

# Role of Corporate Social Responsibility in Women Empowerment

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## ABSTRACT

*Corporate Social Responsibility and Sustainability is a company's dedication to its stakeholders to perform business in an economically, socially and environmentally sustainable manner that is translucent and ethical. Women are central to the whole expansion process, be it in an individual family, village, province, state and to the whole nation. It is not easy to empower women in the true sense. It needs the involvement of dedicated persons, committed people, generous funding agencies and strong political will. India is developing in all promising areas but there are certain areas where development is almost stagnant. "Gender discrimination is one of them". Corporate social responsibility (CSR) can undeniably empower women right from cheering them to get education till getting reputable source of revenue to become fruitful citizens. There is an immense potential and aspiration hidden in these communities that have never been explored, so we help these women fabricate their business and design skills, and then give their skills a platform.*

*The objectives of this Research Paper are to elucidate the role of CSR in establishing women empowerment and also to talk about the women empowerment initiatives as a part of CSR in organizations. The main objective is to generate employment opportunities for women living in inaccessible rural communities. This research is an effort to trace the efforts made by corporate world in empowering women from susceptible backgrounds to overcome adversity and flourish in a fast changing world.*

**Keywords:** CSR, Vulnerable, Women Empowerment, Business Opportunities.

## 1. INTRODUCTION

Corporate social responsibility has gone through many phases in India. The ability to make a significant difference in the society and improve the overall quality of life has clearly been proven by some of the corporate's. All the corporate's should try and bring about a change in the current social situation in India in order to have an effective and lasting solution to the social woes. Partnerships between companies, NGOs and the Government should be facilitated so that a combination of their skills such as expertise, strategic thinking, manpower and money to initiate extensive social change will put the socio-economic development of India on a fast track. Empowerment is now increasingly seen as a process by which the one's without power gain greater control over their lives. This means control over material assets, intellectual resources and ideology.

The questions surrounding women's empowerment the condition and position of women have now become critical to the human rights based approaches to development. To achieve the aim of social development, commitments of sustained efforts and investment of economic resources not only by the government but other economic sectors is very much required.

Empowering women is all about encouraging Self-Empowerment, Self-Esteem, Personal Growth, Spiritual Growth, Reclaiming Authentic Power and the power Goddess within. The organizational aim to ignite women empowerment should be through inspiring women with the courage to break free from the chains of limiting belief patterns and societal or religious conditioning that have traditionally kept women suppressed and unable to see their true inner power. This objective can be achieved through CSR in a systematic manner.

Society can only develop when growth is equally enjoyed by every section of society. Though we have signing example of women achiever in India like President Mrs. Pratibha Devi Singh Patil, Indian Nightingale Lata Mangeshkar, women astronaut Late Kalpana Chawla, IPS officer Kiran Bedi, Indra Nui, Nirupma Rao and so on but these are few in thousand. There is a need to have such achievements in lacs and lacs. When a girl in small village can also read these success stories and get inspiration and when right to get birth will be given to girl child than only country will stand to be different at least in the matter of achieving equal respect for women. In the present communication initiative taken by corporate player in empowering women in Uttar Pradesh has been dealt in brief.

## 2. OBJECTIVE

The sole objective of this presentation is to talk about the significant role of corporate to build society, society and corporate are interdependent, growth of both highly effect each other and also to throw light on women's remarkable role . As far as India is concerned women are actively participating and contributing in nation's development but on other hand women do not enjoy equal status as men do, its high time for society to change. As working mothers women give their blood and sweat to their family from managing it emotionally till providing financial support to their family needless to say women are backbones of family as well as society. Corporate plays yet another role they boost economy by making available employment to every section of society.

- 1) To provide promising platform to women in corporate sector
- 2) To undertake campaigns for weaker section of women (poor, illiterate, handicap, etc)
- 3) To provide employment at different levels in corporate
- 4) To stress on overall development of women
- 5) To provide financial assistance to needy women.
- 6) To motivate deserving women in sports, defence, education, politics and so on.
- 7) To protect the right and interest of women.
- 8) To battle against gender discrimination
- 9) To provide promising platform to women in corporate sector
- 10) To undertake campaigns for weaker section of women (poor, illiterate, handicap, etc.)

## 3. METHODOLOGY

The paper attempt to explore the concepts, obviously it's an exploratory research where earlier studies on the subject matter has been readdressed to give insight to phenomenon. Looking into requirements of the objectives of the study the research design employed for the study is of descriptive type. Keeping in view of the set objectives, this research design was adopted to have greater accuracy and in depth analysis of the research study. Available secondary data was extensively used for the study. The investigator procedures the required data through secondary survey method. Different news articles, Books and Web were used which were enumerated and recorded.

## 4. POTENTIAL BENEFITS OF IMPLEMENTING CSR

1. Better anticipation and management of an ever expanding spectrum of risk
2. Improved reputation management
3. Enhanced ability to recruit, develop and retain staff
4. Improved innovation competitiveness and market positioning.
5. Enhanced operational efficiencies and cost savings
6. Improved ability to attract and build effective and efficient supply chain relationships.
7. Enhanced ability to address change
8. More robust "social license".

9. Access to capital
10. Improved relations with regulators.
11. A catalyst for responsible consumption.

## **5. WOMEN EMPOWERMENT INITIATIVES OF COMPANIES AS APART OF CSR**

### **5.1 SCCL**

Singareni Seva Samithi has taken up massive literacy campaign for women and illiterate employees through which more than 50000 persons were made literate. The literacy campaign was concentrated on reading, writing, signing etc., but to sustain the literacy levels and also to make improvements it is suggested to adopt continuing education modules by mass media programmers using the services of community radio/TV channels.

### **5.2 ITC**

ITC believes that economic empowerment of women transforms them into powerful agents of social change. ITC has forged an empowering partnership with rural women – the most effective development workers. ITC's intervention leverages micro-credit and skills training to generate alternate employment opportunities. Increased income in the hands of rural women means better nutrition, health care and education for their children. Working with NGOs, ITC has organized village women into micro-credit groups.

### **5.3 Sail**

SAIL has initiated Mahila Samaj Performance of community welfare programmes which includes manufacture of products and services for SAIL employees. The Mahila Samiti in SAIL plants has 4000 members and 15 affiliated to national level organization for community development.

### **5.4 Tata**

More than 60% of the women members of Tata Parivar have launched income generation programmes with an objective of making their families economically sustainable. At the moment there are 22 all-women Tata Parivar SHGs. In order to achieve better levels of income, the rehabilitation and resettlement team of Tata Steel is continuously imparting Capacity Building Training in the sectors Saura Painting, Stitching, Poultry & Goat Rearing and Computer based literacy programmes.

### **5.5 Hul's shakti**

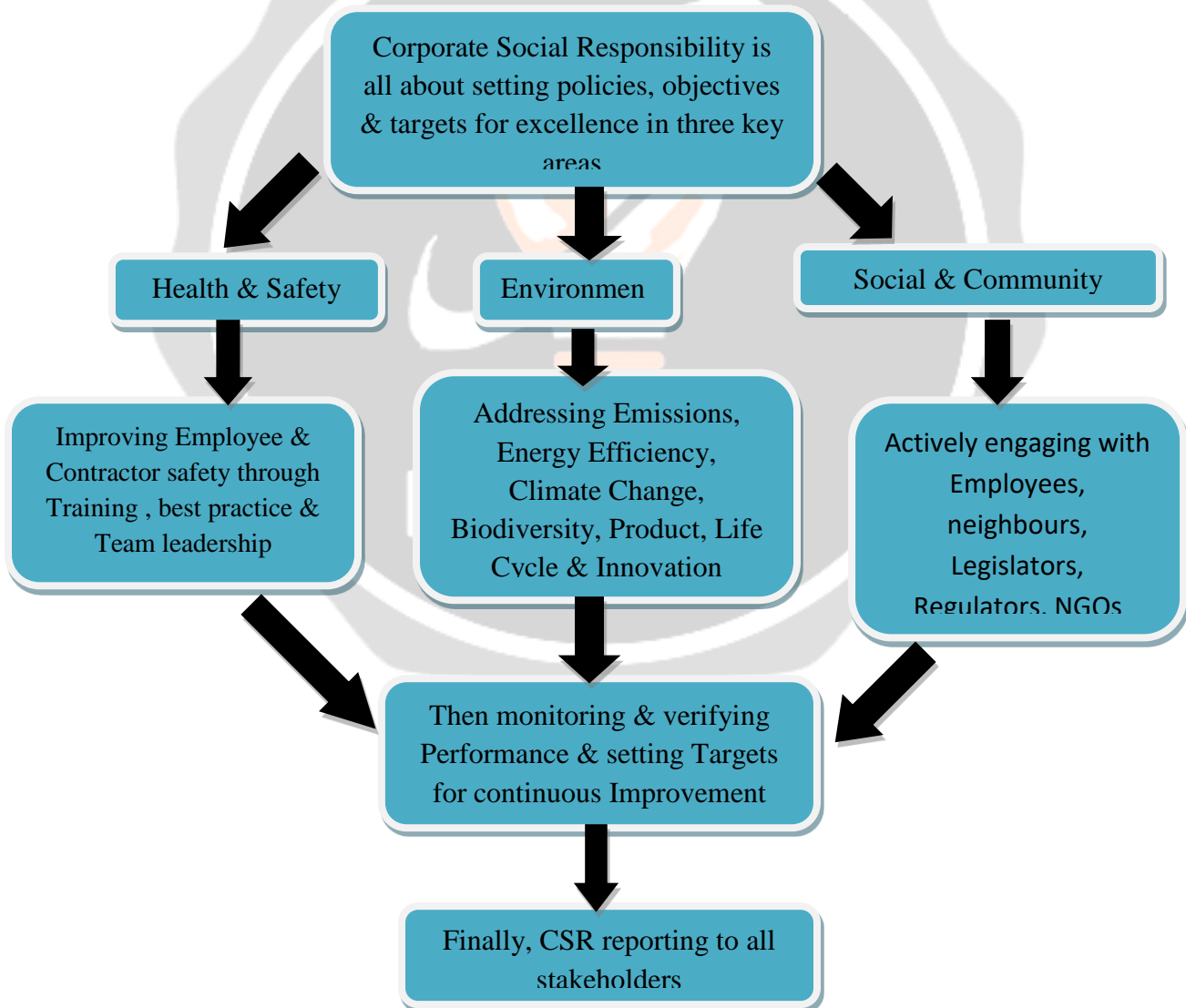
SHAKTI means 'Strength'. Project SHAKTI is HUL's initiative to upliftment of standard of living in rural India by creating income-generating capabilities for underprivileged rural women by providing a small-scale enterprise opportunity, and to improving rural lives through health and hygiene awareness. Project SHAKTI is taken up in rural areas only whereby women are the Distributors for HUL products and are called "Shakti Ammas". This identity is ushering prosperity in their lives and most importantly selfrespect.

### **5.6 Project drishti**

Where Whisper helped to restore eyesight to 250 blind girls through corneal transplant operations in which P&G contributed Re 1 for every pack of whisper sold Project open minds to support and educate children across the Australia, ASEAN and the India (AAI) region. For every large size pack of Vicks Vaporub, Whisper, Ariel Power Compact, Head & Shoulders and Pantene purchased by consumers.

**5.7 Avon**

Avon Cosmetics’ commitment to women runs deeper than the boundaries of business. Women are the heart of Avon's success and Avon continues to support and understand their needs through Avon's Breast Cancer Crusade. The goal of the Avon Foundation Breast Cancer Crusade is to improve access to quality breast health care for underserved, uninsured and low income populations, and to support biomedical research focused on prevention and improved methods of Diagnosis and treatment to Cure and prevent breast cancer. There is a need of such valuable Corporate Social Responsibility campaigns from prominent companies which can surely change fate and face of women in Indian society in the significant areas of education, health, sports, cultural, political, employment and neglected as well as untouched areas of women empowerment which will boost them to live independent and dignified life which they deserve as they are vital and inseparable part of society. Development of corporate and society is unattainable without an active support of women. The government, media, NGOs should collectively join hands with corporate in common interest of upliftment of women.



## 6. SUGGESSTIONS

1. Corporate social responsibility is more than a topic to discuss about it is changing fate and face of society but it should be adopted by all the business houses voluntarily
2. Country like India should specially advocate for corporate social responsibility as it can be possible remedies for many issues like illiteracy, poverty, child labour, unemployment and rural development.
3. Women related issues need important attention from government, society and especially from corporate sector.
4. Corporate can provide finance to overcome some unsolved issues if properly utilized. ~ 307 ~International Journal of Applied Research
5. India is developing in all possible areas but there are certain areas where development is almost stagnant gender discrimination is one of them
6. Corporate can definitely empower women right from encouraging them to get education till getting respectable livelihood to become productive citizens.
7. Women related issues at work like sexual harassment though comes under legal framework but it can be stopped by corporate if internal control within organization gives due importance to women related rules.

## 7. CONCLUSION

Company to manage its role in society – as producer, employer, marketer, customer and citizen – in a responsible and sustainable manner. The objective of CSR activities is not only to have brand recognition but to mark an impact in the society. The success of any strategy of women empowerment depends upon the various factors: Education, Upgrading social custom, Family planning, Health and sanitation, Initiating livelihood, Environment, tree growing, kitchen gardening etc. Collective strategies by the organizations and various NGO's at the ground level is required to be build which is beyond micro-credit to increase the endowments of the women, enhance their exchange outcomes vis-à-vis the family, markets, state and community, and socio-cultural and political spaces that are required for both poverty reduction and women empowerment.

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## BIOGRAPHIES

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