Corporate Social Responsibility Initiatives Towards Rural skill development

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Abstract: Corporate Social Responsibility (CSR) has been recognized as gamen change and to influences among drivers of Rural developments. The Research intended to study the impact of CSR through rural College and career readiness (CCR), This paper explores three thing how CSR helps the rural student to hold in college and career readiness skill with knowledge and behavior, second Graduates describes how CSR initiates the skill development program for pitch in their career, and lastly based on Graduate description struggle after high school and graduation the research uncover gaps in college and career readiness. The structure is grounded with David Conley (2014) stated college and career readiness as Four Model, and social cognitive career theory was scrutinized all through the learning. The learning discuss the literature review on high school and college students/graduates are trained by cooperates under CSR effectively in college and career readiness skill (CCR) and also discuss the struggle to attain upon College and career readiness.

Index Terms: College And Career Readiness (CCR), Corporate Social Responsibility (CSR), Higher Secondary School And College Student, Key Cognitive Knowledge, Key Content Knowledge, Key Learning Skill And Techniques, Key Transition Knowledge, Skill Development.

1 INTRODUCTION
Organization today expects highly skilled and trained technical labours with minimum operation knowledge in the field Fleming (2013). Hence schools college and educational institutes must change the pattern from traditional method and adopt the practice of teaching skills and prepare the individual for the attainment of workforce needs, to achieve a successful workforce needs the education system should understand the needs of workforce and modify its circular and prepare the students for college and career readiness in additional to technical skill development the educational institutes also develop the basic requirement behavior of individual students like time management, decision making outside the class, emotional stability this will ensure the individual growth and success not only for them but for the society also (Conley, 2012)

1.1 COLLEGE CARRIER READINESS IN PRACTICE
Most of the Students who completes there higher secondary school immediately they enter into college whereas students who complete their graduation they have two option one preferring higher studies, option two choosing the career, the education system in India is focused on development of students key content knowledge, students prepare for the exam get through and finish their degree,
Technique learning difficulty and transaction knowledge like fail to get a basic knowledge, the socio cultural climate environment on post secondary education (Kenneth). There is a huge welcome for CCR in recent times but there is always big gap in attainment for CCR and it should be addressed .the content knowledge and academic method outshine the knowledge building of CCR knowledge such as 1) self efficiency 2) Problem solving 3)career awareness and knowledge (Barnes & Slate, 2013). The conceptual framework of college and carrier readiness is executed by David Conley’s (2014) He states that Four Keys to College and Career Readiness Model. Conley emphasis on multiple assessments to measure the Effectiveness of College and career readiness (CCR), this multi dimension includes Studying capacity, interest and goal specially given by schools and universities. College and carrier readiness definition potential to learn beyond high school especially in postsecondary (Conley, 2014),The four major Keys are 1) Key cognitive strategies, 2) key content knowledge 3) key Learning skills and techniques, and 4) key transition knowledge and skills. The framework of David Conley’s four key skill development act as a assement tool of measuring the college and career readiness ,given by the schools and universities to the individual ,but there is a huge gap in College and career development skill among most of the high school and graduates ,today all the organization required a skilled employer so it very important to train and develop the CCR skill among the students because fifty percentage of Indian pollution is youngsters who is below 20- 25 with the vast population ,college and career readiness skill or employability skill is very important to develop not only a individual but also the economy .it is not only the responsibility of schools and college to make a successful individuals because it is highly impossible for one or two teacher in a class for develop all 60 students ,so some intermediately like Corporate under CSR can come into picture to help the students for train and develop the CCR skill among school and graduate.

CONCEPTUAL FRAMEWORK OF COLLEGE AND CAREER READNISS

2.1.1 KEY COGNITIVE STRATEGIES
A great leader from university of higher education and organization place great role in individual’s talent to think artistically, aptitude, and logical situations separately for success in their socio (Banger, 2008). Similarly, organization will look for solution finder and problem identifiers to take ahead in a business (Fleming, 2013). Students and graduates with potential skill and knowledge and ability to apply outside the classroom and ability to take decision in difficult situation are more likely to be successful in the career or workforce. (Fleming, 2016) Institutes and school should develop the students to think outside the class room and strategy thinks so that they will understand the need and importance of decision outside the classroom which will make students fruitful for (CCR) ,(Cabrera & La Nasa, 2001). School has all possibility to create a environment that develop judgment strategies (Fleming, 2016).

2.1.2 KEY CONTENT KNOWLEDGE
The Major importance’s on content knowledge where given by American academics. For Technology plays a key role today and making things much more accessible even for content knowledge, because of technology availability to every hands .School education is a basic for students to develop and extend knowledge (Schwahn & McGarvey, 2012) educational intuition must focuses’ on content knowledge because the content knowledge is very important to get through or enter into graduation but key aim shouldn’t be only on content knowledge but also on acquisition on basic technical skill and basic workforce potential skills (Fleming, 2016).

2.1.3 KEY LEARNING SKILLS AND TECHNIQUES
Learning skills ,methods, was defined as soft skill defined Conley, but Fleming (2016), education institutes replace the soft skill term and term them as employability skill or work life ethical skill. the employability should include basic work life technical skill ,behavioral requirement ,decision making ability ,build self confident and efficiency (Conley, 2014). debates that it should be rather named as employability skill then soft skill, successful self potential students are more like to involve them and move according to career plan ,this was a study made with 600 students who where in higher schools (Rogers & Creed, 2011). Another study on self concept, self –confidence and ability which includes 165 students all are 6 and 7th grades students study concluded the self efficiency has a strong reflection in better career awareness (Nassir & Lin, 2012). School can contribute more to learning skill and techniques, he made a comparative study with two different school with same socio economic status in that one school was more strict and vigilant in creating situation in problem solving task and other school was little lesser the more vigilant and strict school created a student with much more skilled and self dependent (Johnson, 2008).

2.1.4 KEY TRANSITION KNOWLEDGE AND SKILL
Student should be very clear in financial awareness academic awareness and college admission and procedure awareness without this the transition will be very difficult (Hooker & Brand, 2010). It is a duty of school to develop student with financial awareness ,career awareness ,college awareness to create a readiness of CCR more than preparing a student just with content knowledge ,then only there success rate of skill development in college and
career development will be higher and positive (Hooker & Brand 2013) Conley four keys is important but according to (Bangers, 2008; Brand & American Youth Policy Forum, 2009; Galleys & Lenz; Hirsch, 2011; Kochan et al., 2012, Meijers, Kuipers, & Gundy, 2013). Content knowledge will not transform student into successful graduates or successful career life, so student should comply real time market demands with their educational knowledge (Hooker & Brand 2016).

2.2 COLLEGE AND CAREER READINESS

Last few decades the need for technical staffs skill trained employers are wanted by most of the organization at least in the term of basic needs of understanding on behavior need for work place basic skill but education system remains still for decades, so it is responsibility of both the stands to come together to meet up college and career readiness (Conley & McLaughley, 2012). Now understanding the needs of skill development and area people are putting the topic in front (Conley, 2012).

ACT is benchmark tester in USA for college student to get a particular score to meet the benchmark for college readiness they test five things like English, science, reading, math & STEM students meet this level they are fit for admission now act extended his wings to test outside the schools and colleges to check for skill development in the particular field.

2.3 COLLEGE AND CAREER READINESS WORKFORCE GAPS

In today world most of the organization expecting some sort of trained staff after their education more than 90 percentage of organization or not ready to freshly train the employers, they are looking for technical skill trained employers (Fleming, 2013). There is always a chance of graduating student where every year there is many baby boomers who get retired from the organization but still young employee with only academic knowledge is not sufficient to get placed in jobs (Gradsen & Radanovich, 2004; McManan & Stutz, 2006). The National Center for CCR (NC3T) states that today’s education system is not up to the benchmark to meet the employability skill but it is difficult to adopt a college and career readiness workforce environment in school for every citizen (Kochan et al., 2012). To refine this and make more successful CCR the schools and colleges must take multiple assessments to check student’s achievement. (Pennsylvania Department of Education, 2016b) although it is very difficult for the school to approach individual student eg in one class if there is 60 student one teacher 60:1 ration will never work there should be some intermediate like CSR or NGO must involve and make the better employability. Students passing out from high school to university/colleges and higher learning mostly are not up to the standards for success. research have found that up to 50 percentage of community college are enrolling the students with certain benchmarks most of the students could not meet the expectation, they at least need some extra coaching to meet up the (National Conference of State Legislatures, 2016). More than 50 percentages of students are not completing the course within the stipulated time of three year period and more than 25 percentages of students taking 8 years to complete a certification or 2 year course (National Conference of State Legislatures, 2016).

2.4 CORPORATE SOCIAL RESPONSIBILITY SKILL DEVELOPMENT

Corporate social responsibility has a most important responsibility in uplifting the society, there is a ample firm to verify on social responsibility E.g. winning with integrity (Business impact 2000) Business and social responsibility is interlinked that not two different entity Wood (1991). The major role of any business is produce a goods with society needs in return the business work on improvement in enabling the stability of educational growth (Cannon, 1992). The social activities that a company understand as a responsibility to do to the society (Heald, 1957, cited in Ullmann, 1985). Csr is a activates in which it asks and do 3Ws, what, where and who to do to fulfill the social responsibility (Lance Mor, 2001). Volunteers of CSR says it is purely a self interest of firm to take over the Csr activities, this kind of firm will work on the welfare of the employability of society inside the organization they work for employers welfare, reputation to influences great in the society. World Business Council for Sustainable Development on Corporate Social Responsibility (1999) and also mentioned that business profit making motive will affect the shareholders value and lose the reputation. Bummer (1991) defines CSR as all organization is responsible not only for the employers and stakeholders or shareholders but also for the society, corporate social responsibility has three major actions i.e. action without action or action beyond, the non action is a firm that works only for the profitability of the company or domain. Corporate social responsibility takes place by the firm or organization is purely depends upon the firm either to pioneer the CSR, the CSR initiation can happen only if the company has good environmental and economical motive. The firm which understand the CSR will mostly adopt NEO-CLASSICAL approach they provided employer option on tax payments, the neo classical view is taken to increase the shareholder wealth and value Milton Friedman (1962: 133); Holmes (1976), Says that any firm or organization should have a strongest motive in helping the society more than making money in the business, a good firm should enhance the society and help to solve any social problems, a owner of the business should be the associates of the business more than owner of the business. Corporate Social Responsibility (CSR) is a project where companies integrate with the voluntary basis to do the betterment for the society many CSR comes forward these days to do various activities but in today’s scenario skill is in peck requirement, in rapid and fast growing economic organization need a skilled manpower to accelerate CSR wings on training skill for industrial needs, either directly or through any intermediates (CSRbox, 2019).

2.5 DISCUSSION

The College and career readiness is measured when the student clears out the entry level credit score and reach the cut off, but on the other hand not only the cut off score will define the success of individual college readiness success, they should have few skill like problem solving, self efficiency the academic program should be designed to help study to attain required knowledge (Educational policy
improvement sector, 2012) Old and Traditional school Benchmark had uniformed tests with certain criteria for success have long served as the benchmark for success among high school students and the schools they attend sadly, the school focuses only on measures in specific subject knowledge along with reading but at the end these measures forget to measure skill like emotional learning skills, career awareness, proactive thinking skills, self-efficiency skills, which is very important for the attainment of CCR (Barnes & Slate, 2013; Bridgstock, 2009; Conley, 2014). One approach to healthier connects CCR system is to create a definition of college and career readiness that equally emphasizes the knowledge and skills which shapes an individual. But defining the CCR is most complicated because there is no one proper definition for CCR on what is College and career readiness later college and career readiness where defined as workforce readiness (Career Readiness Partner Council, 2012).

3.1 CONCLUSION
The framework of four key skill development act as a assessment tool of measuring the college and career readiness, assessing the student’s behavior, technique skill and knowledge, awareness, and concludes how successfully they transformed in terms of CCR, there is a huge gap in meeting up workforce behavior, technique skill and knowledge, in order to fulfill these gap there should be proper. The framework of four key skill development act as a assessment tool of measuring the college and career readiness, assessing the student’s behavior, technique skill and knowledge, awareness, and concludes how successfully they transformed in terms understanding of current situation of students, however it is not only schools or university to take up the role to transform the successful skilled individual but also some intermediates like corporate social responsibility should take up the role and CSR is emerging into many field but. Out of 6 out of 90 percentage in today world most of the organization is looking for skilled labor and also with many baby boomers retiring the chances of young employers to enter in employment is welcomed, hence to fulfill this need CSR should take more initiative on technical skill training.

REFERENCES
[13] Organization For Economic Co-Operation And Development