

EDITED BOOK OF
**HUMANITIES,
SOCIAL SCIENCES,
EDUCATION
AND COMMERCE**

Volume II



Kamal Deep Singh

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Corporate Social Responsibility: A Study Conducted Among Various Employess in Bilaspur District of Chhattisgarh

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Abstract

Individuals in the society depend on each other for their needs and livelihood. With globalisation, the Industrialist or Businessmen earn profit from the market, be it local or global. As they do have some sense of belongingness towards the society, they provide certain activities for the betterment of the society which is known as Corporate Social Responsibility. Corporate Social Responsibility in return proves beneficial to the industrialist or businessmen and bring them name and fame and develops a good reputation in the market. The primary data has been collected from 157 employees working in small scale, medium scale and large scale industries/companies. On the basis of the study, it can be concluded that the demographic characteristics like age, gender, marital status and earning capacity greatly influences the viewpoints of the employees. Majority of the employees are aware about the corporate social responsibility activities organised by their company. Corporate social responsibility plays significant role in increasing the goodwill of the company, increasing accountability and productivity as well as attracting skilled employees.

Keywords: Corporate Social Responsibility (CSR), Employees, Society, Industries.

1. INTRODUCTION

A large group of people sharing common culture and tradition formulate a society. Individuals in the society are dependent on each other for their needs and also share or exchange their goods or products with individuals of other societies. Since the development of civilization this used to be the scene, but, with growing modernization and industrial revolution people across the world can sell or buy products globally but they still are dependent on their local area or society for their local needs. An entrepreneur or businessman focuses on earning profit depending upon the market he/she gets. As entrepreneur gains from the society whether local or large scale or at global level, they do have some sort of responsibility towards the society in the form of belongingness and they do provide facilities or care to their society in the form of education, health services, maintenance of environment, providing adequate food and water supply especially to the weaker section of the society and this is termed as corporate social responsibility. It is similar to the charity where the rich man shares part of their earning to the weak or poor people and here the entrepreneur being the rich man provides facilities to the weaker section of the society from a part of the earning which he has earned from the society.

The society not only provides a market for these industrialist/ businessmen but they also provide labours and these in turn, may provide them good workers for their company or industries. Corporate social responsibility activities depend upon company to company as big industrialist can provide a large number of amenities where as a small scale industrialist can only provide a few things like providing drinking water facilities depending upon their infrastructure. Corporate social responsibility is not only a responsibility but it is a sense of belongingness of the industrialist/ entrepreneur towards the society and it is what he could provide the society in return. Corporate social responsibility activities not only helps the individual or Society but also leads a major role in