



# Incorporating Recent Trends in Social Work Curriculum “Corporate Social Responsibility & Social Work”

**Kalpana B S**

Research Scholar, Department of studies in Social work, Davanagere University, Shivangotri,  
Davanagere District, Karnataka, India

This paper is an attempt to evaluate the recent integrating trends into social work curriculum. Social Work as a profession in India has already passed its infancy long back and in last few decades, it has emerged as one of the most demanding professions in India. Social work curriculum consists of a professional foundation level and an advanced concentration level.

The advanced concentration curriculum strives to deeper knowledge and skills and add breadth, depth, and specificity to content learnt in the foundation level. These days social work has emerged as a program which includes core courses that are applicable to multiple populations and different settings, in that way Academic interest in CSR has been steadily growing.

To support this

- Providing concurrent Field Education.
- Educating about CSR by incorporating social work ideologies

The concept of corporate social responsibility (CSR) is becoming increasingly important to both multinational and local business. The management science with their profit oriented approach have shown increasing interest in CSR, especially its role in improving brand image and building consumer loyalty, because it is the way of planting corporate seeds for social well-being. The major objective of this paper is to throw light on the how Professional social work with its goal of sustainable development has a greater stake in the practices related to CSR. The socially relevant subtext that underlines the entire scope of social work practice will provide a strong foundation to mount a study such as the present one like CSR activity with social work together.

In that sense not only social work is incorporating recent trends but other trends trying to get into social work.

Keywords: Corporate, Sustainable Development, Foundation, Curriculum, CSR. Social Work

## **INTRODUCTION:**

Earlier, corporations found it difficult to understand the consequences of social and economic goals. Social goals were directed towards stakeholders and economic goals towards shareholders. Soon, it emerged as the development of the both groups needed to be directly proportional and this led entrepreneurs to believe that profit making need not be the only corporate goal. As a result, companies started practising social responsibility activities on a voluntary basis to attain various results such as building strong company - stakeholder relationship, motivating employees to enhance production, influencing the community for development and reducing the threat to environment. Companies also have a history of adapting the approaches advocated in professional social work.

CSR goes by many names, which include: corporate citizenship, corporate philanthropy, corporate giving, corporate community involvement, community relations, community affairs, community development, corporate responsibility, global citizenship, and corporate societal marketing. It makes no difference what social commitment of companies is called. It is a NEW way of doing business to cater the needs of the market and its stakeholders.

## **OPERATIONAL FRAME WORK:**

### ➤ **Corporate social responsibility:**

According to financial times” Corporate social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.”

### ➤ **Social responsibility:**

Is an ethical theory, in which individuals are accountable for fulfilling their civic duty; the actions of an individual must benefit the whole society. In this way, there must be a balance between economic growth and the welfare of society and the environment

## **Community development in the CSR agendas**

Community development is a multidimensional paradigm both in its scope and operation. In an attempt to give a definition to this concept, the Cambridge summary conference of (1948) stated that: “Community development is a movement designed to promote better living for the whole community with the active participation and if possible, on the initiative and if not forth coming spontaneously, by the use of techniques for arousing and stimulating it in order to ensure its active enthusiastic response to the movement.”

### Over view on CSR policy

Corporate Social Responsibility (CSR) is attracting every Company and stakeholders. CSR activities are not new but recently it has been most discussed or debated topic for the reason that companies Act has made it mandatory to spend 2% of average net profits of 3 preceding financial years. Many companies consider CSR activities as philanthropic act towards society and do not want the Government to exert Pressure on them to spend compulsorily 2% of average net profits of preceding 3 financial years.

Finally Section 135 of Companies Act, 2013 (CA, 2013) and new CSR rules have been notified by the Ministry of Corporate affairs for implementation. This Article analyses the provisions of Section 135 and new rules framed under the CA 2013.

### **Companies Act, 2013 and CSR**

Section 135 of the New Act deals with mandatory CSR provisions. This Section will come into force on 01.04.2013 as per notification dated 27th February, 2014 issued by the Central government. Draft CSR Rules have been displayed for comments from public, professional bodies such as ICAI, ICSI and ICWA. After considering the suggestions from various quarters, these rules have been published by notification dated 27th Feb, 2014 to come into force from 01.04.2014. Let us see what the section mandates;

Section 135 states that compliance of CSR is mandatory, if company (private or public) meets any one of the following criteria

- Net worth of Rs.500 crore or more, or
- Turnover of Rs.1000 crore or more or
- Net profit of Rs.5 crore or more during any financial year.

#### **Different types of CSR:**

- **Environmental CSR:** focuses on eco-issues such as climate change.
- **Community based CSR:** businesses work with other organizations to improve the quality of life of the people in the local community.
- **HR based CSR:** projects that improve the wellbeing of the staff.
- **Philanthropy:** businesses donate money to a good cause, usually through a charity partner.

### According to reliance annual report 2014-2015

#### CSR Expenditure

(₹ in crore)	FY 2014-15	FY 2013-14	FY 2012-13	FY 2011-12	FY 2010-11
Rural Transformation	126.33	165.72	73.10	21.69	28.35
Healthcare	608.25	416.69	140.72	91.03	46.99
Education	21.80	80.76	66.71	75.06	91.01
Environment (Greening activities)	0.42	0.52	1.20	2.15	0.76
Others	3.78	48.03	69.27	61.34	34.23
<b>TOTAL</b>	<b>760.58</b>	<b>711.72</b>	<b>351.00</b>	<b>251.27</b>	<b>201.34</b>

#### So why CSR?

1. **Satisfied employees:** Employees want to feel proud of the organization they work for.
2. **Satisfied customers:** Research shows that a strong record of CSR improves customers' attitude towards the company.
3. **Positive PR:** CSR provides the opportunity to share positive stories online and through traditional media.
4. **More business opportunities:** A CSR program requires an open, outside oriented approach. The business must be in a constant dialogue with customers, suppliers and other parties that affect the organization. Because of continuous interaction with other parties, your business will be the first to know about new business opportunities.
5. **Long term future for your business:** CSR is not something for short term. It's all about achieving long term results and business continuity. Large businesses refer to: "shaping a more sustainable society" (Vodafone 2010 report)

#### "Incorporating social work and curriculum of social work in implementation of CSR programs"

Need for social workers in business and non-profit administrative settings are just being recognized. Companies around the world are starting to realize the value of social workers and the transferable skills they can bring to the workplace.

Increasingly, organizations are looking for professionals who can help address a range of issues; from the safety, health and wellbeing of employees to improving a company's financial, social and environmental performance so in that way the role of a social worker is a major aspect to know how we can incorporate CSR into social work. So here it is a brief explanation about the role of a social worker

These are the roles of social worker in the society and with support of these roles the social work curriculum can incorporate the recent trends into social work. To upkeep this the following things have a greater impact.

### **I. Role of academic practitioners**

The academic practitioners will play a vital role in guiding the social work education and the students, how to use the social work curriculum to incorporate the recent trends in social work. Majorly two aspects give a field exposure and helps to find a lot of opportunities as stated below

**Field work:** Fieldwork placements are an important part of a student's education allowing them to experience the frontline tasks of a community worker and providing the opportunity to develop the practical skills needed in the workplace

**Internship:** the University's master of social work internships provide an opportunity for students to apply what they have learned to real-life situations under the supervision of a professional. Students are able to work alongside company managers to assess their departments, operationalize performance indicators, help to set related goals and objectives, assist them in implementing change and performance management strategies.

### **II. role of social work ideologies**

Social workers with master degrees are good at understanding human behavior, motivation and interpersonal relationships, as well as workforce challenges. Corporate social workers take on many roles, from helping employees manage the demands of work, life and mental health issues to helping companies build positive relationships with their communities.

Inclining to these lines, the role of a social worker is a major aspect to know how can we incorporate CSR into social work. Below are few.

#### **“Broker, Advocate, Case Manager, Educator, Facilitator, Organizer, Manager”**

Recognizing this need for business and administratively focused social workers,

The social work and business focus encourages students to think globally and to reflect on the impact of influential corporations. Its curriculum emphasizes bringing a humane approach and social work values into the workplace, helping students learn strategies for creating positive business environments, healthy employees and strong communities. These students also choose whether to focus on the micro level (individual and family) of intervention, or the mezzo and macro levels (organizational change and programme development.)

Similarly, community organization teaches students to apply their emerging leadership skills in planning, management and administration in both non-profit and private industry settings. Given global challenges like natural and manmade disasters, health epidemics and the difficulties of sustainable development. Students are also taught how to be innovative and interdisciplinary.

### III. Role of NGO'S (NGOs and CSR)

It is not surprising therefore that CSR has become a major focus of interest to the development practitioners, including professional social workers whose practices, principles and philosophies overlap with the emerging values being incorporated into the domain of CSR. Curriculum developed to training students in social work are looking at the emergence of CSR as a domain and are researching various aspects such as collaborations with NGOs and CBOs,

The role of social workers in this domain and in the evaluation of the CSR projects. Apart from the development agenda of the governments and the NGOs. It is being realized in all schools of social work that CSR perspectives are worth pursuing and adapting into practice. This is reiterated by development agencies like the DFID of United Kingdom which states, that through CSR, the growth generated by corporations would be more inclusive, equitable and poverty reducing.

The early forms of business-NGO relations were mostly confrontational, with well-known anti-corporate campaigns. Today new forms of business-NGO engagement have emerged based on a combination of confrontation and collaboration strategies. Without abandoning advocacy and campaigning, today's NGOs also engage corporations and business associations to identify and disseminate corporate best practices.

- They form partnerships to promote social and environmental actions,
- Provide technical assistance to corporations,
- Elaborate commonly agreed certification schemes,
- Promote and design corporate social responsibility (CSR) standards as well as management and reporting processes, and participate in CSR monitoring and auditing.

These new forms of collaboration between business and NGOs reflect broader changes in the overall governance environment, while contributing to the reconstitution of the global public domain where firms carry out their activity (Arenas et al, 2009).

NGOs have a key role to play in identifying the company's interest and utilize the recourses in a productive manner for the beneficiaries. Thus, the NGOs can build the link between the company and its stakeholders by making use of their grass root knowledge and interventions techniques through social work

## Community development CSR projects in Bangalore (N =25) in the year 2014-2015

	Rural and Agrarian Projects	Health Related Projects	Energy conservation Projects	Alternative source of energy	Education Projects	Fine arts	Citizen Empowerment Projects
No. of Projects	15	18	8	6	17	2	6

### Conclusion:

Through CSR organizations not only required to spend money but are also required to follow the disclosure and other statutory requirement. It would take some time for companies to get used to these new regulations. But this new regulations is good from social equality and development of underprivileged. As far as these new regulation benefits society in large, social work practice will provide a strong foundation to mount a study such as the present one like CSR activity with social work together.

### Reference:

- ✚ Mihaela Gotea (2019) Corporate Social Responsibility and Social Work. Interconnections.
- ✚ G S Rao, Deputy general manager (legal) OCL India limited <http://taxguru.in/company-law/rules-corporate-social-responsibility.html#sthash.GelbLZGp.dpuf>
- ✚ **Santanu sarkar (2008) Industrial Social Work to Corporate Social Responsibility: A Transformation of Priority**
- ✚ **Social work foot prints, a peer reviewed quarterly social work journal (8/21/2015)**
- ✚ J Juan Macias is the assistant director of professional development for the University of Southern California School of social work.
- ✚ CSR times-for leaders in social responsibility