

The 'Silicon Valley Perspective' by Ms Shobha Manogoli

“Corporate Social Responsibility” in the IT sector is characterized by very clearly defined HR policies. The employee has access to the HR policy through the intranet. The company makes many novel attempts to make the life of a software employee as comfortable as possible. It starts from providing transport to and fro, catering services, help desks, good ambience, facilities of gym, crèche, so and so forth. These facilities which are some of the basic part of the infrastructural development of the companies itself and are taken for granted.

IT companies go beyond these focusing on the work environment and culture, programs for family, skill development programs, fun filled out bound training programs to build employee’s commitment and loyalty to the company. These initiatives form the core of internal CSR.

External CSR is compromised of evolving ways and means to give back to society. It starts from employing housekeeping and security personnel from the nearby communities to sponsoring events for goodwill and brand building.