

Contribution Of Corporate In Indian Society

Dr. Ujwala Bajpai

Smt. Radha devi Goenka College for Women, Akola

Abstract :

The post-independence era has witnessed a sea change in the approach and attitude of the corporate sector. It has apart from being professional in working ,emphasis has also being made to constantly improve the living and standards of its associated work force. Over the period transition has been noticed in the corporate sector moving ahead from just charities to making their presence felt by way of owning social responsibilities .The corporate houses presently addresses its stakeholders through a well-balanced and clearly defined policies of social obligation towards the society .The major corporate players now are more open to sustainable strategy's and are valued for desired deployment .The purpose of this research paper is to ascertain the reasons for growth of corporate sector in India and to know the potential benefits of the organizations publically.

Key Words : Corporate Houses, Indian society

Introduction :

Contribution of corporate can be better defined as, self-regulation integrating into a business model. Individual corporate policy functions as an inbuilt, self regulating mechanism ,whereby business is monitored and ensured for its active compliance. This is an ongoing and continuous process and aims to embrace social responsibility for the Corporate Action and ensure a positive impact through its strategies and approach on environment, consumers, workforce , communities ,stakeholders and the society at large. Active contribution of corporate houses can be traced from 60's and onwards prominently ,when participation of public came into existence. The contribution of this sector can be incorporated in varied tactics by extending a part of its profits towards betterment of the society. The business houses follow the law of land closely integrating concern for environment, consumers and human rights. Globally too, norms have been laid down to ensure an own responsibilities for finances raised and the resources generated for efficient mobilization by the corporate houses.

Objectives :

- To ascertain role of corporate sector towards society.
- To provide goods and services at economical prices.
- To maximize employment generation.
- To identify areas of involvement for betterment of the community.

Social contribution and responsibilities :

The corporate houses in India in recent times have frayed and are focusing on areas which are either socially or economically backward. However, principle of management science should be adhered, that is the functioning of management be such, which is beneficial to business without any harm to the society. Business houses must jointly work and promote with local communities and ensure secured and consistent returns for the shareholders. Optimum utilization of society resources providing quality product at reasonable price must also be ensured.

Economic contribution :

Undoubtedly, corporate houses form the backbone for any developed or developing countries. Their contribution towards the national economy cannot be overseen. They are the most important contributors in generating large scale employment. This plays a crucial role for improving the living standard of the common man. The corporate management for long term sustenance's should ensure fair returns to the investors / promoters.

Contribution to Nation building :

- The strategy of any corporate must be to focus on the untapped potential resources. These can either be natural or manmade. To quote few examples such as
- Natural – Oil and Gas ,Ores, etc
- Manmade – Technological development and global competition etc.
- The role of corporate sector in contributing their part to the nation can be traced back right from

post independence era to the present times great visionaries viz : TATA ,Birla, Dalmiya, Modi, Ambani being some of the most prominent. It was there vision that India today lacks nowhere behind any other developed countries. This can be substantiated by the merchandise exports covering each and every segment that is Technological to FMCG.

Environmental Responsibilities :

The corporate sector should take a serious note and ensure stringent measures to be adopted by them to create and maintain a pollution free and clean environment. In house facilities within there campus area should be earmarked for this purpose. Business houses and public sector organisation must demonstrate their part of concern towards public health, society and the nature. Waste management system should be an integral part of any medium scale and large scale organization. This would be beneficial to safeguard the environment .

Corporate Governance :

It is imperative to know and understand that a system is very much essential for realising the best possible handling relationship between the individual groups so no one gets cheated or exploited. In other words, it is a system of processes, policies and rules that channelises the corporate attitude and code of conduct in business for management should be in place. As compared to previous times, the present day corporates are more aware and foster and ensure that the trust of its shareholders and promoters is well maintained .This can be more elaborated as below :

- Gaining confidence of shareholders that the organisation is functioning as per legal norms, thereby adhering stipulated regulations.
- Transparent approach towards organisational decision making during good and bad times.
- Providing a framework to put a check in case a violation in the company's code of conduct.
- Emphasis on long -term values rather than short - term gains.
- The board of directors being the mascots, must ensure and set the company's strategic decisions and provide the leader to put those strategies into effect.

Challenges for Corporate Governance :

The concept of governance chains that can constrain grabbing hands of public and private sector by providing information and accountability mechanisms to help investors, monitors, manager, this is so, as ideas and proposition both good and bad have an impact on international public policy. This topic is particularly vital for developing countries since it is central to financial and economic development.

India has very good corporate governance laws but a very weak implementati on associated with socialistic policies.

Conclusion :

As in other parts of the globe, India too needs to take note of non-compliance in standards of financial reporting by few of the corporate giants. The collapse of certain international houses are an example of the above. Howeverin India, SEBI have been realized this and as appointed several committies viz : Birla, Kumarmanglam, Naresh Chandra and Narayan Murty.

Corporate governance is a combination of good management practices and compliance of law following ethical standards for effective management. The GOI must fix a specific percentage of the profits accrued and should be utilized for the betterment of the society.

References :

1. Corporate Social responsibility voluntary guide lines (2009) ministry of corporate affairs India.
2. Marquez ,A,C.J Fombrun “ Measy ring corporate social responsibility .(2005)
3. Mohan ,A (2001) ‘ Corporate citizenship : perspective from India ‘,Journal of corporate citizenship, spring.
4. Poornima CM (2011) ‘ Total quality management ‘ Person education India .
5. Chapple ,W and Moon , (2005) “ Corporate social responsibility in asia : A seven country study of CSR website reporting”, Business and society , vol.44.
6. Arora , B and Puranik , R (2004) “ A review of Corporate social responsibility in India” ,Society for international development. Vol . 47.
7. Arpan Banarjee “ A new dimension in corporate social responsibility for Indian IT firm”, APAC business and technology report 2009.
8. Jagdish Ghulati , Indian managers and there CSR understanding : An expert panel study.