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Corporate Social Responsibility: Some Observation from Business Anthropology

*Somenath Bhattacharjee**

ABSTRACT

The concept of Corporate Social Responsibility has been in vogue for quite some time in the business world, though its origin can be traced back to olden times. Its roots can be traced back to all the philanthropic activities of the corporate houses and individuals across the globe. CSR is generally understood as being the way through which a company achieves the balance of economic environmental and social imperatives while at the same time addressing the expectations of shareholders. The CSR campaign has been actively supported by the world organizations like World Bank, UNDP, OECD, European commission and MNCs. It has risen to the top on the agenda of policy makers, managers and activists in the recent past. The European Multi Forum, an outgrowth of the 2000 Lisbon Summit adopted CSR in its final report. The CSR in India has traditionally been seen as a philanthropic activity since times immemorial. It was undertaken by the individuals, business houses, and kings but never was deliberated upon. Therefore not much has been documented naturally, on the concept of CSR and its activities. Against this backdrop, present paper highlights the corporate social responsibility and business anthropology.

Introduction

The anthropological study of economic organization is a focal point for discovering the relationship between material and non material aspects of the environment and human behaviour as well as the social system within which it is exchanged and redistributed as cultural goods and services. The economic organization is treated as a link between the material base to culture and social structure. Economic order in one form or another is a functional prerequisite to societal survival and continuity (Hoebel-Frost, 1976: 247). From the anthropological point of view economy is believed as a system of managing the production, distribution and consumption of goods and services in a society. There is also stress on the fact to the motivations for producing, exchanging and consuming goods and services which are shaped by cultural

* *Assistant Professor, Department of Anthropology, Assam University, Diphu Campus, Diphu, Karbi Anglong, Assam.*

traditions (Dash, 2004: 123). Piddington (1952) says "economic system is designated to satisfy material wants of the people to organise production, to control distribution and to determine the rights and claims of ownership within the community (see Dash, 2004: 123)." Every society has access to natural resources-land, water, plants, animals, minerals and every society has cultural rules for determining who has access to particular resources and what can be done with them (Ember, 2002:286). The natural environment is the origin of all the resources people use to secure the material needs and desires. However, societies have only limited access of resources offered by nature. These limitations are imposed by where the people live, who they trade with and the technology at their disposal. Moreover, no society uses all available elements in the environment. All groups are selective choosing to utilize certain resources and to ignore others (Hunter- Whitten, 1976:237). All societies have customs specifying access to natural resources; customary ways of transforming or converting those resources through labour into necessities and other desired goods and services; and customs for distributing and perhaps exchanging goods and services (Ember, 2002:305). In this regard every society makes use of a technology, which includes tools, constructions and required skills. The technology and material culture of a people are so intertwined with their economic life that they can be treated as separate only conceptually (Clifton, 1968:187).

Each local economic system represents a more or less unique aggregation of experience built up partly through progressive innovation by the people themselves as they have adjusted to their local setting. Actually, the economic system of any people quickly reveals that behaviours relating to production, exchange, property and consumption all tie in functionally with social organization and with the political, legal, religious and aesthetic behaviours (Kessing, 1958:223). The economic behaviour of the people lies in their own cultural terms, focusing on the substantive social and technological processes through which human interact with one another and with the environment to meet their subsistence needs (Hunter- Whitten, 1976: 251). The study of the relations between cultural patterns and physical conditions is of the greatest importance for an understanding of human society and it is intimately co-related with the economic organization of the concerned society.

It is to be mentioned here that the modern world is witnessing a vast changes in the peoples' way of life. Such changes are the products of several factors like increase or decrease of population, alternations in geographical environment, natural and social catastrophes, accidental discoveries, migration into new environment, innovation, new culture contact, introduction of communication, education, welfare measures and social movements. Migration is one of the important factors that influence the socio-economic and other institutional changes in the society. It is said that migration is a response of human beings to the environmental, economic, social, political and other forces. Thus, when any society migrates from its original or traditional habitat to a new habitat, its traditional culture, norms and values undergo change to cope up with the new physical and socio-cultural setting (Reddy, 1995:1). It also tells upon their traditional occupational pursuits and force them to search for alternative means of livelihood. The new entrants to the urban labour market, particularly migrants from rural areas were forced to work in the informal sector and partly due to the workers lack of skills and adequate experience required for the jobs in the formal sector (Sarkar, 2004:360). Urbanism has created new conditions of work, new job oppurtunities and encouraged the rise of new occupations and professions. As a result of these developments there emerged a new and specialized form of division of labour. Today in some countries migration from rural and smaller communities to metropolitan centres, influences the placement of people in the different occupational structure. The movement of population from rural to urban areas thus makes it almost inevitable that migrants living in urban societies take up to working involvement different from those of their parents. Though different castes in India have their own traditional caste based occupations, the diversity of labour in the city provides migrants different job oppurtunities related with their education and skill, irrespective of their caste affiliation. The rapid growth of cities and industries in recent times has been conducive for the increased differentiation of occupational structure. The working conditions have broken many of the occupational taboos imposed by caste and religion. At the same time new status differentials, irrespective of caste or religion are being created between those whose occupations accord them wealth and power, and those whose vocations leave them powerless and impoverished. It is to be mentioned here that changes in the traditional occupational structure result from both external and internal forces. The external forces are industrialization, urban contacts, transport, communication etc. and the internal forces are village economy, the nature of castes and class distinctions in the villagers. They function in a cumulative and complementary manner. The process of industrialization, migration encourage individuals to involve in various occupational fields irrespective of ones caste background. As far as migration is concerned, it is a result of the impact of urbanization and occupational diversification within the rural community. Sometimes the motivation for outward migration is conditioned by the stresses of the village economy. It is always stressed that the process of migration in general and rural to urban in particular leads to occupational mobility. Not only this, but an overall change is found with regard to the attitude towards work and urban occupational chances. A sudden shift has been experienced from ascription to achievement within the occupational structure. It should also at the same time be noted that apart from certain facilities, there are certain obstacles in the way of a new migrant which prevent from adjusting with the existing urban culture (Pandey, 1986: 1-13).

In the perspective of global population scenario, about two third population of the total population increase in the developing world will add an amount of 600 million people during the present decade. It is estimated that 1.9 billion people will be living in towns and cities in developing countries and it may approach 3.5 billion by the year 2020 (Sandhu, 2001). Among these developing third world countries India has its own identity. Indian culture is essentially a composite one. It has two broad foundation viz. the religio- philosophical and three age old social institutions namely joint family system, caste system and the village community. Actually it embraces a bewildering variety of forms, practices, institutions and cults within itself and appears not as a single faith, but a collectivity of faiths and a congress of religions. The earliest urban civilization in India is indebted to the flowering of village culture and its supporting geographical system which subsequently led to the urban development, here the first village settlement was developed in Kili Ghul Mohammad in 5,000 B.C (Khan, 2006: 121-131). The phenomenon of urbanization and communication with the outside world is not a recent phenomenon in Indian context but this incident dates back to the period of Indus Valley civilization around 2,500 B.C. The urban centres of the Indus Valley civilization depended for food on their hinterland, and it can be assumed that they had a cultural and religious impact on the surrounding rural areas. In ancient India, according to evidences there were several types of urban centers political capitals *rajdhani*, fortified military towns *durga*, manufacturing and trading towns of various sizes known as *nagar*, commercial ports were known as *pattan* and small sized trading centers were known as *kheta*. There were a number of educational and intellectual centres namely Nalanda, Taxila and many others and a number of religious places namely Badrinath, Dwarika Varanasi, Prayag, Gaya etc. where a number of people from different parts of India and abroad came here for a number of occasions. Early historical cities emerged around 600B.C. The trend continued through different ruling dynasties. In this context some centres of trade and commerce continued to flourish, some declined and new ones emerged (Dube: 1990, 94-95).

Before 1850, the level of industrialization was very low as there was no factory; industries through cottage and small scale have always existed prior to the British rule. But during the nineteenth century the old system of industries declined and failed to compete with the factory industries as a whole. But it was not until the fifties when the First Five Year Plan (1952-56) was introduced and the planned industrial development began (Nagpaul:

1996, 31). Along with the industrial development the urbanization also started to flourish rapidly.

According to Philip A. Houser and Judah Metras, "Urban area is that area where people live in large numbers and the density of population is high and large part of population is engaged in non- agricultural activities" (Jhingan: 2003, 148). According to UN Report, the definition of an urban area can be given on the basis of the five concepts viz. size of population, administrative area, expansion of local government, urban features and domination of economic activities. In the Indian Census of 1951, whichever area had municipality was called urban area even it does not possess any other urban features. In the census of 1971, the following strict scale definition of urban area was adopted-

i) all places with a municipality, corporation, cantonment board or notified town area committee etc. so declared by a state law.

ii) All other places that satisfy the following three conditions viz. a) a minimum population of 5,000; b) at least 75 percent of male working population engaged in non agricultural pursuits; c) density of population of at least 400 persons per square kilometer.

The Indian economy, seeking stronger integration with the global system, has shown many interesting features in its structure of urbanization and the process of urban growth during the last few decades of the 20th century.

It is true that a large proportion of population is still predominantly rural where the main occupation is agriculture and related activities. But this often overshadows the fact that by now Indian society has one of the largest industrial economies so far as the total world industrial production is concerned. According to Census 2001, 285 million people of India's 1027 million people lived in urban areas which are the second largest urban population of the world. The urban population is expected to reach 374 million by 2011 and 564 million by 2021 (Singh, 2004:1). Moreover by now about 1/4th of India's population resides in urban areas called as towns and cities (Nagpaul: 1996, 30-31). In the perspective of urbanization, particularly during the decade of 1970's with the gradual advent of Globalization, the interdependence of worldwide financial capital corporate world and e-business has meet up with a rapid flourishment. Definitely it is for the overall economic growth of any nation and it is expected that it should have a social responsibility at a larger dimension as well.

Corporate Social issues

While there may be no single universally accepted definition of CSR, each definition that currently exists underpins the impact that businesses have on society at large and the societal expectations of them. Although the roots of CSR lie in philanthropic activities (such as donations, charity, relief work, etc.) of corporations, globally, the concept of CSR has evolved and now encompasses all related concepts such as triple bottom line, corporate citizenship, philanthropy, strategic philanthropy, shared value, corporate sustainability and business responsibility. This is evident in some of the definitions presented below:

The EC defines CSR as "the responsibility of enterprises for their impacts on society". To completely meet their social responsibility, enterprises "should have in place a process to integrate social, environmental, ethical human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders".

The WBCSD defines CSR as "the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large."

According to the UNIDO, "Corporate social responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (Triple-Bottom-Line Approach), while at the same time addressing the expectations of shareholders and stakeholders. In this sense it is important to draw a distinction between CSR, which can be a strategic business management concept, and charity, sponsorships or philanthropy.

From the above definitions, it is clear that:

1. The CSR approach is holistic and integrated with the core business strategy for addressing social and environmental impacts of businesses.
2. CSR needs to address the well-being of all stakeholders and not just the company's shareholders.
3. Philanthropic activities are only a part of CSR, which otherwise constitutes a much larger set of activities entailing strategic business benefits.

CSR and sustainability

Sustainability (corporate sustainability) is derived from the concept of sustainable development which is defined by the Brundtland Commission as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" 4. Corporate sustainability essentially refers to the role that companies can play in meeting the agenda of sustainable development and entails a balanced approach to economic progress, social progress and environmental stewardship.

CSR in India tends to focus on what is done with profits after they are made. On the other hand, sustainability is about factoring the social and environmental impacts of conducting business, that is, how profits are made. Hence, much of the Indian practice of CSR is an important component of sustainability or responsible business, which is a larger idea, a fact that is evident from various sustainability frameworks. An interesting case in point is the NVGs for social, environmental and economic responsibilities of business issued by the Ministry of Corporate Affairs in June 2011. Principle eight relating to inclusive development encompasses most of the aspects covered by the CSR clause of the Companies Act, 2013. However, the remaining eight principles relate to other aspects of the business. The UN Global Compact, a widely used sustainability framework has 10 principles covering social, environmental, human rights and governance issues, and what is described as CSR is implicit rather than explicit in these principles. Globally, the notion of CSR and sustainability seems to be converging, as is evident from the various definitions of CSR put forth by global organisations. The genesis of this convergence can be observed from the preamble to the recently released draft rules relating to the CSR clause within the Companies Act, 2013 which talks about stakeholders and integrating it with the social, environmental and economic objectives, all of which constitute the idea of a triple bottom line approach.

Benefits of a CSR programme

As the business environment gets increasingly complex and stakeholders become vocal about their expectations, good CSR practices can only bring in greater benefits, some of which are as follows:

1. **Communities provide the license to operate:** Apart from internal drivers such as values and ethos, some of the key stakeholders that influence corporate behaviour include governments (through laws and regulations), investors and customers. In India, a fourth and increasingly important stakeholder is the community, and many companies have started realising that the 'licence to operate' is no longer given by governments alone, but communities that are impacted by a company's business operations. Thus, a robust CSR programme that meets the aspirations of these communities not only provides them with the licence to operate, but also to maintain the licence, thereby precluding the 'trust deficit'.

2. **Attracting and retaining employees:** Several human resource studies have linked a company's ability to attract, retain and motivate employees with their CSR commitments. Interventions that encourage and enable employees to participate are shown to increase employee morale and a sense of belonging to the company.
3. **Communities as suppliers:** There are certain innovative CSR initiatives emerging, wherein companies have invested in enhancing community livelihood by incorporating them into their supply chain. This has benefitted communities and increased their income levels, while providing these companies with an additional and secure supply chain.
4. **Enhancing corporate reputation:** The traditional benefit of generating goodwill, creating a positive image and branding benefits continue to exist for companies that operate effective CSR programmes. This allows companies to position themselves as responsible corporate citizens.

CSR: Planning and strategizing

The first step towards formalizing CSR projects in a corporate structure is the constitution of a CSR committee as per the specifications in the Companies Act, 2013, clause 135.

Background

Clause 135 of the Companies Act, 2013 requires a CSR committee to be constituted by the board of directors. They will be responsible for preparing a detailed plan of the CSR activities including, decisions regarding the expenditure, the type of activities to be undertaken, roles and responsibilities of the concerned individuals and a monitoring and reporting mechanism. The CSR committee will also be required to ensure that all the income accrued to the company by way of CSR activities is credited back to the CSR corpus.

While developing these processes, no standard set of recommendations exist for all companies. However, an overview of the required details, the activities required to be completed for each of these processes along with some additional guidance on critical issues has been provided below:

Step one: Developing a CSR strategy and policy

The Companies Act, 2013 requires every company to put out its CSR policy in the public domain. The guidance provided in the Act and the draft rules on what constitutes a CSR policy are that it should:

Exclude normal business activities of the company; contain a list of the CSR projects or programmes which the company plans to undertake during the implementation year

While specifying the annual report requirements, the draft rules go on to say is that the company must provide:

i) A brief outline of its CSR policy, including 'the statement of intent reflecting the ethos of the company, broad areas of CSR interest and an overview of activities to be undertaken'

ii) A web link to the CSR policy including 'the full list of projects, activities and programmes proposed to be undertaken by the company'

Since most of the development requires long-term commitments and their impact often takes a while to accrue, a good CSR practice requires that a company that is serious about its CSR should develop a long-term (three to five years) vision and strategy which is reviewed annually and the activities and budgets are planned on an annual basis. The latter will comply with the CSR policy requirements of the Companies Act, 2013.

To avoid confusion regarding terms like policy, strategy, project and programme, a brief explanation has been provided here:

CSR strategy refers to what the company expects to achieve in the next three to five years and incorporates the vision, mission and goals on a broader level. It also entails how it plans to achieve these in terms of organization and approach.

Policy refers to what the company expects to achieve over the next year. This is aligned with the requirements of the Companies Act, 2013.

- Programme refers to a sector or an issue that the company proposes to address through its CSR. This can, for instance, be 'education of the girl child' or 'agriculture development'. Programmes will be clearly outlined in the company's CSR strategy.
- Programme goals will be achieved through a series of individual projects and, a project refers to a set of interventions, typically in a specific geography and addressing a specific stakeholder group, with a definite set of goals, beginning and end and a budget attached to it.
- Each project in turn will consist of a number of activities. All of which contribute towards the project goals.

Frame working CSR strategy

An effective CSR strategy should articulate:

i) Who it wishes to address i e the target group

ii) Where it wishes to work i e the geography

iii) What sectors or issues it wishes to address

A brief understanding of these terms is outlined below:

Target group: While development and welfare programmes in India address all the citizens, the focus is on the disadvantaged, marginalized and excluded. Marginalization in India is primarily on the basis of gender, disability, ethnicity and location. This leads to social and physical exclusion of such groups from all kinds of development. Engaging the marginalized in India is further complicated due to language and literacy variances, information asymmetry, infrastructure constraints, geographical challenges and cultural barriers to name a few. The CSR strategy should ideally indicate which of these marginalized groups.

Step two: Operationalising the institutional mechanism

In order for a corporate to gain the greatest leverage and a strategic advantage through the investment of intellectual and financial resources, they are required to select their implementation mechanism. In terms of implementation mechanism, a company has several options, which are permitted under the CSR draft rules:

i) Self-execution through: an in-house CSR department

ii) A company foundation with execution capabilities

iii) Making grants to an independent implementation partner (which has a track record of at least three years).

iv) The grants can be made: directly by an in-house CSR department

v) Through the company's grant-making foundation

Selecting legal structure of the company foundation

Many companies have set up their own foundations (a term used loosely to describe a non-profit entity promoted by a company) to implement their CSR activities. The advantages that they see in this are:

It enables leveraging of funds from other sources i.e. the government schemes and other foundations. Typically, profit organisations are not eligible for such funds. Since the skills, job titles, career paths and cost structures required for the execution of CSR projects are quite different from a company's operations, a separate foundation enables the company to keep these distinct.

Under the draft CSR rules, an entity that a company sets up to facilitate the implementation of its CSR activities is to be registered in India as a trust, society, or a non-profit company under section 818 of the Companies Act, 2013. Non-profit organizations in India are:

i) Self-governed by a board of trustees or a managing committee or a governing council, comprising individuals who generally serve in a fiduciary capacity
ii) Intended to benefit others outside the membership of the organization
iii) Prohibited from distributing a monetary residual to its members

Step three: Due diligence of the implementation partner

Due diligence refers to the process a company undertakes to determine the risks as well as the benefits of working with a potential implementation partner. This process has to be sufficiently robust to ensure that a company's implementation partners have the reputation, competence and integrity to deliver effective programmes on the ground. It begins as soon as the discussions with the implementation partner suggest that there is prima facie interest of both parties to enter into a partnership. A detailed due-diligence is essential for large and long partnerships but may be brief for a relatively small or opportunistic partnership opportunity.

Step four: Project development

The CSR strategy of a company will be implemented through a series of projects which will have definite beginnings, ends, expected outputs and outcomes as well as budgets associated with it. These projects may be of a short duration (a few months) or multi-year.

A company may choose to implement projects through its in-house teams or in partnership with other agencies or a combination of both. Whatever path it takes, it is important for the project to be developed clearly with distinct baselines, defined activities, 'monitorable' targets and budgets. In the case of multi-year projects, it is important to include a provision to undertake annual reviews which can form the basis to revise the project.

Step five: Project approval

Every project, whether developed by the in-house team or an external agency, must be formally examined and approved. This is to ensure that each project is in line with the CSR strategy and policy, the monitoring indicators are clearly defined and relevant and there is an adequate budget available. Projects that go on for longer durations or demand a larger amount of resources must be scrutinised more carefully than the others.

The CSR committee is ultimately the one responsible for every project. It can, however, choose to delegate authority to a project approval committee consisting of company staff and outside experts with clearly defined roles and responsibilities.

Step six: Finalising the arrangement with the implementing agency

While working with an external agency, it is very important to enter into a formal arrangement which is referred to here as a Memorandum of Understanding or MoU. It defines the roles, responsibilities, deliverables, commitments and consequences in case of any breach. This is essentially a formal acknowledgement that all the partners have voluntarily consented to work together to achieve an agreed outcome that requires each one to play their respective roles.

The term MoU is used more generically here to refer to the arrangements between partners which can range from a formal, legally enforceable contract on the one hand to a simple exchange of written documents on the other. However, what is important for the company to keep in mind is that it is entering into an arrangement with a partner, not a supplier and there is a greater sense of mutuality in this relationship.

It may also be noted that the MoU is relevant only if the project is being implemented by a legal entity other than the company's own CSR department. It must also be executed if the project is being implemented by the company foundation if it is a separate legal entity.

Step seven: Progress monitoring and reporting

Routine progress monitoring serves the following three important purposes:

i) It highlights any slippages and helps to determine a corrective action that must be taken if need be.

ii) It provides an excellent opportunity for learning: what worked and what did not. This can then be immediately applied to other projects.

iii) This is an essential part of the directors' report as per the CSR clause of the Companies Act, 2013 To ensure objectivity, it is critical that the monitoring is done by someone other than the people directly engaged in the project implementation. In cases where the implementation is done by a partner or corporate foundation, this role can either be outsourced or played by the company's CSR department. In case the CSR department itself is implementing a project, then monitoring should either be outsourced to a third party or the department structure should include an independent monitoring cell. This decision should be taken by the CSR committee.

Step eight: Impact measurement

Impacts of the development projects typically take a while to manifest. For instance, a girl child education programme can show an increased enrolment and retention of girls and on a monthly basis, but further impacts such as improved learning levels will take at least a year. So, impact measurement studies have different objectives from project monitoring and typically have to be undertaken after providing sufficient time for them to manifest.

Impact measurement is often quite specialised and needs to be undertaken by an independent team with specific skills depending upon project design. For instance, if a girl child education programme has a strong component for mobilising communities, then the members of the evaluation team must not only understand education but also have knowledge of gender and the community in order to assess the impact.

There are several tools and frameworks for measuring impact. Each has its pros and cons depending upon the nature of interventions, time and budgets available for the study and the availability of people. Thus, selecting the impact measurement methodology is important.

Thus, impact studies have to be carefully planned in terms of team composition, timing and methodology. The process must be driven by the CSR committee which can delegate the day-to-day management of the process to an appropriate structure within the company.

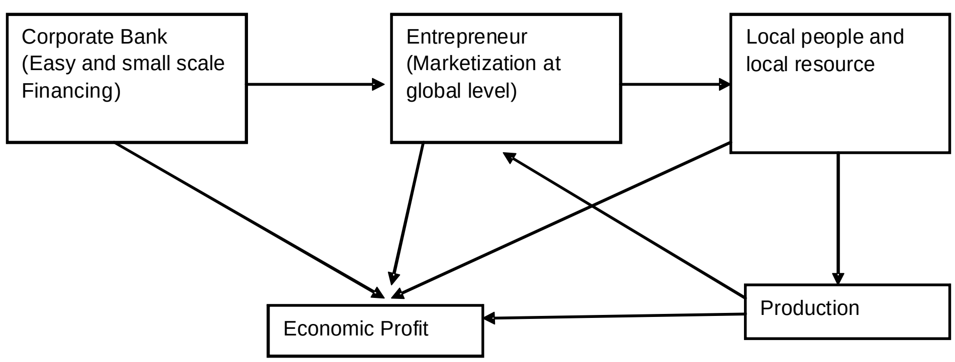
Step nine: Report consolidation and communication

Reporting and communication closes the loop between intent and achievement and is hence a crucial element of the CSR process. In the context of the Companies Act, 2013 this is also a mandatory requirement as it provides crucial inputs to preparing the directors' report.

Project-level reporting forms the base and hence getting it right is critical. Project reports have to be consolidated in programme related reports, aligned with the CSR policy stated by the company as a requirement under the Companies Act, 2013. The report has to conform to the requirements of CSR rules under the Companies Act, 2013 in terms of form and content as non-compliance attracts penalties. This report will also form a key input into the company's SEBI Business Responsibility Report and sustainability report. The CSR committee may choose to go beyond the requirements of the Companies Act, 2013 and issue a stand-alone CSR report.

Model to Adopt Tribal Villages through Corporate Banking

The holistic development of a nation is intimately related with the increase of Gross Domestic Production and maximum utilization of natural resources for production as well as its equal distribution at the grass root level. However, most of the Tribal dominated villages are still remaining out communicated from the economic mainstream. The traditional economic organization of the Tribal people in India, are intimately depended upon the adequate utilization of locally available natural resources. However, neither such products are globally getting marketized nor it is providing them the much needed monetary support at a better level. In such cases the corporate financial agencies like corporate banks can play a very vital role. It can financially support at the individual level or group level through micro-financing and self help group. As the resource and labour will be easily available, thus at the initial stage capital investment will be minimum. On the other hand, through entrepreneurs, the local products can be directly collected from the local people and it will be globally marketized, where the banking sector will play the significant role about the profit distribution. It can be represented through the following diagram-



Concluding Remarks

According to the emergent literature, there is a growing awareness that busi-ness needs to manage its relationship with the wider society. Corporate lead-ers are responsible for their corporations' impact on society and the natural environment beyond legal compliance and the liability of individuals. To the novice, this annotated bibliography offers a short but nevertheless deep intro-duction to the field. More experienced leaders can gain new perspectives on how to grow in their approach to sustainability and how to develop innovative business models in accord with the triple bottom line.

CSR is becoming a leading principle of top management and of en-trepreneurs. The number of observations in research in this field clearly delineated models, leadership competencies, accountability, and structure of partnerships as well as organizational challenges and limitations and ethics. Organizations can reexamine their pattern of behaviors in the TBL framework and begin their journey toward a sustainable approach that is integrated into their business strategy. Further, in the contemporary period, for the holistic national development through significant corporate role the unattended local resources may get a global economic platform and it can play a very vital role in the socio-economic development of a large section of downtrodden tribal people of the nation.

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