

CSR: The Role of Non Profit Organization and voluntary groups for Creation of Better Environment in developing countries.

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Abstract: The NGO are non-governmental bodies that work for society, and so are well aware about the problems of society and scope of improvement. Many NGO's works for various problems for society, which is a great advantage to reach the needy ones. So in the corporate social responsibility model the NGO s and voluntary groups has a key role for creation of healthy and better environment in developing countries. And my research paper will reflect same in it. The involvement of NGO's and voluntary groups and how? The role, involvement and its effect on the developing counties environment.

Keywords: Corporate social responsibility(CSR),partnership NGOs and Corporates, community volunteering, corporate volunteering.

I. Introduction

The CSR is in limelight from couple of years ago. Where CSR is not a new concept,only it was under the lack of awareness and proper regulatory authorities to monitor.This is the reasonstill CSR is not having a universally defined definition. So CSR is under argument, that is socially responsible or a means of profit maximization. CSR is something, which cannot be thrust upon any company.It has to do it voluntarily.So the role of NGOs, voluntarily groups,civil service organization plays a vital role under the header of corporate social responsibility. Where it shows the ways towards society and environmental development.Corporate social responsibility (CSR) is a term that do not have a standard definition or a fully recognized set of specific criteria. CSR is generally understood to be the way a company'sachieve a balance between the economic goals and social agenda. Historically civil society and NGO s have played a limited role in the CSR scenario in Indiabut they have increasingly important and relevant in recent years. The number of NGOs have grown rapidly and the fresh emergence of civil society actors devoted to CSR issues has allowed NGOs to play a more significant part. Today civil society seeks to have a greater influence on CSR efforts by acting a watchdogs and monitoring business activities, bringing stakeholders together for collaborative action on social issues and partnering with the businesses to implement CSR programs.

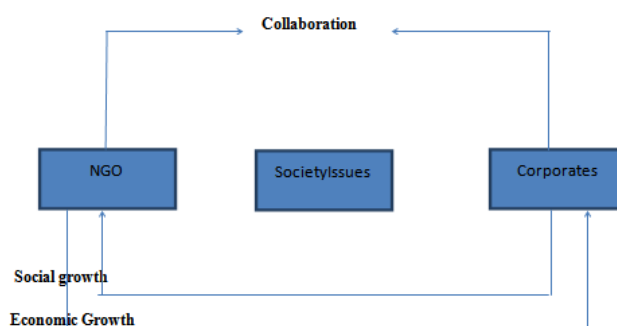


FIG 1: Relational model of NGO's and Corporate

The CSR rules developed by the ministry of corporate affairs gave a special reference to the role that NGO would play a implementing agencies for CSR projects. Details of their participation,funds utilized etc. .are now mandate to be disclosed in the reporting format. The amendments has mentioned NGO s &CSOs a prominent role and implement the best practices in CSR projects.The developing countries are facing a lot of problemslike poverty,unemployment,education lackness.For this fundraising becomes a important issues for NGO s to tackle with. The NGO s for catering the fund,raising demand for the solutions to the problems are entering into the markets and also into the CSR firms.This includes the focusing on market, forming extensive networks of different stakeholders,marketing CSR relatedservices to corporates.

According to world commission on environment and development(WCED),ENGO's plays "an important role.. in identifying risks,in assessing environmental impacts and designing and implementing measures to deal with them,and in maintaining the high degree of public and political interest required as a basis for action"(WCED,1987,p.326). So a true representative of grass root beneficiaries,it is said to be NGO's which present the true voice of the masses"

NGO's & Voluntary Groups:-Outlook

During the last past two decades non governmental organization(NGO) working in development have increased their profits at local,national & international levels. NGO's tend to be best known for undertaking one or other of these two main forums of activity: The delivery of basics service to people in need and organizing policy advocacy and public campaign for change.

The voluntary groups or the civil service organization are the groups of may be the same community,religion or the groups working independently for a specific reason.The reason might be any social cause or environmental development or human rights.These NGO's and voluntary groups are the keen identifiers of the grass root level problems which directly on proper implementation of solution work as tool for developing the developing countries. Civil society organization(CSO)& Non governmental organization(NGO)have played a great role particularly in generating the ideas for CSR.Much of the thinking on what defines CSR and innovative CSRapproach have originated from them.

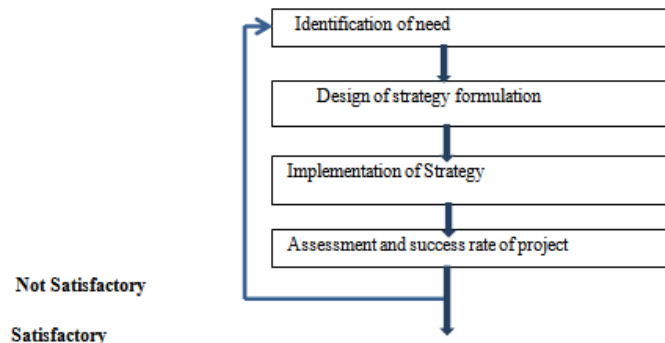
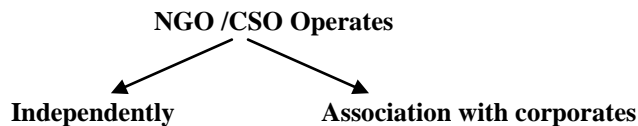


Fig 2: MODEL FOR PROCESS OF NGO'S AND CSO'S

Identification of need:

NGO's works at grass root level at various geographic locations. They have the local contacts which help the NGO's to identify the needs. The needs also depends on priorities . NGO have become active in wide range of specialized role as a emergency response,democracy conflict resolution, human right works,cultural preservation,environmental activities,policy analysis, research and information provision based on priorities. Before moving to the next step we need to understand the recent changes in the working of NGO's. NGO's and CSO's work independently but with the trend in the market and need of the society,the change in the working profile of NGOs and CSO's to serve the society.



Independently Association With Corporates.

The intention of present work is therefore to contribute to the literature by proposing a model of successful partnership between firms and NGO's/CSO's on the perspective of relationship marketing- A theory clearly suited to the end because its main objective is to set up and maintain successful long term relational exchanges(Hunt,lambe,wittmann,2002,MC millan,Money,&Downing,2005,Morgan & Hunt1994;palmalier,Dant grewal & Evans,2006,Wittmann,Hunt & Arnett 2009)

An Approach To Success In Social Alliance:

Most of literature on association between Bussiness and NGO's / CSO's has made use of long terms success and value creation(Austin 2000,2010;Austine & suitanidi,2011;gourvillee & Rangan,2004; Murphy & Arenas,2010.) one of the principal author in the area,Austin(2010,p.13) observed the values creation is at the heart of successful collaboration being what motivates, supports and produces impact from cross sect

oralcollaboration". In this regard a number of author has proposed similar definition for the term. Recently in an extensive review of the literature on collaboration between business and NGO's. Austin and sitanidhi(2011,p.12) conceptualized collaborative value creation as "The transient and lasting benefits relative to cost that are generated by the interaction of collaboration and which correspond to the organization, individual & society "

Design Of Strategy Formulation:

With the change in working pattern of NGO's/CSO's & the collaboration with corporates,which has encouraged and engaged them in various activities like relational marketing ,advertisement,CSR projects for which they need to design a proper strategy. As it is collaboration with corporates,which is a dual process i.e. fund raising & profit making for NGO and Corporates respectively.

Implementation Of Strategy:

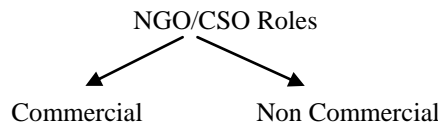
Strategy implementation and execution is a very crucial task because it directly effect the collaboration motto of the NGO's and corporates. Depending on the design of strategy and cause design of strategy is done. But Proper execution will be responsible for motto of achievements. As the NGO's are helping corporates in marketing advertisement and CSR related projects and related works like audit, assessment and other.

AssessmentAnd Success Rate Of The Program:

As the social alliance with the corporates have become a major activities in NGO's/CSO's. S the program like sustainable business models ,including small medium and social enterprises in the supply chain and various activities which need to be mapped.So the assessment is done by NGO's on the various parameters and success rate of project is calculated which is in direct ratio with the profit maximization

The Roles Of NGO's And CSO's In The Development Of Developing Countries

With the society development and the need of industrial collaboration with the society,the role of NGO and CSO have become prominent specially in the developing countries like India ,Bangladesh,Pakistan, Srilanka ,Myanmar and others.The social development ultimately Leads to the nation developmentespecially with respect to economic development of nation.So the involvement of NGO's and CSO's plays a major role.Likewise with the need of NGO's and CSO's in social development their roles are divided into 2 types



Even though the NGO's and CSO's are working for society development,they need funds to carry out their functions and activities. They get donations from various industrialstand government help, but it is not enough.So to earnmoney for NGO /CSO operations,they have a social alliance with the corporates.They also provide the services to corporates which benefits both NGO/CSO as well as corporates. They provides services like organizing social events on behalf of corporates,designing of sustainable business model,cause related marketing. The remarkable amendments are made in companies act 2013,added new roles to the NGO's like CSR report generation,help corporate to identify and align with the connectivity and engaging them for dialogue for CSR support,CSR funding.These responsibilities are also of corporates to show the expenditure incurred of 2%.These responsibilities have now turned roles which allow them to work on commercial basis for corporates.These are thecommercial roles of NGO's and CSO's,which have emerged with the trends and need of society for its up gradation. The other and the basic side of NGO's/CSO's is a noncommercial. They work purely for the social development.The CSR to develop the socio-Economic status .The noncommercial side of NGO's/CSO's is too far from the profit background.They are only for theenvironmental and social development of the society,which ultimately lead to the nation development.

NGO's/CSO's undergoes various projects like rural life development,animal conservation,plants conservation,life skill development,women empowerment,sex equality and many such other factors whichleads to a strong and healthy society. Few of the factors are mentioned but still there are many such issues which are unnoticed and need to bring infront of society,which will led to the better societythat may be a community or in a business model.

The very good and practical example of it is yuva mitra .It is a young group in sinnar Nasik(MH),wanted to contribute to society.Group wanted to initiate the constructive activities based on the principles of people centered development. Yuva mitra started their journey with the rural children for enhancing their life skills through creative learning space and slowly moved on towards working with different

section of society i.e. children,women,youth and farmer.yuvamitra has empowering village ecosystem through community drives development model.

II. Conclusion

The CSR investment should be divided as per their source .The contribution by corporates which will be provided to NGO's and CSO's without any contribution with reference to profit increase only will be considered as corporate social responsibility either it will be considered as a "profitable collaboration" which will not be headed under the Corporate social responsibility.

The profitable collaboration with NGO's and CSO's will be actually in dual relationship i.e social development and marketing for corporates .CSR as it contributes the Corporates ,helps to increase the GDP.

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