

Chapter 9

Social Responsibility and the Indian Entrepreneur

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Abstract Corporate Social Responsibility (CSR) has been known to Indian entrepreneurs since charity and philanthropy were integral to Indian values. However, sustainability has been a major problem so far as CSR is concerned. In the minds of policy makers, however, social responsibility has been associated with big business. Even though small business (family business) occupies about 90% of the business in the country, it is not expected to undertake significant CSR activities, and thus, typically gets neglected in many of the studies on CSR. This paper examines the CSR activities of the small business (family business) based on a study of about 25 family businesses in India. The methodology used was case study method. The study found significant CSR activity in the different areas of CSR as discussed in the guiding principles of the United Nations Global Compact. The findings emphasize the uniquely Indian ethos and values in the management practices of the small business and suggests ways for popularizing UN Global Compact.

Keywords CSR • Indian CSR • Philanthropy • Small businesses • Family business • CSR case studies • UN Global compact