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CORPORATE SOCIAL RESPONSIBILITY STRATEGY FOR COMMUNITY SERVICE ENDEAVOUR: EMPOWERING GOLD ARTISANS IN CUTTACK DISTRICT OF ODISHA

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Abstract: Gold has been valuable to humans of all cultures based on historical evidence. It is one of the rarest and most valuable metals humanity uses. Moreover, gold jewellery is the most famous and sought-after product in all human civilizations. In this context, its uniqueness in India is relevant on both social and economic fronts. Conventional goldsmiths mostly use traditional methods for making gold jewellery, and this knowledge of craftsmanship gets carried from one generation to the next through family practices. When the artisans' indigenous knowledge reflects India's rich cultural heritage, their engagement in this activity contributes to the community's economic development. However, this endogenous development needs external support due to fierce competition from private players, mainly using mechanization in production. Without government assistance for these communities, the corporate sectors can significantly preservethis art and the artisans through their "Corporate Social Responsibility" activities. A case studyof gold artisans of the Cuttack district of Odisha has been considered to demonstrate the picture of their sustainable development.

Index Terms **- Goldsmith, Endogenous Development, Gold jewellery, Corporate Social Responsibility**

1. Introduction

Gold is a precious metal with universal acceptance and it can be seen everywhere from jewellery to technology. Of all the precious metals it has achieved the position as the most popular alternative for the purpose of investment. People keep gold in many forms. Liquidity, ease in handling, hedge against various emergencies, higher returns and affordable price make it a most attractive investment option. It is not only an item one can wear as luxurious display of status, but as its price continues to rise, it also acts as a store of wealth which consumers can stock upon to shelter themselves against difficult times. As it stands, India remains one of the world's highest importers of gold jewelry (World Gold Council, 2017). According to the Indian Department of Commerce's (2018) trade statistics, India imported close to 15.3 billion Indian Rupees (INR)-worth(around USD 227 million)1of gold jewelry alone in 2016-2017. Evermore shocking is that more than half of all gold jewelry in India is consumed in the rural areas (World Gold Council, 2017).This is difficult to comprehend at first glance because rural areas tend to be poorer than the urban areas (National Sample Survey Office, 2017), yet despite the excessive hike in gold prices in the recent years (Mishra & Mohan, 2012), the demand for gold in India remains un wavering. The most popular form of gold is jewellery, gold jewellery is one of the oldest forms of body adornment. The history of the jewellery shows that it has different uses among different cultures. In ancient time kings and royal people used to adorn themselves with jewellery and it was their status symbol. There is not much change in this concept even in the modern era. Jewellery is a must wear for women on special occasions. Till 1990's non-branded jewellery shops and jewellers or goldsmiths in local areas dominated the gold jewellery sector. Buyers had implicit faith in their jewellers. But the late 1990s witnessed a drastic shift in consumer perception as branded jewellery shops entered in the gold jewellery market. Branded jewelers struggled to compete with traditional jewelers and were forced to find out some way to differentiate themselves and it was a huge success. Hall marking, demonstrating the purity of gold, introducing fashionable and light weight jewellery instead of chunky ones, promotional measures like advertising, sales promotion, salesmanship and public media have created a revolution in the field of gold jewellery market (Sajjanan ,2018).

Corporate Social Responsibility (CSR) refers to a company's commitment to act ethically and contribute to social and environmental well-being. It involves practices that benefit communities, employees, and the environment. Companies engaging in CSR often promote sustainability, and adopt ethical business practices. This approach aims to create a positive impact while fostering good will and trust with stakeholders. In the context of anthropology CSR involves understanding how businesses interact with and impact the social fabric. It encompasses a company's acknowledgment of its role within communities, emphasizing ethical conduct and contributions to societal welfare. CSR extends beyond profit motives, incorporating cultural sensitivity, community engagement, and environmental stewardship. Anthropologically, it explores how corporations navigate diverse cultural landscapes, respect local traditions, and address social issues. CSR practices, when anthropologically informed, aim to create harmonious relationships between corporate sectors and the societies they operate in, create mutual understanding and sustainable development.

2. Objective

- To know about the artisans' indigenous knowledge and their rich cultural heritage
- To discuss about the problems faced by the traditional goldsmiths of Cuttack
- It discuss about the endogenous development of the artisans and the possibility of sustain their skills by the corporate sector through their CSR policy.

3. Methodology

The data is collected by the researcher in both primary and secondary data collection methods. For primary data collection a survey was conducted in the city of Cuttack with among the gold artisans in the month of January 2024. The data is collected from with the help of various methods like ethnography fieldwork, census, questionnaire, group discussion and case studies. The secondary data sourced from different journal and articles.

4. Gold Artisan of Cuttack

Goldsmiths must be skilled in forming metal through filling, soldering, sawing, forging, casting and polishing. The trade has very often included jewellery making skills, these skill had pass through several generation to generation .The majority of gold artisans are belong to the Bania caste and it subdivided in different caste group.

Table -1 SEBC list of the Community

Sl.No	Name of the Caste /Communities	Resolution/Notification no. and date of TW/HW/Welfare/ M & BCW Deptt .
1	Bania /Patuli Bandha Baisya	No.25455 dt.10.09.1993(TW)
2	Sunari/Viswa Brahman/Putuli Bania/Vasya Bania/Potali Bania/Gandha Banik/Vaisya Patuli vanya	No.18222dt. 29.07.1996(W)
3	Paudar Bania/Podar Bania	No.2618 dt. 05.11.1996(W)
4	Kamila/Astalohi/karmakar/Subarna Banik/Sunari Bania/Swarnakar/Subanna Bania, Sunari banik	No.479,11.2003(M &BCW)

Source: Socially and educationally backward class (SEBC)list Odisha

The table presents the various caste and community names traditionally associated with gold smithing, jewellery making, and related artisanal occupations in Odisha, along with the Government of Odisha resolutions and notifications through which they were officially recognized. It shows that these occupational communities are known by different regional names, including Bania, Patuli Bandha Baisya, Sunari, Viswa Brahman, Putuli Bania, Vasya Bania, Potali Bania, Gandha Banik, Paudar Bania, Podar Bania, Kamila, Astalohi, Karmakar, Subarna Banik, Swarnakar, and Sunari Banik. Their recognition was formalized through Resolution No. 25455 dated 10 September 1993 issued by the Tribal Welfare Department, Notification No. 18222 dated 29 July 1996 and Notification No. 2618 dated 5 November 1996 issued by the Welfare Department, and Notification No. 479 of November 2003 issued by the Minorities and Backward Classes Welfare Department. These notifications acknowledge the existence of multiple region-specific identities within the traditional goldsmith community while bringing them under a common administrative framework for welfare measures, educational benefits, reservation policies, and other socio-economic development programmes. The table therefore highlights both the cultural diversity and the official recognition of Odisha's hereditary jewellery-making communities.

Table-2 Population of the goldsmith in study area

Sl. No	Caste	Population
1.	Odia Bania	135
2.	Bangali Bania	127
3.	Muslim Bania	14
4.	Chasa	17
5	Teli	12
6.	Kaibartya	6
7.	Telegu Bania	4
8.	Khandayat	6
9.	Jaura	4
10.	Brahmin	3

11.	Kumbhar	3
12.	Sundhi	2
	Total	333

Source: Field Data 2024

The above table is based on fieldwork done by the researcher in the Cuttack city. The Researcher find there are total 333 gold artisans from different lane of Cuttack Example- Bania sahi, Basuli sahi, Balu bazaar and Mansingpatna. 135 of them are belong to the Odia Bania caste community which are sub-dived into different sub-castes which are mentioned in the table no1. After the Odia Bania most artisans are from Bangali Bania category they are migrated from the west Bengal and Bangladesh for searching of work.

4.1 Problem of Goldsmith

Gold Artisans are face a lot of problem in the current time, so most of them are de-motivated and left their traditional hereditary work .Even they don't agree to encourage the next generation to enter in to the traditional jewellery making work .Here is some point-

i. Lack of money to invest – Goldsmith of Cuttack did not have much fund to invest to buy new technology machine and raw material. How much they earn now it's very difficult to leave. They don't have any scope to advertisement of their products or display their products to the customers to attract them.
ii. Less technology –Still now artisans are using their traditional equipment to making jewellery. They don't have get proper training for using new technology and they also don't have the sufficient fund to invest in the market to buy new machine .Due to traditional handmade technology gold artisans are take more time to complete one masterpiece jewellery.
iii. Outside jewellery- Most of the showrooms are prefer to import less weight machine jewellery.
iv. Increase in outside worker – Artisans from West Bengal and Bangladesh are migrating to Cuttack for work as a wage for their owner. They work like machine without worry about their own health condition, so after entry of the Bengali artisans' traditional goldsmith of that area are face difficulties to get the proper work.
v. Less education- Most of artisans are under market, their less educational qualification is became obstacles. Due to less education they can't learn new technology in a short period and they are not updated with government scheme and policies.
vi. No strong association - They don't have strong committee to guide them to grow, fight for the artisans and distribute work among themselves.

5. Corporate social responsibilities and traditional Gold jewellery

Corporate social responsibility is a broad concept that can take many forms depending on the company and industry. Through CSR programs, philanthropy, and volunteer efforts, businesses can benefit society while boosting their brands.

5.1 Types of Corporate Social Responsibility

In general, there are four main types of corporate social responsibility. A company may choose to engage in any of these separately, and lack of involvement in one area does not necessarily exclude a company from being socially responsible.

5.1.1 Environmental Responsibility

Environmental responsibility is the pillar of corporate social responsibility rooted in preserving Mother Nature. Through optimal operations and support of related causes, a company can ensure that it leaves natural resources better than before its operations. A company can pursue environmental stewardship through:

i. Reducing pollution, waste, natural resource consumption, and emissions through its manufacturing process.
ii. Recycling goods and materials throughout its processes, including promoting re-use practices with its customers.
iii. Offsetting negative impacts by replenishing natural resources or supporting causes that can help neutralize the company's impact. For example, a manufacturer that deforests trees may commit to planting the same amount or more.
iv. Distributing goods consciously by choosing methods that have the least impact on emissions and pollution.
v. Creating product lines that enhance these values. For example, a company that offers a gas lawnmower may design an electric lawnmower.

5.1.2 Ethical Responsibility

Ethical responsibility is the pillar of corporate social responsibility rooted in acting in a fair, ethical manner. Companies often set their own standards, although external forces or demands by clients may shape ethical goals. Instances of ethical responsibility include:

vi. Fair treatment across all types of customers regardless of age, race, culture, or sexual orientation.
vii. Positive treatment of all employees including favorable pay and benefits in excess of mandated minimums. This includes fair employment consideration for all individuals regardless of personal differences.
viii. Expansion of vendor use to utilize different suppliers of different races, genders, veteran statuses, or economic statuses.
ix. Honest disclosure of operating concerns to investors in a timely and respectful manner. Though not always mandated, a company may choose to manage its relationship with external stakeholders beyond what is legally required.

5.1.3 Philanthropic Responsibility

Philanthropic responsibility is the pillar of corporate social responsibility that challenges how a company acts and how it contributes to society. In its simplest form, philanthropic responsibility refers to how a company spends its resources to make the world a better place. This includes:

x. Whether accompany donates profit to charities or causes it believes in.
xi. Whether a company enters into transactions only with suppliers or vendors that align with the company philanthropically.
xii. Whether a company supports employee philanthropic endeavors through time off or matching contributions.
xiii. Whether accompany sponsors fund raising events or has a presence in the community.

5.1.4 Financial Responsibility

Financial responsibility is the pillar of corporate social responsibility that ties together the three areas above. A company might make plans to be more environmentally, ethically, and philanthropically focused; however, it must back these plans through financial investments of programs, donations, or product research. This includes spending on:

xiv. Research and development for new products that encourage sustainability.
xv. Recruiting different types of talent to ensure a diverse workforce.
xvi. Initiatives that train employees on DEI, social awareness, or environmental concerns.
xvii. Processes that might be more expensive but yield greater CSR results.
xviii. Ensuring transparent and timely financial reporting including external audits.

The concept of corporate social responsibility surfaced during the 1950s and 1960s. Indian companies are now realizing the importance of CSR (K.N.Ajith, 2014). According to the World Bank, CSR can be broadly defined as “the commitment of the business to contribute to sustainable economic development by working with employees, their families, the native community and society at large to enhance their standard of living.” CSR has proved to be a tool to boost the Handicraft sector. Corporate houses are realizing that the Handicraft sector is left behind. So, some corporate houses are working actively on supporting handicrafts by providing technical, financial and marketing assistance to the artisans. It incorporates all the efforts taken for the protection and preservation of national heritage, art, and culture. The efforts like restoration of sites and monuments of historical importance and craft development would also come under CSR ambit.

The definition of handicraft given by UNESCO/ITC (1997) "Artisanal products are those produced by artisans, either completely by hand, or with the help of hand tools or even by mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product. The special nature of the finished products derives from their distinctive features, which can be utilitarian, aesthetic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant” (Ghosh).

According to the latest study, smaller firms are spending more on CSR than bigger firms(CRISIL, 2016). With the help of CSR, corporate can instill commercialization and professionalism in the production process. Corporate can enable the local economy to reap the benefits of globalization by providing adequate marketing skills. For capacity building training to semi-skilled and unskilled manpower is the objective of social activities. This will help to get the required skilled manpower from within the locality (Neogi, 2010).

As quoted by (Blowfield M., 2005) “ CSR is an umbrella term used to describe different socially oriented practices.” The commission of the European communities (2001) emphasized that being socially responsible means to go beyond legal compliance and support civilization, the environment, and the stakeholders. In Modern business scenarios, social responsibility is an intrinsic strategic component to achieve and sustain the corporate objective rather than "mere" or "pure" charity (G. Bahaudin Mujtaba, 2013). Indian Government emphasizes the concept of “responsible business” in the voluntary guidelines for companies (Ministry of Corporate Affairs, 2011).

Companies are realizing the importance of the socio-economic development of the local community and actively engaged in CSR practices. For rural development, CSR initiatives should aim to provide income generation activities. For better planning and implementation of CSR activities, a company should have a dedicated CSR department for better evaluation. A company should survey the concerned area to know the need of the local people. A company should prepare a CSR progress report annually for better transparency. The government should act as a motivator, facilitator and enabler of CSR rather than a dictator (Dipti Mal., 2014). Indian executives agreed that CSR is relevant to their business and they also felt that business is accountable not only to shareholders and employees but also to the customers, suppliers, society and the state (A.F. Khan, 1987). This might be the benefit of CSR that it can be used as a sort of defense strategy when organizations have been attacked for malicious practices (Cohen, 2010).

5.2 Sustainability and empowering of traditional gold artesian

Sustainable materials, also known as “green materials”, refer to materials that take account of energy consumption and pollution emissions through the life –cycle. By replacing, adding or reducing the elements of the original products, design can usually give the old jewellery a new content and appearance as a second life. Its most significant feature is the renewed jewellery inherited pasts of the old jewellery’s physical characteristics and emotional memory. Still, the function and concept are more in line with the needs of the current wearer. Through this improvement ,jewellery obtain the value and significance of regeneration .As traditional gold jewellery production is largely an organized sector, there is a paucity of professional infrastructure such as workshop ,storage space ,packing facilities, etc. The family's overall low educational level to manage inventory, access government schemes and market information, and begin with traders and middleman . They also lack the financial capability to upgrade technology in production or undergo necessary training regularly, compromising the quality of their products and raising their production cost. They lack access to quality raw materials, which are increasingly becoming difficult to acquire. The cost of pure gold is rising faster than the wholesale price index. Gold artesian also suffer from a lack of working capital and access to credit and loan facilities. Hence, they cannot fulfill bulk orders and simultaneously support their families living needs while the order is executed. They also do have difficulty accessing government schemes and managing necessary collateral funds. On the other hand, banks cite poor recovery rates and wrong utilization of funds by artisans. So, they have low bargaining power while marketing their products and are forced to sell at low prices to recover costs and support themselves. There is a fragmented value chain because of a lack of market linkages among artesian who have few opportunities to reach new consumers through relevant platforms like shopping malls and online marketing. These workers have no organized association, and a few are present to procure the "artisan card" given by the government. Because of all these problems, there is a lack of interest in second-generation learners who are disinterested in continuing their family traditions. So there has been no passage of the oral tradition in the formof skills and knowledge of designs and motifs. However, this endogenous development needs external support due to fierce competition from private players, mainly using mechanization in production. Without government assistance for these communities, the corporate sectors can significantly preserve this art and the artisans through their "Corporate Social Responsibility" activities. The company can provide infrastructure and machinery support to the artisans and also proper training to the artisans to making traditional jewellery with new technology. It also provide financial assistant to the artisans so the next generation will be engage in this traditional work. So Through the financial and Philanthropic responsibility company can take over the gold industry and help to the artisans.

5.3 Examples of Corporate Social Responsibility :

Trijal Enterprise: There is a company namely Trijal enterprise pvt.Ltd in Bhubaneswar the capital of Odisha which provide affordable budget friendly jewellery with international standard. The jewellery are manufacturing in the manufacturing unit at BMC Bhawani mall ,Bhubaneswar , with the help of traditional gold artisans .

Tansihq : It is an Indian jewellery brand and a division of Titan company, founded in 1994. By the end of the 1980s, Titan launched Tanishq, which focused largely on experts to Europeansand American markets in an attempt to increase its foreign exchange reserves. In the early1990s,I ndia's exchange crisis was resolved and Titan Company shifted the focus of the brand to the Indian market. A pilot plant was setup in August1992 and production began in 1994 and Tansihq first store opened in 1996. Tanish jewellery is created by TATA product, so if the Tata group is construct a infrastructure with some machinery equipment which are needed for a workshop, so it will be very helpful for traditional gold artisans to make jewellery .
Kalinga trust : Kalinga trust is a organization which is made for the development of artisans . This organization is authorized by government in the earlier period its works very well but later period the production of jewellery item are decrease day by day. This trust is open in the tenure of Biju pattnaik government. In this industry the well skilled artisans teach new students in the term of daily wages and the students are also getting the stipend for their work. The industry is abolished due to the corruption.

Casestudy-1

Niranjan Jethy is a very old artesian who has a lot of experience in the field of silver filigree and gold jewellery. He was work in the kalinga trust of khapuria in the earlier stage of his life. According to him first the organization is calling for training program for selection of artisans they take a skill interview at killa padia. First they teaching new comer about the internal part of structure all about small work and trained them as fine worker. He went to Khapuria for work mainly he is a learner that time. Less than one group there are 10 people are working in every group and they earn 100 Rs daily and they distribute the amount among themselves.

So If some organization like this make a workshop for the artesian then it will be very good for sustainability of the art and artisans. It will help to got the financial assistance for their livelihood.

6. Conclusion

CSR in craft can act as a motivator for Artisans. Traditional artisans find it difficult to continue their craft because of no livelihood support from that craft. Hence it is suggested to the corporate houses that are operating in their region should take appropriate measures for the survival of traditional handicrafts that are in danger. Each company should prepare its annual CSR report, which is now mandatory under the new company act. In the annual CSR report, a company should publish the details about beneficiaries. Before launching the CSR project, a company should survey the area of concern for the local people so that the involvement of local people will be enhanced. A company should have a dedicated CSR department for better planning, implementation, and evaluation of CSR policies. Corporate houses should also come forward for the preservation of traditional craft and culture by providing technical, financial and marketing assistance. Through CSR efforts of corporate houses, Artisans should be taught about designing contemporary artifacts by using both traditional and modern methods. Artisans can also be taught about Internet marketing that it can be used as a great tool to sell their products and create awareness about traditional jewellery products.

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