Corporate Social Responsibility in IT Industry : A Study of Selected Organizations in Hyderabad

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Abstract: *Corporate social responsibility (CSR) has become a significant subject for creativities offering products and services on a global scale. International organizations provide for guidelines and private associations publish codes of conduct requiring businesses to integrate social, environmental and ethical aspects, human rights as well as consumer concerns into their operations. The implementation of CSR is a multidimensional ethical process and gains particular importance for the IT industry which by its nature is global. Therefore, IT enterprises are invited to conduct a CSR assessment, to develop a CSR strategy and to implement CSR commitments.*

Key Words: *Corporate social responsibility, Information Technology, Ethical behaviour.*

1. INTRODUCTION :

Corporate Social Responsibility (CSR, also called corporate conscience, corporate citizenship, social performance, or sustainable responsible business) is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulation mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. Furthermore, CSR-focused businesses would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality. CSR is the deliberate inclusion of public interest into corporate decision making that is the core business of the company or firm, and honouring of a triple bottom line: people, planet and profit.

Corporate social responsibility (CSR) is:

- An obligation, beyond that required by the law and economics, for a firm to pursue long term goals that are good for society.
- The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as that of the local community and society at large.
- About how a company manages its business process to produce an overall positive impact on society.

Corporate social responsibility means:

- *"Corporate Social Responsibility refers to the obligations and duties of business to the society"*.
- "Corporate Social Responsibility is serious consideration of the impact of the Company's actions on the society".
- Conducting business in an ethical way and in the interests of the wider community.

- Responding positively to emerging societal priorities and expectations
- A willingness to act ahead of regulatory confrontation.
- Balancing shareholder interests against the interests of the wider community.
- Being a good citizen in the community.

DEFINITIONS of Social Responsibility:

According to Howard R. Bowen corporate social responsibility is:

"Social responsibility is the obligation of the decision makers to take actions which protect and improve the welfare of the society as a whole along with their own interests".

According to K.K. Andrew CSR is:

"Social responsibility may be taken to mean intelligent and objective concern for the welfare of the society".

Companies like Infosys will undertake its CSR activities being projects, programs other permitted activities, approved by the CSR Committee either directly or through the Infosys Foundation and such other eligible entity organization as approved by the CSR Committee. The excess arising out of the CSR activities shall not form part of the business profit of the Company. Such surplus shall be spent towards its CSR activities in accordance with this policy. Identification and implementation of multi-year CSR projects will be observed by the CSR Committee and the Board of Directors of the Company, as necessary under Applicable Law.

2. OBJECTIVES OF THE STUDY:

The main aims of the study are to analyse and examine Corporate Social Responsibility in IT Industry. The specific objectives are as follows:

- To study the implementation of Corporate Social Responsibility in IT Industry of selected organizations in Hyderabad.
- To study the role of company in improving the condition of its local communities.
- To study how far the Company is successful in creating employment, in improving the quality of life of the society and in maintaining the ecological balance.
- To study and survey the environmental protection and maintenance through Corporate Social Responsibility.
- To advise the accomplishment plan to make Social Reporting more effective and useful in Indian companies.
- To recognize the difficulties related to Corporate Social Reporting and suggesting preparations for the same.

3. SIGNIFICANCE OF THE STUDY:

The study is confined only Corporate Social Responsibility of IT companies existing in Hyderabad. The scope of the study includes Corporate Social Responsibility programmes implemented by IT companies and responses of the employees regarding their implementation.

Increased awareness among customers, to improve image, a moral justification, influence of trade unions and profit in long run. Customer Satisfaction and increased productivity, quality and increased brand image and reputation.

4. METHODOLOGY:

The research would adopt both methods primary and secondary for collecting the data. Information regarding Corporate Social Responsibility and its theories, factors of Corporate Social Responsibility etc. have been collected through different books, various journal and a few web portals etc. forms the basic source of secondary data for the study.

Corporate social responsibility y in IT industries in Hyderabad:

Corporate social responsibility (CSR) in information technology (IT) is becoming increasingly important in Hyderabad, India, as the city has emerged as a hub for IT companies. CSR refers to the responsibility of businesses to

consider the impact of their activities on society, and to work towards creating positive social and environmental outcomes.

In Hyderabad, IT companies are implementing various CSR initiatives to contribute to the development of the city and improve the quality of life of its residents. Some of the common CSR activities in the IT sector in Hyderabad include:

- Education and skills development: Many IT companies in Hyderabad are involved in promoting education and skills development by partnering with schools and universities to provide training and education programs for students. Some companies also offer scholarships and sponsorships to support students from underprivileged backgrounds.
- Environmental sustainability: Several IT companies in Hyderabad are focused on reducing their environmental impact by adopting green technologies and practices. They are implementing energy-efficient systems, recycling initiatives, and reducing paper waste.
- Health and well-being: Many IT companies in Hyderabad are involved in health and well-being initiatives, such as providing healthcare facilities, organizing blood donation camps, and supporting initiatives to promote a healthy lifestyle.
- Community development: IT companies in Hyderabad are also involved in community development programs that focus on enhancing the quality of life for local communities. These initiatives may include building community centers, supporting local infrastructure projects, and contributing to disaster relief efforts.

CSR in the IT sector in Hyderabad is helping to promote sustainable development and improve the social and environmental well-being of the city and its residents.

Corporate social responsibility (CSR) is an important aspect of any business, including those in the information technology (IT) industry. In Hyderabad, there are many IT companies that are actively engaged in CSR activities. Some examples of CSR initiatives in the IT industry in Hyderabad include:

- Digital literacy programs: Many IT companies in Hyderabad are working to bridge the digital divide by providing computer literacy programs to underprivileged communities.
- Environmental sustainability: Some IT companies in Hyderabad are implementing eco-friendly practices such as reducing paper usage, energy-efficient systems, and waste reduction.
- Skill development programs: IT companies in Hyderabad are also investing in skill development programs to enhance the employability of youth in the area.
- Community development: Several IT companies in Hyderabad are working to improve the quality of life for the local community through initiatives such as healthcare camps, clean water supply, and sanitation.
- Education support: Some IT companies in Hyderabad are providing financial support for the education of underprivileged children and also organizing scholarship programs for meritorious students.

Overall, the IT industry in Hyderabad is taking its responsibility towards society seriously and is actively contributing to the development of the local community through various CSR initiatives.

Corporate social responsibility (CSR) is a concept that has gained considerable importance in recent years. It is a way for businesses to take responsibility for the impact they have on society and the environment. In the field of Information Technology (IT), CSR is especially important as the industry has a significant impact on the environment and the communities in which it operates. Hyderabad, located in the southern part of India, is a major hub for the IT industry and has witnessed significant growth in recent years. This article will discuss the various aspects of CSR in the IT industry in Hyderabad.

The IT industry in Hyderabad has been rapidly growing, and along with it, the responsibility of IT companies towards the community and the environment has also increased. The IT sector in Hyderabad has been successful in generating employment opportunities, contributing to the economy, and creating a positive image for the city. However, there are also concerns regarding the impact of the industry on the environment and the local communities.

One of the major CSR initiatives undertaken by IT companies in Hyderabad is in the area of environmental sustainability. IT companies have been actively implementing measures to reduce their carbon footprint, such as energy-

efficient buildings, green infrastructure, and reducing paper usage. Companies have also been promoting the use of public transportation and encouraging employees to adopt eco-friendly practices.

Another area of CSR in IT is in the area of education and skill development. IT companies have been providing training programs to local communities to enhance their skill set, provide them with employment opportunities, and contribute to the overall development of the community. IT companies have also been involved in various philanthropic initiatives such as supporting educational institutions, building community centers, and providing healthcare facilities.

In addition to the above, IT companies have also been promoting diversity and inclusion. Companies have been taking measures to promote gender equality, provide equal opportunities, and encourage employees to come from different backgrounds. IT companies have also been promoting ethical business practices, such as maintaining transparency, following fair labour practices, and adhering to regulations.

CSR has become an integral part of the IT industry in Hyderabad. IT companies have recognized their responsibility towards the environment and the communities in which they operate. The industry has been successful in promoting sustainable practices, supporting education and skill development, promoting diversity and inclusion, and adhering to ethical business practices. These CSR initiatives have not only benefited the community but have also helped IT companies in building a positive image and contributing to their long-term success.

5. CONCLUSIONS:

In conclusion, the IT industry in Hyderabad has recognized theimportance of CSR and has taken significant steps to promote sustainability, education and skill growth, diversity and presence, and ethical business practices. The industry has made considerable progress in these areas and has set an example for other industries to follow. It is important for IT companies to continue their CSR initiatives and work towards the betterment of society and the environment. The IT industries has to take special measures to improve gender representation in the Organization and Company has to encourage employee giving, volunteering and direct involvement in the societal activities. Company has to provide incentives to employees for volunteering in social projects and Company has to improve its relationships with the civil society sectors like health care, Education etc. and Company has to actively take part not only formulation of the policies but also in implementing them. The IT industries has to bring change in its employees thinking by encouraging them to participate heart fully in the CSR activities taken up by it and Company has to take effective measures in order to protect the environment.

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