

Design of an Online Platform for Effective Corporate Social Responsibility Services

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Abstract: Corporate Social Responsibility (CSR) as a service is mandated for the corporates to uplift the socio-economic conditions of the society in which it is established. In the existing system the CSR services provided by the corporates are posted in websites like CSR chatbox, CSR Box, and so on. The limitations of the existing system is that the service provided by the corporate is fixed and is posted in these websites. The CSR service is given to people who approach/influence these corporates in person or through the known officials of the corporate. There is no means for collaboration services in case the service sought could not be satisfied by a single corporate. The actual help seekers or individuals with problems refrain from approaching these corporates in person due to lack of money, time, confidence, personality etc. Therefore, need was felt for providing a CSR service portal where the corporates can post the kind of service they are willing to provide and the help seekers can place a service request/kind of service needed for a specific community of the society. The proposed Common CSR web portal is considered to be more efficient in rendering corporate services for the people in need at the right time compared with the existing systems.

Keywords: CSR (Corporate Social Responsibility), Resource seeker, Community.

1. Introduction

The world is surrounded with numerous problems related to environment and society. Before 2013, a large number of corporates were yielding huge profits out of the society, while these problems remain unnoticed as well. Whereas it is difficult for a large mass of the society to earn a living corporates make enormous profit by utilizing all types of resources from the community it is established. Though it was expected that the corporates will provide voluntary services for the society they are part of not all the corporates come up with such services. The corporates have their own reservation and limitation as the kind of service and the amount spent. Another most important limitation is that, this service was not continual or periodical. With the CSR act introduced in 2013, all the corporate companies have to spend a portion of their profits for the benefit of the society within a specific duration of time. The beneficiaries in this case are unknown. Again the minimum amount spent is fixed and there is no upper limit. Also, the service has to be provided continuously and periodically. Another important aspect of the CSR is that; the service has to be provided for people who are not part or related with the

organization. CSR applies the concept of sustainable development to the corporate world and in turn to the society. Companies which respect and listen to the customers are concerned of their growth but they must be aware of the environmental, economic, social impacts of their activities. Corporate Social Responsibility is understood from the generosity to projects and charitable donations, but this becomes fails to capture the most valuable contributions that a corporate has to make.

Corporate Social Responsibility is defined as companies can integrate social, environmental and health concerns in their business strategy and operations in their interactions with customers on a voluntary basis. Corporate Social Responsibility Rules is proposed under Section 135 of the Companies Act, 2013. CSR is not charity or donations. After implementing of this act the CSR became a mandatory one, Where the companies should spend their 2 percent of average net profits of three years towards CSR. CSR is a way of conducting activities for business by which corporates visibly contribute to the social goodness like education, poverty, gender equality, hunger and so on. Hence amendment of this act social responsibility was made mandatory for corporates to alleviate the problem faced by the society. Thus, CSR serves as a means to solve the problems to some extent.

2. Literature survey

Over the past history, the concept of CSR has become an important for scholars, researchers and industrialist etc. Windsor (2001), developed the future scope of Corporate Social Responsibility or the relationship between business and society. The researcher tried to find out whether the corporates and society will come closer to each other in future or not and what changes will happen in the future. With the help of history or past trend of CSR, the study has been found that three emerging alternatives of CSR i.e. conception of responsibility, global corporate citizenship, stakeholder management practices. The study depicted that a structured approach for managing corporate improvement and profit maximization of Small Medium Enterprise (SME) through CSR. In such a situation, CSR comes as hope for these corporates. Large organization have so many resources for implementing CSR activities but SME's has less resources. It can be a barrier for corporates to

stay in the market. So, in that situation by imparting much information, proper utilization of resources, doing well for organizations, SME's can minimize their risk and manage CSR.

3. Existing system

The existing CSR portals only consists of CSR advertisements, news, partners-not for profits, partner's social business and reports. There is no efficient way to share available resources among consumers and providers through the portal. The user and corporate cannot interact with each other. In existing systems there is no provision for collaboration between CSR seekers and CSR providers.

4. Proposed system

The proposed approach is to develop a platform which will enable different corporates or institutions to come together and collectively provide valuable services to the society. Individuals can also access this portal to provide or seek help for them or for persons in need. Also different institutes can post their requirements on this portal and can seek teaching assistance, electronic equipment, environmental issues, social services and so on from registered corporates. In the proposed model, the admin checks the events posted by the individuals as well as by the corporates and help sought before uploading the website. This improves reliability of the CSR portal system.

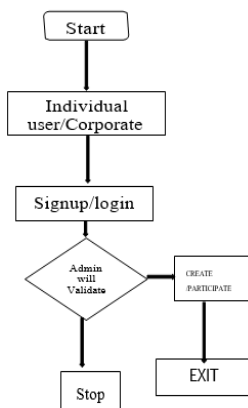


Fig. 1. Dataflow diagram for proposed architecture

5. Implementation

The implementation of common CSR portal includes mainly the following four modules are,

- Admin module
- Registration & login module
- Corporate module
- Individual module

Admin module:

Admin will validate the individual and the corporate by checking their event details. After validating, the individual or Corporates can upload their events to the website. This will help

to remove the fake and duplicate events in the CSR portal (Fig. 2).



Fig. 2. Admin module

Registration & Login module:

In this module, Individual and corporates can register their basic information's such as Name, Mail-Id, Location and logged into their respective page by entering username and password (Fig. 3).



Fig. 3. Registration and login module

Corporate Module:

In the corporate module, corporates can create their events and also other events. If they like to collaborate with the other company's events, it can be done by giving request to the corresponding company. If they accept, two corporates will collaborate and conduct the particular event (Fig. 4).



Fig. 4. Corporate module

Individual Module:

Individuals can create their events and post their requirements in this portal. Individuals can also access this portal to provide or seek help for them or others in need. By clicking the support tab, they can support the events organized by others.



Fig. 5. Individual module

6. Advantages of the proposed system

The main advantage of this Common CSR portal is that, it improves reliability. Both Corporates and individuals can access this portal. Third party users can also seek help from the corporates. Enables different corporates or institutions to come together and collectively provide valuable service to society. Efficient platform for both the CSR resource providers and resource seekers.

7. Conclusion

With the advent of globalization and increase in the number of corporate companies and the industrial production rates, though the government has introduced the CSR as a mandatory service. The effectiveness of the system lies in efficiently taking the benefits to the downtrodden or economically backward system. Since the existing systems does not provide a means for the service providers and seeker in a single portal. The need for building a system whereas in they are not meet, but collaborate

and solve the majority of socio economic and environmental problems was felt and implemented successfully. As future enhancement, this portal could be extended for providing locality based services for the benefit of the community where the organization is having its branches. Similarly, notification on helping hands for natural disasters could be automatically raised by the portal for quick and necessary action which in turn improves Corporate Social Responsibility and encourages professional and personal growth of the organization and the society.

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