



# An Overview of Corporate Social Responsibility Initiatives of Selected Organizations and Around Janagam District, Intelangana

<sup>1</sup>. G.JYOTHI

(Lecture in commerce social welfare residential college jayashankar bhupalpally )

## ABSTRACT

From the last many years, Indian business organizations are implementing various corporate social responsibility (CSR) activities for the well-being of society. Nowadays, in the business sector, the concept of corporate social responsibility has achieved prominence from all avenues. Several Indian organizations are realized the importance of CSR activities with a view to promoting their brands. This study aims at to understand the perceptions of officials regarding CSR concept, the measure failed where they have initiated their CSR practices, their CSR approaches and major challenges faced by organizations in the implementation of CSR activities. Through the study, it is found that officials have different perceptions about CSR concept and adopted different approaches of CSR there are several challenges facing by the organizations in India. The study also focused on the advantages of CSR and the major aim of the organization for implementing CSR activities.

**KEYWORDS:** Corporate Social responsibility activities; corporate social responsibility approaches; Challenges in CSR;

Received 22 Feb., 2023; Revised 03 Mar., 2023; Accepted 05 Mar., 2023 © The author(s) 2023.  
Published with open access at [www.questjournals.org](http://www.questjournals.org)

## I. Introduction

Today, the majority of the leading Indian corporate organizations had realized the significance of CSR. Corporate Social Responsibility has provided organizations with a new tool to compete in the corporate and business sector (Asemah, Okpanachi, & Edegoh, 2013). CSR concept facilitates the alignment of corporate and business functions with social values. This concept is considered as a point of convergence of different initiative aimed at ensuring the social and economic improvement of the society (Idemudia, 2008). Majority of Indian corporate organizations have been quite sensible in implementing CSR activities and integrating them in their business processes. In simple words, CSR is referred to as business responsibility and an organizations activity on environmental, ethical, social and economic issues. (Saxena, 2016). As for the United Nations and the European the commission, CSR leads to triple bottom line-profits, protection of environment and combat for social justice.

The concept of CSR evolved from its early beginnings in the 1950s. This concept found its fate in Europe than in the USA. According to Arora, & Puranik, (2004), "The CSR concept had various meanings, depending on the stakeholder and that depending on the specific solutions". It is the procedure of assessing and organizations impact on society and evaluating their responsibilities towards society.

Nowadays, CSR has come a long way in India. From responsive practices to sustainable initiatives, organizations have clearly demonstrated their inability to make a significant difference in the community and improve the overall quality of life. Changing a business scenario, liberalization, and globalization, ethical consumerism is adding heat to the concept of CSR (Hamid, Singh, & Abdullah, 2017). Today, the majority of the organizations are indicating their commitments towards CSR practices with a view to enhance their corporate image or reputation or to be in the competition. therefore, CSR has become a successful concept for every corporate organization in order to ensure their capacity for long-term value and gain competitive benefits. In the opinion of Azim Premji chairman of Wipro Ltd, CSR aims at fundamental social development. In the Indian context, it means and efforts to realize the vision of just, humane and equitable society and where every action, however, small, is driven by this large vision, that is real action (Sharma, & Kumar, 2015).

Through the present study, the paper researcher has attempted to focus on the perceptions of officials on the CSR concept and major field of CSR. This study also focuses on the best CSR approaches adopted by the organizations, major aims of implementing CSR activities, main challenges in implementing CSR activities and advantages of CSR activities

## **II. Literature Review**

**Hemingway (2002)** in her article has suggested that Corporate Social Responsibility (CSR) can imply diverse things to

different people. CSR is generally regarded as a multi-disciplinary subject and its definitions vary in regard to the perceived scope or boundaries of the corporation's responsibility. CSR can be interpreted as a modern-day expression of the concept of philanthropy or charity. It is argued that the formal adoption of CSR by the way of corporations can be related to the changing personal values of managers. Clear understanding of CSR can be enhanced if the values operating at an enterprise level, as well as at the personal level are researched.[1]

**Premlata and A. Agarwal (2013)** the authors have focused on why CSR is important for corporations? Why should they contribute for Country's Economic Development? They say that CSR is an important element of development because companies need to look after their communities in which they operate, particularly those that are operating in rural areas. CSR can help the corporations to build their goodwill, differentiate themselves from their rivals by taking social initiatives, enhance access to capital and markets, increase sales and profits, improve brand image and reputation, enhance customer loyalty and also improve employee job satisfaction level.[3]

**Šontaitė-Petkevičienė, Miglė. (2015)** this article examines the relationship between corporate social responsibility and reputation management. There's a theoretical study of the motivations for corporate social responsibility and the major activities of corporate social responsibility in connection to developing a good business reputation. Although the major conclusions of this research pertain to how corporate social responsibility actions promote and enhance corporate reputation. From the standpoint of several stakeholder groups, this affect is examined.

**S. Nagyova and M. Holieninová and I. Kociarova and T. Tomas Holotka (2016)** How well a company embraces and integrates CSR is directly reflected in the company's core values. Companies can make a good contribution to society and the environment through environmental sustainability. Sustainable development in the sector is mostly driven by competitive and cost concerns. In today's world, several international food and beverage enterprises are achieving outstanding results in their respective fields. The purpose of this article is to show how much food manufacturing businesses care about the environment as part of their corporate social responsibility strategy. Because of this, primary and secondary sources of data were gathered, as well as an interview method and a questionnaire, in order to meet the goals of the study (total number of respondents was 100 food manufacturing companies). For the majority of large, small and micro businesses surveyed in our study on environmental commitments, decreasing negative operational impacts was the most significant goal.

**Dr. Rajinder Singh (2017)** in his article has studied the CSR activities undertaken by Bharti Airtel in compliance with the new Companies Act, 2013. An Industrial Unit makes use of the resources of society and in turn the society helps for its functioning. Hence, these business units should contribute for the welfare of the society and its counterparts. Bharti Airtel which is one of the leading telecom company carries out its CSR activities in the areas of Education, Eradicating Hunger and Poverty, Gender Equality and Women Empowerment, Environment, Disaster Relief and Waste Management, etc. [5]

### **Significance of The Study**

The present study is significant due to the increasing strategic business weight and attention paid by Indian corporate organizations which have result business to be more sustainable. CSR activities enable corporate organizations to give something to society. It induced organizations to create change are economic and environmental innovation (Geethamani., (2017). The organizations selected for the study purpose are from various sectors i. e. Service, Banking, Manufacturing, Information Technology, etc. and the role of these organizations in the Indian economy and Indian society is very important. This CSR practices playing an important role in improving the reputation of these organizations in the corporate world and CSR activities he is catching up in these organizations to now. Indian organizations have now realized that customers are willing to pay more of the organization that acts on ideas, therefore, this study is significant with a view to know all about the CSR activities implemented by the selected organizations.

**Objectives of The Study:**

- To analyze the perceptions of officials about the role of CSR in community development
- To study the major fields of CSR.
- To understand the major problems in the implementation of CSR activities.

**III. Research Methodology**

This study is exploratory in nature and based on primary and secondary information. Primary information is collected with the help of a small questionnaire prepared for CSR officials of the selected organizations. Secondary data which includes published shows the sector-wise a number of selected organizations.

**SAMPLE SELECTION**

Organisation	No of organisation
Banking	28
Information technology	18
Manufacturing	20
Service	34
Total	100

Sampling method has been adopted for the segment of organizations. Questionnaires were filled up from the corporate social responsibility officials of the selected 100 organizations located in and around Janagam district in Telangana state

**Limitations of The Study**

1. The current study is limited only to the selected corporate organizations located in and around Janagam district.
2. The disinclination on the part of few CSR officials to provide correct information is a limiting factor.

**IV. Results and Discussion**

*Table 1, Perceptions of officials on CSR concept*

Perception	No of respondent	Percentage
It is a main tool for sustainability of corporate aims	<b>18</b>	<b>18</b>
It is a main tool of environment safeguard and social responsibility	<b>16</b>	<b>16</b>
It is a main source of attract brilliant people towards organization	<b>14</b>	<b>14</b>
It is a link between organization and the society	<b>12</b>	<b>12</b>
All the above	<b>40</b>	<b>40</b>
Total	<b>100</b>	<b>100</b>

According to the collected information from the CSR official of the selected organizations, 12% of them stated that through the CSR practices can create a link between the society and the organization. In the belief of them, through the CSR practice, the survival of organizations in the society is felt past a perception that organizations are not only places of just attainment employ and other business and service procedures, but are centres of employees on the way to organizations. Organizations can take advantage of their status in the circumstance of CSR and make stronger their appeal by making their assurance part of their value proposal for the potential applicant and the employees also view their organization's commitment to socially responsible behaviour more favourably and tend to have a positive attitude towards organizations that co-relate with their improved performance. 16% communal capital that is essential for the development of the society. In the view of 14% officials, CSR preparation is an vital source to attract brilliant officials have stated that, CSR movement ease and important tool of environment safety. These days, a lot of organizations have been engaged in education and support of nature and environment safeguard to CSR practices. Security of nature and surroundings is a CSR proposal that can benefit to the people in preserve the latter's rights towards repaying healthy environment. 18% officials have acted that CSR activity is an important tool of the substantive ability of corporate goals. CSR practices represent a systematic loyalty by the organization to behave morally and mixed up in the economic growth and getting better the excellence of life of their employees and society. Majority of

the officials (40%) have positive that all the above-stated aspect make clear the concept of corporate social responsibility (CSR).

**Major Fields of CSR in which selected organizations are engaged**

CSR FIELD	NO OF ORGANISATION	PERCENTAGE
Projects of Rural Development	18	18
Protection of Environment	12	12
Promotion of Education	20	20
Health Care of Public	28	28
Welfare of women and child	22	22
Total	100	100

According to the information provided by the CSR officials of the selected organizations, 28% of organizations are involved in the public health care activities through CSR, which includes a free medical check-up camps in rural areas for adolescent girls, old age people movement and children, promoting preventive health care, sanitation and promoting pure drinking water. 18 percent of organizations are conducting a ruler and development projects include the programs related to eradicating malnutrition, agricultural guidance for farmers and strengthening rural parts by developing roads, housing, etc. 12% of organizations are involved in environmental protection to CSR activities. The environment protection activities involve ecological balance, agro forestry, conservation of natural resources, maintaining the quality of soil etc. 20% of organizations are involved in the education field through CSR practice, which involves promoting primary education, donation of benches, blackboards and other furniture to the village-based schools. Apart from this some organizations are enhancing vocational skills training programs for rural women. Some organizations have taken the responsibility of providing mid-day meal to the primary school children. 22% of organizations are involved in women and child welfare programs through CSR, which included entrepreneurship development, an adult education program for women, women health care, etc.

**problems in implementation of CSR activities**

problems	No of organisation	percentage
Poor response of Society	26	26
Transparency Issues	22	22
Lack of trained and capable workforce	20	20
Lack of clear guideline of CSR	18	18
Narrow outlook of NGOs and government agencies	09	09
Lack of consensus of local agencies or NGOs	05	05
Total	100	100

If as per the information provided by the CSR officials, there are several challenges and constraints in the implementation of CSR activities. For a response of society and biased mindset of people is a key challenge which hindering CSR cities in India, stated by 26% CSR offices. 22% of officials opine that, lack of transparency on the part of local agencies as they are not willing to disclose information about their programs, issues related to audit, utilization of funds and assessment impacts etc. all these factors created negative impacts on the trust between organizations and society, which make people biased about CSR activities of the organizations lack of trained and capable workforce is also an important constraint in the implementation of CSR activities, stated by 20% CSR officials. According to them due to non-availability of trained and capable workforce to work in remote and rural areas, it is highly impossible to assess and find out the real requirements of the community. 18% of CSR officials have stated that there are no clear statutory guidelines or policy directives for the implementation of CSR activities. 9% of CSR officials have opined that narrow group of NGOs and government agencies towards CSR activities create a good stack can in the CSR initiatives of the

organizations. Therefore, many organizations find it difficult to participate in CSR activities. According to the 5%, CSR officials lack consensus among local agencies about CSR activities, also make an obstacle in the implementation of CSR activities by the organization. This front results in duplication of activities by the organizations in the areas of their intervention. This fact creates a competitive spirit between local agencies and organizations, rather than making collaborative approaches on the problematic issues and this has created a limitation on the inability of the organization to assess the effects of their CSR activities from time to time.

## **V. Findings and Conclusions**

1. Through the study, it is found that almost all the officials are having clear cut perception regarding CSR activities.

According to them, CSR is a link between the community and the organization's tool of attracting and retaining employees in the organization and it is an important tool of environment protection. It is concluded that almost all the officials are aware of the exact role of CSR practices in the corporate world.

2. It is found that, promotion of primary education, the welfare of women and Child, rural development, public health are some of the major areas of CSR in which major radio of the organizations are involved. It is concluded that nowadays CSR practices in India is headed in a positive direction and playing an important role in those areas where there is a lacking.

3. It is found that there are several challenges and constraints in the implementation of CSR activities. Lack of community participation or poor response from society is the major constraint or challenge facing by the organizations. Apart from this, the challenge of getting the trained and capable workforce to carry out the CSR activities. There are no clear guidelines or policy directives for implementing CSR activities. It is observed that the scale of CSR initiatives is according to the size of the corporate organizations and the profile of the organizations that is large-scale organization larger is its CSR activities.

## **Suggestions**

1. There should be a provision of the special budget by the organizations for treating CSR activities as an investment from which returns are expected.

2. There issued more focus through CSR on primary education, women's health programs, vocational training programs for women, disaster management, Green marketing, etc.

3. For effective implementation of CSR activities, it is suggested that there should be public – private partnership with well-defined controls and process with a view to optimum utilization of available resources for the well-being of the community.

## **REFERENCES**

- [1]. Saxena, N. (2016). Corporate social responsibility: Issues and challenges. International Journal of Research and Scientific Innovation, 3, 41-46. Retrieved from <https://www.rsisinternational.org/Issue23/41-46.pdf>
- [2]. Christine Hemingway (2002), "An Exploratory Analysis of Corporate Social Responsibility: Definitions, Motives and Values", Research Memorandum, The University of Hull Business School.
- [3]. Uvais. M, Cholasseri, H. (2013), Corporate Social Responsibility: Dimension and Challenges in India, International Journal of Engineering Science Invention, Vol. 2, Issue 3, pp. 27-32. Retrieved from <https://pdfs.semanticscholar.org/97b7/99ad4342f04ea56200500ade9a14729d6540.pdf>
- [4]. Vivek Ahuja (Jan 2012), "Success through Social Responsibility: A Unique Business Model of Jaipur Rugs Foundation", The IUP Journal of Corporate Governance, vol. XI, no. 1, pp. 52-58.
- [5]. Geethamani. S. (2017), "Advantages and Disadvantages of Corporate Social Responsibility", International Journal of applied Research, Vol. 3 No. 3, page-372-374. Retrieved from <http://www.allresearchjournal.com/archives/2017/vol3issue3/PartF/3-3-11-827.pdf>
- [6]. MigleSontaite – Petkeviciene (2015), "CSR Reasons, Practices and Impact to Corporate Reputation", Proceedings in 20th International Scientific Conference Economics and Management.
- [7]. Steven L McShane, Mary Ann Von Glinow, Radha R Sharma. Organizational Behaviour., The McGraw Hill Companies – Edition 2008. Pp. 24., 27 & 28.
- [8]. Philip Kotler, Nancy Lee, Social Responsibility : Doing the Most Good For Your Company And Your Cause. Publisher - Wiley India Pvt. Ltd, Sept, 2008.
- [9]. Dr. Swati Ashthana & Dr. Unnati Jadon (2019), The Social Impact of Globalization in the Developing Countries, International Journal of Research, 2236-6124
- [10]. Marcello Palazzi and George Starcher, 1997. "Corporate social responsibility and business success" ISBN 2-911423-21-6, revised 2006