

Corporate Social Responsibility Driven Tele-Education for the Poor

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Abstract -- In today's society of competence, education plays a central role in evolving lives. The research article proposes a cost effective means to habituate below poverty line children to education. The paper proposes tuitions in a virtual classroom over internet using mobile phones. Corporate social responsibility paves way for this greater cause.

Keywords: Education, Corporate social responsibility, Below poverty line, Tuitions over radio

I. INTRODUCTION

CHANGE is a constant companion of Education in a global learning society [1]. The world constantly demands new knowledge, new thoughts, new problem-solving frameworks, and to contribute to this demanding world, Education should change much of what it does and how it does [1]. Now that the internet has become a global change agent, Education could adapt internet in shaping individuals across the globe [1]. The three fundamental rules of web base education are – to push beyond comfort zone, do more and more planning, interactive communication [1].

II. LITERATURE SURVEY

Corporate social responsibility (CSR) is a modern concept concerning a company's responsibility for people, the community, and the environment.



Figure 1. CSR: People, planet, profit go hand-in-hand.

Communication is central to effective CR management [2]. Corporate social responsibility leverages to improve lives of stakeholders, to produce the greatest value to both the company and the society, maximizing the triple bottom line: People, Planet, Profit [2]. A high self-esteemed organizational member, stakeholder, views CR activity as an expression of the company's soul [2]. Employees being the primary enactors in CR program, companies should strive hard to communicate their CR activities to stakeholders so that the three levers of CR-Understanding, Usefulness and Unity, are fully realized [2].

The leading research organization, KLD Research Analytics, categorized seven broad CR activities from the stakeholder perspective *viz.* community, corporate governance, diversity, employee relations, environment, human rights, product [2]. Positive CR generates real, tangible, long term value for the company and its stakeholders, and the society at large [2]. Social value creation is a prerequisite to business value creation [2]. The BPL - below poverty line population is 21.9 percent and the rural and urban bpl earnings are 20 and 25 rupees a day respectively[3]. The number of telecom industry operators reduced to eight over a decade [4]. Internationally, India offers the cheapest data at the rate of rupees 0.05 per Megabyte(MB) with a weighted average revenue growth of 20.35 percent in 2018-19[4]. The cost of internet could be further reduced to 2 paise per MB with wi-fi hotspot networks [4].

III. METHODOLOGY AND DISCUSSION

As a part of Corporate Social Responsibility, let the telecom industry distribute handsets of basic models of mobile phones among the BPL population. Taking an average of five in a BPL family, the below poverty line population needs 5,91,30,000 mobile handsets. These handsets could be utilized to provide online tuitions to BPL children from grade 1 to grade 6. Each grade to have a tuition for half-an-hour over radio. Thus, every evening from 6pm to 9pm, Below Poverty Line students will be filled with a new enthusiasm towards education. These tuitions could be done on All India radio.

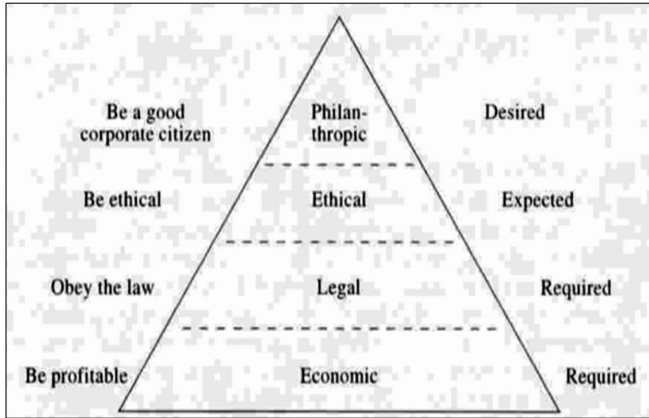


Figure 2. The pyramid of CSR [5].

Thus, the proposed research addresses the pyramid of Corporate Social responsibility. The economic situation of below poverty line people is exploited profitably for the common cause of required primary education. These children, when grown up, are taught to obey LAW in the same manner using the radio in the mobile over internet by various government and non-government organizations. The imparted education makes the BPL child think of ethics in possible ways of dealing with day-to-day life. These children should also be encouraged to improve their financial status in whatsoever possible legal and ethical ways.

IV. CONCLUSION

The present day society of India bars its citizens to pursue their dreams and thoughts just because of the financial constraints. The citizens must be encouraged to endeavour risks. Awareness must be brought among the BPL citizens

about various possibilities in life. This awareness is brought using telecommunication facilities. Electronics and mobile technology is expected to uplift the poverty lines and the Indian society should soon revise its poverty lines. The tuitions over phone nurture the BPL child a thought invoking process to search for new avenues and possibilities to succeed in life.

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