

Corporate Citizenship Principles and Practices

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Corporate Citizenship is responsible membership of Industry, Community, Society, Country and Humanity, Mother Earth and the World. It also means a journey in the direction towards the destination of well being of all. Success of all stakeholders is the essence of responsible citizenship.

The stakeholders are investors, customers, suppliers, own people, community and country.

Corporate Power can influence each of these stakeholders in both contributing and harming. Corporate power is the capacity to make difference and to influence the future course as referred to self and the stakeholders. Power is 'Shakti' and basically there are three factors or aspects of power.

The three factors of power are knowledge, wealth and strength. Knowledge, wealth and strength are considered divine in Indian Human Value system and are revered in the names of 'Saraswati', 'Laxmi' and 'Parvati' (Devi).

These three powers are the core matter of three consciousness of creation, continuation and conclusion.

Corporate power enhances and enriches the corporate governance. Corporate governance is the process protecting existing wealth, adding new wealth, taking care of equity towards people and all stakeholders and interacting agencies. It is ensuring the simultaneous perseverance and progress of Ethics, Excellence, Economy and Ecology, utilising corporate power and corporate consciousnesses through continuous contributions.

Through balanced integration of Corporate Governance and Responsible Corporate Citizenship, Organisations can contribute to preserve, conserve and reserve the natural resources and serve stakeholders.

Corporate Citizenship goes beyond both contractual and legal aspects. In India doing what one says and saying what one does is commitment. This is at physical level and is not sufficient.

The commitment has to transcend to feeling, thought and spiritual levels.

Thus in addition to saying what one does and doing what one says it is essential to:

Feeling what one does and doing what one feels,
Thinking what one does and doing what one thinks,
And finally doing what is good for everybody.

Thus Corporate Citizenship expresses in the form of Sincerity, Dedication, Honesty and Nobility in conduct and in intentions.

Sincerity is at contractual level. Dedication is at feeling level. Honesty is at Intellectual level. Nobility is at spiritual level.

These four commitments lift the Corporate Citizenship to a state towards world family.

Ayam Para Nijo Vetu
Gananaa Laghu Chetasaam
Udaara Charitaanaam Tu
Vasudhaiva Kutubakam (Hitopdesha)

'This is mine', 'This is theirs', so say,
petty minds, counting in separating way,
For the noble and large hearted person,
The world is family, the integrated one !

The interactions and linkages with Government agencies, Voluntary organisations, Educational Institutions, Cultural organisations and individual endeavouring towards human excellence and contribution are the means to become world level Corporate Citizens.

Corporate Citizenship Transcends Business Alliances.