

**CSR & FUNDING PRACTICES
FOR SUSTAINABLE DEVELOPMENT**

**Dr M Ganesh Babu
Dr B Nagarjuna**

**Archers & Elevators Publishing House
Bangalore – 560 090 India**

ARCHERS & ELEVATORS PUBLISHING HOUSE

No.54, MM Layout,

Hesaragatta Main Road,

Bangalore -560090

Mob: + 91 9164362263

E-mail: archerselevators@gmail.com

Website: www.aeph.in

Corporate Social Responsibility & Funding Practices for Sustainable Development

© Archers and Elevators Publishing House

First Edition 2022

ISBN: 978-93-90996-90-2

Price: Rs 500/-

All rights reserved. This book or parts therefore, may not be reproduced in any form or by any means, electronic or mechanical, including photocopying, recording or an information storage and retrieved system now known or to be invented, without written permission from copyright owners.

PRINTED IN INDIA

A & E printers, Bangalore-90.

CONTENT

S.NO	TITLE	PAGE NO
1	HISTORICAL DEVELOPMENT OF CORPORATE SOCIAL RESPONSIBILITY Arpita Sastri,	1
2	FROM MICRO CSR ACTIVITIES TO SOCIAL CHANGE: ANTECEDENTS, PROCESSES AND OUTCOMES WITH SPECIAL REFERENCE TO SMILE FOUNDATION, NGO Dr. B. N. Sathya Bhama Ms. Preethi Inampudi, Ms. Madhu. L	9
3	CORPORATE SOCIAL RESPONSIBILITY IN LINE WITH COMPANIES ACT AT ULTRATECH CEMENT LIMITED – AN OVERVIEW Arumugam Kamalakkannan Dr C Santhanamani, Shiv Santra Prof. N. Panchanatham	20
4	AN ANALYSIS OF CSR SPENDING IN INDIA'S SOUTHERN STATES. Dr.B. Hema	30
5	CONCEPTUAL STUDY AND IMPORTANCE OF NGOS FOR CORPORATE SOCIAL RESPONSIBILITY (CSR) IN INDIA Dr. Srinivasa Rao Kasisomayajula	36
6	SOCIAL RESPONSIBILITY AND MALL PATRONAGE: A CONCEPTUAL FRAMEWORK OF MALL MANAGEMENT WITH AN EFFECTIVE MALL IMAGE Dr. Prakash Chandra Dash Dr. Rabinarayan Patnaik	51
7	CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT: EFFECTIVE ROLE OF INDIAN BUSINESS Dr.Ashalakshmi R.K,	65

8	VALUE BASED CASE STUDIES: APPLICATION OF EMOTIONAL INTELLIGENCE FOR SUSTAINABLE DEVELOPMENT OF HUMAN RESOURCE. Dr. M.D. Lawrence, Dr ShrishtiGangalay	74
9	CLIMATE CHANGE AND CORPORATE SOCIAL RESPONSIBILITY Pragathi Prakash	79
10	CORPORATE SOCIAL RESPONSIBILITY (CSR): A CASE OF ACTS GROUP OF ORGANISATIONS, V.KOTA (ANDHRA PRADESH) Prof.M.C.Reddeppa Reddy	86
11	CORPORATE SOCIAL RESPONSIBILITY PRACTICES - A STUDY OF SELECT LARGE-SCALE COMPANIES Rohini.R	95
12	CSR MANDATE AND BETTERMENT OF THE SOCIETY Dr Rajashree S Kini	105
13	AN OVERVIEW OF CORPORATE SOCIAL RESPONSIBILITY Dr.Padmini S.V	118
14	RESEARCH PAPER ON “CORPORATE SOCIAL RESPONSIBILITY IN PUBLIC SECTOR BANKS IN INDIA” Dr. Bhuvaneshwari R. Gojanur Dr Priya Srinivasa	124
15	STATUS OF CSR SPENDING IN INDIA DURING THE PANDEMIC PERIOD Dr. M. Vijayakumar, Dr. R. Hemamalini	135
16	A STUDY ON TRAINING RURAL WOMEN AS A PART OF CSR FOR THE SUSTAINABLE DEVELOPMENT *K J Robin & **Dr. Noor Mubasheer C A	146

HISTORICAL DEVELOPMENT OF CORPORATE SOCIAL RESPONSIBILITY

Arpita Sastri, Assistant Professor,
Sambhram Academy of Management Studies, Bangalore

Abstract

With globalization of the world, the structure of market competition has been changing dramatically. In such a rapidly changing environment, companies should not just meet unlimited consumer needs, but also adopt certain social responsibility philosophy towards the society. So, the term corporate social responsibility plays a role in formation of positive perceptions of the target groups. Corporate social responsibility (CSR) is the company's strategy, based on the assumption that business is responsible for the society within which it operates. Thus, the present chapter helps to understand the term CSR and its historical development over years.

Corporate Social Responsibility (CSR) is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives. It is a kind of self-regulation done by an organization to help a company be socially accountable. This management concept was adopted by organizations to integrate social and environmental concerns in their working operations and to interact with their stakeholders and the public. Corporate Social Responsibility is also known as corporate citizenship or corporate sustainability. By practicing Corporate Social Responsibility practices company can be conscious of the kind of impact of its operations on society, environment, and economy.

Definitions of Corporate Social Responsibility

The earliest and most prominent definitions ascribed to CSR is the one given by Howard Bowen who is referred to as the father of Corporate social responsibility "the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society".

According to European Union, “The voluntary integration of companies’ social and ecological concerns into their business activities and their relationships with their stakeholders. Being socially responsible means not only fully satisfying the applicable legal obligations but also going beyond and investing ‘more’ in human capital, the environment, and stakeholder relations.”

Corporate social responsibility (CSR) has many advantages that can apply to any business, regardless of its size or sector.

Responsible business reputation

Corporate social investment can help companies to build a reputation as a responsible business, which can, in turn, lead to **competitive advantage**.

Companies often favour suppliers who have responsible policies, since this can reflect on how their customers see them. Some customers don't just prefer to deal with responsible companies - they insist on it.

Costs savings

By reducing resource use, waste and emissions, organisations can help the environment and save money too. With a few simple steps, they may be able to lower utility bills and achieve savings for business.

Finding and keeping talented staff

Being a responsible, sustainable business may make it easier to recruit new employees or retain existing ones. Employees may be motivated to stay longer, thus reducing the costs and disruption of recruitment and retraining.

Other benefits of CSR to companies

By acting in a sustainable, responsible way, companies may also find it easier to:

- **Access finance** - investors are more likely to back a reputable business
- **Attract positive media attention** – e.g., when taking part in community activities
- **Reduce regulatory burden** - good relationships with local authorities can often make doing business easier

- **Identify new business opportunities** - e.g., for the development of new products or services

History of Corporate Social Responsibility

In 1953, Howard Bowen distributed a book entitled “The Social Responsibility of the Businessman” wherein he clarifies why organizations ought to be keen on being all the more socially and earth responsible and gave the main “perceived” meaning of CSR.

With the improvement of ecological worries notwithstanding financial and social issues in the second half of the twentieth century, corporate social duty turned into a developing issue. During the 1990s and 2000s, governments in a few nations around the globe began setting up guidelines that made the establishments for present-day CSR. Thereafter, organizations began getting mindful of the need of beginning to put resources into CSR with the goal that they didn’t remain behind their rivals. Now, CSR has begun to be seen and utilized as a device for executives, correspondence, and business advancement. Today, as the world surfaces numerous social and environmental difficulties, it’s elusive medium/huge size organizations that don’t have a CSR report or a CSR division, should possibly evolve a procedure devoted to CSR venture.

Various phases of Corporate Social Responsibility in India

The term CSR itself came into common use in the early 1970s. In 1990s, focus of CSR changed from charity and traditional philanthropy to direct engagement of business in mainstream development and as advantage for disadvantaged groups in the society. An ideal CSR practice includes both ethical and philosophical dimensions, especially in India where there exists a wide gap between sections of people rich and poor.

In India, the evolution of CSR refers to changes over time in cultural norms of corporations’ engagement and the way businesses managed to develop positive impacts on communities, cultures, societies, nation building, public health, education, livelihoods, water conservation, natural resource management and environment in which those corporations operated.

Four phases of CSR development in India can be identified. These phases run parallel to India’s historical development and resulted in different CSR practices.

The First Phase CSR motivated by Charity and Philanthropy (1850 to 1914)

The term “Corporate Social Responsibility” did not exist at that time, being coined only in the 20th century. The first phase of CSR in India is well known for its charity and philanthropic nature, as it was influenced by family values, traditions, culture, religion, as also industrialisation. Businessmen spent their wealth on the welfare of society, setting up temples, schools, higher education institutions, other infrastructure of public use and religious institutions. In times of drought, famine, natural calamities businessmen opened up their granaries for the poor and hungry. When colonial era started, approach to CSR underwent a significant change. However, the donations, either monetary or otherwise, were taken out of personal savings, which neither belonged to the shareholders nor it was an integral part of business. This phase was characterized by the inclination of industrial families of the 19th century such as Tata, Godrej, Modi, Birla, Lalbhai, Sarabhai, Shriram, Modi, Naidu, Mahindra, Bajaj, Singhanian, Annamali towards economic as well as social considerations. The Charity was not meant only for selfless or religious purposes, but was driven by caste groups and political objectives. Being the oldest form of CSR, charity and philanthropy still influence CSR practices today, especially in community development.

The Second Phase CSR for India’s Social Development (1910 to 1960)

The second phase was during the Independence movement of India. Mahatma Gandhi urged rich businessmen and industrialists to donate their wealth and benefit to the poor and marginalised in society which put pressure on them to act towards building the nation. This phase was largely influenced by Gandhi’s theory of trusteeship which helped socio-economic growth. Gandhi called companies and industries as ‘temples of modern India’. He influenced industrialists to set up trusts for colleges, and research and training institutions. These trusts were also involved in social reform, like rural development, education, abolishing untouchability and empowerment of women. The heads of the companies largely aligned the activities of their trusts with Gandhi’s reform programmes.

The Third Phase CSR under the paradigm of the “Mixed Economy” (1950 to 1990)

The third phase was dominated by the paradigm of the “mixed economy” and was well characterised by the emergence of PSUs (Public Sector Undertakings) to ensure better distribution of wealth in society which led to decrease in the role of the private sector in advancing India. Because of strict laws, this phase was described as an "era of command and control". CSR in this phase revolved around labor and environment laws being introduced in an independent India. This phase is also characterized by a shift from corporate self-regulation to strict on industrial licensing and taxes, legal capital issues, loans, import, allocation of resources, prices, and concentration of economic power and growth monopolies and public regulation of business activities. Since, the success rate of PSUs was limited, private sector grew and started getting actively involved in socio-economic development. In 1965, academicians, politicians and businessmen conducted a national workshop on CSR where major emphasis was given to stakeholder dialogues, social accountability and transparency. CSR under the “mixed economy paradigm” corporation is responsible to owners, managers and other target environments. In this context, CSR largely took the form of the legal regulation of business activities and/or the promotion of public-sector undertakings (PSUs).

The Fourth Phase CSR as the interface between Philanthropic and Business Approaches (1980 onwards)

Today’s world is a globalised world and CSR is in a confused state as corporations are responsible to owners, managers, other target environments and the public at large. The fourth phase is characterized partly by traditional, but mostly as sustainable business strategies new and unique ways for upliftment of poor and needy as well as a brand image for corporations. Liberalisation, privatisation and globalisation (LPG) in India, along with a comparatively relaxed licensing system, led to an increased country’s economic growth which has persisted until today. Activities which started as charity in first phase is now understood as responsibility. This rapid growth led to “the increased profitability also increased business willingness as well as ability to give, along with a surge in public and government expectations of businesses”.

Against this background, India has become an important economic and political actor in globalization, which has positively affected the Indian CSR agenda.

With more TNCs resorting to global sourcing, India has become an attractive and important production and manufacturing base for multinational corporations. As Western consumer markets are becoming more responsive to labour and environmental standards in developing countries, Indian companies which export and produce goods for the developed world need to comply with international standards.

In the current scenario in India, the new Companies Act amended in December 2012 mandates the corporate to spend 2% of their average net profits of the last three financial years towards CSR. This is applicable for companies with a turnover of 1000 Cr/ Profit after Tax (PAT) of 5 Cr/ or net worth of 500 cr. The new bill replaces the Companies act 1956 and emphasizes carrying forward the agenda of Corporate Social Responsibility. On the other hand, it is mandatory for Central Public Sector Enterprises to allocate 2-3% of the PAT for the inclusive development of a backward district. (CSR and Sustainability guidelines by Department of Public Enterprises 2013) out of which one key project has to be in CSR and the other in Sustainable Development of the disadvantaged and marginalized communities.

Thus, the country is at the verge of beginning an interesting stakeholder relationship through Corporate Social Responsibility programs which would arise into inclusive and equitable growth and benefit the needy and the underprivileged across the country.

Indian companies are now expected to discharge their stakeholder responsibilities and societal obligations, along with their shareholder-wealth maximisation goal. Nearly all leading corporate in India are involved in CSR programmes in areas like education, health, livelihood creation, skill development, and empowerment of weaker sections of the society. Notable efforts have come from the Tata Group, Infosys, Bharti Enterprises, ITC Welcome group, Indian Oil Corporation among others. India has been named among the top ten Asian countries paying increasing importance towards CSR disclosure norms.

Although corporate India is involved in CSR activities, the central government is working on a framework for quantifying the CSR initiatives of companies to promote them further. Indian government has developed a system of CSR credits to attract companies towards CSR work, similar to the system of carbon credits which are given to companies for green initiatives. The Department of Public Enterprises (DPE) has prepared guidelines for central public sector enterprises to take up important corporate social responsibility projects for which, it has set up a global platform to showcase all the work done by Indian firms. Confederation of Indian Industry (CII) and the TVS Group collaborated to form the CII-TVS Centre of Excellence for Responsive Corporate Citizenship in 2007. It provides consultancy services and technical assistance on social development and CSR.

Thus, it may be concluded that the concept of socially responsible business is not new to India. Since ancient times many businesses behaved in a socially responsible manner. In modern times before independence large Indian businesses also actively engaged themselves with many socially important initiatives. Their impact is very remarkable and visible. Although the modern conception and thought of CSR emerged and evolved in the west it was adopted by some of the large businesses in India.

The concept of CSR is nothing but looking beyond profits. Though India is the first country in the world to have a mandatory statutory compliance requirement on CSR spending, there are still many challenges ahead that would be addressed by the working together of government, corporations, and civil society. The same is the condition with the other countries where a proper framework of CSR is needed and implementation needs to be done in a proper manner.

Reference:

Aupperle, K.E., Carroll, A.B., Hatfield, J.D. (1985). An empirical examination of the relationship between Corporate Social Responsibility and profitability. *Academy of Management Journal*, 2 (28), 446–463.

Belu, C., Manescu, C. (2013). Strategic corporate social responsibility and economic performance. *Applied Economics*, 19 (45), 2751–2764.

- Carroll, A.B. (1983). Corporate social responsibility: Will industry respond to cutbacks in social program funding? *Vital Speeches of the Day*, 49, 604–608.
- Crane, A., McWilliams, A., Matten, D., Moon, J., Siegel, D. (2008). *The Oxford Handbook of Corporate Social Responsibility*. OUP Oxford Press.
- Davis, K. (1960). “Can Business Afford to Ignore Social Responsibilities?” *California Management Review*, 2/3, 70–76.
- Drosinos, E., Gialitaki, M., Paramithiotis, S., Metaxopoulos, J. (2005). A survey of the microbiological quality of some food catering services in Greece. *Italian Journal of Food Science*, 4 (17), 469–476.
- Elkington, J. (1994). Towards the Sustainable Corporation: Win-Win-Win Business Strategies for Sustainable Development. *California Management Review*, 2 (36), 90–100.
- Gupta, M. (2012), “Corporate Social Responsibility in the Global Apparel Industry: An Exploration of Indian Manufacturers’ Perceptions”, working paper, University of North Carolina, Greensboro.
- Karaszewski, R., Lis, A. (2014), “Is Leadership an Antecedent of Corporate Social Responsibility? The Study in the Context of Positive Organisational Potential”, *Journal of Corporate Responsibility and Leadership*, Vol. 1, Issue 1, pp. 53–70.
- Lombardo, R., D’Orio, G., (2012), “Corporate and State Social Responsibility: A LongTerm Perspective”, *Modern Economy*, Vol. 3, pp. 91–99.
- Mirvis, P. (2012), “Employee Engagement and CSR: Transactional, Relational, and Developmental Approaches”, *California Management Review*, Vol. 54, No. 4, pp. 93–117.
- Uddin, M.B., Hassan, M.R., Tarique, K.M. (2008), “Three Dimensional Aspects of Corporate Social Responsibility”, *Daffodil International University Journal of Business and Economics*, Vol. 3, No. 1, pp. 199–212.

**FROM MICRO CSR ACTIVITIES TO SOCIAL CHANGE:
ANTECEDENTS, PROCESSES AND OUTCOMES
WITH SPECIAL REFERENCE TO SMILE FOUNDATION, NGO**

Dr. B. N. Sathya Bhama

Associate Professor, Department of Commer & Management,
V. E. T. First Grade College, Bengaluru.

Ms. Preethi Inampudi

Assistant Professor, Department of Management,
V. E. T. First Grade College, Bengaluru.

Ms. Madhu. L

Assistant Professor, Department of Management,
V. E. T. First Grade College, Bengaluru.

ABSTRACT

Previous research has mostly focused on corporate social responsibility (CSR) at the macro or institutional level, its impact at the micro or individual level has been understudied, particularly in emerging nations. The relationship between corporate social responsibility (CSR), corporate governance, and corporate and social performance has long been a source of debate, but in recent years, the term corporate social responsibility has gained such traction in business and the media that it appears to have become ubiquitous. There are certainly a number of reasons for the increased focus on this problem, not the least of which is the recent corporate excesses. The role of micro institutions in Corporate Social Responsibility (CSR) demonstrates the purpose –Firms' corporate social responsibility (CSR) behaviour is embedded in the institutional context. Under this logic, the purpose of this paper is to investigate the institutional antecedents of CSR, particularly how SMILE FOUNDATION, NGO–regional institutional development, and industry dynamism –and their interactions affect firms' CSR.

Design/methodology/approach – This study provides an institutional definition of CSR and investigates the various CSR initiatives carried out by the SMILE FOUNDATION, a non-profit organisation.

Similarly, micro-level CSR (MCSR) is developing as a "new organisational value," and firms that recognise and adopt this "new organisational value" into their business operations are more likely to accomplish sustainability goals than their competitors. As a result, the focus of this research is primarily on the methods and consequences of the SMILE FOUNDATION, NGO's micro-CSR operations.

Keywords: Corporate Social Responsibility, Micro-CSR, Organizational Value, Ngo, Smile Foundation

Introduction

CSR is a corporate method to holding corporate accountable for the social and environmental effect of the business operations to its customers, stakeholders, and general public. CSR may influence good change in a variety of ways, including corporate philanthropy and staff volunteerism, as well as ethical labour practises, environmental activities, and community development.

Participating in CSR may also benefit the business by increasing the value and reputation of the brand, attract loyal employees and consumers, establish trust, and acquire a long-term competitive edge.

CSR is a wide notion in the business world. It typically refers to a company's dedication to conducting business ethically. This entails managing their business operations while considering their social, economic, and environmental consequences, as well as human rights.

History

The present concept of CSR as a definitional construct has a long and varied history, dating back to the 1930s when the discussion over the private sector's social duties began. The social impetus of the period, which included a growing feeling of awareness about the environment, human and labour rights, and increasing social expectations of business behaviour, affected the 1970s. As a result, a new justification was brought up by the Committee for Economic Development of the USA based on the concept that the social compact between business and society was developing and that the private sector was expected to accept greater social duties than before.

This led to a discussion in the 1980s and early 1990s over the operationalization of CSR, which resulted in a new view of the idea as a decision-making process and the development of models and frameworks for its application (see: Cochran and Wood 1984; Strand 1983; Tuzzolino and Armandi 1981). It was also during this time that international agreements on sustainable development were being adopted, which reflected, to some extent, a growing awareness of the impact of corporate behaviour (e.g., the creation of the World Commission on Environment and Development in 1983, the UN adoption of the Montreal Protocol in 1987, the creation of the IPCC in 1988, the creation of the European Environmental Agency in 1990, and the UN summit on the Environment in 1990). As a result of this shift in perspective, international organisations and corporations alike began to see CSR as a method to balance the difficulties and possibilities of the moment, and its institutionalisation began to expand internationally. In the year 2000, the adoption of the MDGs and the creation of the UNGC gave a new dimension to the understanding of social responsibility in which broader responsibilities were placed on corporations, mainly in terms of human and labour rights, environment, anti-corruption and sustainable development.

The definitions of CSR in the 2000s reflected the notion that companies had a new role in society, one in which they needed to be sensitive to societal expectations and driven by the pursuit of sustainability, which required them to make strategic decisions (see: Husted and Allen 2007; Porter and Kramer 2006; Werther and Chandler 2005).

The Paris Agreement and the Sustainable Development Goals, which were approved in 2015, reflected a new social compact in which companies are expected to play a significant role in global efforts to accomplish the SDGs over the decade of the 2010s. As we approach the last months of 2020, it's evident that this is going to be a year of turmoil and change. The Covid-19 epidemic continues to have a significant impact on CSR trends. Because of the repeating Covid waves that cause limited mobility and lockdowns across the country, developing tendencies in 2022 are similar to those witnessed in 2021. This year, the focus is likely to be on allocating funding toward pandemic recovery via livelihood development, closing the education gap, and boosting rural areas, as well as healthcare and sanitation.

Csr and Stakeholders

Individuals or groups with an interest in the business and who are influenced by their actions are referred to as stakeholders. Various CSR techniques can assist in having a beneficial influence on various stakeholders, including:

- Consumers - for example, via fair and open company procedures and strong customer interactions, leads to better customer service management.
- Suppliers - ethical commerce may be achieved by carefully selecting suppliers and scrutinising their labour, health, safety, and environmental standards.
- Communities - There are numerous methods to make a good difference in the community, such as sponsoring local events, participating in charity efforts, volunteering, and so on, all of which contribute to in the community.
- Employees - ethical business practises frequently try to do more than merely follow the law, which leads to increased employee enthusiasm and performance.
- Reducing environmental impact through CSR programmes like waste and resource management is extremely beneficial to the company.

Importance of Csr

CSR may help businesses enhance their performance, gain a competitive edge, and promote consumer and employee trust. It can also aid in the reduction of operating costs by reducing the expenditures of wasted energy or superfluous fees. Perhaps most significantly, CSR projects a favourable picture of the firm and its brand as a legitimate, ethical corporation.

Benefits Of Corporate Social Investment For Businesses

Companies may reap the following benefits from CSR: improved brand recognition, positive business reputation, increased sales and customer loyalty, operational cost savings, improved financial performance, increased ability to attract and retain talent, organisational growth, easier access to capital, draw favourable media coverage - e.g., by participating in community events, minimise regulatory burden - excellent connections with local authorities may frequently make conducting business

simpler and find new business prospects - e.g., by developing new goods or services.

Csr- Environmental Impact

From contributing to charity to ethical commerce, CSR can relate to a wide range of acts that organisations might do. The environment is a major emphasis of CSR. Environmental CSR strives to mitigate any negative environmental consequences caused by company processes. Energy consumption, water use, waste management, recycling, emissions, and environmentally friendly office and business travel policies may be the focus of activities. Some of these are crucial in terms of both the environment and the economy. Green CSR reduces corporate risk, improves reputation, and provides cost-cutting options, among other benefits of environmental CSR. Even the most basic energy conservation measures may save money and make a difference in company. Switching off lights and equipment when not in use, conserving water, and cutting down on paper waste are just a few examples. Taking care of the environment might also help earn more money. Many shoppers choose to buy from ethical businesses.

Csr- Ethical Trade

Workers' rights are protected throughout the supply chain in ethical business. may be demonstrated through treating employees, suppliers, and workers fairly and ethically CSR. Ethical trade refers to company's purchasing habits and the actions taken to guarantee that corporations and their suppliers respect workers' rights. The word ethical trade is frequently used to refer to socially responsible sourcing, which emphasises worker welfare, agricultural practises, natural resource conservation, and long-term sustainability. The Ethical Trading Initiative is the foremost organisation that promotes ethical trading in global supply chains.

Csr-Community Engagement And Employee Involvement

Along with concern for the workplace, the marketplace, and the environment, one of the fundamental pillars of CSR is community participation. For example, donate money to a local charity, sponsor a local event, organise clean-up events, and volunteer in local schools or community initiatives.

Support employee-selected charities, encourage employees to volunteer, give paid time off for volunteering, and support employees in making tax-free charitable donations through 'payroll giving.' Involving staff in CSR may help inspire and support personal and professional growth, as well as strengthen community ties.

Measure the Effects of Csr

Many businesses struggle to quantify the impact of their CSR efforts. Some of the benefits, such as increased customer loyalty and enhanced reputation, are difficult to measure, making determining the worth of activities challenging. Using CSR to obtain contracts might need a lot of publicity. People like to do business with companies they trust. CSR may be especially beneficial when it comes to ethical businesses, the public sector, and non-profit organisations.

Micro Csr

MCSR is a workplace approach that encourages employees to engage in behaviours that contribute to a more sustainable future. "MCSR is the study of CSR effects on individual levels (in any stakeholder group) to achieve sustainability," Rupp and Mallory define Micro CSR. Various studies in the literature have identified MCSR as a "new organisational value" for reducing an enterprise's environmental impact and shaping workers' pro-environmental behaviour that will last in the long run.

Implementing A Successful Csr Strategy – Smile Foundation, Ngo

Smile Foundation is an Indian non-profit organisation dedicated to empowering poor children, youth, and women via relevant education, innovative healthcare, and market-driven livelihood programmes. Smile Foundation was founded in 2002 by a group of young corporate professionals who were inspired by Senge's concept to collaborate with grassroots initiatives to make good improvements in the lives of poor children, their families, and communities. Using a life-cycle approach to development, work as a catalyst in bringing lasting change to the lives of poor children, youth, and women. Through the notion of civic driven change, enable civil society throughout the world to participate actively in the change process.

Adopt the highest governance standards in order to become a leading knowledge-driven, creative, and scalable international development organisation as their vision. Smile Foundation's mission is to use the greatest methods and technology available to achieve optimal SROI (social return on investment), as well as to practise and encourage good governance. To combine corporate competitiveness with social development projects, as well as to educate privileged children, youth, and citizens in general about the need of Civic Driven Change.

Smile Foundation is governed by a Board of Trustees, who are assisted by an Advisory Panel of persons with different experiences and expertise, as well as a Management Team of Smile Foundation's experienced experts. Mr. Santanu Mishra, Mr. Manish Kumar, Mr. Yogesh Jagia, Mr. Praveen Gupta, Mr. Ashok Chaudhary, Ms. Poonam Chopra. Children, their family, and the community: A Lifecycle Approach Working Model: SVP and Outreach (Social Venture Philanthropy) is an innovative approach based on the venture capital business paradigm. Smile Foundation, as part of SVP, not only identifies and implements development projects through credible CBOs (Community Based Organizations), but also supports and builds the capacities of these organisations, with a focus on achieving scalability and sustainability, fostering a culture of leadership and excellence, and instilling a deep sense of accountability among them. Either of the models is used depending on the need and circumstances, making it one of India's top non-profit organisations.

Outreach of Smile Foundation: while working in remote rural regions as part of SVP, Smile Foundation discovered that community-based organisations' (CBOs) skills were often insufficient to match the high expectations of major corporate social investors. Smile Foundation performs development initiatives directly under the Outreach model since it demands extensive and professional participation for a larger and long-term result. Smile Foundation uses its Outreach methodology to get first-hand knowledge with the subtleties of development at the grassroots, and then applies what it learns in its SVP Projects through its SVP Partners. Every year, 350 projects directly benefit more than 750,000 poor children and families via education, healthcare, youth employment, and women empowerment. In India, there are over 1000 isolated villages and slums spread over 25 states.

Good governance of Smile Foundation has always prioritised credibility and accountability, which it achieves through promoting good governance principles in its procedures and activities. Smile Foundation has a four-tier audit and assessment system in place to guarantee that investments have a positive impact and that funds are used in a transparent and accountable manner. This four-tier audit system examines programmes and projects, internal operations, legislative compliance, and conducts an external evaluation of various development programmes' effect and outcomes. Smile Foundation's whole management procedures and practises are in line with good governance standards.

A few empanelment & awards are CSR Health Impact Awards 2020, CSR Health Impact Awards 2019, IPE NGO Excellence Award endorsed by World CSR Day & Asian Confederation of Business, Quality Initiative Mission Award, Certificate of Merit (Social Cause & Empowerment) NGO Transparency Award – Guide Star India (Platinum Winner 2018) and many more.

REFERENCES

- Barnard, C. I. (1938). *The functions of the executive*. Cambridge: Harvard University Press.
- Baumol, W. J. (1970). *A new rationale for corporate social policy*. USA: Heath Lexington Books.
- Bowen, H. R. (1953). *Social responsibilities of the businessman*. University of Iowa Press.
- Carroll, A. B. (1979). A three-dimensional conceptual model of corporate performance. *Academy of management review*, 4(4), 497–505.
- Carroll, A. B. (1999). Corporate social responsibility. *Business & Society*, 38(3), 268–295.
- Carroll, A. B. (2008). A history of corporate social responsibility: concepts and practices. In A. M. Andrew Crane, D. Matten, J. Moon, & D. Siegel (Eds.), *The Oxford handbook of corporate social responsibility* (pp. 19–46). New York: Oxford University Press.
- Carroll, A. B. (2015). Corporate social responsibility: The centerpiece of competing and complementary frameworks. *Organizational Dynamics*, 44(2), 87–96.

- Chaffee, E. C. (2017). The origins of corporate social responsibility. *University of Cincinnati Law Review*, 85, 347–373.
- Clark, J. M. (1939). *Social control of business* (2nd ed.). United States of America: Augustus M Kelley Pubs.
- Cochran, P. L., & Wood, R. A. (1984). Corporate social responsibility and financial performance. *The Academy of Management Journal*, 27(1), 42–56.
- Committee for Economic Development. (1971). *Social responsibilities of business corporations*. USA: Committee for Economic Development.
- Davis, K. (1960). Can business afford to ignore social responsibilities? *California Management Review*, 2(3), 70–76.
- Du Pisani, J. A. (2006). Sustainable development – historical roots of the concept. *Environmental Sciences*, 3(2), 83–96.
- Earth Day. (2018). The history of earth day. <https://www.earthday.org/about/the-history-of-earth-day/>. Accessed 25 May 2018.
- Eells, R. S. F. (1956). *Corporation giving in a free society*. New York: Harper.
- Frederick, W. C. (1960). The growing concern over business responsibility. *California Management Review*, 2(4), 54–61.
- Friedman, M. (1962). *Capitalism and freedom*. United States of America: University of Chicago Press.
- Friedman, M. (1970). The social responsibility of business is to increase its profits. *The New York Times Magazine*.
- Strand 1983 Committee for Economic Development. (1971). *Social responsibilities of business corporations*. USA: Committee for Economic Development.
- Harrison, B. (1966). Philanthropy and the Victorians. *Victorian Studies*, 9(4), 353–374.
- Heald, M. (1970). *The social responsibilities of business: company and community 1900–1960*. United States of America: Pr. of Case Western Reserve Univ.
- Jones, T. M. (1980). Corporate social responsibility revisited, redefined. *California Management Review*, 22(3), 59–67.

Lee, M.-D. P. (2008). A review of the theories of corporate social responsibility: Its evolutionary path and the road ahead. *International Journal of Management Reviews*, 10(1), 53–73.

McGuire, J. W. (1963). *Business and society*. New York: McGraw-hill.

Preston, L. E., & Post, J. E. (1975). In S. U. Press (Ed.), *Private management and public policy: the principle of public responsibility*. United States of America: Pearson Education Inc.

Selekman, B. M. (1959). *A moral philosophy for management*. United States of America: McGraw-Hill.

Sethi, S. P. (1975). Dimensions of corporate social performance: An analytical framework. *California Management Review*, 17(3), 58–64.

Steen_Max_Oliver_Van_der__10063277_MSc_BA.phf

The Club of Rome. (2018).

History. <https://www.clubofrome.org/about-us/history/>. Accessed 28 May 2018.

Votaw, D. (1973). Genius becomes rare: a comment on the doctrine of social responsibility Pt. II. *California Management Review*, 15(3), 5–19.

Walton, C. C. (1967). *Corporate social responsibilities*. United States of America: Wadsworth Publishing Company.

Walton, C. C. (1982). Corporate social responsibility: The debate revisited. *Journal of Economics and Business*, 34(2), 173–187.

Wankel, C. (2008). *21st century management: a reference handbook*. United States of America: SAGE Publications.

Waterhouse, B. C. (2017). The personal, the political and the profitable: Business and protest culture, 1960s-1980s. *Financial History*, Spring, 2017, 14–17.

<https://jcsr.springeropen.com/articles/10.1186/s40991-018-0039-y#Sec3>

<https://jcsr.springeropen.com/articles/10.1186/s40991-018-0039-y#Sec1>

<https://www.frontiersin.org/articles/10.3389/fpsyg.2017.00520/full>

https://www.google.com/search?q=Micro+CSR+Activities+&sxsrf=APq-WBtR1jsI PPL8CqHV HRQ2HmY EEgm E8 w%3A164637167 5110&ei=W6MhYuqSBvVseMPyPOZo As&ved=0ahUKE wqRPO23Kv2 AhX_SmwGHch 5BrQQ4dU DCA8&oq=Micro+ CSR+Activitie s+&gs_lcp=Cgdn d3Mtd2l6EAWyBAGjECd KBAhBGAB KBAhGGABQAFi G2DoLGgAcAF4 AIABbogBsw KSAQMxLjK YAQCgA QHAAQE&sclient=g ws-wiz

<https://www.google.com/search?q=proceed+and+outcomes+of+csr+activities&oq=proceed+and+outcomes+of+CSR&aqs=chrome.2.69i57j33i10i160l2.22155j1j15&sourceid=chrome&ie=UTF-8>

<https://www.nibusinessinfo.co.uk/content/what-corporate-social-responsibilityhttps://jcsr.springeropen.com/articles/10.1186/s40991-018-0039-y#Sec1>

https://www.researchgate.net/publication/269513897_How_do_Companies_Invest_in_Corporate_Social_Responsibility_An_Ordonomic_Contribution_for_Empirical_CSR_Research?enrichId=rgreq-2f6fb56fbf05de50b4ad2a740af2a890XXX&enrichSource=Y292ZXJQYWdlOzI2OTUxMzg5NztBUzoyMDg5NzQwNDY2MDEyMTZAMTQyNjgzNDcwMzQyNQ%3D%3D&el=1_x_2&_esc=publicationCoverPdf

<https://www.smilefoundationindia.org/aboutus.html>

https://research.vu.nl/wsportal/filesportal129267654/Wickert_Risi2019_Chapter_ImplementingCorporateSocialResponsibility.pdf

<https://www.nibusinessinfo.co.uk/content/what-corporate-social-responsibility>

CORPORATE SOCIAL RESPONSIBILITY IN LINE WITH COMPANIES ACT AT ULTRATECH CEMENT LIMITED – AN OVERVIEW

Arumugam Kamalakkannan

Manager – CSR, UltraTech Cement Limited.
Reddipalayam Cement Works, Ariyalur, Tamil Nadu

Dr C Santhanamani

Vice President – Human Resources, UltraTech Cement Limited.
Reddipalayam Cement Works, Ariyalur, Tamil Nadu

Shiv Santra

Vice President & Head Business CSR, UltraTech Cement Limited

Prof. N. Panchanatham

Vice Chancellor, Tamil Nadu Teachers Education University

Abstract

The objective of Corporate Social Responsibility, shortly known as CSR, is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, nearby communities and stakeholders at large. Being a good corporate citizen, the companies have to be internally well governed and externally responsible. In other words, CSR and corporate governance are two sides of the same coin. Reaching out to underserved and needy communities is an embedded culture of Aditya Birla Group, shortly termed as ABG, by having strong belief in the trusteeship concept. This entails transcending business interests and grappling with the “quality of life” challenges that underserved communities face and working towards making a meaningful difference to them. Introduction of CSR as a Statutory Requirement under the provisions of Companies Act had further strengthened the CSR Governance Model of Aditya Birla Group. UltraTech Cement Limited, being part of Aditya Birla Group, since its inception had been implementing the CSR initiatives in line with the guidelines of ABG. The authors had articulated in detail in this paper that how the CSR governance model of ABG had been institutionalized in UltraTech Cement Limited, particularly at one of its Units by name Reddipalayam Cement Works, Ariyalur district, Tamil Nadu.

Key Words: Communities, Aditya Birla Group (ABG), CSR, RDCW

Introduction

Today Businesses are an integral part of the society. The role of business is to create value for its various stakeholders through win-win approach. It is the responsibility of every business house, corporates or organization to ensure that it caters to the need of nearby communities in a structured and sustainable manner and thus the companies are socially responsible to the society. In the global context while there may be no single universally accepted definition for CSR. Each definition that currently exists underpins the impact that businesses have on society at large and the societal expectations of them. Although the roots of CSR lie in philanthropic activities of corporations, globally, the concept of CSR has evolved and now encompasses all related concepts such as triple bottom line, corporate citizenship, philanthropy, strategic philanthropy, shared value, corporate sustainability and business responsibility.

About Aditya Birla Group:

Aditya Birla Group, is an Indian multination conglomerate company, headquartered in Worli, Maharashtra, India. It operates in 36 countries with more than 140,000 employees. Now the group has businesses in various countries like India, Germany, UK, Brazil, Italy, Hungary, USA, Canada, France, Australia, Egypt, Luxembourg, Philippines, UAE, Switzerland, Singapore, Myanmar, China, Thailand, Laos, Bangladesh, Indonesia, Malaysia, Bahrain, Vietnam and South Korea. The group has interests in viscose staple fibre, metals, cement, viscose filament yarn, branded apparel, carbon black, chemicals, fertilisers, insulators, financial services, telecom, IT services, financial services, insulators, and BPO.

About UltraTech Cement Limited:

UltraTech Cement Limited is an Indian Cement Company based in Mumbai, and a part of Aditya Birla Group. UltraTech is the largest manufacturer of grey cement, ready-mix concrete (RMC) and white cement in India with an installed capacity of 116.75 million tonnes per annum. UltraTech Cement has integrated plants, grinding units and bulk terminals across India, UAE, Bahrain and Sri Lanka.

About Reddipalayam Cement Works:

Reddipalayam Cement Works is an integrated unit and part of UltraTech Cement Limited located in Reddipalayam village, Ariyalur District, Tamil Nadu. While the unit focusses on cement manufacturing, it is also very keen in implementing sustainable initiatives and thus the unit has achieved its one-fourth of fuel requirement through utilisation of Municipal Solid Waste which are being sourced mostly from the Municipal Corporations and industries within Tamil Nadu. The waste sourced is co-processed in the cement kilns as alternative fuels by utilizing non-recyclable waste materials such as industrial waste, non-biodegradable plastic and other waste in cement kiln as alternative fuel and as raw material.

While the municipal solid wastes have been salvaged and disposed in Ariyalur and the other districts through dumping and burning the same in the barren lands resulting into causing pollution, the initiative of Reddipalayam Cement Works' on alternative fuels had drastically cut down the burden on these landfills and helped to reduce air and soil pollution in those districts.

The unit was one of the early adopters of the Alternative Fuels and Raw Materials (AFR) technology in the Indian Cement Industry, starting as early as 2003. In FY19, 20 per cent of the unit's fuel requirement was met through alternative fuels. As a result of the investments made to improve usage of alternative fuels, the Reddipalayam Cement Works has achieved a consistent thermal substitution rate (TSR) of more than 25 percent in the subsequent years.

ABG Policy on Corporate Social Responsibility

Before Corporate Social Responsibility (CSR) found a place in corporate lexicon, it was already textured into Aditya Birla Group's Value System. As early as the 1940s, **Shri G. D. Birla** espoused the trusteeship concept of management. Simply stated, this entails that the wealth that one generates and holds, has to be held as in a Trust for our multiple stakeholders. With regard to CSR, this means investing part of our profits beyond business, for the larger section of society who are poor and needy.

While carrying forward this philosophy, the legendary leader of ABG, Shri. **Aditya Vikram Birla**, weaved the concept of 'sustainable livelihood', which transcended cheque book philanthropy. In his view, it was unwise to keep on giving endlessly. He would reiterate quite often the famous quote, "Give a hungry man fish for a day, he will eat it and the next day, he would be hungry again. Instead, if you teach him how to fish, he would be able to feed himself and his family for a lifetime".

The ABG's CSR Policy had been framed in line with the above philosophy and also in conformity with the stipulations specified by the Ministry of Corporate Affairs, Companies Act 2013 and subsequent amendments from time to time to date and ensured that all the Group Companies of ABG adhere to this policy.

In the words of Smt. Rajashree Birla, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development: **Our vision** is – "To actively contribute to the social and economic development of the communities in which we operate.

In so doing, in sync with the United Nations Sustainable Development Goals to build a better, sustainable way of life for the weaker sections of society and raise the country's human development index."

The CSR development initiatives are implemented under the aegis of the Aditya Birla Centre for Community Initiatives and Rural Development.

Implementation process: Identification of projects

All the CSR projects are identified by respective units in consultation with the community in a participatory manner, by assessing and gauging their basic needs. Subsequently, based on a consensus and in discussion with the village panchayats and other stakeholders, the genuine projects are prioritized.

The above study encompasses various parameters such as health indicators, literacy levels, sustainable livelihood processes and population data which will be distinguished as below the poverty line and above the poverty line, state of infrastructure and so on. From the data generated, a 1-year plan and a 4-year rolling plan are developed for the holistic and integrated development for marginalized segment. The focus areas that have emerged will be categorized under various pillars such as Education, Health Care, Sustainable Livelihood, Infrastructure Development, and Social Welfare and Empowerment.

Having categorized all the needs broadly under each pillar, as mentioned hereinabove, those Community Projects and Programs are carried out under the aegis of The Aditya Birla Centre for Community Initiatives and Rural Development in line with Schedule VII of the companies Act, 2013. All the projects and programs will be assessed by a reputed external agency like Gandhigram Rural Institute and Social Work Institutions.

The details and objectives of each Pillar under which the Community Projects are implemented, are articulated as under:

(a) **Education:** To elaborate, under the pillar of **Education**, the endeavour is to spark the desire for learning and knowledge at every stage through various approach like Formal Schools, Anganwadies, Quality Elementary Education, Aditya Bal Vidya Mandirs, Kasturba Gandhi Balika Vidyalaya School for school dropout girls and Non formal education for the poor and needy children.

(b) **Healthcare:** In **Healthcare**, the goal is to render quality health care facilities to the people living in the remote villages through the Medical Centers run by ABG, supporting Government Primary Health Care Centers, Mother and Child Care Projects, Immunization Programs with a thrust on Polio eradication, Programs to address malnutrition, Anganwadies, Health Care for adolescent, visually impaired and differently abled people, Preventive health care through awareness programs regarding non communicable diseases and providing Safe drinking water, sanitation and hygiene.

(c) Under **Sustainable Livelihood**, the programs aim at providing livelihood which is location specific, appropriate and environmentally sustainable manner to empower the Women through Self Help Groups, Skill Enhancement and Vocational Training for educated and unemployed youths by Partnership with Industrial Training Institutes and Rural Self Employment Training Institute run by State Bank of India, facilitating the farmers towards agriculture development in terms of Soil and Water Conservation, Watershed development, Agro Forestry, Animal Husbandry development through veterinary camps and Renewable sources of energy

(d) In **Infrastructure Development**, the endeavour is to construct and repair roads, drainages, culverts, school buildings, village community halls, Primary Health Centers, Water Tanks, erection of borewells and toilets under Swatch Bharat Abiyan Scheme.

(e) **Social Empowerment is another key focus area through which ABG aims to bring Social Change** by advocating and supporting Dowry less marriage, Widow Remarriage, awareness programs on anti-social issues, De-addiction campaigns and programmes espousing basic moral values and ensuring gender equality.

The Company, vide the above approach, annually reaches out 1.6 million beneficiaries through several community development initiatives.

CSR Journey at UltraTech Cement Limited, Unit: Reddipalayam Cement Works

In line with the objectives and guidelines set by Aditya Birla Centre for Community Initiatives and Rural Development, the cement plant located at Ariyalur District, Tamil Nadu in the name and style of M/S UltraTech Cement Limited, Unit: Reddipalayam Cement Works is very keen and concerned in addressing the social needs through structured CSR Programs within the ambit of Schedule VII, Section 135 of the Companies Act 2013, CSR Rules 2014 and the rules made thereafter.

Budgets

The budget provision towards CSR initiatives is made at 2% (two percent) of the average net profit of the Company (PBT) made during the 3 immediately preceding financial years calculated in terms of Section 198 of the Companies Act 2013.

If the budget allocated in a year remains un-utilized, the Company Board shall in its report explain the reasons for the unspent amount. The surplus arising out of CSR shall not form part of business profit and shall be ploughed back into the same project.

Partnerships

Collaborative partnerships are formed with the District Authorities, Government Agencies, the Village Panchayats, NGOs, funding agencies, Community-Based Organizations (CBOs) and other like-minded stakeholders.

The Unit also may collaborate with other companies of Aditya Birla Group or any other companies with similar developmental objectives for undertaking CSR projects or programs. This helps to widen the Unit's CSR reach and leverage upon the collective expertise, wisdom and experience that these partnerships bring to the table.

Key CSR initiatives

M/S UltraTech Cement Limited, Unit: Reddipalayam Cement Works had started its CSR journey right from the start-up of the plant i.e. in the year 1999. On continuous basis every year, the unit is implementing various CSR activities as under:

(1) PROMOTION OF EDUCATION – Objective is to Endeavors to spark the desire for and reduce dropout which results in higher literacy rates in its operational areas.

a) **Running of 2 Schools for the benefit of rural / village students:** RDCW is running 2 Schools under CBSE syllabus and TN State Board syllabus with all modern facilities and well qualified/skilled teaching professional imparting quality education for the benefit of 1100 rural / village students every academic year to enable them to compete with urban students.

b) **Organising Road Safety Awareness program:** RDCW organizes an awareness program on Road Safety among the villagers and demonstrated using the helmets by two wheel riders. Distribution of handbills to follow the road safety standards and procedures to avoid accident.

c) **Organising Career Counselling Program:** RDCW had initiated Career Counselling Program for the benefit of 10th Standard Students of Government Schools in the District. The Program being Organised in collaboration with The Hindu Tamil Thisai, Trichy. This event had given lot of insights to the 10th Standard students and made them to self-introspect about their strengths and shortcomings before choosing his course in 11th Standard.

d) **Providing Infrastructure Supports to Government Education Institutions:** RDCW provides Napkin vending machines, Toilets and Urinals facilities etc. for the benefit of Government Schools to maintain the good health. Also Providing RO water, sports materials to the students, constructing and renovating the Class rooms and Compound wall.

e) **Participation in Schools Programmes:** RDCW is participating in school celebrations like Independence Day, Republic Day, National Safety Day/Week, Children's Day, World Water Day Celebrations and Schools Annual Day by conducting various competitions and giving suitable prizes on the occasions to motivate the students in all the nearby Government Schools.

(2) PROVIDING HEALTH CARE - Objective is to render quality health care facilities ensure high community health standards.

a) **Conducting rural mobile health camps** - RDCW is conducting periodical Rural Mobile Health Camps to provide free medical services to remote villages through its medical team. They diagnose the patients for health issues and provide free medicines. Any vulnerable or anemic cases are referred to Government Hospitals for further treatment. The unit also provides deworming tablets and vitamins capsules to public.

b) **Creating health education program** - RDCW is conducting various health education programs on health issues like Dental, Anemic, personal Hygiene, environmental Hygiene, including COVID-19 related medical support to the general public.

c) **Participation in Govt. schemes such as Pulse polio camps** - RDCW is actively participating in Polio eradication program every year in association with the district administration. The employees of RDCW volunteer themselves along with the Govt PHC medical teams to reach with vaccination in the interior villages and ensured 100% coverage of all target children.

d) **Providing safe drinking water facilities** - RDCW is extending the help and support to providing drinking water facility and RO water system etc., for the benefit of the general public in its Operational villages.

e) **Constructing Individual Household Latrines** - RDCW has continually supporting the Government and the Community for constructing Individual Household Latrines for the benefit of poor families.

f) **COVID-19 Initiatives** - Support to the nearby community particularly providing food grains, vegetables, vaccination, disinfectant, sanitizers, facemask, health boosters and cooked food etc. during Covid Pandemic. Also supporting to Government Medical Team to ensure 100% vaccination drive.

(3) SUSTAINABLE LIVELIHOOD- Objectives is to help the community to acquire skills which in turn Creates Employability

a) **Women empowerment** - RDCW is conducting six-month tailoring courses for rural women on free of cost. So far, 500 women trained covering around 30 villages to empower the women in terms of economic and social status by creating self-employment. The trained women tailors have good earning ranging from Rs.3,000/- to Rs.15,000/-per month.

b) **Agriculture and farm based activities** – RDCW is contributing and supporting to the Farmers and Farmers Producers Company Limited for purchase of Agricultural equipment through Government Subsidy Scheme of MSDMS by which 6 farmers' group of 5 village panchayats benefiting every year by hiring machineries at low price from above said company. All types of agriculture related trainings providing every year.

c) **Charging of water bodies** - In order to conserve water, RDCW is coordinating with District Administration to de-silt the water bodies in its operational villages and beyond in the Districts. The initiative has resulted with good amount of water being stored and percolated and recharging the ground water level.

(4) INFRASTRUCTURE: Objectives is to create necessary infrastructures facilities / supports for better community living.

a) **Providing Basic infrastructure facilities-** RDCW partnering with District Administration and provides various infrastructure facilities like on Road Safety and Drainages, Providing Traffic Island, Repairing of pump room and water pipes

(5) SOCIAL EMPOWERMENT AND WELFARE: Objective is to attend and address issues of helpless community.

Participating in disaster relief program - RDCW is always in front to support the needy people while facing the problems during natural calamities. Its provides relief materials and essential commodities to the fire / flood victims where ever happened in the State of Tamil Nadu. RDCW also extends its fire tender, ambulance and medical assistance during fire incidents, road accidents, natural calamities in and around Ariyalur District.

a) **Provide support to old age people and marginalized community** - RDCW always supports to the underprivileged communities in its CSR operational villages. Also supports with financial contribution to a differently abled people.

Information dissemination

The Company's engagement in this domain is disseminated on its website, Annual Reports, in- house journals and through the media. The company discloses the composition of CSR Committee, CSR Policy and projects approved by the Board on their website for public access.

Impact Assessment

UltraTech Cement Limited, Unit: Reddipalayam Cement Works is used to conduct the impact study by any third party with an objective to analyse the satisfactory levels of the community towards the CSR activities and get to know further need of the stakeholders in the nearby community where the Unit is operating.

Conclusion:

The CSR activities at M/S UltraTech Cement Limited, Unit: Reddipalayam Cement Works are very much appreciated by the nearby community and the external stakeholders for its structured approach, transparency in executing CSR Projects and judiciously spending for the real needy community. The governance model of Aditya Birla Group is the key driver for successful implementation of the CSR programs at M/S UltraTech Cement Limited, Unit: Reddipalayam Cement Works. To conclude, Aditya Birla Group is an instrumental towards the social development in India through its active participation and contribution in CSR and by being a role model for Corporate Social Responsibility development in India.

AN ANALYSIS OF CSR SPENDING IN INDIA'S SOUTHERN STATES.

Dr.B. Hema

Associate Professor & Head, Department of Corporate Secretaryship, Kumararani Meena Muthiah College of Arts & Science, Adyar, Chennai

Abstract

The concept of corporate social responsibility (CSR) is an age-old phenomenon that is resurfacing in a more structured form around the world. India has always been socially responsible as a country with a diverse cultural and historical heritage. The nation's activities in terms of festivals, occasions, celebrations, and formal functions all contributed to society in some way, both individually and collectively. Following independence, these operations were streamlined and placed under other titles, and also began to get more benefits from the government. The widespread reach of such activities has been aided by the digitization and social media era, and they are gaining traction in India under the legal framework. The purpose of this article is to look at the total national CSR expenditure and how southern states contribute to it.

Keywords: Corporate Social Responsibility, CSR Spending, India, Southern States, Sustainability and Inclusiveness.

Introduction:

Despite the fact that the notion of CSR dates back centuries, the term was only coined in 1953 by American economist Howard Bowen. The substantial contributions made by corporations to labour welfare, education, scientific progress, and many other spheres remained unofficial until Howard Bowen coined the term "corporate social responsibility" (CSR). In 1991, Dr. Archie B. Carroll, a professor at the University of Georgia, developed the Pyramid of Corporate Social Responsibility, a simple structure of activities with four elements: economic duties, legal responsibilities, ethical responsibilities, and philanthropic responsibilities. Over the last three decades, the pyramid's significance has waned, and CSR has taken on new dimensions.

While global corporations began to focus on the concept of social responsibility with a focus on sustainable development, inclusive growth, and other factors, India became the first country to legislate CSR by enacting Section 135, under the Companies Act of 2013. It provides a comprehensive framework for a company's CSR efforts. This initiative has directed CSR contributions to critical sectors that will lead to long-term, inclusive development.

Literature Review

Shyam.R(2016) examined corporate social responsibility in India, discussing CSR activities in India, obstacles encountered, and recommendations for overcoming them.

Verma & Kumar (2014) investigated the impact of CSR on CFP (Corporate Financial Performance) of Indian enterprises after the Companies Act 2013 mandated mandatory CSR measures, and found that CSR had a positive and significant impact on CFP. In his comparative analysis of CSR expenditure in Indian manufacturing and service businesses, Krishnan. A (2018) discovered that the manufacturing sector spends more on CSR than the service sector, with a strong focus on environmental issues. Many companies focus on community development and skill development activities, according to Shachi.R & Bansal.S (2018), who examined the trend of CSR expenditure of Indian firms following the Companies Act 2013.

Das B.K. (2020) researched at CSR spending in India and the contribution of the North Eastern Region, and discovered that it is quite low. The majority of the studies concentrated on CSR spending by type of firm or sector at the national level. This research article aims to determine the contribution of southern states' CSR spending and to add to the body of knowledge in the field.

Research Objectives:

This paper primarily aims to

Investigate the amount of CSR spending by Indian states in the south and their participation at the national level

Determine the trend of CSR spending by southern states.

Data Source and Methodology:

The National CSR Portal's published data is the key source of secondary data used in this study. In addition, data is gathered from articles, periodicals, new papers, online sources, and India's official websites. To depict the data acquired, simple tabulation and percentage are applied as methods.

Results and Discussions:

According to the Indian Companies Act 2013, any firm with an annual profit of 5 crore, annual sales of 1000 crore, or a net value of 500 crore must devote 2% of its average earnings over the previous three years to CSR efforts. It also contains information on the formation of a CSR committee, CSR policy, report, expenditure, and the range of activities available. The table below displays overall CSR spending in India for the southern states of India, namely Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, and Telangana, from 2014-15 to 2020-2021. This study intends to examine the contribution of southern states to total national CSR spending at the surface level, without taking into account the reasons for the highest or lowest contributions, which could be considered a study limitation.

Table 1 shows that total CSR spending in India's southern states was highest in 2019-20 and lowest in 2020-2021.

Table .1 CSR Expenditure of Southern States year wise

Year	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
States	Amount in Crores						
Andhra Pradesh	414.27	1294.28	753.52	578.22	668.72	714.94	446.86
Karnataka	403.46	784.65	887.68	1161.67	1279.98	1480.63	434.68
Kerala	680.23	148.13	135.47	227.2	444.09	303.86	163.49
Tamil Nadu	539.63	633.23	550.93	687.96	899.12	1110.15	277.35
Telangana	101.96	265.4	259.4	385.47	440.07	449.46	130.51
Grand Total in Crores	2139.55	3125.69	2587	3040.52	3731.98	4059.04	1452.89

(Source: Author's creation based on National CSR Data Portal)

Table 2 shows that the average contribution of Southern States to CSR spending amounts to 19.05 percent of India's total CSR spending. Over the last seven years, the total contribution has continuously remained above 15%. It is also evident that the CSR Spending of Southern states have declined over the past seven years. Karnataka has been the leading contributor for four of the seven years reviewed, with Andhra Pradesh coming in second twice and Kerala once as per Table 3.

Table.2 Nation and Southern States CSR Expenditure Year wise (Amount in Crores)

Grand Total Southern states CSR Expenditure	2139.55	3125.69	2587	3040.52	3731.98	4059.04	1452.89
Total CSR Expenditure of India	10065.93	14517.21	14344.4	17097.66	17097.66	24688.66	8828.11
Percentage of Contribution by Southern States	21.26%	21.53%	18.03%	17.78%	21.83%	16.44%	16.46%

(Source: Author's creation based on National CSR Data Portal)

Table 3: Highest Contributing Southern State towards CSR Year wise

Year	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Highest Contributing Southern State	Kerala	Andhra Pradesh	Karnataka	Karnataka	Karnataka	Karnataka	Andhra Pradesh
CSR Contribution in crores	680.23	1294.28	887.68	1161.67	1279.98	1480.63	446.86

(Source: Author's creation based on National CSR Data Portal)

Conclusion

The notion of CSR is still in its infancy, but it is encouraging to see that Indian corporations devote large resources to CSR efforts each year. Despite the fact that the epidemic has wreaked havoc on the business and economy, India's CSR investment is substantial. CSR funding is unevenly distributed across sectors and regions due to a variety of variables. In order to narrow the spending gap, these factors might be evaluated separately by sector and by area. Despite the fact that CSR is mandated for firms listed under the Companies Act 2013, companies not covered by the mandate contribute voluntarily to CSR initiatives. India has established itself as a global leader in CSR by pioneering the concept as a first nation.

The future is bright, and Indian corporations' increased CSR investment will result in a more inclusive and sustainable environment at the national level.

References

Bansal, S., & Rai, S. (2018). An Analysis of Corporate Social Responsibility Expenditure in India

Bipul kumar Das (2020) International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8 Issue-6, March 2020 DOI:10.35940/ijrte.E6955.038620

Chauhan, Kuldeep & Dawra, Shuchi. (2017). Corporate Social Responsibility (CSR) in India -Evolution and Challenges (From Ancient Period to Present Age). International Journal of Applied Business and Economic Research. 15. 23-36.

Dr. Reena Shyam, "AN ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY IN INDIA" International Journal of Research – Granthaalayah, Vol. 4, No. 5 (2016): 56-64.

Krishnan, A. (2018). Comparative analysis study on CSR expenditure in India: The case of Manufacturing and Service Industries. International Journal of Pure and Applied Mathematics. 118. 421-443.

Kumar, Neha & Nigam, Devesh. (2017). Impact of Companies Act 2013 on the CSR expenditure. International Journal of Public Sector Performance Management. 3. 416. 10.1504/IJPSPM.2017.10008516.

Mukherjee, Abhishek & Bird, Ron. (2016). Analysis of mandatory CSR expenditure in India: a survey. International Journal of Corporate Governance. 7. 32 - 59. 10.1504/IJCG.2016.077982.

Rahman, F. (2017). CORPORATE SOCIAL RESPONSIBILITY IN INDIA & THE LAW. CLEAR International Journal of Research in Commerce & Management, 8(9).

Ramachandran, Ramakrishnan, Contribution of CSR Towards Development - The Indian Perspective (July 26, 2017). Available at SRN: <https://ssrn.com/abstract=3059833> or <http://dx.doi.org/10.2139/ssrn.3059833>

Verma, Ashutosh & Kumar, C.V.R.S. (2014). An Analysis of CSR Expenditure by Indian Companies. Indian Journal of Corporate Governance. 7. 82-94. 10.1177/0974686220140201.

Web resources

<https://cleartax.in/s/corporate-social-responsibility>

<https://theCSRUniverse.com/articles/a-brief-history-how-csr-came-into-existence>

https://www.jica.go.jp/india/english/office/others/c8h0vm0000f9enll-att/report_01.pdf

<https://www.thomasnet.com/insights/pyramid-of-corporate-social-responsibility/>

CONCEPTUAL STUDY AND IMPORTANCE OF NGOS FOR CORPORATE SOCIAL RESPONSIBILITY (CSR) IN INDIA

Dr. Srinivasa Rao Kasisomayajula

Associate Professor, School Of Business Management,
Aristotle Pg College

ABSTRACT

Corporate Social Responsibility is now accepted as a means to achieve sustainable development goal of an organization. The Corporates can no longer limit themselves in using resources of society and they have to be socially responsible corporate citizens and must also contribute to the social good. Today Indian corporate has gone beyond philanthropy concept and give more concentrate on all the stakeholders. With the Companies Act 2013, the Indian government adopted a legislative approach to reconfigure the business-society nexus in form of mandatory CSR activities. Corporate Social Responsibility in India is finally a reality. Indian businesses realized that they have to look not only at the economic dimension of their companies, but also its ecological and social impact to move towards sustainable development.

Keywords: Corporate social responsibility, Sustainable development goal, Philanthropy,

I. Introduction

There has been increasing interaction between profit and non-profit sector to generate outcomes such as improvement in human development, as manifest in recent Corporate Social Responsibility (CSR) initiatives. While these initiatives vary in scope, strategies of implementation, and nature of organizing the core objective is to generate the critical push for improvement in human development. It is important to note that transition economies such as India continue to have majority of population deprived of basic entitlements for a sustained human development across generations. In fact, pervasive human development deficits tend to co-exist with a growing economy, which is driven by growth in service sector and emerging trend of urban agglomeration.

Interestingly, principal agglomeration such as Mumbai, Bangalore, Hyderabad in India, which is in the league of global cities, is a pool of contradictions of prosperity of poverty. The scenario points to the co-existence of highly developed regions and very low developed regions within a thirty kilometers radius, clearly showing the evidence of deeply entrenched regional inequalities. Such contexts of contrast between high and low development require appropriate sustainable interventions, mainly by civil society organizations such as Non-governmental organizations (NGOs). While good numbers of NGOs strive towards attaining better life for the society, the sector is in need of more resources, to sustain their efforts toward positive social change. Given this scenario, these organizations which are primarily grass root based tend to seek diverse resources including from government and corporate through their Corporate Social Responsibility (CSR) activities. In India, CSR funding comes from two sources: public sector companies, and private corporate companies.

Definitions:

According to William Clay Ford “There is difference between a good company and great company. A good company offers excellent products and services. A great company also offers excellent product and services but also strives to make the world a better place”

According to International Labour Organization “CSR as a way in which enterprises give consideration to their operations on society and affirm their principles and values both in their own internal methods and processes and in their interaction with other actors.”

“A company should have in its DNA, a sense to work for the welfare of the community. CSR is an extension of individual sense of social responsibility. Active participation in CSR projects is important for a company” - Ratan Tata

OBJECTIVES:

To develop an understanding of concepts and Principles of CSR.

To study the potential benefits of CSR to organizations.

To analyze the contribution of CSR in achieving sustainable development goal.

To study the challenges faced by CSR in India.

To provide suggestions for accelerating CSR initiatives

II. CSR FRAMEWORK



Primary Principles for Selecting NGOs:

Inclusiveness:

The principle of inclusiveness refers to the extent to which a program or an action plan includes the people from socially disadvantaged categories of population or with different forms of vulnerability such as scheduled caste, Scheduled tribe, other backward classes, different ethnic groups, gender, people with different sexual orientations, different economic status, and physically and mentally challenged population. The desirable objective is to see if the principle of inclusiveness is satisfied by the collaborating organizations. This can be identified by looking into the programs, projects, and actions carried out by the organization-NGO or voluntary organization.

Further, the same principle can create a base for the CSR initiative to be carried out by the partner organization. It means that the intended CSR initiative has to aim at covering the target population from socially, economically, and politically vulnerable sections of society.

Mechanism required ensuring Inclusiveness:

Identification of socially vulnerable groups

Spread of awareness about the CSR among all social groups through various means and methods

Support system to implant inclusiveness

Establishment of a committee at the executive level to take inclusiveness forward

Restructuring of policy process and procedures instantly to ensure the inclusiveness

Embed inclusiveness as a theme throughout our planning and development activities

Partnership:

Second important principle is that the organization, which we look forward to have alliance or collaboration with to carry our CSR initiatives, should have partnership with range of institutions and other supportive bodies. It is important to note that a well-established partnership network among various institutions and individuals enable a smooth and efficient functioning.

Partnership that an NGO:

Community Learning Partnership with local people

Local enterprises

Schools

Health authorities

Social work and educational departments

Career and employment advisories

Allied service organizations

Range of other organizations including voluntary organizations

Accountability:

Accountability creates a base for the selection of our partners. NGOs. This principles helps us to understand the way in which the organization has made itself accountable for its performance in the society.

Importantly, accountability has two modes: one is accountable to people, donor, governmental bodies, and media. Secondly, how an organization or institution makes its participants or stakeholders accountable for their actions.

First of all, organizations need to communicate vision, mission, and objectives to the stake holders to ensure that everyone is serving the same purpose.

Secondly, communicating results (transparency) to the external and internal stakeholders. It also includes the means through which organizations communicate their results and outcomes to all those to whom they are accountable. Hence, sharing of information becomes the core of accountability.

Empowerment:

Assessing the degree of empowerment helps us to identify our potential partner to carry the intended CSR initiative forward. Importantly, empowerment as an outcome indicates a change at individual and community level. Keeping a long time change in the society as an important variable, empowerment denotes a change in economic, social, and political level. Empowered society and an individual is one which / who applies its / his / her skills and resources for the further betterment of the society / person. Indeed, the empowered community tends to gain autonomy in meeting its needs and requirements which in turn make them stronger. Empowerment as an outcome is influenced by several factors in the process of implementation and execution of a program or project.

Factors to influence Empowerment

Participation of local community and individuals

Leadership abilities to reach out to the community needs

Problem assessment

Organizational structure

Resource mobilization

Role of the outside agents.

Keeping these factors of influence on empowerment, to operationalizing the problem of identification and assessment of an organization's provided and possible ability to bring empowerment at the individual and community level in the form of a positive change. Importantly, the first point is assessing the organization's capabilities in terms of its existing skill level that includes existing skilful manpower, technical support system, and resources that includes available physical resources. The second point is about assessing organization's performance in the concerned field over a time. This can be understood and perhaps, properly captured through a brief field visit in the location where the organization has its presence with a program or activity. Interaction between capacities-skills and resources at the individual and organizational levels prior to assigning a program. Organization's impact on community level changes over a period; political and interpersonal structure.

Reflections: This principle refers to self-reflection on some of the key issues during formulation, implementation and execution of a program in the society. Reflections become extremely important because organization gets a chance to correct and re-adjust to the changes and demands emerging from society.

For instance: in case of education programs, the designed program should be able to provide a flexibility to adjust to the changing environment and technical up-graduation happening in the field of education. It is also important to see to what extent a particular program enhances organization's learning and the community as large. To capture all this, a comprehensive system of monitoring and evaluation has to be in place. That includes reporting and reflection about the change. The principle of reflection works as a method at the initial level of organization selection as partner. By looking at series of reflections or concerns, one can judge to what extent the particular organization proved its ability in reflecting upon its own errors and success while doing activities.

Key Issues which we have to reflect on

Learning in the process

Flexibility of project / program /social action design

Comprehensive report system

Assessment of monitor and evaluation protocols\Policy advocacy and intervention\
Budget transparency within the group

Linkages with the concerned departments\
Strategic planning for start-up and closure: Policies for equality of opportunities, social justice, lifelong learning, social inclusion, and training to employees to boost their skill level in response to the changing dynamic scenario.

III. SUSTAINABILITY:

Sustainability can be defined as a development of conditions enabling individuals, communities, and local organizations to express their potential, improve their local functionality, develop mutual relationships of support and accountability, and decrease dependency on insecure resources (financial, human, technical, informational). In other words, it refers to enabling the individuals and communities to find the way out without always looking for external intervention. It is important to note that sustainability enables stakeholders to negotiate their respective roles beyond a project / program / action or an intervention. Measurement of sustainability, on surface, seems to be a challenging task. However, a qualitative analysis can be carried out of changes happened over a period on the mindset of people and the way of living, for instance, a skill development program and awareness building program may have an ever last impression among individuals and communities.

This change, in the level of attitude and livelihood can be captured through a short field study. Hence, we can decide that certain programs or activities carried out by the NGOs are sustainable or not. If that particular organization is able to demonstrate a sustainable and ever lasting impression, we can look forward to have an association with it to carry out CSR initiatives.

IV LEGAL FRAMEWORK OF CSR IN INDIA: The formal and progressive attempts to formalize responsibilities of firms toward the Indian society and its citizens by the Government of India and to put the CSR issue in a concrete pose was in the issuance of Corporate Social Responsibility Voluntary Guidelines in 2009 by the Ministry of Corporate Affairs. Thereafter successive steps were taken through guidelines on Social, Environmental and Economic Responsibilities of Business. The most ambitious attempt at mandated CSR activities for companies came with the enactment of Section 135 of the Companies Act 2013. It made CSR spending as well as reporting mandatory for the very first time in India and brought the CSR activities of Indian corporate under the purview of corporate law. Specifically, the provisions under Section 135 requires companies with Net worth of INR 500 crores or more, OR Net Profit of INR 5 crores or more OR Turnover of INR 1000 crores.

to appoint a CSR Committee of at least 3 directors (one independent director),

Under the guidance of the CSR Committee, spend in every financial year, at least two per cent of the average net profits of the company made during the three immediately preceding financial years, in pursuance of its Corporate Social Responsibility Policy. The committee is expected to formulate and recommend CSR policy, as well as oversee the implementation thereof. According to Schedule VII of the Act the committee also must ensure that CSR.

The list of activities in which firms are expected to invest are:

Eradicating hunger, poverty and malnutrition,

promoting health care including preventive health care and sanitation including contribution to Swatch Bharat Kosh set-up by the Central Government for promotion of sanitation and making available safe drinking water;

Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently-abled and livelihood enhancement project;

Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, daycare centers and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;

Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro forestry, conservation of natural resources and maintaining quality of soil, air and water including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of the river Ganga;

Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts;

Measures for the benefit of armed forces veterans, war widows and their dependents;

Training to promote rural sports, nationally recognized sports, Paralympics sports and Olympic Sports;

Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development and relief and welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women;

Contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government;

Rural development projects;

Slum area development;

Disaster management, including relief, rehabilitation and reconstruction activities.

KEY DRIVERS OF CSR: In the twenty first century, the drivers of CSR are well explained by various research organizations. KPMG conducted survey of key drivers of CSR in G250 companies. As per the survey, key drivers of CSR reporting of G250 companies' are:

➤ Reputation and brand:	67%	➤ Economic considerations:	32%
➤ Ethical considerations:	59%	➤ Strengthened supplier relationship:	22%
➤ Employee motivation:	44%	➤ Market position improvement:	22%
➤ Innovation and learning:	44%	➤ Improved relationship with Government authorities:	18%
➤ Risk management or risk reduction:	35%	➤ Cost saving:	10%
➤ Access to capital of increased shareholder value:	32%		

IV. POTENTIAL BENEFITS OF CSR TO ORGANIZATIONS:

- Employee Attraction
- Employee Commitment
- Brand Differentiation
- Improving Financial Performance
- Sales Performance
- Reputation & Management

CHALLENGES: Challenges of CSR Although CSR has gained emphasis in India, there are several issues challenging its effectiveness and reach. A lack of proper understanding of the concept of CSR, non-availability of authentic data and specific information on the kinds of CSR activities, coverage, policy etc. are some of the various challenges facing CSR initiatives. Absence of training and undeveloped staff is additional problems for reduced CSR initiatives. A survey conducted by Times Group survey elicited responses from participating organizations about various challenges facing CSR initiatives in different parts of the country revealed.

1. Lack of community participation in CSR activities: There is a lack of interest of the local community in participating and contributing to CSR activities of companies. This is largely attributable to the fact that there exists little or no knowledge about CSR within the local communities as no serious efforts have been made to spread awareness about CSR and instill confidence in the local communities about such initiatives. The situation is further aggravated by a lack of communication between the company and the community at the grassroots.

2. Need to build local capacities: There is a need for capacity building of the local non-governmental organizations as there is serious dearth of trained and efficient organizations that can effectively contribute to the ongoing CSR activities initiated by companies. This seriously compromises scaling up of CSR initiatives and subsequently limits the scope of such activities.

3. Issues of transparency: Lack of transparency is one of the key issues brought forth by the survey. There is an expression by the companies that there exists lack of transparency on the part of the local implementing agencies as they do not make adequate efforts to disclose information on their programmes, audit issues, impact assessment and utilization of funds. This reported lack of transparency negatively impacts the process of trust building between companies and local communities, which is key to the success of any CSR initiative at the local level.

4. Non-availability of well-organized non-governmental organizations: It is also reported that there is non-availability of well-organized nongovernmental organizations in remote and rural areas that can assess and identify real needs of the community and work along with companies to ensure successful implementation of CSR activities. This also builds the case for investing in local communities by way of building their capacities to undertake development projects at local levels.

5. Visibility factor: The role of media in highlighting good cases of successful CSR initiatives is welcomed as it spreads good stories and sensitizes the local population about various ongoing CSR initiatives of companies. This apparent influence of gaining visibility and branding exercise often leads many non-governmental organizations to involve themselves in event-based programmes; in the process, they often miss out on meaningful grassroots interventions.

V. EFFECT OF CORONA PANDEMONIUM ON CSR

MCA keeps widening the ambit of activities covered under CSR. It has very recently in 2020 included contributions towards the Central Armed Police Forces (CAPF) and Central Para Military Forces (CPMF) veterans and their dependents including widows, within the definition of corporate social responsibility (CSR). Another decision of the MCA vide Circular dated 23rd March, 2020, to treat COVID pandemonium as a notified disaster allowing the spending of CSR funds for COVID-19 as an eligible CSR activity has will enable the companies to meet this statutory requirements while contributing to relief work simultaneously. Contribution to the PM CARES Fund and Disaster Management Authorities, ex-gratia to temporary/casual workers over and above daily wages, expenditure on preventive health care, sanitation and providing quarantine facilities etc. have also been notified as eligible CSR spend. The support to COVID-19 efforts of the Government from CSR funds has been overwhelming. The concept of CSR and sustainability has received significant media attention during 2020, which has proved to be pivotal to create awareness about Corporate Social Responsibility. Community participation and equity have also acquired greater relevance during corona pandemonium. Companies across the world have come forward to help people and communities in several ways like by providing funds to augment health facilities, to acquire capability to fight the virus, and diversion of resources to increase production of healthcare products. Companies have been seen facilitating their employees by providing support for working from home, providing financial support etc. Covid-19 pandemic was also seen providing the businesses a definite shift towards more genuine and authentic CSR (Hongwei and Harris, 2020).

Several manufacturing companies in UK transformed their factories to produce ventilators, personal protective equipment, and hand sanitizer, with some of them donating, instead of selling these products. Supermarkets facilitated the elderly and NHS workers, and donated food and other provision to food banks and charitable organizations. A particular tea company train volunteers on how to tackle the issues of social isolation and loneliness of older people during the lockdown. Companies donated their commercial campaign airtime to create awareness about corona and to promote good causes. Banks waived interest on loans and deferred repayments.

Years to come promise to bring more challenges and opportunities to the field, and India must pay attention to the developing global trends in Corporate Social Responsibility.

VI. SUGGESTIONS:

In order to ensure that CSR is progressively contributing and benefiting, the following suggestions are given to make CSR initiatives more effective:

It is found that there is a need for creation of awareness about CSR amongst the general public to make CSR initiatives more effective

It is noted that partnerships between all stakeholders including the private sector, employees, local communities, the Government and society in general are either not effective or not effectively operational at the grassroots level in the CSR domain.

It is recommended that appropriate steps be undertaken to address the issue of building effective bridges amongst all important stakeholders for the successful implementation of CSR initiatives. As a result, a long term and sustainable perspective on CSR activities should be built into the existing and future strategies of all stakeholders involved in CSR initiatives.

Allocating finance for treating CSR as an investment from which returns are expected

Monitoring CSR activities and liaising closely with implementation partners such as NGOs to ensure that initiatives really deliver the desired outcomes. A long term perspective by organizations, which encompasses their commitment to both internal and external stakeholders will be critical to the success of CSR and the ability of companies to deliver on the goals of their CSR strategy.

The suggested areas/ways for CSR: in order to achieve sustainable development goal companies are expected to adopt following practices for CSR.

Capacity building	Empowerment of communities
Environment of protection	Inclusive socio-economic growth
Promotion of green & energy efficient technologies	Development of backward regions
Upliftment of marginalized and under privileged sections	Adoption of villages and making them self-reliant
Providing medical & sanitation facilities	

CONCLUSION:

From the above study it is concluded that the Government has introduced CSR because they want corporations to become more responsible for it stockholders and society at large. Corporations are social entity so they must take care of all stockholders, it is vital for them to take charge of this responsibility in efficient way so that all participant of corporation fortified. Many large corporations are now taking steps to improve their environmental and social performance throughout the use of volunteer initiatives.

The ultimate aim of business is to serve the society without grounding our environmental and community life support system by providing safe, high quality products and services that improve our wellbeing. So, business should clarify and reorient their purpose of business.

Corporations are becoming increasingly of their role towards the society. Organizations in in India have been sensible in taking up CSR initiative and integrating them into their business process. Still there are certain challenges in CSR implementation. This is mainly due to fact that there is little or no knowledge about CSR within the local communities since no sincere effort have been made to create awareness about CSR. Lack of transparency is another issue which need focus but effective partnership between corporate, NGOs communities and the government will place India’s social development on a faster track to achieve sustainable development goal for both firm and CSR is really about ensuring that the company can grow on a sustainable basis, while ensuring fairness to all stakeholders, CSR has come

a long way in India. It has successfully interwoven business with social inclusion and environment sustainability. From responsive activities to sustainable initiatives, corporate have clearly exhibited their ability to make a significant difference in the society and improve the overall quality of life. In the current social situation in India, it is difficult for one single entity to bring about change, as the scale is enormous. Corporate have the expertise, strategic thinking, manpower and money to facilitate extensive social change. Effective partnerships between corporate, NGOs and the government will place India's social development on a faster track.

REFERENCES

Mahendra Kumar Singh, Govt sees 10k crore flow/yr from CSR spend, Times of India, Feb 9, 2013,

<http://www.ficci-sedf.org/CSR-Awards-Report2010.pdf>

Kotler, Philip and Lee, Nancy: Corporate Social Responsibility: Doing the most good for Your Company and your cause, John Wiley and Sons, 2005.

Brown K (2001), "Corporate Social Responsibility: Perceptions of Indian Business", in Mehra M (Ed.), Retrieved from www.csmworld.org/public/pdf/social_respons.pdf

Emulate Amul-type CSR, World Bank Official Tells India Inc, Friday, 9th, 2012 <http://www.indiacsr.in>

CSR COUNTRY BRIEF-India 2012 www.innovation-norway.com

C. V. Baxi, Ajit Prasad, Corporate Social Responsibility: Concepts and Cases: The Indian Experience, Excel Books India, 2009

Basu, K. and G. Palazzo (2008). Corporate Social Responsibility: A Process Model of Sensemaking. *Academy of Management Review* 33(1):122-136.

Sarkar, J and Sarkar, S (2015). Corporate Social Responsibility in India – An Effort to Bridge the Welfare Gap. Indira Gandhi Institute of Development Research.

www.igidr.ac.in/pdf/publication/WP-2015-023.pdf

SOCIAL RESPONSIBILITY AND MALL PATRONAGE: A CONCEPTUAL FRAMEWORK OF MALL MANAGEMENT WITH AN EFFECTIVE MALL IMAGE

Dr. Prakash Chandra Dash

Associate Professor, Institute of Management and Information Science (IMIS), Bhubaneswar, Odisha, (India)

Dr. Rabinarayan Patnaik

Professor, Institute of Management and Information Science (IMIS), Bhubaneswar, Odisha, (India)

Abstract

Malls are a growing phenomenon in the retail industry. Mall management are getting pressure from the retailers to manage the mall in a very efficient way. Shopping mall management has long struggled to identify factors affecting mall patronage (Burns, 1992; Kenne, 2000; Kirkup and Rafiq, 1994). Thus mall has to manage because it has image. Mall management is responsible to manage the attributes of mall to create an image in the mind of the prospects. The mall image measures may also be used to improve the positioning of the mall in respect to its immediate competition (Chebat et. al, 2009). The idea that mall choice may be a function of attraction to particular stores or types of stores has been asserted by several researchers (Nevin and Houston 1980, Stanley and Sewall 1976, Sheth 1983, Weisbrod, Parcels and Kern 1984). While the need to incorporate consumers' social preferences for certain stores has been identified as a way to better understand and predict individual and aggregate mall patronage. However, these models appear to be less comprehensive for the image of the mall. This is because the dimension of mall management is based on the importance of attributes determined by the mall management and the social responsible reasons it carry along with it.

Therefore, the proposed model aims to explain the effect of mall dimension on mall image and a better image of the mall can increase mall patronage as a reason of social responsibility.

Propositions are derived and the research and managerial implications of the model are also presented.

Key Words: Social responsibility, Ambiance, Tenant Mix, Entertainment, Facilities

Paper type: Conceptual Article

1. INTRODUCTION

Increase in socialization and consumer preference has led to boom in the Indian retail industry. Mall has become a source of recreation and entertainment, but increase in no of malls has put pressure on management to think out of box. Mall management has become a challenge for prospective managers because to get right kind of tenant as well as to increase the foot fall. Shopping mall management has long struggled to identify factors affecting mall patronage (e.g. Burns, 1992; Kenney, 2000; Kirkup and Rafiq, 1994). Thus a mall successful in positioning itself in the mind of target shoppers as favorable in terms of access, atmosphere, price and promotion cross category assortment and within category assortment management is one that most likely can contribute to a favorable attitude toward the mall, thus enhancing mall patronage, and increasing positive word of mouth communication about the mall (Chebat et. al, 2009). The malls are always a crowd puller, but most of the people come for window shopping and not actual shopping. When the promised footfall and conversion doesn't materialize, then the relationship between the retailer and the mall management sours (Mitra, 2006; Prayag, 2006).

In the modern and organized form of retail management, malls have got an important role to play as far as its contribution to the social responsibility to the market is concerned. There is always a significant relationship between the pricing of goods and the mall image thereby prompting the mall owners responsible for building up mall patronage (Abbas et al, 2021). Shopping center can and should be marketed, that it has image and brand characteristics which can be managed keeping its contribution toward a better living standard (Howard, 1997).

In such centers the relationship between center management and retailers deals not just with physical services, but has a customer focus. The joint aim is partnership between center and retailer in providing a total 'shopping product' to the customer without creating further botheration to the customers and keeping intact the social strata (Howard, 1997).

Mall shopping can be defined as a socially responsible attitude as the shoppers derive their shopping habits from a variety of dimensions including location, variety of stores, parking, mall employee behavior ,price, quality, customer services, promotional activities, ambience, mall amenities, food and refreshments and safety (Eastlick, 1998). Mall management is responsible to manage the attributes of a mall to create an image in the mind of the prospects. The mall image measures may also be used to improve the positioning of the mall in respect to its immediate competition (Chebat et. al, 2009). These positioning and mall factors can contribute to a large extent in building up customer attitude and behavioural dimensions largely because of the social responsibility shown by the malls and subsequently can lead to loyalty towards the store (Mandhachitara and Poolthong, 2011).

2. OBJECTIVES OF STUDY

Going by the very nature of this present study, it is suggested to understand the dynamics of mall image and the mall patronage being decided by several societal factors contributing to the social responsibility of a mall. These are the following objectives of this present paper.

- i) To understand the various constructs underlying the social responsibility of a mall in its modern form of retailing.
- ii) To have an insight of the factors constituting the psychological field of customers preferring a mall and the image building of the later.
- iii) The relationship between the image created by a mall and its patronage.

3. REVIEW OF LITERATURE

The concept of store image can be extended to regional shopping malls as well (Houston and Nevin, 1981). Three major factors or dimensions of shopping mall image from the marketing manager's perspective like, mall assortment, mall convenience and market posture. With the rapid development of shopping malls, more and more studies have been carried out on image-like variable of shopping areas.

(Carter, 1978, 1981; Hauser and Koppelman, 1979; O'Neill and Hawkins, 1980; Berman, 1983). It is also proved that image-like variables are important in shopping centre patronage.

The shopping mall image is a holistic entity created from the elements such as retail mix, infrastructure and atmosphere (Leo and Philippe, 2002).

Thus, the shopping mall image can be managed to create a shopping destination for its potential social shoppers (Warnaby and Medway, 2004). Mall provides the basic environment that attracts customers, keep them shopping and brings them back (Kowinski, 1985). As more and more malls come into existence in India, competition between malls would increase. The malls that differentiate their offerings and can build a strong patronage will ultimately survive in this intense competition (Majumdar, 2005). Mall choice may be a function of attraction to particular stores which consumers have identified as rewarding enclaves in an overwhelming stimulus environment. The idea that mall choice may be a function of attraction to particular stores or types of stores has been asserted by several researchers (Nevin and Houston 1980, Stanley and Sewall 1976, Sheth 1983, Weisbrod et. al, 1984). While the need to incorporate consumers' subjective preferences for certain stores has been identified as a way to better understand and predict individual and aggregate mall patronage. The entertainment factor provided by the shopping centre can be increased in order to promote enjoyable shopping, which is increasingly valued by consumers. (Howard 1990; Finn 2000). Retail entertainment is positively related to higher consumer spending and greater satisfaction (Stoel et al. 2001).

Coming to the social responsibility in the mall business, there are certain dimensions need to be focused in addition to the ones cited above. As the brand of a mall becomes more and more visible, there has to be modifications and improvements in the social responsibility norms of any retailer, e.g. a service retailer (Li, et al, 2019).

While decorating the shopping space with new products targeted towards new generation customers and fashion as well, the shopping centers need to be looking at the societal norms and ethics prevailing and can go for a systematic segmentation (Ogle et al, 2014). While dealing with store and retail crimes, the employees of mall must be trained in an ethical and proper manner while exhibiting their appropriate behavior in customer engagement process and this can further enhance the image of malls (Potdar et al, 2018).

Appropriately identified list of elements by the mall owners and stakeholders related to environmental and eco-concerns can have an impact on creating it a destination store for the customers (Rashid et al, 2015). Certain disclosures like the real estate details, goods and traders' details by the malls can lead to a sustainable relationship with the customers and hence can build an effective mall image (Chiang et al, 2019).

It has been observed that there is a strong relationship between the purchase behavior and customer perception about various malls' social responsibility initiatives like celebration of events, maintaining quality in brands, service delivery and so on (Shukla et al, 2019). Maintaining transparency in various factors of transactions like price, promotional offers, incentives, margin to the intermediaries etc. can speak highly of social responsibility standards maintained by the mall stakeholders (Fanti & Buccella, 2017).

4. DISCUSSION OF KEY CONSTRUCTS

There are five key constructs in this study, namely access, mall ambience, price/promotion, tenant mix, facility management, mall image and mall patronage. The research model is depicted in Figure 1.

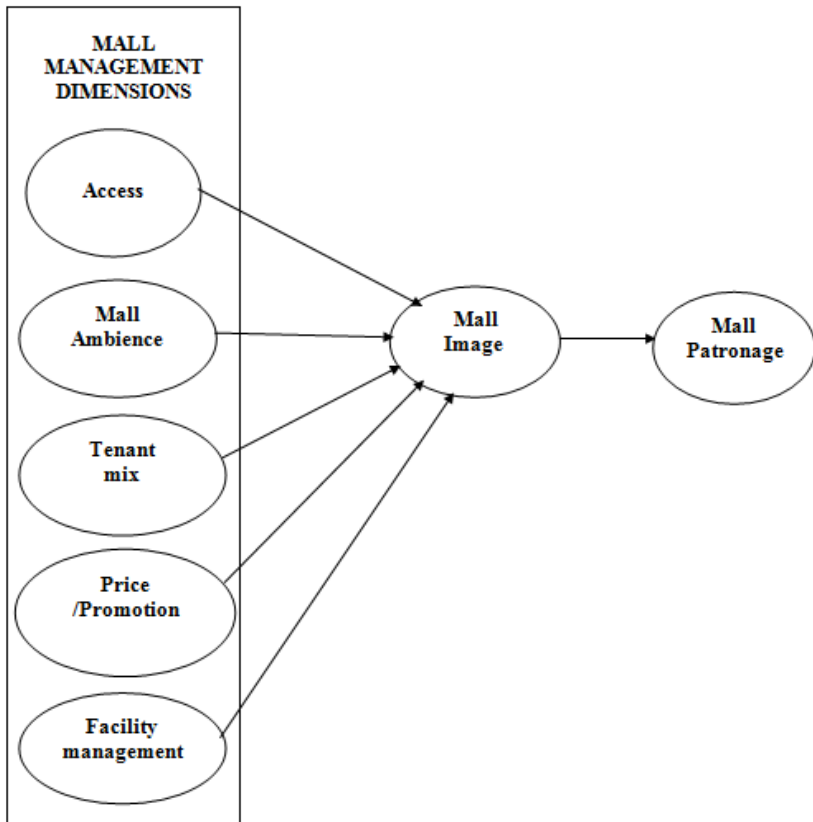
4.1 Access

Access refers to the location of the mall. The most widely accepted location theory is central place theory (Craig et al, 1984), which views shopping areas as commerce centers to which consumer households must travel to obtain needed goods and services. Retail gravity model, provides a formula for predicting mall patronage based on the principle of cost (accessibility) verses utility (size). The strength of retail gravity model is that, by using essentially two variables to predict patronage behavior, it is an elegantly simple tool for managerial decision making (Huffs et al, 1984).

4.2 Tenant mix

One of the most important aspects for the success of a mall is the tenant mix, but many malls are being created as real estate ventures, this model has the inbuilt disadvantage of not having proper control over the tenant mix. This leads to empty looking malls even after the grand opening and leads to future problems that could affect the popularity and thereby long-term viability of the mall (Prayag, 2006).

Figure 1: Conceptual Framework of Sociable Mall Management



Source: Developed for this paper

4.3 Mall ambience

The ambience factor refers to the character and atmosphere of a place. The construct on mall ambience refers to the internal atmospherics of the mall like décor, colour schemes, lighting, layout, and background music played inside the mall (Levy and Weitz, 2001). Mall environments are part of a shopper's hedonic consumption activity. Retailers appeal to the multiple senses of sight, sound, scent, tactile and in the ease of food, taste. Fantasies can be played out in a mall as a shopper walks in the mall, sits in a mall atrium or is "waited on" by a responsive retail sales associate (Campbell 1987).

4.4 Price/promotion

Malls perceived to have stores with acceptable prices are likely to be favored by shoppers than malls with stores having unacceptable prices (Chebat et. al, 2009). Similarly, malls that engage in promotions to offer shoppers more store bargains are favored than malls that do not engage in such promotions. The satisfaction of shoppers plays at least an equally important role in metropolitan areas where commercial zones are numerous enough to lead consumers to choice decisions (Rajgopal, 2009). Thus, different behavioral aspects including perception of shopping possibilities, expected pricing practices and general global environment of each shopping mall affect the satisfaction or dissatisfaction of consumers (Léo and Philippe, 2002).

4.5 Facility management

The offer of services within the centre, such as customer service points, rest areas, crèche, and other services that complement the shopping process, provide for greater shopper convenience (Frasquet et al, 2002). The importance of these services will increase with the intensification of competition (McGoldrick and Thompson, 1992). The authors believe that among the core services of a shopping centre, free parking and long opening hours are notable, as they are both key aspects of the new shopping habits of consumers.

5. RELATIONSHIPS BETWEEN KEY CONSTRUCTS

Six propositions are proposed to explain the relationships between the key constructs with due consideration of social responsibility a mall needs to play by its existence. These are given in the following paragraphs.

Access and Mall image - First proposition focuses on the association between the access of the mall and the image of the mall. A strong image of a shopping location will influence customers' purchase intention, longer shopping time and higher sales turnover in effect more positive shopping behaviour (Bitner, 1992; Dennis, Newman, and Marsland, 2005; Oppewal and Timmermans, 1997).

Proposition 1: Access will have a direct and positive impact on mall image.

Tenant mix and Mall image - Proposition two deals with the management of tenant and its effect on mall image.

An appropriate tenant mix determines the success or failure of a shopping mall and tenant placement is always vital in influencing the shoppers' circulation (Sim and Cheok, 1989). Tenant mix should create a specific image for the centre, and position it in relation to competing retail outlets (Abratt et al, 1985). The need to differentiate a centre from its competitors has grown as their numbers have increased (Yap 1996).

Proposition 2: Tenant mix will have a direct and positive impact on mall image.

Mall ambience and Mall image - Proposition three deals with the relationship between the mall ambience and mall image. The shopping centre environment is mainly determined by the external and internal design of the centre and its atmosphere (Kirkup and Rafiq, 1998). Decisions on these aspects are difficult and costly, as they attempt to satisfy consumer preferences over a long period of time and at the same time provide a differentiated image (Marta et al, 2002).

Proposition 3: Mall ambience will have a direct and positive impact on mall image.

Price/Promotion and Mall image - Proposition four deals with relationship between the price/promotion and mall image. Whether malls benefit from soft promotions or hard sell is not a choice but a matter of balance. Experts say that a combination of general entertainment and price-based promotions are a great way to encourage visits and spending. Much evidence exists supporting the effect of prices and promotion on shoppers' behavioral responses (e.g., Leo and Phillippe, 2002; Parsons, 2003).

Proposition 4: Price/promotion will have a direct and positive impact on mall image.

Facility management and Mall image- Proposition five deals with the relationship between the services provided by mall management and the mall image. The importance of the personnel of the centre is highlighted by Kirkup and Rafiq (1998). These authors distinguish four types of personnel: direct customer service staff, operational centre staff, centre security staff and store staff (Matra et al, 2002).

All of them may influence the image that shoppers have of the centre; thus it is essential that all of them develop a customer orientation.

Proposition 5: Services provided by mall will have a direct and positive impact on mall image.

Mall patronage and Mall image - Proposition six deals with the relationship between the mall patronage and mall image. There is much evidence available for the relationship between image attributes and consumers' shopping motives (Gentry and Burns, 1977-8; Nevin and Houston, 1980).

Proposition 6: Mall patronage will have a direct and positive impact on mall image.

6. RESEARCH AND MANAGERIAL IMPLICATIONS

The proposed model represents a starting point for examining relation between the mall dimension and the mall image. There is scope for further theoretical and empirical research in this area. Each of the relationships proposed within the model offer avenues for more detailed measurement and examination. From a managerial perspective, beyond management of dimensions of mall. Mall management should give emphasis to create an image in the mind of the prospects to have a competitive advantage. This is particularly important to increase the mall patrons. In the years to come each of these six propositions can be further made hypothesis and tested in order to understand the social responsibility role played by malls.

7. CONCLUSION

Given the increasing competition for shoppers' leisure time and money, mall patronage can be a source of competitive advantage to mall management. However, previous studies on factors of shopping centre management and shopping centre management has given importance to the mall attributes. Beyond attributes of the mall, the attainment of positive image in the mind of the prospect leads to positive post-consumption evaluation, and thus favorable satisfaction response. Therefore, mall management is responsible to manage the dimensions of the mall for better positioning of the mall.

References

- Abbas, N. H., Al-Kaabi, H. S., & Khafeef, A. M. (2021). The Role of Marketing Ethics in Achieving Social Responsibility-An Exploratory Study of a Sample of Malls Clients in Baghdad. *Al-Rafidain University College For Sciences*, (48).
- Abratt R, Fourie J L C & Pitt L F (1985). Tenant mix: the key to a successful shopping centre, *Quarterly Review of Marketing*, pp. 19-26.
- Berman, B. (1983). Shopper and Retailer Perceptions of the Relative Strengths and Weaknesses of Sixteen Business Districts, Spring Conference (April 16), Presentation to the American Collegiate Retailing Association.
- Burns, DJ. (1992). Image transference and retail site selection, *International Journal of Retail Distribution Management*, 20(5):38-43.
- Bitner, Mary Jo (1992). Servicescapes – The Impact of Physical on Customers and Employees, *Journal of Marketing*, 56(April):57-71.
- Carter, C. (1978). Why They Shop Some Centers, *Chain Store Age Executive*, (May), 31-35.
- Carter, C. (1981), Why They Shop Some Centers, *Chain Store Age Executive*, (September), 57-59.
- Chiang, K. C., Wachtel, G. J., & Zhou, X. (2019). Corporate social responsibility and growth opportunity: The case of real estate investment trusts. *Journal of Business Ethics*, 155(2), 463-478.
- Craig, Samuel, Avijit, and S. McLafferty. (1984). Models of Retail Location Process: A Review, *Journal of Retailing*, 60 (1): 5-36.
- Campbell, Colin, (1987). *The Romantic Ethic and the Spirit of Modern Consumerism*, NY: Basil Blackwell.
- Chebat, Sirgy, Stephan (2009). How can shopping mall management best capture mall image, *Journal of business research*, 20(1), 231-250.
- Dennis, Charles E., Newman, Andrew and Marsland, David (2005). *Object of desire: consumer behaviour in shopping Centre choices*, Basingstoke: Palgrave Macmillan, 271p.

- Fanti, L., & Buccella, D. (2017). Profit raising entry effects in network industries with Corporate Social Responsibility. *Economics and Business Letters*, 6(3), 59-68.
- Finn, A. (2000). Retail entertainment: lessons from the world's first megamulti mall, *Proceedings of the 11th International EAERCD Conference on Retail Innovation ESADE*, Barcelona.
- Frasquet, M., Valet, T. & Gil, I. (2002). Key factors in shopping center management: Evidences from Spain, *The International Review of Retail, Distribution and Consumer Research*, 12 (4), 337-354.
- Huff, David L. (1964). Defining and Estimating a Trade Area, *Journal of Marketing*, 32 (4), 34-38.
- Hauser, J.R. and F.S. Koppelman (1979). Alternative Perceptual Mapping Techniques: Relative Accuracy and Usefulness, *Journal of Marketing Research*, Vol. 16 (November), 495-506
- Huff, David L. and Rowland T. Rust (1984). Measuring the Congruence of a Trading Area. *Journal of Marketing*, 48 (4), 68-74.
- Howard, E. 1997. The management of shopping centers: conflict or collaboration? *International Review of Retail, Distribution and Consumer Research*, 7(3), 263–285.
- Howard, E. (1990), *Leisure and Retailing*, Harlow: Longman.
- Hunter, G. L. (2006). The role of anticipated emotion, desire, and intention in the relationship between image and shopping Centre visits, *International Journal of Retail & Distribution Management*, 34(10), 709-721.
- Kowinski, W.S., 1985. *The Malling of America: An Inside Look at the Great Consumer Paradise*. William Morrow & Co., NY.
- Kirkup MH, Rafiq M. (1994). Managing tenant mix in new shopping centers. *International Journal of Retail Distribution Management*, 22(6):29–37.
- Kenney MT. (2000). Quantifying business enterprise value in shopping malls: current issues and future trends, *Appraisal J*, 68(3):307–18.
- Levy, M. and Weitz, B. (2001). *Retailing Management* (4th Edition), Irwin, Tata McGraw Hill.

- Leo, P. Y. and Philippe, J. (2002). Retail centers: Location and consumer's satisfaction, *The Service Industries Journal*, 22 (1): 122 – 146.
- Li, Y., Liu, B., & Huan, T. C. T. (2019). Renewal or not? Consumer response to a renewed corporate social responsibility strategy: Evidence from the coffee shop industry. *Tourism Management*, 72, 170-179.
- McGoldrick, P.J. and Thompson, M.G. (1992). *Regional Shopping Centres*, London: Avebury.
- Majumdar, A, (2005). The model for customer loyalty for retail stores inside shopping malls—an Indian perspective. *Journal of Services Research* (special issue (Dec)), 47–64.
- Mandhachitara, R. and Poolthong, Y. (2011). A model of customer loyalty and corporate social responsibility, *Journal of Services Marketing*, Vol. 25 No. 2, pp. 122-133.
- Mitra, M., (2006). The best malls in India. / www.rediff.com/money/2006/sep/05mall.htm?q=tpS, Rediffnews, Accessed 13th September 2017.
- Nevin, John R. and Michael J. Houston. (1980). Image as a Component of Attraction to Intraurban Shopping Areas, *Journal of Retailing*, 56 (Spring): 77-93.
- Ogle, J., Hyllegard, K. H., Yan, R. N., & Littrell, M. A. (2014). Segmenting the teen girl apparel market: differences in fashion involvement, materialism and social responsibility. *Young Consumers*.
- O'Neill, M.F. and D.I. Hawkins (1980). Managerial Bias in Anticipated Images in Competing Shopping Areas, *Journal of Business Research*, Vol. 8, 419-28.
- Oppewal, H., Louviere, J., and Timmermans, H. (1997). Modelling the effects of shopping centre size and store variety on consumer choice behavior, *Environment and Planning A*, 29, 1073-1090.
- Potdar, B., Guthrie, J., Gnoth, J. and Garry, T. (2018). Yours ethically: The role of corporate social responsibility and employee engagement in shoplifting prevention, *International Journal of Retail & Distribution Management*, Vol. 46 No. 9, pp. 835-849.

- Prayag, A., (2006). Prestigegrouptoinvest Rs.2500crinmalls/www.thehindubusinessline.com/2006/09/06/stories/2006090602570500, Business line Accessed 5thOctober2017.
- Rajgopal (2009). Growing shopping malls and behaviour of urban shoppers, *Journal of Retail & Leisure Property*, Vol. 8, 2, 99–118.
- Rashid, N. R. N. A., Khalid, S. A., & Rahman, N. I. A. (2015). Environmental corporate social responsibility (ECSR): Exploring its influence on customer loyalty. *Procedia Economics and Finance*, 31, 705-713.
- Stanley, Thomas J. and Murphy A. Sewall (1976). Image Inputs to a Probabilistic Model, *Journal of Marketing*, 40 (3), 48-53.
- Sheth, Jagdish N. (1983). "An Integrative Theory of Patronage Preference and Behavior," in *Patronage Behavior and Retail Management*, ed. William R.Darden and Robert F. Lusch, New York: Elsevier Science Publishing Co., 9-27.
- Sim, L. L. & Cheok, R. W. (1989). Tenant placement in a Singapore shopping center. *International Journal of Retailing*. 4 (3), 4 – 16.
- Shim, S., Eastlick, M.A., (1998). The hierarchical influence of personal values on mall shopping attitude and behaviour. *Journal of Retailing*, 74 (1), 139–160.
- Shukla, A., Goel, G., & Tiwari, N. (2019). Consumer perception of corporate social responsibility and purchase behaviour. *International Journal of Business Excellence*, 18(1), 22-41.
- Stoel, L., Wickliffe, V. and Lee, K.H. (2001). Satisfaction with mall attributes: the influence of resource expenditures and shopping values, *Proceedings of the 11th International EAERCD Conference on Research in the Distributive Trades*, Tilbury, 27–29 June2001 p. C 1.2.
- Yap C (1996). Retailing and the retail space market in Singapore, *International Journal of Retail and Distribution Management*, 24(8):17-24.
- Weisbrod, Glen E. and Robert J. Parcells and Clifford Kem (1984). A Disaggregate Model for Predicting Shopping Area Market Attraction, *Journal of Retailing*, 60 (1), 65-83.
- Warnaby and Medway (2004). Managing the attractiveness of evolved and created retail agglomerations formats, *Journal of Marketing Practice: Applied Marketing Science*.

Conflict of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT: EFFECTIVE ROLE OF INDIAN BUSINESS

Dr.Ashalakshmi R.K,

Associate Professor, Dept .of Management studies,
MACFAST

ABSTRACT

Globally, there is growing concern about the impact of business on environment and society. It is not enough for businesses to get financial returns only; they need to get social returns also. Financial performance alone is not the indicator of success for a business today. Important indicator of sustainable development of economy is measuring the performance of businesses in terms of what impact their operations have had on environment, society and government. Corporate social responsibility or CSR is a process to ensure businesses are conducting sustainable business activities in a manner that has a positive impact on consumers, employees, communities, general public and the environment. An increasing number of companies have started promoting their businesses by applying CSR strategies because the customers, the public and the investors expect the business people to do business in a sustainable and responsible manner. Also the governments of various countries want the business units to include CSR in their vision, mission and in their strategic plans. This article deals with what is CSR, its evolution in India, the benefits of CSR, the current CSR practices of eminent Indian companies and the deceptive claims companies make of being good corporate citizens. For the analyses we will be focusing on the top 3 sectors in India i.e Information Technology, pharmaceutical and Banking.

Key Words: Corporate social responsibility, Sustainable development, CSR practices,

Introduction

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable — to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society including economic, social, and environmental.

To engage in CSR means that, in the normal course of business, a company is operating in ways that enhances society and the environment, instead of contributing negatively to them. Corporate social responsibility is a broad concept that can take many forms depending on the company and industry. Through CSR programs, philanthropy, and volunteer efforts, businesses can benefit society while boosting their own brands. As important as CSR is for the community, it is equally valuable for a company.

They want corporations to implement CSR initiatives which would bring about overall development of society and their businesses. Through these CSR initiatives, government wants to bring about rural development too. So, Corporate Social responsibility (CSR) is basically a concept which corporates voluntarily adopt in order to achieve a better society and cleaner environment. CSR activities can help forge a stronger bond between employee and corporation; they can boost morale and can help both employees and employers feel more connected with the world around them.

Sustainable development is the organizing principle for meeting Human development goals while simultaneously sustaining the ability of natural systems to provide the natural resources and ecosystem services upon which the economy and society depend. The desired result is a state of society where living conditions and resources are used to continue to meet human needs without undermining the integrity and stability of the natural system. Sustainable development can be defined as development that meets the needs of the present without compromising the ability of future generations. Some of the major CSR practices are setting measurable goals, stakeholder engagement, sustainability issues mapping, sustainability management systems (SMS), lifecycle assessment, sustainability/CSR reporting, and sustainability branding.

In today's competitive market, companies that incorporate social and green policies can leave a lasting impression on the consumer.

So this paper clearly gives an introduction about the changes happening in Indian economy due to CSR initiative and focus on social returns which directly contribute to a change in management and commerce context

Literature review

India is the first country in the world to make corporate social responsibility (CSR) mandatory, following an amendment to the Companies Act 2013 in April 2014. Businesses can invest their profits in areas such as education, poverty, gender equality, and hunger as part of any CSR compliance. The amendment notified in *the Companies Act, 2013* requires companies with a net worth of INR 500 crore (US \$70 million) or more, or an annual turnover of INR 1000 crore (US \$140 million) or more, or net profit of INR 5 crore (US \$699,125) or more, to spend 2 percent of their average net profits of three years on CSR. Return on investment has always been a difficult thing to measure.

In order to accomplish this in your CSR policy, Goldschein in recent years suggests implementing small changes close to home, such as improving employee policies that decrease turnover and improve recruitment. Simple steps, like minimizing waste and resource use are changes that can be developed into a memorable story about how sustainability efforts support your company's overall corporate strategy. Leaving their stakeholders out of the loop is one of the top mistakes companies make when trying to jump on the green/socially responsible bandwagon. In order for your company to articulate its values, missions, strategy, and implementation in the creation of your CSR plan, it is important for everyone to be on the same page. This approach uses interactive maps to help prioritize and narrow down key issues, saving your company time and money during the initial research stage. For instance, Sir Geoffrey Chandler, founder and chair of Amnesty International UK praises sustainability issues mapping as "a most stimulating approach.

Develop a framework to ensure that environmental, social, and economic concerns are considered in tandem throughout your organization's decision-making processes. Start by identifying and prioritizing sustainability aspects and impacts.

Take it one step further by looking at legal requirements related to these impacts and evaluate your company's current compliance. Collaborating with an environmental consultant can help during this process. Next, outline your company's goals and objectives. Finally, educate and train your employees on using the SMS, and also periodically run audits to ensure that it's carried out in the most effective manner possible.

Product design is critical. Gone are the days where the immediate product the only thing that matters, without any given thought to its afterlife.

A Cradle to cradle approach exhibits your company's creativity and innovation and can, consequently, improve your bottom line. Whether it's re-using your product or designing it in a manner that will keep it out of the landfill, build customer rapport and brand loyalty by taking the pressure off the disposal process for your products. Prior to that, the CSR clause was voluntary for companies, though it was mandatory to disclose their CSR spending to shareholders. CSR includes but is not limited to projects related to activities specified in the Companies Act; or projects related to activities taken by the company board as recommended by the CSR Committee, provided those activities cover items listed in the Companies Act.

Objective

- 1) The primary objective of the study is to assess the relationship between CSR practices related to Indian context
- 2) Study the relationship between CSR in IT sector to other sectors.
- 3) Study also explains conceptual view of CSR and sustainability in different sectors
- 4) Study the present change in CSR concept.

Research Methodology

This paper follow research methodology approach of conceptual analysis by taking data from secondary sources such as company websites, annual report, journals, published papers etc.

To a short extend primary data is also used by the way of interview with top officials of few banking, IT, and pharmaceutical sector.

Research Hypothesis

In order to achieve the objective of their study the following hypothesis are put forward:

Hypothesis 1

H0: There is no significant relationship between CSR in IT sector and pharmaceutical sector.

H1: There is a significant relationship between CSR in IT sector and pharmaceutical sector.

Hypothesis 2

H0: There is no significant relationship between CSR in IT sector and Banking sector.

H1: There is a significant relationship between CSR in IT sector and Banking sector.

Hypothesis 3

H0: There is no significant relationship between CSR in IT sector and automobile sector.

H1: There is a significant relationship between CSR in IT sector and automobile sector.

Analysis and findings based on coefficient correlation calculation

A) Analysis using coefficient of correlation between dependent variables IT sector and Banking being with independent variables

TABLE NO. 1

Variables	(TCS)	(Federal bank)	Correlation
Health and wellness	253.5	7.27	.020
Environment stability	381	12.30	.032
Women empowerment	395	15.42	.0390
Training and development	408.26	14.01	.0343
Others	434	17.04	.0393

In this study correlation analysis were applied for one to one relationships. Result of correlation analysis indicate that IT sector have more rating in the distribution of CSR amount than that of the banking sector.

According to correlation results, of hypothesis 1 alternative hypothesis are supported and null hypothesis are rejected.

B) Analysis using coefficients of correlation between dependent variables IT sector and Pharmaceuticals being with independent variables.

TABLE NO.2

Variables	(TCS)	(Dr Reddys)	Correlation
Health and wellness	253.5	36.61	.1444
Environment stability	381	41.16	.1080
Women empowerment	395	49.01	.1241
Training and development	408.26	57.26	.1402
Others	436	55.41	.1271

In this study correlation analysis were applied for one to one relationships. Result of correlation analysis indicate that IT sector have more rating in the distribution of CSR amount than that of the Pharmaceuticals sector.

According to correlation results, of hypothesis 1 alternative hypothesis are supported and null hypothesis are rejected.

A) Analysis using coefficients of correlation between dependent variables IT sector and Retail being with independent variables.

TABLE NO.3

Variables	(TCS)	(Tata motors)	Correlation
Health and wellness	253.5	18.62	.0734
Environment stability	381	20.57	.0539
Women empowerment	395	25.94	.0657
Training and development	408.26	21.43	.0525
Others	436	22.43	.0514

In this study correlation analysis were applied for one to one relationship. Result of correlation analysis indicate that IT sector have more rating in the distribution of CSR amount than that of the Retail sector.

According to correlation results, of hypothesis 1 alternative hypothesis are supported and null hypothesis are rejected.

Findings

IT sector(TCS) contributed more amount Corporate Social Responsibility (CSR)

Health and wellness, environmental stability, women empowerment, training and development are contributed areas.

Role of CSR will contribute positively to the enrichment and enlargement of company as well as society

The 4 sectors have mainly contributed to the sustainability.

Suggestions

There are a few steps to improve CSR and sustainability development

Set measurable goals.

Vision, mission, objective should be reachable

Stakeholders engagement

The stakeholders like shareholders, customers, employees, government regulatory authority should have a proactive engagement in Corporate Social Responsibility

Sustainability mapping

The company should have prioritized critical issue to sustainability and they should have an active Research and Development using for sustainability.

CSR reporting

Every year along with annual return companies have to publish an audit report.

Conclusion

By the analysis and finding we found that the IT sector contribute more towards the effective performance of CSR activity while comparing the other sectors. They are not only looking upon a profit but actually feels like having social responsibility to the society on the parlances they have contributed towards sustainability and other major investment areas of CSR. They are following the new concept of triple bottom line.

Reference:**Website:**

1. https://www.researchgate.net/publication/282181534_csr_sector_contribution_a_critique -accessed September 19/2019)

Books & Journals:

Lee, Nancy; Kotler, Philip (2013). *Corporate social responsibility doing the most good for your company and your cause*. Hoboken, NJ: Wiley. ISBN 978-1118045770.

N. Malhotra (of Stanford GSB); J. Dann (Jul 1, 2009). "Business Ethics Integral to Corporate Strategy, says Stanford's Malhotra". *cbsnews.com*. Archived from the original on March 18, 2017. Retrieved Aug 14, 2018. [BNET:] Ethics as central to overall corporate strategy--is that conventional wisdom or is that a new approach? [Professor:] I think a lot of students think, "Ethics is a constraint on profits." A lot of corporate social responsibility is taught as a part of marketing.

Sheehy, Benedict (2012). "Understanding CSR: An Empirical Study of Private Regulation" (PDF). *Monash University Law Review*. 38: 103–127.

McWilliams, Abigail; Siegel, Donald (2001). "Corporate social responsibility: A theory of the firm perspective". *Academy of Management Review*. 26 (1): 117–127. doi:10.5465/amr.2001.4011987.

VALUE BASED CASE STUDIES: APPLICATION OF EMOTIONAL INTELLIGENCE FOR SUSTAINABLE DEVELOPMENT OF HUMAN RESOURCE.

Dr. M.D. Lawrence

Principal, Foresight College of Commerce, Pune

Dr ShrishtiGangalay

Assistant Professor, Foresight College of Commerce, Pune

Introduction

Case studies in management education and training is a very vibrant, dynamic teaching pedagogy and is very popular in all professional management institutes. The origin of the use of case studies began in Harvard University. Case study method is widely used for solving management problems. The dynamics of the case study method involves group discussion, experiential learning and participative based activity to study the case in hand and its problems holistically. Thus, a case is a real chunk of reality which is brought into the classroom for analysis.

Most of the cases deal with a rational approach based on logic, science and professionalism but case studies can also be best analyzed, reviewed and solved through the use of emotional intelligence for it has been largely observed that most of the time, the analysis of the case is generally done with a very logical, rational and professional approach and attitude which many a times has proved that the solutions are not truly effective. Thus, the use of emotional intelligence in case studies can prove very beneficial and can lead to solving problems very effectively.

Concept and Meaning of Emotional Intelligence

The concept of emotional intelligence has become so popular in the management literature that it has become imperative to understand and leverage it for the sake of enhancing the capacity of human capital in organizations.

As the pace of change is increasing and the world of work is making ever greater demands on a person's cognitive, emotional and physical resources, this particular set of abilities are becoming increasingly important.

Since the majority of the concerns in organization involve people in different roles, emotional intelligence must become a determining factor for their effective management. It has also been found that ultimately it is the emotional and personal P competencies that we need to identify and measure if we want to be able to predict performance at the workplace resulting in its effectiveness, thereby enhancing the worth of the human capital. In this scenario the competencies possessed by the people will have a bearing on the extent to which they can actualize their emotional intelligence.

Emotional intelligence (EI), also known as Emotional quotient (EQ) and Emotional Intelligence Quotient (EIQ), is the capability of individuals to recognize their own emotions and those of others, discern between different feelings and label them appropriately, use emotional information to guide thinking and behaviour, and manage and/or adjust emotions to adapt to environments or achieve one's goal(s).

Studies have shown that people with high EI have greater mental health, job performance, and leadership skills although no causal relationships have been shown and such findings are likely to be attributable to general intelligence and specific personality traits rather than emotional intelligence as a construct. For example, Goleman indicated that EI accounted for 67% of the abilities deemed necessary for superior performance in leaders, and mattered twice as much as technical expertise or IQ. Other research finds that the effect of EI on leadership and managerial performance is non-significant when ability and personality are controlled for, and that general intelligence correlates very closely with leadership. Specifications / metrics of EI and methods of developing it have become more widely coveted in the past decade. In addition, studies have begun to provide evidence to help characterize the neural mechanisms of emotional intelligence.

In this article, four select cases covering and evolving around the ambit and scope of emotionality. Emotional intelligence is provided for self-analysis, review and for creating awareness of using emotional intelligence to sensitive humane situations, events and people.

Case-I: Emotional Leadership at its Best!

During a hectic project, one of the seventy scientists working on it asked Late Dr Kalam if he could leave him at 5.30 pm that evening as he had promised to take his kids to an exhibition. Late Dr Kalam gave him permission. However, the scientist got busy with work only to realize that it was 8.30 pm. When he looked for his boss, he wasn't there. Guilty for having disappointed his kids, he went back home only to find that his kids weren't there. When he asked his wife where they were, she replied, "You don't know? Your manager came here at 5.15 pm and took the children to the exhibition.

Case-II: The Chair alone does not Matter!

Indian Institute of Technology at Varanasi in 2013 on its convocation day, Dr. APJ Kalam (Chief Guest) refused to sit on a chair that was designated to his because the chair was larger in size than the other chairs .

Noticing that out of the five chairs, the centre chair, which was for the former president, was bigger in size, he offered the chair to the Vice Chancellor (VC) of the college. The VC did not accept this and immediately another chair was arranged for him. Having been the former President of India and a renowned individual as well as globally known scientist the Special chair was offered to him, but Dr API Kalam refused to sit on that.

Entrepreneurs in similar way may achieve great heights and may be offered high positions but, it is their choice whether or not to accept the supreme position offered. People known for their qualities and knowledge do not require attaining a high position and proclaiming supremacy. Be known for your qualities rather than for the position that you acquire.

Case - III: The Need for Emotional Understanding!

A farmer had some puppies he needed to sell. He painted a sign advertising the pups and set about nailing it to post on the edge of his yard. "Mister", a little boy who noticed the advertisement said, "I want to buy one of your puppies." "Well", said the farmer, "these puppies come from fine parents and cost a good deal of money."

"I've got thirty-nine cents. Is that enough to take a look." "Sure", said the farmer. And with that he let out whistle, Here, Dolly! He called. Out from the doghouse and down the ramp ran Dolly followed by four little balls of fur.

As the dogs made their way to the fence, the little boy noticed another little ball appearing slowly; this one noticeably smaller. Then in a somewhat awkward manner the little pup began hobbling towards the others, doing its best to catch up....

"I want that one", the little boy said, pointing to the runt. The farmer knelt down at the boy's side and said, "Son, he will never be able to run and play with you like these other dogs would." With that the little boy stepped back from the fence reached down, and began rolling up one leg of his trousers. In doing so he revealed a steel brace running down both sides of his leg attaching itself to a specially made shoe.

Looking back up at the farmer, he said, "You see sir, I don't run too well myself, and he will need someone who understands."

Case-VI: Anything More than Need is Greed!

A beggar found a leather purse that someone had dropped in the marketplace. Opening it, he discovered that it contained hundred pieces of gold. Then he heard a merchant shout, "A reward, to the one who finds my leather purse!" Being an honest man, the beggar came forward and handed the purse to the merchant saying, "Here is your purse. May I have the reward now?"

"Reward?" scoffed the merchant, greedily counting his gold. "Why, the purse I dropped had two hundred piece of gold in it. You've already stolen more than the rewards! Go away or I'll tell the police." "I am honest man," said the beggar defiantly. "let us take this matter to the court. "

In the court the judge patiently listened to both sides of the story and said, "I believe you both. Justice is possible! Merchant, you stated the purse you lost contained two hundred pieces of gold. Well, that's a considerable cost. But, the purse this beggar found had only hundred pieces of gold. Therefore, it could not be the one you lost." And, with that, the judge gave the purse and all the gold to the beggar.

Questions to Discuss

1. Analyze the above case by highlighting any three features of the application of Emotional Intelligence.
2. What is the coherent social responsibility aspects of the characters involved in the cases?
3. How will the application or lesson learn from the each of the above cases will promote social responsibility values as well as attainable, sustainable and development aspects?

CLIMATE CHANGE AND CORPORATE SOCIAL RESPONSIBILITY

Pragathi Prakash,

Assistant Professor, Vet First Grade College,
Jp Nagar, Bangalore

ABSTRACT

Climate change is the real challenge of today's world, as it would be posing several different challenges to our current as well as the future generation. Some programs are taken up by various recognized bodies to combat the same, yet most of them are not successful, because there is always opposition to it. Corporate Social Responsibility is an integral part of every company, which makes the company focus itself on the betterment of society. When corporate social responsibility is linked to climate change, the result would be outstanding. As a part of their CSR activity, if every company is made to think about the environment and climate changes, it will act as a better strategy and helps the world to combat the climate changes. This paper focuses on the aspects of how climate change and CSR are related to each other.

INTRODUCTION

Corporate Social Responsibility is an important aspect of any particular company. CSR is the part of a company's profits that are given away for the welfare of the company. It helps society not only to receive the benefit from the company but also builds a bonding in the mind of the stakeholder towards the company. Corporate social responsibility was considered as an aspect that makes the company and stakeholders feel oneness amongst each other.

Climate change refers to long-term changes in the temperatures and weather patterns which is causing an unusual change in the environment and harming the living beings present in the environment. Intern, it is causing irreparable damage to animals as well as human health. Human activities have been the main driver of climate change, primarily due to the burning of fossil fuels (like coal, oil, and gas), which produce heat-trapping gases.

Humans and wild animals face new challenges for survival because of climate change. More frequent and intense drought, storms, heatwaves, rising sea levels, melting glaciers, and warming oceans can directly harm animals, destroy the places they live, and wreak havoc on people's livelihoods and communities.

When both climate change and corporate social responsibility are clubbed together it would result in a better way to find the solution to the challenge of climate change. Corporate social responsibility plays a very important role in bringing about change in society. It helps the company to work toward the requirements of society. When the responsibility and environmental requirements are addressed together it will change the way how companies work for the betterment of the world. CSR can be an effective tool for mitigating climate change. Corporations have to redress climate change through environment-friendly manufacturing techniques, adoption of a green, transparent policy, and environmental disclosure.

Climate change has been speeded up because of man's activities. It is the result of emissions of carbon dioxide (CO₂) and other greenhouse gases (GHGs) from anthropogenic activities like the large-scale use of fossil fuels, deforestation, and rapid industrial growth. All these factors can be ascribed to growing consumerism and population explosion.

Agricultural yield will be affected directly because of changes in temperature and rainfall pattern and indirectly, through degradation of soil quality and an increase in the variety of pests and diseases. The rise in sea level will lead to loss of land and severe floods. Global warming will harm human and animal wealth. Also, wildlife and marine life will find it difficult to adapt to the rapidly changing ecosystem.

Climate change is a universal problem. It has been happening since time immemorial, gradually giving ecosystems time to adapt. Some of the prominent natural factors are gradual drift of landmass, volcanic eruptions, direction change of ocean currents, and the earth's tilt. But the concern is the way the change has been happening over the last hundred years.

Many affirmative actions and recommendations that had been formulated at the national and international level to combat climate change include eco-vigilance, conservation of the flora and fauna, zero-tolerance for gas flaring, adoption of environment-friendly manufacturing techniques, socially responsible investment (SRI), and carbon emission reporting and disclosures. Despite all these laudable policies, environmental abuses engendered by industrial plants and manufacturing companies continue unabated.

A self-regulating approach that makes manufacturing organizations socially responsible and responsive to environmental issues in their operating countries/communities can be expedient in climate change mitigation, and strengthen existing governmental policies on climate change. Measures taken as part of corporate social responsibility (CSR) as a voluntary obligation for enhancing the social, economic, and environmental wellness of society could reflect CSR in its true spirit.

Objectives of the study

- To understand the features of CSR in Indian legislation
- To evaluate the influence of CSR on the climate change

Scope of the study

- The study is limited to secondary data.
- It is a generic study on CSR, no particular company is considered

To understand the features of CSR in Indian legislation

In India, the Ministry of Corporate Affairs notified Section 135 and Schedule VII of the Companies Act 2013 as well as the provisions of the Companies (Corporate Social Responsibility Policy) Rules, 2014 with effect from April 1, 2014, under which every company, whether private or public, with a net worth of INR 500 crore or a turnover of INR 1,000 crore or net profit of INR 5 crore, needs to spend at least 2 percent of its average net profit for the immediately preceding three financial years on CSR activities.

The CSR activities should not be undertaken in the normal course of business and must be concerning any of the activities mentioned in Schedule VII of the 2013 Act which enumerates activities related to poverty alleviation, education, healthcare, environmental sustainability, among others. Contribution to any political party is not considered to be a CSR activity.

This has seen many huge corporate entities plunge overnight into CSR activities, a lot of them dubious. Where projects related to environmental sustainability go, it is all the more so. There are paper manufacturing companies that plant trees on acres of land. But these plantations are monoculture projects, and although increasing the green cover, can hardly qualify as environmentally sustainable. Similarly, we have many companies financing the planting of trees like eucalyptus or jatropha in monoculture plantations. Neither of these plants is an environmentally sound investment, with eucalyptus particularly prone to cause groundwater levels to plunge to dangerously low levels while interfering with the food cycle and food security in forest environments.

This is not to say that there are no environmental initiatives to date. Bharat Petroleum's Project Boond, which involves the setting of rainwater harvesters in rural India, Tata Power's energy conservation and 'Act for Mahseer' conservation initiative for Mahseer fish, Larsen, and Toubro's initiative to set up check dams in Palghar, Maharashtra, and Mahindra and Mahindra's Project Hariyali to provide a green cover in Araku Valley have won them laurels. However, each CSR initiative ought to be matched with sustainable business practices.

An attempt to refocus CSR as a mitigation tool for climate change has led to the postulation of the green theory. Green thinking raises an alarm about the side effects of economic growth on climate change. According to Eckersley, the green theory is a novel thinking which articulates the concern for people's rights, justice, citizenship, good governance, and the environment. In a sequel to the emergence of green theory, nuances such as green marketing, green products, green policies, green consumerism emerged to convey green lifestyles as well as warning corporations against remaining unresponsive to climate change and environmental degradation which have precipitated crises across the globe.

Similarly, environmentalists and ecologists have advocated green thinking for industrialists and manufacturing companies to be accommodated in the processes of production, to have a sustainable positive impact on the consumer and the environment in the long run.

To evaluate the influence of CSR on the climate change

Corporate social responsibility (CSR) is based on the assumption that, at any given point in time, there is a social contract between an organization and society in which the organization has not only economic and legal responsibilities but also ethical and philanthropic responsibilities

As the impact of climate change is increasingly felt, the environmental part of CSR is becoming increasingly important. With each day that passes, it's clearer that simply reducing carbon emissions is no longer enough: we need emergency measures that go much further.

The three P's of sustainability are People, Planet, and Profit. Corporate social responsibility should be planned in such a way that it helps people and the planet from the profits earned. In that context, the planet should be taken care of. Because only when the planet on which we live is cared about, then we will be able to carry out our business as well as make profits! It is through CSR activities that we can find a solution to the problem of climate change. The company will have to think from the point of solving the problem of climate change.

The companies will have to think from the point of "Green-environment". The word green means to attain sustainability. When climate change is addressed properly, it will become easy to expand the business. The company should monitor the proper disbursement of waste, better recruitment practices to avoid the wastage of money, etc. Through the various practices, the company will be able to address the needs of society as well as the environment around us.

The alignment of corporate social responsibility and climate change is very much important for the well-being of society and the environment. Hence it should be noted that when climate change is addressed the world becomes a better place to dwell in and thereby gives peace of mind to the people in the organization as well.

Findings, suggestions, and conclusion:

Findings:

Every company must take up corporate social responsibility after attaining a certain level of turnover, according to the amendments made in the Companies act of 2013.

Companies do spend a certain amount of their profits on social responsibility.

The amount spent on social responsibility is according to the decision of the company.

Suggestions

Companies should be directed to spend their profits on sustainability and thereby reducing the impact of climate change.

There should be definite instructions given to the company towards using the profits to address the climate change problem.

The companies will have to focus on the sustainability measure to reduce the impact of climate change on the people and animals

It can be concluded that the companies will have to focus on the betterment of the planet, only when the planet is taken care of then we will be able to utilize the resources available to make profits out of them. Corporate social responsibility which an integral part of any company, hence the companies will have to plan their social actions for the betterment of society and thereby help themselves to do better than expected. If planned properly then the solution to climate change is not far!

References:

<https://www.mca.gov.in/content/mca/global/en/acts-rules/companies-act/companies-act-2013.html>

<https://geographyandyou.com/corporate-social-responsibility-climate-change/#:~:text=CSR%20can%20be%20an%20effective,transparent%20policy%20and%20environmental%20disclosure.>

<https://jcsr.springeropen.com/articles/10.1186/s40991-016-0002-8>

<https://indiacsr.in/need-of-csr-intervention-to-combat-climate-change/>

<https://indiacsr.in/need-of-csr-intervention-to-combat-climate-change/>

https://www.mckinsey.com/business-functions/sustainability/our-insights/the-net-zero-transition-what-it-would-cost-what-it-could-bring?cid=netzero-pse-gaw-mst-mck-oth-2201&gclid=CjwKCAjwuYWSBhByEiwAKd_n_mFuQNQPaxArVJd0iijDXSWBi2uUAf6YCiILSy68flTrz0J_VcZCRoCGTkQAvD_BwE&gclidsrc=aw.ds

CORPORATE SOCIAL RESPONSIBILITY (CSR): A CASE OF ACTS GROUP OF ORGANISATIONS, V.KOTA (ANDHRA PRADESH)

Prof.M.C.Reddeppa Reddy

UGC Emeritus Fellow (2017-19) & Former Director, Dept. of Adult and Continuing Education, S.V. University #.No.9-66/14, New Maruthi Nagar, Tirupati – 517 502;

Abstract

Corporate Social Responsibility (CSR) refers to the responsibility of the corporate or business institution to work for the betterment of the society and people beyond their staffs / work force. According to World Business Council for Sustainable Development (2000), Corporate Social Responsibility can be defined as 'the continuing commitment by business to behave ethically and contribute to economic social development while improving the quality of life of the workforce and their families as well as the local community and society at large'. CSR is a form of international private business self-regulation, which aims to contribute to societal goals of a philanthropic, activist, or charitable nature by engaging in or supporting volunteering or ethically-oriented practices (Lee, Nancy; Kotler, Philip, 2013). A wide variety of definitions have been developed but with little consensus. A business person may define CSR as a business strategy; an NGO activist may see it as 'green wash', while a government official may see it as voluntary regulation. (Lee, Nancy; Kotler, Philip, 2013).

In this paper, an attempt is made to present a brief sketch about Corporate Social Responsibility (CSR) in India, its origin, growth, purpose and focus areas of Community Social Responsibility. We could understand the case of ACTS Group of Organisations and its origin, growth, its types and purposes and focus areas of CSR.

Corporate Social Responsibility: a case of ACTS Group of Organizations is illustrated together with the Community Social Responsibility areas viz., education, health care, social welfare, sports & culture, and labour and manpower supported by the ACTS Group of Organizations in detail.

Corporate Social Responsibility (CSR) in India

Corporate social responsibility (CSR) is typically assumed to be a voluntary rather than mandatory initiative. Yet, over the past few decades, a growing number of countries have adopted laws that explicitly require corporations to undertake CSR. India became the first country to legally mandate corporate social responsibility on 1st April, 2014. The rules in Section 135 of India's Companies Act make it mandatory for companies of a certain turnover and profitability to spend 2% of their average net profit for the past three years on CSR.

Types and Purposes of CSR

Based on the purpose of CSR, it was categorized into two types: voluntary and mandatory. Companies / organisations may engage in CSR for strategic or ethical purposes. From a strategic purpose, it can contribute to firm profits, particularly if brands voluntarily self-report both the positive and negative outcomes of their endeavors (Johnson, Zachary; Ashoori, Minoo; Lee, Yun, 2018). From an ethical purpose, some businesses will adopt CSR policies and practices because of the ethical beliefs of senior management: for example, harming the environment is ethically objectionable (Paumgarten, Nick, 2016). Organizations that embrace ethical responsibility aim to achieve fair treatment of all stakeholders, including leadership, investors, employees, suppliers, and customers.

Further, the responsibility of CSR, it was classified into four types viz., philanthropic, environmental, ethical and economic responsibilities. Philanthropic responsibility refers to a business's aim to actively make the world and society a better place; Environmental responsibility refers to the belief that organizations should behave in as environmentally friendly a way as possible. Some companies use the term 'environmental stewardship' to refer to such initiatives; Ethical responsibility is concerned with ensuring an organization is operating in a fair and ethical manner.

It aims to achieve fair treatment of all stakeholders, including leadership, investors, employees, suppliers, and customers by the organizations that embrace ethical responsibility; and Economic responsibility is the practice of a firm backing all of its financial decisions in its commitment to do good in the areas listed above.

Adopting CSR can be beneficial to a company in two ways. The first is by improving brand image. When customers or clients see evidence of social responsibility, they tend to respond positively. It is generally good to be viewed as a good company. The second benefit relates to employee morale, which tends to be sustainable that invest clear effort and resources into ethical and socially responsible behavior.

Focus areas of Corporate Social Responsibility

Corporate Social Responsibility (CSR) activities are evidenced to conduct in the following focus areas viz., Education, Health Care, Environment Protection, Rural Empowerment and Women Empowerment. It's also considered under the following social sectors viz., education, health, social welfare, sports and culture, labour and manpower for the benefit of the poor and marginal people.

Education: The most popular CSR interventions in education by many companies show that the infrastructure building, providing learning materials and supporting children with monetary and non-monetary incentives in schools. The other important areas of education include promoting sports & physical education in school, construction and development of libraries and laboratories, teacher's training, and early childhood care and education are not getting significant attention under CSR.

Health care: In the health care setting, a set of values should be followed such as equity in access to health care, universal coverage, and efficient resource allocation. CSR in health can be both sided i.e., from inside and outside the health sector. For e.g.: either corporate hubs outside of health can contribute for the better health system and better health facilities of the people or business institutions inside health sector can go beyond their profit objective and contribute to the society.

The opportunities for performing CSR in health care are: Health promotion activities; Health protection through manufacturing different health safety goods, complying with occupational safety and health; Allocation and distribution of resources for improving the social determinants of health i.e., the places and conditions where we are born, live, grow, work and age; Research and innovation; Support in policy implementation; Financial or work effort donation to health related charities etc.

Environmental Protection: It is mainly to reduce or eliminate the negative impact that the companies have on the environment. Though the environmental protection is an individual responsibility, but it is a collective one. But the research has established that the companies are contributing for the environmental pollution by over using the natural resources, produce toxic waste, emit CO₂ and contribute to global warming. They also deplete forests, pollute rivers and intoxicate ocean ecosystems. Thus, there is an urgent need to find ways to slow down of the climate change.

Rural and Women empowerment: It is a process of increasing the capacity utilization of the autonomy of every individual for utilizing local resources in a productive and creative way in the rural community. We can empower rural India by creating basic infrastructure like roads, transport, housing, health care, employment, irrigation, agriculture inputs etc.; improving accessibility, equity, and quality of education; strengthening and expanding of education for all; and economical empowerment for each household. Investing and building the capacities of rural women will improve their social, economic and financial skills, which are needed for businesses. Capacity building and adult training will improve the life, and social skills training, which will promote socio-economic life of people.

Rural women are the key agents for achieving the socio-economic, environmental and transformational changes required for sustainable development. But limited access to credit, health care and education, the women are facing challenges in the developing society like India. They are further aggravated by the global food, economic crises and climate change. Empowering women is a key not only to the well-being of individuals, families and rural communities.

Corporate Social Responsibility (CSR): a case of ACTS Group of Organisations

As a Community Social Responsibility, Dr. Dasaratha Reddy, the CEO of ACTS Group of Organizations, has been doing different social service activities by allocating Five million every year through his Group of Organizations. He considered it as a voluntarily assumed obligation toward the good of society at large as against the self alone.

As defined by the European Union, 'Corporate Social Responsibility' (or the Societal/ Community Responsibility), he is integrating voluntary with the corporate social and ecological concerns into his business activities and their relationships with the stakeholders. It means that the end goal is not to simply maximize profits, but positively impact the environment, people, and society on voluntary basis.

Origin and Growth of ACTS and its Organisations

Dr. G. Dasaratha Reddy, who was a Post-Graduate in Economics, initially met Dr. G.N.Reddy, the Founder Director of Indian Rural Reconstruction Movement (IRRM) of Vijalapuram, Chittoor Dt., A.P., and interacted in a restaurant at Piler town. He informed Dr. G.N. Reddi that he was searching for a job as lecturer in Dubai. However, Dr. G.N. Reddi invited him to work as a volunteer in the development action with meager living allowances for a period of three months. After completing three months of internship in IRRM, Vijalapuram, he decided that there is no need to go Dubai or search for any other employment. He stayed back with IRRM at Vijalapuram for three years by working in different capacities and gained work experience and also competencies. After completion of his tenure with IRRM, Dr. G. Dasarath Reddy started the Action for CommuniTY Service Society (ACTS) initially as a Non- Governmental service organization at V.Kota of Chittoor District, Andhra Pradesh on 11th October, 1985 with an intention to organize cooperatives of low and middle income groups particularly of women by providing financial resources for their growth and development.

ACTS conducted different need-based programmes viz., capacity building of youth, formation of associations with youth, women, tribal people, milk producers, bamboo workers etc., and later developed them as Cooperative societies.

The organisation provided required financial support to the above societies. Further, it was acted as a liaison with various organisations to improve the income levels of poor, illiterate, ignorant, small and marginal farmers. By the stimulus given by the OXFORD, India, who proposed micro finance banks for the sustenance of NGOs and to meet the financial needs of the target groups, particularly rural women, Dr. Dasartha Reddy promoted the ACTS as an independent cooperative called 'ACTS Mahila Mutually Aided Cooperative Thrift Society' (AMMACTS) in 1998.

Under AMMACTS, he continued to implement various income generation activities by providing micro credits to the concerned groups in the district and also employment to the unemployed youth.

The society also organized a series of meetings to inculcate 'sharing attitude' among the women. He also formed cooperatives in neighboring states and provided 'micro loans' to the needy people. Dr. Reddy was one among the Micro finance initiators.

In continuation to it, Dr. Reddy has taken an initiative to promote Future Financial Services Ltd., (FFSL) in 2007 and started working in three districts spreading in three states viz., Andhra Pradesh, Karnataka and Tamilnadu. Through its services, he created job market for more than 1000 people and extended loans up to Rs. 300 crores every year for rural women. Further, to expand the financial services to more people and areas; and to overcome the financial constraints, he invited outside investors to mobilize the financial resources. With the investors' support, the FFSL Company applied for permission to start a Micro Finance Bank by fulfilling the requirements and obtained 'Bank license' to start the 'Fincare Small Finance Bank' (FSFB) in 2017. Currently, the FSFB is now functioning in 19 states with 10,000 employees and providing different financial services to the rural women.

Community Social Responsibility areas of ACTS Group of Organisations

The ACTS group of organizations is providing social service support activities as a CSR on voluntary basis in the areas such as education, health, social welfare, sports and culture, labour and manpower by allocating @ Rs. 50,000 every year.

Educational development

Initially, the ACTS strengthened the education system by appointing the supplementary teachers in the government schools, where the teachers were not recruited or posted. ACTS also organized different programmes for out-of-school children and non-literate adults to eliminate illiteracy, gender inequality, environmental destruction, mal-nutrition and unemployment.

To promote education of school children and college students, the ACTS providing infrastructure facilities such as compound walls in the Govt., girls' Schools/ Hostels; drinking water supply by digging bore wells in the Govt., Social Welfare Hostels, student desks, audio-visual material for the special children, merit scholarships at Rs. 27,000 per annum for the students studying in Govt., Schools and Colleges.

They are also donating books, computers and computer tables, supply of study materials and uniforms, presenting prathibha awards, distribution of study materials, teaching learning materials, support for orphan girls in Kasturibha Girls schools, providing scholarships, supplying uniforms, instituting gold medals for rank students etc. They have provided financial support to the orphans or single parent girls studying in Kasturibha Schools and supply of school uniforms. Further, he donated the furniture and computer equipment worth of Rs. 10 lakhs to the school/ college, Piler, Chittoor Dt., where he studied.

Health Care

For the health care, ACTS organized health camps, eye camps, blood donation camps in the adopted villages. As a part of eye camps, he has arranged eye surgeries, provided spectacles to the needy persons. They have conducted health checkups and supply of medicines for the girl students in Kasuriba schools; Installation of RO Plants for the supply pure drinking water to the students in the selected ZP High Schools.

Social Welfare

The ACTS provided different social service activities viz., strengthening and promoting education of children by undertaking school development programs; for public convenience, they have donated for the installation of CC Cameras in all the corners of V.Kota town, installing hoardings to alert the road users and for controlling traffic in various towns; grants for renovation of Police Station at V.Kota town; provided sponsorship for organizing national/ regional meets/ conferences; publication grants for the writers; funds for the purchase of books in the public libraries, renovation of buildings and digitalization of public libraries; supply of study material and personality development books for the students, who are preparing for competitive examinations.

During the COVID-19, the ACTS supported by giving food, shelter and clothing to the needy people.

Sports and Culture

The ACTS provided grants for construction of Stage/ Dias and also for construction of mini-stadium in the Govt., Junior College at Piler for promotion of sports and cultural activities. They are also supplying sports material to the schools and colleges particularly the Kasturiba Girls' Schools to promote games and sports. To create awareness among the rural people, they have provided training in puppetry and its various forms viz., string puppets, leather puppets and promoted plays, dramas and folklore for protecting, preserving the cultural arts and also for creating awareness among the rural people.

Labour and Manpower

In order to involve the youth in the developmental process, the ACTS organized youth clubs / associations in the adopted villages' viz., Yalakallu, Vogu, Chintamakula Palli, Bandapalli, Pamugani Palli etc. In order to equip them, they have organized Youth Leadership Trainings based on the needs of youth in the villages. To improve the needed skills in increasing the agriculture production and its quality, the ACTS organized six phases of trainings for the farmers and agriculture labor. ACTS also promoted kitchen gardens, horticulture farming and fruit bearing trees in the adopted villages.

Keeping the requirements of workers, who are depending on bamboo and producing baskets, mats, the ACTS took interest and procured raw material from different places and promoted it as a cottage industry. In order to support the milk producing farmers, it has formed Milk Cooperative Societies and provided loans for construction of milk collection centers and for purchase of mulch animals. To promote tribal people particularly the yanadies, they formed Yanadi Development Society and provided marketing of forest produce through District Girijana Corporation, conducted awareness meetings, facilitated in enrolling the children in the schools, organized night schools and NFE centers, Liaoning in providing housing through CAPART and Central Government.

Conclusion

In this paper, we have recapitulated the concept and the law of Corporate Social Responsibility (CSR) in India, its types, purposes and focus areas of CSR. We could understand the case study of ACTS Group of Organizations and its origin, growth and the purpose of Community Social Responsibility. We have also comprehended about the Community Social Responsibility areas viz., education, health care, social welfare, sports & culture, and labor and manpower, where the ACTS Group of Organizations CSR funds to bring change and development in the rural communities.

References

G.N.Reddy and M.C.Reddeppa Reddy (2022). Profiles of Selected IRRM Alumni & Heritage

Partners, in Reddy M.C.Reddeppa (Ed.). Dr.G.N.Reddi: the Doyen of Rural Reconstruction, the Serials Publications (P) Ltd., New Delhi, 2022, pp. 215-220; ISBN: 9789391844301.

Box-20: 'Success Story of ACTS Group of Organisations' in Reddy M.C.Reddeppa (Ed.). Dr.G.N.Reddi: the Doyen of Rural Reconstruction, the Serials Publications (P) Ltd., New Delhi, 2022, p. 186; ISBN: 9789391844301.

Johnson, Zachary; Ashoori, Minoo; Lee, Yun (2018). Self-Reporting CSR Activities: When Your Company Harms, Do You Self-Disclose?. *Corporate Reputation Review*. **21** (4): 153–164.

Lee, Nancy; Kotler, Philip (2013). *Corporate social responsibility doing the most good for your company and your cause*. Hoboken, NJ: Wiley. ISBN 978-1118045770.

Paumgarten, Nick (2016). *Patagonia's Philosopher-King*. *The New Yorker*. ISSN 0028-792X. Retrieved 2018-04-24.

Raghupathi, V. (2021). Dr.G.Dasaratha Reddy: Jeevana Prasthanam (Nela nundi Nighidhaka) (Telugu), AMMACTS, V. Kota, Chittoor Dt., A.P.

CORPORATE SOCIAL RESPONSIBILITY PRACTICES – A STUDY OF SELECT LARGE-SCALE COMPANIES

Rohini.R

Assistant Professor of Commerce, Government First Grade
College, Shikaripura, Shivomogga Dist, Karnataka State

Abstract

Corporate social responsibility has gained unprecedented importance and become imperative to any companies strategic decision making. Government alone will not be able to success in its endeavour to uplift society. Due to globalization liberalization and privatization corporate environment is changing, then companies have set up separate CSR wing for sustainable growth. Under the new Companies Bill, the section states that large companies have to spend two percent of their average net profits on CSR activities. The aim of this Bill is to make the companies discharge their social commitment towards their stakeholders. This research paper seeks to explain the corporate social responsibility practices and its importance in today's globalized era. It also gives a picture about the CSR focus areas in which the large-scale companies are carrying out their activities more intensively and analyses of CSR practices of these Companies.

Keywords: corporate social responsibility, society, companies, stakeholders.

Introduction

It is no longer enough for businesses to simply buy and sell their products and services without considering the world in which they operate. Companies must voluntarily do business in an economically, socially and environmentally responsible manner to be sustainable over the long term. Corporate social responsibility (CSR) refers to business practices involving initiatives that benefit society.

A business's CSR can encompass a wide variety of tactics, from giving away a portion of a company's proceeds to charity, to implementing "greener" business operations. The concept of CSR rests on the ideology of give and take.

Companies take resources in the form of raw materials, human resources etc from the society. By performing the task of CSR activities, the companies are giving something back to the society (Companies Act 2013). CSR policy functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. Corporate social responsibility (CSR) is the manner by which companies manage their business processes to produce an overall positive effect on society.

The stakeholders covered under CSR are Customers, Suppliers, Employees, Business partners, Shareholders/ Investors . In other words, CSR refers to ensuring the success of the business by inclusion of social and environmental considerations into a company operations. It means satisfying your shareholders and customers demands while also managing the expectation of other stakeholders. It also means contributing positively to society and managing your organization's environmental impact. Importance of Corporate Social Responsibility to a Business in today's situation of cut throat competition Corporate social responsibility plays a crucial role in the progress of the society and which would benefit the company in many ways. CSR can be a huge benefit to a company because it forces the leadership to research and implement ways to be a benefit for society. The establishment of a CSR strategy is a crucial component of a company's competitiveness and something that should be led by the firm itself. This means having policies and procedures in place which integrate social, environmental, ethical, human rights or consumer concerns into business operations. Some of the important social responsibilities are

1. Consumer Expectations are fulfilled.
2. Boosts Employee Morale and Enhances their Loyalty and Retention.
3. Better Relations with Vendors and Investors as they participate in corporate social responsibility
4. Enhancing Company's Reputation.
5. Other Business practices which benefit the society.

Objective of the Study

1. To study the regulatory environment for the CSR in India.
2. To analyses the corporate social responsibility activities carried by Indian companies.

Review of Literature

The review of literature for corporate social responsibility is important as knowledge changes with passage of time, in order to have knowledge about the various authors review finding and suggestion on the concerned topic so, the review of literature for the this study is as follow:

Shah, Bhaskar (2010), in his study of public sector undertaking Bharat Petroleum Corporation Ltd. in their research work. The research has discussed that there is a broad relationship between the organization and society. Organization has its existence only with the society. Organization used the resources/inputs of the society like material and human etc. In reverse, the organization provides services to the society. From the case study of the BPCL, it was found that company has taken a lot of initiatives in order to serve the society. Mc William & S. Seigal (2010) has provides the importance of CSR as a strategy of enhancing reputation of companies.

Bibhu Parshad (2012), in his article on CSR stated that it is the face of industry face of doing trade. Corporate houses took CSR as a medium fulfillment of profit greed of corporate houses. Further the article e Praveen Kumar (2013) in his article on "Corporate Social Responsibility in India" has discussed about the present scenario of CSR in India and the challenges available in Context of India.

Beam, Dr. Sarbpriya et al. (2012) in their research paper on "A Close Look into Corporate Social Responsibility in India" has focused on the theme of CSR developed amid most recent couple of years from simple philanthropic activities to integrating the interest of the business with that of the communities in which it operates. In this paper, they have tried to feature objective evaluation of the CSR and related business practices with ethics that are being adopted by large corporate houses in India.

Vethirajan.C, Ramu.C (2019), in his article on “Consumers’ Knowledge On Corporate Social Responsibility of Select FMCG Companies in Chennai District” the paper shows that the customers have enough knowledge on legal, ethical and economical responsibility in CSR practices of FMCG companies and that not consistent because of various difference in the knowledge across the categories by social, economic and demographic features, this can also affect the preferring the particular companies for the personal care products. That the consumers' knowledge of CSR practices of FMCG companies tends that they give more preference because of this.

Vethirajan.C, Ramu.C (2019) in his article on “Customers Perception Of CSR Impact on FMCG Companies – An Analysis” shows that CSR is actually about making sure that the company can produce on a sustainable base to ensure the equality to all its stakeholders, since CSR has come a long way in India. However, it is hard for individual entities to make changes in the prevailing social structure of the country. But still, organizations have their strategical planning, technical proficiency, human resource, and financial support for delivering socially responsible measures to the society. Though, both the corporates and NGOs should join together for achieving faster social development within a short period.

AshishBaghla(2018) said that CSR has the own particular way to make its practices reliable in India, they must need to also support the various society other than being supported already for their sustainable development to make the best Indian economy. He also said that we have to work united efforts for the sustainable development of India by various CSR practices implemented and enhanced in India.

Kumar, Sachin (2015) in entitled that “Linking Green Marketing with Corporate Social Responsibility: A Critical Analysis of Home Appliances” the paper is based on analyzing of vision and mission statements of the major eight home appliance companies operating in India, concerning CSR and what are the green marketing published and whether it is executed by them.

Chinnadurai .P (2014) in their article, “Corporate Social Responsibility in India” is a theoretical paper studying the evolving concept of CSR, the necessity of having CSR.

For the above concepts CSR of various companies operating in India is analyzed and the researcher has given suggestions for corporate in designing their CSR initiatives.

Research Methodology

Secondary Data was collected by visiting various libraries, various Journals, Magazines, Proceedings of seminars and conferences, Research papers, Annual Reports of Selected Organizations, Internet, Government Gazette, Websites of various companies, etc.

Activities which have been specified in schedule VII of Companies Act, 2013 which might be included by companies in their Corporate Social Responsibility Policies are :

Activities relating to:—

- Eradicating hunger, poverty and lack of healthy sustenance, advancing health care including preventive health care and sanitation [including commitment to the Swachh Bharat Kosh set-up by the Central Government for the advancement of sanitation] and making available safe drinking water.
- Promoting education, including special education and employment enhancing job aptitudes especially among children, women, elderly and the differently abled and livelihood enhancement projects.
- Promoting gender equality, empowering women, setting up homes and hostels for women and vagrants; setting up maturity homes, day care centers and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically in reverse gatherings.
- Ensuring environmental supportability, ecological balance, protection of widely varied vegetation, creature welfare, agro forestry, conservation of normal resources and keeping up quality of soil, air and water.
- Protection of national heritage, workmanship and culture including restoration of structures and sites of verifiable importance and centerpieces; setting up open libraries; advancement and development of customary craftsmanship and handiworks.
- Measures for the benefit of armed forces veterans, war dowagers and their dependents.

- Training to promote country sports, broadly recognized games, Paralympic sports and Olympic games.
- Slum area development.

Expenditure to be incurred on CSR Activities

- Every organization to which the arrangements is applicable must spend in any event 2% of the average net benefits of the organization made amid the three immediately preceding money related years in pursuance of the CSR Policy
- No upper utmost has been specified with regard to CSR expenditure which essentially means that the organization can even spend more than the base requirement
- Average net benefit will be calculated based on arrangements of Section 198 which is fundamentally "Benefit before Tax.

CSR in India: Some examples of Corporations

India is the primary nation on the planet to make corporate social responsibility (CSR) compulsory, after an amendment to The Companies Act, 2013 in April 2014. As per the arrangements related with CSR, the Businesses can invest a segment of their benefits in areas, for example, education, poverty, gender equality, and hunger to satisfy the CSR commitments as per law.

Corporate social responsibility: some examples of CSR by companies are following.

1. MECON India Ltd.

MECON ltd. received the award for excellence in corporate social responsibility (CSR) award in 2019 from the Ministry of Corporate Affairs It started the community education project as its first step towards society's benefit. It provides elementary education to the underprivileged section of the society in the different parts of the country and opens education centres. It started resource generation projects and encourages women empowerment. MECON has adopted 6 villages of backward hit of Jharkhand. It installed bacteria-free drinking water system and solar street lighting system. Build toilets for sanitation purpose. Started free health camps, free cataract surgery camps. Provides shelter to the differently abled and blind people of the society and improve and sharpen their skills.

2. Havells India Ltd

Havells started serving the mid-day meal to the school children of government school in Alwar district of Rajasthan through the hygienic kitchen. Build eco-friendly bio toilets helps in conserving water and recharging groundwater level. It spread awareness among children about the importance of sanitation and hygiene. It made furniture's from the waste wood for the schools. Planted trees nearby the industrial area for reducing the pollution.

3. TATAGroup

The Tata Group conglomerate in India carries out different CSR projects, a large portion of which are network improvement and poverty alleviation programs. Through self-help gatherings, it is engaged in women empowerment activities, income generation, country network development, and other social welfare programs. In the field of education, the Tata Group provides scholarships and endowments for numerous establishments.

The gathering likewise engages in healthcare projects, for example, assistance of youngster education, vaccination and creation of awareness of AIDS. Other areas include economic empowerment through agriculture programs, environment protection, giving game scholarships, and infrastructure. It helps society in reducing hunger and poverty, promoting health care centre, making available safe and pure drinking water, promoting sanitation and education in the society, providing vocational skills to women, children and differently able people, empowering gender equality among the people and setting up homes for the old people and development of rural area.

4. State Bank of India (SBI)

Providing health equipment's and surgeries facilities to the society. Bank donates to the charitable organizations for obtaining various medical equipments. It also helps in providing old age to homes to the abandoned old people. Bank provides the health camps for the underprivileged section of the society. It supports the society by providing the priceless education. Provides an infrastructure in the rural area. Setting the computer labs and IT labs. It also provides the vehicles facility for the underprivileged children. Donates an amount to the reputed NGOs.

5. ONGC (Oil and Natural Gas Corporation Ltd)

Provides education to the underprivileged including vocational studies. Give health care facilities. It started entrepreneurship training for the youth. Build infrastructure in the society. It takes steps towards the help for differently abled people, managed water in the society and recharge ground water level. Also it helps disaster victims in various states.

6. ITC Group

ITC Group, sectors has been focusing on creating sustainable livelihood and environment protection programs. The company has been able to generate sustainable livelihood opportunities for six million people through its CSR activities. Their e-Choupal program, which aims to connect rural farmers through the internet for procuring agriculture products, covers 40,000 villages and over four million farmers. It's social and farm forestry program assists farmers in converting wasteland to pulpwood plantations. Social empowerment programs through micro-enterprises or loans have created sustainable livelihoods for over 40,000 rural women.

7. Hindustan unilever limited

HUL is constantly working on the improvement of society in India through its CSR activities. It has framed various policy measures to achieve its sustainability goals are as follows.

- Ensuring safety of its items and operations for the environment by utilizing norms of environmental safety, which are scientifically sustainable and generally acceptable.
- Develop, introduce and keep up environmental management systems over the organization and also statutory requirements for environment.
- Verify compliance with these principles through regular reviewing.
- Reduce waste, conserve energy and explore opportunities for reuse and recycle.

8. Reliance

Started providing sheds for the domestic animals and then provided veterinary hospitals. They provided three types of facilities indoor facilities, outdoor facilities and mobile facilities to the cattle's.

V. REFERENCES

1. Vethirajan.C, Ramu.C (2019),“Consumers’ Knowledge On Corporate Social Responsibility of Select FMCG Companies in Chennai District”, *Journal of International Business and Economics*, Volume XII ,no.XI,pp.-82-102.
2. Vethirajan.C, Ramu.C (2019), “Customers Perception Of CSR Impact on FMCG Companies – An Analysis”, *IMPACT: International Journal of Research in Business Management*, Vol. 7, no.3, pp.39-48.
3. AshishBaghla, (2018), “Corporate Social Responsibility Practices in India: A Study of Few Companies”: *Journal of Advances and Scholarly Researches in Allied Education*, Vol.15, no.10, pp.22-26(5).
4. Raúl León and Angel A. Juan (2014), “Promoting Corporate Social Responsibility in Logistics throughout Horizontal Cooperation” *Managing Global Transitions*, Vol.12 (1), pp. 79–93.
5. Kumar, Sachin (2015),“Linking Green Marketing with Corporate Social Responsibility: A Critical Analysis of Home Appliances”, *Asian Journal of Multidisciplinary Studies*, Volume 3, Issue 1,pp.82-86.
6. Anupam Singh and Dr.PriyankaVerma, (2014) “CSR@ 2%: A New Model of Corporate Social Responsibility in India”, *International Journal of Academic Research in Business and Social*, Vol.4,no.10,pp.455-465
7. Chopra, A., &Marriya, S. (2013, March). *Corporate Social Responsibility and Education in India. Issues and Ideas in Education (IIE, 1)*
8. Wesley, A, Brueckner, M., Pforr, C. &MacCallum, D. (2013), “Corporate Social Responsibility: A Governable Space” In Okpara, J.O. &Idowu, S.O. (eds.) *Corporate Social Responsibility. Challenges, Opportunities’ and Strategies for 21st Century Leaders.*

9. Overbeek, G., Harms, B., & Burg, S. V. (2013). Biodiversity and corporate social responsibility Agenda. *Journal of Sustainable Development*, 6(9). Peter F. Drucker, *Management: Tasks, Responsibilities and Practices*,

CSR MANDATE AND BETTERMENT OF THE SOCIETY

DR Rajashree S Kini

Associate Professor and Coordinator, Dept. of P G Studies and
Research in Law, SDM Law College, Mangalore

Abstract

Corporate Social Responsibility (CSR) refers to the practices, policies and strategies of the corporations in the conducting of their business which is ethical and beneficial to the community. It refers to the way the corporations are conducting the business by considering the interest of the society and by taking responsibility for their action for the impact on the stakeholders like customers, suppliers, employees, shareholders including the society at large. This paper is about analysing the concept of CSR Mandate under the Companies Act, 2013, the challenges for the implementation of CSR and how society will be beneficial by the proper implementation of the CSR Mandate and to learn how to address the CSR Mandate challenges.

Keywords: CSR Mandate, Implementation of CSR, Betterment of the Society, Challenges in Implementation.

Introduction

Corporate Social Responsibility (CSR) is a business model which is self-regulatory. CSR is required to make company accountable for their activities which are impacting the society on economic, social and environmental aspects. CSR is necessary as companies are using the resources from the nature and the society, which is otherwise available for the people of the society. In their activities companies tend to harm the society directly or indirectly.

The CSR acts as balancing matter between the activities of the corporations and the betterment of the society. There are six types of CSR initiatives (www.business-standard.com) namely: Corporate Philanthropy, Community Volunteering, Socially-responsible Business Practices, Cause Promotions and Activism, Cause-based Marketing and Corporate Social Marketing.

Corporations have CSR in the field of human rights, corporate governance, health, safety, working conditions, environmental aspects etc. and this will be a base for sustainable development too.

Why Do Corporations Engage in CSR?

Companies get benefitted by investing in CSR activities. By doing so, they can manage their risks, able to attract good employees, enhance their brand image with customers and investors, their supply chain will go smoothly, they can make more profit and thereby increase their capital too. With CSR activities companies can have competitive advantages over their competitors.

There are three main objectives for a company to engage in CSR activities (Wickert et. Al. (2016). First, Companies gain more profit, have competitive advantage and also have positive reputation in the society, leading to Economic Enhancement ((Peloza, 2009; Aguinis & Glavas, 2012; Szocs et. Al. 2016). This will help them to develop their business in the international sphere too (Singh & Delios, 2017). Second, CSR activities are for the support of the society and it will make the firm ethical and legitimate. Society will accept the firm and its business and thereby gaining popularity in socio-political environment, leading to Institutional Enhancement (Aguilera & Jackson, 2003). Last, CSR activities make the firms to behave right to the society thereby making the employees of the company to act ethically and morally right in the business (McWilliams, Siegel, & Wright, 2006).

The CSR Mandate under the Companies Act, 2013 and its Scope

India is a developing country and its challenging for India to implement any policies as Indian population is huge. India has ranked 131 out of 189 countries on the Human Development Index given by United Nations Development Programme (UNDP), as per the Human Development Report 2020. By this India is in medium human development category.

(hdr.undp.org/en/countries/profiles/IND). The report says India has huge population with low life expectancy, education and per capita income. There is need for the development of human resources and empowerment in India to make it competitive in international transactions (Chatterjee & Mitra, 2017).

When it came to socio-economic and environmental aspects, India is lagging behind with other countries of Organisation for Economic Cooperation and Development (OECD).

There is a great need for supporting the economically poor and socially backward people of the society and also to enhance the environmental aspects of the country for the sustainable development (Mitra & Schmidpeter, 2016). The sustainable development and inclusive growth are mandatory for the nation to be in par with other countries in the world. The earlier voluntary CSR was not enough and was not effective in the development of the country. There was a need for a CSR mandate. The foundation of CSR Mandate is Sustainability, Accountability and Transparency.

The CSR Mandate was stipulated in the Section 135 of the Companies Act, 2013. It says, every company incorporated in India, whether it is domestic or a subsidiary of a foreign company, which has net worth of INR 5 billion or more, or a turnover of INR 10 billion or more, or a net profit of INR 50 million or more should spend minimum of 2% of their average profit in the previous three years on CSR activities. Schedule VII of the Companies Act, 2013, gives the priority areas in which the companies can invest their CSR fund (www.mca.gov.in).

Activities which may be included by the firms in their CSR activities are activities relating to:

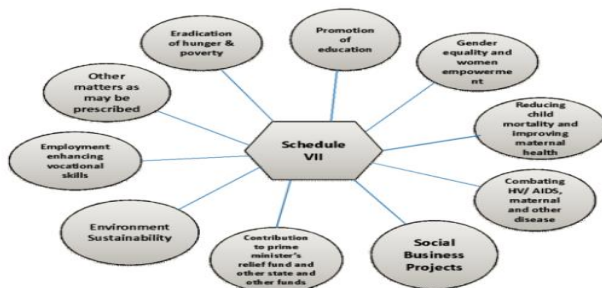


Image Source: cleartax.in/s/corporate-social-responsibility, accessed on 18/03/2022.

CSR Report and Compliance

It is mandatory to submit CSR Report for all the companies explaining the expenditure and the way it is spent on CSR activities stipulated in the the Schedule. In case the company is not able to spend its 2% of the net profit on CSR projects, then, it needs to give explanation to that effect in 'Annual Director's Report'. Though here government does not check the quality or happening of the project, when company has to give explanation, it goes for accountability and it is the motive of the Act. In case the company is not able to give the explanation, then it is liable for punitive measures under Section 134 of the Companies Act, 2013 (Section 134 of the Companies Act, 2013). This makes companies self-disciplined about the CSR activities. As companies are accountable, they need to form better CSR policies, and see that it is implemented well. They need to monitor and review it and also need to report it.

Advantages and Disadvantages of CSR Mandate

For the Company

Advantages	Disadvantages
Company is giving its minimum contribution to society.	It gives anchoring effect to companies as it is the permanent spending every year.
CSR cause is philanthropy.	It is spending of company's profits.
If its voluntary.	Mandating makes it accountable.

For the Stakeholders: Firms, Government and the Society

Advantages	Disadvantages
CSR is a new knowledge to know about society.	Companies lack the skill.
Good for business expansion.	Unnecessary sharing of company's profits.
Makes company accountable and transparent.	As it is mandatory, company can try to manipulate and simply show off in the society.
CSR can be institutionalised like other welfare activities.	In reality, no monitoring and review will happen as it is not company's operation.
CSR expects shared responsibility.	In reality, blame-game will start.
Equality in society due to CSR projects to help the economically poor people.	More inequality in society if not implemented well.
Anticipates collaborations with firms, government and the society.	Difficult to coordinate different CSR activities without proper knowledge and training to officers of the firms and government.

Mandating CSR projects has its own advantages and disadvantages. If CSR is mandated and institutionalised, then companies are also made responsible for the development of the society. In case, firms not able to spend 2% of their net profit, they are penalised and unspent amount should be deposited to government plans. If CSR is not mandated and made voluntary, then it is considered as run-on philanthropy. Then, it becomes difficult to monitor and review it, and it may not happen only.

Justifications for non-implementation of the Mandate

The concept of CSR has its advantages to the company, stakeholders and the society at large. Yet, the implementation is not reached the standard expected due to many reasons.

Few of the justifications for non-implementation of CSR are:

1. The activities described under the concept of CSR in the Act has a wide scope from poverty, education to sustainability. The activities are illustrative and not exhaustive. But the complete meaning of CSR definition shows the activities conducted outside the scope of given activities are not considered. Here the scope of the CSR activities is not very clear.

2. The Companies Act, 2013, under the clause 'Comply or Explain' says if the company is not able to spend minimum 2% of its average profit on CSR activities, then it has to give explanation to this effect. But there is not guidelines as to what justification is valid and what is not valid. There is room for uncertainty.

3. To make sure the compliance of CSR Mandate Companies Act, 2013 has included the provisions like presence of independent director in the committee of CSR, inclusion of CSR activities in the director's report, penalty for non-compliance etc. But with all these provisions there are chances that companies can avoid the CSR activities and can show only in records. There is no monitoring body to this effect.

4. The Section 134 (8) read with Section 135(5) make penal provision for non-compliance of the report on CSR Mandate. There is no provision on penalty for the failure to spend the mandated amount (Section 134 (8) of the Companies Act, 2013; Section 135 (1) of Companies Act, 2013; Section 135 (5) of Companies Act, 2013).

5. The companies undergoing losses for two consecutive years also need to comply with CSR Mandate, as it is 2% on the average profit of past three years. If the company is incurring losses for consecutive three years, then there is no requirement to spend on CSR activities. Companies may take shelter under this, or if the companies are really incurring losses, then purpose of CSR Mandate is not served (Proviso of Sec 135, Companies Act, 2013: (2013) 5 Comp LJ 1 (St).)

6. Under the Income Tax Act, company's spending of 2% of its three years profit on CSR is not considered as an expenditure for tax purpose. It is the part of profit and companies have to pay tax on that. It may be double taxation for companies.

7. The words 'Local Area Preference' for CSR activities in the Companies Act, 2013 is not clear. If the company has head office and branch, is it right for the companies to consider only one office area as local area? Or if the companies have manufacturing area and office in different places, which has to be considered for local area? This leads to confusion in implementing the CSR Mandate.

8. In the international arena, spending on CSR for the companies may put India into competitive disadvantageous position, as it may slow-down the economic growth of the country (Amy chua (2003)).

In the companies, the top management may agree to implement CSR Mandate. But real execution is in the hands of employees. If they are not willing to implement or they do not see the importance of it or if they consider it as the extra burden on their work, then it may be difficult for the companies to address all the issues and convince the employees to go for it. It needs the whole changes in the culture of the corporations. And the researches have shown that this strategic direction should be in line with the organisational culture (Johnson, G. (1992)).

The CSR Mandate and Betterment of the Society

The development of the society is priority for any nation. Development of the society means, the people of the society or their leaders take initiative to implement activities to the people in need along with the cooperation of other stakeholders like corporations, NGOs, government and law. The CSR activities of the companies form a large part in this. The corporations use the resources of the society and corporations sustain on the demands of the society. Hence, there is a responsibility on the corporations to help the society in developing their skills, provide employments, and to support them in all their needs.

United Nations has given the meaning of the term 'Community Development'. It says community development is an organised effort of the people of the community helping the society in solving their problems, for the betterment of the society, with the help from external organisations. It is both educational and organisational effort. The external organisations can be governmental, non-governmental and corporations including Small and Medium Enterprises and Multinational Corporations too.

Hence, for United Nations the meaning of community development is the betterment of the society with creativity and self-reliance for the long-run sustainability. As in this development there is role of corporations, it does not go against the CSR activities of the corporations. The overall aim is to make people come together to resolve issues in the society for the common good (Maimunah Ismail. (2009)).

The CSR Mandate for the betterment of the society can work in following ways:

1. Industries are required to work in more ethical and utilised way: As there is CSR Mandate and society is observing the operations of the industries, industries need to work on more ethical manner to develop the goodwill. Their demand is depending on their goodwill primarily.

2 Existence of a bond between the corporations and the society: With the CSR activities, Companies are developing a bond with the society and this relationship is now understood more than considering the corporations as a mere place to get job and to produce the goods (www.towersperrin.com/tp/showdctmdoc.jsp).

3. CSR and the Environment: Due to the Mandate, corporations are trying to 'Go Green' and in this effort they are into researches on reducing their environmental footprint. To support this sustainable development, many countries including India has enacted Environmental Laws to reduce the pollution and protect the environment, by giving guidelines in general, for individuals and for the corporations as well.

4. CSR, Sustainability and Human Rights: The countries support their corporations for the economic growth of the country. In the process of earning more profit, corporations end up in doing operations which will harm the environment and also affect the human rights of the labour. In this whole development of the society will be at stake. To solve this, United Nations has launched 'Ten Principles of Global Compact' (www.unglobalcompact.org). Under this, United Nations has given universal principles to protect human rights, labour and environment. The countries need to follow this to get more profit in their business along with the development of the society with sustainability.

5. To Attract Good Leaders: Corporations will enhance their reputations with the implementation of CSR Mandate. There by, they can attract a large pool of great talents as employees as well as the good leaders to run their operations in compatible way. Due to this companies are able to give what is demanded by the customer and also can solve the issues of the customers with the help of experienced leaders.

6. Technology: In the pursuit of implementation of CSR Mandate, corporations have to go for advanced technology too as it is a global concept now. In this process, Multi-National Corporations will go for 'Transfer of Technologies' as it is beneficial for both the countries where the companies have operations. This will lead into good quality products with high standard at an affordable price for the people of those countries (Barton J.H. (2007)).

7. Creation of Data Base: In the process of implementation of CSR activities by the corporations, they need to gather the data from the society as per the requirement of the activity. This will lead into good data base for the government and other organisations where they need data of people based on certain criteria for the implementation of developmental activities as well as for maintaining law and order in the society.

This is the easy way to collect data as the companies have used all the means and advanced technology in collecting data from the society. Government and other organisations can save their cost in collecting data again and it will help in economic development of the country (blogs.intel.com/csr.2008).

Supporting the Culture of the Country: Usually, the CSR activities of the corporations are based on the culture of the country, as these activities need approval from the society to be effective. If CSR activities are against the culture, then people may not appreciate it. Also, there are many activities which are developed to support the different culture and thereby helping the people to earn money based on their skills and talent.

Recommendations to address the CSR Mandate Challenges

Strict Penal Provision for Noncompliance: The Act should include strict penal provision for the noncompliance of CSR Mandate, instead of asking for just explanation for noncompliance. Only a small amount of fine as punishment may make the companies to go for payment of the fine, rather than spend a bigger amount on CSR activities.

Wide List of CSR Activities: Instead of giving a small list of activities as CSR activities in Schedule VII of the Companies Act, 2013, it is required to include the provision in the Act to follow ten principles of UN Global Compact (www.unglobalcompact.org), which gives wide scope to companies to have CSR activities.

CSR to be the Part of Corporate Vision and Strategies: Instead of considering CSR Mandate as compulsory burden, Corporates need to include really practical activities in their vision and strategies to make it a part of the organisation. Corporates need to have teams of experts to develop, implement and monitor CSR activities as part of the vision.

Government Interference: Government need to monitor the implementation of CSR Mandate strictly. Government officers need to be appointed only for this task and they need to monitor continuously and need to give report to the government in this manner.

Integration with Government Schemes: To make the CSR activities more fruitful and to avoid misappropriation, government can notify certain schemes benefitting the society and make it mandatory for the corporations to integrate their funds with these schemes to serve the purpose of the fund.

Collaborations: Corporates need to collaborate the technical expertise with the local knowledge while initiating the CSR activities to benefit both corporations and the society. The companies will understand the gap in the society and can help them. The people will understand the potential and products and services of the companies, thereby can decide to support the company.

Education and Training: Government along with NGOs and corporations need to create a group of experts to add new initiatives in CSR and also to find easy and convenient ways to implement it for the benefit of society and the company.

Conclusion

In India, companies play a huge role in the nation's economic, social and environmental development. Indian companies have to keep pace with the international competitions and also should be able to connect to Indian society for the benefit of both the companies and the society.

However, India has come a long way in transforming voluntary CSR of the corporations into mandatory CSR. Section 135 of Companies Act, 2013 is progressive in changing intentional spending into mandatory spending for CSR activities. The implementation of CSR has many challenges for India as it is developing country. It depends on the corporate practices too. The CSR activities are most favourable for the betterment of the society. But government alone cannot do good for all when it is required.

The CSR Mandate is the responsibility of the corporates towards the society.

The Act highlights the importance of business in social and economic development as well as environmental management, companies may lack in competitive advantage in international transactions.

References

Aguilera, R. V., & Jackson, T. (2003). The cross-national diversity of corporate governance: Dimensions and determinants. *Academy of Management Review*, 28, 447–466.

Aguinis, H., & Glavas, A. (2012). What we know and don't know about corporate social responsibility: A review and research agenda. *Journal of Management*, 38(4), 932- 968.

Amy chua. (2003). World on Fire How Exporting Free Market Democracy Breeds Ethnic Hatred and Global Instability, 253.

Barton J.H. (2007). New trends in Technology Transfer: Implications for National and International Policy. Issue No 18. Geneva: International Centre for Trade and Sustainable Development, <https://www.iprsonline.org/resources/docs/Barton%20-%20New%20Trends%20Technology%20Transfer%200207.pdf>, accessed on 29/03/2022.

Chatterjee, B. & Mitra, N. (2017). CSR should contribute to the national agenda in emerging economies - The 'Chatterjee model.' *International Journal of Corporate Social Responsibility*. 2: 1. doi:10.1186/s40991-017-0012-1.

CSR@Intel (2009). Does Technology have a role in Community Development? <http://blogs.intel.com/csr.2008>, accessed on 29/03/2022.

<https://cleartax.in/s/corporate-social-responsibility>, accessed on 18/03/2022.

<https://hdr.undp.org/en/countries/profiles/IND>, accessed on 18/03/2022.

<https://www.business-standard.com/about/what-is-csr#collapse>, accessed on 17/03/2022.

https://www.mca.gov.in/Ministry/pdf/InvitationOfPublicCommentsHLC_18012019.pdf, accessed on 18/03/2022.

<https://www.unglobalcompact.org/what-is-gc/mission/principles>, accessed on 25/03/2022.

Johnson, G. (1992). Managing strategic change—strategy, culture and action. *Long Range Planning*, 25(1), 28-36.

Maimunah Ismail. (2009). Corporate Social Responsibility and Its Role in Community Development: An International Perspective. *Journal of International Social Research*. Vol 2/9.

McWilliams, A., Siegel, D. S., & Wright, P. M. (2006). Corporate social responsibility: Strategic implications. *Journal of Management Studies*, 43(1), 1-18.

Mitra, N. & Schmidpeter, R. (2016). The why, what and how of the CSR mandate: The India Story. In Mitra & Schmidpeter (Eds.). *Corporate Social Responsibility in India: Cases and Developments after the Legal Mandate*. Springer International Publishing, Switzerland.

Pelozo, J. (2009). The challenge of measuring financial impacts from investments in corporate social performance. *Journal of Management*, 35(6), 1518-1541.

Section 134 (8) of the Companies Act, 2013: If a company contravenes the provisions of this section (in including the CSR report in financial report), the company shall be punishable with fine which shall not be less than fifty thousand rupees but which may extend to twenty-five lakh rupees and every officer of the company who is in default shall be punishable with imprisonment for a term which may extend to three years or with fine which shall not be less than fifty thousand rupees but which may extend to five lakh rupees, or with both.

Section 134 of the Companies Act, 2013: If a company contravenes the provisions of this section, the company shall be punishable with fine which shall not be less than fifty thousand rupees but which may extend to twenty-five lakh rupees and every officer of the company who is in default shall be punishable with imprisonment for a term which may extend to three years or with fine which shall not be less than fifty thousand rupees but which may extend to five lakh rupees, or with both.

Section 135 (1) of Companies Act, 2013: Every company having net worth of rupees five hundred crore or more, or turnover of rupees one thousand crore or more or a net profit of rupees five crore or more during immediately preceding financial year shall constitute a Corporate Social Responsibility Committee of the Board consisting of three or more directors, out of which at least one director shall be an independent director.

Section 135 (5) of Companies Act, 2013: The Board of every company referred to in sub-section (1), shall ensure that the company spends, in every financial year, at least two per cent of the average net profits of the company made during the three immediately preceding financial years, in pursuance of its Corporate Social Responsibility Policy.

Singh, D., & Delios, A. (2017). Corporate governance, board networks and growth in domestic and international markets: Evidence from India. *Journal of World Business*, 52(5), 615-627.

Szocs, I., Schlegelmilch, B. B., Rusch, T., & Shamma, H. M. (2016). Linking cause assessment, corporate philanthropy, and corporate reputation. *Journal of the Academy of Marketing Science*, 44(3), 376-396.

Towers Perrin. (2022). Corporate Social Responsibility: It's no longer an option. <http://www.towersperrin.com/tp/showdoc.jsp>, accessed on 28/03/2022.

United Nations Global Compact. Overview of the UN Global Compact. <http://www.unglobalcompact.org/AboutTheGC/index.html>. accessed on 28/03/2022.

Wickert, C., Scherer, A. G., & Spence, L. J. (2016). Walking and talking corporate social responsibility: Implications of firm size and organizational cost. *Journal of Management Studies*, 53(7), 1169-1196.

AN OVERVIEW OF CORPORATE SOCIAL RESPONSIBILITY

Dr.Padmini S.V.

Assistant Professor, Department of Economics, University College of Arts, Tumkur University, Tumkur 572 103.

Introduction:

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental.

- Corporate social responsibility is a business model by which companies make a concerted effort to operate in ways that enhance rather than degrade society and the environment.
- CSR helps both society and the brand image of companies.
- Corporate responsibility programs are a great way to raise morale in the workplace.¹
- Some examples of companies that strive to be leaders in CSR include Starbucks and Ben & Jerry's.²
- Many companies view CSR as an integral part of their brand image, believing that customers will be more likely to do business with brands that they perceive to be more ethical. In this sense, CSR activities can be an important component of corporate public relations. At the same time, some company founders are also motivated to engage in CSR due to their convictions.

Review of Literature:

1) Justyna Matysiewicz, University of Economics in Katowice studied Corporate social responsibility in the healthcare. A value for customer approach.

The study pointed out that recently this concept of social responsibility has been addressed in the context of healthcare delivery suggesting a new paradigm in healthcare organization management.

There is a growing conviction that the deliverance of healthcare, just like other aspects of social life, should be driven in accordance with universal ethical principles, respecting the human being and its fundamental rights. Social responsibility is an ethical theory that an entity such as the government, corporation, and an individual has a responsibility to society. Corporate Social Responsibility (CSR) is the responsibility of a corporate to the society.

2) Emily Senay, MD, MPH¹; Philip J. Landrigan conducted study on Assessment of Environmental Sustainability and Corporate Social Responsibility Reporting by Large Health Care Organizations.

In this cohort study of 49 large US health care organizations appearing on 2015 or 2016 lists of the largest US corporations (Fortune 500, S&P 500, Forbes 100 Largest Charities, Largest State Employers, and largest health care systems by facilities owned), 50% of Fortune 500, 33% of S&P 500, and 12% of all health care corporations published a sustainability report compared with 78% of Fortune 500 and 82% of S&P 500 corporations.

Methodology of the Study:

Overall objective of the Study is to examine the Corporate Social Responsibility.

Nature and Source of data:

The study conducted with the help of secondary data and information obtained through journals, reports, periodicals and internet.

Analysis of the Results:

The movement toward CSR has had an impact in several domains. For example, many companies have taken steps to improve the environmental sustainability of their operations, through measures such as installing renewable energy sources or purchasing carbon offsets. In managing supply chains, efforts have also been taken to eliminate reliance on unethical labor practices, such as child labor and slavery.

Some of the key benefits are as below:

Getting license to operate– from key stakeholders not just shareholders

- Reputation Management
- More Efficient use of resources
- Enhanced patient loyalty
- Increased Ability to Attract and Retain Quality Employees
- Responsible Competiveness
- Attracting Investors and Business partners
- Governmental Support

Corporate Governance Concerns:

Corporate governance is the structures and processes that direct and control companies. It makes companies more accountable and transparent to investors and gives them the tools to respond to stakeholder concerns

ESG Corporate Governance from the Board of Director's view, Governance Lens watching over Corporate Behavior of the CEO, C-Suite, and employees at large includes measuring the Business ethics, anti-competitive practices, corruption, tax and providing accounting transparency for stakeholders.

MSCI puts in the Governance side of the bucket corporate behavior practices and governance of board diversity, executive pay, ownership, and control, and accounting that the board of directors have to oversee on behalf of stakeholders Other concerns include reporting and transparency, business ethics, board oversight, CEO / board chair split, shareholder right to nominate board candidates, stock buybacks, and dark money given to influence elections.

Management structure

The system of internal procedures and controls that makes up the management structure of a company is in the valuation of that company's equity.

Attention has been focused in recent years on the balance of power between the CEO and the board of directors and specifically the differences between the European model and the US model—in the US studies have found that 80% of companies have a CEO who is also the chairman of the board, in the UK and the European model it was found that 90% of the largest companies split the roles of CEO and chairman

Employee relations

In the United States Moskowitz's list of the Fortune 100 Best Companies to Work For has become not only an important tool for employees but companies are beginning to compete keenly for a place on the list, as not only does it help to recruit the best workforce, it appears to have a noticeable impact on company values Employee relations relate also to the representation of co-workers in the decision-making of companies, and the ability to participate in a union.

Executive compensation

Companies are now being asked to list the percentage levels of bonus payments and the levels of remuneration of the highest paid executives are coming under close scrutiny from stock holders and equity investors alike.

Employee compensation

Besides executive compensation, equitable pay of other employees is a consideration in the governance of an organization. This includes pay equity for employees of all genders. Pay equity audits and the results of those audits may be required by various regulations and, in some cases, made available to the public for review. Hermann J. Stern differentiates four methods to include ESG performance in employee compensation

1. ESG Targets (Objectives for activities, projects and ESG results set by the company as a goal)
2. ESG Relative Performance Measurement (compared to peers, on the basis of key figures the company considers relevant)
3. ESG Ratings Agencies (Refinitiv, S&P Trucost and RobecoSam, Sustainalytics, ISS ESG, MSCI ESG, Vigeo Eiris, EcoVadis, Minerva Analytics, etc.)

4. ESG Performance Evaluations (internal or independent performance assessment by means of expert opinions, based on internally and externally available objective and subjective facts).

Conclusion:

Thus the term corporate social responsibility (CSR) refers to practices and policies undertaken by corporations intended to have a positive influence on the world. The key idea behind CSR is for corporations to pursue other pro-social objectives, in addition to maximizing profits. Corporate Social Responsibility surely helpful to achieve sustainable health care services in the globe and India.

References:

- 1) Coleman, James S, Social Capital in the Creation of Human Capital, American Journal of Sociology, Vol. 94, 1988.
- 2)[^] Roberts, B.C., Trade Union Government and Administration in Great Britain (Harvard University Press, 1958)
- 3)[^] Gray, Hillel, New Directions in the Investment and Control of Pension Funds, Investor Responsibility Research Center, 1983.
- 4) Sheehy, Benedict (2015-10-01). "Defining CSR: Problems and Solutions". Journal of Business Ethics. **131** (3): 625–648. doi:10.1007/s10551-014-2281-x. ISSN 0167-4544. S2CID 144904171.
- 5) Saether, Kim T.; Aguilera, Ruth V. (2008). "Corporate Social Responsibility in a Comparative Perspective" (PDF). In Crane, A.; et al. (eds.). The Oxford Handbook of Corporate Social Responsibility. Oxford University Press. ISBN 978-0-19-921159-3. Archived from the original (PDF) on 2009-03-27. Retrieved 2008-03-06.
- 6) Bhattacharya, CB; Sen, Sankar; Korschun, Daniel (2011). Leveraging Corporate Social Responsibility: The Stakeholder Route to Business and Social Value. Cambridge: Cambridge University Press
- 7) Habisch, A; Jonker, J.; Wagner, M; Schmidpeter, R. (2005). Corporate Social Responsibility Across Europe. Springer. ISBN 978-3-540-23251-3.
- 8) Smith, N.C.; Lopez, S; Read, D. (2010). "Consumer perceptions of corporate social responsibility: The CSR halo effect". Faculty and Research Paper. **16**.

9) Lantos, Geoffrey P.; Cooke, Simon (May 2003). "Corporate Socialism Unethically Masquerades as "CSR": The Difference between Being Ethical, Altruistic, and Strategic in Business". *Strategic Direction*. **19** (6): 31

10) Catalyst Consortium (2002). "What is Corporate Social Responsibility?" (PDF). Archived from the original (PDF) on 2007-10-12.

“CORPORATE SOCIAL RESPONSIBILITY IN PUBLIC SECTOR BANKS IN INDIA”

Dr. Bhuvaneshwari R. Gojanur

Faculty, BMS Evening College of Arts and Commerce, Bengaluru

Dr Priya Srinivasa

Assistant Professor, BMS College of Commerce and Management,
Bengaluru

Abstract:

In the present years the idea of Corporate Social Responsibility is spreading quickly across the geography. Corporate social responsibility means to contribute towards the general public and society while working with ethics. In countries like India which are developing in nature, banking institutions play a vital role in upgrading the economy of the nation not only by lending money and expanding liquidity but also by enforcing Corporate Social Responsibility.

The emerging CSR highlights on responsibility towards various stakeholders ; Shareholders, Employees, creditors, Suppliers, Government and Community rather than only on maximizing the shareholders wealth. CSR not only incorporates Corporate Regulatory Compliance but also refers to the act of making business fruitful through balanced voluntary approaches to environment and social issues in the manner that is useful to the society. To feature the role of banks in Corporate Social Responsibility, the RBI circulated notice on 20th of December, 2007 for all the scheduled commercial banks with the title, “Corporate Social Responsibility, Sustainability Development and Non-financial Reporting- Role of Banks”.

The paper tries to list out various activities under which CSR initiatives have been taken by banking institutions in the present era. The study also analyses the CSR activities carried out by public sector banks viz., Bank of Baroda, Bank of India, Bank of Maharashtra, Canara Bank, Central Bank of India, Indian Bank, Indian Overseas Bank, Punjab and Sind Bank, Punjab National Bank, State Bank of India, Uco Bank, Union Bank of India.

It has been found that these banks are directly engaged in CSR practices like Education, Health and Hygiene, Welfare activities, Rural development, Environment protection, Sports, Protection of national heritage, etc. The study reveals that banks are making efforts for implementing CSR as business model. The study concludes that with the RBI's involvement, Corporate Social Responsibility becomes the significant part of Indian banking sector, yet more guidelines and new policies and regulations are required to realize the concept of CSR, only then the idea of CSR would be justified.

Introduction:

Social responsibility of an institution refers to activities it does what beyond what is legally necessary to improve the general public and community as a whole. Each business has an ethical constraint towards individuals i.e. employees, customers, etc. Corporate social responsibility means to contribute towards the general public and society while working with ethics. In countries like India which are developing in nature, banking institutions play a vital role in upgrading the economy of the nation not only by lending money and expanding liquidity but also by enforcing Corporate Social Responsibility. Thus it becomes imperative for institutions to adopt CSR initiatives to forestall degradation of our environment and to ensure sustainable development of the economy as a whole.

In the developed nations various initiatives in the financial sector like Global Reporting Initiatives, United Nation Environment Programme Finance Initiative are being embraced as a part of CSR initiatives. In addition very less very less research has been done in the field of CSR practices in these nations. The banking sector in India has been pursuing towards contributing towards the society and environment by adoption of CSR activities. The emerging CSR highlights on responsibility towards various stakeholders ; Shareholders, Employees, creditors, Suppliers, Government and Community rather than only on maximizing the shareholders wealth.

CSR not only incorporates Corporate Regulatory Compliance but also refers to the act of making business fruitful through balanced voluntary approaches to environment and social issues in the manner that is useful to the society.

Objectives of the study:

To collect the information about CSR actions done by public sector banks

To examine the focus area of banks in CSR activities

To highlight importance of CSR activities in banks

Research Methodology:

The present study is descriptive in nature. It is based on secondary data which has been collected from various websites of different banks and from reputed journals, publications, news articles and magazines. The banks taken for study are all public sector banks existing in India as on December, 2021-2022.

Review of Literature:

Sethi (2013): The study reveals that there has been significant connection among profit and CSR reporting in Indian banking sector. The profitability and size of the bank significantly affects CSR reporting and highest number of banks whether related to private sector or public sector were high performer of CSR activities but more number of banks were not disclosing the initiatives taken on their website.

Sharma and Gautam (2015): The critical effect of CSR on the financial performance of the banks has been followed in the review titled, “CSR and financial performance: Evidence from four driving banks in Indian Banking Sector”.

Parthiban, Aishwarya S Sanjeev and Dinesh Kumar R (2018): The paper referenced CSR practices in public and private sector banks in India which have been listed in BSE and NSE. Trend analysis has been used and it found out that increasing trend in CSR activities being performed in leading private sector banks.

Legal Norms for CSR:

The legal standards were perfectly clear to the corporate after Companies Act, 2013. Section 135 of the Companies Act, 2013 defines CSR as financial duty with respect to corporate provided three conditions are satisfied.

Table 1: Legal conditions for CSR in Indian concerns

Conditions	Particulars	Amount (Rs)/Cr
1	Net worth	500 or more
2	Turnover	1000
3	Profit	5 in any financial year

Source: Companies Act, 2013

Section 135 of Companies Act, 2013 also defined the areas in which corporates were required compulsorily to make CSR spending. There were about 10 areas identified for the corporate social spending activities. For the public sector undertakings this financial duty was to be discharged based on the norms as follows:

Table 2: Legal norms for public sector Enterprise

Profit after tax in the previous year	Range (PAT)
100 crores or less	3% -5%
Between Rs 100 -500 crores	2%-3%
Above 500crore	1% to 2%

Source: Companies Act, 2013

In 2007, RBI took a powerful stand with strong directives to the banks to accept CSR spending as a part of their non-monetary obligation for upholding the social status of the bank in India. From that point forward, the banks were seen allocating resources into CSR activities and leveraging profits through that. A magnified social change process arose through Bank CSR exercises and utilizing benefit through that. However the author is likely to know whether the compliance norms are strictly met by these public sector banks or not and what are their contributions in the area of investment.

To study this authors have taken 12 public sector banks existing in India after the merger. They have been listed in the table below in Table 3. Table 4 shows the various CSR activities carried on by the banks during 2021-2022. CSR Scorecard based on 9 broad areas of spending has been identifies and is shown in Table 5.

Table 3: List of the Public Sector Banks in India

Sl.No	Name of the bank
1	Bank of Baroda
2	Bank of India
3	Bank of Maharashtra
4	Canara Bank
5	Central Bank of India
6	Indian Bank
7	Indian Overseas Bank
8	Punjab and Sind Bank
9	Punjab National Bank
10	State Bank of India
11	Uco Bank
12	Union Bank of India

Source: rbi.org.in

Table 4: CSR Activities by public sector banks during 2021-2022

Name of the Bank	CSR activities
Bank Of Baroda	Vocational training healthcare, sanitation, education/literacy, drinking water facility
Bank Of India	Health Hygiene, Education Vocational training scholarships Covid- assistance
Bank Of Maharashtra	Covid- assistance Scholarships Education Donating to various social organizations Helping flood victims
Canara Bank	Health care Sanitization Safe drinking water Education Vocational training

	<p>Conservation of natural resources Protection of national heritage Promote sports Contribution to various relief funds Rural development</p>
Central Bank Of India	<p>education, health, natural calamities and overall social welfare</p>
Indian Bank	<p>Health care Education Physically challenged Community welfare Covid-19</p>
Indian Overseas Bank	<p>Women empowerment Rural development</p>
Punjab & Sind Bank	<p>Infrastructural facilities , construction of community welfare centers, vocational training centre, Health care , Adoption/ Construction of Hostels, Drinking Water Facility, Construction of Community Centers, Education Scholarship Sports & Games, Promotion of Art & Culture, Drinking Water Facility, Sanitation.</p>
Punjab National Bank	<p>Covid 19 assistance Health and medical assistance Contribution to various funds Education of girl children education Vocational training Sports</p>
State Bank Of India	<p>Health care and sanitization Education Empowerment of women and senior citizens Environment Protection of national heritage War veterans</p>

	Sports Contribution to various funds Rural development Disaster management including relief, covid-19, rehabilitation and reconstruction activities
Uco Bank	Sports Medical assistance Financial support for providing free mid day meals Community development
Union Bank Of India	Education of girl child Drinking water for schools Setting up bus shelters Village knowledge center

Source: Respective Bank websites

Table 5: CSR Scorecard based on areas of spending during 2021-2022.

Name of the bank	Education	Health care/ Sanitization/ Covid 19 assistance	Community service / rural dev	Environmental protection	Vocational training	protection of national heritage	Contribution to various funds	Scholarships	sports
Bank Of Baroda	✓	✓	✓		✓				
Bank Of India	✓	✓			✓			✓	
Bank Of Maharashtra	✓		✓				✓	✓	
Canara Bank	✓	✓		✓	✓		✓		✓
Central Bank Of India	✓	✓	✓				✓		
Indian Bank	✓	✓	✓						
Indian Overseas Bank			✓					✓	
Punjab & Sind Bank	✓	✓	✓		✓			✓	✓
Punjab National Bank	✓	✓			✓		✓		✓
State Bank Of India	✓	✓	✓	✓	✓	✓	✓	✓	✓
Uco Bank		✓	✓				✓		✓
Union Bank Of India	✓	✓	✓						

Source: Respective Bank Websites

Importance of CSR in Banks:

1. CSR rises consumer Trust with Banks:

It is undeniably true that modern consumers are quick to doubt and mistrust and in speed to leave a brand. A recent poll suggests that 84% of millennial (twenty to thirty year olds) have zero faith in the organizations they work with, with Generation Z scoring even lower. Simultaneously buyer trust is significant for building long haul connections, reducing client beat, and in any event, having the option to offer customized service and solutions that work to build those connections and relationships.

CSR is one method for aiding to build that trust not through pretentious and distant interests into good cause but rather through nearby and designated approaches. This can mean contributing financial literacy programs to neighborhood schools, making effort and financial assistance for elderly in old age homes, and offering government funded trainings so that individuals can take free financial counsel.

Though going local, one can make efforts visible for the community, who are still the most likely to do business with the bank

2. CSR gives Positive Customer Outreach

Organizations' public image can be improved by active positive social engagement, by changing peoples' perspectives. For example, institutions that donate to local food banks are perceived as more philanthropic than those that donate nothing. This will help consumers have an improved outlook on belittling the association with bank. Efforts going from education to assistance to volunteerism to gifts can help bank to drive this sort of positive client perceptions. Simultaneously CSR effectively attempts to gather media-consideration, with interests in the local community playing into positive reports shares across social media and publicized on sites including organizations and partners profiting from endeavors.

3. Consumers actively appreciated CSR initiatives:

A study shows that 55% of consumers will be ready to pay more for products from socially responsible organizations.

People frequently feel improved about patronizing organizations where they feel their money is being well spent, where they feel that proprietors and managers actively care about them and their community and where they can see money effectively being returned into the local community. This will reflect in how customers select the products, how loyal they remain to the institution and public support for the institution.

4. A positive Boost for Employee Engagement and Productivity:

Apart from boost to marketing, consumer engagement, and consumer trust by CSR, it also builds internal trust, employee relationships and boosts creativity. Though many are not invested in social good or social responsibility, they are part of networks that appreciate and respect CSR activities as much as expected customers. This will attempt to make a more certain work environment, construct worker trust and decrease employee turnover.

5 Community CSR Programs Drive Real Value

There are many other benefits to investing in community apart from improved customer perception and public image, improved media coverage and more brand awareness which are the major benefits of CSR. Engaging the community to make decisions actually benefits in the long run, as they are in better circumstances to take out mortgages, investing, start-ups, pay the loan off, and otherwise add to positive financial development.

Conclusion:

The viewpoint of CSR by initiating social and local area drives is to help the general public and country at large which sought to be accomplished through the support of its workers. However these public sector banks have produced the results in the period of CSR yet it is not justifiable. To achieve the social goals there is a need to approach a CSR strategy in each bank and prioritization of activities for social expenditure and allocation of separate funds ought to be provided for this particular purpose. The banks additionally made greatest worth from its exercises and created strategies to effectively communicate progress with different stakeholders and give data on the issues that worry them.

To have an impact of expenditure and use of allocated resources by CSR there ought to be system of periodical observing and answering to directors. Most of the banks use CSR as a promoting device to get the publicity. Many of the banks appear to be either uninformed or don't monitor their CSR. The idea of CSR has neglected somewhat to take profound root in India due to absence of coordination between the banks, government and non government organizational efforts.

The financial institutions should realize that running an efficient and profitable business association implies guaranteeing that the encompassing networks and surrounding communities and environment grew and cherished along with the institutions. Banks are making efforts for implementing CSR as business model. With the RBI's involvement, Corporate Social Responsibility becomes the significant part of Indian banking sector, yet more guidelines and new policies and regulations are required to realize the concept of CSR, only then the idea of CSR would be justified.

References:

Agarwal, Sanjaoy K, "Corporate Social Responsibility in India" (2008) Response Business Book from Sage, Pulications, New Delhi.

Chaudhury SK, DAS SK & Sahoo PK , " Practices of Corporate Cocial Responsibility (CSR) in Banking Sector in India: An Assessment", Research Journal of Economics Business and ICT: 76-81

Dhingra,D. & Mittal, R.(2014). CSR Practices in Indian Banking Sector. Global Journal of Finance and Managemtn,6(1), 853-862

Kishor S. Nikam. & Shegal, S. (2016). Corporate Social Responsibility Initiatives by the Indian Banking Sector. IJMMS, 3(5), 1-5.

Quarterly and Annual Reports of All public Sector Banks and their Websites

Sharma Nishi, (2011), "CSR Practices and CSR Reporting in Indian Banking Sector", Jr of International of Advanced Economics and Business Management, 1(2), 58-66.

www.rbi.org.in

STATUS OF CSR SPENDING IN INDIA DURING THE PANDEMIC PERIOD

Dr. M. Vijayakumar

Professor & Head, Department of MBA, K.S.Rangasamy College of Technology, Tiruchengode

Dr. R. Hemamalini

Professor, Department of MBA,
K.S.Rangasamy College of Technology, Tiruchengode

Introduction

The COVID-19 pandemic has had a devastating impact on communities across India as it disrupted the socio-economic landscape of the country. It also wiped out several years of developmental gains made in the last decade with respect to the 2030 Sustainable Development Goals. According to Edelman's Annual Trust Barometer, 78% of Indians sampled (global average at 62%) believe that inequities have worsened and those with less education, money, and fewer resources have been disproportionate. When the Covid-19 crisis hit India, the government imposed a nationwide lockdown requiring all non-essential services, including businesses, to close their physical operations. Almost 32 million people in India were driven into poverty by the pandemic last year, based on a study by the Pew Research Center, accounting for a majority of the 54 million who slipped out of the middle class worldwide. Covid-19 also undid 70 years of girl's education and women's development progress by widening the gender gap. With such social distresses, the increased urgency to solve "foundational" problems such as education, healthcare, climate change, and addressing poverty and inequality.

India was the first country in the world to impose a statutory obligation of CSR for corporations meeting certain criteria. As per Section 135 of the Companies Act, companies with a net worth of INR 5 Bn (\$ 70 Mn) or more, or an annual turnover of INR 10 Bn (\$ 140 Mn) or more, or net profit of INR 50 Mn (\$ 699,125) or more, to spend two per cent of their average net profits of three years on CSR. This provision makes India the only country in the world that makes both the spending and reporting of CSR obligations mandatory.

Furthermore, the Companies Act and subsequent amendments have expanded and clarified activities for which the two per cent funding can be used. The Government of India has made it clear that CSR spending is not charity or mere donations without any strategic benefits. In fact, there has been a concerted effort to define broad areas (Schedule VII of the Companies Act 2013) under which the funding can be channeled, thereby visibly and positively impacting society. Moreover, there has been a conscious attempt to keep the CSR legislation aligned with India's commitment to the United Nations Sustainable Development Goals (UN-SDGs). Schedule VII of the Companies Act 2013 defines broad areas of intervention that are intended to be interpreted liberally with the eventual focus being on ensuring sustainable development of the country.

A total of INR 71, 277 Cr have been spent on 1,05,358 CSR projects till FY2019. The top three domains receiving maximum funding are education, health and rural development. Another area receiving significant funding is environmental sustainability. Another interesting trend is that significant amounts of funding go to higher industrialized states. Since FY 2015, Maharashtra, Karnataka, Gujarat and Tamil Nadu have received more than 30 per cent of the total CSR spend. This could be for multiple reasons like the company is looking to have a positive social impact in their areas of operation, as well as deeper connects with social impact organisations operating in the same area. This can also be seen in data on CSR expenditure modes where almost 44 per cent of all spending is done by the companies themselves or via trusts/societies/ Section 8 companies set-up by them. Another 43 per cent is done through various implementation partners.

However, the concentration of spending in these states, means that states such as Jharkhand, Bihar, Chattisgarh, Madhya Pradesh and Uttar Pradesh which account for more than 55 per cent of the aspirational districts (states with poor socio-economic indicators), receive only 9 percent of the total expenditure towards CSR. In fact, no state, apart from Uttar Pradesh, from the list above features in the top 10 state beneficiaries. For CSR to be truly effective, this imbalance would have to be corrected. Invest India's 'Corporate Social Responsibility Projects Repository' on the India Investment Grid (IIG) is an effort in this direction.

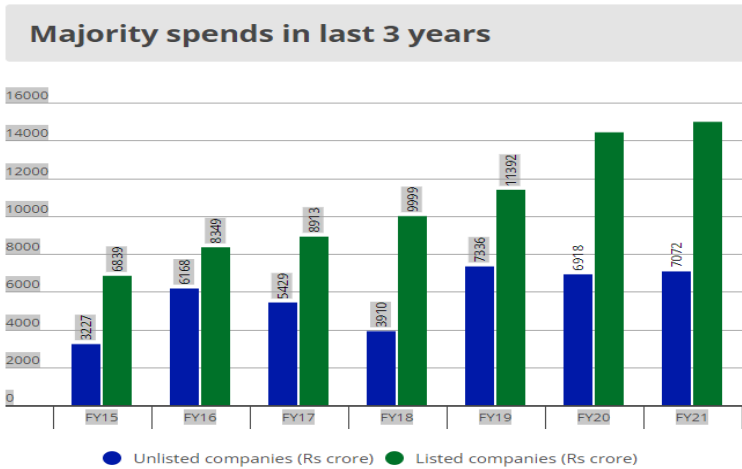
It is hoped that by giving a platform to all states to list potential CSR projects at a central level, companies and their implementation partners would be able to assess where their CSR funds would be most impactful across India. Currently, the portal has over 650+ projects across eight diverse domains. CSR has now shifted to corporate social performance, corporate social citizenship, and corporate sustainability to benefit multiple stakeholders (Thakur and Datta, 2019). Therefore, corporate sustainability can be regarded as the corporate response to sustainable development represented by strategies and practices that address the key issues in achieving the same.

Decline in CSR spend during the Pandemic period

India Inc's Corporate Social responsibility (CSR) spend for FY 2020-21 fell sharply to ₹8,828.11 crore, much lower than the cumulative spends of ₹20,150.27 crore in FY2018-19 and ₹24,688.66 crore in FY 2019-20, official data submitted to Parliament showed.

An analysis of CSR filings made by the companies revealed that of the total annual CSR spent, about 60 per cent of the CSR expenditure has been done through implementation agencies, said Rao Inderjeet Singh, Minister of State for Corporate Affairs in a written reply to Lok Sabha question. In FY 2020-21, as many as 1,619 companies have done CSR spend of ₹8,828.21 crore. Of these, as many as 1,599 are non-PSUs, while 20 are PSUs. Non PSUs spend for CSR in 2020-21 stood at ₹8,266.93 crore, while the 20 PSUs cumulatively spent ₹, 561.18 crore, as per available official data up to September 30 this year. Interestingly, in previous years of 2019-20 and 2018-19, as many as 22,531 and 25,099 companies respectively spent ₹24,688.66 crore and ₹20,150.27 crore towards CSR.

CSR spending by Listed and Unlisted companies



Source: Crisil

According to the Report of the Crisil on Corporate Social Responsibility 2018, the number of Unlisted companies that carry CSR obligation has steadily increased in 2014-15 to 2016-17 and then declined in the year 2017-18. The total CSR expenditure by these companies increased substantially by 44 per cent from 2014-16 and thereafter marginally declined in 2016-18. This has been highlighted in the table below. It has also been observed that the average spend by a listed companies on CSR varied company between 2014-15 to 2017-18 whereas the average spend by such company steadily increased from n the year 2019-20. CSR had positive impacts on employees' self-efficacy, hope, resilience, and optimism through the satisfaction of employees with corporate COVID-19 responses (Mao, He, Morrison, et al., 2020).

CSR spending in the top ten Indian States for 2020-21

State	Amount received (Rs cr)
Maharashtra	1,100
Gujarat	582
Andhra Pradesh	446
Karnataka	434
Uttar Pradesh	361
Tamil Nadu	277
Odisha	274
Rajasthan	255
Haryana	228
Madhya Pradesh	173

Source: TOI

It can be inferred from the above table that among the Indian states, Maharashtra tops in CSR spending with 1100 crores followed by Gujarat and Andhra Pradesh with 582 and 446 crores respectively. Haryana and Madhya Pradesh are the states which basically spend the least with 228 and 173.

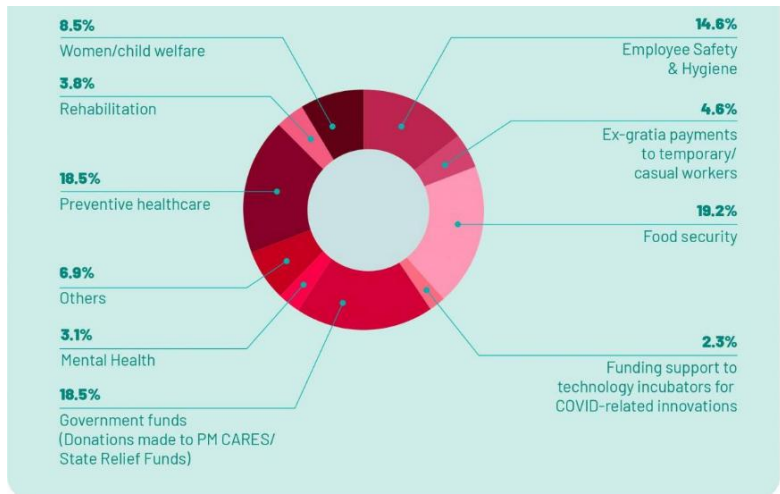
Top 5 Spenders in CSR in FY 20-21

Companies	Prescribed CSR (mandate) (INR)	Actual CSR Spent (INR)
Reliance Industries Ltd	884	922
Tata Consultancy Services Ltd.	663	674
HDFC Bank Limited	628	635
Oil and Natural Gas Corporation Limited	539	553
Indian Oil Corporation Limited	342	460

Government of India declared the novel corona virus outbreak in the country a “notified disaster” to enable state governments to mobilize resources from the State Disaster Response Funds (SDRF). Following the notification, the Ministry of Corporate Affairs (MCA) clarified that spending of funds for COVID-19 relief would be a permissible activity under CSR. Reliance Industries is the top spender for CSR activities in India for the year 2020-21 with Rs 922 crores followed by TCS and HDFC bank with Rs 674 and Rs 635 crores respectively. ONGC and IOC have almost equally contributed to CSR at the right time supporting the public and government to balance the disaster.

Which sector got the maximum funding?

For the year 2020-2021, the education sector received the largest share of the pie at Rs 2,954.17 crore, followed by healthcare at Rs 2,559.29 crore.



Sector wise classification of Covid-19 Fund utilization

Source : Ministry of corporate affairs report

Preventive healthcare, food security and donations to government funds comprised of the top three sectors where companies aligned their CSR funds. Most of the companies aligned their efforts to more than one welfare domain, indicating that they are following a hybrid approach.

Responding to the COVID-19 pandemic has provided corporate the opportunity to expand their CSR footprint and engage with sectors. It is encouraging to see how corporate have pivoted their CSR models to best address the urgent societal challenges. Some corporate have also creatively deployed their funds towards initiatives aligned with unconventional areas of relief such as promoting mental health and harnessing technology to create awareness.

CSR Implications in Favour of Pandemic Resilience

The impact assessment study also suggested that the increase in the management solutions in the wake of the pandemic crisis will increase the importance of the economic, social, and environmental dimensions in CSR. The following are the specific observations:

1. It is indicated that the value of CSR in the hospitality sector depends on its nature and environmental contexts. Specific theoretical and practical implications are provided.
2. The effects of CSR on employees' psychological capital remain unclear. This research examined different effects of CSR on self-efficacy, hope, resilience, and optimism. Based on a survey of 430 employees in tourism in China, the results showed that CSR had positive impacts on employees' self-efficacy, hope, resilience, and optimism through the satisfaction of employees with corporate COVID-19 responses (Mao, He, Morrison, et al., 2020).
3. CSR policies in response to COVID-19 are created by organizations but are implemented by individual employees. The manner in which employees perceive and react to CSR actions determines CSR's implementation and success. CSR can be embedded within or peripheral to a firm's core functioning. While embedded CSR is linked to several positive outcomes if correctly implemented together with employees, peripheral CSR is linked to 'the dark side' of CSR and can result in negative employee outcomes (Aguinis and Glavas, 2017).
4. It is found that the pandemic-induced drop in stock prices was milder among firms with (i) stronger pre-2020 finances (more cash, less debt, and larger profits), (ii) less exposure to COVID-19 through global supply chains and customer locations, (iii) more CSR activities, and (iv) less entrenched executives.

Furthermore, the stock prices of firms with greater hedge fund ownership performed worse and those of firms with larger non-financial corporate ownership performed better (Heymann and Shindo, 2020).

5. CSR expenditure on education reduced from Rs 5718 crore in FY19 to Rs 5244 in FY20. The pandemic has affected company profitability, which in turn has impacted overall CSR giving.

6. The findings suggest that donation appeals featuring warmth-focused messages combined with handwritten typeface and competence-focused messages combined with machinewritten typeface can maximize donation intention and brand loyalty. Furthermore, results from the moderated mediation analyses indicate that brand trust is the psychological mechanism underlying these effects (Huang, 2010).

7. CSR is now presented as a comprehensive business strategy, arising mainly from performance considerations and stakeholder pressure.

8. The focus has shifted from the pre-planned framework of CSR to activities related to fight against COVID-19, which would reap indirect benefits from the operating segment in which companies operate.

9. It has become apparent that the focus has been somewhat one sided in nature, with the bulk of attention going to the corporate processes, motives, and outcomes of such efforts (Vadera and Harsha, 2018)

Conclusion

It is clear that the CSR obligation is a game changer for ensuring that the gains made by corporations in India can be transferred back to society in a meaningful manner. The government's efforts to keep the activities permitted under the obligation broad based are commendable. Moreover, linking the CSR activities to the SDGs both explicitly and implicitly will ensure that CSR spending aligns with and augments national priorities. However, there are several shortcomings observed in the implementation of the CSR regulation that need to be resolved proactively for ensuring the maximum impact on the ground.

There is an urgent need to ensure that CSR-spending has a multiplier effect on social, economic and environmental impact on the ground. This will have to be achieved by measuring outcomes of CSR spending over time, as well as engaging in activities with larger impact potential. Funding research and technology incubators could be one such area where the impact could be highly diversified. In conclusion, the COVID-19 pandemic has brought Corporate Social Responsibility to the forefront. Corporate, both large and small, headquartered in India or abroad, have risen to the challenge and augmented the government's efforts by re-orienting their CSR strategies. It is hoped that the same zeal and mission-mode orientation carries over to activities beyond the pandemic. Invest India, on its part, will endeavor to facilitate corporate looking for impactful CSR opportunities under the larger effort to enhance the ease of doing business in India by strengthening initiatives such as the CSR repository on the IIG, and facilitating knowledge transfer between different stakeholders.

Reference

1. Aguinis, H. and A. Glavas. 2017. On corporate social responsibility, sensemaking, and the search for meaningfulness through work. *Journal of Management* 45(3): 1057–1086.
2. Chaudhary, S., V. Singh, A. Bhagat, and S. Bhall. 2020. The changing landscape of CSR in India during COVID-19. *Invest India*, September 03.
3. Gaustad, T. and J. Utgård. 2020. Corporate social responsibility information dilutes brand positioning. In *NA - Advances in Consumer Research Volume 48*, edited by J. Argo, T. M. Lowrey, and H. J. Schau, pp. 359–361.
4. Duluth, MN: Association for Consumer Research. GoI. 2021. *SDG India: Index and Dashboard 2020-21*. Heymann, D. L. and N. Shindo. 2020. COVID-19: what is next for public health? *Lancet* 395(10224): 542– 545.
5. Hong, B., Z. Li, and D. Mindavidor. 2016. Corporate governance and executive compensation for corporate social responsibility. *Journal of Business Ethics* 136(1): 199–213.
6. Huang, C-J. 2010. Corporate governance, corporate social responsibility and corporate performance. *Journal of Management & Organization* 16: 641–655.

7. RISC Briefing. Mao, Y., J. He, A. M. Morrison, and J. A. Coca-Stefaniak. 2020. Effects of tourism CSR on employee psychological capital in the COVID-19 crisis: from the perspective of conservation of resources theory. *Current Issues in Tourism* 1–19.
8. Shekhar, D. J. 2021. Inside the reshaping of CSR in India during Covid-19. *Forbes*, May 6. Thakur, 2014, The rise of Modi Government and future of CSR. *CSR Times*, June 2014, pp. 14–16. 13 CSR DURING COVID-19: EXPERIENCE AND LEARNINGS
9. Thakur, A. K. and M. Datta. 2017. Innovations in CSR for public sector enterprises in India. Conference paper presented on CSR and Business Sustainability in India, National Conference Paper, SCOPE, New Delhi.
10. Thakur, A. K. and Singh, N. 2018. Disaster Management, Corporate Social Responsibility and Conservation Issues, pp. 171–186. New Delhi: TERI
11. Thakur, A. K. and M. Datta. 2019. A study on the evolution of the regulatory framework on CSR linking to various amendments in the Companies Act, 2013. *International Journal of Current Advanced Research* 8(7).
12. Thakur, A. K. and M. Datta. 2019. CSR, governance framework and expenditure pattern in Indian context: are we heading in the right direction post Companies Act, 2013? *Advances in Economics and Business Management* 6(3).
13. Thakur, A. K. and M. Datta. 2019. The newer paradigms to link corporate social responsibility with sustainable development goals. *Advances in Economics and Business Management* 6(1).
14. Thakur, A. K. and N. Singh (eds). 2018. Disaster management, Corporate Social Responsibility and Conservation Issues. New Delhi:
15. TERI Thakur, A. K., S. A. Narula, and A. Zutshki. 2015. Development-Oriented CSR in Developing Countries, pp. 143–157, Vol. 2. Greenleaf Publishing.
16. Thakur, A. K. 2014. Integrating and implementing CSR. *CSR Times*, August 2014, pp. 24–25.
17. adera, M L. and P. P. Harsha. 2018. Social accounting: a technique to measure CSR practices. *Annals of Management Research* 8(1): 16–23.

Source

- http://mca.gov.in/Ministry/pdf/Covid_23032020.pdf
- <http://www.mca.gov.in/MinistryV2/faq+on+csr+cell.html>
- <https://indiainvestmentgrid.gov.in/opportunities/csr-projects/csr?subSector=104>
- http://www.mca.gov.in/Ministry/pdf/Notifcation_10042020.pdf
- <https://birac.nic.in/cfp.php>
- <http://tdb.gov.in/wp-content/uploads/2020/03/Doc1-1.pdf>
- <http://www.serb.gov.in/home.php>
- <https://www.iusstf.org/usistef/us-india-science-technology>
- https://www.mca.gov.in/Ministry/pdf/CSRHLC_13092019.pdf
- https://www.csr.gov.in/index_across.php
- <https://www.india-briefng.com/news/corporate-social-responsibility-india-55111.html/>
- <https://niti.gov.in/sdg-india-index>

A STUDY ON TRAINING RURAL WOMEN AS A PART OF CSR FOR THE SUSTAINABLE DEVELOPMENT

***K J Robin & **Dr. Noor Mubasheer C A**

*Research Scholar, Post graduate Studies and Research in Social work, St. Philomena's College (Autonomous) Bannimantap, Mysuru – 570015

**Associate Professor and Head, Post graduate Studies and Research in Social work, St. Philomena's College (Autonomous) Bannimantap, Mysuru – 570015

ABSTRACT

As per the saying 'educating a women is equal to opening a school' there has been a lots of efforts made on empowering women from a very long time, in this attempt CSR stands out because of the method they adopt, quality they provide and a follow up after the training is done. So in this study an attempt was made to understand the training given by Larsen and Toubro Limited – Mysuru to the rural women included under the training program of Government Urban and Rural Development (GUARD). Data was collected from the 40 trainees who completed the training using questionnaire and interview method. Judgment sampling was used. Data was analysed in percentage method. It was found in the study that training given to rural women uplifted their financial stability helped their family and also they were happy and satisfied that they were the part of the training.

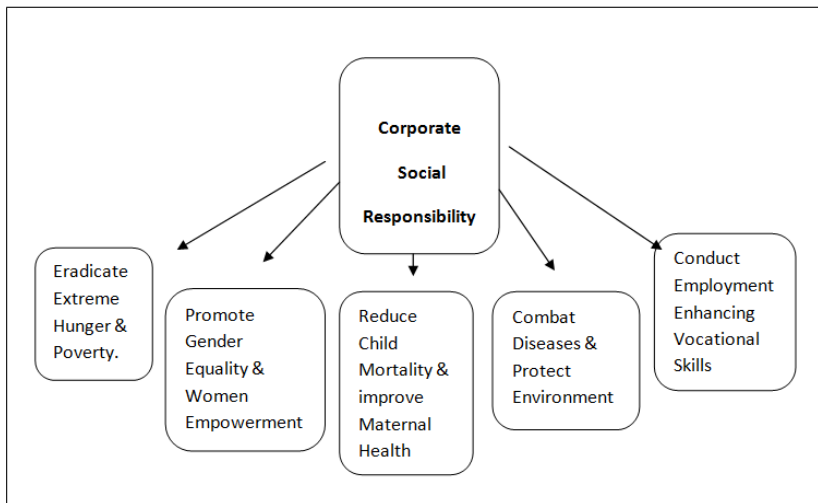
Introduction

In ancient India helping the needy by the wealthy was called as philanthropy where kings and emperors used to provide the material and monetary benefits to the needy and poor people of their kingdom. Later in early 90's Mahatma Gandhi introduced the concept of trusteeship helping socio-economic growth. Later it was introduced as corporate social responsibility but before the act passed few companies had a thought of giving back to the society as an obligation which had a hidden agenda of building goodwill of the company which leads to the way to gain more profit when the company has a good name around society. But before the act was passed there was no set of rules or guidelines telling how exactly to do CSR then on 29th August 2013, The Companies Act 2013 replaced the Companies Act of 1956.

The New Act has introduced far-reaching changes that affect company formation, administration, and governance, and incorporates an additional section i.e. Section 135 – clause on Corporate Social Responsibility obligations (“CSR”) for companies listed in India. The clause covers the essential prerequisites pertaining to the execution; fund allotment and reporting for successful project implementation [1].

Idea of CSR belongs to USA. At the time of 1950-1970 US had issues like poverty, unemployment and pollution due to the consequences of world war and even price of dollar also started to fall due to all this corporation decided and took a stand to be responsible towards the society. During the 1980- 2000 CSR concentrated to create the wealth and also benefit the stakeholders [2]. (Srivastava et al., 2012) Ethical and philosophical dimensions should be considered to have an ideal CSR since India has differences of people among both income and socio economic status [3]. (Bajpai, 2001).

The ministry of Corporate affairs has specified few areas where CSR [4]Abraham, D.T (2013), can be best applied they are mentioned in the bellow image



By supporting the microenterprise, development of SHG and credit women empowerment can be achieved in India (Kabeer, 2001). [4] women empowerment can be possible in three dimension and they are at micro-level concentrate on individual development, at meso-level the development of significant others and at macro-level development can be achieved by empowering the society (Marloes A, 2017). [5]

Objectives

To study the socio-economic status of the women before CSR policy training.

To learn about the training provided to rural women.

To study how the CSR training is making the women empowered.

To know the feedback of women on the training provided.

To learn about the future plan of the trainees after the training programme.

Universe and sample of the study:

The universe of the study includes all women who comes under the training program of Government Urban and Rural Development (GUARD) managed by CSR project of L & T

For the study researcher has used non-probability sampling under which judgement sampling was used as per the guidance of H R Manager, for the study questionnaires were given in the 40 women who were under gone the training.

Data Collection:

Questionnaire was distributed and interview was conducted to all the women who comes under the training program of Government Urban and Rural Development (GUARD) managed by CSR project of L & T

Result of the study

01. Table number 01 shows the age group of the respondents:

Sl.No	Age	Number	Percentage
01	18-25	17	42.50%
02	26-30	10	25%
03	31-35	11	27.50%
04	41-above	02	05%
	Total	40	100%

The above table mentions the information about the age of the respondents in which there are 17 members from the age 18-25 that is 42.50%, 10 members from the age 26-30 that is 25%, 11 members from the age 31-45 that is 27.50% and above 41 there are 02 that is 05%.

02. Table number 02 shows the Education qualification of the respondents::

Sl. No	Education Qualification	Respondents	Percentage
01	SSLC and Bellow	26	65%
02	PUC/ITI/Diploma	11	28%
03	Degree/PG	03	07%
	Total	40	100%

The above table mentions the information about the Education Qualification of the respondents in which there are 26 members have studied till SSLC that is 65%, 11 members has qualification of PUC/ITI/Diploma that is 28% and only 03 of them that is 07% has completed their PG/Degree.

03. Table number 03 shows the Employment status of the respondents:

Sl.No	Employment status	Respondents	Percentage
01	Self-Employed	30	75%
02	Govt. Servant	10	25%
03	Private sector	00	00
04	Un-Employed	00	00
	Total	40	100%

The above table mentions the information about the Employment status of the respondents in which there are 30 members are Self-Employed that is 75%, 10 members are Government servants that is 25% and there are no private sector employees and un-employed.

04. Table number 04 shows the income before training of the respondents.

Sl. No	Before training	No respondent	Percentage
01	0-1000	27	67.05%
02	1001-2000	06	15%
03	2001-3000	07	17.05%
	Total	40	100%

This table show 67.50% that is 27 beneficiary women's monthly income before training was below 1000 rupees, 15% that is 06 beneficiary women's monthly income was 1001 to 2000, 17.5% that is 07 beneficiary women's monthly income was 2001 to 3000.

05. Table number 05 shows the type of training undergone by the respondents.

Sl. No	Type of training	No. Respondent	Percentage
01	Tailoring	09	22.05%
02	Fashion designing	08	20%
03	Beautician	13	32.50%
04	Zari & Zardoshi	10	25%
05	Embroidery	00	00
06	Mahanadi	00	00
07	Computer basic	00	00
	Total	40	100%

Above diagram shows about the type of training received by the respondents in which 09 respondents that is 22.05% has got tailoring training, 20% that is 08 on fashion designing, 32.50% that is 13 on beautician training and 10 that is 25% has got Zari & Zardoshi training but no one showed any interest on embroidery, Mahanadi or computer basics training.

06. Table number 06 shows the income of the respondents after training.

Sl. No	Income after training	No. Respondent	Percentage
01	0-5000	23	57.50%
02	5001-10000	11	27.50%
03	10001-15000	06	15%
	Total	40	100

This table show 57.50% that is 23 beneficiary women's monthly income after training was increased to up to 5000 rupees, 27.50% that is 11 beneficiary women's monthly income increased up to 5001 to 10,000 and 15 % that is 06 beneficiary women's monthly income was raised 10,001 to 15,000.

07. Table number 07 shows the status of the support received by the respondents from training institution.

Sl. No	Support from training institution	Respondents	Percentage
01	Yes	30	75%
02	No	10	25%
	Total	40	100%

The above table shows 75% that is 30 beneficiary women's are self-employed and they get support from GUARD institution and 25% that is 10 beneficiary women's responded saying they are in no need of any support from GUARD.

08. Table number 08 shows the type of support received by the 30 respondents who was helped from training institution.

Sl. No	Type of support	Respondents	Percentage
01	Financial support	26 (30)	86.66%
02	Technical support	09 (30)	30%
03	Motivation	5 (30)	16.66%
	Total	30 Respondents	

The above table shows that out of 30 respondents who has received help from GUARD 86.66% that is 26 women has got financial support, 30% that is 9 women has got technical support from GUARD and 16.66% that is 5 women has been motivated from GUARD

Discussion

This study shows in lot of ways that CSR do helps people to have a sustainable development. Especially for the women of SHG's CSR is a boon because as the data shows majority of the respondents are having an education qualification of SSLC and below and their income before training is not as much but after they have received the training it can be seen that there is a positive changes in the income of the respondents where many of them are earning more than what they were earning before this is a clear sign that CSR is a clear path for the development of not just the company but also the society from which they are taking. And done properly and if the respondents follow the path they are shown CSR program can make a better way for the development of not just the respondents but also to the members of the family.

Conclusion

To conclude CSR is the good thing happened to the common and needy there are so many companies who has taken CSR as a tool to make the world a better place. Companies like L&T, Tata, BHEL, Azim premji foundation, Infosys and many more is doing CSR as not just giving and forgetting but also making others also to do more by setting an example. So there is in need of more programmes build a better world and also seminars and projects should happen more so that it can educate the people and be a catalyst of the society.

Reference

Corporate Social responsibility (CSR) in India available at <https://csrfe.org/about-csr-in-india-public-policy/>

Srivastava, A.K., Negi, G., Mishra, V and Pandey S (2012), 'Corporate Social Responsibility: A Case Study of TATA Group', IOSR Journal of Business and Management, ISSN: 2278-487X Volume 3, Issue 5 (Sep,-Oct. 2012), pp. 17-27.

Bajpai, G.N (2001), Corporate Social Responsibility in India and Europe: Cross Cultural Perspective, available at <http://www.ficci.com>

Abraham, D.T (2013), CSR AND EMPOWERMENT OF WOMEN: THE WAY FORWARD, AIMA Journal of Management & Research, February 2013, Volume 7, Issue 1/4, ISSN 0974 – 497 available at [https:// apps.aima.in/ ejournal_new/ articlesPDF/ Dimple_Tresa_Abraham.pdf](https://apps.aima.in/ejournal_new/articlesPDF/Dimple_Tresa_Abraham.pdf)

Kabeer, N. (2005). Gender equality and women's empowerment: A critical analysis of the third millennium development goal 1. *Gender & Development*, 13(1), 13-24.

Huis Marloes A., Hansen Nina, Otten Sabine, Lensink Robert (2017), 'A Three-Dimensional Model of Women's Empowerment: Implications in the Field of Microfinance and Future Directions', *Frontiers in Psychology*, ISSN=1664-1078, VOLUME 8, available at [https:// www.frontiersin.org /article/ 10.3389/ fpsyg.2017. 01678](https://www.frontiersin.org/article/10.3389/fpsyg.2017.01678)