

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

Volume II



Kamal Deep Singh

**Edited Book
of
Humanities, Social Sciences,
Commerce and Education**

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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

providing name and fame to the industrialist/ entrepreneur and would indirectly promote/ advertise the industrialist/ entrepreneur through one to one contact or through print media, etc.

2. LITERATURE REVIEW

Different views of various authors are presented below:

Corporate image is influenced by corporate social responsibility. Planned and accidental activities of the company influences the corporate image. Corporate social responsibility being part of company's individuality influences corporate image. For forming corporate image, corporate social responsibility is not an essential element. Some attention should be given to the implementation of ethical and philanthropic social responsibility (Maruf, 2013).

A good relationship with the society is needed to be demonstrated by the organisation in order to survive and develop in this competitive world. The corporate and government must take care of corporate social responsibility has become the catchphrase of new Millennium (Rani & Hooda, 2013).

Corporate social responsibility means that the society should be benefitted and environmentally sustain by the company's activities. The environment should not be harmed by the activities of the company. Executive became aware of the conflicts and committed to take seriously the social interest with the help of Corporate Social Responsibility programs (Fontaine, 2013).

In order to make corporate social responsibility initiative more effective it is necessary to create awareness among general public. Corporate have the ability to make a significant difference and improve the overall quality of life (Shyam, 2016).

Awareness generation among the general public is essential to make corporate social responsibility initiative more effective. Stakeholders and the medium can highlight the good work done by the corporate which in turn changes the approach and attitude of the public towards corporate social responsibility initiative which are undertaken by corporate

institution and it will also motivate other corporate institutions (Saxena, 2016).

3. OBJECTIVES OF THE STUDY

- 1) To study the views of employees regarding the corporate social responsibility activities organised and conducted by their company/ industry.
- 2) To study the importance of Corporate Social Responsibility from the employees point of view.
- 3) To study the influencing factors of corporate social responsibility.

4. HYPOTHESES OF THE RESEARCH STUDY

- H01 : Employees are not aware about the corporate social responsibilities.
- H02 : Corporate social responsibility is not essential for the company.
- H03 : Demographic characteristics of the employees does not influence their viewpoints regarding corporate social responsibility.

5. RESEARCH METHODOLOGY

The primary data has been collected through a structured questionnaire from the employees working in small scale, medium scale and large scale industries in Bilaspur district of Chhattisgarh, in order to find individual perception towards the corporate social responsibility.

5.1. Universal sample

Employees working in small scale medium scale and large scale industries in Bilaspur district of Chhattisgarh have been selected for the study.

5.2. Sample size

In order to collect the information from the employees 200 sets of preformed structured questionnaire were distributed.

From only 157 respondents duly filled questionnaires were collected to know the views of the respondents regarding corporate social responsibility activities organised by the industries/ companies.

5.3. Research Design

In order to fulfil the various objectives of the study the authors have used Descriptive Research Design. For the collection of data from the employees working in small scale, medium scale and large scale industries /companies convenient non-probability sampling has been used by the authors for completing the research paper.

5.4. Statistical tools

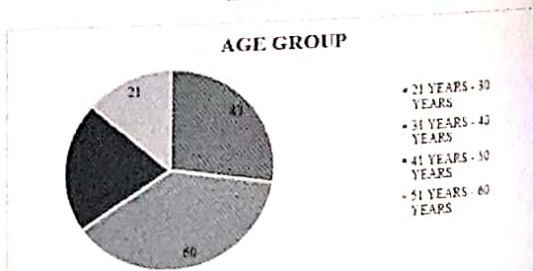
To present the viewpoints of the employees working in small scale, medium scale and large scale industries/companies Chi-Square Test has been used and other data showing the frequency has been represented with the help of Charts and Tables.

6. ANALYSIS OF THE DATA

All the data collected from 157 employees working in small scale, medium scale and large scale industries/companies has been analysed and presented with the help of charts and tables.

6.1. Age group of the respondents

Exhibit No. :1

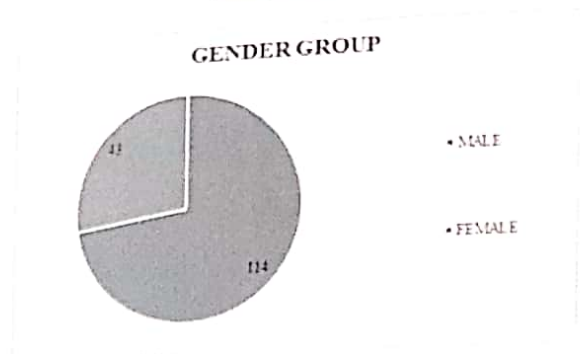


Source: Primary Data

The data has been collected from various age group of employee, but from the total respondents the majority of respondents belong to 31 years - 40 years age group.

6.2. Gender

Exhibit No. :2

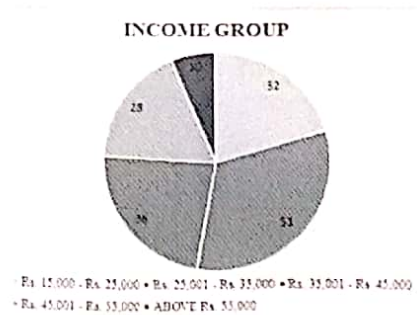


Source: Primary Data

Although both the gender group employees work in the institute, but the data collected from the male respondents are in majority.

6.3. Earning capacity of the respondents (Income)

Exhibit No. :3

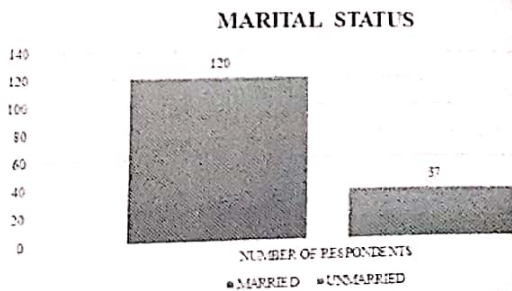


Source: Primary Data

In order to obtain the employees viewpoints data has been collected from various income group employees, the majority of employees belongs to Rs. 25,001 - Rs. 35,000 income group.

6.4. Marital status

Exhibit No. :4

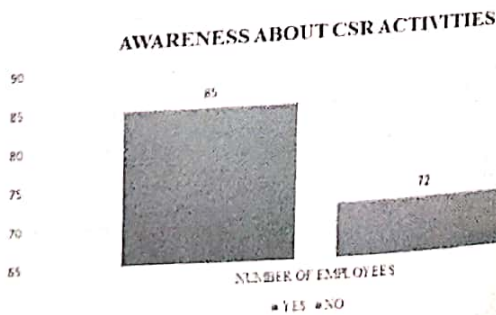


Source: Primary Data

The number of married respondents are more than the unmarried respondents with small family size.

6.5. Employees are aware about the Corporate Social Responsibility(CSR) activities conducted by their company/ industry

Exhibit No. :5



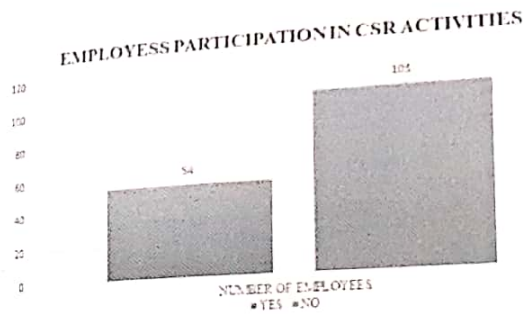
SOURCE: PRIMARY DATA

Corporate Social Responsibility

Majority of the employees are aware about the corporate social responsibility activities organised by their company / industries.

6.6. Employees participate in Corporate Social Responsibility activities

Exhibit No. :6

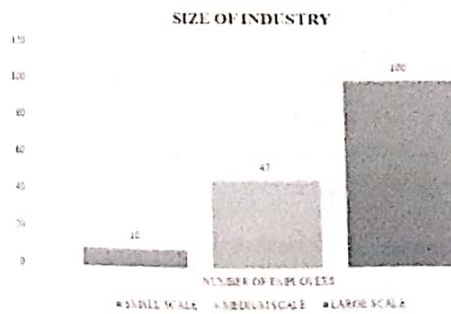


SOURCE: PRIMARY DATA

Large number of employees does not participate in the Corporate Social Responsibility activities organised by their company/industry.

6.7. Size of industry

Exhibit No. :7



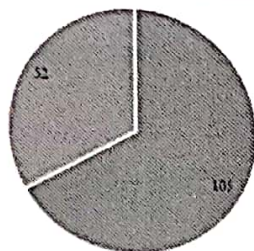
SOURCE: PRIMARY DATA

Majority of the employees were from large scale industry forwarded by medium and then small scale industries respectively.

6.8. Type of Company / Industry

Exhibit No. :8

TYPE OF COMPANY/INDUSTRY



• PUBLIC • PRIVATE

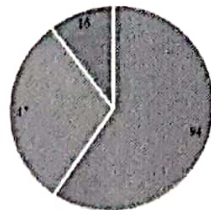
SOURCE: PRIMARY DATA

The majority of the employees belong to Public sector while the others belong to Private sector.

6.9. Feedback from the Society

Exhibit No. :9

FEEDBACK FROM THE SOCIETY



• POSITIVE • NEUTRAL • NEGATIVE

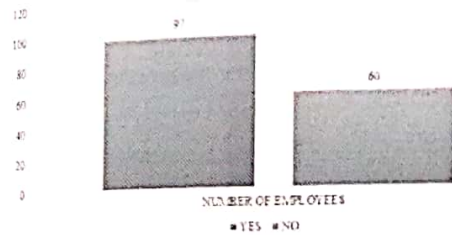
SOURCE: PRIMARY DATA

In majority the company receives positive feedback from the society followed by neutral opinions.

6.10. Corporate Social Responsibility is essential for the Company and Society

Exhibit No. :10

CSR IS ESSENTIAL



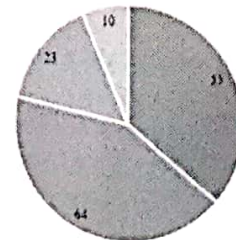
SOURCE: PRIMARY DATA

Majority of the employees believe that the Corporate Social Responsibility is essential for the growth and sustainability of the company.

6.11. Corporate Social Responsibility's Focus

Exhibit No. :11

CSR'S FOCUS



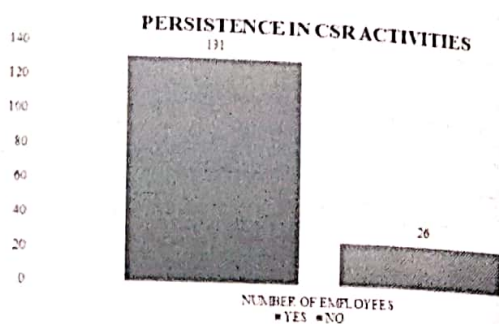
• HEALTH • EDUCATION • ENVIRONMENT AND SANITATION • MISCELLANEOUS

Source: Primary Data

The major focus of Corporate Social Responsibility is education followed by health then environment and sanitation and miscellaneous.

6.12. Company's persistence in Corporate Social Responsibility

Exhibit No. :12

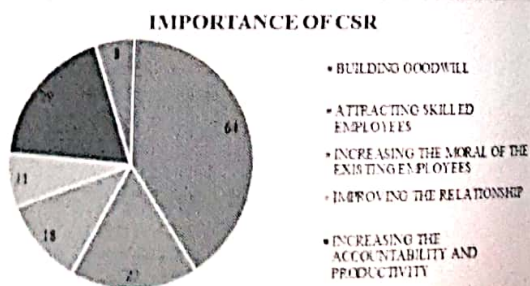


SOURCE: PRIMARY DATA

Large number of employees believe that their company is persistent in performing Corporate Social Responsibility activities which helps in creating a good atmosphere for the company.

6.13. Importance of Corporate Social Responsibility

Exhibit No. :13



Source: Primary Data

From the data collected we can conclude that the respondents believe that the corporate social responsibility is

Corporate Social Responsibility

important to build the goodwill of the company as well as attracting skilled employees and increasing the accountability and productivity of the company than the other factors mentioned.

6.14. Views of employees depending on Age of the respondents

Table No. - 1 EMPLOYEES VIEWS REGARDING CORPORATE SOCIAL RESPONSIBILITY DEPENDING ON THEIR AGE

S. No.	Particulars	Chi Square Value	P-Value	Ho	
				Accepted	Rejected
1.	Age of the Employees * Building Goodwill	26.671	.045**		Rejected
2.	Age of the Employees * Attracting Skilled Employees	48.042	.000***		Rejected
3.	Age of the Employees * Increasing the Moral of the Existing Employees	31.182	.013**		Rejected
4.	Age of the Employees * Improving the Relationships	34.076	.005***		Rejected
5.	Age of the Employees * Increasing the Accountability and Productivity	32.030	.010**		Rejected
6.	Age of the Employees * Other Factors	20.036	.219	Accepted	

*** indicates significant at 1% level and ** indicates significant at 5% level

Source: Primary Data

The variables of Corporate Social Responsibility is highly influenced by the age of the employees which represents that their viewpoints vary with the age of the employees. As the corporate social responsibility variables shows significant association at 5 percent level therefore, the null hypothesis that the demographic characteristics does not influence the employees viewpoints has been rejected. Higher age people are mature and have experience while the youngsters still have to gain experience in life.

6.15. Views of employees depending on Gender of the respondents

Table No. - 2 EMPLOYEES VIEWS REGARDING CORPORATE SOCIAL RESPONSIBILITY DEPENDING ON THEIR GENDER

S. No.	Particulars	Chi Square Value	P-Value	Ho	
				Accepted	Rejected
1.	Gender of the Employees * Building Goodwill	22.926	.000***		Rejected
2.	Gender of the Employees * Attracting Skilled Employees	10.549	.032**		Rejected
3.	Gender of the Employees * Increasing the Moral of the Existing Employees	7.406	.116	Accepted	
4.	Gender of the Employees * Improving the Relationships	6.088	.193	Accepted	
5.	Gender of the Employees * Increasing the Accountability and Productivity	10.765	.029**		Rejected
6.	Gender of the Employees * Other Factors	8.195	.085	Accepted	

*** indicates significant at 1% level and ** indicates significant at 5% level
Source: Primary Data

The viewpoints of employees regarding corporate social responsibility depends upon the gender up to a certain extent, since few characteristics of Corporate Social responsibilities shows significant association because the p-value is less than 0.05. Hence, the null hypothesis of demographic characteristics not influencing the employees view point has been rejected. Male employees focus on particular task but the female employees focus on various aspects.

6.16. Views of employees depending on Earning capacity of the respondents

Table No. - 3 EMPLOYEES VIEWS REGARDING CORPORATE SOCIAL RESPONSIBILITY DEPENDING ON THEIR EARNING CAPACITY

S. No.	Particulars	Chi Square Value	P-Value	Ho	
				Accepted	Rejected
1.	Salary of the Employees * Building Goodwill	27.321	.007***		Rejected
2.	Salary of the Employees * Attracting Skilled Employees	14.086	.080	Accepted	
3.	Salary of the Employees * Increasing the Moral of the Existing Employees	43.626	.000***		Rejected
4.	Salary of the Employees * Improving the Relationships	18.560	.029**		Rejected
5.	Salary of the Employees * Increasing the Accountability and Productivity	32.835	.001***		Rejected
6.	Salary of the Employees * Other Factors	21.002	.050	Accepted	

*** indicates significant at 1% level and ** indicates significant at 5% level

Source: Primary Data

The viewpoints of the respondents are influenced by the earning capacity of the individual employee. The characteristics of Corporate Social responsibilities shows significant association at 5percent level. So, the null hypothesis that the demographic characteristics does not influence the viewpoints of employees has been rejected. The viewpoints of employees differ according to their earning capacity. The opinion and the thinking process of each individual is different according

to their earning and paying capacity since the low earning employee has to make compromises most of the time which is not the case with high earning employees.

6.17. Views of employees depending on Marital status of the respondents

Table No. - 4 EMPLOYEES VIEWS REGARDING CORPORATE SOCIAL RESPONSIBILITY DEPENDING ON THEIR MARITAL STATUS

S. No.	Particulars	Chi Square Value	P-Value	Ho	
				Accepted	Rejected
1	Marital Status of the Employees * Building Goodwill	20.920	.013**		Rejected
2	Marital Status of the Employees * Attracting Skilled Employees	19.806	.019**		Rejected
3	Marital Status of the Employees * Increasing the Moral of the Existing Employees	31.511	.002***		Rejected
4	Marital Status of the Employees * Improving the Relationships	8.574	.073	Accepted	
5	Marital Status of the Employees * Increasing the Accountability and Productivity	25.664	.012**		Rejected
6	Marital Status of the Employees * Other Factors	13.201	.355	Accepted	

*** indicates significant at 1% level and ** indicates significant at 5% level
Source: Primary Data

Marital status of the employees greatly influences the viewpoints and the thinking of the respondents since the married person has more responsibility and are mature enough than the unmarried respondents. The p-value is less than 0.05 which shows significant association, thus the null hypothesis that the demographic characteristics does not influence the viewpoints and opinions of the respondents has been rejected.

7. CONCLUSION

Corporate social responsibility activities not only help the society but in turn also builds good name and reputation in

the competitive market for the individual/ industry by providing masked advertisement. This provides building of repo amongst other competitors and in turn would improve the goodwill and image of the company/ industry.

On the basis of the study it can be observed that the demographic profile or characteristics like age, gender, earning capacity and marital status influences the viewpoints of the employees regarding corporate social responsibility to a great extent. Majority of the respondents are aware about the corporate social responsibility activities organised by their companies or industries. Corporate social responsibility plays an important role in increasing the goodwill, accountability and productivity of the company and attracting skilled employees.

8. SCOPE FOR FURTHER RESEARCH

The present study is conducted amongst the employees working in small scale, medium scale and large scale industries/companies with limited factor of corporate social responsibility. Future research can be conducted while considering other aspects of demographic characteristic and also other factors not taken under present research study and also with large sample size.

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