

A Study Of Corporate Social Responsibility In Indian Organizations: An-Introspection

Dr. Seema Shokeen

Faculty, Maharaja Surajmal Institute,
Affiliated to Guru Gobind Singh Indraprastha University,
New Delhi, India

Abstract: India is a rising economy, at this time Corporate Social Responsibility (CSR) play vital role in organizations. In Indian commerce one can without difficulty observe a paradigm shift from corporate generous contributor to being communally responsible. The significance of CSR is growing in Indian corporate scenario because organization have understand that final goal is not revenue making beside this faith building is viable and assert able with societal association. The pressure of CSR has emerged in last two decades when Indian organization realizes the significance of supporting in this cutthroat competition time before this Indian industry had money-oriented traditions. In the hue and cry of LPG (Liberalization, Privatization and Globalization) companies were only listening carefully toward revenue maximization which led community backwash. To defeat this approach CSR play an vital role in sustainable expansion which is only achievable when there is a equilibrium between revenue and lowering communal backwash or eradicating it. Main objectives of this paper are to study the CSR initiatives taken by the major companies in India and to study consumer awareness towards CSR. Also to study the most desired social responsibilities by the consumers from CSR. CSR is a idea of corporate behavior that recognizes that companies have a responsibility of be concerned to all their stakeholders, together with employees, consumers, local communities and shareholders. Its holistic approach requires that businesses account for and calculate the actual or probable financial, communal and ecological consequences of their actions.

Keywords: Corporate, Social, Responsibility, Strategy, Society, Contribution

I. INTRODUCTION

The World Business Council for Sustainable Development states, "Corporate social responsibility is the ongoing dedication by business to act morally and contribute to financial development while improving the excellence of life of the personnel and their families as well as of the local society and civilization at large." Some may look upon CSR as a new idea, incoming on the corporate agenda within just the past few years. In fact, it is based on the international social justice movement that for more than 40 years has demanded that international corporations conform to basic human rights principles. CSR is an entrance point for considerate a number of firm-related and communal issues and responding to them in a firm's trade policy. However, there is a worldwide and

well-known view on defensive the surroundings and stakeholders wellbeing. Emerging economies like India have also witnessed a number of firms enthusiastically occupied in CSR activities, and the Ministry of Corporate Affairs has come up with voluntary guiding principle for firms to pursue. Companies in India have quite been positive in taking up CSR initiatives and integrating them in their trade processes.

II. OBJECTIVES

- ✓ To study the CSR initiatives taken by the major companies in India.
- ✓ To study consumer awareness towards CSR.

- ✓ To study the most desired social responsibilities by the consumers from CSR

III. RESEARCH METHODOLOGY

The study is mainly conducted using primary sources of information or data which were collected with the help of the questionnaire cum schedule from 100 respondents. The personal interview technique has also been used to collect the information. In order to supplement the primary data, secondary data has been collected from various sources such as Census Report, Annual reports of different ministries, five year plans, statistical abstracts, Government documents, research journals and magazines and unpublished research reports.

IV. STATEMENT OF THE PROBLEM

The study examines the CSR initiatives taken by major companies in India and the consumer awareness towards it.

MAJOR COMPANIES IN INDIA UNDERTAKING CSR

Mahindra & Mahindra

Key CSR Areas: focal point on the girl child, adolescence and farmers through programmers in the domains of teaching, public health and atmosphere. Mahindra Pride Schools offer employment training to youth from communally and economically deprived communities and have qualified over 13,000 youth in Pune, Chennai, Patna, Chandigarh and Srinagar.

M&M sponsors the Lifeline Express trains that take health check treatment to far flung communities.

Tata Power

Key CSR Areas: Teaching, environment, society development, physical condition, security, safety, resource and energy protection, women empowerment, skill expansion and source of revenue generation. Its total CSR payments in Financial Year 2015 stood at Rs 31.1 crore as against the 2% of PAT requisite of Rs 29.8 crore. More, the CSR spending of subsidiaries and combined ventures of the corporation was Rs 18.2 crore as against the prerequisite of Rs 17.2 crore.

Tata Steel

Key CSR Areas: Healthcare, facilitation of empowerment and sustainable source of revenue opportunities, Education, protection of society and culture of indigenous communities and sports education. Initiatives run crossways ten districts in Odisha and Chhattisgarh, Jharkhand, covering almost 500 core villages. Whole expenditure in 2014-15 on CSR was Rs 171.46 crore, which is 2.04% of the standard net profit of the previous three fiscals.

Tata Chemicals

Key CSR Areas: Paying attention on sustainable group of people development and preserving the ecology. The company has a weather change strategy that maps its carbon footprint and is creating an abatement policy for sustainable development. In the last financial year, it spent Rs 12.76 crore on CSR, amounting to 2.93% of standalone PAT.

GAIL

Key CSR Areas: Sustaining communities in numerous thrust areas like physical condition, cleanliness, teaching, skill expansion, livelihood, and environment. Through GAIL Utkarsh, the company has helped over 500 students from economically backward communities connect India's leading engineering institutes. They are provided inhabited education programmes and given monthly scholarships just the once they get into IITs/NITs.

Bharat Petroleum

Key CSR Areas: Excellence education (strengthening primary, secondary schooling and empowering teachers), water preservation, skill expansion (employment connected skill guidance to the deprived with an inclusive approach for women, without a job youth and people with disabilities), health/sanitation and rural growth.

Tata Motors

Key CSR Areas: learning and employability (skill development). Most programmes are in the neighborhood of manufacturing locations but employability programmes paying attention on building ability of youth in automotive trades are implemented crossways India. The company has shaped a CSR Committee of the panel under the chairmanship of R.A Mashelkar, which monitors CSR presentation. It used up Rs 18.62 crore on CSR in 2014-15.

ITC

ITC's viewpoint revolves around goal congruence with the nationwide goals of sustainable development and comprehensive growth. A variety of environmental & Social initiatives are taken by ITC to make sure sustainable expansion. Some of the key initiatives in use by ITC are mentioned in table underneath:

Initiatives	Milestones
e – Choupal	4 million farmers empowered, 6,500 e - Choupals installed
communal & Farm Forestry	114,428 hectares greened, generating 51.48 million person - days of employment
Watershed Growth	56,951 hectares brought under soil and moisture conservation
Women's	15,378 women members

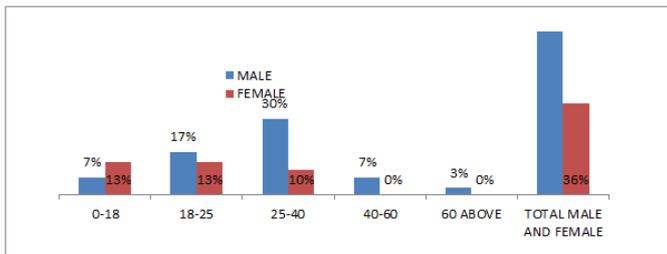
Empowerment	1183 self - help groups
Farm Animals Development	176 Cattle Development Centres 3,520 villages covered annually
Primary Schooling	252,329 children covered through 2,334 Supplementary Learning Centres

Table 1

ANALYSIS AND INTERPRETATION OF DATA

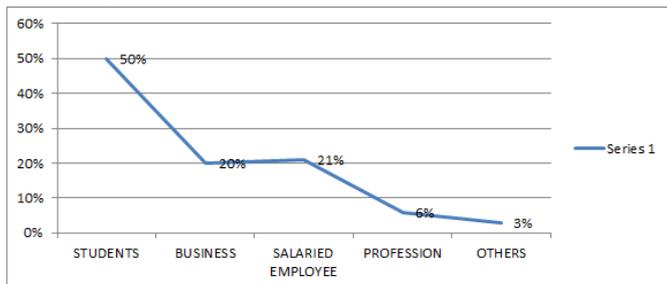
Based on the responses taken by 100 respondents following were the results along with their interpretation.

✓ Age group and distribution of Male and Female Interpretation



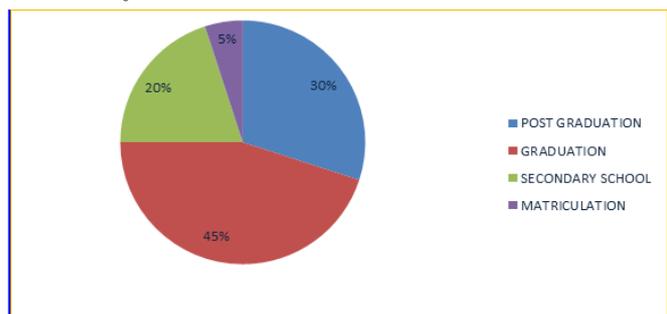
In a survey of 100 respondents 64% were males and 36% were the female respondents.

✓ Occupation



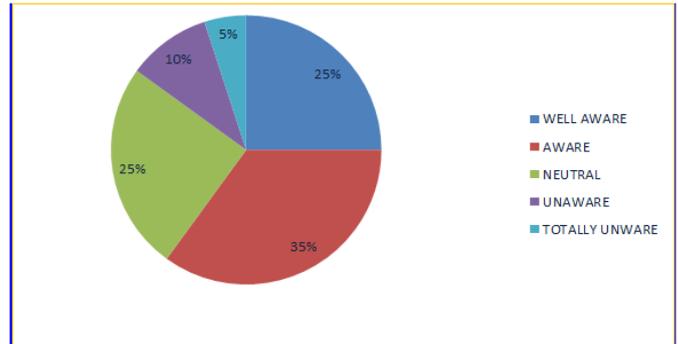
Interpretation: The survey revealed that about 50 respondents were students, 20 were involved in some business, and 21 were in the corporate world, about 6 were professionals.

✓ Level of education



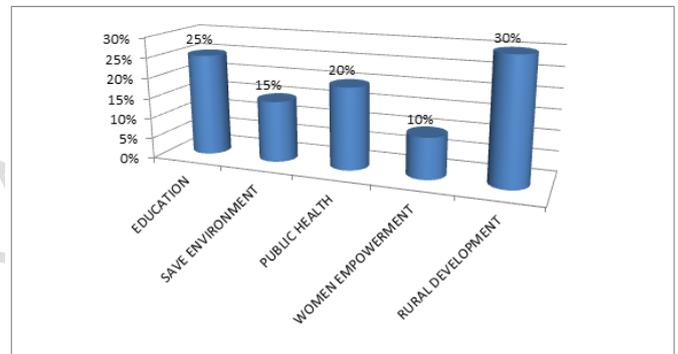
Interpretation: The figure depicts that 30% are post graduates, about 45% are graduates, 5% have matriculated and 20% have secondary level of education among the respondents.

✓ Consumer awareness towards CSR



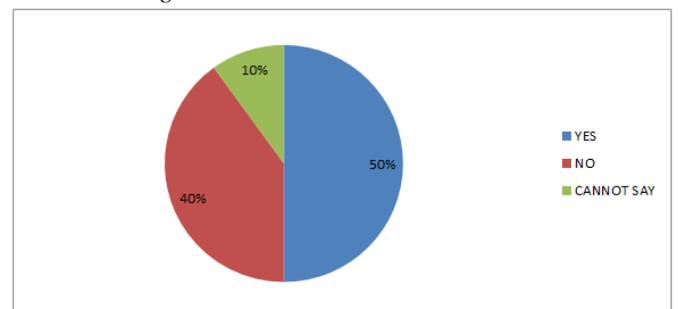
Interpretation: The figure depicts the percentage of people who pay close attention to the CSR initiatives and as per the responses collected 25% are neutral to this and about 25% were well aware, relatively small percentage of consumers do not pay attention to the CSR. A good percentage of people are neutral to it which may be taken as an opportunity as the interest among consumers can be generated by efforts by any company.

✓ Most Desired social responsibilities by the consumers



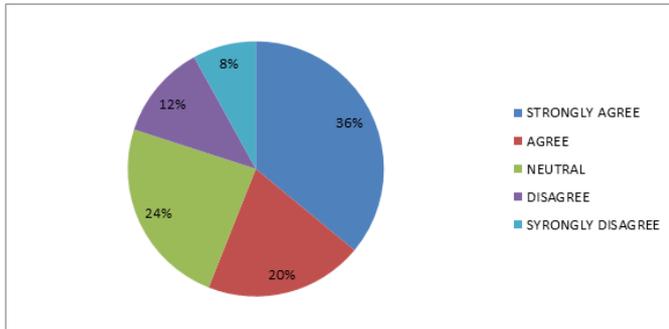
Interpretation: The figure depicts that all the five initiatives are felt strongly about by consumers and among them the most preferred and desired one is rural development followed by education for less privileged, followed by public health and hygiene. Education for less privileged is very much supported by the consumers. If we look at the analysis above all the initiatives are quite relevant in Indian context as we are aspiring to achieve growth, development and sustainability all of the above can pave way for the betterment of India as a country. So the companies can look about all the options available and try to look for the initiative that is strongly felt by the consumers.

✓ Are such CSR activities done only for publicity and advertising



Interpretation: Since there is a rich segment of people who believe that CSR is just a marketing trick that companies play to attract attention and publicity. For the same reason this question was asked to know the response of consumers towards the CSR and the results show that 50% say they do it for advertising purposes which is quite high and 40% of respondents have declined the statement, where as 10% were confused regarding it thus it should be noted that there is a high percentage of people who consider it as a marketing tactic.

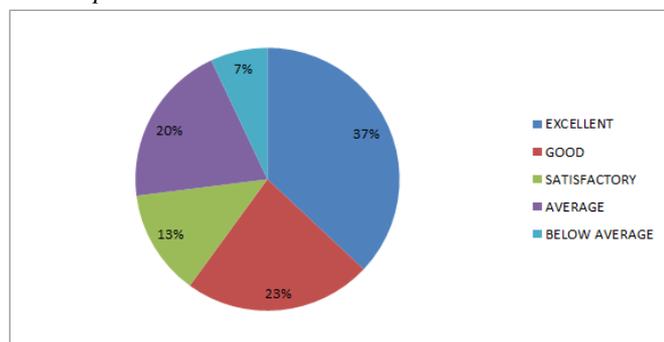
✓ *Do these socially active companies really contribute towards the development of the country?*



Interpretation: Since our country has been aspiring to be tagged developed in the immediate future and it has been striving hard to achieve the same status but we are ranked low on the literacy and this path breaking struggle has been joined by many corporate players.

The notion behind this question was to understand the level of agreement of people towards the initiative being undertaken by such companies, whether they appreciate its effort towards the same or not and according to the figure a good percentage of 56% respondents agreed and 20% disagreed.

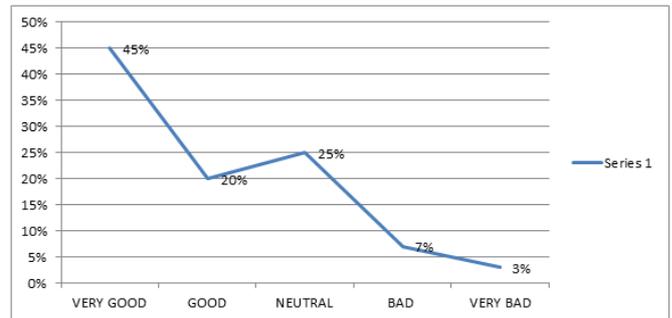
✓ *Opinion regarding Promotional schemes of such companies*



Interpretation: Promotional schemes are important for the retailers as it helps them sell off products easily, the retailers are mostly very much conscious of promotional schemes as they want to ensure the quick movement of products.

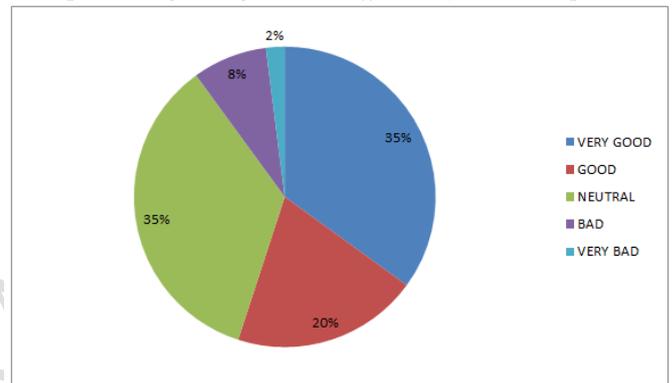
The figure depicts that 60% respondents are quite happy with the promotional schemes interesting results with 13% satisfied with the present promotional schemes and 7% showed the negative response and 20% were neutral.

✓ *Your view on the quality of products offered by these companies*



Interpretation: The question was intended to know the consumer perception regarding quality of the products offered by these socially active companies. The overall results shows 65% positive responses on the dimension of quality, while 10% people are not satisfied with the quality and about 25% people gave neutral responses.

✓ *Opinion regarding services offered by these companies.*



Interpretation: Service is an important component, the figure depicts that 20% rate the services offered as good, 2% rate them as very bad, 8% rate them as bad, 35% rate them as neutral and 35% rate them as very good on this parameter. Thus overall the result is quite satisfactory and perhaps the consumers are pretty much happy with the services offered.

V. RECOMMENDATIONS

- ✓ The consciousness among consumers cannot be ignored at any cost, there has to be a proper communication strategy to create awareness.
- ✓ The ultimate goal should not only be benefit to society but the organization should be benefited i.e. the employees of the firm cannot be ignored.
- ✓ The notion that CSR efforts help a country towards development has not been found true among the consumers rather an inverse association has been set up for the same.
- ✓ The CSR activities should not only be done for Advertising and Publicity purpose.
- ✓ It is also suggested to review existing policies in order to expand extra significant visions for the companies and make wider their assistance to reach to local communities.
- ✓ Companies require engaging their stakeholders in order to build meaningful and long term partnerships which would lead to creating a strong image and brand identity.

VI. CONCLUSION

Companies like Tata, ITC etc. have made remarkable contribution towards CSR. The introduction of new companies Act is a remarkable milestone for CSR, but only its effective implementation will prove its worth. Thus it can be concluded that CSR initiatives are been taken quite seriously from companies point of view, so more and more CSR efforts should be encouraged. As it is not only the consumers who keep a check at it but the stakeholders take it quite positively. Companies can set a network of activities to be taken up in a consortium to undertake chief ecological issues. It would also offer an opportunity to learn from each other. Everyone in the organization needs to recognize their own role in promoting CSR. Companies should provide wider professional development activities. Guidance, conferences and seminars could be planned by companies to distribute and produce new knowledge and information in this sector. A well-built budgetary support would absolutely help to grow this sector and research related to respective industry would enhance their organization's contribution further. Government regulations which are supporting in this direction could attract more response from organizations. All this would also lead to benchmark CSR activities. Corporate sustainability is an evolving process and not an end However, the challenge for the companies is to determine a strong and inventive CSR

policy which should transport high performance in ethical, environmental and social areas and meet all the stakeholders' objectives.

REFERENCES

- [1] Arora, B. and Puranik, R. (2004), "A review of corporate social responsibility in India", *Development*, Vol.47 No. 3, pp.93-100.
- [2] Bajpai, G. N. (2001), "Corporate Social Responsibility in India and Europe: Cross Cultural Perspective", available at: <http://www.ficci.com> (accessed 12 January 2009).
- [3] Basu, D., Devarani, L. (2008), "Corporate social responsibility -Some basic dimensions" Natural Resources Systems Program publication.
- [4] Cochran, P. (2007), "The evolution of corporate social responsibility", *Business Horizons*, Vol.50 No. 2, pp. 449-454.
- [5] Gupta, A. D. (2007), "Social responsibility in India towards global compact approach", *International Journal of Social economics*, Vol.34, pp. 637-663.
- [6] Hawkins, D. (2006), "CSR balancing tomorrow's sustainability & today's profitability". Palgrave Macmillan, New York.