

## A Case Study on “How to Develop Leadership Skills”

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**ABSTRACT :** The case is of some of the MBA students who have worked on a project of the seasonal entrepreneurship activity. It consists of them making rakhi for doing a seasonal business, for this purpose they made approximately 500 rakhi and earned the maximum profit from it. They utilized the profit by helping flood affected people, such type of activities is one of the best example of corporate social activities as it made them learned some of the effective business strategies and gave them exposure regarding how to connect and earn socially so, that the consumer, customer and the marketer optimizes maximum benefits and learn leadership skills.

**KEYWORDS:** Entrepreneurship, corporate social responsibility, leadership skills.

### **INTRODUCTION**

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable — to itself, its stakeholders, and the public. Being a socially responsible company can bolster a company's image and build its brand. Social responsibility empowers employees to leverage the corporate resources at their disposal includes formation of rakhi by the students of management and trading it so that from the accumulation they can comfort the victims of flood. The authors may have disguised some of the names, events and financial and other information to protect the identity and confidentiality.

### **DISCLAMIER**

This case is written for a classroom discussion and is not intended to illustrate either effective or ineffective characteristics of any social pursuits. The case looks into a corporate social activity which to do well. Formal corporate social responsibility programs can boost employee morale and lead to greater productivity in the workforce.

The four types of Corporate Social Responsibility are environmental sustainability initiatives, direct philanthropic giving, ethical business practices, leadership skill and economic responsibility. The potential benefits of CSR to companies include:

1. Better brand recognition.
2. Positive business reputation.
3. Increased sales and customer loyalty.
4. Operational cost savings.
5. Better financial performance.
6. Greater ability to attract talent and retain staff.
7. Organizational growth.
8. Easier access to capital.
9. To Enhance leadership skills.

The following activities can be performed by a company to accomplish its CSR obligations:

- Eradicating extreme hunger and poverty.
- Promotion of education.
- Promoting gender equality and empowering women.
- Reducing child mortality.
- Improving maternal health.

The main intention of a CSR or sustainability report is to improve the transparency of organizations' activities. On one hand, CSR reports aim to enable companies to measure the impact of their activities on the environment, on society and on the economy.

## LITERATURE REVIEW

Apart from commercialism as a source of obtaining profit, corporate social responsibility is another medium of harvesting yields for the organization informally. Following are some of the facts that enhance the company through the corporate social activities:

Fact #1—Companies with a clearly defined sense of purpose are up to 50% more likely to successfully expand into a new market.

Fact #2—Employees who have a chance to give to charities through their workplace are happier than those who do not.

Fact #3—half of employees believe their employer should connect them with opportunities for charitable engagement.

Trading of handmade rakhis within the university campus stroked them.

*<EXT> Being a citizen of the country it is every individual's responsibility moreover a duty to welfare the society in which we live, each citizen should be fortunate enough to enjoy the essence of happiness. By throwing lights on this thought process we made a small yet supportive effort by indulging ourselves in this CSR activity<EXT/>*

*'I enquired from few sources and then I got enlightened with a concept of making handmade rakhis'* said Joseph. For this Joseph and his team searched for some latest and trendy designs of rakhi which can attract and convince the customers or consumers to buy it, they bought the raw materials required for making it with the vision of channelizing the surplus earned from it in such a way that it helps the needy suffered from the natural calamity to an extent. *"We all are not so good with the handicrafts hence it was a challenging task for us to make rakhis in an eye-catching way"* said Joseph. As concluding remarks, he further said *"I believe that hard work and cooperation are the*

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*two fundamentals of accomplishing a task with success, we earned a handsome amount and exposure by implementing our idea with confident and optimistic attitude.”*

### QUESTIONS

1. Discuss the ideology of corporate socialresponsibility.
2. Define natural calamities and it’s aftereffect.
3. Distinguish CSR andCSA

### METHODOLOGY

The idea to conduct an interview of the students emerged in the MBA classroom during a discussion about the corporate social responsibility and its privileges and ranges. We found that some of the students made an approach in such avocation. The in-depth interview of the students had helped in developing this case, which emphasize on the area of corporate social responsibilities and the activities that can be done under it. The in-depth interview was conducted with some key questions under different heads; the questions related to the activity, communication, trading, profit earning and policy or strategies were answered by the students during the in-depth interview. The interview took 3- 4 hours to accomplish, the visit to the university was arranged by the faculty of management of the university so that we can understand and observe the insights of CSR activities. To develop this case, the answers were recorded and converted into a story format. Replies from the students are narrated in their words only in **italicstyle**.

### CASE-INTRODUCTION

Tahira was counting the threads that were bought for the sake of making rakhis; meanwhile Kabir was engaged in making punch lines and other promotional strategies like personal selling, advertising, sales promotion and publicity. Joseph and Manpreet were drafting the different ideas of how to make handmade rakhis trendier and eye- capturing.

Being a character it’s our moral obligation to make an approach towards the concept of furtherance as not just privately but publically too we have certain things to come across with for the betterment of society directly and for the augmentation of ourselvesindirectly which is again a crucial aspect as in every stage for surviving in a competitive cosmos skills and peculiarity becomes a compulsion to achieve.

*<EXT>Me,Tahira,Joseph and Kabir are childhood buddies .what made us together since the childhood was our understanding and interest , four of us always had an inclination towards the social work and in future we are looking forward to be a part of different NGOs and other socially designed activities on a larger scale and that is the reason why we gave our contribution to this handmade rakhi making and tradingidea.<EXT/>*

Doing things socially is definitely not every one’s cup of tea .you can only become a social worker when you actually are aware of the people and their perspectives, more importantly it takes courage to share your food in spite of knowing that you are starving. Need and needy are the two affiliated terminology whose grounds are required a deep yet proper understanding and these are the reasons that emerged the concept of corporate social responsibility.

*<EXT> This opportunity was like a map to a traveler to us, which helped us not only upgrading ourselves socially but also provided us the exposure of market segments as well made us familiar*

*with the actual world. "Why you only chose to sell the rakhis"? Was the question that got thrown to us so often, To be honest it was the idea of Manpreet and Kabir to make the self-made rakhis reason being that the Raksha-Bandhan was arriving and we all thought perhaps it will get quite uncomplicated for us to sell it to the students of our university as for celebrating it they will be going to buy the rakhis from the stores so instead from there they can buy it from us ,there hence it gets quite convenient and easy for us to yield profits and use them for becoming the helping hands to the victims who unfortunately suffered the tough time due to the flood.<EXT/>*

*No doubt money gives you the audacity to buy your dreams but for living it gratitude is required. <EXT>we sold the rakhis in range of Rs 30- Rs 60 and with our efforts and faculty's support, we fortunately earned ample of profits which again boosted our confidence and motivated us to do the betterment for the society. So we bought edible items, basic medicines, clothes and some sanitary items for the victims of flood from that respective money and distributed it with the hope that it will help them to a maximum extent.<EXT/>*

Globally the firms have been under pressure for proving themselves as responsible entities for the society. In India the businesses have gone through a transformational phase after the emergence of MNCs. A business societally and politically can get well versed only if they follow the norms or the guidelines made by the government for the well-being of society. Therefore, on part of the government, it wanted to bring about a cultural change within the businesses whereby they become committed towards societal welfare and environmental conservation. In lieu to this, India became the first country to mandate and quantify CSR into legislation for businesses to adhere to. Apart from this, the provision also organized the CSR sector wherein there are norms for penalizing the companies and the people in-charge of CSR activities. This acts as deterrence for companies which are unwilling to contribute towards CSR activities. Making it mandatory was also a step towards recognizing the activities which can be considered as a CSR activity. Previously, the companies use to invest in activities which might not be much beneficial for the society. The Schedule VII of the Companies Act, 2013 lists all the activities which will be considered under CSR.

The mandate has made the businesses more committed towards social causes and there is also an engagement with the local communities which will ensure inclusive development in the long run.

*<EXT> from our point of view the introduction of CSR activities is a beneficiary ideology which will be an asset to the company as well as for the society. Our sustainability is for us and from us so in the end it's our responsibility to maintain and improve it. <EXT/>*

## **EXHIBIT**

The questions were reframed under following heads:

1. Questions for having the idea of entrepreneurs skills.
2. Questions on how to be socially connected.
3. Questions on how this project enhanced student's leadership skills.
4. Questions on how it benefits to the students.