



A Study on Employees Perception Regarding CSR Initiatives of the Companies in India

Vikrant Vikram Singh¹, Dr. ManojPandey², Dr. Anil Vashisht³
Assistant Professor¹, Associate Professor & HOD², Director³
Amity Business School, Amity University Madhya Pradesh, India

Abstract:

This study on employee's perception regarding CSR initiatives of Indian Companies is an attempt to understand the impact of CSR on a very important stakeholder of the company i.e. an employee of the company. Employee of any company is an individual who is an internal person for the organization as he is an integral part of the company and at the same time he/she can be the customer of the company if using the product or services offered by the company. This thing makes him a powerful tool to analyze the impact of various initiatives of the organization which will have long lasting impact on the company as well as on the society as a whole. This study is conducted through a survey by preparing questionnaire for obtaining information from the employees of different organizations regarding their perception w.r.t. CSR activities. The data obtained from the questionnaires was used as the medium for the analysis. The result of the report shows that CSR engagement of the company has positive impact on the employee. But, the report also suggests that companies are lacking in terms of their CSR initiatives from last few years. It further suggests that inputs and methods of the CSR activities by the organizations should improve in order to increase the productivity and belongingness of the employees.

Keywords: CSR, Society Environment, Corporate Governance, Community Development Program

I. INTRODUCTION

Corporate social responsibility (CSR, additionally called corporate citizenship) is a type of corporate self-control; coordinated into a plan of action. CSR strategy works as a self-administrative system whereby a business screens and guarantees its dynamic consistence with the soul of the law, moral gauges and national or universal norms. Corporates are trying different things with different regions in CSR; aside from what is expressed in their vision proclamations. They are additionally teaming up with NGOs, neighborhood self-government bodies; or the administration to guarantee better achieve, better system definition and contributions from the legislature. It is crucial for an organization to view and center CSR as a wellspring of upper hand; instead of a routine with regards to charity. CSR is the proceeding with responsibility by business to carry on morally and add to monetary improvement while enhancing the personal satisfaction of the workforce and their families and also of the nearby group and society on the loose. Immature assets for execution have made enormous crevices and have expanded the cost for CSR usage. Furthermore, there are additionally no for the most part acknowledged norms; for measuring the accomplishment of the variety of group advancement programs that are presently set up. Corporate Social Responsibility (CSR); has cleared organizations universally and has been guaranteed to be a basic piece of the present day organizations. CSR mirrors an organization's objectives, vision, mission, culture and the procedures. It characterizes; what and how an organization looks past benefits. Various organizations today; are starting to consolidate CSR into their long haul arranging forms, recognizing particular objectives and measures of advance since

it assumes an exceptionally critical part; in the business, some of which can be clarified as under: Lift in brand building and reputation: Clients are regularly drawn; to brands and organizations with great notoriety in CSR-related regions. An organization considered socially dependable can profit; both from its improved notoriety with general society and also inside the business group, expanding an organization's capacity to draw in capital and exchanging accomplices.

Increased sales and customer loyalty: A number of studies have 386 The Indian Journal of Industrial Relations, Vol. 44, No. 3, Jan. 2009; suggested a large and growing market for the products; and services of companies who are perceived to be socially responsible."

Diminishment in working costs: CSR activities help, decrease working expenses drastically. For instance, numerous activities went for enhancing natural execution, for example, diminishing contaminations that add to worldwide environmental change or lessening utilization of agrochemicals additionally bring down expenses. Many reusing activities cut waste-transfer costs and create salary by offering reused materials.

Higher profitability and quality: An organization's endeavors to enhance working conditions; diminish ecological effects or increment representative association in basic leadership regularly prompt expanded efficiency and decreased blunder rate. For instance; organizations that enhance working conditions and work rehearses among their providers frequently encounter, a lessening in stock that is blemished or can't be sold.

Draw in and hold representatives: Organizations saw to have solid CSR duties regularly think that its less demanding to select and hold workers; bringing about a decrease in turnover; related enrollment and preparing costs. Indeed, even in troublesome work markets; potential representatives assess an organization's

CSR execution to decide if it is the right "fit". Lessened administrative oversight: Organizations that evidently fulfill; go past administrative consistence necessities are given all the more free rule by both national and nearby government elements." CSR is not just another idea in India. As far back as their commencement, corporates like Tata Group, the Aditya Birla Group, and Indian Oil Corporation, to give some examples, have been included in serving the group. Through gifts; and philanthropy occasions, numerous different associations have been doing their part for the general public. The fundamental goal of CSR in nowadays is to boost the organization's general effect; on the general public and partners. CSR strategies, practices and projects are by and large exhaustively coordinated by an expanding number of organizations all through their business operations and procedures. A developing number of corporates feel that CSR is not simply one more type of aberrant cost but rather is imperative for securing the goodwill and notoriety, shielding assaults and expanding business intensity. Organizations have specific CSR groups; that detail arrangements, methodologies and objectives for their CSR projects and put aside spending plans to support them. These projects are regularly dictated by social reasoning; which have clear goals and are all around characterized and are lined up with the standard business. "The programs are put into practice by the employees who are crucial to this process. A CSR program ranges from community development to development in education, environment and healthcare etc." Although, there is much awareness about the CSR concept, much has to be still done to reach the lower hierarchy of the organization. Many employees still think that the revenue and profits of the organization have not shot up. Companies can also indulge itself in other domains when it works for the society apart from donation to various institutions and cause related marketing like taking up environmental issues. CSR has brought a paradox change in the organizational scenario. It has gathered a overwhelming response from the employees perception, however future prediction is unreliable and fraught process and any kind of prediction is even more unreliable. We can only be sure of the fact that it will be a steady process because government has made it mandatory. However, whatever is achieved is indeed a positive change for the society and has changes the way organization and civil society stand. It is legitimate to challenge claims about the ineluctable beneficence of the pursuit of economic or financial well-being in a way which has been considered almost heretic for far too long.

II. REVIEW OF LITERATURE

Andrea Pe ´rez et al(2014)"have offered few comprehensive models; to understand the benefits of corporate social responsibility image, in terms of customer behaviour, the authors of this paper propose a hierarchy of effects model to study how customer perceptions of the social responsibility of companies; influence customer affective responses in a service context. "The authors test a structural equation model; using information collected directly from 1,124 customers; of banking services in Spain. The findings demonstrate that corporate social responsibility image influences customer identification with the company, the emotions evoked by the company and satisfaction positively."

Austin(2000) gave the concept of Cooperation Continuum. He clarified the improvement of coordinated effort between non-

benefits and organizations. As indicated by him, such joint effort starts from a generous stage, where, the nature of the relationship is like that of a beneficent benefactor brings about authoritative incorporation, where the equivalency of shared advantages is completely captured by firms. The Collaboration Continuum subsequently, gives firms more motivations to be socially dynamic. Organizations can take after this idea by supporting societal causes, and rousing different organizations thus. Benefit organizations ought to have an unequivocal approach to shape their societal contribution and their corporate generosity.

Zahler(2015) proposed and tested a hypothesis of social flexibility; to exogenous stuns. The hypothesis set that excellent corporate social obligation (CSR) divulgence advances the view of authoritative authenticity, making social versatility to exogenous stuns (outer occasions outside administration control). Utilizing a way model and information from 100 experienced, nonprofessional speculators, we inspect whether the nature of an enterprise's intentional CSR revelation expands its apparent hierarchical authenticity.

Gilmore(2012) has principally centered around the cooperative energies amongst social and monetary execution, our comprehension of how (and the conditions under which) organizations utilize CSR to deliver arrangement results that conflict with open welfare has remained similarly immature. This investigation tends to this issue utilizing inside tobacco industry records to investigate British-American Tobacco's (BAT) thinking on CSR and its impacts on the organization's CSR Program. The article displays a three-arrange model of CSR advancement, in light of Sykes and Matza's hypothesis of procedures of balance.

Christopher J Bamber(2004) concentrates on usage of the CSR motivation in little to-medium ventures (SMEs) and reports on inquire about findings from an activity look into contextual analysis that has been led in a UK based SME. The contextual investigation explore exhibits how the CSR plan has been executed utilizing ISO 9001:2000 as a stage and what benefits the contextual investigation association has picked up from this approach. These outcomes are contrasted and a UK study on plausibility of CSR for SMEs directed by the UK's Department of Trade and Industry and parallels are drawn."

Nez-Campillo(2010) draws consideration on the Agency–Stewardship approach, which proposes that supervisor profile may run from the operator model to the steward show, this article means to look at how vital CEOs are to corporate social obligation (CSR). Specifically, this exploratory study proposes the existence of a relationship between manager profile and CSR practices and that this relation is mediated by the perceived role of ethics and social responsibility. Results show that those closer to the steward model are more inclined to attach great importance to ethics and social responsibility, and to implement CSR practices in their companies."

Susan Cholette(2014) concentrates on Social entrepreneurial venture (SEVs) which encounter one of a kind social and ecological issues that test their missions. For instance, little rising firms ordinarily outsource a large portion of their generation and dispersion capacities to store network accomplices, without much use. What parts of corporate social responsibility (CSR) are most effectively grasped by SEVs, and what store network administration issues do they confront? How would they prevail with regards to unraveling esteem clashes with their social mission, and when are CSR store network

exchange offs essential? These inquiries are researched through an exploratory different cases investigation of four such little farming ward SEVs situated in the San Francisco Bay Area. From the graphic bits of knowledge picked up by concentrate the arrangements and common focal points little SEVs have, and also the exchange offs made, he proposed potential administrative ramifications for comparative rising SEVs and make recommendations for additionally explore on these sorts of organizations.

WimDubbinik(2008) talks about the points of interest and inconveniences of two regular approach procedures: the assistance arrangement and the summon and control methodology. Utilizing three criteria, (proficiency, opportunity and ethicalness) we reason that the two procedures are faulty. Most consideration is paid' to the assistance system since governments these days basically utilize this. In assessing this methodology we break down the Dutch case. As an option he presented a third government arrangement: the improvement of an automatic sub-framework.

EwaStawicka(2015) showcased business entities interest in implementing the CSR practices; using aid programs and discuss the issues of various approaches to the dissemination of CSR practices in the SME sector. "Almost all the business entities interested in the PARP aid program and implementing socially responsible actions declared an activity in two areas: employees and natural environment." CSR implementation within the market and society is a less frequent and common action and it occurs as planned or under development."

Matthias G Will et al (2014)took both a theoretical and an observational way to deal with answer the inquiry in the matter of how Corporate Social Responsibility (CSR) can be associated with the organization's part as an operator of social esteem creation. To build up a utilitarian outline for an exact examination, we draw on the idea of ordonomics, which gives a heuristics to capable business exercises in the public arena.

David Evans (2010) explains why corporate social responsibility, is vital. Giving a three-letter acronym (CSR) to the enormous area of social responsibility concerns me because it risks becoming just another corporate badge, heavily displayed but lightly borne."

W. Michael Hoffman et al (2007)explored how senior members and executives at the best 50 worldwide MBA programs react to inquiries regarding the incorporation and scope of the points of morals, corporate social duty, and supportability at their particular foundations. This work intentionally researches each of the three points independently.

Alan Muller et al (2008)concentrated on created nations. The sparse writing on the subject, which generally recommended that CSR was moderately immature in developing markets, has as of late investigated the setting specificity, proposing that it is extraordinary and mirrors the particular social and political foundation." This would especially apply to nearby organizations, less to outside backups of multinationals dynamic in developing markets. Hitherto, exact research that methodically archives a scope of CSR exercises of neighborhood organizations and their execution has been rare. This paper reports the aftereffects of a review led among organizations in the Mexican vehicle industry. "

Wayne Visser(2015) focusedonIntegrated Value Creation, or IVC, is an important evolution of the corporate responsibility; and sustainability movement. More than a new concept, IVC is a

methodology for turning the proliferation of societal aspirations and stakeholder expectations, including numerous global guidelines, codes, and standards covering the social, ethical, and environmental responsibilities of business, into a credible corporate response without undermining the viability of the business. Practically, IVC helps a company integrate its response to stakeholder expectations (using materiality analysis) through its management systems (using best governance practices) and value chain linkages (using life cycle thinking)."

Claire Johnson(2015) concentrated on corporate volunteering (CV) is known to be a compelling representative engagement activity. Notwithstanding, in spite of the unmistakable quality of corporate social responsibility (CSR) in the scholarly community and practice, look into is yet to explore whether and how CV may influence purchaser impression of CSR picture and resulting shopper conduct. Information gathered utilizing an online review in Australia; demonstrate saw recognition with an organization's CV program to decidedly affect CSR picture and firm picture, halfway interceded by others-focused attributions. CSR picture, thusly, fortifies full of feeling and subjective steadfastness and additionally verbal. Advance examination uncovers the directing impact of saw utilizing of the corporate volunteering program, client status and the esteem people put on CSR. The paper closes with hypothetical and administrative ramifications, and additionally a plan for future research."

Dirk Michael Boehe(2010)analyzed how multinational companies (MNCs); from the retail area manage four difficulties they confront while receiving Corporate Social Responsibility (CSR) strategies: the test of growing great performing CSR activities and projects, building upper hands in view of CSR, reacting to neighborhood partner issues in the host nations and gaining from various CSR encounters; on an overall premise. In light of top to bottom contextual analyses of two all around driving retail MNCs (with solid operations in Latin America), the idea of Transverse CSR Management rose. Transverse CSR Management is defined as a particular type of authoritative configuration that crosses diverse useful regions, nation operations, and the limits of the firm.

Vidhi A. Chaudhri(2009)exhibited a system; of organizing alternatives accessible to worldwide companies. To better elucidate the difficulties required in sorting out worldwide CSR, some characteristic factors that may affect the level of globalization or potentially restriction of an enterprise's CSR activities are likewise talked about. The examination infers that, in conceptualizing worldwide CSR, it is hard to give programs a role as being completely worldwide or nearby; rather, contingent upon their remarkable nature and the extent of execution, worldwide CSR activities may fall along a continuum.

Benedict Sheehy (2014)swung to approach the issue of definition; utilizing the theory of science. It applies a scientific definition approach of sort, differential and species to touch base at a definition of CSR as universal private business self-control. The article gives a diagram of the ramifications of this definition on CSR as a field of study, an administration rehearse and a way to deal with enhancing the discourse concerning the social commitment of business.

III. RESEARCH METHODOLOGY

This study on "Study on Employees Perceptive regarding CSR Initiatives of the Companies in India" is a small effort through a

primary research wherein a questionnaire was prepared with 13 questions and the sample size was 30 employees of different companies across India.

Objectives of the Study

The main objective of the research is to study and analyze the perception and awareness of the employees with respect to CSR activities of the company.

Hypothesis

- **Null Hypothesis**-Employees has significant awareness about CSR activities of the company.
 - **Alternate Hypothesis**-Employees have significant awareness about CSR activities of the company.
- For the purpose of this study data was conducted through survey among the top employees of the following companies in India-

- Orient Paper and Industries Limited
- South Eastern Coal Fields Limited
- Thermal Power Plant, Chachai
- Thermal Power Plant, Jaithari
- Gujarat National Fertilizer Corporation
- Bhilai Steel Plant
- Infosys
- Tata Consultancy Services
- Wipro
- Accenture
- SRF limited
- Cadbury
- Hindustan Unilever

IV. DATA ANALYSIS AND INTERPRETATION

Based on the questionnaire and response received from the employees of various companies following interpretations were concluded in this study-

Knowledge about the theme of corporate social responsibility of the company-

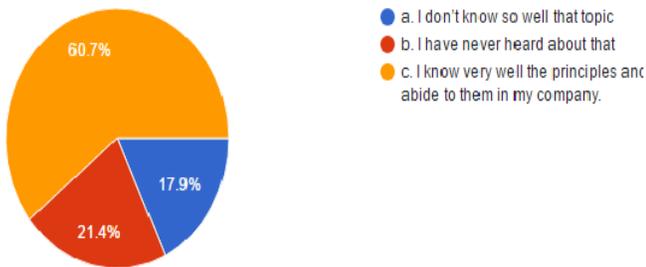


Figure. 4.1

ANALYSIS:

We can analyse from the above pie chart that almost sixty percent of the employees have the knowledge about CSR activities and abide to them in their respective companies. This means that most of the employees have awareness about the CSR activities in the organizational scenario.

Area of social responsibility which is more significant for the company in CSR-

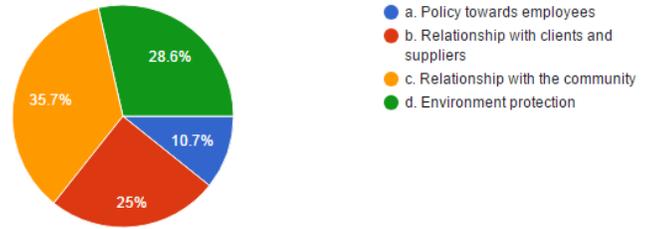


Figure.4.2

ANALYSIS:

From the above representation, we can analyse that CSR operations vary from firm to firm, like for some relationship with community is significantly focused on; wherein some focus on environmental protection while others can focus on suppliers or clients.

Profit generated by the company shoted due to CSR activities-

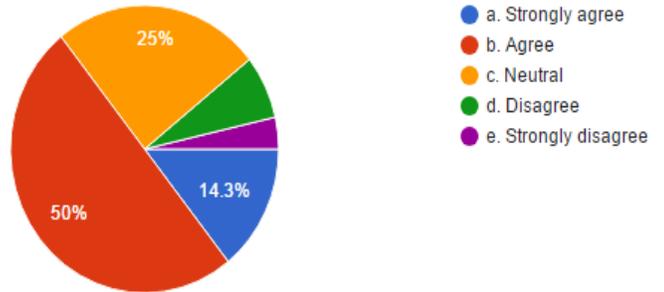


Figure.4.3

ANALYSIS:

Most of the employee's i.e around 50 percent of them thinks positive about the fact that profit has shoted up due CSR activities while around 25 percent feel neutral about the fact. It means CSR has positive impact on the profitability of the company in India.

If revenue of the company for the particular year has taken an upsurge due to CSR initiatives-

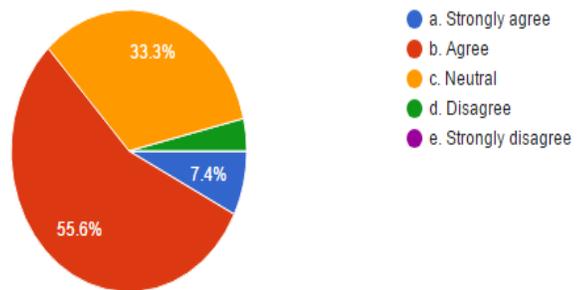


Figure. 4.4

ANALYSIS:

Most of the employees' i.e more than 50 percent thinks positive about the fact that revenue of the company has also increased due to involvement of the company in CSR activities, while 30

percent are neutral with this statement that revenue has taken an upsurge.

5. In which of the following areas your company has realized significant operations?

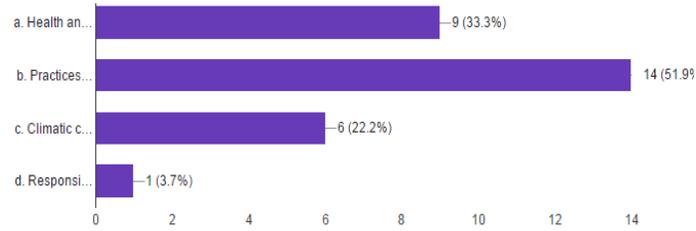


Figure.4.5

ANALYSIS:

More than 50 percent of the people support the fact that practices of responsible business have helped the company in realizing significant operations. According to survey 51 % of the respondents think that most of the CSR operations are in the field of practices of responsible business, 33 percent activities are in the area of health and development of employees. According to our survey 22 % of the CSR activities are dedicated towards climate change.

CSR activities used by the companies in India-

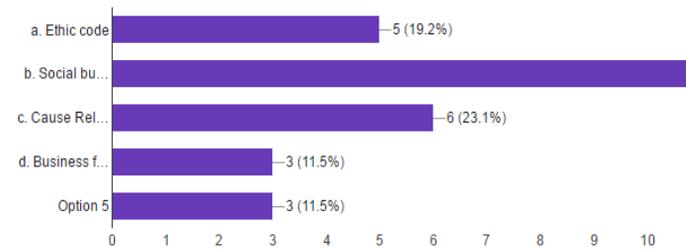


Figure. 4.6

ANALYSIS:

Most of the companies use social budget and intangible capital budget for their operations.

Major problematic areas of your companies in India-

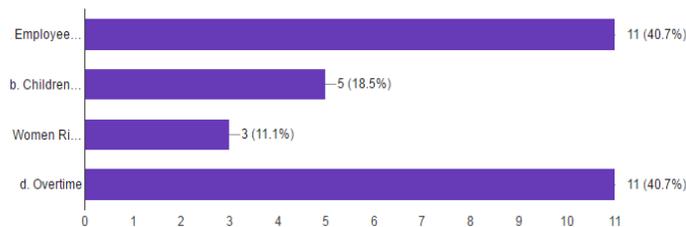


Figure.4.7

ANALYSIS:

Most of the companies think that employee retention and overtime are the major problematic areas of the company according to the graph.

Measures adopted by the companies to reduce environmental impact in India-

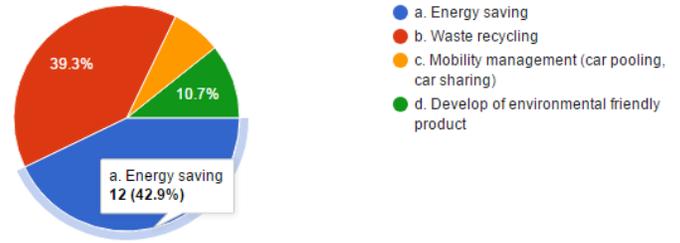


Figure.4.8

ANALYSIS:

We can see that most of the companies use energy saving techniques while many of them use waste recycling methods.

Concrete contributionstowards community which the companies are doing in India-

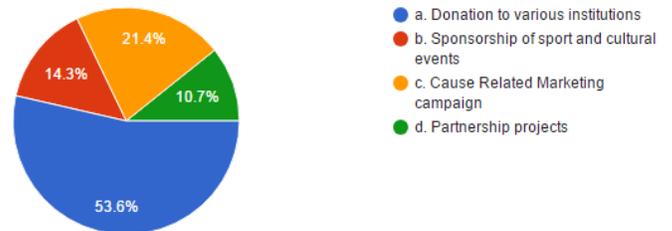


Figure.4.9

ANALYSIS:

Most of the companies, as we can see from the pie chart indulge indonations to various institutions while some of them work for cause related marketing. Thus this is all community oriented in most of the cases.

For greater transparency of the market in which you operate,practices companies has started using in India-

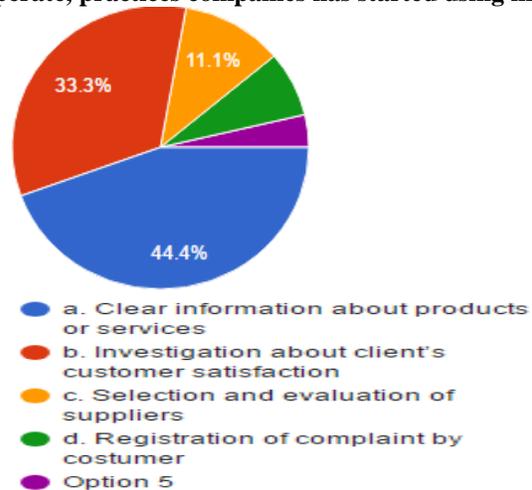


Figure. 4.10

ANALYSIS:For greater transparency most of the companies try to communicate clear information about their product and services.

Main benefit of the adoption of measures for social responsibility-

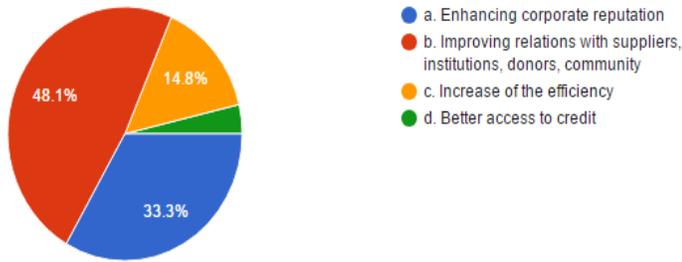


Figure. 4.11

ANALYSIS:

As seen from above, the main benefit of social responsibility can be improved relations with suppliers, institutions, donors and community.

Problems related to the development of initiatives in the field of social responsibility by the companies in India-

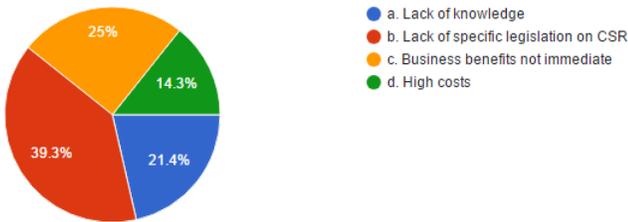


Figure. 4.12

ANALYSIS:

Major problematic areas are lack of specific legislation on CSR, for some business may take time to set up and benefits are not immediate while lack of knowledge can also be one of the major problems.

CSR activities we want to realize in the upcoming years in our company-

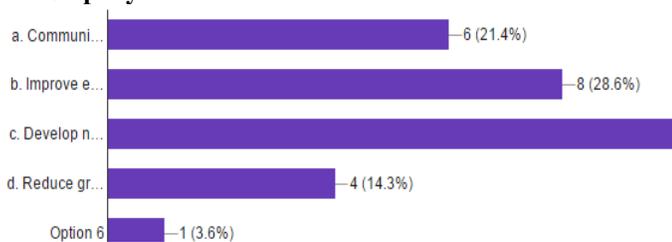


Figure. 4.13

ANALYSIS:

From the above graph, we can see that that most of the companies are taking innovative measures to go eco-friendly and develop new products and services which help them to reduce environmental problems.

V. CONCLUSION

From above study we can conclude following point's w.r.t. employees' awareness about CSR practices of the companies in India

1. Since most of the employees have the knowledge about CSR activities and abide to them in their respective companies, there is awareness about the CSR activities in the organisational scenario.
2. CSR operations vary from firm to firm, like for some relationship with community is significantly focused on, wherein some focus on environmental protection while others can focus on suppliers or clients.
3. Most of the employees think positive about the fact that profit has shot up due CSR activities.
4. Most of the employees think positive about the fact that revenue has taken an upsurge while some of them are neutral.
5. More than 50 % of the people support the fact that practices of responsible business have helped the company in realising significant operations.
6. Most of the companies use social budget and intangible capital budget for their operations as CSR action.
7. Most of the employees think that employee retention and overtime are the major problematic areas of the company.
8. We can see that most of the companies use energy saving techniques while many of them use waste recycling methods.
9. Most of the companies, as we can see from the pie chart indulge in donations to various institutions while some of them work for cause related marketing. Thus this is all community oriented in most of the cases.
10. For greater transparency most of the companies try to communicate clear information about their product and services..
11. Major problematic areas are lack of specific legislation on CSR, for some business may take time to set up and benefits are not immediate while lack of knowledge can also be one of the major problems.

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