

# Building Team Ocean: A Strategic Intervention For Positive Organizational Climate And Altruism

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**Abstract:** *There are only a few organizations in India that are involved with aquatic ecosystem-based CSR activity. There is a need for more organization to come forwards to contribute towards our aquatic ecology. Some of the organizations involved in Aquatic ecology-based CSR activity are Nokia India, HSBC, Tata Chemicals and Godrej & Boyce. An organization's CSR activity can boost its employees' altruistic emotions, resulting in employee happiness and a positive shift in the organizational climate. A positive organizational climate will result in increased productivity. CSR activity helps in team building, organizational productivity; further, altruism brings happiness in a person, happiness brings organizational productivity, and altruism increases organizational productivity. CSR activity and team building brings a positive organizational climate. The public sector banks in India focus more on training-based CSR activity, Education, Literacy, Women empowerment, and others. There is hardly any CSR activity towards the Ocean by the public sector banks of India.*

**Keywords:** *CSR Activity, Altruism, Aquatic ecology, Organizational Climate, Teamwork*

## 1. INTRODUCTION:

The employee's commitment is critical in measuring their overall wellbeing. Despite this, no effective prototype addresses team dynamics and operation (Costa, P. L., et al. 2014). When it comes to team actions, the organizational climate and commitment are essential. People would not behave optimally in the same way in any situation. Planning for future interventions would necessitate best practices, such as having agreement on standard protocol; if a practice varies, they must respond to it; and organizations must be ready to handle contextual factors that shape the team (Aveling, E. L., et al. 2018). By combining the efforts of people with a shared purpose, teamwork is one of the most valuable resources in your quest for success (Jaca, C. et al., 2013).

Altruism encompasses both the theory or activity of empathy for others' interests and self-sacrifice. The most important questions about our evolutionary history, social relationships, and societal organization revolve around Altruism and selfishness. Humans are

the only animals that have been shown to be capable of selflessness. When a few altruists are pitted against many egoists, a minority of the former will help persuade a substantial amount of the latter to cooperate; however, if there were equal numbers of each, most would merely attempt to defeat the other, Fehr, E., & Fischbacher, U. (2003). Altruistic behaviour is shown by an act that helps others (such as one's own time and money) and sacrifices itself (for example, giving up personal earnings or time) Li, N., Kirkman, B., & Porter, C. (2014).

There is an underlying ideology behind the Bhutan's government policy of Gross National Happiness (GNH), (sometimes called gross domestic happiness). A collective happiness index has been developed that measures the overall level of happiness and well-being of the citizens. The nation's goal driven Gross National Happiness Index was established in the Constitution of the Kingdom of Bhutan in 2008 and made into law on July 18th of that year. Pankaj, P., & Dorji, T. (2010) studies on Gross National Happiness (GNH) have shown that a probable correlation between their GNH outcomes and personal well-being, indicating that a better results in the parameters of GNH would likely lead to greater individual well-being.

People shape organizational climate; it is the human who works and has emotions, perceptions, needs, expectations, and goals, which varies from one person to another. It is the people who manage the organization's entire process and not the process that manages the people. However, many times, the process manages the people, and such understanding may bring turbulence in the organization's climate. Change is the most constant variable, so the employee's emotion will form or shape the organization's climate. Litwin and Stringer (1968) stated: "Organizational climate refers to a set of measurable properties of the work environment, perceived directly or indirectly by the people who live and work in this environment and influence their motivation and behaviour."

## **2. METHODOLOGY:**

Systematic Literature review

*Csr Activity Help In Team Building And Organizational Productivity:*

CSR has a significant influence on performance, team identity as just a moderator, & team efficacy are positively related (Latif, K. F., et al. 2020). Small businesses profit from CSR engagement because of positive attributions held by consumers. Large businesses can also benefit from positive attributions held by consumers. Consumers are frequently inclined to acknowledge socially irresponsible behaviour by small businesses while showing little patience for big companies' related violations (Green, T., & Peloza, J. 2014). In CSR, collaboration, Group leadership, and Group efficacy all played a favourable attitude toward change management. Staff and Senior employees welcomed the change. Employee attitudes toward change management were strongly related to their perceptions of their job climate, particularly the CSR (Svensen, E. et al. 2007).

*Altruism Brings Happiness In A Person:*

Altruistic emotions & behaviours are linked to improved wellbeing, wellness, and perseverance. Individuals who are empathetic, emotionally & behaviorally have a clear link among their wellbeing, contentment, wellness, and longevity (Post, S. G. 2005). Another factor that influences happiness is dispositional gratitude. Positive relationships between

gratitude & honesty-humility provided significant factor structure for these variables, which serve as the pillars of altruistic behaviour (Aghababaei, N. et al. 2018). Happiness is boosted by performing acts of kindness for seven days. Furthermore, there is a positive correlation between the frequency of acts of kindness & boost in happiness (Rowland, L., & Curry, O. S. 2019). People are grateful when they have stood to benefit someone (McCullough, M. E., et al. 2008).

*Happiness Brings Organizational Productivity:*

Improving contextual wellbeing is not only advantageous, but it also leads to higher efficiency and economic expansion in regions (DiMaria, C. H., et al. 2020). There is a positive correlation of company climate & productivity; Organizational productivity has been more clearly connected with those aspects of climate that have greater satisfaction (Patterson, M. et al. 2004). Intercepting stress, Enhancing Productivity recognizes five critical factors for the success of a stress management initiative in terms of staff health and wellbeing (Cary Cooper & Michiel Kompier. 1999)

*Altruism Increases Organizational Productivity:*

OCB (Organizational Citizenship Behaviour) was significantly negatively related to two of the three fatigue aspects, psychological distress and reduced employee achievement. In contrast, Altruism found to be intimately connected to OCB (Emmerik, I. H. V., et al. 2005). EI variables were connected with altruistic-distant behaviour, whereas altruistic-local behaviour was associated with emotional awareness of others & self-management. People with more EI expressed two different altruistic-local & altruistic-distant behaviour in the job (Hyun Jung Lee 2013). When we are stressed, our behaviour turns negative when we return to our base. In other words, when we relax and when we get better, our behaviour becomes more altruistic (Glomb, T. M., et al. 2011).

*Marine Based Csr Activity By Organization In India:*

SDG 14 (Life Below Water) is one of the United Nations' Sustainable Development Goals. The goal is to "Conserve and sustainably use the oceans, seas and marine resources for sustainable development". Because our seas have little reverence for geographic or national boundaries, we must collectively discuss issues related to the coast and the Ocean. Attempts to clean up the Ocean or restrict overfishing may have a minimal effect.

**River Watch Project:** In 2009, Nokia India CSR collaborated with both the WWF-India and the Department of Forests and Wildlife Preservation, Punjab, to launch a biomonitoring system for the SatluBeas–Ravi River, focusing on the Harike Wetland, a biosphere hotspot.

**My Ganga, My Dolphin:** CSR project "My Ganga, My Dolphin," the HSBC CSR team began a dolphin survey in October 2012. This project was supported by a joint implementation team of WWF and the UP-Forest Department.

**Save The Whale Shark:** Tata Chemicals launched the 'Save the Whale Shark Initiative (SWI)' initiative in 2004 in cooperation with the Gujarat State Forest Department and the Wildlife Trust of India (WTI) to preserve this threatened and endangered flora and fauna.

**Marine Ecology Centre:** In 1985, Godrej & Boyce established the Soonabai Pirojsha Godrej Marine Ecology Centre (Vikhroli, Mumbai) to protect 750 hectares mangroves. The primary goal is to study and restore aquatic biodiversity through R&D, education, awareness campaigns, and consistent monitoring.

*Csr Activity And Team Building Brings Positive Organizational Climate*

There is a strong link between ethical leadership & CSR, with the perception of an ethical work environment is a crucial mediator & moderator in this relationship (Suk Bong Choi et al., 2015). Employee creativity (EC) and corporate social responsibility (CSR) signify that CSR is an essential strategy in moulding EC (Zelin Tong et al., 2019). It was discovered that perceived CSR legitimacy is a significant essential mediator among employees' conceptions of credibility & their job backgrounds (Soojung Lee, & Jeongkoo Yoon. 2018).

*Csr Activity Of Public Sector Banks Of India Towards Ocean*

Sl. No.	Name of the Bank	CSR Activity	CSR activity for Ocean
1	Bank of Baroda	Training for unemployed rural youth, Trained youth from Schedule Caste, Schedule Tribe, minorities, and Backward Class, Established financial Literacy and Credit Counselling Centres (FLCC) in nine states, and various others.	Not available on the website, have not disclosed
2	Bank of Indian	They mentioned T&D, Community development activity, Construction of Toilets for schools, Hand pump, Ambulances and Ultra-modern medical equipment to Hospitals, awareness against cancer, Construction of classrooms, Skill development training, etc.	Not available on the website, have not disclosed
3	Bank of Maharashtra	Employees donated 5 Cr INR to PM-CARES Fund to fight COVID-19, Fund donated to various CM Fund, National Sports Development Fund, Fund donated under Swatch Bharat Kosh and Prime Minister Relief Fund, Distribution of food packets, blankets, school bags, writing materials, medical kit, water, to the needy, etc.	Not available on the website, have not disclosed
4	Canara Bank	Mentioned various CSR activity on the website	Not available on the website, have not disclosed

5	Central Bank of India	The annual document of 2019-2020 mentioned CSR budget was nil since it incurred loss during the previous year.	Not available on the website, have not disclosed
6	Indian Bank	Blood and Eye donation and Swachh Bharat, Swachhata Hi Seva, Toilet for Girls and others	Not available on the website, have not disclosed
7	Indian Overseas Bank	Mentioned about The Sakthi IOB Chidambaram Chettiar Memorial Trust for Promotion of Pulses Seed Bank	Not available on the website, have not disclosed
8	Punjab National Bank	Mentioned about various CSR activity	Not available on the website, have not disclosed
9	Punjab and Sind Bank	Skill Development, T&D	Not available on the website, have not disclosed
10	State Bank of India	Mentioned about Community development activity in the website	Not available on the website, have not disclosed
11	Union Bank of India	Mentioned various CSR activity on the website	Not available on the website, have not disclosed
12	UCO Bank	Mentioned various CSR activity on the website	Not available on the website, have not disclosed

### 3. DISCUSSION:

The water surface is the largest area. However, there is less emphasis given to that; most probably, it's been less accessible by human beings for habitat. Various forms of CSR activity, which the employee will like, are a subject matter of their choice. The preference may vary from person to person. Thus, an organization should give liberty to its employee to choose the voluntary activity they would like to contribute to society. Happiness is a by-product of many circumstances; a truly happy person does not expect anything. As Budha once said, "Desire is the root cause of all the misery", Altruism increases productivity. However, we cannot discount the hard work contributed by the employee, the incentives that are rewarded for the work and productivity, the strategic planning, and the role of the leadership. CSR activity brings a positive organizational climate, but the personality of the employee, diversity in the organization, the organizational policy also plays a crucial role in the upbringing of the positive organizational climate. A few organizations in India are involved in CSR activity for aquatic ecology since there is no human habitat or less. To do any CSR activity, an organization needs local NGO support because they are aware of the

local culture. They have more know-how about the behaviour of the Ocean. More NGOs of the coastal area must take initiatives towards it. One of the primary reasons to save the Marine ecosystem is to promote the quality of aquatic life and reduce Marine pollution. The groundwater needs to be maintained in gold standard because three-fourth of the surface of the area of the earth is aquatic, and the existence of humans depends on the fresh groundwater. The bank concentrates on providing training and on enhancing CSR skills because these are profitable for its operations. Anyone with work experience and qualifications may go into business or apply for a personal or business loan. A savings account is often needed to avail the training. The bank needs to focus on CSR activity specific to the ocean for the greater wellbeing of all humanity and living creatures.

#### 4. CONCLUSION:

CSR activity of an organization can uplift its employee's altruistic emotion, thus leading to employee happiness, which will yield a positive alteration in the organizational climate. A positive organizational climate will bring more productivity to the organization. Only a few organizations are involved in aquatic ecology-based CSR activity in India. India's public sector banks are most concerned with CSR activities such as education, female empowerment, and helping the less fortunate through their literacy programmes. There is no visible CSR activity towards the Ocean by the public sector banks of India.

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