

A STUDY ON PERCEPTION OF THE EMPLOYEES ON THE CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES OF SATVAT INFOSOL PRIVATE LIMITED

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

JANARTHANAN S
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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **JANARTHANAN S 41410131** who carried out the project entitled "**A study on perception of the employees on the corporate social responsibility activities of Satvat Infosol Private Limited**" under my supervision from January 2023 to March 2023.

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TO WHOMSOEVER IT MAY CONCERN

SUB: MBA project completion letter

We hereby confirm that the below student who is currently pursuing second year MBA in Sathyabama Institute of Science and Technology, Chennai has successfully completed his final year project in our concern titled **“A study on perception of the employees on the corporate social responsibility activities of Satvat Infosol Private Limited”**.

Name: Janarthanan S

Reg no: 41410131

Best Regards,

Anitha M.B.
Senior Manager – HR Department

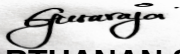
For company

DECLARATION

I **JANARTHANAN S (41410131)** hereby declare that the Project Report entitled “**A study on perception of the employees on the corporate social responsibility activities of Satvat Infosol Private Limited**” done by me under the guidance of **DR.SEETHAL K** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 05/05/2023

PLACE: Chennai



JANARTHANAN S

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.Seethal K** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

JANARTHANAN S

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ABSTRACT

This study aims to give an overview on the topic and impact of the corporate social responsibility on employee's attitudes and behaviors (CSR). It can be noticed that different scholars still continue to look at the concept of CSR from different perspectives. In 1970, Milton Friedman was the first scholar who wrote an article regarding the responsibilities of corporations. After that academicians started to look at the concept of CSR in more details, and made a move from the general debates discussing about the legitimacy of CSR to other perspectives to get deeper understanding about the concept of CSR. But, most of the researches that have been conducted with regard to CSR were mainly focused on macro perspective with their great emphasis on the relationship between CSR initiatives and financial performance.

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LIST OF ABBREVIATION

S.NO	ABRREVATION	EXPANSION
1.	CSR	Corporate Social Responsibility
2.	ANOVA	Analysis of variance
3.	SME	Small and Medium-sized Enterprises

CHAPTER 1

1.1 INTRODUCTION

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental.

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.

Corporate Social Responsibility (CSR) is seriously considering the impact of a company's action on society. It requires the company to consider its acts in terms of a whole social system and is held responsible for the effects of its acts anywhere in that system. Thus, the meaning of CSR is twofold. On one hand, it exhibits the ethical behavior that an organization exhibits towards its internal and external stakeholders (customers as well as employees). On the other hand, it denotes the responsibility of an organization towards the environment and society in which it operates.

Firms can no longer continue to exploit environmental resources and escape from their responsibility by acting as separate entities regardless of the interest of the society. Organizations, now, are realizing the need to shift their focus on the interest of society. The sense of being socially responsible has to come from within. CSR involves various voluntary efforts in which companies engage themselves in order to give something back to the society. It involves providing innovative solutions to societal and environmental challenges. Organizations generally believe that acting in a socially responsible manner will create value for them. The fact that an organization is committed to social causes, also gives employees a sense that the company would also be committed to the welfare of its employees as well.

1.2 INDUSTRY PROFILE

Indian software industry has been witnessing a phenomenal growth for the last three decades. The software industry is expected to play a vital role in the growth of Indian Economy. However, the ability of the software industry to sustain its growth will depend upon its ability to integrate needs of its international customers and aspirations of Indian software professionals. Software professionals from India aspire for and are capable of being global citizens. Based on in-depth analysis, this Research explores the human issues being experienced by Indian software organizations. It also suggests overcoming some of the human challenges to make this field the safest field. But at the same time, this field is having much more problems which make the IT as an unstable one. This is because of lack of planning and not able to fulfill the expectations and requirements of Human Resource Management.

Software industry produces software and related services, and it is one of the most important parts of information technology. The major segments of software industry are the following:

- A) Standardized software products,
- B) customized software products / services,
- C) In-house software development, and
- D) Embedded software.

Software industry is a growing field, and one that requires relatively low capital investment. It is also an industry that a number of nations have identified as essential to their successful participation in the future global economy.

The demand for the products of the information processing industry hardware, software, and services has shown considerable growth globally. The software industry in particular has been noticed to boom.

GOVERNMENT INITIATIVE AND POLICIES

The Indian government has helped development of the Indian IT industry since the 1980s. They relaxed the rules and regulations for exports and foreign investment in India, thus helping in development of software exports.

After 1991, India changed a lot of policies to resolve its financial crisis. These reforms included opening of Indian market, free floating exchange rates, and development of a derivative market. All these changes helped Indian software exporters to grow at a rapid pace.

Since 2000, the Indian government started building Special Economic Zones for growth of software industry. These zones included tax relief, cheaper land, and other resources. This helped smaller and mid-sized firms to grow at a better pace and they started contributing to exports.

KEY FACTORS THAT EXPLAIN SUCCESS OF INDIAN SOFTWARE INDUSTRY

- Software industry can be built entirely on human capital. Requires limited infrastructure and upfront investment. Has good cash flows and is highly profitable
- India had an early-mover advantage: repeated positive experience-built trust in outsourcing and validated the Indian brand
- Role of human capital, including software engineers, project managers and corporate leaders.
- Early investments in engineering education and privatization of education created a large talent pool.
- Vigorous efforts at assimilating new technology and good management practices helped companies
- offer competitive costs for high quality and delivery performance.
- Highly entrepreneurial IT training and private education industry. Responded quickly to fill skill gaps and opportunities. Positive government policies and lack of regulation meant few barriers.
- Large population created competition for engineering seats and jobs. Software industry faced no internal competition for technical talent. Competition from MNCs came when indigenous firms were prepared.

1.3 COMPANY PROFILE

Ramesh Janardhan

Prime contact of “Satvatinfosol” heads the organization's Indian and US operations since 1999. Having professional experience of heading regional business centre of a global company for more 18 years successfully, Ramesh Janardhanan is instrumental in executing the comprehensive solution for various clients for the total automation of their Recruitment Process. Prior to Satvat, he was been heading the Major Accounts division in several MNCs. Under his leadership, all divisions showed significant growth and rapidly rose to become the top performing centers. Satvat has progressed under his able leadership and has carved a niche for itself in several verticals.

Sunithi S. Ramesh

The CEO of “Satvatinfosol” heads the organisation’s Indian and US operations since 1999. Having professional experience of heading technical team of a regional business centre of a global company for more 7 years successfully. Having 15 years of software development experience in various platforms and have delivered many projects in time.

Presently Member of Board of studies at “Stella merry colleges” and also represent “Stella Maris college at” university of madras” as a board member. Guest lecturer and examiner for various other colleges also. Prior to that has been heading the QA/CS division in CADD Centre for about 5 years. During the tenure in both the above-mentioned companies the respective division and region had shown significant growth and technical supremacy. The division/region headed by her has been the top performing centers in their respective companies both in terms technical and commercial. She has contributed significantly towards the growth of the organization.

Mrs. Sunithi S. Ramesh is an Engineer with MS in software systems.

Founded by professionals in the year 1999, SATVAT INFOSOL, became an ISO 9001:2015, ISO/IEC 27001:2013 and ISO/IEC 20000-1:2011 certified IT solutions provider within a decade.

Riding the crest of India's IT success, SATVAT has always set standards for excellence. The best practices adopted by SATVAT, has enabled it to carve a niche for itself in its area of expertise.

Circa 1999, two inspired people with a great vision and passion and with a meager investment started a company in a residential building in Chennai city, South India. Today it has around 100 employees and 4 sales offices across India and is credited with giving highquality cost-effective IT solutions and services for government as well as top tier clients.

Welcome to SATVAT INFOSOL (p) Ltd, the complete IT solutions and services provider offering a wide spectrum of IT services from assessment and testing, software development and services, infra structure management, multimedia and web.

SATVAT INFOSOL is committed to keep customers excited and satisfied at all times with continuous improvement staying in tune with technological development.

CUSTOMER DELIGHT IS THEIR PRIDE

- SATVAT CORE values: We believe and live out our values
- Integrity: Be true to our conscience
- Innovation: Our passion for innovation results in success after success
- Sustainability: We are committed to Sustained Growth which is fundamental to our business
- Technology updating: We continuously strive to keep abreast of technological
- developments and find solutions that are appropriate to our customer requirements.
- Teamwork: As a team we have a strong client focus, and we are inspired to work towards our client goals on a day-to-day basis.

CORPORATE STRENGTHS AND HIGHLIGHT

- Unique blend of passionate professionals
- Strong relationships with clients
- Domain focus through 4 specific verticals
- Proactive solutions for improving operational efficiency, complying with industry regulations and improving customer service levels
- Sustained growth through time tested business models

SATVAT SOCIO RESBONSIBILITY

ENLIGHTENING, ENTERTAINING, & EDUCATING CHILDREN

We firmly believe in "giving back to the society". eBalak is the latest innovation from the stable of Satvat Infosol. Children are the assets of the nation and grooming them to become the ideal citizens of the new generation is our ultimate goal.

We blend our rich heritage with the ultra-modern concepts of the present era and present them in such a way that the children get the right exposure of the "brave new world".

eBalak propels the imagination of the children and help them dream big. We facilitate your children get a multi-faceted growth coupled with rational thinking and scientific approach towards life.

eBalak puts your children on the right track to take them through the most competitive world.

ASSESSMENT & TESTING

- Admission process outsourcing Individual certification
- Online Examination
- Recruitment Process Outsourcing

SOFTWARE DEVELOPMENT AND SERVICES

- Campus Automation
- Internet and Intranet Application

- K-12 Solution
- GIS Solution
- Web development

INFRASTRUCTURE MANAGEMENT

- Campus infrastructure Management Service
- Hardware and Networking solutions
- Consultancy Services

MULTIMEDIA & WEB

- E-Balak
- Edutainment
- E-Learning
- Graphic Designs
- Theme based CD's

ACHIEVEMENTS

- Proven track record in conducting TOEFL , Railway Recruitment Board and other Online Exams
- Conducted many registrations for Railways continuously for the past several years
- IT solutions and services for educational institutes like RCI and Stella Maris

MEDIA APPRECIATION

Popular print media viz: The Hindu, The Indian Express realized the worthiness of our products and expressed their positive views numerous times.

1.4 OBJECTIVES OF THE STUDY

Primary Objectives

- To understand the perception of the employees on the corporate social responsibility activities of Satvat Infosol private limited.

Secondary objectives

- To gain first-hand knowledge about the structure and implementation of the CSR policy of Satvat Infosol.
- To ascertain the usefulness of the corporation to the community with reference to community's needs & requirements.
- To identify the major milestone in the development of corporate social responsibility & developing an understanding evaluation of CSR theory.
- To give suggestions towards the current CSR activities.

1.5 NEED OF STUDY

- Corporate Social Responsibility (CSR) is an effective way of achieving and maintaining sound business management. By carrying out social responsibility a company can actually enhance its own economic value and brand image as well as benefits the society.
- The study will also highlight that do the Indian firms truly believe in CSR and its ability to do social and financial good. Many companies and corporations have not yet realised the importance of CSR practices. Therefore, there is a need to study stakeholders' perception towards CSR.
- As we know that main motive of public sector undertaking is to generate employment, earn profits and use this for social welfare. Nowadays, CSR has become mandatory and there is a need-to-know which sector companies (private sector and public sector) are doing better CSR practices. This study will show sector wise comparison of CSR practices between public and private sector companies.
- Besides the responsibility towards the society the companies are responsible to work in a manner so that they earn profit and increase their profitability.

Companies have responsibility towards shareholders, investors, creditors. So, there is a need to study what is the impact of CSR practices on profitability of the business.

- To make an overall study that to what extent the companies in India are doing CSR practices, there is a need to study CSR practices in different sectors of India.

1.6 SCOPE AND SIGNIFICANCE OF STUDY

- A comparative study of Corporate Social Responsibility practices of different countries across the globe could be undertaken.
- Corporate Social Responsibility is a relatively dynamic area of research in modern management; hence there is vast scope for validation and standardization of tools relating to Corporate Social Responsibility Practices of various companies.
- Further study may focus on identifying and comparing the perception of line managers, staff managers and employees on Corporate Social Responsibility practices of the company.
- Based on earlier research conducted relating to CSR, companies can be advice to device their policies about CSR regularly.
- This study encourages Private Public Partnership (PPP) for CSR promotion encompassing infrastructure, pollution, child labour, labour productivity & morale.
- Increase in the growth rate Strategic CSR at political and corporate level can make the country a better investment destination.

CHAPTER 2

2.1 REVIEW OF LITERATURE

Conway (2003) in his study on iron ore mining industry in Goa shows that many large mining companies have their own initiatives towards environmental and social development. However, a structured CSR policy and planning is missing especially among the small and medium players in the industry.

James Shyne(2003) conducted a study entitled CSR, public policy and the Oil Industry in Angola on ten major oil companies currently operating in Angola. The study presents a baseline discussion of public sector roles in strengthening CSR. It prompted a detailed analysis of CSR investment in terms of business value and impact upon intended beneficiaries. The study also describes the current role of the public sector in promoting the CSR activities and identifying potential public section roles that would assist, broaden and deepen corporate efforts.

Arora and Puranik (2004) reviewed contemporary CSR trends in India concluding that the corporate sector in India. He concluded that the corporate sector in India has benefitted immensely from liberation and privatization process, its transition from philanthropic mindsets to CSR has been lagging behind its impressive financial growth.

D.Y. Chacharkar and A. V. Shukla (2004) in their paper entitled “A study of Corporate Social Responsiveness” tried to highlight theoretically the benefit of CSR through “iceberg effect” diagram. The results showed that just like iceberg, except the recognition and appreciation, the larger part of CSR initiatives for the company are invisible in the form of publicity, image building, expansion of customer base and profit.

R.S. Raman (2006), in a study on “Corporate Social Reporting in India-a view from the top”, used content analysis technique to examine the chairman’s message section in the Annual Reports of the top 50 companies in India to identify the extent and nature of social reporting. The study concluded that the Indian companies placed emphasis on product improvement and development of human resources.

Buchholtz (2006), in his study on CSR, Corporate Social and Financial Performance: an empirical study on a Japanese Company examined the relationship between corporate social performance (CSP) and corporate financial performance (CFP) through a quantitative analysis. The study was conducted on 295 companies which is one-tenth of the listed companies in Japan. The result showed a significant relationship among CSP, Equity Capital Ratio and the number of employees.

Andy Lockell, Jereany Moon and Wayne Visser (2006) tried to investigate the status of CSR research within the management literature. The study particularly examines the focus and nature of knowledge, the changing salience of this knowledge. The study present empirical evidence based on publication and citation analysis of research published from 1992-2002. The findings showed that the most popular issues investigated have been environmental and ethics (for CSR research published in management journals).

Samuel Odowu and Papasoplomou Loanna (2007) conducted a study on twenty companies in U.K. They promulgated that the U.K companies has now become ethical in the content of social responsibility as companies disclose its CSR with a view of public benefits, government request and issue information to stakeholders because the companies is of the view that stakeholders of twenty first century are better educated than the past.

Vasanthi Srinivasan (2010) in his study on CSR and Ethics in Medium, Small and Micro Enterprise in India attempts to draw from the existing body of knowledge from both the academic and popular literature in India to identify the CSR practices and develop a research agenda for responsible business practices in the small-medium enterprise in India. The findings highlighted that most of the studies done in the Indian context have largely been qualitative and exploratory in nature. The study also revealed that since small-medium enterprises contribute significantly to the economy and are geographically spread in a country like India, adoption of CSR and ethical practices is crucial to a balanced development. There is a rarity of

academic research in this area and therefore the researcher opines that a study of the intra- country similarities and differences in adoption of CSR practices in small-medium enterprises could be a valuable exercise for policy makers.

Shashank Shah and Sudhir Bhaskar (2010) made a case study of Bharat Petroleum Corporation Ltd. (an Indian Public Sector Organization). They found that there is a broad relationship between the organization and the society. The organization used the resources of the society like human, material etc and in reverse they provide services to the society. The study also revealed that BPCL has taken a lot of initiatives in order to serve the society.

Debabrata Chatterjee (2010) in his research paper entitled “Corporate Governance and CSR: The case of three Indian companies” tried to analyse the corporate governance practices of three prominent Indian firms viz; ITC Ltd., Infosys Technologies Ltd., and Reliance Industries Ltd. The study was made taking four parameters i.e., Approach to Corporate Governance, Governance Structure and Practices, Board Committees and CSR activities. The study found that though the Corporate Governance practices are exemplary, there exist differences in the way the companies adopt these practices. Infosys seems to be doing much better than the other two. A paper on CSR in rural development sector:

Prasenjit Maiti (2011) on his paper entitled “It is Politics or Profits or even Compassion? Unraveling the Motivation for Corporate Citizenship” tried to analyse theoretically the motives of corporate before their CSR initiatives. The study found that CSR is related to profits, power plays, politico-legal equation, situation of market flux, responsible images, humane concerns and other ethical dynamics.

Monika Hartman (2011) in her article “CSR in the food sector” analyzed the importance of CSR in food sector particularly those companies which have high brand. The study found that SME’s are less capable of discharging their obligation towards society. Further the study revealed that food sector always tries to improve the controlling and discharging its services towards consumers. It was also found that consumers show preference for those brands or food sector that give

importance to CSR activities.

Mallen Baker (2012) in his article on “Four emerging trends in Corporate Responsibility” tried to elucidate three basic things about the trends of CSR that have changed from last so many years. Firstly, the relationship between business and society has changed. They have come closer because of the social and environmental problem prevailing around the world. Secondly, the strategy of the businessman to develop business also affected the society a lot. Their new ideas, concept, developments also came with CSR management that reflects in their product and services. Lastly, the changes of CSR are also affected by other parties like outside agencies and the firm’s own goals that interfere the firm’s activity.

Harbajan Bansal, Vinu Parida and Pankaj Kumar (2012) in their paper entitled “Emerging trends of CSR in India” analysed 30 companies of 11 sectors listed in the Bombay Stock Exchange with the help of their annual reports. Some of these sectors were Transport Equipment sector, Finance and Metal Mining sector, IT & Power, Capital goods, Telecom, Housing, FMCG, Oil & Gas, Cipla etc. The study concluded that the companies today are working not only to earn profit but have also realized the importance of being social friendly. Social Responsibility today has started taking a turn in the new direction.

Harish Kumar (2012) in his research article entitled “CSR Revisited” has thrown lights on four different approaches of companies towards CSR viz; Good Governance, Ruinous CSR, Discretionary CSR, and Illusion CSR. He also tried to highlight argument against the CSR as well as the CSR driver. The researcher also found eight factors that drive the CSR initiatives. They are Philanthropic Attitude, Governmental Actions, Environmental Concern, Ethical Consumerism, Crises and Calamities, Globalization and Market force, Social Awareness & Education, and Social Expectation.

Dr. M. Ramana Kumar (2013) in his study on CSR (Analysis of select Indian Private and Public sector companies) tried to analyse the CSR activities carried out by Indian Private (Reliance Industries Ltd.) and public sector companies (ONGC) and

also study the Indian government policies and programmes of CSR. The study revealed that though the Indian public and private firms are making efforts in the CSR areas, still there is a requirement of more emphasis on CSR. The study found that there is a significant difference in the CSR practices of RIL and ONGC as the CSR budget of ONGC is more than RIL during the year 2009-10, 2010-11, and 2011-12 and average CSR score of ONGC is more than that of RIL during 2009 to 2013.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done systematically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology. Researchers not only need to know how to develop certain indices or tests, how to calculate the mean, the mode, the median or the standard deviation or chi-square, how to apply particular research techniques, but they also need to know which of these methods or techniques, are relevant and which are not, and what would they mean and indicate and why. Why a research study has been undertaken, how the research problem has been defined, in what way and why the hypothesis has been formulated, what data have been collected and what particular method has been adopted, why particular technique of analyzing data has been used and a host of similar other questions are usually answered when we talk of research methodology concerning a research problem study.

3.2 RESEARCH DESIGN:

Research design is a conceptual structure within which the research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. There are many types of research design that a researcher may use for his/her study. The following are the key features of a research design:

- It is the plan that indicates the sources and types of information relevant to the research problem.
- It is a strategy specifying which approach will be used for collecting and analyzing the data.
- It also contains the time and cost budgets as most studies are done under these two impediments.

In short, research design must, at least, contain:

- a) A clear statement of the research problem;
- b) Procedures and techniques to be used for data collection;
- c) The population to be studied; and
- d) Methods to be used in processing and analyzing data.

Research design has a great bearing on the reliability of the results arrived at and constitutes the firm foundation of the entire edifice of the research work. The types of research design used in the study are:

- **Descriptive research:**

In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analyzing, and presenting collected data. This allows a researcher to provide insights into the why and how of research. Descriptive design helps others better understand the need for the research.

- **Analytical research:**

Analytical research is a specific type of research that involves critical thinking skills and the evaluation of facts and information relative to the research being conducted. Some researchers conduct analytical research to find supporting evidence to current research being done in order to make the work more reliable. Other researchers conduct analytical research to form new ideas about the topic being studied.

DATA ANALYSIS:

The data collected from the respondents were coded, tabulated, analyzed into logical statements using SPSS 16.0.

STATISTICAL METHODS USED:

- i. Pie diagram:

A pie chart is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice is proportional to the quantity it represents. While it is named for its resemblance to a pie which has been sliced, there are variations on the way it can be presented. Pie charts can be replaced in most cases by other lots such as the bar chart, box plot, dot plot, etc....

ii. Bar diagram and charts:

A bar chart or bar graph is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a column chart. A bar graph shows comparisons among discrete categories. One axis of the chart shows the specific categories being compared, and the other axis represents a measured value. Some bar graphs present bars clustered in groups of more than one, showing the values for more than one measured variable.

STATISTICAL TOOLS USED:

1. Percentage analysis:

Percentage analysis is the method to represent raw streams of data as percentage for better understanding of collected data. It is a useful method of expressing the relative frequency of survey responses and other data. Percentage frequency tables are generally displayed as tables or as bar graphs or pie charts. The process of creating a percentage frequency distribution involves first identifying the total number of observations to be represented; then summing the total number of observations within each point or grouping of data points; and then dividing the number of observations within each data point or grouping of data points.

$$\text{Percentage of base} = \frac{\text{Amount of individual item}}{\text{Amount of base}} \times 100$$

2. Chi square test:

A chi square test, also referred to as a χ^2 test (chi square test), is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi square distribution when the null hypothesis is true. Also considered a chi-square test is a test in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-square distribution as closely as described by making the sample size large enough. The chi-square test is used to determine whether there is a significant difference between the expected

frequencies and the observed frequencies in one or more categories.

Pearson's chi-square test, also known as the chi-square goodness-of-fit test or chi-square test for independence was developed in the year 1900. When the chi-square test is mentioned without any modifiers or other precluding contexts, this test is often used.

$$\chi^2 = \frac{\sum(O - E)^2}{E}$$

$\chi^2 \rightarrow$ The Test statistic $\sum \rightarrow$ The sum of

$O \rightarrow$ Observed frequencies $E \rightarrow$ Expected frequencies

1. Regression analysis:

In statistical modelling, regression analysis is a statistical process for estimating the relationship among variables. It includes many techniques for modelling and analyzing several variables, when focus is on the relationship between a dependent variable and one or more independent variables (or 'predictors'). More specifically, regression analysis helps one to understand how the typical value of the dependent variable (or criterion variable) changes when any one of the independent variables is varied, while the other independent variables are held fixed.

Regression analysis is also used to understand which among the independent variables are related to the dependent variable, and explore the forms of these relationships. In restricted circumstances, regression analysis can be used to infer causal relationships between the independent and dependent variables. However this can lead to illusions or false relationships, so caution is advisable; For example, Correlation does not imply causation.

Many techniques for carrying out regression analysis have been developed. Familiar methods such as linear regression and ordinary least square regression are parametric, in that the regression function is defined in terms of a finite number of unknown parameters that are estimated from the data. Non-parametric regression refers to techniques that allow the regression function to lie in a specified set of functions, which may be infinite-dimensional.

Regression models involve the following variables:

- The unknown parameters, denoted as β , which may represent a scalar or a vector.
- The independent variable, X .
- The dependent variable, Y .

The various regression, the model specification is that the dependent variable, Y ; is a linear combination of the parameters (but need not be linear in the independent variables). For example in simple linear regression for modelling " n " data points there is one independent variable; X_i and two parameters, β_0 and β_1 .

Straight line:

$$Y_i = \beta_0 + \beta_1 x_{i1} + \dots + \beta_p x_{ip} + \epsilon_i = X_i^T \beta + \epsilon_i \quad i = 1, \dots, n.$$

Where T denotes the transpose, so that $X_i^T \beta$ is the inner product between vectors x_i and β

3. Weighted average method:

The weighted average formula is used to calculate the average value of a particular set of numbers with different levels of relevance. The relevance of each number is called its weight. The weights should be represented as a percentage of the total relevancy. Therefore, all weights should be equal to 100% or 1.

The most common formula used to determine an average is the arithmetic mean formula. This formula adds all of the numbers and divides by the amount of numbers.

$$\text{Weighted Average}_x = w_1 x_1 + w_2 x_2 + \dots + w_n x_n$$

$$w \rightarrow \text{relative weight}(\%)$$

$$x \rightarrow \text{value}$$

4. Independent sample t-test:

A t-test is a type of inferential statistic used to determine if there is a significant difference between the means of two groups, which may be related in certain features. A t-test looks at the t-statistic, the t-distribution values, and the degrees of freedom to determine the statistical significance.

5. ANOVA:

Analysis of variance (ANOVA) is a collection of statistical models and their associated estimation procedures such as the "variation" among and between groups used to analyze the differences among group means in a sample. The ANOVA is based on the law of total variance, where the observed variance in a particular variable is partitioned into components attributable to different sources of variation. In its simplest form, ANOVA provides a statistical test of whether two or more population means are equal, and therefore generalizes the t-test beyond two means.

6. Mean score value method:

In statistics, the score, score function, efficient scorer informant indicates how sensitively a likelihood function $L(\theta; X)$ depends on its parameter θ . Explicitly, the score for θ is the gradient of the log-likelihood with respect to θ .

The score plays an important role in several aspects of inference. For example:

- In formulating a test statistic for a locally most powerful test;
- In approximating the error in a maximum likelihood estimate;
- In demonstrating the asymptotic sufficiency of a maximum likelihood estimate;
- In the formulation of confidence intervals;
- In demonstrations of the Cramér-Rao inequality.

The score function also plays an important role in computational statistics, as it can play a part in the computation of maximum likelihood estimates.

The score or efficient score is the gradient (the vector of partial derivatives), with respect to some parameters θ , of the logarithm (commonly the natural logarithm) of the likelihood function (the log-likelihood).

3.3 SOURCES OF DATA:

The task of data collection begins after a research problem has been defined and research design plan chalked out. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data viz., primary data and secondary data.

PRIMARY DATA:

The primary data are those which are collected afresh and for the first time, thus happen to be original in character. The primary data is data that has not been previously published. The primary data collection can be done by means of observation, survey or experimentation.

PRIMARY DATA COLLECTION:

The primary data for the study was collected from 120 respondents, common public through a structured questionnaire by using simple random sampling method representing both the genders, different age groups, family income, different educational qualification and different occupational groups.

SECONDARY DATA:

Secondary data refers to the data that was collected by someone other than the user. Common sources of secondary data includes census, information collected by government departments, organizational records and data that was originally collected for other research purposes. Secondary data analysis can save time that would otherwise be spent collecting data and particularly in the case of quantitative data, can provide larger and higher-quality database that would be unfeasible for any individual researcher to collect on their own. In addition, analysts of social and economic change consider secondary data essential, since it is impossible to conduct a new survey that can adequately capture past change and/or developments.

SECONDARY DATA COLLECTION:

The secondary data for the study was collected from the available literature, journals, research papers, articles based on the research topic and web search.

3.4 QUESTIONNAIRE DEVELOPMENT:

A questionnaire containing 21 questions was constructed to study the perception of employees on Corporate Social Responsibility” at Satvat Infosol. The questions were combined into a single instrument which aims to study the perception of employees on Corporate Social Responsibility” at Satvat Infosol. The questionnaire contains close-ended questions, Likert's five-point rating scale and question based on ranking.

3.5 SAMPLE SIZE:

The sample size refers to the number of items to be selected from the universe to constitute a sample. The size of sample should neither be excessively large, nor too small. It should be optimum. The sample size should be a representative of the population from which it was drawn. The sample size used in a study is determined based on the expense of data collection, and the need to have sufficient statistical power. The sample size of this study is 120 respondents.

SAMPLING TECHNIQUE:

A sampling technique is the name or other identification of the specific process by which the entities of the sample have been selected. The sampling technique used in this study is convenience sampling technique.

- Convenience sampling:

Convenience sampling, also known as availability sampling is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Advantages of Convenience Sampling

- Simplicity of sampling and the ease of research Helpful for hypothesis generation.
- Data collection can be facilitated in short duration of time Economical for usage.

Disadvantages of Convenience Sampling

- Highly vulnerable to selection bias High level of sampling Credibility is less

Cross-Sectional Study:

Cross-sectional studies are used to describe what is happening at the present moment. Cross-sectional study takes place at a single point in time. It does not involve manipulating variables. It can provide information about what is happening in the current population.

3.6 STATEMENT OF HYPOTHESIS

In research, a hypothesis is an idea or explanation that is tested through study and experimentation.

NULL HYPOTHESIS: A null hypothesis is typically the standard assumption and is defined as the prediction that there is no interaction between variables. The null hypothesis is often an initial claim that researchers specify using previous research or knowledge.

ALTERNATIVE HYPOTHESIS: Alternative hypothesis is defined as the prediction that there is a measurable interaction between variables. The set of alternatives to null hypothesis is referred to as the alternative hypothesis. The alternative hypothesis is what you might believe to be true or hope to prove true.

H1: There is a significant association between Gender and the most important reason to get involved in CSR activities.

H2: There is significant difference between CSR policy, and I will be an asset if company undertakes CSR activities.

H3: The most important reasons for companies to get involved in CSR activities is help the society and environment.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

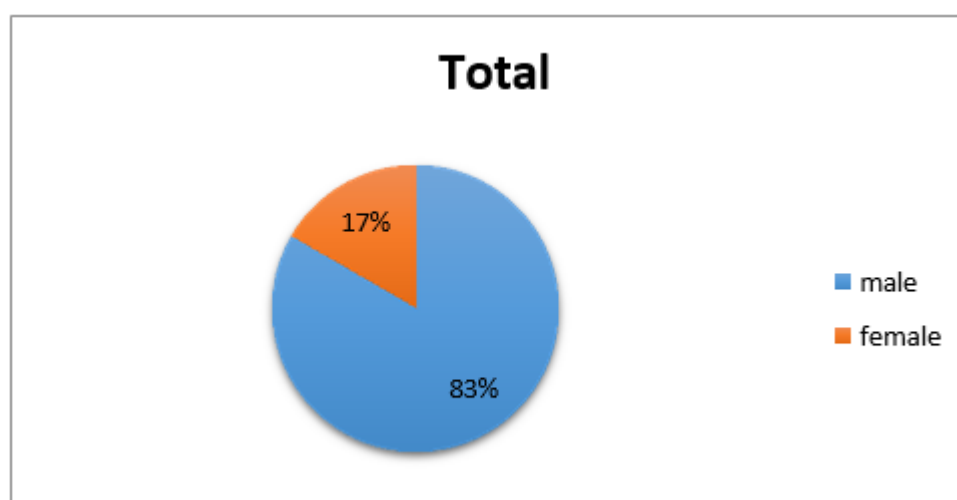
4.1 PERCENTAGE ANALYSIS

1. GENDER

TABLE 4.1 SHOWING THE GENDER OF RESPONDENTS

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Male	100	83.33
2	Female	20	16.667
Total		120	100

FIGURE 4.1 SHOWING THE GENDER OF RESPONDENTS



INTERPRETATION:

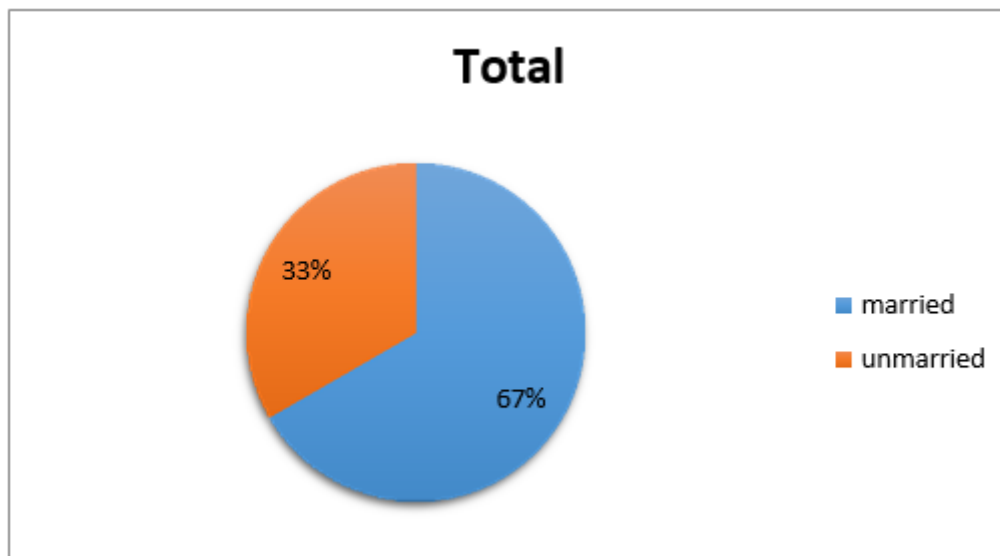
From the figure 4.1 it is found that 83% of gender respondents are male and 17% of gender respondents are female.

2. THE MARITAL STATUS OF RESPONDENTS

TABLE 4.2 SHOWING THE MARITAL STATUS OF RESPONDENTS

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
S.NO	Options	No of Respondents	Percentage
1	Married	80	66.667
2	Unmarried	40	33.33
Total		120	100

FIGURE 4.2 SHOWING THE MARITAL STATUS OF RESPONDENTS



INTERPRETATION:

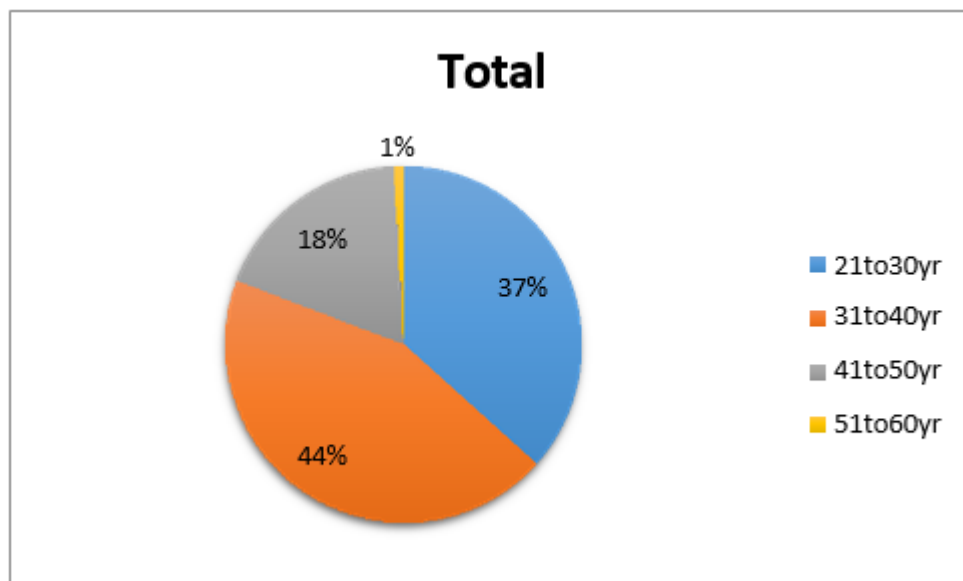
From the figure 4.2 is found that 67% of employees are of married, 33% of employees are of unmarried.

3. THE AGE OF RESPONDENTS

TABLE 4.3 SHOWING THE AGE OF RESPONDENTS

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	21 to 30	44	36.667
2	31 to 40	53	44.167
3	41 to 50	22	18.333
4	51 to 60	1	0.833
Total		120	100

FIGURE 4.3 SHOWING THE AGE OF RESPONDENTS



INTERPRETATION:

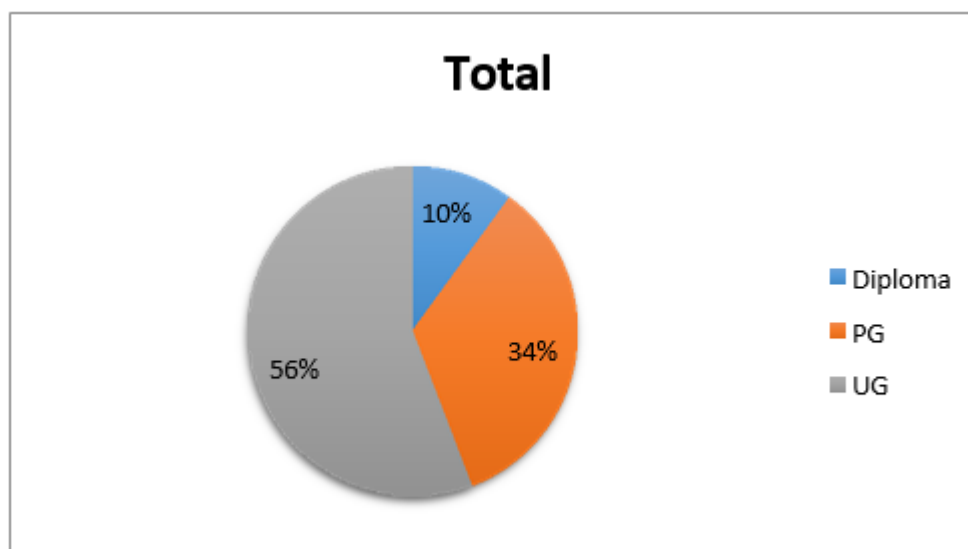
From the figure 4.3 it is found that 37% of employees are of age group of 21-30 years, 44% of employees are of age group of between 31 – 40 years, 18% of employees are of age group of more than 41-50 years, 1% of employees are of age group of more than 51 - 60 years.

4. THE QUALIFICATION OF RESPONDENTS

TABLE 4.4 SHOWING THE QUALIFICATION OF RESPONDENTS

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Diploma	12	10
2	PG Diploma	00	00
3	Undergraduate	41	34.167
4	Postgraduate	67	55.833
Total		120	100

FIGURE 4.4 SHOWING THE QUALIFICATION OF RESPONDENTS



INTERPRETATION:

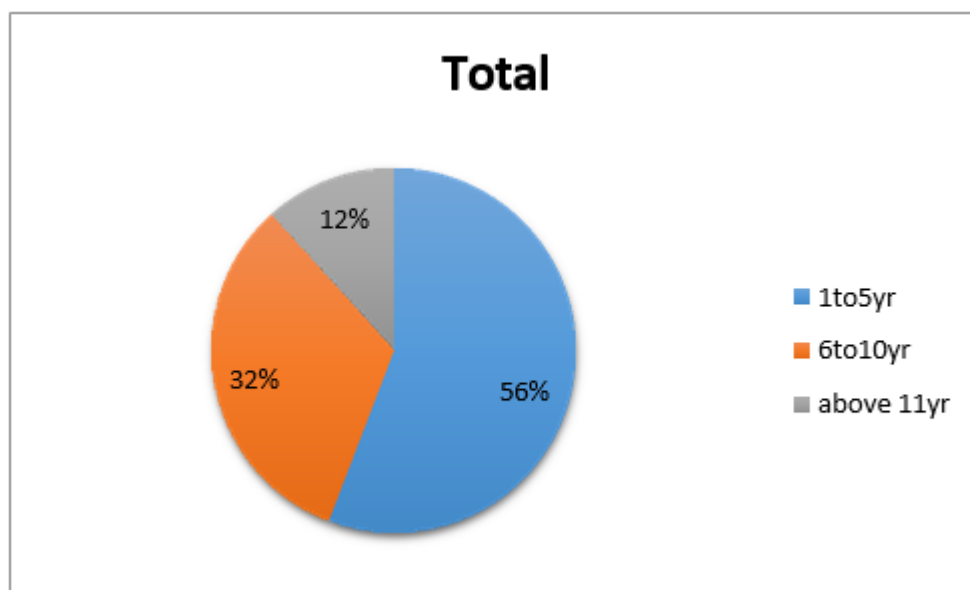
From the figure 4.4 is found that 10% of employees are studied diploma, 56% of employees are studied undergraduate, 34% of employees are studied postgraduate.

5. THE EXPERIENCE OF RESPONDENTS

TABLE 4.5 SHOWING THE EXPERIENCE OF RESPONDENTS

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	0 – 1years	0	0
2	1 - 5 years	67	55.833
3	6 - 10 years	39	32.5
4	Above 11 years	14	11.667
Total		120	100

FIGURE 4.5 SHOWING THE EXPERIENCE OF RESPONDENTS



INTERPRETATION:

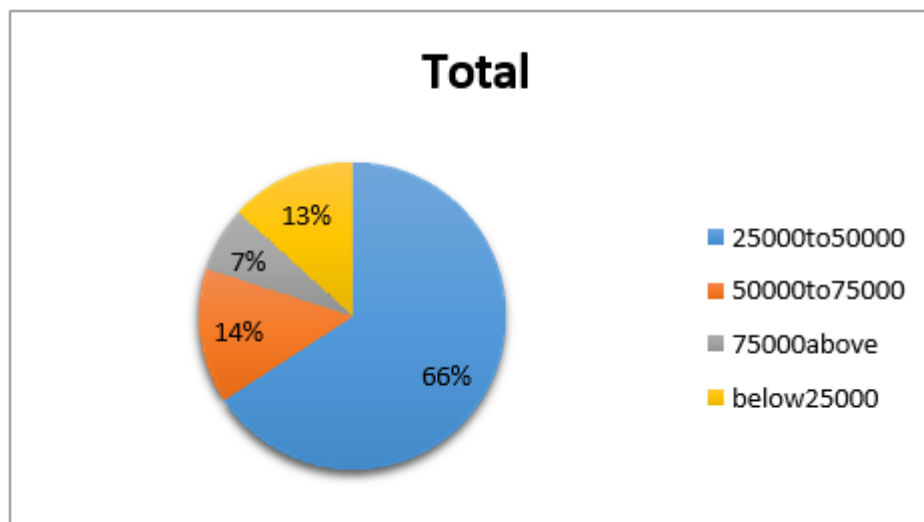
From the figure 4.5 is found that 0% of employees are under the experience of 0 – 1 years, 56% of employees are under the experience of 1 -5 years, 32% of employees are under the experience of 6 -10 years, 12% of employees are under the experience of above 11 years.

6. MONTHLY INCOME DETAILS OF THE RESPONDENTS

TABLE 4.6 SHOWING MONTHLY INCOME DETAILS OF THE RESPONDENTS

S.NO	MONTHLY INCOME (INR)	NO OF RESPONDENT	PERCENTAGE
1	BELOW 25000	16	13.33
2	25000-50000	79	65.83
3	50000-75000	17	14.167
4	75000 and above	8	6.667
Total		120	100

FIGURE 4.6 SHOWING MONTHLY INCOME DETAILS OF THE RESPONDENTS



INTERPRETATION:

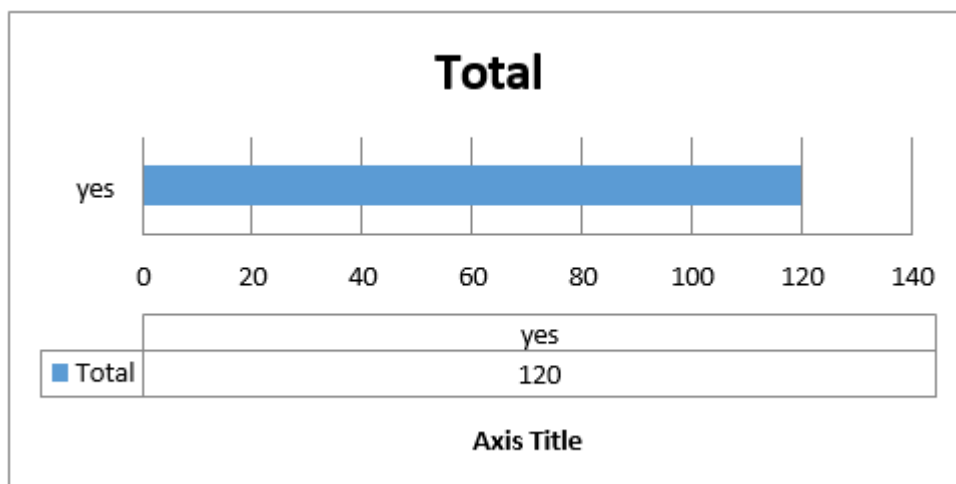
From the figure 4.6 is found that monthly income. 14 % of the respondents are getting monthly salary as Rs50000-75000 Monthly income. 7% of the respondents are getting monthly salary as Rs50000-75000. And 13% of the respondents are getting monthly salary is below Rs25000.

7. AWARENESS OF CSR AS A TERMINOLOGY

TABLE 4.7 SHOWING YOU AWARE OF CSR AS A TERMINOLOGY

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	120	100
2	No	00	0
Total		120	100

FIGURE 4.7 SHOWING YOU AWARE OF CSR AS A TERMINOLOGY



INTERPRETATION:

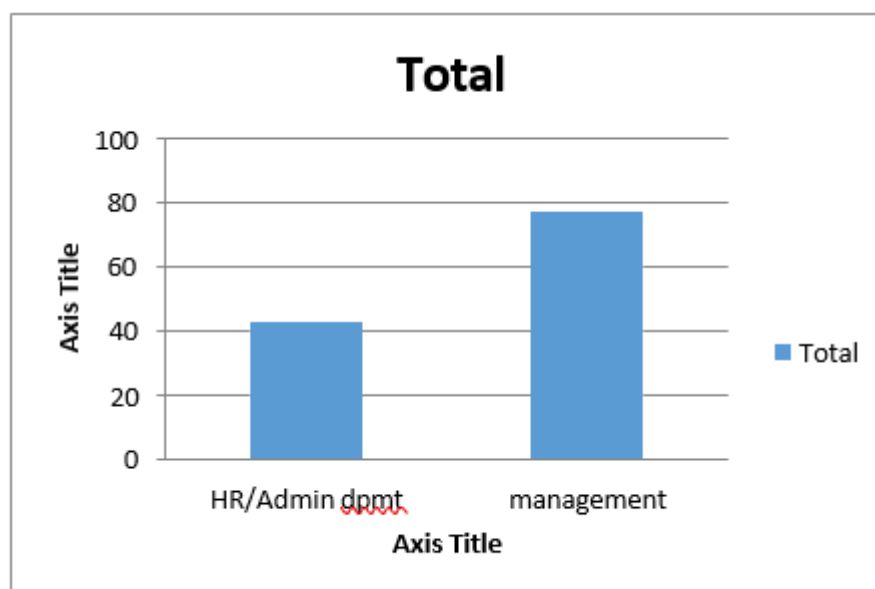
From the figure 4.7 is found that 100 % of the respondents are same about the aware of CSR as a terminology

8. THE STRATEGY YOU HAVE FOR CSR IMPLEMENTATION IN YOUR ORGANIZATION / COMPANY

TABLE 4.8 SHOWING THE STRATEGY YOU HAVE FOR CSR IMPLEMENTATION IN YOUR ORGANIZATION / COMPANY

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	HR/Admin dept.	43	35.833
2	NGO	00	00
3	Management	77	64.167
4	Foundation Trust	00	00
Total		120	100

FIGURE 4.8 SHOWING THE STRATEGY YOU HAVE FOR CSR IMPLEMENTATION IN YOUR ORGANIZATION / COMPANY



INTERPRETATION:

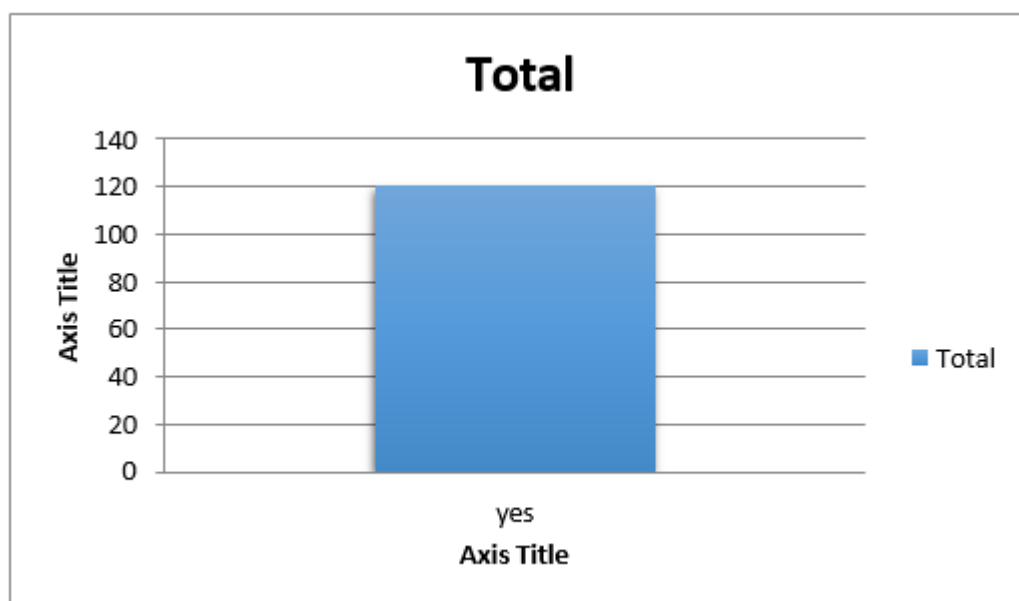
From the figure 4.8 is found that people respondents should be HR/Admin department and 65% of the people respondents should be management department.

9. COMPANY/ORGANIZATION HAVE SEPARATE ALLOCATION OF FUNDS FOR CSR IMPLEMENTATION

TABLE 4.9 SHOWING YOUR COMPANY/ ORGANIZATION HAVE SEPARATE ALLOCATION OF FUNDS FOR CSR IMPLEMENTATION

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	120	100
2	No	00	0
Total		120	100

FIGURE 4.9 SHOWING YOUR COMPANY/ ORGANIZATION HAVE SEPARATE ALLOCATION OF FUNDS FOR CSR IMPLEMENTATION



INTERPRETATION:

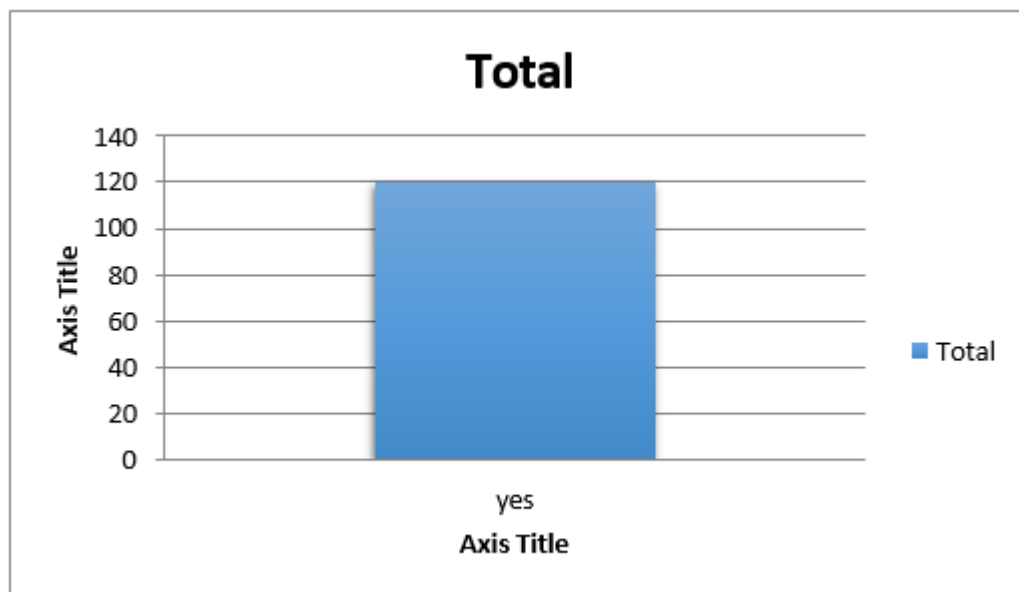
From the figure 4.9 is found that 100 % of the respondents who knows about the company/ organization have separate allocation of funds for CSR implementation

10. COMPANY/ORGANIZATION EVALUATE CSR ACTIVITIES

TABLE 4.10 COMPANY/ ORGANIZATION EVALUATE CSR ACTIVITIES

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	120	100
2	No	00	0
Total		120	100

FIGURE 4.10 COMPANY/ ORGANIZATION EVALUATE CSR ACTIVITIES



INTERPRETATION:

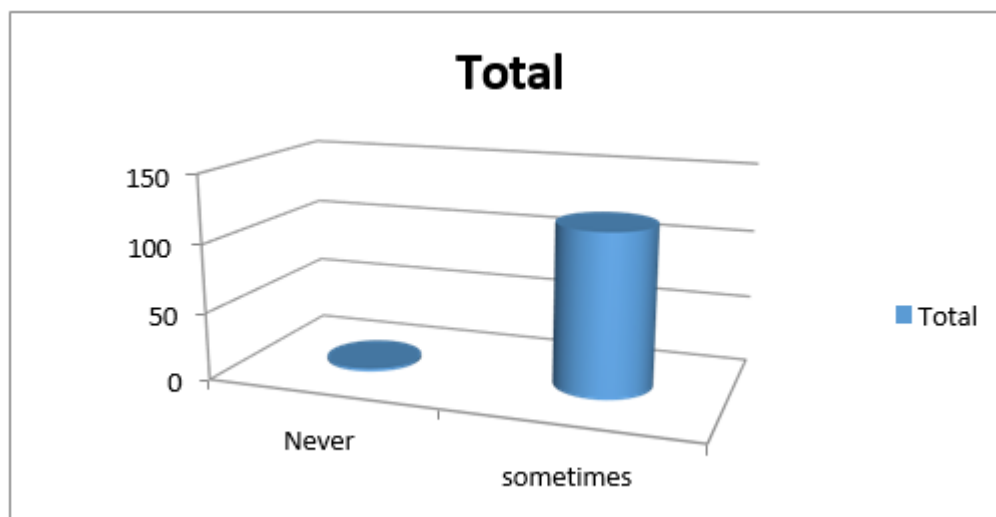
From the figure 4.10 is found that 100% of the respondents who knows about the company/ organization evaluate CSR activities.

11. COMPANY/ ORGANISATION COMMUNICATE THE “CSR POLICY” TO THE STAKEHOLDERS (CUSTOMERS)

TABLE 4.11 COMPANY/ ORGANISATION COMMUNICATE THE “CSR POLICY” TO THE STAKEHOLDERS (CUSTOMERS)

S.NO	OPTIONS RANK	NO OF RESPONDENTS	PERCENTAGE
1	Never	2	1.667
2	Sometimes	118	98.33
Total		120	100

FIGURE 4.11 COMPANY/ ORGANISATION COMMUNICATE THE “CSR POLICY” TO THE STAKEHOLDERS (CUSTOMERS)



INTERPRETATION:

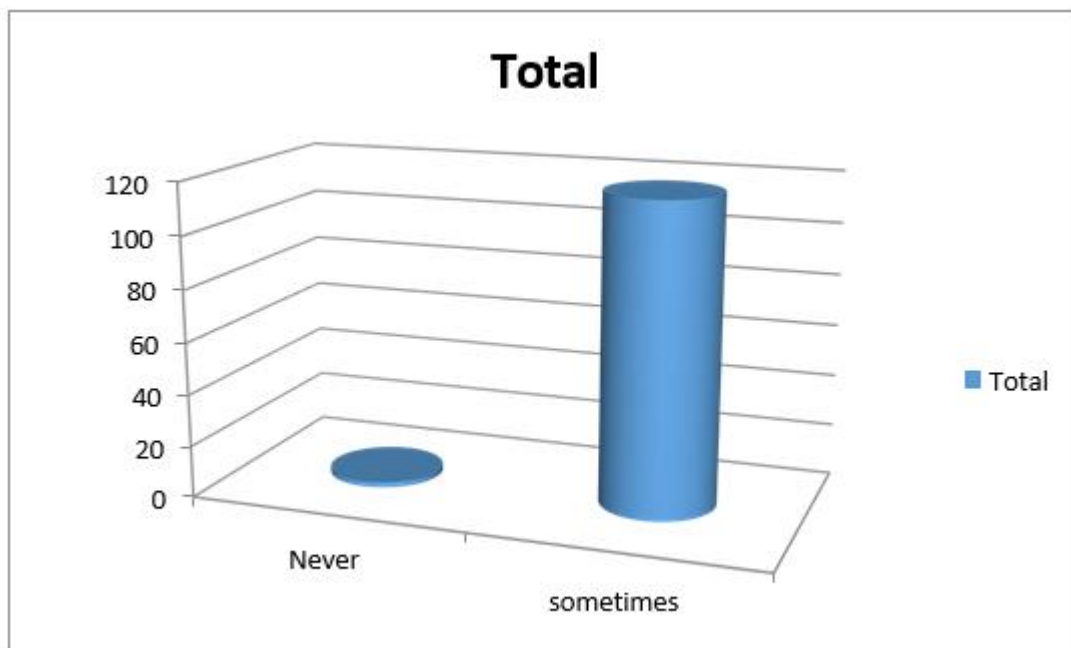
From the figure 4.11 found that 2% of employees are said never in their opinion, 98% of employees are said never in their opinion.

12. COMPANY/ ORGANISATION COMMUNICATE THE “CSR POLICY” TO THE STAKEHOLDERS (SUPPLIERS)

TABLE 4.12 COMPANY/ ORGANISATION COMMUNICATE THE “CSR POLICY” TO THE STAKEHOLDERS (SUPPLIERS)

S.NO	OPTIONS RANK	NO OF RESPONDENTS	PERCENTAGE
1	Never	6	5
2	Sometimes	114	95
Total		120	100

FIGURE 4.12 COMPANY/ ORGANISATION COMMUNICATE THE “CSR POLICY” TO THE STAKEHOLDERS (SUPPLIERS)



INTERPRETATION:

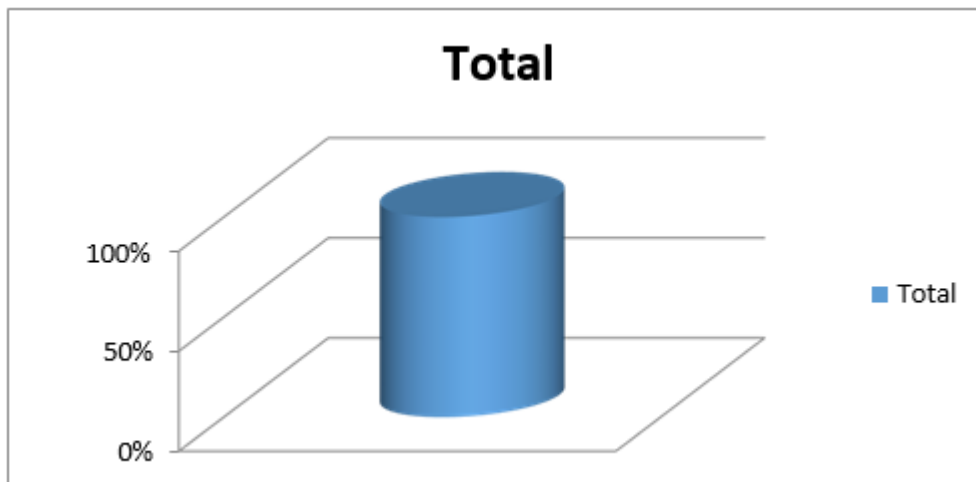
From the figure 4.12 found that 5% of employees are said never in their opinion, 95% of employees are said sometimes in their opinion.

13. COMPANY/ ORGANISATION COMMUNICATE THE “CSR POLICY” TO THE STAKEHOLDERS (INVESTORS)

TABLE 4.13 COMPANY/ ORGANISATION COMMUNICATE THE “CSR POLICY” TO THE STAKEHOLDERS (INVESTORS)

S.NO	OPTIONS RANK	NO OF RESPONDENTS	PERCENTAGE
1	Always	120	100
2	Sometimes	00	00
Total		120	100

FIGURE 4.13 COMPANY/ ORGANISATION COMMUNICATE THE “CSR POLICY” TO THE STAKEHOLDERS (INVESTORS)



INTERPRETATION:

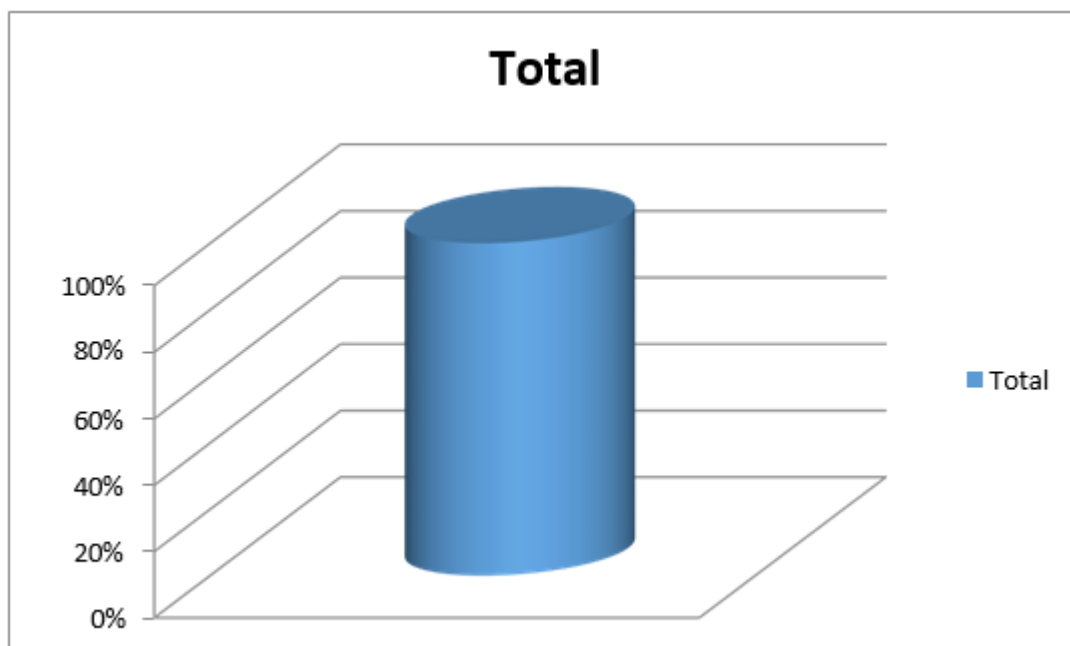
From the figure 4.13 found that 100% of employees are said always in their opinion to about the company/ organisation communicate the “CSR policy” to the stakeholders (investors).

**14. COMPANY/ORGANISATION COMMUNICATE THE
“CSR POLICY” TO THE STAKEHOLDERS
(BOD/Management)**

**TABLE 4.14 COMPANY/ORGANISATION COMMUNICATE THE
“CSR POLICY” TO THE STAKEHOLDERS
(BOD/Management)**

S.NO	OPTIONS RANK	NO OF RESPONDENTS	PERCENTAGE
1	Always	120	100
2	Sometimes	00	00
Total		120	100

**FIGURE 4.14 COMPANY/ORGANISATION COMMUNICATE THE “CSR
POLICY” TO THE STAKEHOLDERS (BOD/Management)**



INTERPRETATION:

From the figure 4.14 found that 100% of employees are said always in their opinion to about the company/ organisation communicate the “CSR policy” to the stakeholders (BOD/Management)

4.2 HYPOTHESIS TESTING

1. CHI SQUARE

H1: There is a significant association between Gender and the most important reason to get involved in CSR activities.

H2: There is no significant association between Gender the most important reason to get involved in CSR activities.

Table 4.15 Chi square testing association between Gender and Reasons to involve in CSR activities

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
GENDER * REASONS	120	100.0%	0	.0%	120	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	1.725 ^a	2	.422
Likelihood Ratio	2.693	2	.260
N of Valid Cases	120		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 1.00.

INTERPRETATION:

Chi-Square test performed shows that it is significant at 0.05 level. Therefore, the alternate hypothesis, " There is no significant association between Gender and the most important reason to get involved in CSR activities." is accepted.

2. WEIGHTED AVERAGE METHOD

TABLE 4.16 THE MOST IMPORTANT REASONS FOR COMPANIES TO GET INVOLVED IN CSR ACTIVITIES IS HELP THE SOCIETY AND ENVIRONMENT

WEIGHT:1,2,3,4,5				
S.NO	OPINION	NO.OF. RESPONDENT	WEIGHTED TOTAL	WEIGHTED AVERAGE
1	Strongly agree	54	195	2
2	Agree	57		
3	Neutral	09		
4	Disagree	00		
5	Strongly disagree	00		

INTERPRETATION:

If is found from the above table that the employees feel agree about assessment of CSR activities to help the society and environment.

IT WILL BE AN ASSET IF COMPANY UNDERTAKES CSR ACTIVITIES

WEIGHT:1,2,3,4,5				
S.NO	OPINION	NO.OF. RESPONDENT	WEIGHTED TOTAL	WEIGHTED AVERAGE
1	Strongly agree	16	227	2
2	Agree	101		
3	Neutral	3		
4	Disagree	00		
5	Strongly disagree	00		

INTERPRETATION:

If is found from the above table that the employees feel agree about it will be an asset if company undertakes CSR activities.

3. ANOVA

H1: There is significant difference between CSR policy and I will be an asset if company undertakes CSR activities.

H0: There no significant difference between CSR policy and I will be an asset if company undertakes CSR activities.

TABLE 4.17 CSR POLICY VS I WILL BE AN ASSET IF COMPANY UNDERTAKES CSR ACTIVITIES.

Descriptives

ACTIVITIES

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
AGREE	5	1.00	.000	.000	1.00	1.00
NEUTRAL	115	1.93	.343	.032	1.87	1.99
Total	120	1.89	.384	.035	1.82	1.96

Descriptives

ACTIVITIES

	Minimum	Maximum
AGREE	1	1
NEUTRAL	1	3

Total	1	3
-------	---	---

ANOVA

ACTIVITIES

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.148	1	4.148	36.411	.000
Within Groups	13.443	118	.114		
Total	17.592	119			

INTERPRETATION:

Since P value is greater than 0.05, accept null hypothesis. So, there is no significant difference between CSR policy and I will be an asset if company undertakes CSR activities.

CHAPTER 5

5.1 FINDINGS

- Nearly more than that 83% of gender respondents are male and 17% of gender respondents are female.
- Nearly that 67% of employees are of married, 33% of employees are of unmarried.
- Nearly that 37% of employees are of age group of 21-30 years, 44% of employees are of age group of between 31 – 40 years, 18% of employees are of age group of more than 41-50 years, 1% of employees are of age group of more than 51 - 60 years
- Nearly that 10% of employees are studied diploma, and half of the percentage people says 56% of employees are studied under graduate, 34% of employees are studied post graduate.
- There is 0% of employees are under the experience of 0 – 1 years, half of the percent 56% of employees are under the experience of 1 -5 years, 32% of employees are under the experience of 6 -10 years, 12% of employees are under the experience of above 11 years.
- Nearly more than that 66% of the respondents are getting Below Rs25000 to 50000 monthly income. 14 % of the respondents are getting monthly salary as Rs50000-75000 Monthly income. 7% of the respondents are getting monthly salary as Rs50000-75000. And 13% of the respondents are getting monthly salary is below Rs25000.
- All the employees respondent should be 100 % of the respondents are same about the aware of CSR as a terminology
- The strategy you have for csr implementation in your organization / company is 35 % of the people respondents should be HR/Admin department and 65% of the people respondents should be management department
- All the employees respondent should be 100 % of the respondents who knows about the company/ organization have separate allocation of funds for csr implementation
- All the employees respondent should be 100% of the respondents who knows about the company/ organization evaluate CSR activities

- There is 2% of employees are said never in their opinion, and balance 98% of employees are said never in their opinion.
- Only 5% of employees are said never in their opinion, balance 95% of employees are said sometimes in their opinion.
- All the employees respondent should be 100% of employees are said always in their opinion to about the company/ organisation communicate the "CSR policy" to the stakeholders (investors)
- All the employees respondent should be 100% of employees are said always in their opinion to about the company/ organisation communicate the "CSR policy" to the stakeholders (BOD/Management)
- Chi-Square test performed shows that it is significant at 0.05 level. Therefore, the alternate hypothesis, " There is no significant association between Gender and to improve the image of the company." is accepted
- Since P value is greater than 0.05, accept null hypothesis. So,there is no significant difference between CSR policy and I will be an asset if company undertakes CSR activities.
- The employees feel agree about assessment of CSR activities to help the society and environment.
- The employees feel agree about it will be an asset if company undertakes CSR activities.

5.2 SUGGESTIONS

- Companies should centre around the development of areas of the society which has been ignored by the government.
- Healthcare is the prime issue for rustic India. Real piece of CSR ought to be allocated towards the development of medical and healthcare facilities in India.
- Education is losing its credibility in India because of benefit motives by associations and management of different private organizations. Hence, there is a need of quality education with pragmatic orientation in rustic areas at affordable expenses for the destitute people.
- Clean India mission is progressing gradually however there is a need of accelerating its pace of development for a healthy environment in India.
- Pollution of different types has become a serious issue in India. There is a need to invest in the measures and technologies which can minimize the environmental contamination and maximize the social benefits as healthy environment for the people.
- Government should keep refreshing the laws as per the requirements of society for CSR and for a balanced regional development.
- Incentives ought to be provided to the companies contributing more to CSR programs.

5.3 LIMITATIONS OF THE STUDY

- Lack of internal motivation in in companies.
- Perception of CSR only at the instrumental and operatoional levels.
- Low consumer awareness.
- Intense competition discourages firms from formulating any other objectives than those directly related to business.
- Raising further awareness of CSR
- Building capabilities

5.4 CONCLUSION

The business case for corporate social responsibility can be made. While it is valuable for a company to engage in CSR for altruistic and ethical justifications, the highly competitive business world in which we live requires that, in allocating resources to socially responsible initiatives, firms continue to consider their own business needs. In the last decade, in particular, empirical research has brought evidence of the measurable payoff of CSR initiatives on firms as well as their stakeholders. Firms have a variety of reasons for being CSR-attentive. But beyond the many bottom-line benefits outlined here, businesses that adopt CSR practices also benefit our society at large.

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ANNEXURE 1

ANNEXURE 2

APPENDIX-I (Questionnaire)

A study on “perception of employees corporate social responsibility” at
Satvat Infosol Private Limited

1. Department _____
2. Gender
 - a) Male
 - b) Female
3. Age
 - a) 21 to 30Yrs
 - b) 31 to 40Yrs
 - c) 41 to 50 Yrs
 - d) 51to 60 yrs
4. Educational Qualification
 - a) Diploma
 - b) PG diploma
 - c) Under Graduation
 - d) Post Graduation
5. Marital Status
 - a) Unmarried
 - b) Married
 - c) Widow/Widower
 - d) Divorcee/Separated
6. How long have you been working for the present organization?
 - a) Less than one-year
 - b) 1 to 5 Years
 - c) 6 to 10 Yrs
 - d) Above 11 Yrs
7. Monthly income (In Rs)
 - a) Below 25,000
 - b) 25,000 to 50, 000
 - c) 50,000 to 75, 000
 - d) 75,000 and above
8. Are you aware of CSR as a terminology?
 - (a) Yes
 - (b) No
9. Please tick (whichever applicable) the strategy you have for CSR implementation in your organization /company:
 - (a) HR/Admin Department
 - (b) NGO
 - (c) Management
 - (d) Foundation Trust
10. Does your company/organization have separate allocation of funds for CSR Implementation?

(a) Yes (b) No

11. Does your Company/ Organization evaluate CSR activities?

(a) Yes (b) No

12. Has your organization /company introduced any of the following programmes to assist employees, their families or community members?(please tick)

- | | | |
|-----------------|-------|------|
| (a) Health | (Yes) | (No) |
| (b) Education | (Yes) | (No) |
| (c) Training | (Yes) | (No) |
| (d) Counselling | (Yes) | (No) |

13. Please rank the following drivers of CSR according to you. ("1" for the highest rank and "5" for the lowest rank)

Drivers of Corporate Social Responsibility	Rank (1-5)
Increase in profits	
Image Building	
Vision and philosophy of the company / Organisation	
Branding	
Increasing Awareness	

14. Does your Company / Organization communicate the ' CSR Policy' to the stakeholders?

STAKEHOLDERS	Never	Sometimes	Always
Customers			
Suppliers			
Investors			
BOD/Management			

15. what is level of your knowledge regarding corporate social responsibility?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I don't know about CSR					
I have heard the name but I don't know exactly what it is CSR					
I am familiar with CSR topic					

16. what are the most important reasons for companies to get involved in CSR activities in your opinion?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
To improve image of the company					
To attract employees					
To help society and environment					
Retention of the employees					
Support work-life balance					

17. Which of the following measures has your company adopted to reduce environmental impact?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Energy saving					
Waste recycling					
Develop of environmental friendly product					
Management of environmental system					
Use of renewable resources					

18. please fill the following questionnaire to your best possible Judgement.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Community welfare and development is a part of my company's CSR initiative					
More people are willing to work for my company due to its initiatives for the society					

19. For which of the following social issues does your company have a policy?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Leave policy					
Flexible working hours					
Compensation benefits					
Sexual harassment policy					
CSR policy					

20. How much attention do you pay to CSR policy of a company as an employee?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I will be an asset if company undertakes CSR activities					
I would only work for company that adopts CSR activities					

21. what are the most important reasons for companies to get involved in CSR activities in your opinion? (Rank 1 high to 5 low)

	Rank (1-5)
To improve image of the company	
To attract employees	
To help society and environment	
To increase income/ Revenue	
To attract customer's attention	

Thank you for your Response..!!!