

Institutional Civic Responsibility to Community through Human Values

- Dr. G.P. Rao

Corporate Social Responsibility (CSR) has had been a major platform for corporate world to engage systematically in assuming its social responsibilities to the society. Its contributions in its chosen sphere are indeed laudable. Keeping in view however of the aim of uplifting the community and its interests and welfare, I submit that CSR needs revisit in three directions:

(a) Institutional, in place of Corporate. The rationale is that the need for orientation of values within and the responsibility towards external stakeholders is equally necessary for non profit organizations, institutions – any human organization, for that matter.

(b) Civic in place of Social: Civic responsibility is preferred since it is generic to any citizen in a society or country.;

(c) Human Values as the instrument to be duly built into the initiative and acknowledged

Institutional Civic Responsibility (ICR) is a more recent concept and initiative (Cherian Joy 2006). ICR however focuses on civic responsibility; whereas the contribution envisaged by the institutions to the community under the initiative is broader and all inclusive. Further, the ICCHV aims at bringing in the necessary change through inculcation of human values. Accordingly, ICCHV is retained as a distinct platform and process of transformation.

An initiative of Institutional contribution to community such as the one under consideration has a special relevance to the developing countries, which are still hampered by an acute Rural- Urban divide and imbalance. Prof. APJ Abdul Kalam, former President of India, for instance, advocated for Integrated Partnership for Development (IPD). The initiative he pursued as part of IPD is known as Providing Urban Amenities in Rural Areas (PURA) with the corporate organizations playing a critical contributory role in bringing the amenities of urban areas to rural communities.

It is, further, heartening to note that an organization undergoing the process of Spandan has recently launched upon the initiative of uplifting the weaving community it is working with and is dependent on the organization. The initiative aims at supporting the community members who are working with it since its inception through financial and educational means. The organization belongs to Small and

Medium Enterprise (SME) category, and which is a good augury for ICCSHV as an initiative and movement.