Introduction:

There is widespread discussion of Corporate Social Responsibilities as CSR in Business and industry a lot of article and popularity on this topic but still business are failing I had tried to add God Father’s initiative in form of Corporate responsibilities in developing spirituality among employees by adding values and to make them creative and to infuse hope in customers so that there willingness to consumption will also increase leads to Business development but that need fast implementation I request to read it Completely before creating any conclusion.

World is passing through the bad phase of economy or industries are passing through the worst phase within them the employees and the people dependent on the health of industry are passing through bad phase of life., there is no such immediate solution in the near future, what should be the role of management to deal with psychological crisis of employees. Industry need to shoulder different responsibilities to relieve agony and anxiety of its stakeholders.

A. Psychological Recession:

The term psychological recession borrowed from the article on “The psychological recession” by Judith M Bardwick,2009.

To manage with the psychological recession means recession in employees motivation, confidence and contentment which is more deeper than the exact financial recession and economic recession in present world. Psychological recession is increasing with multiplying effect due to concern, fear, confusion and repeated brooding of news of past business failures. Exposure to medias and discussion with friends and relatives, then after analysis of them has aggravated the mental condition of the general mass and in particular among urban educated population. People has multiplied the harmful effect in the mind and in life through repeated exposure to business news medias and waste thoughts. The way their thinking pattern has been changed similarly their manner and lifestyle also getting changed affecting the ultimate productivity, profitability and creativity of organisations. At present the employees should have better commitment, conviction, dedication, and creativity these virtues should be much more than earlier to sustain in the crisis, which are essential.

Good employees are more sensitive to such effect; they are suffering from unknown fear, uncertainty and insecurity of job. Due to recession due to less assignments the proficient employee’s idle mind has become devil workshop to produce hopeless assumptions about future for self and family members in these recession. Employee need to find out solution to keep his mind busy in positive and creative thoughts and to perform better.

In addition to financial and economy crisis the terrorism has increased fear among the normal mass particularly children they also need counseling, guidance to be fearless and carefree to enhance their mental calmness and peace of mind and to maintain their focus in their activities. In addition to corporate social responsibilities corporate has to undertake spiritual responsibilities in making their workforce more contended, fearless, carefree and productive. The surmounting uncertainties are also stealing their intention to work when they cannot correlate the present job performance with future appraisal, financial gain and job security.

B. Defining Spirituality:

Spirituality does not means the rituals, pray or worshipping rather developing the moral values, virtues and inner strength. Which can enable individual employee to manage failure, crisis or uncertainty better manner. And spirituality will also help a person to be more careful in keeping his character and habits positive as well as to be more self...
confident, motivated and inspired to contribute maximum to organization and to family members. Here spirituality should not be confused with any religion, blind faith, cultural enforcement but infusing a sense of righteousness in human mind and life irrespective of his faith and religion.

It ensure virtuous which ensure moral, ethical standard and enough psychological strength to cope with crisis to manage normal life problems and activities more fruitfully. As per research by the “Health psychology social”(Business line 6th Jan, 2009) highly conscientious people are less prone to addiction and lead more stable and less stressful life. Corporate spiritual responsibilities sending signal to society a sense of new hope, enthusiasm and honest guidance for all.

Objective:

a) To find out different form of corporate spiritual responsibilities.

b) Corporate spiritual responsibilities and current psychological crisis.

Methodology:

Conceptual study through observation and Survey method by interviewing Corporate employers, employees and spiritual practitioners.

Findings:

A. Workaholic And Recession Role of Spirituality:

As many sincere and hardworking employees are workaholics by nature working till late nights. Some people were fond of working sacrificing their entertainment, social gathering and physical exercises. All of sudden shift in their work pressure making them uncomfortable to adjust with new lifestyle. They need some kind of cushion and support to settle down their mind it is the responsibility of corporate in settling their mind. Without job or with less job assignments they are facing difficulties in managing their interest, desire and mental energy. Their thinking pattern were so much stuck with the routine job, to manage themselves in idle condition seems to need tremendous mental strength and self control. So spiritual responsibilities on behalf of employer to retain those best employees by giving all sort of emotional nurturing by calling various experts from outside or inside is essential. In addition to physical salvation psychological salvation by corporate enabling the employees to forget the past and their excessive attachment to old work profile to adjust with new condition without any mental hiccup is the major challenges lying on employer part.

I had seen people act like insane in absence of job many often it is observed in the case of retired higher level managers as in the last phase of their job career as chief manager, head of the organization they used to enjoy good amount of respect, monetary benefits, and resources. Sudden change in lifestyle after retirement make them abnormal in their behavior. Similar kind of psychological shocks may be happening in the life of the executives due to job loss or idle work time. To mould their mind in other productive activities is essential to manage their mind to be normal is one of the responsibilities of corporate. Like in the mining industry after extracting ores and mineral to refill them and replanting of trees are clause in abandoning the emotion and intellectual abilities are also sole responsibility of the corporate. They cannot leave them in helpless and indecisive condition. And finally people are so much obsessed with the financial increments last a few years, working in present situations seems to be futile in spite of normal payment and fringe benefits.

B. Role of Spirituality In World Famous Personality:

Looking into the life of the famous personalities, other than the preceptors and a few religious leaders the famous scientists are also highly religious and the giant business man are also very firm in their character, values and desire to serve the society. We have seen the businessman like, Bill Gate, Warren Buffet, Narayan Murthy, Ratan Tata how they have managed the business profitability balancing simplicity and social services in the world. To stand as an epitome and to win the goodwill of the society to enhance the profitability of the firm moral character is essential. When each and every individual employees will exhibit a strong moral track and record and spiritual behavior in term of empathy, respect, love and to some extent addiction free life it will help for personnel differentiation to get mileage in positioning in top of the mind of customers.

C. Growing Vices And Need To Curb:

Day by day the growing vices in term of groupism, regionalism, back biting, conspiracy, or criminal ideas and act that can be controlled and corrected by means of the spiritual lesson and secret of Karma philosophy. We cannot satisfy the present employees by offering money when the greediness increase we have seen people get trapped with aggrandizement or accumulation of the wealth. Man some time make their life miserable with the passion of aggrandizement, enhancing his monetary wealth, disturbing his own and family life. So teaching, guiding to keep balances is also the part of corporate responsibility though an individual is responsible for his won personal and social life, still some kind of concern and correction should be there from corporate, that does not mean to be over busy in guiding or correcting behavior or lifestyle of employees neglecting own core activities or business motto, but some additional responsibility in some percentage can enrich company image and profitability better in long as well as in short run. Too much Financial gain bring fear, bondage evil habits, rather employee
should spend their excess income in helping out society as sharing and caring some social issues by putting some financial, physical and mental resources how ever little it may be. Means a lesson to manage money to maximize happiness and prosperity self and society is also the responsibilities of the corporate to some extent.

D. Turning an elephant like problem to ant: Idle Mind Devil Workshop

On sitting idle, the employees are turning the extent of problem from ant to elephant and getting hopeless. Definitely problem may be big ultimately it is the mind set with which we are facing the problems. It is on our part how we are turning the bigger problem into small or small to big. In mythologies we have seen how Hanuman with faith in God and self confidence could able to fly over the ocean carrying big mountain in hand this is the sign of turning the mountain of problems into mustard seed through self confidence and faith in Supreme Father. If a doctor will communicate a small disease in serious form the patient earlier may have minor problems but with doctor saying he develop many psychosomatic diseases. The way people are passing through the phase of psychological pain it is the responsibilities of employers to relieve them by inviting various psychotherapist, spiritual counselors, expert to help in changing the mind set.

E. Curbing Gluttony And Spirituality:

We should take a lesson from the devastable impact of gluttony as well as the mindless expenses of people of some of the part of world to enhance the self control, curbing hedonism and excessive consumerism which can give some immediate gain to economy where in long run both economy and people are going to suffer. Guiding the people for proper goal and destination to their highest goal. The most evil thing in the society which invite other evil to follow is the depression. A person commit number of mistakes only because of depression ranging from suicide, murder, physical assault, addiction, etc. In the Geeta also there is warning for individual against the vices of lust, anger, greediness, ego and attachment, which are the root cause of all the misery of human life. As we can see the root cause of the present global crisis is gluttony and anger, so the spiritual responsibility lies in correcting the vices in individual life. The spiritual responsibility lies in guiding individual against excessive desire and selfish motive of personal luxury and pleasure.

F. Blaming employees without mistake and mannerism:

Threatening dry and kill the emotion and passion out of necessity the person may be compelled to do the task to take care family or personal obligation, but there will be ill and negative thoughts in his heart. Slowly steadily day by day things are deteriorating it is not just sensex indices or the financial market even in the market of motivation, inspiration, desire, dreams and hope after infusing so much desire all of sudden leaving the people in darkness in hopeless situation.

In many firm without accepting their failure due to crash of financial market or global slowdown show their stubbornness in castigating and blaming for their small, minor and undefined mistakes. All of sudden changes are happening leaving all the employees from Top to bottom puzzled about What will be next. No defined plan Employees also understand the problems they are also enough literate to analyze the situation but misbehaving, showing disregards, criticism or censuring cannot hide company’s weakness. Let us have honest expression with emphatic tone not in a rude or bossism manner, the organization who are once teaching about the empathy, mannerism, love and regards now they are openly breaking their own conviction. People are also watching how hypocrites the head of departments are. Maintaining same concern, tone with simplicity and power of bending can help the organization in gaining the employee satisfaction. The employees are also have enough loyalty, concern, and adherence to companies fundamentals and principles as they had sustain their family and self through the earning from company’s fund, but the reckless behavior, undefined blames, lack of employers heart for their employees made them emotionally hurt, emotionally murdered, develop the sense of betray from the employer. Spiritual responsibility hints about correcting behavior and morale of companies in dealing with employees with concern and sincerity even at the time of crisis.

G. Drainage Of Inspiration With Future Uncertainty:

And with spread of depression of global recession among the people of globe, people have lost their initiative for innovation. There is a huge drainage of inspiration, motivation and interest on part of employees towards present work profile. Employees are not sure about their performance appraisal, the regular increments on quarterly, half yearly or yearly basis used to create a competitive stance among all the employees to get the financial and positional reward. In the absence of job security bleak atmosphere of the financial growth, the incentive to work hard has dried out. Now a days employee lacks proper career plan, vision, mission and goal so he is not motivated to contribute best. Individual feels after sacrificing so much for the organization in term of time, health, mental effort misbalancing one’s family and personal life what is the gain. And organization in these days are so much concern about the crisis, cost cutting and retrenchment hardly they give importance somebody positive effort and contribution, taking into grant that nothing can change the present situation. If they will give importance to the positive initiative of the lowest layer employee still thing can change faster in positive direction. Instead of overlooking appreciating and inspiring the employees to put their best effort with proper reward and recognition may be in term of monetary or non monetary that is going to boost the employees loyalty and self confidence. Within all the crisis within all the problem if
company will reward the effort of individual and appreciate with sincerity and proper evaluation it will be nice time to see some of the wonders on the part of employees to exhibit their performance to overcome the crisis. Within the crisis considering horse and donkeys in equal list then the best employees will be discouraged and demotivated.

H. Individual And Organizational Goal:
People are getting puzzle with the ultimate goal of life and finding lack of connectivity with personal objective and the organizational objectives. Employees are got tired of taking so much pressure and targets. Working day and night relentlessly they need some mental detachment, relaxation and recharge of power of mind. Realizing employees regarding the Law of Karma is essential , philosophy of Karma where one should be careful about his Karmic account is essential. Keeping honest truthful keeping heart clean

I. Spirituality And Profitability:
Should take care of expenses and profit but above it enhancement of happiness ,peace , purity among the employees are more important for continuity of profit. Like due to health HR policy TATA group and Infosys could able to generate good amount of wealth balancing the employee, social welfares. Similarly present need of time effective Spiritual responsibilities can enable to generate profit within the crisis. All the time we should not talk about numbers , targets , quantity but we should fill enough love , care competency it will automatically take care of targets and above the targets. Let love drive the employee . In also many love story how a person get ready to take all the challenges in winning the heart of her lover. So here the emotional bond , concern care, training can take care many problems and performance in achieving the target above expectation. Inspiring people to get rid of laziness and negligence for poor and deprived people.

J. Society And Spirituality:
With social responsibilities one can offer all necessary goods for survival but many often it is found that does not give the permanent solution people are at lower level suffer much of negligence , laziness and addiction and depression it is not that they do not have the capacity or intelligence to earn and prosper but their negative habits restrict them from growth. So in addition to social responsibilities of providing the social amenities of food, shelter and other accessories. Corporate Spiritual responsibilities should take care of building confidence , positive lifestyle , addiction and vice free life of individual of society as far as possible in nearby areas which can give the permanent solution for their poverty and problems. By sowing the seeds of good deeds they can grow their fortune . The act of sin and wrong doing has stolen the peace of mind and prosperity of many people and correction in their action correct in their lifestyle.

K. Promoting Liquor Or Alcohol Free Party:
Do not try to assuage employee pain with negative meaning but offering liquor , too much non vegetarian food which can derail morally . By means of that the person may be got trapped to tactics but this the worst way to extract work Try to cultivate best habits through organizational culture By encouraging liquor free party Devote employee time for some social services where they can utilize their time for uplifting poor and socially backward sections. Help one to balance family and personal life. Fair play with all maintaining equanimity and justice. The organization may take illegal or unethical method to lay off , threaten a few but that spread the message among the rest that deteriorate the credibility. Company need to enhance its ethical standard in fair playing in crisis, situation , as we have marked in spite of crisis the big CEO of big companies how they have mad lot of foul playing.

L. Help In Enhancing The Self Control:
Corporate have equal amount of spiritual responsibility for customers in infusing courage and hope in positive way there are enough money but out of uncertainty , fear and depression people are showing disinterest for possession, pleasure and in purchasing people feel to stop investing. Spreading the positive message , People have also understood the companies jackal kind tactics so they are not easily getting prey to the companies’ appeal and advertisement but if company can sincerely generate need and with positive encouragement then there can be encouragement for ideal consumerism .Spreading a sense of hope and joy in addition to providing salace in term of physical resources is essential . It is just like to add leg of courage and hope to their life for new initiative. If the company will spiritually manage and follow the code of conduct then automatically can inspire other.
If Company does not follow the ethics and not feel confident of preaching then company can take help of independent source to assist the spiritual development. Spiritual development of individual employee is not enough organization should take care of the Family because without family support a person will not able to manage within the crisis with proper mental balance.

C. Spiritual Responsibility To Keep Happy And Light:
Help the employee to dance and sing in joy in their mind and be relaxed to work hard. Make them relaxed and happy generate productivity.

M. Self Actualization In Workplace And Spirituality:
As if it seems to work in this environment one need to be in self actualization to remain undisturbed in phase of both failure and the success. Not to over react within,
overwhelm in success not to feel frustration in failure to maintain equanimity is essential in both the cases. In present situation as if man to have the higher vision, goal but achieve that one should stick to right method and direction but to sacrifice small desires. Because undefined blames, and criticism and punishment without any understanding can be their but one should be calm and undisturbed to handle to run all activity with zero desire. Otherwise non achievement of the desire in term of appreciation, name fame, post and position, incentives and other financial gain may create a sense of discomfort in forwarding towards higher goal. Zero desire free state make one care free and he stick to his long term goal and adherence to principles.

N. Sincerity And Reward:
In this time it seems employees need to take the individual ownership of their career and goal and accordingly should plan it. And should immense faith in the law of action and consequences. If one remain sincere in his organization then future outcome can never be wrong.

O. Crisis And Lesson For Employees:
We can ensure our future life with our good deeds and sincerity. The present organization may show a blind look but there are thousands of options not only options but better options with more reward and relevant work is lying on the career path. One should not overlook the growth and opportunity within all the crisis and threats. Do not be dependent on any person or organization for your career path. One need to be innovative, self motivated, self igniter, self driven in his career path.

Conclusion:
Do not leave the employees confused, aimless after driving a long through driven vision filling so much hope. Leaving them dismayed and frightening. Just by guiding telling giving moral lesson cannot able to transform life of individual but some necessary steps to implement them as in industry we took so much precaution in converting the plan into practical similarly in personal life also need to enforce proper plan to convert the designed proposal into practical through continuous nurturing.

References: