



# Historical Route Of Corporate Social Responsibility And Development: An Anthropological Perspective

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## ARTICLE INFO

## ABSTRACT

Corporate Social Responsibility is a concept that has blossomed over the years, rather than just focusing on making profits, the establishments that are practicing CSR should at least behave responsibly while profit making and should take into consideration their economic, social and environmental impact on society.

This paper tries to examine the CSR activities undertaken by different sports brands and 2 shopping Mall groups and their overall impact on society

For the present research work, purposive sampling, interview schedule and convenient sampling methods were used to carry out the research work. qualitative and quantitative indicators were employed to analyse the data. The researcher conducted in-depth interviews of 191 retailers from different malls to analyse the difficulties faced by retailers with regard to facilities and services provided by Malls. and later selected 4 sports brands – Adidas, Nike, Puma and Reebok and 2 Malls- Elante mall and North Country Mall to know the CSR activities undertaken by them.

It was analysed that BOKS is an CSR initiative undertaken by Reebok and Reebok Foundation, it is a free before school physical activity that aims to improve kids academic performance, they also gets an opportunity to get involved in physical activities and socialise. BOKS hope that these tools available would help to create healthy life long habits among children. Nike on the other hand initiated many programs like- 'Reuse –a- shoe', '100% recycled content box', 'Zero Discharge of hazardous Program' and many measures were adopted to manage the overall environmental and social impact of their products. Adidas has partnered with the 'Parley for Oceans' for making first footwear made from up-cycled ocean waste. Puma also highlighted reduction in carbon dioxide, water and waste. Moreover, Elante Mall has contributed significantly towards the health of the underprivileged children by donating a baby warmer, medicines and blankets at the P.G.I. The mall also donated over 500 blankets during December-January 2014, to the slum areas in and around Chandigarh. VR Group initiated 'Tree plantation Drive' and 'Cloth collection drive and health check ups with Max hospitals. So overall it is analysed that corporate groups have started undertaking CSR activities and have started thinking about the welfare of the society and this corporate responsibility has become a central part of their governing system.

## I. Introduction

CSR itself came into common use in the early 1970. The last decade of twentieth century witnessed a shift in focus from charity and traditional philanthropy towards a more direct engagement of business in mainstream development and concern for disadvantaged groups in society, particularly in India where there is a wide gap between sections of people in terms of income and socio- economic status (Bajpai, 2001). Various concepts and themes like corporate citizenship, sustainable business, environmental responsibility, triple bottom line, social and environmental accountability, business ethics and corporate accountability are linked with CSR. According to World Bank (2004)

CSR is the commitment of businesses to contribute to sustainable economic development working with employees, their families, local community and society at large to improve their quality of life in ways that are good both for business and good for international development.

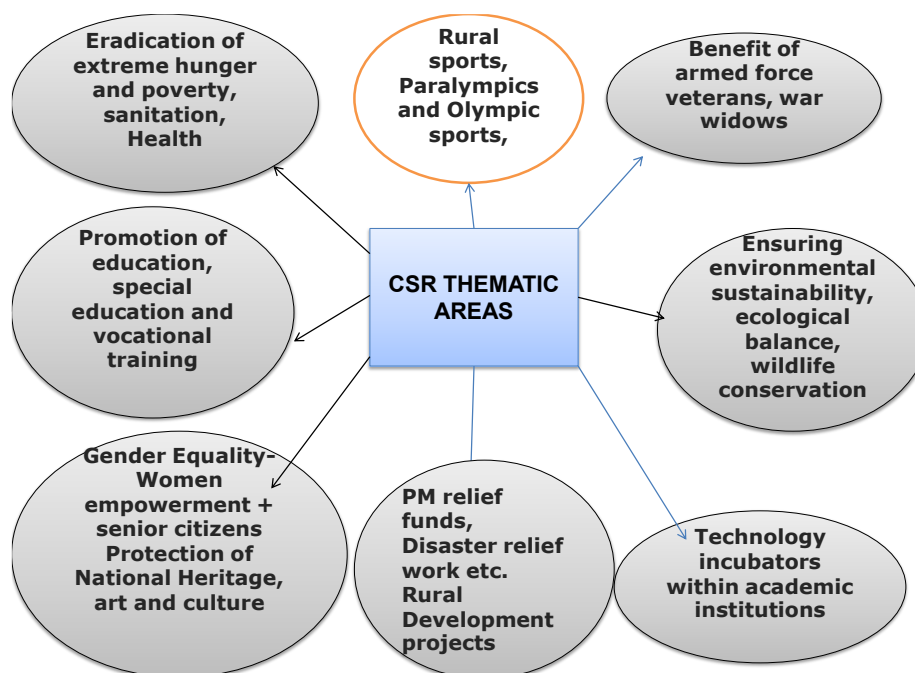
### ***According to World Business Council For Sustainable Development***

Corporate Social Responsibility 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 of the local community and society at large.

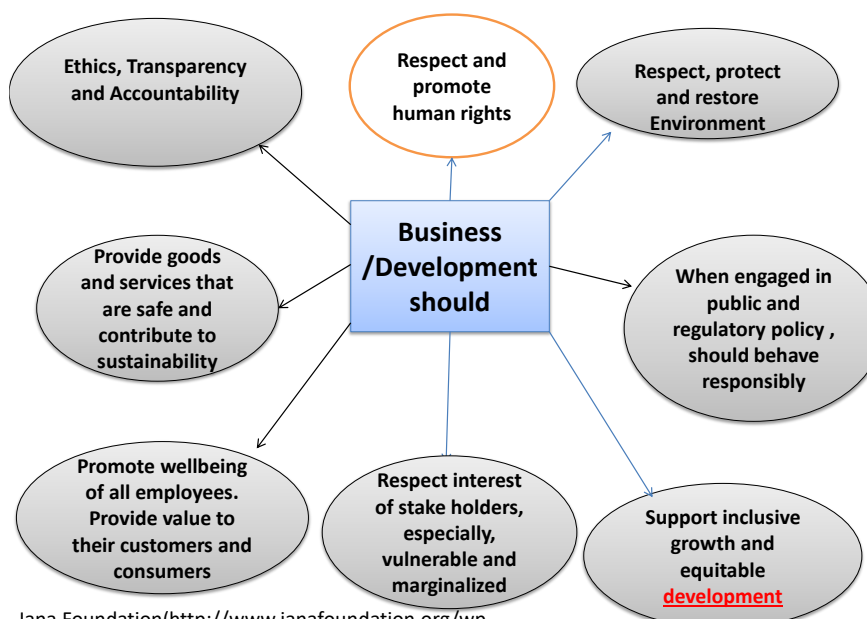
CSR for the new generation of corporate leaders means Profit optimisation is more important than profit maximisation, and there is a shift in accountability from shareholders to stakeholders (including employees, consumers and affected communities)

While the definitions of CSR may differ, there is an emerging consensus that CSR is for development of the society.

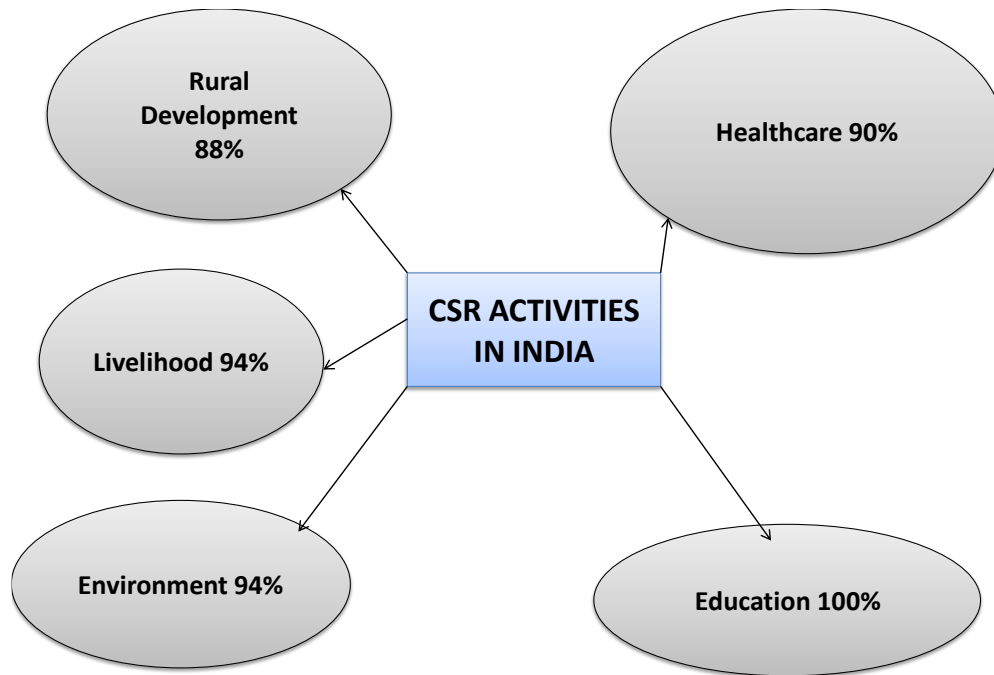
### **CSR THEMATIC AREAS**



### **Responsibility of CSR, Business and Development**



## CSR Activities in India



Jana Foundation([http://www.janafoundation.org/wp-content/uploads/2015/10/evolution\\_of\\_csr\\_in\\_india.pdf](http://www.janafoundation.org/wp-content/uploads/2015/10/evolution_of_csr_in_india.pdf))

## HISTORY AND EVOLUTION OF CSR

Period 1 (1850- 1914) – The wealth of businessmen was spent on the welfare by setting up temples and religious institutions. In pre-independence times, companies like Tata, Birla, Godrej, promoted the concept of CSR by setting up charitable foundations, educational and healthcare institutions for community development. Corporation was only responsible to owners and managers.

Period 2 (1910 – 1960)- Mahatma Gandhi urged rich industrialist to share their wealth and benefit the poor and marginalised in society. CSR was assumes as social responsibility. Corporation was responsible to owners, managers and employees.

Period 3 (1950-1990)- CSR under ‘mixed economy paradigm’. Corporation was responsible to owners, managers and other target environment.

Period 4 (1980 onwards)- what started as charity is understood and accepted as responsibility.

## RELIGION and CSR

Philosophers and Religion also preached and promoted ethical principles while doing business

**KAUTILYA and CSR** – Kautilya gave a comprehensive model for value- based management for an organisation.

Starting from an organisation’s philosophy, he gives guidelines for

- Leadership.
- Corporate Culture.
- Welfare Policies.
- Getting feedback on performance.

Promote service, caring for stake holders, honesty, integrity and ethical behavior in the organisation. (Kumar and Rao,1996)

**HINDUISM and CSR**– Merchants belonging to Hindu religion gave alms, built temples and night shelter for the poor. Hindus followed Dharmada where the manufacturer or seller charged a specific amount from the purchaser which was used for charity.

Bhagwat Gita also discuss about charity (4.28,10.4(9), 16.1, 17.20-25), In the nutshell, it describes

- There are persons who are sacrificing their possessions in the form of various kinds of charities.
- In India, the rich merchantile community opened charitable institutions like dharma-sala, anna-ksetra,atithi-sala,anathalaya and vidya-pitha.
- In other countries, there are many hospitals, charitable foundations meant for distributing food, education and medical treatment free to the poor and these charitable activities are called dravyamaya-yajna.

**Christianity and CSR:** Caliament, Owen’s, Cyprian, Zarom and other ancient Christian historians support the contention that all ancient civilizations were aware of ‘Dasvanth’ and practiced it rightfully.

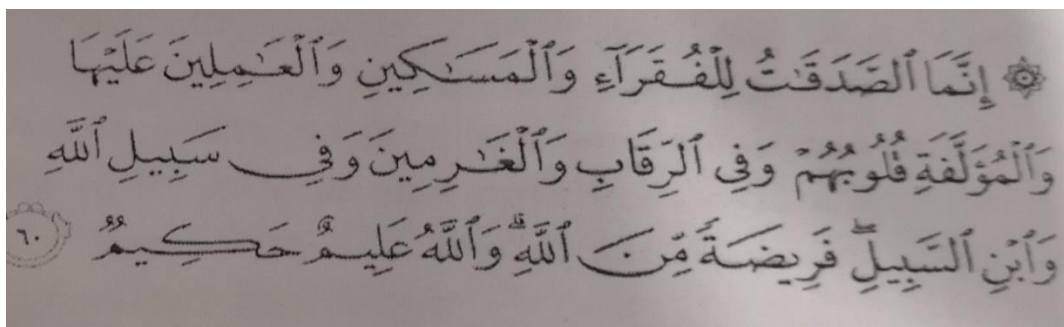
- In the beginning Christians and Jews also paid “Dasvanth”.

There’s a saying that goes,

*‘Dashmansh do aur dhanvan bano’ means ‘Give Dasvanth and get rich’.*

Jesus Christ told one of his disciples, “whatever wealth you have, distribute it among the poor and needy to attain the highest form of wealth (salvation)”. He also said, “offer you food to the Almighty so that your warehouse is always filled with food and grains and there is no dearth of anything in your life.”

**Islam and CSR-** In Islam, charity holds a great place and it is an obligation for the Muslims in the form of Zakat, which specified that a portion of one’s earning must be shared with the poor in the form of donation. In the holy book of Islam “The Kuran” it is very well mentioned that a particular percentage of the income according to one’s ability should be given as charity.



The alms are only for the Fuqara (the poor), Al- Masakin (the needy) and those employed to collect the funds ; and to attract the hearts of those who have been inclined (towards Islam); and to free captives; and for those in debt; and for Allah’s cause and for the wayfarer (a traveller who is cut off from everything); a duly imposed by Allah and Allah is All- Wise” (9:60). (<http://www.quranreading.com/blog/what-is-zakat-and-how-to-pay-it/>) **Saint Kabir** has also highlighted the importance of charity,

*“dan diye dhan na ghathe, nadi na ghathe neer  
apni aankhon dekhiye, yon kathi kahe kabir.”*

**SIKHISM and CSR–** Shri Guru Arjun Dev ji had to raise money for building of these temples (Santokhsar and Ramsar Sarovars) and asked to donate tenth part of their income called Daswanth. The ‘Masands’ were also instructed to collect voluntary offerings and send it to Guru’s Golak.(Jindal,2018-19).

According to Shri Guru Nanak Dev ji, one should donate and give charity to the needy and not the greedy. He says, recognize the field before sowing the seeds of charity.

*“khetu pachhanai beejai danu” (Adi Grath, p.1411)*

It is ideal to give charity of the needy, dependants and orphans who do not indulge in immoral activities. Feed the hungry and thirsty! Those who already have a lot of wealth, what is the benefit in giving them more! No farmer irrigates the land without due thought. Giving charity without thinking is equivalent to sowing barren land. Nowadays, fake priests; temples and religious places have become immensely wealthy. This wealth at the religious places is of no use to the needy and poor, it only fills the pockets of already rich priests. Due to amassing extreme wealth they are forgetting the Almighty. Contrarily they are getting trapped in various sinful indulgences. The examples of their degradation can be seen and heard quite often. By giving charity without due thought we made them owners of huge amounts of wealth and property, to the extent that it has become difficult for them to manage these properties. Those religious places are full of gold, silver and precious stones and both lazy and useless people are thriving on it. Honest, helpless orphans and true ascetics find it difficult to sustain them. In the words of Guru Nanak Dev that instead of benefitting from sowing seeds in barren land even the seeds are destroyed.

*“kalri kheti bejiye kiyu laha pavai” (Adi Grath, p.419)*

- By digging into the historical literature, it is evident that the people of Arab and Kabul, Egypt, Greece and Romans followed the practice of “Dasvanth.
- The Saxon’s also considered donating one-tenth portion of their prisoners to their deity Neptune as their religious duty.
- In the same way when Xenophone returned after attacking Asia, he gifted one-tenth portion of his loot to God Apollo.

#### • CSR Activities by Corporations and Retail Sector National Mineral Development Corporation (NMDC)-

- Follow Triple bottom line principle based on people, planet and profit through deliberate inclusion of public interest into its corporate- decision – making.

- CSR expenditure has increased from ₹ 86 crore in 2011-12 to an average of ₹ 190 crore during the last three years.
- Literate and Education- NMDC Shiksha Sahyog Yojana encourages education beyond Class VIII and provided scholarships to about 8000 SC/ST students
- NMDC mainstream Young girls through Balika Shiksha yojana with 25 girl students from socio-economically disadvantaged backgrounds signing up for B.Sc Nursing and GNM courses at Apollo Institute of Nursing. Till date 258 students have been sponsored.
- Supported the Mid-day meal programme partnership with Akshaya patra Foundation since 2008-09.
- **Healthcare and Hygiene-** NMDC runs three hospitals in collaboration, and provides free treatment to about 1,00,000 out patients and 10,000 in patients annually.
- Health services benefited 37 villages and 40,000 tribal villages in Chhattisgarh and Karnataka.

### CSR and Reebok

- **BOKS :** A free before school physical activity program for kids that is backed by Reebok and Reebok Foundation.
- BOKS program is run two or three times a week before, during or after school, Each class offers an opportunity for kids to socialize, participate in a running –related activity and skill of the week (such as push-ups or sit-ups, play team games and then discussion about nutrition.
- On assessment of working memory, BOKS children improve more significantly and are more active outside the school as compared to their peers and has more demonstrated nutrition knowledge.
- Reebok along with BOKS will continue alongside people that a healthy lifestyle that starts in elementary school continue into adulthood and life in the work force.

### CSR and Nike

**NIKE Grind Program:** It is the Reuse- a- Shoe created by companies in 1993.

- **Environmentally Friendly Products:** Nike boxes have been made from 100 percent recycled content box and aided in saving approximately 2,00,000 trees.
- **Nike partnership with H&M, Puma, Adidas** and other companies released a joint roadmap towards a zero discharge of hazardous chemicals throughout the supply chain by year 2020.

### CSR Activities undertaken by Malls

- **Elante Mall** - contributed to society by working on the environment, health, women welfare and education of the city.
- The mall has contributed significantly towards the health of the underprivileged children by donating a baby warmer, medicines and blankets for a government hospital and at the P.G.I .M.E.R . CHD.
- The mall also donated over 500 blankets during December-January 2014, to the slum areas in and around Chandigarh.
- **VR Punjab Mall** -World Environment Day - Tree Plantation Drive & Sapling Distribution in association with Punjab Pollution Board.
- Clothes Collection Drive with Gur Aasra, Health Check-up Camp with Max Hospitals

### Anthropology and Development

- Development is a key concept in Western culture and philosophy that figures in anthropology in two different ways.
- In its broadest sense, the idea of 'development' was central to nineteenth-century social evolutionism, which pictured human history as a unilinear developmental progression from 'savage' and 'barbarian' levels of social evolution toward the 'civilized' status represented by the modern West.
- From the mid 20<sup>th</sup> century, the term has mostly referred to a more specifically economic process, generally understood to involve the expansion of production and consumption and/or rising standards of living, especially in the poor countries of the Third World.
- In the second sense, the term is especially associated with the international projects of planned social change set in motion in the years surrounding World War II which gave birth to 'development agencies', 'development projects', and ultimately, to 'development studies' and 'development anthropology'.
- In the years prior to World War II, 'development' had been a **central, if often unacknowledged, theoretical** concept in anthropology. For Morgan, of course, the question of **how societies 'developed'** from one evolutionary stage to the next was an explicit theoretical concern.
- The explicit coining of the term '**development anthropology**' comes only later in the 1970s.
- But already in the postwar years, the old domain of applied or policy-relevant work (often focused on such things as 'culture contact', 'acculturation', and 'social change') was beginning to become part of larger, better funded configuration known as 'development'. (Ferguson, 1996: 154, 156)
- The concept of development gained currency after World War II and has been defined by most economists, in the **operational** sense, as growth of the **per capita gross national product (GNP)** or a similar national accounts figure.



- A number of observers have concluded that this has been basically due to the insufficient attention given to social and political factors in planning (Galnoor, 1971:8).
- Development means different things to different people. Laufer (1967:69), for example, states: 'It means dams and factories, roads and canals, bush-clearing, electrification, soil improvement, universities, secondary schools, primary schools, sanitation, research and a multitude of other activities and achievements.
- But above all, development means people. The preparation and activation of people is the cause of economic and social development' ( cf.Mehta, 1984: 4).

### Economic Growth and Development

#### • Economic Growth

- It is defined as the rise in the money value of goods and services produced by all the sectors of the economy per head during a particular period.
- It is a quantitative measure that shows the increase in the number of commercial transactions in an economy.
- Economic growth can be expressed in terms of gross domestic product (GDP) and gross national product (GNP), that helps in measuring the size of the economy.
- It lets us compare in absolute and percentage change, i.e. how much an economy has progressed since last year.

It is an outcome of the increase in the quality and quantity of resources and advancement of technology.

#### • Economic Development

- It is defined as the process of increase volume of production along with the improvement in technology, a rise in the level of living, institutional changes, etc.
- In short, it is the progress in the socio-economic structure of the economy.
- Human Development Index (HDI) is the appropriate tool to gauge the development in the economy.
- It considers the overall development in an economy regarding the standard of living, GDP, living conditions, technological advancement, improvement in self-esteem needs, the creation of opportunities, per capita income, infrastructural and industrial development and much more.

### Differences Between Economic Growth and Economic Development

#### Economic growth

- is the positive change in the real output of the country in a particular span of time economy while economic development involves a rise in the level of production in an economy along with the advancement of technology, improvement in living standards and so on.
- is one of the features of economic development.
- is an automatic process whereas economic development is the outcome of planned and result-oriented activities.
- enables an increase in the indicators like GDP, per capita income, etc. On the other hand, **economic development** enables improvement in the life expectancy rate, infant mortality rate, literacy rate and poverty rates.
- can be measured when there is a positive change in the national income, whereas **economic development** can be seen when there is an increase in real national income.
- results in quantitative changes, but **economic development** brings both quantitative and qualitative changes.
- is a short-term process which takes into account yearly growth of the economy but **economic development** is a long term process.
- can be measured in a particular period as opposed to **economic development** which is a continuous process that can be seen in the long run.
- **Example:**
- To understand the two terms economic growth and economic development, we will take an example of a human being.
- The term growth of human beings simply means the increase in their height and weight which is purely physical.
- But if you talk about human development, it will take into account both the physical and abstract aspects like maturity level, attitudes, habits, behaviour, feelings, intelligence and so on.
- In the like manner, growth of an economy can be measured through the increase in its size in the current year in comparison to previous years, but economic development includes not only physical but also non-physical aspects that can only be experienced like improvement in the lifestyle of the inhabitants, increase in individual income, improvement in technology and infrastructure, etc.
- One can, thus, say that economic development is a much bigger concept than economic growth.
- In other words, the economic development includes economic growth.
- While economic development uses various indicators to judge the progress in an economy as a whole, economic growth uses only specific indicators like gross domestic product, individual income etc.

## Trends in Development

Development can be explained in three historical phases:

### First Phase of development

Includes attempts to understand the rise of capitalism in the 15<sup>th</sup> and 16<sup>th</sup> centuries and starting changes associated with the emergence of industrial capitalism.

#### Late 18<sup>th</sup> century

- Rise of Industrial capitalism
- Allowed productive forces to make spectacular advances for the first time.

#### Late 18<sup>th</sup> and 19<sup>th</sup> century

- meant to construct order out of social disorders (rapid urban migration, poverty, and unemployment).(Cowen and Shenton 1996:5)
- Development was seen as some (such as Comte) in the late 19<sup>th</sup> century as reducing the “disordered faults of progress”(Cowen and Shenton 1996:7)
- Though for many in that era “ The idea of development provided a way of narrating world history, but not necessarily a rationale for acting upon that history”(Cooper and Packard 1997:7)

## Second Phase of development

- Saw the emergence of a much narrower development theory in the 1950s to deal with “how the economies of the colonies of Britain, France, Portugal and other European powers might be transformed and made more productive as decolonisation approached.” (Leys, 1996:5)
- Both the term “development and underdevelopment” were invented before world war II (though their visibility waxed and waned and their precise meaning changed) and neither was seen a part of new imperial project for colonial and post-colonial “Third World”( Cowen and Shenton, 1996:7,366)

## Precursors to Development in Second phase of development

- 1944- establishment of the Bretton Woods financial institutions (International Monetary Fund and World Bank)
- System of fixed currency exchange rates
- Limitations on capital movements across national boundaries
- Institutionalizing of national economic planning to promote growth
- The idea of development was strongly influenced by John Maynard Keynes. This approach to development underlined the centrality of state sovereignty, as national governments pledged to improve the material circumstances of their citizens. The supra-national finance and governance institutions (World Bank, IMF, UN) were to assist nation-states in this development quest.
- This pre-1980 position encouraged extensive state intervention in the economy (controlling exchange rates, subsidizing investment and consumption, or building infrastructural mega-projects such as hydroelectric and irrigation schemes, highways or modern port facilities).
- After 1980, the International Monetary Fund (IMF) and World Bank became forceful proponents of trade and financial liberalization.
- Development took on a new visibility as an effort to reduce world poverty after the 1944 Bretton Woods Conference and the end of World War II and Harry Truman’s 1949 inaugural address, which proposed US scientific and technological expertise to stimulate growth and raise living standards in “underdeveloped areas.”

## Third phase of development

- Began in the 1970s, with a series of policy changes that were known as economic neo-liberalism.
- The world Bank shifted its focus from economic growth per se to poverty and equity issues.
- The US Agency for International Development began to emphasize poverty, basic human needs, and the equitable distribution of the gains from economic growth.
- During the 1980s and 1990s, the World Bank and International Monetary Fund promoted in poorer nations a key set of reforms known as structural adjustment. These programs sought to reduce the state role in the economy, and called for reductions in state expenditures on social services, trade liberalization, currency devaluation, selling off of state-owned enterprises, and financial and labor market deregulation. (World Bank, 1981)
- By the mid 1990’s, the World Bank was modifying these structural adjustment policies.
- In just three decades, the official aims of world development efforts were dramatically lowered.
- - Catching up to the consumption levels of industrialized countries (1960s).
- Redistribution with growth (1970s).
- Fiscal austerity under structural adjustment programs that often sacrificed the basic needs of the poor. (1980s) (Leys, 1996:26)

### **Now the question arises, how have the world's poor fared during the past several decades of official development efforts?**

- Positive indicators include an increase in world GNP from \$1.3 trillion in 1960 to nearly \$30 trillion by the late 1990s and during the same period a 50 percent increase in the rate of school enrolment, a rise of 17 years in life expectancy in poor countries and a 50 percent drop in child mortality worldwide (Nolan, 2002:223)
- At the end of 20<sup>th</sup> century, over 840 million people were undernourished, and nearly 1.3 billion lived on the equivalent of less than one dollar per day (FAO 2003:6; UNDP, 1999:22,28)
- A half – century after the emergence of the narrow version of economic development theory was to lift decolonising nations out of poverty and four decades after developing Nations accounted for some four-fifth of the world's population (Leys, 1996:5).
- Global economic inequality increased dramatically between 1960 and 1990.
- In 1960, the wealthiest 20 percent of the world's population received 30 times the income of the poorest 20 percent.
- In 1997, the richest 20 percent received 74 times as much (UNDP 1999:36).
- By the late 20<sup>th</sup> century, the world's 200 wealthiest individuals had assets equal to more than the combined income of 41 percent of the world's population; the assets of the three richest people were more than the combined GNP of all least developed countries (UNDP 1999:38).
- Yet any statistics lend themselves to alternative manipulations and interpretations. In the late 1980s and early 1990s, for instance, conditions worsened for the world's poor. But if a two-decade window and the frugal \$1-a-day standard are used, the World Bank estimates that "the world poverty rate fell from 33% in 1981 (about 1.5 billion people) to 18 % in 2001 (1.1 billion)."
- On the other hand when judged by the \$ 2-a-day standard, the Bank estimates that the number of people living in poverty increased from 2.4 billion to 2.7 billion between 1981 and 2001.
- And of course those who managed to move beyond the \$1-a-day standard remain poor "even by the standards of middle-income developing countries" (Ravallion, 2004:65).
- Whatever the practical ambitions of the last fifty years of development theory, poverty remains widespread and remedies are still elusive.
- In the last 20<sup>th</sup> century, this stark reality contributed to widespread disillusionment with those agents (such as the World Bank, International Monetary Fund, bilateral aid agencies, and national governments) to which the responsibility for development was entrusted (Cowen and Shenton, 1996:4).
- Yet none of the alternative trustees, such as NGOs, communities, or grassroots social movements, have proven to be effective substitute agents for humanizing markets, alleviating poverty, or ensuring equity and social justice. So CSR is a hope in this endeavour.

### **Should local Areas be given preference?**

#### **Panchsheel-The Integration theory of Tribal Development**

This approach is brain child of Jawaharlal Nehru. His main aim was to incorporate tribal welfare and development activity in national developmental plan process.

- People should develop a long line of their own genius and nothing should be imposed on them. Rather we should try to encourage in every way their own traditional arts and culture.
- Tribal right in land and forest should be respected and protected.
- We should try to train and built up a team of their own people to do work of administration and development. Some technical personnel from outside will no doubt, be needed, especially in beginning. But we should avoid introducing too many outsiders into tribal territory. We should not over-administer these areas or overwhelm them with a multiplicity of schemes.
- We should rather work through, and not in rivalry to their own social and cultural institution.
- We should judge result, not by statistics of amount of money spent, but by quality of human character that is evolved.

### **DEVELOPMENT from Anthropological perspective**

Development must be

- **Total and integrated:** It must transcend purely economic dimensions in order to include social considerations- food, health, living conditions and employment.
- **Directed towards a equitable social order:** It is necessary to eliminate or at least lessen the gap between the rich and the poor. Participation of the poor and getting a matching return shall be the right step. The rich should not get richer at the expenses of the poor.
- **Democratic and rational:** It essentially should respond to the choices made by the people as a whole.
- **Planned and requires constant attention from and intervention by competent authorities:** Thus the alignment of the private enterprise and voluntary organisations with national objectives needs to be ensured by appropriate mechanisms.
- **Determined and self –generated:** It is understandable that self- reliance cannot be achieved by national effort alone.



- Respect the integrity of the environment, both natural and cultural, as well as traditional structures which are often necessary for the conservation of a country's social solidarity and cohesion.
- Must be consistent with the national characteristics of a nation.

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