

PERCEPTION AND SATISFACTION LEVEL TOWARDS CSR ON SLUM DEVELOPMENT

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ABSTRACT--Integration of CSR in business is a vital part. Hence stake holders instead of thinking about profit & growth, corporate must think and contribute to the societies, Environment & importantly to their labors in terms of any forms. So it's giving lots of meaning to all the aspects, not only limited to profit & growth in business. As for as this topic is concern, we must know the facts behind slum development in developing countries like India. Rural peoples are moving from their native place to urban location rapidly because of their basic needs such as Education, Employment, Business & Good Medical facilities. Rural people's life depending with agriculture but nowadays due to global warming, farmers are not getting sufficient rain to produce enough yields. Second thing farmers are not getting proper cost for their produced agricultural items. Because the Government not allocating the sufficient funds to agricultures. Rural people don't have an option to move from their location to urban. The study will be analyzed the Perception and satisfaction of CSR on slum development. This paper analyzed the Descriptive statistics, factor analysis and ANOVA.

Keywords-- Corporate social responsibility, Slum Development, Urbanization, Metropolitan, Agriculture.

I. INTRODUCTION

Jayati Sarkar & Subrata Sarkar(2015) Corporate Social Responsibility in India - An effort to bridge the welfare gap. This paper analyses the recent amended companies' act, 2013 in India on firm incentives which means this act analyzing potential impacts of resource availability, delivery of social goods, prospects & challenges of implementing mandated CSR. This paper not arguing potential economic costs, accompany by mandated CSR. The new act designed thoughtfully to balance the objectives of corporate & its stake holders on the one hand & also balance the society & its stake holders. So addressing the challenges of implementation would decide the how far the objectives of the new regulations are met. Finally the new CSR regulation will help corporate willingly join hands with government to contribute growth of nation.

II. REVIEW OF LITERATURE

Jitendra Kumar (2014) Slum development in metropolitan cities (India). Rapid Urbanization, less growth and development in villages, moves people of rural from there to cities/town. Statistics indicate clearly the same. So government has to initiate some effective welfare policies particularly in rural areas. So that people migration will be decreased proportionally. And also people are migrating because of development & industries only in some

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particular location; this is also one of the major reasons. Hence its government's primary responsibility to decrease this ratio by another way of policies & focus leads good results.

III. OBJECTIVES OF THE STUDY

- To analyze Perception towards CSR on Slum Development
- To examine the Satisfaction level towards CSR on Slum Development

IV. HYPOTHESIS OF THE STUDY:

H₀ There is no relationship between gender and perception of CSR on Slum Development.

H₁ There is no significant difference between the gender and satisfaction level of CSR on Slum Development.

V. RESEARCH METHODOLOGY

The study consists of primary data only. The data collected through structured questionnaire. The study was collected from only 50 respondents. This paper deals with the perception and satisfaction towards CSR on Slum development.

VI. STATEMENT OF THE PROBLEM:

Slums area people are not eating hygiene food, no proper water, air and even their residence also not up to the mark to live. They migrated from rural to urban because of employment, education, business & medical facilities. Government not focusing or developing rural areas likes urban areas. But Government trying to the slum area people improves quality of life with the help of CSR.

VII. SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

It presents the social and economic profile of the respondents which includes gender, age, organization, educational, qualification, designation and position of the hierarchy.

Table 1: Socio economic Profile of the Respondents

Gender of the respondents		
Classification	Frequency	Percent
Male	26	52.0
Female	24	48.0
Total	50	100.0
Nature of Organization		
Public Ltd	26	52.0
Private Ltd	24	48.0
Total	50	100.0

Age of the respondents		
Below 25 years	7	14.0
26 - 35 years	20	40.0
36 - 45 years	12	24.0
Above 46 years	11	22.0
Education of the respondents		
First Generation Graduate	22	44.0
other than generation graduate	28	56.0
Total	50	100.0
Qualification of the respondents		
Pre-Graduation	13	26.0
Graduation	19	38.0
P G	8	16.0
Professional	10	20.0
Total	50	100.0
Designation		
Executive	7	14.0
Asst. Manager	17	34.0
Manager	9	18.0
Sr. Manager	7	14.0
General Manager	10	20.0
Total	50	100.0
Position in the Hierarchy		
Top Level	25	50.0
Middle Level	25	50.0
Total	50	100.0

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.455
Bartlett's Test of Sphericity	Approx. Chi-Square	146.594
	df	105
	Sig.	.005

Table 3: Total Variance Explained

Component	Initial Eigen values	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings
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	Total	% of	Cumulati		% of	Cumulati		% of	Cumulati
	l	Variance	ve %	Total	Variance	ve %	Total	Variance	ve %
1	2.383	15.886	15.886	2.383	15.886	15.886	1.937	12.911	12.911
2	2.163	14.418	30.304	2.163	14.418	30.304	1.683	11.221	24.132
3	1.603	10.686	40.990	1.603	10.686	40.990	1.621	10.810	34.942
4	1.324	8.825	49.815	1.324	8.825	49.815	1.618	10.787	45.729
5	1.239	8.259	58.074	1.239	8.259	58.074	1.430	9.531	55.260
6	1.215	8.097	66.171	1.215	8.097	66.171	1.353	9.023	64.283
7	1.018	6.786	72.957	1.018	6.786	72.957	1.301	8.675	72.957
8	.844	5.627	78.584						
9	.733	4.890	83.474						
10	.639	4.262	87.736						
11	.494	3.295	91.030						
12	.470	3.130	94.160						
13	.397	2.649	96.810						
14	.289	1.924	98.733						
15	.190	1.267	100.000						

Table 4: Rotated Component Matrix^a

Perception of CSR on Slum development	Component						
	1	2	3	4	5	6	7
The level of investment in CSR actions which improve infrastructure and the environment in the rural area, which the company carries out	.888						
Show greater concern through sincere and concentrated efforts for mitigating adverse effects on environment	.851						
Assess the importance of the trust of the stakeholders	.068						

The number of CSR actions which improve infrastructure and the environment in the rural area, which the company has implemented		.738					
Assess the importance of the product offering and its quality as well as the satisfaction of the bank's customer			.818				
Institute a full-fledged community development department to sensitize to the issues concerning the growth and development of the society				.076			
The level of investment of CSR actions which improve the rural health sector environment taken by the company				.034			
Assess the importance of the external image					.049		
Lay greater emphasis on proving adequate satisfaction to the employees and accomplishing corporate goals						.014	
The level of social impact of the CSR actions which improve infrastructure and the environment in the rural area, carried out by the company						.236	
The importance given in the company to the CSR actions directed at improving the rural health sector environment						.121	
The importance given in the company to the CSR actions directed at improving infrastructure and the environment in the rural area						.300	
Accelerate the participation of workers in community development							.003
Assess the importance of the market share							.433

The level of social impact of the CSR actions which improve the rural health sector environment, which the company carries out							.827
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The above table shows that the total variance explained at fifteen stages of factors affect the slums people's among the Rural Area. Fifteen factors was extracted, 100 percent of the variance will be explained.

Table 5: One way analysis of variance (ANOVA) among the Gender and Satisfaction level of CSR on Slum Development

		Sum of Squares	df	Mean Square	F	P value
Transparency in the financial dealings	Between Groups	.062	1	.062	.034	.855
	Within Groups	87.718	48	1.827		
	Total	87.780	49			
Accountability	Between Groups	2.962	1	2.962	1.440	.236
	Within Groups	98.718	48	2.057		
	Total	101.680	49			
Openness in functions and activities	Between Groups	1.971	1	1.971	1.007	.321
	Within Groups	93.949	48	1.957		
	Total	95.920	49			
Creating strong organization great place to work	Between Groups	.205	1	.205	.091	.764
	Within Groups	108.295	48	2.256		

	Total	108.500	49			
Prompt employee welfare activities	Between Groups	.993	1	.993	.486	.489
	Within Groups	97.987	48	2.041		
	Total	98.980	49			
providing equal opportunities in the work place	Between Groups	.800	1	.800	.392	.534
	Within Groups	97.920	48	2.040		
	Total	98.720	49			
Ensuring health and safety to the workforce	Between Groups	1.038	1	1.038	.511	.478
	Within Groups	97.462	48	2.030		
	Total	98.500	49			
Giving education to the mass	Between Groups	4.580	1	4.580	2.491	.121
	Within Groups	88.240	48	1.838		
	Total	92.820	49			
Providing vocational training to the needy	Between Groups	.493	1	.493	.222	.640
	Within Groups	106.487	48	2.218		
	Total	106.980	49			
Health and sanitation service to the local community	Between Groups	.628	1	.628	.337	.564
	Within Groups	89.372	48	1.862		
	Total	90.000	49			
Community welfare and rural development activities	Between Groups	90.246	1	90.246	1.626	.208
	Within Groups	2664.574	48	55.512		
	Total	2754.820	49			
Activities to mitigate urban existing problems	Between Groups	.593	1	.593	.285	.596
	Within Groups	99.987	48	2.083		
	Total	100.580	49			
	Between Groups	48.806	1	48.806	.832	.366
	Within Groups	2816.574	48	58.679		

Proving loans for low income housing as well as small enterprises	Total	2865.380	49			
Organizing tuition centre for poor children	Between Groups	3.882	1	3.882	1.940	.170
	Within Groups	96.038	48	2.001		
	Total	99.920	49			
Organizing health check-up campaign in schools, colleges and villages	Between Groups	2.234	1	2.234	1.249	.269
	Within Groups	85.846	48	1.788		
	Total	88.080	49			

*Since P value is more than 0.05 the null hypothesis is accepted at 5% level of significant.

VIII. CONCLUSION

CSR must be integrated with business is vital part. To improve or develop slum areas government must allocate more funds to agriculture. So that migration from rural to urban will be reduced. Slum people's Improving life with the help of corporate social responsibility (CSR). So that corporate instead of thinking only about profit, they can add value to the society, environment & also to their employees. Finally government has to amend effectively the laws related to CSR. This will makes difference totally.

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