

Implementing CSR To Meet The Technical Developmental Needs Of India In Information Technology Sector With Respect To Cloud Services

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The growth of Information Technology Industry in India has catapulted the country on top of the world so much so that Indian IT professionals are looked upon with respect. The growth in IT industry has contributed significantly to meet the developmental needs of India. However, as the Industry continues to grow and evolve the importance of having an efficient and effective CSR system is widely being felt. With the major work now being stationed at cloud the CSR domain assumes great significance on account of the fact that gullible customer is trusting cloud service provider the truth and veracity of claims and other assurances that his paraphernalia is in safe hands.

This paper is an attempt to implement a practical approach to the process of implementing CSR at the cloud at various levels of the cloud by the service provider. The design of the paper follows a structured approach. At the outset the paper tries to define CSR as well as cloud and the basics associated with it. It then gradually discusses the aspects of the various management consideration related to CSR as well the technicalities of the cloud. The main focus of the paper is on integrating CSR in the technical domain of Cloud by covering the implementation perspectives.

Key words: Cloud Computing, CSR, IAAS, PAAS, SAAS

Introduction

Our country, as of today, is viewed with awe and respect across the world. This is primarily due to the fact that India has gradually but surely crawled its way from being labeled as an under-developed country to become an epitome of technological advancements and innovations. Perhaps, it is difficult to say in which domain our country has achieved this well earned status. For, there has been growth and development in every conceivable domain. It is

confined not only to Information Technology sector but to other sectors as well. Notable domains wherein the growth and development of technological advancements can be vividly seen, apart from Information Technology sector, includes defense sector, space exploration, scientific research and in educational sector.

However, as the pace of growth, development and progress has been tremendous, there has been another aspect which is equally making its presence felt. This aspect is related to Corporate Social Responsibility (or CSR in short). Corporate social responsibility, in short, is focused on the fundamental belief that Corporate or large business houses, have risen from the society and as such as they grow and develop, they have a responsibility towards society. Perhaps it is this '*responsibility*' which acts as fulcrum for initiating several measures which are designed to benefit society as well provide sustained basis for growth and development of the corporate business units. In other words, Corporate Social Responsibility needs to be addressed *at any cost*. With the passage of time, however, there have been several issues related to Corporate Social responsibility. Some of these issues are related to defining and understanding exactly what Corporate Social Responsibility stands for and the implications it has on the business and the society in general. For, the absence, of standardized definition of Corporate Social Responsibility, several business units or Corporate's have exploited the basic purpose of Corporate social responsibility and have thus shelved their contribution and responsibility towards society from where they have come into existence.. There have been several examples, from large corporate houses wherein the affects of an effective and an earnest implementation of CSR activities has produced (and is still producing) positive returns to the society as well providing sustained growth and development of the Corporate house. On the contrary, corporate houses who failed to implement effectively CSR activities in their organizations are struggling for growth and sustainability. Worth mentioning is the fact that some of large Corporate houses who misused the basic purpose of CSR activities have been wiped out from the market. Classic example includes Infosys Technologies and Satyam Computers. Infosys continues towards the path of growth and sustainability while Satyam computers does not exist in the arena. Infosys earnestly implemented Corporate Social Responsibility activities towards several stakeholders such as employees, shareholders and the like Satyam computers on the other hand failed in their social responsibility to *provide the accurate information* to several stakeholders and shareholders

respectively. Instead, they misused the resources *which would have provided them growth and sustainability* and instead diverted those resources for other purpose.

The above examples were taken from IT companies on account of the fact that Information Technology sector, in our country, has provided maximum growth and development in the shortest period of time. At the same time, IT engineers have worked hard to ensure that the image of India is transformed and that it is destined to take leadership position across the world in IT sector. In today's world, Information Technology has undergone significant change both in terms of hardware, software and associated services. Today, the use of computers such as desktops, laptops and the like is gradually being replaced by Cloud Computing technologies. This is a wonderful concept wherein the crucial data and information pertaining to business processes or otherwise, of the corporate's, is handed over to an external party who entrusted with the responsibility of keeping this data on certain agreed terms and conditions. This external party on other hand will charge a certain amount of money for the duration of upkeep of confidential data. Thus, the onus of executing the responsibility for safe keeping of confidential data is shifted from the corporate honchos to an outsourced agent.

Thus, the advent of cloud computing technologies has opened a plethora of issues and activities which must necessarily be required to be addressed by Cloud Service Provider to ensure that it continues to meet its social obligations as well as meet its commercial objectives. For, the Cloud service provider, is in possession of crucial and confidential data of the client and if this responsibility for safe maintenance and upkeep of data is not exercised in earnest it will have disastrous consequences both for survival of the Cloud service provider as well as for the survival of the client and the members of the society.

This paper addresses the issues related to implementation of Corporate social responsibility to meet the technological development needs of India with respect to cloud service providers.

Design and Development of the paper

A clear understanding of the basics of the various terms, as used in this paper, is necessary to bring out the conceptual clarity to this paper. This section, therefore, deals with the process of defining and understanding the basic terms.

- i) **Corporate Social Responsibility:** Corporate social responsibility is a concept, an understanding, a sense of responsibility or an obligation that a company undertakes to save and protect the benefits whether they are implied, or due or are perceived to be due to its several stakeholders such as employee, society and environment by making changes or provisions or by visible demonstration of the activities or events which are designed to address the benefits which are due to society, stakeholders, shareholders and the like. The visible demonstration can be in terms of earnest implementation of ethical practices, philanthropic gestures and activities or in terms of road shows such as cleanliness drive or distribution of blankets or food products. In the case of IT services, the span of CSR activities may include activities such as taking printout on already used paper or switching off the lights and computers while leaving the office premises for the day
- ii) **Cloud Service Provider.** Cloud service provider, is an agent who is responsible for safe guard and upkeep of the valuables as given by the client or allowing the client to avail the facility which the client service provider is in possession of and further as a part of the business dealing the agent charges money based on the terms and conditions.
- iii) **Technical development needs.** Technical developmental needs refers to the basic necessary and sufficient conditions in terms of hardware, software, infrastructure and the like that must be made available to the cloud service agent so that he is in a position to provide the services as demanded by the client. These services may be in the form of usage of infrastructure, or usage of software or usage of platform or usage of database

Assessing the technical developmental needs of India in Information Technology Sector with respect to cloud

Assessing the technical development needs of India in Information technology sector is an arduous and complex task. It is complex and complicated due to the fact that several points of consideration must be taken into account before the decision can be made. In general, the following are *some* of the points which warrant attention while assessing the technical development needs of *India*

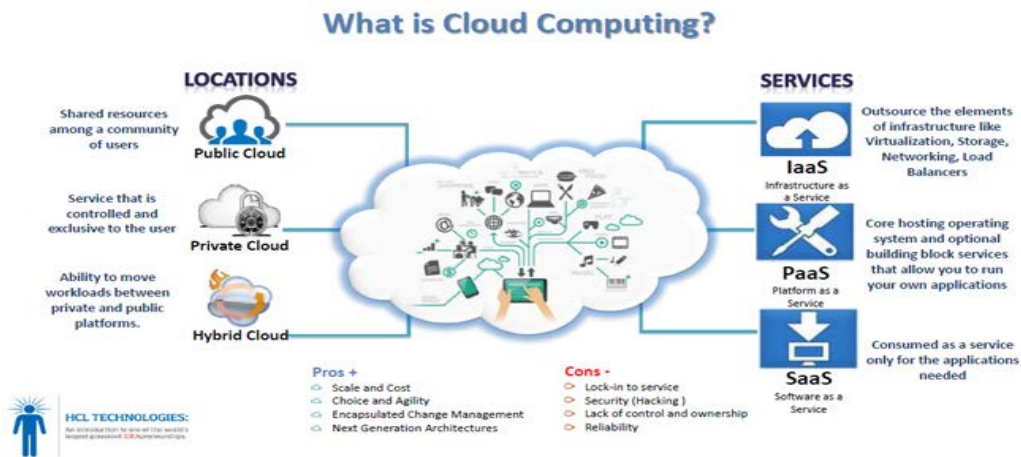
- i) The business objective, social and the commercial objective of the government. This is the most important aspect which needs to be taken into consideration. The basic objectives must be set in place. In the absence of the basic objectives, the entire exercise would be a futile. Thus, in order to assess the technological objectives one must assess other objectives as well.
- ii) Assessing the current capacity requirements and the proposed requirements with respect to the desired technological advancements that has been set as the basic objective. In other words, conducting a gap analysis and determining the necessary requirements in terms of infrastructure,

in terms of manpower, in terms of power distribution, in terms of infrastructural requirements such as storehouse, warehouse and the like

- iii) Assessing the budgetary requirements and mapping these requirements with the amount of tasks to be done. This is another important factor which needs to be assessed properly. In the absence of this important step it may pose a constraint to the development efforts.
- iv) The focus area of the government with respect to the geographical domain. This is the most crucial point of consideration for assessing the technical developmental needs of India. For, example, if the focus of the government is to provide business opportunities and thus provide thrust to IT companies in the hilly regions of our country then the technical needs such as laying of cables or connectivity issues pertaining to internet and the like will have different technical needs as compared to technical needs of the plain area.
- v) The changes in the technology so as to be at par with other countries of the world. This is another crucial aspect which needs to be taken into consideration while assessing the technical needs. For example, some of the countries have implement 4G connectivity while India still has limited service operators which are providing 4G services, This may be due to existing infrastructure which makes it unsuitable for implementing 4G services or the varied geographical span of the country which is makes it unsuitable for implementing the services provided by 4G and hence connectivity to the cloud.
- vi) The existing potential for the growth and development of technical services. This is another crucial factor which needs to be taken into consideration while assessing the technical developmental needs of the country. For, example, the borderline areas of Arunanchal Pradesh where the population density is sparse or the region of Ladakh or Leh which are geographically very diverse and the population density being low there the assessment of technical needs becomes limited as the growth opportunities are very low.
- vii) Assessing the key stakeholders who will play crucial role in the Information technology sector. This is another crucial and one of the most important factor which needs to be taken into consideration. Without identifying the key stakeholders and assessing their degree of involvement and their impact in the technical development the entire exercise is bound to a failure.

In order to assess the technical development needs with respect to cloud, a basic understanding of the mechanism for functioning of cloud is required. Without this clear understanding the assessment of the technical needs would serve the intended objective. *Figure 1*, below depicts the basic structure of cloud.

Figure 1, Depiction of basic structure of cloud



Source: <http://www.hcltech.com/blogs/rise-cloud>

From the figure, it is seen that the cloud service provider, is represented by cloud and the acronyms IAAS, PAAS and SAAS represent the services provided by the cloud that these are the various offerings that the cloud service provider offers to the client and for which certain amount of money is charged by the agent as per the terms and conditions. IAAS represents the service for availing Infrastructure As A Service while SAAS represents the services pertaining to Software Services. PAAS when expanded include Platform As A Service. The IAAS component includes the several hardware devices such as Servers, desktops, laptops and the like. It is at this layer that the data of the client resides. ***This paper is focused on the CSR implementation at this layer only.*** On the other hand, the acronyms Private Cloud, Public Cloud and Hybrid Cloud refer to the varied types of cloud depending upon the span of the operations of the cloud. It is similar in functioning to the concepts such Intranet, Extranet and Internet. In order to avail the services of the cloud the prime condition is the necessity of having an internet connection. Without an internet connection, the client will fail to avail the services of the cloud service provider.

Thus, having understood the basic structure of the cloud and the necessity of the internet connection as a prime condition, let us now move to the process of ***assessing the technical developmental needs*** with respect to the cloud services. The following are some of the points that need to be kept in mind while determining the technical development needs related to cloud services

- i) Assessment of amount of traffic that will be moving in and out of the cloud. This is the most important consideration which needs to be taken into account. An internet connection is required to avail the services of the cloud. Hence, the assessment pertaining to the traffic usage and the

bandwidth allocation and the like has great impact on the services provided by the cloud. Also, the estimated growth size in terms of projection needs to be assessed so that the operations pertaining to cloud ges on unhampered.

- ii) Assessing the type of services required to meet the development needs of India. This includes aspects such whether to go in for IAAS or PASS or SAAS or DAAS (not depicted above). A clear assessment on this crucial aspect will ensure that the CSR implementation is effective and will provide the intended results
- iii) Assessing the Service Level Agreement performance parameters for crucial operations of the business processes. This is another important point of consideration which needs to be taken into consideration. For, example, if the service level agreement mentions that the client wants the server to be up within 30 seconds as the client has time bound business operations then in that case that the cloud service provider must ensure that the server is up and running within 30 seconds.
- iv) Assessing the various types of security level controls with respect to efficacy and efficiency during the implementation phase and which provide adequate confidence to the client that the commitment is being met, maintained and upgraded from time to time.
- v) Assessing the governance and compliance based controls which are prevalent from time. This is the most important aspect for assessing the technical development needs of the client service provider. For any failure on this vital assessment parameter will have disastrous consequences and possibly may lead to closure of business operations of the client service provider
- vi) Assessing the readiness and preparedness for disaster recovery and continuity of the business of the client service provider. For, if during the assessment, it is found that the client service provider is unprepared for disaster recovery it will provide a negative impact to the client
- vii) Assessing the scalability, upgradability and other on demand management services which are provided by the cloud service provider. This is another important technical development needs of the client service provider as it directly impacts the business and consequently fails to address the needs of the customer

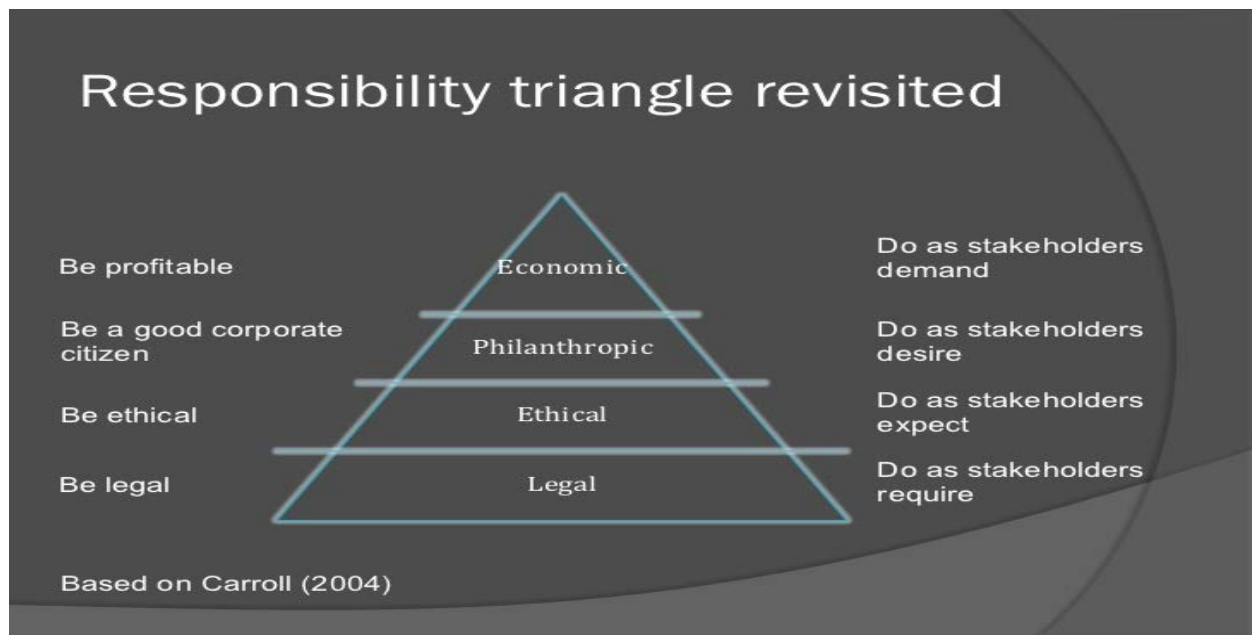
Having discussed the technical development needs of the cloud service provider *in response to the technical development needs of the country* let us now move onto the concept of integrating the activities of corporate social responsibility with respect to the cloud service provider.

Corporate social responsibility, as referenced above, in a nutshell can be construed to mean an extra efforts in terms of activities, in terms of implementation of guidelines and policies, in terms of demonstrable indicators or other visible signage, all of which are designed to ensure that these

activities, events and others are directed towards the betterment of society in general and at the same time these activities provide a platform for sustainability of the business units. Worth mentioning is the fact that these CSR activities must be implemented and executed in earnest by all the concerned stakeholders as well as shareholders. Thus, in a nutshell when it comes to dealing with implementation of Corporate social responsibility it all comes down to the fact that CSR is multifarious and multi dimensional compositional structure. In other words, Corporate Social responsibility comprises of components which are practically implementable.

Let us discuss these components and the paper will then discuss the specific implementation issues related to these components. *Figure 2* below depicts *some* of the components related to corporate social responsibility.

Figure 2: Depiction of some of the components of Corporate Social Responsibility



Source: <http://www.slideshare.net/tarjewanvik/norwegian-experiences-in-indonesia-14352472>

Understanding these components of CSR

- i) **Leadership Component of Corporate social responsibility.** This is the most important component of the corporate social responsibility program. This is the fundamental aspect for any CSR activity. Without an *active, demonstrable and zealous* support of the executive management the CSR activities will fail to make any headway. For, the executive management must ensure that *the crucial support backed by tremendous enthusiasm of the*

executive management really provides the necessary thrust to CSR activities. In the absence of this crucial aspect, CSR will fail to function. For example, in the case of cleanliness drive initiative launched by our PM, the necessary thrust and leadership component was visible at the initial stages but due to absence of active support and necessary thrust and enthusiasm today the things are back to square one. An example of a leadership component of CSR in the cloud service provider includes the launch of a new initiative for developing a training centre which will train students belonging to economic weaker section of the society. In this type of new initiative the executive must come forward and start the sessions by taking few classes initially and then gradually asking volunteers to come forward and take this ahead.

- ii) **Economic Component of Corporate social responsibility.** The economic component of corporate social responsibility is designed to address the interests of the shareholders as well as the interest of the stakeholders. Thus the economic component of the corporate social responsibility takes care of the *financial* needs of the organizations in terms of generating revenue on continued and sustained basis. In other words, ensuring that profit is generated, maintained and efforts are being made on sustained basis to increase the business operations so that more and more revenue is garnered. Worth mentioning is the fact that economic component of corporate social responsibility ladder if the prime component *as without adequate economic returns* the existence of the business and thereby the interest of the various stakeholders and shareholders dwindle. Further, any downfall in the economic return or component will ensure that future layers of the corporate social responsibility triangle will be greatly impacted. Worth mentioning is the fact that when it comes to the cloud service provider, the economic component can be increased by offering expanding the scope of the services which are being provided to the client. For example, the cloud service provider, may introduce the service component of the cloud such as project planning services as part of the growth strategy and thus address the needs of economic component of the corporate social responsibility ladder.
- iii) **Philanthropic component of corporate social responsibility.** The philanthropic component of the corporate social responsibility is designed to take care of the distribution and sharing of the company's earnings. This earning may be in terms of the distribution of the company's manufactured products to the society, to the stakeholders and to the shareholders or the like. Further, the philanthropic needs of the corporate social responsibility may take into consideration other issues directly or indirectly such as distribution of clothes or distribution of blankets to the poor and needs or conducting an educational drive in the slum areas of the city. Worth mentioning is the fact that it is the philanthropic component of the corporate

social responsibility which is *visible in the society and is greatly advertised in the media* and other channels of promotion as a part of the corporate communications strategy. However, of late there have been issues related to the philanthropic component of the CSR wherein there have been allegations and counter allegations regarding the conduct of CSR activities on philanthropic basis. An example of the philanthropic component of the corporate social responsibility related to cloud service provider is an example of providing free service on vacations or important holiday.

- iv) **Ethical component of corporate social responsibility.** This is the component which deals with the issues related to the conduct of the business and its associated activities in an ethical manner. The term ethical component is construed to mean that the corporate must continue to strive for their business objectives *without intervening or harming or providing any hindrance or obstruction or any other act or conduct which will jeopardize the basic purpose of corporate social responsibility.* In other words, this aspect comes down to the fact that ethical component of CSR relates to conduct of activities which can be performed by the corporate in pursuit of their business objectives by bringing in transparency in their business operations which will ensure that interest of the shareholders and the stakeholders is not misused during the pursuit of the business objectives by the executive management. Further, when it comes to the process of evaluating the ethical component of corporate social responsibility, this is the component which can be vividly felt by all the stakeholders and the shareholders alike. Also this component is responsible for directly impacting the work culture of the organization. A positive ethical culture goes a long way in ensuring that the stakeholders are satisfied and that the transparency is maintained across the organization while the negative ethical environment will generate frustration, negativity and other work issues which will lead to the question of survival in the market. an example of an ethical component with respect to cloud service provider is the demonstration of the transparency in terms of the data safety and security features deployed by the cloud service provider and the amount of the money charged from the client *without tweaking the values pertaining to time* consumed by the client for availing various services
- v) **Legal component of corporate social responsibility.** This another component of the corporate social responsibility. The component directly relates to the legal requirements which are applicable to the corporate. The importance of the legal requirements of the aspect of CSR can be gauged from the fact that any corporate cannot afford to misuse the legal component of the country. In case the company does venture to take liberty with the legal requirement rest is assured that the economic component of the business is greatly impacted and in some

cases the sustainability of the business too becomes a question mark. There have been numerous instances wherein the corporate have tried be adventurous by fiddling or tweaking the legal requirements of the country and these corporate have closed down their business operations. The most recent example, includes the Kingfisher Airlines. An example of cloud service provider for demonstrating the legal component of the corporate social responsibility is the submission of the actual tax amount such as sales tax to the government authorities without trying to suppress the information pertaining to the tax related issues.

Other components of corporate social responsibility

The above components of corporate social responsibility covered only a handful of the components. However, corporate social responsibility, as mentioned above, is multidimensional meaning that in addition to the components described above, there are several other components. Some of these components we will cover in this section

- i) **Environmental component.** This is again one of the most important component of corporate social responsibility. In fact, in this era of global warming and green house effect the importance of this parameter has assumed significant concern and several steps have been undertaken by corporate to address this crucial component of corporate social responsibility. For example, in most of the countries, the balance sheet of the corporate now includes the efforts that have gone into the carbon credits that is the amount that has gone into the process of protecting the environment. In the case of cloud computing service provider this can be addressed by reducing the energy consumption of the various devices such as energy rating or the star rating monitors and installing solar panels.
- ii) **Responsibility component.** This is another most important component of the corporate social responsibility. Perhaps, it may be taken as the single most component as *without an iota of sense* of responsibility corporate social responsibility and initiatives will fail to fructify. An example, where this responsibility component was missing is the episode related to the key person of Kingfisher Airlines fleeing the country even when sufficient evidence were proven that he had misused the resources of the airlines company. The responsibility component included the failure of the government to prevent the person from leaving the country due to several bureaucratic hurdles or unclear role and responsibilities of government agencies. From the cloud service provider aspect the role of responsibility component will include assigning responsible person who has proven his merit from time to time to execute such types of tasks even though he may not have been handling that particular or specific job for which a dedicated person is already

handling the task. Worth mentioning is the fact that there may be scenarios or instances wherein such situation will definitely occur but the responsibility component will always include the assignment of a person who has proven his worthiness and who puts the interest of the corporate before himself that is corporate social responsibility.

- iii) **Voluntary activities component.** This is another crucial aspect of corporate social responsibility. The corporate executives must develop an environment and a culture wherein the culture of volunteering for the activities which are designed for the benefit of shareholders and stakeholders must be encouraged so that more and more of the employees, shareholders and stakeholders come forward to sustain the CSR program. An example of voluntary activities component of the cloud service provider includes the launch of a new initiative which will involve conduct of road show such as cleanliness drive. In these initiatives, the number of volunteers turning up for this kind of activity will determine whether the corporate executive management has been able to sustain the CSR initiatives or not
- iv) **Reporting activities component.** This is another important component of the corporate social responsibility. This component though it appears to be non existence has the potential to take the organization to great height. The reporting activity component relates to the dissemination of the knowledge acquired by various stakeholders such as learning a new skill or being trained on new technology and sharing their learning among the team members or other interfacing group members so that the various stakeholders stand to benefit from their experience gained in these activities. On the other hand, this component may also be used in the form of corrective and preventive actions wherein any unethical practices being followed surreptitiously in the organization may be immediately brought to the notice of all the concerned and remedial actions are taken there and then.

Implementing CSR components in the cloud service provider organization

In the previous sections, several aspects of the various components of CSR were covered wherein these were discussed. In this section, we move onto the process of implementing corporate social responsibility at the cloud service provider. In order to implement the CSR we proceed in a step by step manner. These steps are given below

- i) **Determining the basic objective of the CSR activities.** This is the most important step in the launch of the CSR program. By answering this question, the executive management is able to answer the question as to why go in for CSR? What is the end-result that the organization wants

to achieve? The objective may be to ensure that stakeholders benefit or it may be a strategic objective which may related to the sustainability of the business or it may be something else.

- ii) **Allocation of the budget for carrying out the CSR.** This is again the most crucial aspect. This aspect deals with tissues of allocation of the budget for carrying out the CSR activities. For, every initiative that an organization undertakes, it involves monetary considerations. Hence, the budget must be allocated. Worth mentioning is the fact that the budget allocation process is dependent on several factors such as profitability of the business, the ROI of the business and the like.
- iii) **Creation of a functional unit for spearheading the CSR.** This is the most important step that the cloud service provider must initiate. The creation of a separate functional unit will ensure that the executive management is serious about implementation of CSR. Further, the executive management must appoint a *champion* who will lead the CSR activities from time. Worth mentioning is the fact that this functional unit must directly report to the executive management and that the appointed champion must be given necessary and sufficient powers to ensure that CSR activities are conducted at regular intervals. Further, there must be visible and active support of the executive management to this functional unit. In additional to performing the activities of CSR the appointed champion may perform duties and responsibilities of other functional units if so desired. Further, the champion must be provided with supporting staff which must be trained in the conduct of CSR activities and who in turn will ensure that the CSR activities are carried out in earnest.
- iv) **Defining the scope and boundary of CSR.** This is the first and the major step that will form the basis for other steps to be followed. This step is crucial in the sense that corporate social responsibility is generic in nature and there are different concoctions attached to it. Hence in order to implement the CSR the executive management of cloud service provider must scope and define the boundary of CSR. In other words, the execution of this core or vital step ensures that the management has fixed the boundary wherein it an say that anything that falls within boundary is CSR and anything over and above it is not CSR For example, the executive management of client service provider may define CSR as *any activity which directly or indirectly benefits the stakeholders (both direct and indirect) of the organization provided this activity is executed in ethical manner*. A careful perusal of this reflects that this statement has set the boundary clear and it aptly delineates what should be included or not included under CSR. Also, worth mentioning is the fact that this statement must further scope down the terms such as benefits, ethical and the like as they are generic in nature and can be misunderstood in the implementation process.

- v) **Determining the applicability of the components of CSR.** This is the next crucial step that must be taken into consideration. The cloud service provider may determine all the components as discussed above in the previous section or it may take some and leave the others or it may *define and include new components* based on the type of the clients, the type of the services provided and the type of the workforce that the cloud service is in possession of.
- vi) **Determining the measurement parameters of the above identified components.** This is the most important step after the determination of the applicability of the various components. without any measurement parameters the CSR activities cannot be managed and the result will not be as per the satisfaction. Further, appropriate weight ages must be allocated to the identified components *as some of the components may have the weight age*. Also, these weight ages must be determined through the process of consultation with the executive management and other stakeholders based on the relevance, importance and other aspects of the business
- vii) **Developing the procedures and process for implementing CSR.** This is another important aspect of CSR. This aspect is related to the creation of documentation system. The documentation system shall contain the various procedures and processes pertaining to the tasks that are required to be carried out in the CSR. The documentation may cover aspects such as reporting format, noting down the results, the benefits accrue to the stakeholders and the like.
- viii) **Training the stakeholders.** This is another important phase of the implementation program. this phase is the most crucial phase as it directly reflects the seriousness of the executive management as well as it directly brings into the mainstream phase of the implementation process. This phase may include several sessions of trainings program, sensitization of the various aspects of CSR, issues related to CSR activities and the like.
- ix) **Preparation of the implementation plan for various activities.** This phase of the implementation program defines the program for the various activities to be conducted during a specific period. This specific period may be a year or a six monthly period or it may be some other defined period. This step ensures that the focus is constantly maintained.
- x) **Review of the activities and taking corrective and preventive actions.** This is again a very crucial step. The review activities ensures that the various aspects of the CSR program are moving in the intended manner and any deviations from the planned results and the actual results produced are taken care off by corrective and preventive actions

An example of the CSR implementation

In the previous section, we covered the basic steps for implementing the CSR program by taking into consideration several points aspects which are crucial in the implementation process. In this section we will depict an implementation at one of the cloud service provider. The actual implementation report along with evaluation parameters is depicted in *table 1* below

Table 1: Depiction of evaluation report of CSR activities

An report on the implementation process of CSR activities at IT-Cloud Service Provider for the period 1 st April, 2015 to 31 st March, 2016																	
<p>CSR objective: To ensure that the various stakeholders and shareholders enjoy the benefits of the organization an ethical manner when the organization grows in terms of profits, in terms of expansion and in terms of new business initiatives which have started to reflect growth. The benefit component comprises of improvement of the working conditions of the employees such cleanliness; hygiene adequate lighting and the like. In some instances the benefits may include honoring outstanding achievers; honoring employees who retired and have given outstanding contribution to the growth of the organization. In addition, to the above the executive management may form new definitions for benefit and this would be communicated to all the concerned. Further, every dealing will be conducted in an open and transparent manner.</p>																	
<p>Budget Allocation for CSR activities for the year Rs. 10L</p>																	
<p>Lead Champion. Rajesh Ratnakar</p>																	
<p>Applicable components targeted:</p> <table border="1"> <thead> <tr> <th>Component</th> <th>Weight age</th> </tr> </thead> <tbody> <tr> <td>-Executive Leadership Component</td> <td>45%</td> </tr> <tr> <td>-Ethical</td> <td>15%</td> </tr> <tr> <td>-Data Security Component</td> <td>30%</td> </tr> <tr> <td>-Transparency in Business operations when dealing with client</td> <td>05%</td> </tr> <tr> <td>-Reporting Content</td> <td>2.5%</td> </tr> <tr> <td>-Miscellaneous</td> <td>2.5%</td> </tr> </tbody> </table>				Component	Weight age	-Executive Leadership Component	45%	-Ethical	15%	-Data Security Component	30%	-Transparency in Business operations when dealing with client	05%	-Reporting Content	2.5%	-Miscellaneous	2.5%
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-Miscellaneous	2.5%																
CSR Component	Demonstrable Indicators which will constitute evaluation process	Rating By Corporate Head (Out of 10)	Weighted rating (sum of the rating * weight age)														
-Executive Leadership Component (<i>weight age 45%</i>)	<p>New CSR Initiatives</p> <ul style="list-style-type: none"> -Installation of LED Lights for reduction of Power Consumption -Paid leave on Anniversary / Birthday of employees -Modernization of cloud server infrastructure 	<p>3 (<i>some areas of the campus have been left due to technical constraints</i>)</p> <p>3 (<i>to treat the employees at par with other organization</i>)</p> <p>2 (<i>to provide hygienic conditions for server room staff</i>)</p>	<p>=8 *.45 =3.6</p>														

Ethical (<i>weight age 15%</i>)	-Actual presentation of server downtime log record -Sufficient evidence of compliance to SLA and other contractual commitment -Fact finding measures on the report or information for unethical practices -Corrective and preventive actions to ensure unethical practices do not occur	2 (<i>some of log records were inadvertently not downloaded due to work pressure or otherwise within time lines</i>) 3 (<i>sufficient evidence was available</i>) 2 (<i>documented evidence of fact finding measures available with champion</i>) 2 (<i>measures such as LED lighting installation, rewarding people who report unethical practices</i>)	=9*.15 1.35
Data Security Component (<i>weight age 30%</i>)	-Installation of SSL socket Layer -Installation of hardware and software lock -New and improved data encryption technique	7 (<i>competitors have adopted new security measures which will be installed once the results are satisfactory</i>)	=7*0.3 =2.1
Transparency in business operations when dealing with client (<i>weight age 5%</i>)	-Timely generation of correct report both manual and automatic. Manual reports to be accurate, validated and verified by concerned authorities	5 (<i>some of the manual reports contained inaccuracies and contradictions</i>)	
Reporting content (<i>weight age 2.5%</i>)	-Report on CSR activities such as distribution of do's and don't for employees; distribution of T-shirts to all the employees	4 (<i>some of employees were unaware that this activity was conducted and hence failed to derive the benefits of CSR activities</i>)	=4*0.025 =0.1
Miscellaneous (<i>weight age 2.5%</i>)	-Conduct of activities such as blood donation camp; distribution of old and worn out clothes to the needy and the poor	7 (<i>There is always some scope for improvement</i>)	=7*.025 =0.175
Verified and Validated by: Rajesh Ratnakar, Champion Vetted By: Suresh Chandra, CEO			

Cumulative Index of CSR activities = 3.6+1.35+2.1+0.25+0.1+0.175

= 7.575

Interpreting this CSR index

Having arrived at the process of implementation of the CSR activities, let us interpret the CSR index which has been obtained for a particular time period (1st April, 2015 to 31st March, 2016).

The value of **7.575** (out of scale of 10) indicates that over the period of a year the management focus has been excellent towards the CSR activities. In other words, it indicates that the CSR activities are effective and efficient and that there is active and visible support from various levels of the organization. Though there is always some scope of improvement, but nevertheless with this rating and the active support of the executive management, this rating can be improved further *with more allocation of funds and the like*. Though in this particular period the budget was to the tune of Rs. 10L and even with this there is considerable utilization of the budget in CSR activities. Thus, with the increase of the budget, some more initiatives can be started which will ensure the sustainability of the business.

Limitations

Though the authors have tried to cover the implementation aspects of the CSR activities yet there are some limitations to this approach of implementation. The limitation exists in the form of defining the parameters of CSR implementation process and assignment of weight age to the various components of the CSR. The assignment of weights to the various parameters is purely subjective and this may hamper the implementation process as well as the evaluation process. This may be due to the executive management giving more importance to the parameter which has relatively lesser weight age with respect to other more important parameters. Further, as the criterion for inclusion or exclusion of these parameters must be in accordance with the business objectives and priorities. Hence, these factors do impose limitation but these are limitation in the implementation aspects only and not on the fundamental aspects of CSR.

Conclusions

The paper addressed the various issues of CSR covering the basic concepts of CSR, and then assessing the technical needs of India as far as the information technology with respect to cloud service providers. By judiciously and carefully selecting the CSR parameters and adopting the techniques for implementation as presented in the paper, the cloud service provider may be able to implement the same in earnest and spirit

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