10. ACCOUNTABLE CORPORATE SOCIAL RESPONSIBILITY OF INDUSTRIES TOWARDS IMPROVING QUALITY OF EDUCATION

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Abstract

In a society that is increasingly reliant on complex technologies, there are vital interests at stake in the ethics education of technical professionals. To promote professional behavior, which enhances the long-term well being of all citizens and their environment, ethics education should be free of industry bias and use resources developed by independent academic and professional organizations. Engineering ethics education must include developing ethical awareness and a sense of social responsibility.

This paper attempts to discuss various initiatives undertaken by industries towards encouraging educational environment in different parts of the world and also highlights latest developments of CSR towards improving quality of educational systems.

***Key Words** : Marketplace Advantage , Reputation Management , Social and Environmental Concerns , Sustainability Index*

INTRODUCTION

Corporate Social Responsibility (CSR) is a concept whereby companies integrate social and environmental concerns in their business operations and interaction with their stakeholders on a voluntary basis. Corporate citizenship emphasizes the role of the company as a responsible citizen in society. CSR encompasses not only what companies do with their profits, but also how they make them. An essential component of corporate social responsibility is to care for the community.

POTENTIAL BENEFITS

Managing ethics through Corporate Social Responsibility in the workplace holds tremendous benefit for leaders and managers, benefits both moral and practical. This is particularly true today when it is critical to understand and manage highly diverse values in the workplace. It is recognized that there is direct relationship between fulfilling a company's responsibilities and corporate survival. An effective business practices program ensures:

• Marketplace Advantage: Customers and investors utilize corporate practices and values as primary considerations in their decision-making.

• Reputation Management : Once damaged by unethical behavior, company's reputation results in lost revenue, low employee morale and increased governmental and public

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scrutiny. Emphasiz responsible business conduct is the surest means of preserving company's intangible assets.

- Powerful Legal and Financial Incentives: International level regulatory developments provide strong legal and financial incentives to corporations and industries which establishes standards of conduct and provide ethics education and training to their employees.

- Superior Employee Performance: Companies with sound business practices and established values report improved employee morale, reduced employee turnover and increased productivity.

CSR OF INDUSTRIES TOWARDS EDUCATIONAL APPROACH : THE WORLD SCENARIO

China Providing Tuition Fee And Loans For College Graduates Going West

China is financing tuition fees and student loans to encourage college graduates to go to work in the under-developed parts of the country. In addition, Ministry of Education plans to offer credits to college students taking part in grass roots programs when they want to take a Master Degree examination and exempt those senior vocational school graduates who have served at the grass roots level for the specified number of years from taking the adult college entrance examinations. To support college graduates who devote themselves to the national defense, the Ministry of Education is coordinating with the relevant departments to draw up a long term development policy for college students who are willing to enroll to the army after their graduation, as well as asking the political and legal colleges to give priority in enrolling retired soldiers for an advanced education.

Nokia Helps College Students in China

Nokia, together with the China Youth Development Foundation, has granted Nokia College Scholarships at Huazhong Normal University to 40 students with good academic performance and poor background families. Nokia set up the Nokia College Student Scholarship Fund to aid students of normal universities in Jiangxi, Hubei, Hunan, Guangxi, and Yunnan provinces. Besides helping poor college students, Nokia has been active in other programs of Project Hope concerning the education and development of Chinese youth, and has set up the Nokia Environmental Ambassadors Club to conduct environmental education to hope primary schools voluntarily.

Johnson Controls Plans for Future Business Leaders

SIFE is a global non-profit organization active in more than 40 countries with financial contributions from corporations, entrepreneurs, foundations, government agencies, and individuals,. SIFE establishes student teams on university campuses for five educational topics - market economics, success skills, entrepreneurship, financial literacy, and business ethics. Johnson Controls plans to cooperate with students . In Free Enterprise, China offers a platform for Chinese college students to develop leadership and teamwork. Topics on environmental protection and sustainable development will first be brought into SIFE's programs in 2008-2009. Over 80 SIFE teams will work on the topics; and best ones will get the chance to participate in a competition on environmental protection and sustainable development sponsored by Johnson Controls.

General Motors for The Advancement of Collaborative Engineering Education

General Motors, Autodesk, EDS, HP, Siemens PLM Software and Sun Microsystems have set up the Partners for the Advancement of Collaborative Engineering Education Center in China's Jilin University to help develop China's automotive industry and to train industry personnel. GM in 1999, linking GM, EDS, HP, Siemens PLM Software, and Sun Microsystems

initiated PACE, and their global operations, to support strategically selected academic institutions worldwide in developing automotive product lifecycle management teams for the future. 46 universities in 10 countries have joined in this program. Jilin University is the third Chinese university following Shanghai Jiaotong University and Tongji University. Having 300 sets of NX CAD/CAM software and CAE software from Altair Engineering, Ansys, Engineous, LSTC, MSC Software and Gamma Technologies, Jilin University also gets 14 workstations. The total value of the software and hardware facilities is equivalent to US$ 250 million.

Siemens Encouaging to Discover the Wonders of Science:

Siemens Ireland under 'Engineering Week of Wonder,' encouarages children to a fun-filled event to discover the wonders of science using the Siemens Discovery box. The purpose of the Siemens Discovery Box is to stimulate children's interest in science and technology in a fun way. **Siemens Young Innovative Engineer** is an annual award open to all IEI accredited degree courses and is aimed at encouraging innovation and excellence in final year undergraduate engineering students. Under **Siemens UCD Robo Rugby Competition,** design and problem-solving are an important part of Engineering education and there is no substitute for learning by doing. Robo Rugby is a game where small autonomous robots try to score points by moving balls into the scoring areas at each end of the playing table. Design and problem-solving are important parts of Engineering education. The best way to develop these skills is by solving problems and designing things, The Robo Rugby project provides an interesting and enjoyable challenge, yet there is plenty of scope for innovation and creative thinking. The competition and prizes provide an extra incentive.

SAP is Working towards Society's Expectations of a Responsible Software Sector

The SAP University Alliances program provides students and faculty with free access to SAP products through hosting centers. SAP works with FIRST (For Inspiration and Recognition of Science and Technology), a nonprofit group that makes science, mathematics, engineering, and technology "cool" for kids. The SAP University Alliances program develops qualified professionals, who are central to business growth; students also gain familiarity with SAP software, which is crucial to SAP's ecosystem. FIRST focuses on education, which drives innovation and the development of economies – a precondition for IT growth. SAP has been widely recognized for its corporate social responsibility performance. It is included in the Dow Jones Sustainability Index, the G-100 Most Sustainable Companies, and the FTSE 4Good Index Series. It is one of only 50 companies in the Global Challenges Index developed by Oekom research AG, an independent sustainability-rating agency that evaluates industries in different parts of the world on the basis of social, environmental, and ethical criteria.

Intel Offering Training to Teachers Under Intel Teach to the Future Professional Development Program:

Intel is a leader in social responsibility, global citizenship and sustainable business practices focusing on three strategic areas : the Environment, Community and Education. Volunteer Matching Grant Program (VMGP) has raised almost $10 million for schools over the past 10 years. Intel has long been dedicated to driving education improvement around the world. Working with educators, governments, and industry to design and deliver innovative education programs in more than 50 countries on six continents, Intel has invested more than $1 billion worldwide in a variety of education efforts. The company has offered training to more than three million teachers

under "Intel Teach to the Future" professional development program, which has now expanded into four new countries. Under 100th Intel Computer Clubhouse , Intel Computer Clubhouse Network is encouraging young people from underserved communities to become technology literate. The company has collaborated with multilateral organizations such as The World Bank, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the World Economic Forum to promote economic development through 21st century education.

ACC Provides Funds to Local Schools, Colleges and Centers for Learning and Education :

Education is imparted to children from rural areas that do not have access to any medium of information or education. ACC schools maintain high standards and are open to other children of the vicinity. Wherever possible, ACC provides funds and infrastructure to help set up local schools, colleges and centers for learning and education.

Anticipating a scarcity of skilled masons and trained supervisors for the reconstruction work of 2001 earthquake in Gujarat - especially in Kutch, Rajkot and Surendranagar districts, the company evolved a scheme to provide construction related training to over 2500 unemployed persons in earthquake affected villages. Best civil engineers were deputed to impart training on basic skills needed to work as masons and construction site supervisors and to make earthquake resistant structures, using local materials.

Azim Premji Foundation Financing Rural Government Schools

Azim Premji Foundation in Karnataka and Andhra Pradesh is implementing **Wipro Applying Thought in Schools** program. While the Azim Premji Foundation works in rural government schools for under-served children to overcome the constraints of system. Wipro

Applying Thought In Schools has a three pronged strategy whereby it is working towards making a difference at all the three areas:-

● Teacher Program

● Education Leadership Program

● Whole School Transformation / Holistic School Engagement

The Teacher Program also known as Teacher Empowerment Program or TEP is a comprehensive development program for in-service teachers . Education Leadership Program (ELP) initially developed with Center for Education Management and Development (CEMD) and iDiscoveri to enable principals to lead the change in their schools, the ELP is now being developed with other partners for implementation across all cities. The Whole School Transformation (WST) program is a little more than 3 years old. Here, company engaged with 33 schools through 7 partner efforts. The program covers a spectrum of schools – from government schools to high-end private schools. It also covers a spectrum of approaches to school change. The Wipro Applying Thought In Schools in an initiative to improve the Quality of Education. It works with Teachers, Principals, Parents, Educationists, NGOs and other education bodies to bring about this change.

Zensar Foundation Encouraging Educational Awareness

The Zensar Foundation works relentlessly to ensure improvement of general health and spread of non-formal education among all members in the community. A number of focused initiatives have been implemented towards general health awareness and improving the level of education. Akanksha, a Non Governmental Organization focusing on developing a strong educational foundation, deep sense of self-esteem and facilitates fun activities for underprivileged children has been identified to facilitate education and awareness. Pune Municipal Corporation schools have been

given computers to promote IT education in the neighboring area of Chandan Nagar. IT education programs have also been deployed to spread computer literacy within Zensar's support staff.

CONCLUISONS

Globalization and technology have enabled businesses to extend supply chains and drive business development far beyond their home markets, where business is conducted in a relatively stable environment and the role of the state, business, and civil society are clearly demarcated. Apart from improving the overall quality of life, corporate social responsibility, sustainable development and good human resource practices can help improve India 's long-term international competitiveness in attracting 'socially responsible investment'. Environmental, Social and Governance compliance is helping Indian industries stronger and more attractive to issuers from other emerging markets.

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