

CORPORATE SOCIAL RESPONSIBILITIES (CSR) OF SELECTED ORGANIZATIONS IN PONDICHERRY REGION - AN EXPLORATORY RESEARCH.

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ABSTRACT-- Corporate Social Responsibility (CSR) is a thought whereby Industrial organizations consider the interests of people by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their business operations. It is also concentrated on how companies manage their business processes to produce an overall positive impact on society. It concentrates sustainability, social impact, and moral principles, and done appropriately should be about main business activities and how companies make their money through their business, not just add-on extras such as activities executed philanthropically. A 2015 research study conducted by the Kenexa High-Performance Institute in London city had known that Industrial organizations that had an unadulterated commitment to CSR significantly outperformed those that did not, with an average return on wealth 19 times higher. Additionally, the study showed that CSR orientated companies had a higher level of employee commitment and offered a noticeably better standard of customer service. In this context, the present study analyses the performance of corporate social responsibilities and its impact on the society in selected Industrial Organization in the Pondicherry region.

Key words-- Corporate Socialorganization Pondicherry region exploratory research.

I. INTRODUCTION

Habitually, companies have had conscientiousness, to make an earning. But the concept of corporate social responsibility holds that companies should be accountable to more than just their proprietors. Corporate social responsibility grasps that there are multiple dimensions of activities that affect the actions of the public. Recognize these dimensions planning is necessary for the company's corporate social responsibility efforts. Further, the environmental dimension of corporate social responsibility submits to a person's business's impact on the environment. The goal, as a socially responsible company, is to connect in business practices that advantage the environment. For example, a company might choose to utilize reprocessed materials in packaging or ad renewable energy sources like solar power in a factory.

CSR has been described much more in expressions of a philanthropic model in the United States. Companies make earnings, unobstructed excepting by satisfying their duty to pay taxes. Then they contribute a certain share of the revenues to charitable causes. It is seen that as contaminating the action for the company to receive any assistance from the giving. The western model is a much more focal point on function the

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main business activities in a collectively responsible way, harmonized by investment in communities for solid business case reasons. Individually, one can consider this model is a more sustainable way in nature because Social responsibility turns into an integral part of the wealth creation process which if managed precisely should improve the competitiveness of business venture and maximize the value and volume of wealth creation to society. When times get hard, there is the inducement to practice CSR more and enhanced if it is a philanthropic practice that is unimportant to the main business, it will at all times be the primary thing to go when thrust comes to force. But as with any development based on the combined activities of communities of human beings, there is no 'one size fits all'. In different nations, there will be different priorities, and values that will shape how business activities are in the act. And even the observations above are changing over the period of time.

Further, the social aspect of corporate responsibility involves the relationship between business activities and society as a whole. When addressing the social dimension, one should aim to utilize business activities to benefit society as a whole. This could involve sourcing reasonable deal of products, for example, or approving to pay company employees livable earnings. It could also engage captivating on undertakings that promote the society, for instance using company resources to systematize charitable endowment raisers. The economic aspect refers to the result that corporate social responsibility has on the investments of a company. In ultimate humankind, where corporate social responsibility had no prices, there would be no motive to limit it. But in the real situation, it is significant to recognize the financial force that these accomplishments have and to steady being a high-quality corporate citizen with making earnings. The stakeholders are all of the people affected by a company's actions. These comprise employees, suppliers, and members of the public. When considering the stakeholder dimension of corporate social responsibility, think 8how business choices affect these groups. For example, the company might be able to amplify output by having employees work more, but the company should believe the impact it will have on them, not just the company bottom line. Actions that drop into the voluntariness measurement are those that the company is not required to do. These actions are based on what the company believes is the correct thing to do. They may be based on specific ethical values that company clutches. For example, one may believe that using organic products and the eco-friendly product is the right thing to do even if you are not required to do so.

II. STATUTORY REQUIREMENTS OF CSR

Each and every company is having a net value of rupees five hundred crores or more, or earnings of rupees one thousand crores or more or a net earning of rupees five crores or more during any financial year shall comprise a Corporate Social Responsibility board of the Board consisting of three or more directors, out of which at least one director shall be an independent director. The Corporate Social Responsibility Board is able to formulate and advocate to the Board, a Corporate Social Responsibility Guiding principle which will designate the activities to be undertaken by the corporate company as specified in Schedule VII, recommend the amount of expenditure to be incurred on the activities referred to in clause (a) and Monitor the Corporate Social Responsibility Guiding principle of the corporate company from time to time. The Board of every corporate company referred to in sub-section (1) shall, after taking into account the recommendations made by the Corporate Social Responsibility Board, endorse the Corporate Social Responsibility Guiding principle for the corporate company and disclose

comfortable of such Guiding principle in its report and also place it on the corporate company's website, if any, in such manner as may be prescribed and ensure that the activities as are included in Corporate Social Responsibility Guiding principle of the corporate company are undertaken by the corporate company.

The Board of every corporate company referred to in sub-section (1), shall make sure that the corporate company spends, in every financial year, at least two percent. Of the average net earnings of the corporate company made during the three immediately preceding financial years, in pursuance of its Corporate Social Responsibility Guiding principle gives that the corporate company is able to give favorite to the locality around it where it activates, for spending the amount earmarked for Corporate Social Responsibility activities provided further that if the corporate company fall shorts to spend fund such quantity, the Board shall, in its report made under clause (a) of sub-section (3) of section 134, specify the reasons for not spending the fund.

III. CSR ACTIVITIES IN INDIA

The Prime Minister of India, in his address at the CII Annual General Meeting in May 2007 said that “This CSR is not an imported western notion. It is a part of our cultural heritage”. He couldn’t have been truer. In India, CSR is promoted in different ways. In the period up to the 1850s merchants committed themselves to society for religious reasons sharing their wealth in building temples. The business community is called Vaishyas occupied a special place in ancient Indian society. They also offered liberation in times of food crisis and other calamities. With the colonial rule, the western type of industrialization reached India and changed the nature of CSR.

The pioneers of industrialization in those times were families like Tata, Birla, Bajaj, Godrej, Mahindra and so on all who were strongly in favor of philanthropy. But their interests were not necessarily motivated by religious sentiments. The fundamental model of aid organization incorporated sporadic donations particularly to schools and hospitals without any long-term engagements. The second phase period was dominated by India's struggle for independence. Gandhiji's idea of a trusteeship aimed to consolidate and amplify social development. During this period, Indian businesses actively engaged in social reform processes. Their involvement was stimulated by the vision of free and modern India. The notion of trusteeship encouraged businesses to set up trusts for schools, colleges and other institutes of higher learning.

In the third phase period, we see more of a mixed economy. With the emergence of the public sector undertakings, there was a shift from corporate self-regulation to strict legal and public regulation of business activities. The 1960s is usually described as an ‘era of strict control’, as there were very strict regulations that determined the activities of the private sector. The PSUs were established with the intention of guaranteeing an appropriate distribution of wealth to the needy. Nevertheless, this had its own limitations. Consequently, the private sector grew, and the need for its socio-economic development became indispensable.

Objectives of the study

- ❖ To study activities of the corporate social responsibilities of organizations in the study area.
- ❖ To examine the models of corporate social responsibilities of an organization

Study Area

The area for the study is only confined to Pondicherry Region.

Collection of Data:

Both the sources of data collection have to be used for the study, the primary data has to be collected from the beneficiaries. Secondary data was collected from various sources such as published and unpublished sources including books, journals, magazines, publications, research articles, official websites, and corporate company reports.

Sampling technique

Convenience sampling technique is used to collect information from the sample respondents

Data collection tool

The primary data is to be collected through a questionnaire by covering the aspects of the objectives of the study. And also used by face-to-face approach by using the Interview schedule.

IV. RESULTS AND DISCUSSIONS

The establishment of a CSR strategy is a fundamental 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 and core strategy all in close collaboration with stakeholders. In this context, the present analyses discuss with CSR activities in the Organization which is located in the Pondicherry region.

Table 1: Response Regarding the Organization of CSR Structure

CSR Structure	COMPANY 1	COMPANY 2	COMPANY 3	COMPANY 4	TOTAL
Very good	90.00	50.00	80.00	75.00	73.75
Good	2.50	12.50	7.50	5.00	6.87
No Idea	2.50	30.00	5.00	7.50	11.88
Poor	2.50	5.00	2.50	10.00	5.00
Very Poor	2.50	2.50	2.50	2.50	2.50
TOTAL	100	100	100	100	100

Source: Computed

The selected organizations of all four are having CSR structure in their organizations promoted at their headquarters. Whereas at Pondicherry region Company 3 and Company 4 not having separate CSR structure or department for the CSR activities. They have been serving society along with the human resource management department. The rest of the companies are having full-fledged CSR setup in their organizations. The opinion survey

also responded in the same direction for other companies also. 90 percent of respondents opined that the performance of the CSR is very good (Table 1) for company 1 and 80 percent at company 2. Whereas, 50 percent and 75 percent of respondents are agreed about CSR structure promoted by Company 2 and 4 respectively. Overall response is more than 73 percent of respondents are noted that satisfied with all organizations having CSR structure and all executed CSR activities at large for the development of society according to fund allocation towards CSR activities are also satisfied response by the respondents. Below 10 percent of respondents have no idea about this concept and they are satisfied with the organizations CSR activities for their villages. 11.88 percent of respondents opined that CSR is a part of organizational activities.

Table 2: Response Regarding the Employees Encouraged to Participate in Local Community

CSR Structure	COMPANY 1	COMPANY 2	COMPANY 3	COMPANY 4	TOTAL
Very good	75.00	60.00	75.00	60.00	68.75
Good	15.00	25.00	10.00	25.00	18.75
No Idea	2.50	5.00	5.00	5.00	3.75
Poor	2.50	5.00	5.00	5.00	3.75
Very Poor	5.00	5.00	5.00	5.00	5.00
TOTAL	100	100	100	100	100

Source: Computed

At present in the fast-growing society, everybody is busy with their activities. In the present scenario also more than 68 percent of respondents (Table 2) have been showing willingness towards CSR activities done by their organizations to the local community. The employees also interested to make part of those activities. 75 percent of respondents are given encouragement in company 1 and company 3 followed by companies 2 and 4 encouraged only 60 percent. Overall 68.75 percent are willing and 18.75 percent of employees are not willing towards this activity. It is observed that 8.75 percent of respondents are not having any idea of this activity.

TABLE 3: Response on Regular Financial Support to the Community Activities and Projects

CSR Structure	COMPANY 1	COMPANY 2	COMPANY 3	COMPANY 4	TOTAL
Very good	80.00	50.00	80.00	90.00	75.00
Good	2.50	20.00	7.50	2.50	8.13
No Idea	12.50	22.50	7.50	2.50	11.25
Poor	2.50	5.00	2.50	2.50	3.12
Very Poor	2.50	2.50	2.50	2.50	2.50
TOTAL	100	100	100	100	100

Source: Computed

For the survival of company's growth and business, it is compulsory to serve the community at large. All selected companies in our study are showing interest to allocate funds to the community development. It is observed that the highest 90 percent (Table 3) opined company 4 supported regular financial support to the community activities at large followed by 80 percent each by Company 1 and 3. Overall 75 percent of respondents opined positive response towards providing regular financial support to the community by their companies or nearby companies followed by 8.13 percent of respondents are against the activity. 11.25 percent responded that it was part of the company's activities. The rest of the respondents (5.72 percent) have no idea or kept quiet for this activity.

TABLE 4: Response Regarding Communication of Enterprise Values to Stakeholders

CSR Structure	COMPANY 1	COMPANY 2	COMPANY 3	COMPANY 4	TOTAL
Very good	85.00	60.00	80.00	70.00	73.75
Good	5.00	25.00	10.00	20.00	15.00
No Idea	2.50	5.00	5.00	2.50	3.75
Poor	2.50	5.00	2.50	2.50	3.13
Very Poor	5.00	5.00	2.50	5.00	4.37
TOTAL	100	100	100	100	100

Source: Computed

For any business, trust and transparency are required for their stakeholders. It is the company's duty to communicate all their stakeholders about the enterprise values. In this filed study overall 73.75 percent of respondents (Table 4) are positively responded about their companies communicated enterprise values to its stakeholders by all means. 15 percent of respondents have been opposed to this concept. 85 percent opined positive response by company 1 followed by 80 percent by company 3, 70 percent by company 4 and 60 percent by company 2.

TABLE 5 :Response Regarding Company Assessment's Business on the Stake Holders

CSR Structure	COMPANY 1	COMPANY 2	COMPANY 3	COMPANY 4	TOTAL
Very good	82.50	50.00	75.00	75.00	70.63
Good	10.00	12.50	7.50	5.00	8.75
No Idea	2.50	25.00	7.50	7.50	10.62
Poor	2.50	5.00	5.00	10.00	5.63
Very Poor	2.50	7.50	5.00	2.50	4.37
TOTAL	100	100	100	100	100

Source: Computed

Companies must assess the impact of their business on their stakeholders. It is companies' object to know about the opinions of the stakeholders by different surveys. In our opinion field study overall 70.63 percent (Table 5) respondents responded positively that their companies are assessed their business through stakeholders and fulfilled this object regularly. 8.75 percent of respondents are opinioned that this activity is not required. 10.62 percent of respondents are agreed that it was a part of the company's objectives and the rest of the respondents (10 percent) told that there is no idea on this subject. It is observed that all our selected companies are positively responded with this activity.

TABLE 6: Response Regarding Study the Impact of Its CSR Activities on the Stakeholders

CSR Structure	COMPANY 1	COMPANY 2	COMPANY 3	COMPANY 4	TOTAL
Very good	92.50	80.00	80.00	80.00	81.88
Good	2.50	5.00	5.00	10.00	5.62
No Idea	5.00	10.00	10.00	5.00	7.50
Poor	2.50	2.50	2.50	2.50	2.50
Very Poor	2.50	2.50	2.50	2.50	2.50
TOTAL	100	100	100	100	100

Source: Computed

In this commercial era, everybody wants some benefit for their work/ activity/ participation. In that way, all organizations have own credibility and image from society through their CSR activities. In an opinion survey, more than 81.88 percent (Table 6) respondents are positively responded to this activity followed by 5.62 percent against this activity. These activities are shown more impact on the stakeholders. It is observed that 92.50 percent of respondents are positively responded in company 1 and the main observation was 80 percent of respondents are expressed a positive attitude towards this activity in all three companies. 5.62 percent are opposed to this opinion followed by 7.50 percent are opined this is in part of company's activities and 5.0 percent are not responded.

V. CONCLUSION

The selected organizations, all four are having CSR structure in their organizations at their headquarters. Whereas Company 3 and Company 4 not having separate CSR structure or department for the CSR activities. They have been serving society along with the human resource management department. The rest of the companies are having full-fledged CSR setup in their organizations. It presents in a fast-growing society; everybody is busy with their activities. For the survival of company's growth and business, it is a must to serve the community at large. All selected companies in our study are showing interest to allocate funds to the community development. It is observed that the highest 90 percent opined company 4 supported regular financial support to the community activities at large followed by 80 percent each by Company 1 and 3. For any business, trust and transparency are required for their stakeholders. It is the company's duty to communicate all their stakeholders about the enterprise values

Companies must assess their business on their stakeholders. It is companies object to know about the opinions of the stakeholders by different surveys. It is observed that all our selected companies are positively responded with this activity. The era of commercial, everybody wants some benefit for their work/activity/participation. In that way, all organizations have own credibility and image from society through their CSR activities. It is observed that CSR is a powerful tool to achieve not only maintains the administration objectives and it is useful for achieving the desired economic objectives.

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