

After CSR, it is ISR now

KOLKATA: Going beyond the realm of corporate social responsibility (CSR), companies are now looking at the concept of 'individual social responsibility' (ISR) wherein employees invest their skills towards community service.

The diversified conglomerate Apeejay Surrendra Group has introduced this unique concept, which unlike CSR, where the company management invests in social causes, puts the onus on employees to usher in the change.

Under the initiative, Apeejay is tying up with NGOs and CSR units of other companies where employees can volunteer for a cause and get rewarded during performance appraisal.

"The ISR programme creates the corporate structure that makes it possible for employees to join in a cause, come up with an innovative idea for a social issue, get an effective platform to deliver it and often get the time to deliver within their working hours," Apeejay Group chairman Karan Paul told PTI.

He says that CSR running parallel to ISR could be an effective model.

After orientation and training sessions to understand volunteering ethics, employees are encouraged to work with NGOs with whom the company has a tie-up. Depending on their areas of interest and skills, employees choose their preferred type of community work. — PTI