UNIFIED SUCCESS

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ABSTRACT

The changes in the corporate culture, contribution towards society and the need to conquer competition, corporate moves from their ordinary corporate culture to specific innovative corporate ethics for achieving their targeted growth in the society. CSR is achieving commercial success in the ways that honour ethical values and respect people, communities and the natural environment. The study covers the CSR practices imposed by Sakthi Masala Private Limited towards the societal growth and economic development as a whole. It paves a way to create a moral ethics to other corporate for implementing CSR policies and practice as their growing strategy for the development of the society. Their main focusing point towards society is to uplift physically and mentally retarded persons by offering a prestigious employment opportunities for them.

Keyword : . CSR – Corporate Social Responsibilities

INTRODUCTION

Corporate Social Responsibility is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. A company's corporate social responsibility, citizenship and sustainability strategy exists beyond the traditional reputation and be directly related to its business continuity, employee morale and market expansion. The global business study reveals that the success of business needs at least equal weight on society's interests along with normal business dealings.

Companies Act 2013 obliges the corporate world to follow corporate social responsibility as their business culture. CSR activities are normally served as voluntary act and contribution, by corporate through legal proceedings. Corporate social responsibility focuses that a business has social obligation beyond making a profit. It requires a management to be accountable to the full range of stakeholders. It is the continuing commitment by the business to behave ethically and contribute to the economic development of the country while improving the quality of life of the workforce and their families and local community and society at large.

CSR is achieving commercial success in the ways that honour ethical values and respect people, communities and the natural environment. CSR is a combination of policies, education and practices which extent throughout a corporation's operations into the communities in which they operate. CSR is the commitment of businesses to behave ethically and to contribute to the sustainable economic development by working with all stakeholders to improve their lives in the ways that are good for business and the society at large. This study covers the success story of Sakthi group of companies through the applications of corporate social responsibility as a practice in the real world entity.

PROFILE OF SAKTHI MASALA GROUP OF COMPANIES

Sakthi Devi Charitable Trust was founded in the year 1997 by Shri.P.C.Duraisamy. He was a turmeric trader in Perundururai village since 1975, Erode. Slowly, they move to the area of trading pure spice powders like turmeric, chilli and coriander. Sakthi Trading Company was renamed as Sakthi Masala Private Limited. They manufacture more than 50 varieties of spice and masala powders, multiples of pickles, oil, ghee, etc., They have bagged with ISO 9001 : 2008 certification from the Bureau of Indian Standards, New Delhi.

SAKTHI DEVI CHARITABLE TRUSTS AND THEIR CORPORATE SOCIAL RESPONSIBILITIES

Sakthi Masala Pvt. Ltd., offer services for the promotion of community development such as

- ✓ Upliftment of physically challenged and mentally retarded,
- ✓ Educational Assistance to pursue higher Education,
- ✓ Appreciation to School Toppers in Government Public Examinations, Establishment of Libraries in Government Schools and
- ✓ Mass Tree Plantations are the other social welfare activities of the Trust.
- ✓ Develop rural areas into the right path by offering valuable programmes.
- ✓ Provide employment opportunities to the rural farmers
- ✓ Provide employment opportunities to the women to lead a healthier life
- ✓ Specialised hospital is run in the fields of general medicine, Ortho,Dental, ENT, Skin, Gynecology, Pediatric and Rehabilitation.
- ✓ Run a school for mentally retarded students
- ✓ Rehabilitation centre is started and run with physiotherapists, electro therapy, speech therapy and occupational therapy.
- ✓ Continuous Sapling plantation
- ✓ Offer energy saving projects
- ✓ Education without discrimination
- ✓ A disempowered workforce - They hire disabled employees for a variety of reasons as a corporate social responsibility (CSR) initiative to tap a larger talent pool.

SUSTAINABILITY STEPS TO ACHIEVE SUCCESSFUL ENERGY EFFICIENCY

The following are the steps used by Sakthi Masala Pvt Ltd., for energy savings

- ✓ Measure energy use to identify potential savings and malfunctions
- ✓ Install low consumption equipment and systems
- ✓ Improve long term use by deploying automation management, consulting, training and tracking resources while maintaining high performance.
- ✓ Continuously analyse energy savings through maintenance, supervision and monitoring.

ROLE MODEL

Sakthi group of companies act as a role model to various companies such as :

- ❖ IBM India Pvt. Ltd,
- ❖ Shell companies in India,
- ❖ HSBC India,
- ❖ E.I. DuPont India Pvt. Ltd,
- ❖ Tata Steel Ltd,
- ❖ Hindustan Unilever Ltd and
- ❖ Dr Reddy's Laboratories Ltd

They started hiring physically and mentally challenged people as part of their human resources.

CORPORATE SOCIAL RESPONSIBILITIES OF OTHER COMPANIES

Sakthi Masala Private Limited acted as a pioneer for other companies to follow corporate social responsibility as their socio- economic strategy. It induces them to develop their locality with care.

- ❖ Vadodara-based engineering company Jyoti Ltd and Pune-based Sharayu Precision & Associated Manufacturing Co. hire disabled people
- ❖ **Vindhya eInformedia** began operations in June 2006 with five people. It currently has 90 employees, out of which 75-80 are disabled.
- ❖ Chennai-based **Laser Soft Infosystems** Ltd, has around 82 physically challenged employees out of a total of over 500 people, hires through advertisements and referrals.
- ❖ **Infosys BPO** began hiring disabled people in 2005 when it recognized the need to tap different talent pools. Its ads encourage people with disabilities to apply. Currently, 171 of Infosys BPO's 13,000-plus employees are disabled.
- ❖ **Yum Restaurants International** recently hired hearing impaired people for its KFC outlet in Kolkata.
- ❖ **Pepsico India Holdings Pvt. Ltd** - employs disabled people with a Sound business sense.

- **Cisco Systems** has Cisco Unity voice messaging system that offers adjustable playback speed for messages and adjustable response times for people who need more time to respond to system prompts. They offer a communication system that can be operated through voice commands.

AWARDS FOR CORPORATE SOCIAL RESPONSIBILITY

- Sakthi Masala has bagged the Energy and Resources Institute's (TERI) Corporate Social Responsibility Award.
- The President, Dr A.P.J. Abdul Kalam, presented the fifth TERI - Corporate Social Responsibility Award to, Shri. P.C. Duraisamy, Managing Director of Sakthi Masala, at a function in New Delhi.
- Sakthi has won the award for its relentless efforts in uplifting the disabled by offering employment opportunities and establishing a 100 per cent charitable rehabilitation centre for the needy.

CONCLUSION

In the modern era, most of the companies take responsibilities towards the society as a part of their corporate activities. CSR plays a dominant role in developing the society by distributing different kinds of social awareness programme, education to the needy people, meal distribution, water distribution, societal need based programmes, etc., In this list, Sakthi group of companies take enormous steps for the development of the society with kindness. If these types of activities will continue, the society and our Indian economy will develop at a larger extent with lower dependency on government policy.

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