

## **CORPORATE SOCIAL RESPONSIBILITY (CSR) IN THE DIGITAL AGE**

**Ranjeet Singh<sup>1</sup> & Manas Pandey<sup>2</sup>**

<sup>1</sup>Research Scholar, Department of Business Economics, Faculty of Management Sciences, Veer Bahadur Singh  
Paranuchal University, Jaunpur, India

<sup>2</sup>Professor, Department of Business Economics, Faculty of Management Sciences, Veer Bahadur Singh Paranuchal  
University, Jaunpur, India

### **ABSTRACT**

The converging instances have posed a new set of demanding situations and possibilities to people and companies. The companies must have properly advanced mechanisms to conform the CSR sports which can be encouraged after the general evaluation of demanding situations and possibilities. The technological adjustments are commencing new vistas of possibilities with inside the numerous area regions of commercial enterprise and CSR areas as properly. The fundamental thrust of the CSR sports within the virtual generation must be to leverage and combine the current and state-of-the-art technology within the shipping procedure of CSR projects, applications, and initiatives. It is vital to apprehend the numerous expectancies of all of the stakeholders with inside the CSR area. The company homes of India ought to chalk out a short-time period, medium-time period, and long-time motion plan for the contributions that they plan to make with inside the region of virtual technology and its programs with inside the discipline of CSR. I strongly experience that there is lots of scope for the company homes to leverage the demanding situations and possibilities with inside the regions of data technology. The authorities can play the function of an enabler or facilitator to the diverse company homes in turning in their contributions with inside the region of data technology. In 2001, the European Union described CSR as "an idea wherein businesses combine social and environmental issues of their enterprise operations and their interplay with their stakeholders voluntarily". Unlike ISO 9001, ISO 14001, or ISO 45001, the ISO 26000 fashionable of November 1st, 2010, regarding CSR, does now no longer result in certification, it's miles a voluntary file that units out the hints regarding social responsibility. This fashionable is primarily based totally on the 7 concepts of CSR and encourages firms to head past regulatory compliance, construct a strong, accountable, and sustainable ethic, and additionally stand proud of the opposition with inside the market. Corporate Social Responsibility in India the significance of CSR become recognized by the Indian authorities through the Companies Act 2013, which become exceeded by Parliament in August 2014. The Act stays salient and becomes the primary Indian regulation to consist of provisions for anticipated CSR expenditures. According to the Act, corporations with a marketplace capitalization of over 5 billion Indian Rupees (INR) (about 60 million EUR) are anticipated to spend a minimum percentage of their annual internet income on CSR sports. Although they may be unfastened to make investments as they see fit, the finances need to be utilized primarily based totally on regions laid out in Schedule VII of the Act, or deposited right into a fund prescribed below the Schedule. The guidelines additionally require indexed corporations to set up a CSR committee amongst their board members, which needs to consist of a minimum of one unbiased director. Companies and folks that fail to conform with those objectives chance of being fined two times the quantity required to be transferred to their CSR fund or 10 million INR, whichever is lower, for defaulting corporations. In addition, a pleasant of 1/10th of the quantity is needed to be transferred right into a Schedule VII fund, or a most of 200,000 INR for defaulting officers.

**KEYWORDS:** *Corporate Social Responsibility, CSR, Digitalization, Corporate Governance*

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## **INTRODUCTION**

The CSR Activities are taking place for a protracted time. The converting instances have posed a new set of demanding situations and possibilities to people and companies. The maximum vital component of the converting instances is to check the adjustments earlier to behavior an exhaustive study to examine the professionals and cons of the proposed path of action. The companies must have a properly advanced mechanism to conform the CSR sports which can be encouraged after the general evaluation of demanding situations and possibilities.

The economic system is creating a transition closer to turning into a particularly aggressive virtual economic system. The technological adjustments are commencing new vistas of possibilities with inside the numerous area regions of commercial enterprise and CSR areas as properly. The fundamental thrust of the CSR sports within the virtual generation must be to leverage and combine the current and state-of-the-art technology within the shipping procedure of CSR projects, applications, and initiatives.

The integration of generation in the CSR area vicinity is an uphill venture and is pretty challenging. The converting instances are converting the expectancies of human beings at an exponential rate. It is vital to apprehend the numerous expectancies of all of the stakeholders with inside the CSR area.

The financial system has to journey in an extended manner to perform the estimated goals of Digital India. The company homes ought to begin making their contributions with the aid of using focusing on the diverse virtual tasks to make their most reliable contribution to the method of country building.

The company homes of India ought to chalk out a short-time period, medium-time period, and long-time motion plan for the contributions they plan to make with inside the region of virtual technology and its programs with inside the discipline of CSR.

I strongly experience that there is lots of scope for the company homes to leverage the demanding situations and possibilities with inside the regions of data technology. Corporations can combine their area knowledge and IT abilities to provide systems, strategies, and programs to contribute to the holistic improvement of society.

The authorities can play the function of an enabler or facilitator to the diverse company homes in turning in their contributions with inside the region of data technology.

## **CSR: WHAT IS IT?**

The period of CSR emerged with inside the seventeenth century with inside the USA, wherein change become growing unexpectedly without a regulatory framework. Christian beliefs ++then hooked up ethical regulations to make sure the right enterprise practice. In the 20th century, CSR has become extra structured. The American professor Archie B. Carroll offered in 1979 the 4 obligations of the organization presenting new enterprise opportunities:

- Economic responsibility: I need to be profitable.
- Legal responsibility: I recognize the law.
- Ethical responsibility: I am fair, and sincere and recognize my surroundings.
- Philanthropic responsibility: I percentage my achievement with the ones in need.

In 2001, the European Union described CSR as "an idea wherein businesses combine social and environmental issues of their enterprise operations and their interplay with their stakeholders voluntarily". Unlike ISO 9001, ISO 14001, or ISO 45001, the ISO 26000 fashionable of November 1st, 2010, regarding CSR, does now no longer result in certification, it's miles a voluntary file that units out the hints regarding social responsibility.

This fashionable is primarily based totally on the 7 concepts of CSR and encourages firms to head past regulatory compliance, construct a strong, accountable, and sustainable ethic, and additionally stand proud of the opposition with inside the market.

- Corporate Governance: Managerial Transparency
- The Consumer: Being obvious and sincere together with your customers
- The Environment: Finding answers to minimize pollutants
- Societal commitment: taking elements with inside the schooling and health of citizens (enhancing environmental impact, etc.)
- Good Business Practice: Avoiding conflicts of interest.
- Human Rights: Optimising family members and running conditions.
- Working family members and conditions: education capital...

## **CORPORATE SOCIAL RESPONSIBILITY IN INDIA**

The significance of CSR become recognized through the Indian authorities with inside the Companies Act 2013, which become exceeded by Parliament in August 2014. The Act stays salient and becomes the primary Indian regulation to consist of provisions for anticipated CSR expenditures. According to the Act, corporations with a marketplace capitalization of over 5 billion Indian Rupees (INR) (about 60 million EUR) are anticipated to spend a minimum percentage of their annual internet income on CSR sports. Although they may be unfastened to make investments as they see fit, the finances need to be utilized primarily based totally on regions laid out in Schedule VII of the Act, or deposited right into a fund prescribed below the Schedule.

Additionally, information on this spending needs to be legally protected in annual reports. The guidelines additionally require indexed corporations to set up a CSR committee amongst their board members, which needs to consist of as a minimum one unbiased director. Budgetary allocations are primarily based totally on earnings after tax and continue to be a situation for approval through the Board of Directors. Companies and folks that fail to conform with those objectives chance of being fined two times the quantity required to be transferred to their CSR fund or 10 million INR, whichever is lower, for defaulting corporations. In addition, a pleasant of 1/tenth of the quantity is needed to be transferred right into a Schedule VII fund, or a most of 200,000 INR for defaulting officers. This is a shift from the unique shape of

the act, which has been amended through the years for more readability and applicability. For example, the addition of economic consequences for non-compliance suggests that the Act has shifted from a 'Comply or Explain' regime to a 'Comply or be Penalised' regime in view that its enactment.

There have additionally been sizeable adjustments to the definition clause of CSR Policy Rules by defining new phrases like Administrative Overheads, International Organisation, and Public Authority. In addition, a poor listing of sports, which aren't taken into consideration CSR sports, has additionally been introduced. These consist of sports undertaken with inside the ordinary direction of the business, sports undertaken outdoors in India, contributions to political parties, sports that drastically gain employees (measured as benefitting greater than 25% of employees) and their families, and sports supported on a sponsorship foundation for deriving advertising advantages for merchandise or services. Additionally, the R&D hobby of recent vaccines, pills, and scientific gadgets associated with COVID-19 is a permissible CSR hobby for the monetary years 2020-21 thru to 2022-23.

The act changed into a game-changer because it revolutionized the management and control of agencies. It added the Indian commercial enterprise surroundings in the direction of worldwide norms and standards, hence offering scope for more monetary boom and growth of the Indian financial system via way of means of facilitating overseas funding and worldwide mergers and acquisitions. However, even as the rules give the opportunity, it's far nevertheless as much as agencies and businesses to take initiative and capitalize on this.

Despite the autumn in spending because of the Covid-19 pandemic, for instance in 2021, whilst CSR spending dropped via way of means of 64%, Indian businesses nevertheless contributed massively, each monetarily and in kind, to anti-Covid 19 efforts with their Schedule VII CSR spending. India's biggest conglomerate, the Tata Group, spent almost 10 billion INR on CSR sports with inside the 2021 monetary year, even as Reliance industries spent 9.2 billion INR on social causes. Reliance additionally contributed 5.6 billion INR to the Centre and diverse kingdom governments' Covid Relief Programmes, including the country wide PM, CARES initiative. These contributions have proved important with inside the combat opposition to the pandemic and taken a variety of goodwill to those businesses.

In surroundings pushed through new technologies, it's miles critical to depend upon virtual gear to manual you via the manner and decisions, lessen the executive burden, and enhance quality.

### **THE CSR REPORT OR EXTRA-FINANCIAL PERFORMANCE STATEMENT**

The drafting of an Extra-Financial Performance Statement (previously CSR Report) stems from a European directive transposed into French regulation with the aid of using Ordinance 2017-1180 of nineteen July and Decree 2017-1265 of nine August 2017. a hundred million, indexed at the inventory exchange, or with at least 500 employees, are required to supply an annual file without cost consultation. Grenelle 1 (2009) and Grenelle 2 (2010) French legal guidelines support those measures and increase them to unlisted companies.

Non-monetary reporting, which is likewise aimed toward any organization wishing to broaden its popularity and photograph with its companions and customers, will increase interest in social and environmental dangers and highlights the obligation of the organization's stakeholders. It is provided in 4 parts:

- Description of the organization and its activities
- Presentation of social and environmental dangers
- The presentation of the organization's coverage /policy
- The outcomes of the inner methods

The extra-monetary overall performance announcement covers the principal regions of sustainable development:

- Social data: employment and recruitment prospects, health, safety, great lifestyles at work, etc.
- Societal data: anti-discrimination measures, gender equality, integration of disabled workers...
- Environmental data: movements taken to fight waste, lessen emissions and consumption...

### **Relying on Virtual to Lessen the Weight**

Synthesis and drafting is usually a time-ingesting and tedious exercise, that's why it could be very thrilling to rely upon a virtual device to simplify the process. The following advantages may be highlighted:

**Centralization of Statistics:** No extra records duplication and statistics loss. Users paintings at the modern day model in any respect times.

**Individualized Get Entry to Everyone,** relying on their profile, whether or not they may be an employee, customer, supplier, carrier company, or resident, can reap individualized get entry to steady the organization's inner records.

**Statistical Records in Some Clicks:** Statistical gear offer an outline of the organization's records in actual time so that it will manually destiny movements and policy. Satisfaction questionnaires, Quality of Life at Work questionnaires, or public surveys, all outcomes are reachable at an equal platform.

**Automated Distribution:** The use of distribution lists lets in for the automatic distribution of reviews. No danger of forgetting recipients.

**Action Plan and related Workflow:** Each supervisor can acquire and ship computerized and immediate notifications of movements to be completed and evidence of successful completion.

**Automatic record Formalization:** The virtual device lets you formalise extra-economic reviews for instance. The framework and image constitution of the organization are already recorded, all that stays is to feed the record with the gathered records.

Beyond the basic terms of strategic and organizational elements of the company, a CSR technique additionally represents a rigorous administrative measurement so one can collect, screen, and gift the company's moves in an obvious way. Today, virtual generation has turned out to be vital in groups to make sure time savings, pleasant and competitiveness on a day-by-day basis.

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