

The Corporate Social Responsibility During Indus Valley Civilization.

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Abstract- The corporate social responsibility is mainly about the responsibility towards the society and towards the people within and with out the organisation or company. In this paper we are studying the social or communal responsibility of the people who were Indus valley civilization and trying to understand rhr evolution of the social responsibility into corporate responsibility.

We are going to study the Harappan civilization, Mohenjo – Daro, Dholavira and rakhigrahi and especially we will study the attitude of the people towards the society to fulfil their responsibility in the welfare of the people in the society.

Key Words. Harappan Civilization, Mohenjo Daro, Rakhigrahi and Dholavira etc.

INTRODUCTION.

The CSR is a social impact and form of international private business self regulation which also aims to contribute to the social goals of the philanthropic, activist and also charitable behaviour of the organisation. The Social Impact would be about the positive development of the society and also the welfare-oriented acts which include community development, administrating monetary grants to the non – profit organisation for the public benefits or to conduct the ethically and morally printed business and investment. CSR is the part of internal organizational policy which is also known as corporate ethic strategy and in current scenario this is also known as Environment, Social, Governance (ESG).

The CSR in a business would engage in strategic and ethical purpose. Sometime moral purpose also there regarding the charity and social welfare of the communities and also people. There are different kinds of contributions for the social and educational development of the people with in the company and with out the company. The CSR will leave the positive impact on stakeholders which include employees, customer , communities and also others.

The Various Definition Of CSR.

1) Defined By International Private Business Self Regulation.

CSR is defined as the “ SACRIFICING THE PROFIT” which would be Beyond compliances. CSR would also be “ Social – Political Movement”.

2) Carroll has also defined the CSR – from the traditional economic and legal responsibility to the ethical and philanthropic responsibility towards the society from the corporate sector.

3) The Business Dictionary has also defined the CSR as a company’s sense of responsibility towards the community environment (Social and Ecological). Which included the following....

a) By reducing the waste and pollution.

b) Social and educational’s contribution.

c) Earning the adequate returns on the employees sources.

Indus Valley Civilization.

The indus civilization was a bronze age civilization which are the regions of South Asia (3300 BCE To 1300 BCE). The civilization was flourished of the Indus river (Ghaggar , Hakra etc alluvial Plain). In a mature Harappan period , there are total 5 major urban centres. The extension of the Indus valley civilization which is from ancient egypt along the Nile , Mesopotamia in the lands watered by the Euphrates and tigris and China in the drainage basin of the yellow river and the Yangtze.

Time Line Of Indus Valley Civilization & Development.

1) Pre Harappan (7000 – 5500 BCE) – Early Food Producing Era.

Regionalisation Development In

2) Pre Harappan (Early Harappan) (5500- 3300).

3) Early Harappan (C 3300 – 2800).

4) Mughan (C 5000 – 2800)

Integration Era (Development)

5) Mature Harappan (Indus Valley Civilization) – Integration Era.

Localisation Era (Development)

6) Late Harappan (1900 to 1700 BCE)

Integration Development.

7) Post Harappan (600 -300 BCE) – Northern Black Polished Ware (Iron age – 700 -200 – second urbanization (C 500-200)

When we talk about pre and post Harappans era, there were integration and social development and people understand the social responsibility for jointly developed and jointly integrated.

Social Responsibility (Maturity Towards the Society)

1) Pre Harappan-Era.

Mehgrah is a site which is located in Baluchistan province of Pakistan which is in Neolithic period which had been new insights on the emergence of the Indus valley civilization which one of the earliest sites which does has a farming and herding.

The social farming is existed in this age , like the domesticated agricultural products were produced such as wheat varieties, early phases of farming, pottery and other archaeological artefacts and also some domestic plants and herbs were being produced at that time.

During this period the social responsibility was the social farming in they were produced the cash crops and ragi and other seasonal crops. One thing was herb and medicated products were being produced in order to provide the social health benefits to the community as a part of social responsibility and impact positively on the society and upliftment of the depressed people of the society.

The pottery and artefacts were produced and disturbed and selling in the market in order to uplift the depressed people and create the employment. To create the employment is also part of the social responsibility.

2) **Early Harappan.** This pahse is also known as Ravi Phase because most of the commerical activities and social and also communal development were done on the bank of Ravi river. In this phase the farmers were moved between their mountain homes and the lowerland river valley. The mohenjodaro is the example of this age.

3) **The Mature Phase:** - In this phase , the village cultures. The kot Diji represents the phase of the early Harappan. The citadel representing centralised authority which would increase the urban quality life. By this time , Villagers were domesticated the various crops such as peas , sesame seeds , dates and cotton as well as animal including water buffalo.

In this age there was a sever flood and food scarcity was generated hence in order to fill the scarcity of the food , the foods grains were disturbed at the nominal costa as the part of the social and communal responsibility.

The food grains distribution and food supply system were created as the part of the social and communal responsibility to fight against the food crisis.

The cities were developed sophisticated and advanced technology for the advanced urban culture for the social and economical development of the communities. The urban planning was there in order to quality of the service in the municipal town and the efficient municipal governments which placed a high priority on hygiene or the also religious ritual's accessibility.

The urban sanitization system was build as a part of communal and social responsibility for the particular communities in the urban areas. Within the city , individual homes or groups of homes obtained water from the wells which were situated very near from the house holds.

In advance architecture , the impressive dockyards , granaries , warehouses , brick platforms and protective walls were created for the social and communal development. The municipal council has taken under the construction of the above facilities as a part of social responsibility of the local government bodies like municipal council.

Authority & Governance.

Central power or for the depiction of the people's power in the Harappan Society. The uniform and well planned grid pattern , which were planned by central authority and extraordinary uniformity of Harappan Artefacts as evident in pottery , seals , weight and bricks , presence of public facilities and monumental architecture , heterogeneity in the mortuary symbolism and in the grave goods.

The Governance and powerful authority is require in order to full fill the public responsibility and accessing the good faculties for the growth and development of the public in the province. This all would be considered as the part of social responsibility or the responsibility of the authority towards the society and the people.

In mohenjodaro depicting the figure standing on its head and another ,. On the pashupayi deal and sitting crores legged which is called yoga like a pose.

The public bath , citadel and the central market , central water supply , sewage plan these all are part of well planned cities likewise mohenjodaro and create a good facilities and opportunities for the people are the part of the social responsibility.

The sites of Indus valley civilization.

1) Dholavira – now it's situated into the state Gujarat , after excavation it brought in the light well planned urban planning and the architecture and large number to antiquities are found suchs as animals bones , gold , silver , terracotta ornaments, pottery and bronze vessels.

Social Responsibility During The Indus Valley Civilization.

A) **Water Supply System :-** The Water supply system and citadel were found in the mohenjodaro and Harappan cities. Where there was a central powerful authority which manage the supply of the water in the different regions of the provinces. The central authority which believed that to provide a water is part of the social responsibility of the concerned authorities. Hence there were well planned well , water storage systems were built in order to full fill the need of the people and whenever the drought like

situation has befallen the. People can use the water from the storage hence the authority had build water storage or well to satisfy the need of the people.

Dholavira has sophisticated water conservation and storage system and water harvesting method was used to storage the water especially rain water and salt water conversion system was also used.

B) Urban Planning. :- the lothal , the city dholavira has a rectangular shape and organization which spread in 22 ha (54 acres). Unlike mohenjodaro, the Dholavira had constructed to a pre-existing geometrical plan which had 3 divisions....

- a) Citadel
- b) Middle Town
- c) Lower Town.

The town planning has furnished with their own defence dockyard , gateways , built up areas , Street system , wells and large open spaces.

In the town square , the area high above the ground which is called the “ Citadel”

C) Drainage System :- mohenjodaro has a well underground drainage systems and Governance authority had create this system for the social development as the party of public governance social responsibility.

D) Backed Brick Houses. The people who didn't have good house then the authority had build the houses for the people for there settlements. The mud , the pasture of the crops and bricks were used to build a houses.

Author Review.

The Concept of CSR is not new Concept , actually it's originated from the ancient India and also from Indus valley civilization. The urban planning and water drainage system and water conservation system , the defence dockyards , there all were created by the local authorities in the betterment of the the people as considered as the local bodies responsibility and accountability to create a such facilities for the people for their development. Now the concept social responsibility of the Government as well as private or corporate organisation would be there in order to support the people for their betterment. The CSR does has many dimensions which are education , agriculture, trade , business , environment etc.

CONCLUSION.

After studying the Indus valley civilization, we found that nothing new , all are related with our past and ancient period. We have just found the applications for that , if the social responsibility concept has been used in the corporate sector then it would be converted into corporate social responsibility for the purpose of the social and psychological development of the people. CSR concept will leave the positive impact on the society towards the development. After the exploration of the Indus valley civilization, we came to know that the central authority would create the facilities for he public as considered as the social responsibility.

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