

# A STUDY ON CORPORATE SOCIAL RESPONSIBILITY FOR BUSINESS ORGANIZATION IN INDIA

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**Abstract: - : CSR (Corporate Social Responsibility) is increasingly more important than ever to any organization. In the meantime, organizational culture is unquestionable or necessary for the sustainable operation of companies. It's basically a philosophy in which businesses actively choose to contribute to a cleaner society. The framework of corporate governance could be understood as a process for configuring shareholders, creditors, workers as well as other stakeholders in the right company. The key contents of corporate social responsibility are defined by different governance structures within different economic contract ties and instead corporate behavior. In this report, we have presented a survey on recent research in CSR.**

**Keywords—***Corporate social responsibility, Corporate Governance Structure, CSR Business.*

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## I.INTRODUCTION

CSR tries to ethically or appropriately handle the company's stakeholders. Ethical or accountable' means to handle interesting entities in a way appropriate for civil society. The economic responsibility includes social responsibilities. There are stakeholders including within a corporation. A stakeholder in the natural environment. The broader goal of social responsibility is development or/ maintenance of higher living standards for citizens both within and outside while maintaining The ethical comportment of businesses to their customers or clients is therefore CSR. However, the term "corporate social responsibility" has a broad range of meanings or interpretations but is not generally agreed upon. I Included in Annex 1 a glossary of Terms 2 included in Annex 1, which contains a number of definitions, to provide readers with some guidance in this area. Nonetheless, warning readers are aware of the fluidity of definitions, which actually demand more work than was done so far. We do not actually know if our conversation for corporations is understood or interpreted correctly without a common language. To date, I assume that this dialog had been extremely flawed, as some corporations used the word ' corporate citizenship,' Such deficiencies are leading some institutions to regard CSR as mere business philanthropy; others (like Shell) are a new corporate strategic structure. while others use ' good governance ' or corporate responsibility. '.

Some researchers, mainly academics based in the US, we're unable to use a "corporate social responsibility" concept in itself in this context. For starters, some argue, among them Ackerman and Bauer<sup>3</sup>, that obligation is the process of merely accepting a task. This emphasizes motivation, not an

accomplishment, but, they believe, motivation is not enough, because it's much more than determining how to respond to social demands; So the management job remains to do something which wanted to do: social reactivity. But I agree that before managers learn what they should do they will take on the concept of social responsibility. There's no question that the next step once agreed is solution or in other words, recognition of inspiration for social responsibility. Recognition, of example, is not simple but much is happening worldwide in order to demonstrate how sound economic, social, moral, philosophical and political corporate social responsibility is.[1].

CSR is an integrated business model form of economic self-regulation. In the 1960s, the word "financial corporate responsibility" came to be known but remained indiscriminately employed by many for broader definitions of legal and ethical responsibility. CSR aims to support corporate responsibility to promote a positive impact on the environment, including clients, workers, creditors, societies, and many others. In the last decade, CSR has gained a new dimension and meaning. A new dimension. It is no longer purely altruistic in nature and is a mainstream company center for corporate strategies. In strategical decision making in the entire organization, The concept "triple bottom line" reflects the competitive advantage of companies that each young graduate will reap and thus use their current knowledge base. social and ecological dimensions are correlated with economic factors. CSR programs or their contribution to business value cannot be ignored by companies today. This program provides insights into the growth, efficient implementation or maximization of its impact of a successful CSR Agenda.[2].

**CORPORATE SOCIAL RESPONSIBILITY IN INDIA**

In India, CSR isn't fresh. Corporations like TATA Group, Aditya Birla Group, IOCL have participated since inception through donations or charity programs to serve the community, to name a few. In India, clause 135 of the 2013 Companies Act, which passed both Houses of Parliament but was authorized by President of India on 29 A, regulates the principle of CSR. The terms of the CSR Act apply to companies with annual sales of 1000 crores or more or with net sales of 500 crores INR. CSR committee consists of members of the board must also be formed by new rules starting in fiscal year 2014-16, involving at least 1 independent managing director. (Companies Act 2013) [3].

**A. ACTIVITIES OF THE INDIAN COMPANIES CSR**

Infosys is Indian IT industry's first good governance firm to bellwether. Infosys is a business that has set parameters for dealing with or organizing external corporate governance or social responsibilities not only in India but worldwide.

Some Indian companies have the following CSR activities:

- a) **Infosys:** In 1996, the Infosys Foundation was established. Emphasis is on economic growth, education promotion, fighting against malnutrition, deprivation, malnutrition, improving rural areas, promoting gender equality, female empowerment for sustainability.
- b) **Reliance Industries:** The Reliance Foundation (RF, for its Spanish acronym) was founded to demonstrate its vision for sustainable growth in India in 2010 and to encourage various RIL initiatives. The Reliance Foundation works for excluded persons.
- c) **TATA:** The group believes that CSR is a vital role at the heart of all that she does, feels and seems to be. The company uses corporate influence to address social and environmental problems. A wide variety of community development and environmental protection programs include Tata businesses. The social activities of the Tata community concern health, basic education, training in skills or entrepreneurship, living capital, empowerment of women and enhancement of services for different people.
- d) **Mahindra and Mahindra:** The company, through its creative projects that utilize technological power, focuses on girls, young people or farmers in education, healthcare and livelihood development. Rise for Good also includes honesty, accountability, and transparency of our company, caring for the environment or our employees' and customers' social well-being[3].

**B. PHASES OF CSR IN INDIA**

- a) **Phase 1 (1850 to 1914):** CSR is known for its charity or philanthropy in its first step. In addition to industrialization, CSR was driven by progressive values, values, and community. Entrepreneurs also invested in the development of social services, temples or faith institutions. Such

entrepreneurs opened their barns for the poor or weak in times of dryness or hunger. The method of CSR was significantly changed at the start of the colonial era. Industrial pioneers like Tata, Birla, Godrej, and Bajaj supported the CSR idea by creating charitable foundations, education, healthcare or Community reserves during the pre-independence phase. Social benefits are driven by political agendas during the whole period.

- b) **Phase 2 (1914 to 1960):** During the independence movement, the second stage was. Mahatma Gandhi called upon rich industrialists to share their wealth and help those who are economically disadvantaged or oppressed. His concept of wealth contributed to socio-economic growth. temples of modern India,' Gandhi notes, were businesses or industries. He encouraged industrialists to build confidence for universities, research institutes or training institutions.
- c) **Phase 3 (1960 to 1990):** The growth of PSU (public sector enterprises) in this period has been characterized by an increase in the social distribution of wealth. The business licensing program and tax and private sector control culminated in company malpractices that eventually led to effective corporate governance, labor-management or environmental legislation. Since success rates were not significant, the public expectations were naturally transferred into the private sector with their active participation in socio-economic development.
- d) **Phase 4 (1990 onwards):** CSR was developed as a sustainable business strategy in this latest cycle. The LPG effect, combined with an inconvenient system of licensing, has resulted in economic growth in the area. This has contributed to increasing industrial growth development, allowing companies to take more social responsibility.

**C. KEY ISSUES IN CSR**

- a) **Labour Rights:** Forced labor, Child labor, corporate freedom, safety.
- b) **Environmental conditions:** Climate change, human rights, policy coordination, involvement in the extrajudicial executions Water & Air pollution.

**Poverty Alleviation:** Public revenue, Job creation, technology or skills.

- c) **CSR Current Scenario in India:** While the origins of CSR are corporate philanthropy (such as gifts, charitable organizations, relief). In the 21st century the challenges arising from globalization, need to evolve in a more interconnected way or climate change imperatives are unparalleled. India now has a management role in today's problems and is considered to be a globally responsible part of India's growth.
- d) **CSR Activities in India:** Health, equality or empowerment, Fight against AIDS / HIV, malaria or other diseases, poverty eradication, national National Aid Fund (PRF) and other central funds, social enterprises project, infant death

reductions, maternal health enhancement, environmental sustainability, job generation [4].

#### **D. BENEFITS OF CSR**

Organizations are now conscious that CSR is one essential way to distinguish themselves from rivals by a company. Some of the advantages of CSR are:

##### **a) Benefits to the Company**

- Financial performance enhancement
- Lower cost of service
- Health and minimized liability of goods
- Diversity of employees
- Capital exposure
- Exposure
- Reduced oversight of legislation
- Additional potential for employee recruitment and retention

- Greater efficiency or profitability

- Enhanced customer loyalty or revenue

- Improved reputation or brand image

##### **b) Community and general public benefits**

- Enterprise Engagement in community education, jobs or homelessness programmed

- Health and quality of the product

- Charitable donations

- Volunteer staff expected

##### **c) Environmental Benefits**

- More recyclability of materials

- Enhanced use of renewable

- Improved product life and efficiency

- Integration in business plans of environmental management tools[5].

#### CSR UNDER VARIOUS CORPORATE GOVERNANCE STRUCTURE

##### **A. AGM-Centrism & CSR**

The idea of 'sacred rights of shareholders' has historically been applied to corporate governance. The "annual general meeting centrism" was developed as a governing structure by established companies, due to the deification of physical capital from extreme globalization. Ownership or ownership of the highly concentrated properties remaining in their basic property rights system and in the right of owners or their families to directly manage the process is a central part of the scheme's governance framework. The business didn't want to take good care of the needs of 'parties concerned' under these traditional structures of corporate administration. We find it difficult to protect the environment, community values and public interests like philanthropy.

##### **B. Board-Centrism & CSR**

Modern times have increased the level of social prosperity with the rapid progress of science and technology. Several big,

modern companies were founded in accordance with highly developed stock markets. With ever-changing market conditions, The shares of the company have been expanding further. The initial corporate governance system was impossible within this dynamic and rapidly changing business environment. For modern companies, power has moved to a "central trustees" board. Power has new roles that have proved to be an effective corporate governance model, to respond to the changing competitive environment. The Center has been reassigned to a different position in the company.

##### **C. External Governance Environment & CSR**

The action of government, as well as the corporate governance legal environment, have both had effects on CSR. Although these two factors have a different role in the corporate governance mechanism, they are not mutually independent. There is some link between the legal system of a nation as well as the political system.

##### **D. Summary and Hypothesis**

Corporate interests, as well as the long-term development, must be taken into account of society as a whole (Wood,1991). The responsibility in corporate social responsibility is complete, and its own commitment to initiatives in the field of social responsibility will be created. Through reviewing this article, it is important to be clear that social responsibility when companies shift through different environments, in a weak market and legal environment in general. The level of internal governance can be under this environment.

**Hypothesis 1:** CSR behavior, obviously in an imperfect market environment, was affected by external governance, worsening governance environment, Significant impact on CSR implementation.

**Hypothesis 2:** China's listed companies' social responsibility is influenced by internal institutional governance structures. They are, however, not important unless shareholder holdings are centralized [6].

#### CORPORATE SOCIAL RESPONSIBILITY IN BUSINESS

In addition to shareholders and creditors, CSR supports a view of corporate obligations for a large number of stakeholders. The environmental protection and health of workers, the population as the civil society as a whole are the main areas of concern now and tomorrow.

The idea that companies can not CSR is based on becoming isolated businesses that function independently from wider society. This definition is based on the idea. Current views are ignored by competition, sustainability, and productivity.

Some of the drivers that move businesses to CSR are:

##### **1. Government's shrinking role**

Governments used to focus on social and economic market priorities policies and legislation. Instead of reducing

government resources and refusing legislation, voluntary and nonregulation measures have been examined.

## 2. Demands for greater disclosure

Including customers, stakeholders, activist organizations, staff, societies, investors or vendors, are asking increasingly for corporate transparency.

## 3. Increased customer interest

The ethical behavior of businesses has been shown to have an increasing influence on consumers' purchase decisions. More than one in five clients have indicated that companies in a recent Environics international survey either reward or restrict based on their perceptive social success.

## 4. Growing investor pressure

Stakeholders change how they evaluate the performance of the company and decide on ethical standards. The Social Investment Forum estimates that over 2 trillion dollars were invested in investments using environmentally and socially responsible screens in the US in 1999. A separate Environics International survey found that more than a quarter of American shareholders take ethical considerations of account in buying and selling stocks.

## 5. Competitive labor markets

Employees look more after employers, whose philosophies and actions complement their own values, but are increasingly looking beyond wage controls or benefits. Firms are obligated to improve working conditions so that qualified people are attracted and retained.

## 6. Supplier relations

Despite stakeholders becoming more and more involved in business issues, many businesses work to ensure socially responsible actions of their partners. Some create codes of conduct for their suppliers so that their reputation is not compromised by other companies' policies or actions.[7].

## 4 A business can exercise corporate responsibility forms

Acknowledging value to clients, workers, and stakeholders of socially responsible action, A number of organizations now concentrate on several broad categories of CSR.:

1. **Environmental efforts:** The environment is a major focus on social responsibility. Climate. Climate. Industries have large carbon footprints, whatever their size. Both efforts to achieve this are beneficial for both the business and the community.
2. **Philanthropy:** Industries can take on social responsibility through the provision of money, goods or services for social and non-profit. Superior businesses tend to have a lot of funding for local community initiatives or charities. Those groups should be assessed prior to their specific requirements.

3. **Ethical labor practices:** Organizations demonstrate their social responsibility through the equal and ethical treatment of their employees. This applies in particular to companies with specific labor laws in international markets than in the USA.

4. **Volunteering:** A lot about the honesty of an organization is being revealed at volunteer events. By doing good deeds, corporations may show consideration for particular matters or dedication to certain organizations without expecting anything in return.[8].

### CORPORATE SOCIAL PRACTICE

Over the past few years, by entering a number of international conventions or treaties, Bulgaria is taking action on incorporating CSR in its organizations: Lisbon Agreement, Human Rights Universal Declaration, European Social Charter, 1992 RIO Declaration, Green Paper of European Settlement Strategy and UN Global Compact. In over 100 Bulgarian laws and regulations there are references to CSR, for example: Act on health and safety, the Act on discrimination, etc.

The principles of the UN Global Compact are most popular, including:

#### A. Human rights

- Respect for human rights or assistance.
- Ensuring practice that violates human rights is not taken.

#### B. Labor norms

- Grant freedom of association or mutual acceptance of collective bargaining law.
- Removal of all types of labor.
- Efficient abolition of child labor.
- Elimination of prejudice on education or work rights.

#### C. Environment

- Supporting sustainable mitigation strategies.
- Take action to foster greater environmental responsibility.
- Encourage sustainable technology to be built or diffused.

#### D. Anti-corruption

- Help for anti-corruption or transparency policies[9].

### II LITERATURE REVIEW

**T. Stoyanova and P. Stoyanov [2019] Contemporary business practices highlight the importance of CSR to achieve corporate sustainability.** Socially responsible operations are incorporated in the corporate approaches to determine the financial, social, employee, supplier and consumer impacts In human reserves management field, organizations are concerned with functioning, roles, and activities of human resources, as for example recruitment or access to jobs, training, development, as well as workplace well-being and motivation.[10].



**Y. Linet al.[2019]**This research explores how major Chinese companies reported job losses in CSR studies. Questions from research:1. Have the survey organizations reported in their CSR reports details on workplace deaths? 2. What communicative techniques for self-legitimization have been used in disclosure? 3. What have been the linguistic and rhetorical forms of those policies? Study of literature: The research is based on a theory of legitimacy which proposes that firms can use communication strategies to preserve or re-establish organizational credibility while reporting bad news. Previous research on negative CSR findings relies more on choosing and omitting information than on presenting the information. Failure to consider actual organizational success in some studies makes the methods used by organizations to distort fact less viable[11].

**Umesh Pati Tripathi et al.[2018]**This paper focuses on the development of CSR, patterns, and recognition of different areas of NTPC's CSR operations. Corporate financial accountability is also known as corporate conscience, corporate citizenship or a fair usage accountable organization. CSR is an important component of a business model of corporate self-regulation. In the 1960s the term corporate social responsibility became widely used and many use it indiscriminately to describe more generally legal and ethical responsibilities. For companies at domestic and international levels, CSR is becoming an increasingly important industry. With the growth of globalization and large businesses becoming multinational suppliers, these companies have gradually realized the advantages of CSR systems at various locations. CSR events are now taking place all over the world. Behind a new company statute, passed in August 2013 by the Parliament, Rentable companies must spend on CSR transactions in the last three years at least 2% of their average net profit.[12].

**Z. Xinhua et al.[2018]**The disclosure of information on social responsibility is foundation for businesses to fulfill their social obligations. The higher the level of information a company reveals, the more effort it takes and better it fulfills social responsibility. Ecological responsibility is not only reflected in how environmental harm can be minimized or the environment can be enhanced, but successful divulgation of environmental knowledge. In the development of Chinese companies, a combination of social responsibility disclosure of information or protection of the environment is important. The purpose of this paper is to answer the question of disclosure, the value of disclosure or countermeasures for corporate social responsibility information. to strengthen the divulgation of information on CSR, in particular environmental information,[13].

**D. Sukthomya and W. Laosiritaworn [2018]**This article presents the application of Artificial Neural Network (ANN), one of the machine learning methods that model complex or nonlinear inter-variable relationships. For the creation of ANN

in this work, data from Thai companies listed on the alternative investment market (May) were used. Compared to the statistical method qualified ANN achieved a significantly large R square point. Because of increasing attention to its stakeholders, CSR is an important issue for the company. The majority of this literature attempts to analyze CSR connection to different corporate indices, like stock price, the cost of capital as well as a rendering of properties, using statistical methods. But most of the works have a small R square value because problems are complex, which results in invalidity of this model's conclusion[14].

**Fang Liuet al.[2017]** This research collected data on the effect of CSR on employee performance of 260 employees at four Chinese hotels. Findings show that hotel CSR activity in employees not only affected employees directly but also indirectly through an organizational image of employees. theory, In order to increase staff organizational recognition or jobs, to increase hotel efficiency and productivity, hospitality practicing workers have been suggested to make further attempts to pursue social responsibility for staff[15].

**S. Duet al.[2017]**This study explores CSR's possible role in the mitigation of data violation harm, a topic in which literature has provided little attention. On the basis of CSR literature, theory of stakeholders and the perception of capital, We conceive that businesses with higher CSR activities have goodwill and develop better relationships with stakeholders and are more likely, in times of crisis, to provide socially responsible enterprise with advantages of doubt and penalties and reduce the impact of statistics in cases of crisis.[16].

## CONCLUSION

CSR is a business model that self-regulates or strengthens the social responsibility of a company—to itself, its stakeholders and to the public. In Indian media, the general reaction was positive but showed improvement in CSR rule. Nevertheless, it only seems that CSR law succeeds, which is harmful in fact. The problem was that recorded CSR spending is not a good social welfare metric. Organizations are expected to include stakeholders in the decision-making process. The incorporation of CSR is a policy initiative to get companies interested in the national development agenda. This work built a model where CSR was driven primarily by four key elements: accountability, openness, competitiveness or responsibility.

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