

Review Paper

A descriptive study on corporate social responsibility and Gandhism to tackle drug addiction

Partha Sarathi Sarkar

Indian Institute of Human Rights, A 50, Paryavaran Complex, Saket-Maidangarhi Marg, New Delhi 110030, India
ps999495@gmail.com

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Abstract

Drug is a term which is criminalised now for the policy intervention to promulgate a happy living in national set up. But Drugs are nothing yet some components which can otherwise be used as medicines. Excessive or uncontrolled use of the medicines makes the danger very prominent. Drug use has a special characteristic of habit forming as those products can keep humans in a kind of hallucination state. It is not socially acceptable practice to use Drugs for any reason yet the Drug taking practice is still prominent in India. In this dimension Mahatma Gandhi suggested a total prohibition. He was suggesting that any wrong habit has to be seen as culprit for human civilization so a moralistic control has to be continued. People are morally degraded or sometimes very frustrated to take the items which are otherwise banned in the mental set up. So the problems of the lives can be controlled with the Gandhian thought which will reduce the chance of being addicted. But a morality spreading is not very easy like reading on the fables. Therefore from campaigning to advertising against Drugs need a good amount of money and the country government has no much non-budgetary investment towards just telling about the wrongs to strengthen the minds for prohibiting Drugs. In this review study it has to be seen how the money from Corporate Social Responsibility can be a help in this purpose for generating a sound awareness with the following up of Gandhism itself.

Keywords: Drug, medicines, habit forming, Gandhian thought, corporate social responsibility.

Introduction

“Happiness is when what you think, what you say and what you do are in harmony” - Mahatma Gandhi

Human lives are so complicated and robust that sometimes they have no answer to face the reality. It makes them enough frustrated that deviation becomes necessary. Humans try to promulgate the easy ways then and the deviations occur without taking any other option. Lives are not protected in anyway and the fight becomes easier when the nerves stimulates completely or in half sleep. The narcotics come in this way. And the human lives become so vulnerable that no harmonious stage can be continued. Henceforth Drugs are not an exit point rather to be in a damaged condition and Durkheim said that egoistic suicide happens when the people are dying to be free from the backlog. Drugs become the paths to be degraded and a life of deep agony starts from that point of time. It is a time now to think some diagnostic change to be liberated from the situation because the slow death creates problem towards the direction of economic efficiency of the statehood. Henceforth here Drug will be a component for analysing and evaluating social rectification.

“Addiction is an Adaptation” - Johann Hari

Addiction to drug is a habit making so the situation may be changed into a positive but that habit continues and the human cannot be out of the habit by himself / herself. It is always not possible to think some banned things but the so – called medicines can be treated sometimes as Drug. Henceforth the persons may start to take them as medicines to be relieved of the temporary situational lower health status but then the relief becomes the comfort of life and the people continue to go on with. Drug cannot be controlled so the persons have to take into some rehabilitation procedure but those are not easily approachable as a Drug addict hardly fits him / her in the house of the doctors to be helped. The situation can be worsening enough when the money becomes a factor to create some alerted stage to have beyond the reach of the Drug addiction. So money is needed to be arranged at a good amount. This amount has to be arranged by the nation because the Drug addicted has hardly got the money in hand especially if the consideration is on India and in concluding with the common men.

“The Social Responsibility of Business is to increase its Profits”
- Milton Friedman

A society can make more profound purchasing if that has the capacity to invest money at a large and a good health only can make a better purchase. So the Corporate Social Responsibility is quite motivational from the ground of money investing

towards a Drug free society when the government is not that able to bear all the cost in this case. It will then get the money from the corporate houses as part of their entire profit around a year. This way the money will help the people to curb the habit of Drug addiction. The money can engage some professional humans in the society towards the Drug addiction reduce profile. It will finally make the society much more evidential in the case of a good demographic profile. Then a good future can be much expected and sincerely will be possible to be made. Then the Corporates would be motivationally very sound to see that human lives are being changed towards a good. Then the complete procedure will be managerially done as well. The government should act like whistle blower and the money earned from the said will be evidential to broaden up the significance.

Review of Literature

“Drug use prevention is the best treatment and it cost less in lives & Dollars” - Frank Kelly

Drug is undoubtedly a burden on the present society as anyone can go under the risk but tracing it out before making any tragic situation and this truth on Drug usage is making it more vulnerable¹. It is the behaviour trend which is more prominently discussed then analysing the comprehensive form of Drug usage so the preventive cases for the Drug usage is not much cared but after getting the habit the attentive run to control the effective barrier of common living is tried to be down². This background is saying to take new approaches and significant dimensional change in the line of preventive measures. Drug is not an Indian choice rather the foreign travellers made it possible to be in the Indian formation³. So it has high tendency with being westernized and related stress. Gandhian approach has high link with psychometric status of the deviated persons and in this manner the Drug addicts may be out of the access of the so – called problematic phase⁴. Drug starts to affect upon the individual first and Gandhi’s approach is very individualistic⁵ as well as sensible so that dimension can be address at a high level. There is an integrative theory where it is finely been said that the corporates have an attention towards getting a match with the social demands⁵. And the activity uses a portion of the total turn-over during a financial year; this money has to be very qualitatively used and henceforth the total roles of them are termed as Responsibility.

Methodology

The study is an inductive one from the background of reviews the details of the addiction of Drug in India. It will be a scientific study and a sporadic attention will be kept on the previously done works. It will then methodically select those works which have similarity with the study. It will be an analytical understanding from the research. Here some variables like section of people, economic status, reasons of Drug addiction, Corporate Social Responsibility and Gandhism

should be in consideration. A descriptive or narrative research telling will be done here so no much statistical cases will be in work and that may be a lacuna in the study. The entire discussion will be pointed accordingly the study formulation. Then some suggestive measures will be prescribed here at the end of the study. It is a full-fledged study but some further studies from empirical ground will be able to judge this entire study.

Objectives: Every study has some social issue and that can be case work formation. It is also can be useful here to declare a point that says the society cannot be easily made or permitted to furthering. It is even possible that without having any scope to unitary follow up with the Gandhism and Corporate Responsibility towards the full way entitling the growth by discrediting the Drug addiction. i. Drug addiction scenario in respect to India has to be meaningfully understood. ii. The reasons and effects of Drug addiction in India. iii. The role of Gandhian thought in the respect to the Drug addiction management has to be seen. iv. The monetary requirement and the contributively made money source from the Corporate Social Responsibility will be justified.

Here a holistic view will be shown here to tell how the social upbringing is declined with the Drug. It will show how the society is relating to it and the harmful effect due to the addiction has to be clarified here.

Limitation of the study: Drug is a vital choice in life and easily observable in the communities that can significantly make multi – line effect upon the other communities but this study has not seen from the empirical manner. Many hidden facts are not being told here, the description part of this study could make more exemplary and significantly the repository could be analysed. It is also to be seen from the angle of gender. Drug should have different effects upon the genders as a man and a woman should possess some different criteria in their daily lives. After those even the age divisions have to be well studied here which has not done as no practical knowledge can be presented. Different ages should have different approaches and views upon the Drug. These differences can be studied in the further run when the upcoming studies will see this dimension in a broader perspective to have a complete knowledge in the Indian society and Drugs to find out Gandhian view with Corporate responsibility.

Discussion

“We cannot, in a moment, get rid of habits of a lifetime” - Mahatma Gandhi

In a full life many things can be happened and in this way many habits can also be conceptualised. The ups and downs of lives can be habit makers. A moralistic living can be expected in all the lives but hardly possible for everywhere. The persons of the escapist strategy can be addicted to Drug.

Mahatma Gandhi was fond of truth but not only in words still from the angle of jobs done as well as the human living. He was a transparent person so he had great motivation over the potential sincerity of living so addiction to Drug has been highly de-valued by him.

The society of today is very remunerative but money is a capital resource now so for the clearing the habit money from Corporate Social Responsibility is going to be a great contribution in this field. Henceforth a critical review upon the facet is needed.

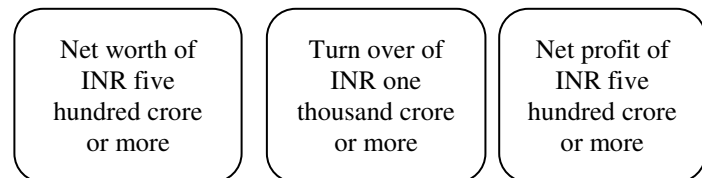
Drug as a habit in India: Drug is a substance which can alter the physical or psychological set up of humans so the humans are very lure to this habit to sense a more good living which can be effective and income centric⁶. But when the habit is increasing to the extent of damaging the daily living then it is a dangerous trait to be feared. Then the Drug becomes a habit as a grief can invite more and that rapidly can demolish the steadiness of mind to be protective against anything which can make men at stake. The problem is making itself more deep as because from a study of it has been noted that the children are very prone to Drug even getting any mature age of fact realization because it is becoming an overwhelming case of dependency on the syndrome of Drug habitually life sparing⁷. Therefore the whole nation can face a very problematic situation in near future when the work efficiency of the nation will be destroyed enough and the upcoming generations will be a failure out of own choice. But this is not an individualistic approach of life rather the total figuring is making itself an public health issue and the damaging accountancy is such a ravish thing that hardly can be imagined ever so this issue is getting high attention of the governance and no rehabilitation rather preventive measurements are getting most probable valuation as curing treatment⁸. It is not only an important issue but also it has a great level of policy lining and the government is very attentive on this issue. The people are yet to be out of the reach of Drug because it is easily available from the Drug dealers at the various places of residency. Any urban area is in the checkable grasp of this practice but the rural people are also not far behind. So the whole nation can be easily lost its working capacity due to the Drug so undoubtedly it is a constituent of habit forming practice and there is hardly any chance of the syndrome bearer any chance to come into the common flow of the human living. The Drug is export oriented as well because Cannabis addiction constitutes 11.6% whereas Opium 8.6% so the Indian mass are depending on the Drug and in that way the money is also drained out from the nation for a wrong cause⁹.

Gandhian approach to control on Drug addiction: An unaware mind is easily motivated towards Drugs which may be from a sect of upper or lower strata in the society and then the wrongs can happen but Gandhi adopted the practice of education alongside the health and hygiene. In Gandhi's 18 –

point Constructive program has shown the functional conjuncture between the positive and negative practices¹⁰. He did not mention the components of Drug but he was a criticizer of any kind of addiction which is not good for health. Gandhi made thinking upon homogeneity of human beings as he told, "harmony between word, thought and deed" and it was analysed by J. C. Kumarappa as "appropriate lifestyle" but this linkage could be broken by the habit of Drug as it can damage the easy flow of lives¹¹. It may be a situational change and the rigidity of this addiction is not possible to control in any means. As the habit may be started by the humans but then the complete process is making itself related to the habit inducing. A man of truth and endurance Gandhi never lose his heart from the mankind and his believe was to say that a non – violent living is possible when it can consist upon what is possible to get so there will be no frustration and no Drug addiction will be there. The habit is so disruptive and un – fashionable that many wrong over the lives can be expected to observe.

A list of tabulation can be made here to focus on a fact that the people are getting fatal chances of living problem and adjudging them to be more profound can harass the human settlement. Gandhi believed on the dimension of human ecology when the natural setting of human living has to be seen as non – interruptive because it is a truth point that violence of anything even to own-self can damage the natural discourse and dialogue. It is highly relative to Gandhi as in the transitional form of the lower economy to be middle earning and this phase is highly temporal with the thought line of Gandhi as well to tell how the civilizations are expecting to be relational motivation to be free from the Drug habit¹².

CSR to control on Drug addiction: The Corporate Social Responsibility Act in Indian formal governance strategy is a social and business component to enable social development along with a great thinking about a transparent investment towards earning not only money but a trust of the society that a real friendly help is possible from the part of the corporates¹³. There is a legal mandate towards achieving a special privilege out of the CSR program to help the nation with investment which would make it a good amount to decide with a profile under welfare dimension¹⁴. There are some specific points to be considered with this profile and those are mentioned here below.



Henceforth from the policy background it can be realized that the effort is to get more help and in a sustainable manner with which the companies will not feel any constriction to pay. This program is objectively designed how the stakeholders from the society and the companies to the extent of mutual benefits, it is a needed step when the society is so robust and inter – related

functionalities are present¹⁵. In this way the CSR investment can address the on – going habit of Drug at the cost of most peaceful manner because money can make a society in a state to be more educated. But there is a possibility that the companies are using the CSR and somehow is not prohibiting to the extension of the Drug habit in some indirect way and take a good name on the goodwill book of the government so this kind of profit oriented activity should be stopped in a case or any; in this manner a corporate activity will be properly social responsible¹⁶.

Conclusion

Drug addiction is not a new phenomenon or not a separated practice in any specific community rather it is a very broad idea to be seen in a great human scenario. It is not a crime or suicidal but the feature of it gratifies the relational role of human settlement and the habit endurance. It is not a chosen feature but the addiction itself makes humans much jolted with it. Then the total human profile relates to be nurtured with the ill habit. The Global village concept is helping to have a more a wrong signal oriented growth of mentality which is depressed enough and no option can stay rest for them to think in any different way.

Gandhian thought has a morality covering and that is very relevant even for today. The energetic line of thought is very temporal and for the mature settlement up to the level of feeling about own value in the society. The school of this thought system has a very diagnostic angle in emancipation. It can settle any issue in the social living and harmoniously the society can be much efficient towards the goal of positive living. It is the reason why the idealism can be very effective in the dimension in the case of reduction rate of Drug addiction.

Any social process needs some monitory help for having a proper and functional social living as the repository background has to be properly maintained. In case of drug addiction people are losing their moral base as well as the generality. They are always seen as the deadly Drug addicted. It harms their living and full way role set up. It is not much helpful to seek just the governmental help as it is very budget centric and it needs some more. The money from Corporate Social Responsibility is therefore a critical need of this sector. A holistic approach is to be adopted.

Policy Suggestions: Drug addiction is a parallel problem with a social degradation so it has to be treated with some rectifying measures but those have to be properly designed and Gandhism can be effective in this way and the full process needs some money which will be collected from the CSR. Along with this total some more can be done and those are told hereby. i. Peaceful program implementation –Any attack on the vested interest may create some hazardous problem upon the common people and therefore the whole picturesque can be more problematic so the programs should adopt peaceful measures and in this way the people first know the need to decline the Drug habit. So at the very beginning the people should know the

ill factors out of the Drug habit. Then they will find alternative paths as well to reduce the trend and the further follow up. ii. Managerial effective perception – The persons from the society and the workers both should have some managerial approach. The sense of managing the overall patterns of Drug use reduction can get effective lessons of Gandhism that says that truth can be felt by heart. A diseased person should be treated with hearty care. iii. A robust monitoring practice –The overall success depends upon the monitoring practice so that the utmost incentivised change can be expected. A powerful team must look after all the happening and will note where the lacking is occurred. Then the monitoring should be properly acknowledged and significant actions will seek knowledge from that monitoring prospect. iv. Motivated professionals togetherness - Social Work deals with a lot of things. The persons should be motivated enough like the hell or the heaven otherwise after a due process everything may go into vain. The people should not only be enough trained rather they have the zeal to go for any extent by focusing on the point of Gandhi as making good for all is good to own.

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