

# Role of NGOs/CSOs and CSR in Development Discourse

# Defining Non-Government Organisations/ Civil Society Organisations

- World Bank defines it as 'private organisations that pursue activities to relieve suffering, promote the interests of the poor, protect the environment, provide basic social services or undertake community development.'

# History of NGOs/ CSOs in India

- Long history
- Altruism (selflessness, philanthropy)
- Voluntary Service
- Often motivated by religious teachings
- During times of calamities and other disasters
- Emergence of self help movement – 18<sup>th</sup> century
- Friends in Need Society (1858)
- Prarthana Samaj (1864)
- Arya Samaj (1875)
- National Council for Women in India (1875)
- Gandhi – Swadeshi movement

- Post independence, NGOs blossomed with certain universal values taking center stage, human rights, equality, freedom of speech, etc
- Government also promoted the Community Development Program (1952) and the Green Revolution
- International NGOs entered (1965-66)
- NGOs began to be formally recognized as development partners by the state and often coopted (1980)
- Presently there are over 30 lakh NGOs in India, more than double the number of schools

# Strength of NGOs

- Variety of programs to meet many needs
- Very flexible with fast response time
- Lower operational costs
- Staff personal commitment high
- Low association with government

# Role in Development

- Small scale as dependent on funding (geographies, sectors and activities)
  - Local issue based
  - Maintain oversight on government programs
  - Often provide the alternate voice, making peoples voices heard
  - Motivations not necessarily matched by experience
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- Limited accountability and ability to evaluate effectiveness

# Role of NGOs in development (contd)

- Can contribute to National Policy Formulation
- They can contribute to program planning, design and implementation based on their local experience
- Develop innovative programs and pilot them before upscaling
- Implement, and conduct reviews and assessments in a participatory manner
- Expand training at local level
- Extend their efforts to develop locally sustainable models
- Promote inclusive strategies for all marginalized communities so as to break the cycle of deprivation

# NGOs role in Research

- Be a front runner in research addressing the global imbalances
  - Fostering the relevance and effectiveness of research
  - Priority setting
  - Knowledge translation to action
  - Interpreting the evidence and translating its relevance to local communities
  - Assessing and evaluating opportunities for advocacy and action



# Conclusion

- The work done by NGOs goes a long way in nation building
- NGOs are agents of change
- The leadership and good governance of NGOs has to be emphasized
- NGOs need to be transparent and ensure that the funds received benefit those whom they are meant for
- Where NGOs and Governments complement each other, the effects are sustainable

# Corporate Social Responsibility (CSR) and development

- CSR is “the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the community and society at large”.

# Benefits

- Retention of staff
- Attracts ethical and green investments
- Attracts ethically conscious customers
- Can lead to the reduction in costs by recycling
- It can be source of competitive advantage
- Lead to profits in the long run

# Macro-level view of CSR

- Value Creation – community involvement, stakeholder dialogue, social investment, CSR oriented advocacy
- Harm Minimization – Social and Environmental, auditing and reporting, voluntary standards, code of conduct, stakeholder dialogue
- Compliance – Legislation, Inspection, Industry Standards

# Pyramid of CSR

- Philanthropic (discretionary) responsibility – those corporate actions that are in response to society's expectations that business be good corporate citizens
- Ethical responsibility – those standards, norms or expectations that reflect a concern for what consumers, employees, shareholders and the community regard as fair, just, or in keeping with the respect or protection of stakeholders moral rights
- Legal responsibility – to comply with the laws and regulations of the local, state and federal governments that establish the ground rules under which businesses must operate (codified ethics)
- Economic responsibility – profit making to sustain business, economic growth and asset creation

# Importance of CSR

- Both investors and customers are becoming more sensitive to societal and environmental issues
- CSR helps business organisations to build relationships with local communities, increasing its branding and building a good corporate image for the organisation.
- CSR minimizes the negative impact of business activities and create wealth and value for shareholders and community as a whole

# Role of CSR

## Economic Responsibilities

- Economic impact through business processes such as outsourcing, social investments
- Monetary support to NGOs

## Social Responsibilities

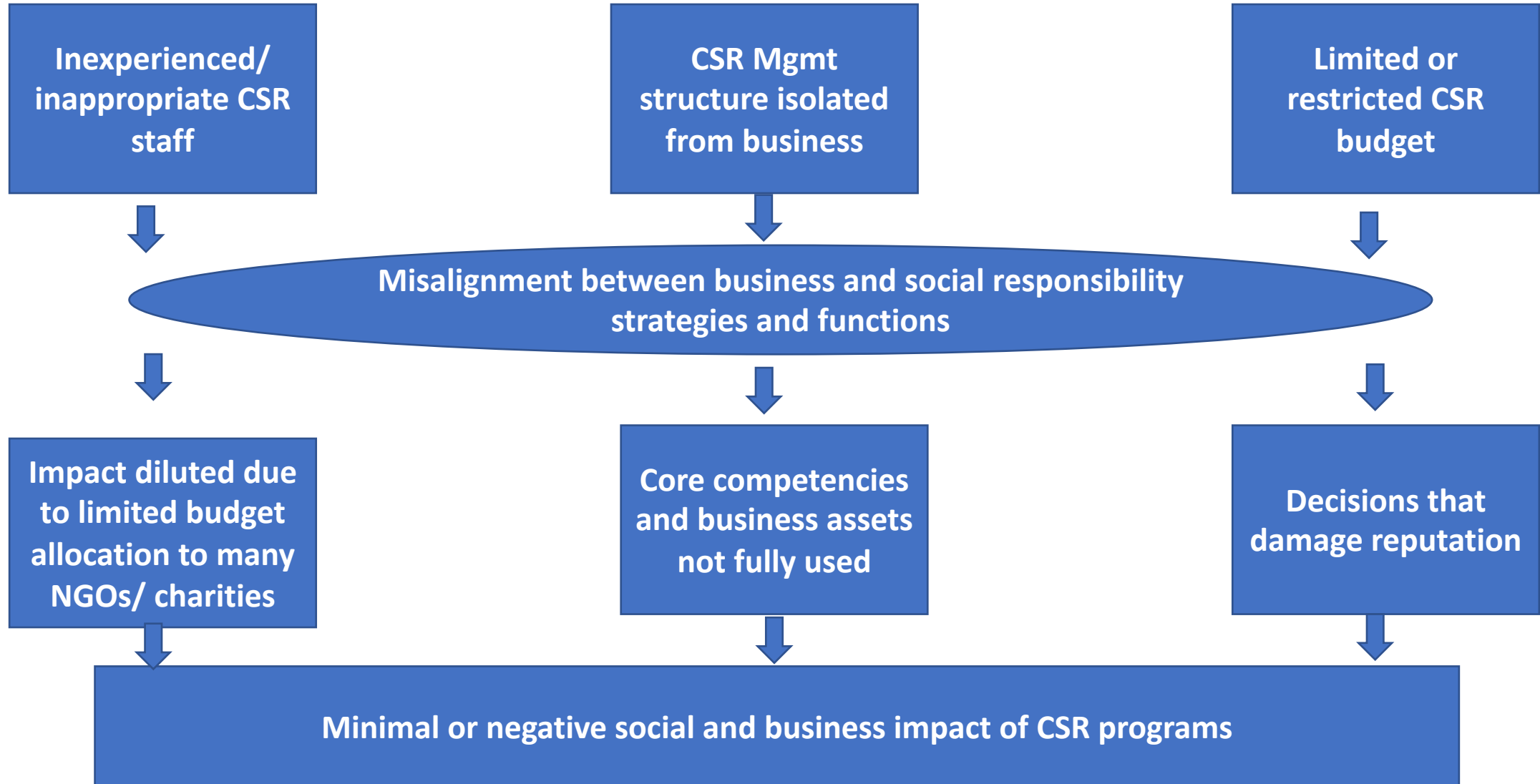
- MDGs/ SDGs at the heart of CSR
- Abolish slavery, forced and child labour
- Provide equal opportunities and vocational training/ guidance

## Environmental responsibilities

- Use and handling of genetically modified organisms
- Minimizing the greenhouse gas emissions and Global warming
- Treatment and Reduction of waste water
- Soil and water contamination
- Recycling and use of materials
- Protection of forest resources



# CSR Misalignment



# Conclusion

- Overall CSR has been beneficial to the society
- It is aligned to the MDGs and SDGs