

A STUDY ON CSR ACTIVITIES ON EMPLOYEES PERSPECTIVE OF OPMS CLEARING & FORWARDING AGENCIES (P) LIMITED

Submitted in partial fulfillment of the requirements for the award of Degree in

MASTER OF BUSINESS ADMINISTRATION

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
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**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **RAJENDRA PRASATH J (41410246)** who carried out the project work entitled "**A STUDY ON CSR ACTIVITIES ON EMPLOYEES PERSPECTIVE OF OPMS CLEARING & FORWARDING AGENCIES (P) LIMITED**" under my supervision from January 2022 to March 2022.

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DECLARATION

I **RAJENDRA PRASATH J (41410246)** hereby declare that the Project Report entitled “**A STUDY ON CSR ACTIVITIES ON EMPLOYEES PERSPECTIVE OF OPMS CLEARING & FORWARDING AGENCIES (P) LIMITED** ” done by me under the guidance of **DR. YASMEEN BANO** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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RAJENDRA PRASATH J

TABLE OF CONTENTS

CHAPTER NO	CHAPTERS	P A G E NO
	ABSTRACT	6
	LIST OF TABLES	7-8
	LIST OF CHART	9-10
I	INTRODUCTION	
II	1.1 INTRODUCTION	11
	1.2 COMPANY PROFILE	12
	1.3 INDUSTRY PROFILE	12-16
	1.4 NEED FOR THE STUDY	16
	1.5 SCOPE OF THE STUDY	16
	1.6 OBJECTIVES	17
II	REVIEW OF LITERATURE	
	2.1 REVIEW OF LITERATURE	18-21
III	RESEARCH METHODOLOGY	
	3.1 RESEARCH METHODOLOGY	22
	3.2 DATA COLLECTION	22
	3.3 TYPES OF QUESTIONS	23
	3.4 SAMPLING	23
	3.5 SAMPLE SIZE	24
	3.6 METHODS / TOOLS OF ANALYSIS	25
	3.7 HYPOTHESIS FRAMED	26
IV	DATA ANALYSIS AND INTERPRETATION	
	4.1 CHI- SQUARE TEST I	59-61
	4.2 ONE-WAY ANOVA CLASSIFICATION	62-63
	4.3 ANALYSIS USING KARL PEARSON'S CORRELATION	64
V	FINDINGS SUGGESTIONS CONCLUSION	
	5.1 FINDINGS	65-66
	5.2 SUGGESTIONS	66-67
	5.3 LIMITATIONS	67
	5.4 CONCLUSION	68
	ANNEXURE I	
	BIBLIOGRAPHY	69
	QUESTIONNAIRE	70-72
	ANNEXURE II - RESEARCH ARTICLE	73-80

ABSTRACT

Corporate Social Responsibility (CSR) 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. This research project focuses on CSR in an organization on the concept of “Perception of Employees on the CSR Activities of OPMS Clearing & Forwarding Agencies (P) Limited”.

Employees are having various satisfaction levels. Companies’ ultimate goal was to 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 and in turn to utilize these for the betterment of their business performance and in the achievement of the organizational goals and objectives. Finally the research was analyzed through a structured questionnaire regarding the employees’ perception on the CSR Activities of OPMS Clearing & Forwarding Agencies (P) Limited.

For survey method Simple Random Sampling was used to survey the employees of OPMS Clearing & Forwarding Agencies (P) Limited. The sample size selected from the population was 324 employees. The data collection was made and the data was analyzed using various tools like chi square, correlation, one way anova. The results were there then presented, findings were analyzed and suggestions were given to further improve the CSR activities of OPMS Clearing & Forwarding Agencies (P) Limited.

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO
1	THE OBJECTIVES OF CSR ACTIVITIES	27
2	COMPANY INTERESTED IN APPLYING CSR	28
3	ORGANISING ACTIVITIES TO REDUCE MATERIAL WASTE LIKE MINIMIZING PAPER USAGE, OIL WASTAGE, CANTEEN FOOD	29
4	HAVING USEFUL ACTIVITIES FOR ENVIRONMENTAL CARE LIKE LIMITING THE USAGE OF PLASTIC COVERS, RAIN WATER HARVEST	30
5	TAKING EFFORTS TO CREATE AWARENESS REGARDING RECYCLING THE WASTE LIKE WASTE GLASS RECYCLING, WASTE PAPER RECYCLING, AND WASTE WATER RECYCLING	31
6	TAKING EFFORTS TO REDUCE THE ENVIRONMENTAL IMPACT IN TERMS OF ENERGY CONSERVATION AND POLLUTION PREVENTION LIKE USAGE OF SOLAR WATER HEATERS	32
7	USEFUL ACTIVITIES BENEFITING THE UPLIFTMENT OF NEEDY PEOPLE	33
8	PROVIDING MONETARY BENEFITS TO HELP THE NEEDY	34
9	SUPPORTING STUDENTS THROUGH PROVIDING SCHOLARSHIP	35
10	SUPPORTING TO IMPROVE QUALITY OF LIFE OF PEOPLE IN SOCIETY LIKE ORGANIZING RURAL DEVELOPMENT ACTIVITIES, REHABILITATION CENTERS', DE-ADDICTION CENTERS'	36
11	SUPPORTING THE DIFFERENTLY ABLED PEOPLE BY PROVIDING THEM EMPLOYMENT OPPORTUNITY, PROCURING OF PRODUCTS	37
12	PROVIDING ADEQUATE TRAINING OPPORTUNITIES TO COMMON PEOPLE LIKE IMPLANT TRAINING, COMPANY VISITS	38
13	TAKING EFFORTS TO CREATE AWARENESS REGARDING HEALTH RELATED ISSUES LIKE HIV AWARENESS, BLOOD DONATION CAMPS	39
14	ENCOURAGING EMPLOYEES TO PROVIDE THEIR TIME AND EXPERTISE TO PARTICIPATE IN SOCIAL ACTIVITIES	40
15	PROVIDING INFORMATION TO THE EMPLOYEES REGARDING THEIR SOCIAL SECURITY RIGHTS	41
16	OFFERING VARIOUS SCHEMES FOR EMPLOYEE WELFARE LIKE FOOD SUBSIDIES, TRANSPORTATION FACILITIES, HOUSING	42
17	HAVING A POLICY TO AVOID DISCRIMINATION	43
18	CARING ABOUT EMPLOYEE FAMILIES THROUGH RECREATIONAL PROGRAMMES FOR FAMILIES, PERSONAL FINANCING PROGRAMS	44
19	ADHERING TO ALL RULES AND REGULATIONS LAID BY THE GOVERNMENT	45
20	OPERATING STRICTLY WITHIN THE LEGAL FRAMEWORK OF THE SOCIETY	46
21	COMPLYING WITH THE NATIONAL LABOUR REGULATIONS	47

22	HAVING AN ETHICS CODE GOVERNING BEHAVIORS' IN THE COMPANY	48
23	HAVING A PROCESS TO ENSURE EFFECTIVE FEEDBACK, CONSULTATION AND/OR DIALOGUE WITH CUSTOMERS, SUPPLIERS AND THE OTHER PEOPLE YOU DO BUSINESS	49
24	CARRYING OUT PUBLICITY CAMPAIGNS TO DEMONSTRATE COMPLIANCE WITH ETHICAL VALUES AND LEGISLATION ON CONSUMER RIGHTS	50
25	MAINTAINING TRANSPARENCY IN DEALINGS WITH THE CUSTOMERS	51
26	SUPPLYING CLEAR AND ACCURATE INFORMATION AND LABELLING ABOUT PRODUCTS AND SERVICES, INCLUDING ITS AFTER-SALES OBLIGATIONS	52
27	AGREE THAT THE CSR ACTIVITIES GIVE A FEELING OF PERSONAL SATISFACTION AND ENLIGHTEN THE VALUES	53
28	AGREE THAT CSR IS LARGELY A PUBLICITY/IMAGE ISSUE	54
29	AGREE THAT CSR ENHANCE THE REPUTATION OF THE COMPANY	55
30	THE CSR ACTIVITY OF REWARDING TOPPERS IN THE PUBLIC EXAMINATIONS IS GOOD ENOUGH	56
31	THE CSR ACTIVITY OF HELPING ORPHANAGES IS GOOD ENOUGH	57
32	THE CSR ACTIVITY OF ONE DAY SERVICE AT MERCY HOME IS GOOD ENOUGH	58

LIST OF CHART

TABLE NO.	TITLE	P A G E NO
1	THE OBJECTIVES OF CSR ACTIVITIES	26
2	COMPANY INTERESTED IN APPLYING CSR	27
3	ORGANISING ACTIVITIES TO REDUCE MATERIAL WASTE LIKE MINIMIZING PAPER USAGE, OIL WASTAGE, CANTEEN FOOD	28
4	HAVING USEFUL ACTIVITIES FOR ENVIRONMENTAL CARE LIKE LIMITING THE USAGE OF PLASTIC COVERS, RAIN WATER HARVEST	29
5	TAKING EFFORTS TO CREATE AWARENESS REGARDING RECYCLING THE WASTE LIKE WASTE GLASS RECYCLING, WASTE PAPER RECYCLING, AND WASTE WATER RECYCLING	30
6	TAKING EFFORTS TO REDUCE THE ENVIRONMENTAL IMPACT IN TERMS OF ENERGY CONSERVATION AND POLLUTION PREVENTION LIKE USAGE OF SOLAR WATER HEATERS	31
7	USEFUL ACTIVITIES BENEFITING THE UPLIFTMENT OF NEEDY PEOPLE	32
8	PROVIDING MONETARY BENEFITS TO HELP THE NEEDY	33
9	SUPPORTING STUDENTS THROUGH PROVIDING SCHOLARSHIP	34
10	SUPPORTING TO IMPROVE QUALITY OF LIFE OF PEOPLE IN SOCIETY LIKE ORGANIZING RURAL DEVELOPMENT ACTIVITIES, REHABILITATION CENTERS', DE-ADDICTION CENTERS'	35
11	SUPPORTING THE DIFFERENTLY ABLED PEOPLE BY PROVIDING THEM EMPLOYMENT OPPORTUNITY, PROCURING OF PRODUCTS	36
12	PROVIDING ADEQUATE TRAINING OPPORTUNITIES TO COMMON PEOPLE LIKE IMPLANT TRAINING, COMPANY VISITS	37
13	TAKING EFFORTS TO CREATE AWARENESS REGARDING HEALTH RELATED ISSUES LIKE HIV AWARENESS, BLOOD DONATION CAMPS	38
14	ENCOURAGING EMPLOYEES TO PROVIDE THEIR TIME AND EXPERTISE TO PARTICIPATE IN SOCIAL ACTIVITIES	39
15	PROVIDING INFORMATION TO THE EMPLOYEES REGARDING THEIR SOCIAL SECURITY RIGHTS	40
16	OFFERING VARIOUS SCHEMES FOR EMPLOYEE WELFARE LIKE FOOD SUBSIDIES, TRANSPORTATION FACILITIES, HOUSING	41
17	HAVING A POLICY TO AVOID DISCRIMINATION	42
18	CARING ABOUT EMPLOYEE FAMILIES THROUGH RECREATIONAL PROGRAMMES FOR FAMILIES, PERSONAL FINANCING PROGRAMS	43
19	ADHERING TO ALL RULES AND REGULATIONS LAID BY THE GOVERNMENT	44

20	OPERATING STRICTLY WITHIN THE LEGAL FRAMEWORK OF THE SOCIETY	45
21	COMPLYING WITH THE NATIONAL LABOUR REGULATIONS	46
22	HAVING AN ETHICS CODE GOVERNING BEHAVIORS' IN THE COMPANY	47
23	HAVING A PROCESS TO ENSURE EFFECTIVE FEEDBACK, CONSULTATION AND/OR DIALOGUE WITH CUSTOMERS, SUPPLIERS AND THE OTHER PEOPLE YOU DO BUSINESS	48
24	CARRYING OUT PUBLICITY CAMPAIGNS TO DEMONSTRATE COMPLIANCE WITH ETHICAL VALUES AND LEGISLATION ON CONSUMER RIGHTS	49
25	MAINTAINING TRANSPARENCY IN DEALINGS WITH THE CUSTOMERS	50
26	SUPPLYING CLEAR AND ACCURATE INFORMATION AND LABELLING ABOUT PRODUCTS AND SERVICES, INCLUDING ITS AFTER-SALES OBLIGATIONS	51
27	AGREE THAT THE CSR ACTIVITIES GIVE A FEELING OF PERSONAL SATISFACTION AND ENLIGHTEN THE VALUES	52
28	AGREE THAT CSR IS LARGELY A PUBLICITY/IMAGE ISSUE	53
29	AGREE THAT CSR ENHANCE THE REPUTATION OF THE COMPANY	54
30	THE CSR ACTIVITY OF REWARDING TOPPERS IN THE PUBLIC EXAMINATIONS IS GOOD ENOUGH	55
31	THE CSR ACTIVITY OF HELPING ORPHANAGES IS GOOD ENOUGH	56
32	THE CSR ACTIVITY OF ONE DAY SERVICE AT MERCY HOME IS GOOD ENOUGH	57

CHAPTER I

1.INTRODUCTION

CSR 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.

CSR

CSR 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.

CSR (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.

1.2COMPANY PROFILE

Opms Clearing And Forwarding Agencies Private Limited is a Private incorporated on 13 May 1991. It is classified as Non-govt company and is registered at Registrar of Companies, Chennai. Its authorized share capital is Rs. 1,000,000 and its paid up capital is Rs. 726,000. It is involved in Supporting and auxiliary transport activities; activities of travel agencies

Opms Clearing And Forwarding Agencies Private Limited's Annual General Meeting (AGM) was last held on 30 November 2021 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2021.

Directors of Opms Clearing And Forwarding Agencies Private Limited are Shanmugam Sivados, Venkatesan Mani, .

Opms Clearing And Forwarding Agencies Private Limited's Corporate Identification Number is (CIN) U63090TN1991PTC020788 and its registration number is 20788. Its Email address is opmscfapl@gmail.com and its registered address is 51,CHEVALIER SHIVAJI GANESAN SALAI(SOUTH BOAG RD), PREM NAGAR COLONY,P BLOCK, FLAT 24,T.NAGAR CHENNAI Chennai TN 600017 IN .

1.3 INDUSTRY PROFILE

Introduction

Logistics is essential for the economy of a country. It pertains to the general method of controlling how resources are obtained, housed and delivered to their ultimate location. Determining the efficiency and accessibility of potential distributors and suppliers is part of logistics management. It is a differentiating sector that can largely affect any country's exports, thereby adding a significant competitive edge, with the underlying assumption of a robust logistics sector. The logistics industry comprises all supply chain activities, mainly transportation, inventory management, flow of information and customer service. It determines the success of not only the country's supply chain but also influences it on a global scale. The effectiveness of logistics helps to determine the degree of ability that enterprises can keep up with demand.

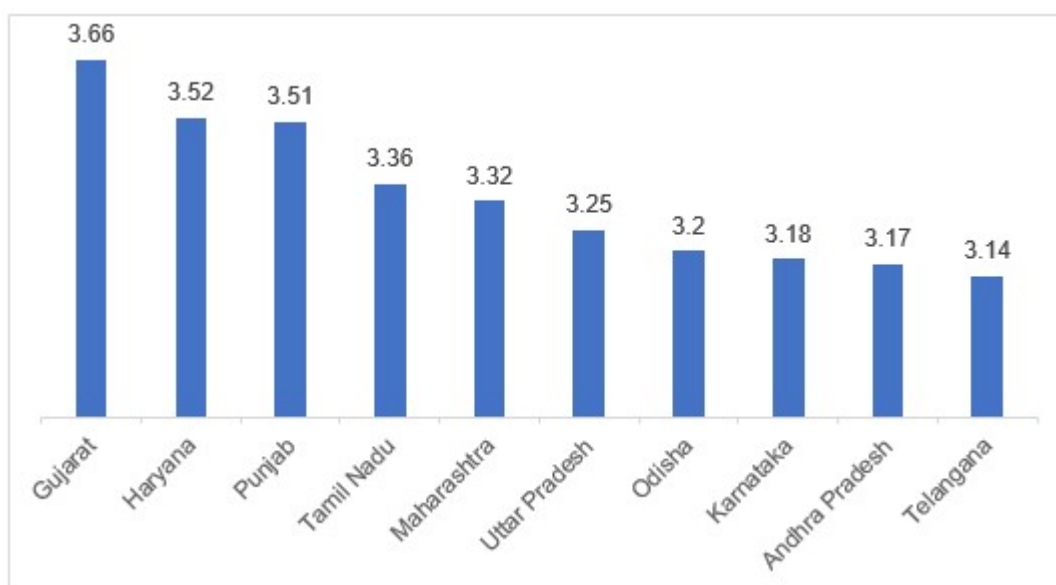
Overview of India's Logistics Sector

India's logistics are estimated to account for about 14.4% of GDP. More than 22 million people rely on it for their income. The Department of Commerce's logistics division for

India was established on 7th July 2017 and was given the responsibility of the Integrated Development of Logistics Sector. The Special Secretary to the Government of India is at the helm of the division and has been assigned the responsibility for the development of an action plan to facilitate the overall development of the logistics sector through policy changes, procedure improvements, identification of bottlenecks and gaps, and adoption of technology. Overall, India's logistics sector consists of 37 export promotion councils, 40 Participating Government Agencies (PGAs), 20 government agencies, 10,000 commodities and 500 certifications.

In 2019, the Indian logistics sector was valued at Rs. 15.1 lakh crore (US\$ 190 billion). The unorganised sector amounts to 99% of the logistics sector that includes owners of less than five trucks, brokers or transport companies' affiliates, small-scale warehouse owners, customs brokers and freight forwarders, among others. The global indices reflect the progress and developments in trade-related logistics over the years. The development of the logistics sector is also reflected by the fact that India scored 90.3% in the United UNESCAP's Global Survey on Digital and Sustainable Trade Facilitation conducted in 2021, which is an exceptional improvement from the score it secured in 2019 of 78.5%, brought about by gains in the scores of five important indicators. The score has shown a consistent improvement, with scores of 63.4% and 67.7% secured in 2015 and 2017, respectively.

LEADS 2021 Overall State-wise Rankings (Top 10)



Source: Ministry of Commerce and Industry

Government's Role Towards the Development of the Logistics Sector

The government has initiated various steps to boost the logistics sector, such as follows:

- **National Logistics Policy:** The government has planned to release the National Logistics Policy. The planning of the strategy involved detailed conversations on the supply and demand sides with all central ministries and takes a broad view of the sectors defining precise action points. The proposed policy's objective is to boost the nation's economy and corporate competitiveness by establishing an integrated, seamless, effective, dependable, green, sustainable and cost-efficient logistics network that makes use of best-in-class tools, procedures and qualified personnel. The policy aims to reduce the logistics cost, which stands at 14% of GDP to 9-10%. The strategy will establish a single-window e-logistics market and emphasize developing skills, competitiveness and employment for MSMEs.
- **National Logistics Law:** A national logistics law has been drafted and is under consultation. Through a unified legal framework for the paradigm of One Nation, One Contract, it would support the One Nation, One Market objective and provide a flexible regulatory environment (single bill of lading across modes). The law's provisions will make it possible to assign a distinct logistics account number in place of cumbersome registration processes.
- **Logistics Master Plan:** This initiative is in the works which takes a geographical strategy as opposed to an industry approach. Several projects and activities will be integrated into the plan to expand the mix of intermodal and/or multimodal transportation. Coordinated construction of relevant infrastructure (gas and utility pipelines, optical fibre cable networks) is planned to prevent problems in the future. An Inter-Ministerial Committee will be used to supervise the master plan's execution. The state and local logistics strategies will be created in coordination and cooperation with the federal plans.
- **National Multimodal Facilities and Warehousing:** In order to promote intermodal and Multimodal Logistics Parks (MMLPs) as a separate class of infrastructure and to encourage efforts with a national registry of multimodal facilities to enable price discovery, ensure optimal utilisation, and support planned development, the National Grid of Logistics Parks and Terminals is being planned. Furthermore, the government has begun to devise certain standards and guidelines that will be implemented for the development of warehousing. The government plans to optimise procedures for obtaining clearances that make the procedure of establishing warehouses more efficient,

along with setting up a system for rating and certifying those warehouses for excellence.

- The Logistics division has designed a digitisation initiative to provide an integrated IT foundation that would boost productivity, reduce wasteful travel and provide a slick user experience. The standards for the National Logistics Platform (iLOG) are currently being finalised in conjunction with the Ministry of Electronics and Information Technology (MEiTY). The iLOG will work to integrate a single platform for the various IT solutions that have been developed by various stakeholders, including logistics service providers, purchasers, and central and state government agencies such as customs, Directorate General of Foreign Trade (DGFT), railways, ports, airports, inland waterways and coastal shipping.
- **National Logistics Workforce Strategy:** For the integrated skill development of professionals in the logistics sector, the government is developing a national logistics workforce strategy. Building on the framework of skill development centres already in place, which are currently based on modes of transportation, it is planned to enable cross-sectoral exchange of ideas and best practices as well as create a workforce of professionals who will be the primary force behind the development of logistics in the nation. The approaches include a coordinated effort to analyse and address present and future skill needs, mainstreaming logistics education and training in regular formal education from school through post-graduate level, and introduction of a Certified Logistics Professional (CLP) scheme, and to incentivise the engagement of such professionals. The Driver Employment and Empowerment Programme is one of the strategies, and it aims to lower logistics costs by making truck driving a desired career due to the severe scarcity of truck drivers.

Road Ahead

The initiatives taken by the government will lead to the progress of the logistics sector. The integration in the form of a multi modal network of transport and warehousing will lead to increased efficiency in the transportation and storage of goods throughout the country. By focusing on the digital aspect, the government's aim is to upgrade the existing system that will lead to faster, better communication with fewer errors that will benefit the sector significantly. The plan has a strong monitor system with periodic audits in order to check the implementation of policies and application of required corrective measures. With the aforementioned initiatives, India intends to raise its ranking in the Logistics Performance

Index to 25 and cut bring down the logistics cost from 13% to 8% of GDP, leading to a reduction of approximately 40%, within the next five years. These goals were set by the National Logistics Policy. This would guarantee the logistics industry acts as a growth engine and a major factor in upgrading India to a US\$ 5 trillion economy.

1.4 NEED FOR THE STUDY

To understand the perception of the employees on the CSR activities of OPMS Clearing & Forwarding Agencies (P) Limited

CSR activities strengthen the bond among employees. People develop a habit of working together as a single unit to help others. Infact they start enjoying work together and also become good friends in due course of time. They also develop a sense of loyalty and attachment towards their organization which is at least thinking for the society.

The term CSR gives a chance to all the employees of an organization to contribute towards the society, environment, country and so on. CSR goes a long way in creating a positive word of mouth for the organization on the whole.

1.5 SCOPE OF THE STUDY

A lack of understanding, inadequately trained personnel, non availability of authentic data and specific information on the kinds of CSR activities, coverage, policy etc. further adds to the reach and effectiveness of CSR programmes. But the situation is changing. And CSR is coming out of the purview of 'doing social good' and is fast becoming a 'business necessity'. The 'business case' for CSR is gaining ground and corporate houses are realizing that 'what is good for workers - their community, health, and environment is also good for the businesses'. CSR is defined as operating a business that meets or exceeds the ethical, legal, commercial and public expectations that society has of business.

CSR is one such niche area of Corporate Behavior and Governance that needs to get aggressively addressed and implemented tactfully in the organizations. India is a fast

growing economy and is booming with national and multinational firms. At the same time, the Indian land also faces social challenges like poverty, population growth, corruption, illiteracy just to name a few. Therefore it is all the more imperative for the Indian companies to be sensitized to CSR in the right perspective in order to facilitate and create an enabling environment for equitable partnership between the civil society and business.

1.6 OBJECTIVES

PRIMARY OBJECTIVE

To understand the perception of the employees on the CSR activities of OPMS Clearing & Forwarding Agencies (P) Limited

SECONDARY OBJECTIVES

The objectives of this project are as follows:

1. To gain firsthand knowledge about the structure and implementation of the CSR policy towards employees OPMS Clearing & Forwarding Agencies (P) Limited
2. To find out the satisfaction level of the employees towards the past CSR activities and the extent to which they are ready to support the future CSR activities.
3. To ascertain the usefulness of the corporation to the employees with reference to community's needs & requirements.
4. To ascertain whether OPMS Clearing & Forwarding Agencies (P) Limited adheres to all working environmental and legal legislations.
5. To ascertain whether OPMS Clearing & Forwarding Agencies (P) Limited takes initiatives for the welfare of all its stake holders.
6. To make suggestions towards enhancing the current CSR activities.

CHAPTER III

2.1 REVIEW OF LITERATURE

The literature on CSR has addressed the different motivations that firms have for adopting CSR. Most of the literature focuses on internal processes, interactions between firms, and their location within social boundaries – it is “orgo-centered”. Very little has been written on the external conditions that stimulate the adoption of CSR in a specific country or industry – a “population of organizations”. This study will contribute to an increased understanding of the ways in which a broad social context can be created to encourage companies to adopt CSR. In addition, it will contribute to the development of new strategies to extend the reach of CSR, stemming from positive deviance. **(Alam Aguilar Platas, A Brazilian model of CSR: The case of Ethos Institute, 2008).**

Carroll designed a four-part conceptualization of CSR that included economic, legal, ethical and philanthropic elements. According to this model, all business responsibilities rely upon the economic responsibility, which includes maximizing profitability and maintaining a strong competitive position. Legal responsibilities include complying with laws and regulations. Ethical responsibilities reflect societal standards, expectations and norms that have not been specifically legislated. Finally, philanthropic responsibilities encompass actions that are in response to society's expectation that businesses be good corporate citizens. These are distinguished from ethical responsibilities in that they are of a charitable nature and, as such, a company is not considered unethical if it does not provide them **(Carroll, The Pyramid of CSR: Toward the Moral Management of Organizational Stakeholders 1991).**

Companies need to answer to two aspects of their operations; the quality of their management and quantity of their impact on society in the various areas. It is not necessary that all the better performing companies are equally contributing to the society. A company which professionally managed, causing no harm to the environment and contributing something to the society in which it operates, can be regarded as a better company. Since the company is operating in a society, it cannot stay away from the social

issues. The society provides both customers and resources to fulfill the business objectives of the corporate companies. An important aspect of CSR is how enterprises interact with their internal and external stakeholders; employees, customers, neighbors, nongovernmental organizations, public authorities, etc. **(Cheney George, Steven May k & Roper Juliet, The Debate over CSR, 2007).**

Sustainable companies have three kinds of responsibility: economic, environmental and social. CSR (CSR) plays a vital role in managing this responsibility and it is about integrating the issues of the workplace, human rights, the community and the marketplace into core business strategies. However the size of the problem that CSR addresses and the benefits that it has to offer an organisation are highly debatable. **(CSR Europe online, 2002).**

Three specific factors may have been instrumental in determining that a vast amount of literature has emerged over the last half a century with regard to CSR. They include: the topic's long research history during which many and varied theories, concepts, models, and themes have emerged the 'loaded nature' of the topic which has resulted in two features: a). a generally negative image association, and b). confusion due to situation complexity, and in particular the question of responsibility/obligation and gaps between public-speaking and reality. **(Kai Hockerts, Mette Morsing, CSR in the Innovation Process, 2000).**

In recent times, CSR (CSR) has become an ever-increasing topic of interest among researchers and practitioners. However, an exact definition of CSR is elusive and opinions vary. A wide range of behaviours are classified under CSR including cause-related marketing, sponsoring charitable events, offering employee volunteerism programs, making charitable donations, utilising environmental initiatives and demonstrating a commitment to health and safety issues **(Maignan & Ralston, CSR, 2002).**

It is assumed here that large corporations have greater resources available to them to do this and stronger imperatives to do so in the form of a greater number of external stakeholders, most notably shareholders and analysts. But searching for a definitive, value-for-money-based formula for reputation management and CSR is at odds with stakeholder expectations, and that much evidence exists to suggest that truly effective CSR is the result more of practicality than theory or corporate strategy and in some ways SMEs is better placed to take advantage of CSR programmes. **(Nigel Sarbutts, Can SMEs “do” CSR , Journal of Communication Management, Vol. 7 Iss: 4,2003).**

It is not possible for an organization to limit their attention to their customers and employees alone currently. Business is influencing the society in many ways and hence the organizations need to address the issues which are influencing the society negatively. They should work for improving the lives of millions of people and help the making of a stable and less dangerous world. CSR provides a platform for corporations to be involved in economic development and wellbeing of disadvantaged people. Even though, companies publish huge volumes of literatures with respect to their works for the wellbeing of the society, in practice many companies define their obligations in a much more limited. Normally, the published claims and the actual things may not balance each other. Lot of declarations on CSR may lie on paper alone. Companies use such tactics to cheat the public in the name of CSR. The big companies will do small things for the wellbeing of the society and they will use such things as a curtain for their exploitation of the society. **(Porter Michael E., and Prahalad C. K. Harvard Business Review on Corporate Responsibility, 2003).**

The Green Flagships project at Philips is a gathering and quantitative measuring of the best lighting products. To be considered a Green Flagship, a product must first undergo a divisional EcoDesign procedure. Next, the product or product family is investigated in at least three of the six Green Focal Areas. These Green Focal Areas consist of Energy Efficiency, Recyclability, Lifetime Reliability, Packaging, Hazardous Substances and Weight. Based on this analysis, the product or product family must be proven to offer at least 10% improved environmental performance in at least one Green Focal Area compared to a predecessor or competitive product, and the overall lifecycle score must be equal or better. So while many products may be “green”, only the top Eco-designed

products achieve Green Flagship status. A Philips Green Flagship product is a best A Literature Review on CSR in the Innovation Process environmental choice and a product that either has the best environmental performance in the market, is the most innovative environmental friendly product in its portfolio, or is the best environmental solution in its application area. The development of Green Energy has experienced a major boom within the last decade. The labelling of green energy “cleantech” is increasingly attracting finance from both venture capital and MNCs. The Green Flagship label is an example of this environmental progress. (<http://www.philips.com/about/sustainability/greenproducts/index.page>).

Proctor & Gamble provides an example of a social innovative product that failed to be marketed for profit. The case is a water purification system called PUR, which P&G developed in collaboration with the US Centre for Disease Control for commercial markets, targeting low income consumers. The product had clear social benefits, providing clean drinking water for households in places where the health risks of untreated drinking water are high, especially for children. After three years of market tests though, PUR was looking like a commercial failure. Many other firms would have closed down the project, but P&G instead moved PUR to its corporate sustainability department, where focus no longer relied solely on making a profit. Since 2003, P&G has sold the product at cost and worked in partnership with non-profit organisations, who distribute the product through their development and humanitarian relief networks. However, by using the marketplace P&G felt they could relieve people at a global level whereas philanthropic activity would not be as effective. Using social marketing models by collaborating with NGOs created greater impact than commercial marketing. (<http://www.purwater.com/>)

CHAPTER III

3.1 RESEARCH METHODOLOGY

INTRODUCTION

Research methodology is a way to systematically solve the research problem is to how research is done scientifically. It consists of the different steps that are generally adopted by the researcher to the study his research problem along with logic behind them. It is necessary to the researcher to develop certain tests.

DESCRIPTIVE RESEARCH DESIGN

It is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way. In this project descriptive research design is used as the Educational research and experiences contain many variables that cannot be realistically controlled. The perceptions of employees are described as they are originally perceived by them and no personal bias or modifications are made in these observations. The perceptions of the employees are in no way influenced by me or any other external factors and are described as they are in reality. Hence descriptive research design is used in this project.

DESCRIPTIVE RESEARCH QUESTIONS AND DESIGNS

Descriptive research is used to answer descriptive research questions:

1. What is happening?
2. How is something happening?
3. Why is something happening?

3.2 DATA COLLECTION

PRIMARY DATA

As for as the primary data is concerned a structured questionnaire was prepared and interview was taken. The primary data is collected directly from the employees of OPMS Clearing & Forwarding Agencies (P) Limited through the questionnaires circulated to them. Questions like close ended and dichotomous have been used for the purpose of data collection.

SECONDARY DATA

The secondary data is collected from the company's official website and the records maintained by them.

3.3 TYPES OF QUESTIONS

CLOSE ENDED QUESTION

Close ended question are the type of questions with a clear declined set of alternatives that confine the respondents to choose one of them.

LIKERT SCALE

A Likert item is simply a statement which the respondent is asked to evaluate according to any kind of subjective or objective criteria; generally the level of agreement or disagreement is measured. A 5 scale rating is used to elicit respondent's favor or unfavor towards the statement.

DICHOTOMOUS QUESTION

In dichotomous types of questions the respondents are forced to choose one response out of the two options yes /no.

3.4 SAMPLING

It is incumbent on the researcher to clearly define the target population. There are no strict rules to follow, and the researcher must rely on logic and judgment. The population is defined in keeping with the objectives of the study.

Sometimes, the entire population will be sufficiently small, and the researcher can include the entire population in the study. This type of research is called a census study because data is gathered on every member of the population.

Usually, the population is too large for the researcher to attempt to survey all of its members. A small, but carefully chosen sample can be used to represent the population.

The sample reflects the characteristics of the population from which it is drawn.

Factors commonly influencing the choice of sampling method include:

- Nature and quality of the frame
- Availability of auxiliary information about units on the frame
- Accuracy requirements, and the need to measure accuracy
- Whether detailed analysis of the sample is expected
- Cost/operational concerns

3.4.1 SAMPLING METHOD

The sampling method used in this project is the Probability sampling. In probability samples, each member of the population has a known non-zero probability of being selected.

3.4.2 SIMPLE RANDOM SAMPLING

In a simple random sample ('SRS') of a given size, all such subsets of the frame are given an equal probability. Using this method, individuals are randomly selected from a list of the population and every single individual has an equal chance of selection. Each element of the frame thus has an equal probability of selection: the frame is not subdivided or partitioned. Furthermore, any given *pair* of elements has the same chance of selection as any other such pair. This minimizes bias and simplifies analysis of results. In particular, the variance between individual results within the sample is a good indicator of variance in the overall population, which makes it relatively easy to estimate the accuracy of results.

The questionnaires are distributed to the employees randomly. Hence every individual in the sample gets the equal probability of being included in the sample and hence this observation and inference is free from personal bias.

3.4.3 SAMPLING PROCESS

The first step the researcher did was to select the target population.

3.5 SAMPLE SIZE

The sample size selected was 110 employees from the various departments of OPMS Clearing & Forwarding Agencies (P) Limited. The sample size can be determined by the formula,

$$n = N / [1 + N (e^2)]$$

Where,

n – Sample size

N – Population

e – Significance level (Here, 0.05)

3.5.1 SAMPLE UNIT

Those who are the existing employees of OPMS Clearing & Forwarding Agencies (P) Limited.

3.6 METHODS / TOOLS OF ANALYSIS

Tools used for analysis are:

- **CHI-SQUARE TEST**
- **ONE-WAY ANOVA**
- **PERCENTAGE ANALYSIS**

CHI-SQUARE TEST

The chi-square test is defined for the hypothesis:

H_0 : The data follow a specified distribution.

H_a : The data do not follow the specified distribution.

ONE-WAY ANOVA

The purpose is to test for significant differences between class means, and this is done by analysing the variances. In general, the purpose of analysis of variance (ANOVA) is to test for significant differences between means.

PERCENTAGE ANALYSIS

Percentage analysis shows the entire population in terms of percentages.

Percentage = (Number of Respondents / Total respondents) *100

3.7 HYPOTHESIS FRAMED

H1: There is relationship between the age and objectives of csr activities.

H2: There is a significance difference between the csr performance report and providing monetary benefits to help the needy.

H3: There is positive relationship between the supporting students through providing scholarship and supporting to improve quality of life of people.

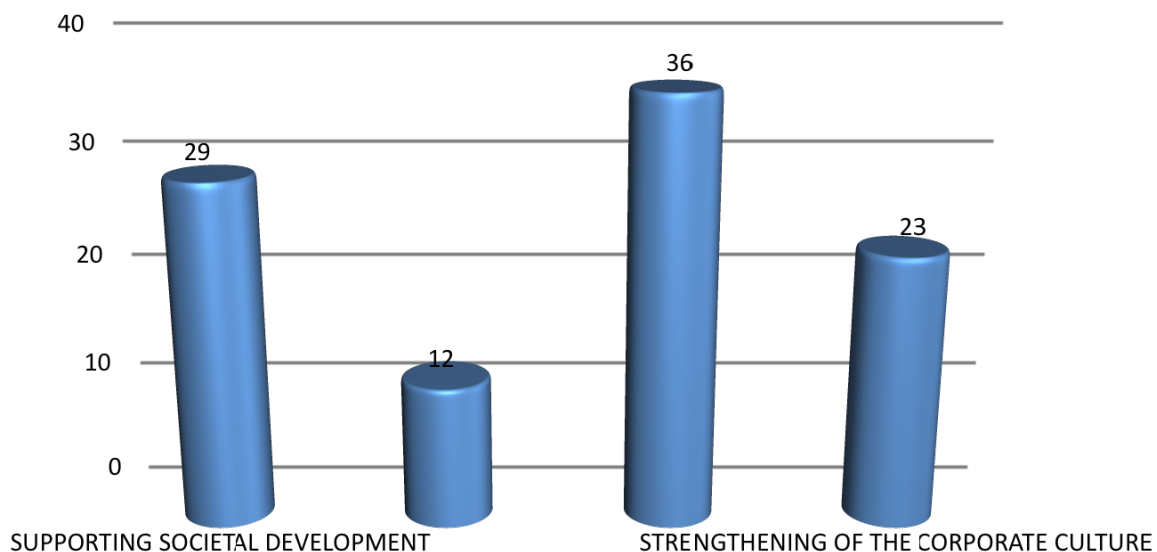
CHAPTER –IV

4.DATA ANALYSIS AND INTERPRETATION

TABLE 1: THE OBJECTIVES OF CSR ACTIVITIES

PARTICULARS	RESPONDENTS	PERCENTAGE
Supporting Societal Development	32	29
Safety, Health & Environment Protection	13	12
Enhance Employee Commitment	40	36
Strengthening Of The Corporate Culture	25	23
TOTAL	110	100

CHART 1: THE OBJECTIVES OF CSR ACTIVITIES



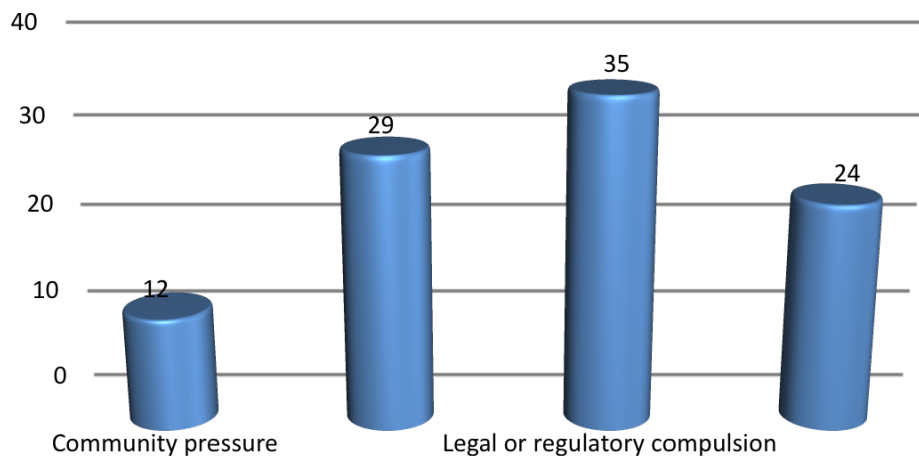
INFERENCE

From the above table, it can be inferred that 36% of the respondents enhance employee commitment and 29% of the respondents supporting societal development . Most of the respondents enhance employee commitment.

TABLE 2: COMPANY INTERESTED IN APPLYING CSR

PARTICULARS	RESPONDENTS	PERCENTAGE
Community pressure	15	12
Competitive pressure	32	29
Legal or regulatory compulsion	37	35
Improving business performance	26	24
TOTAL	110	100

CHART 2: COMPANY INTERESTED IN APPLYING CSR



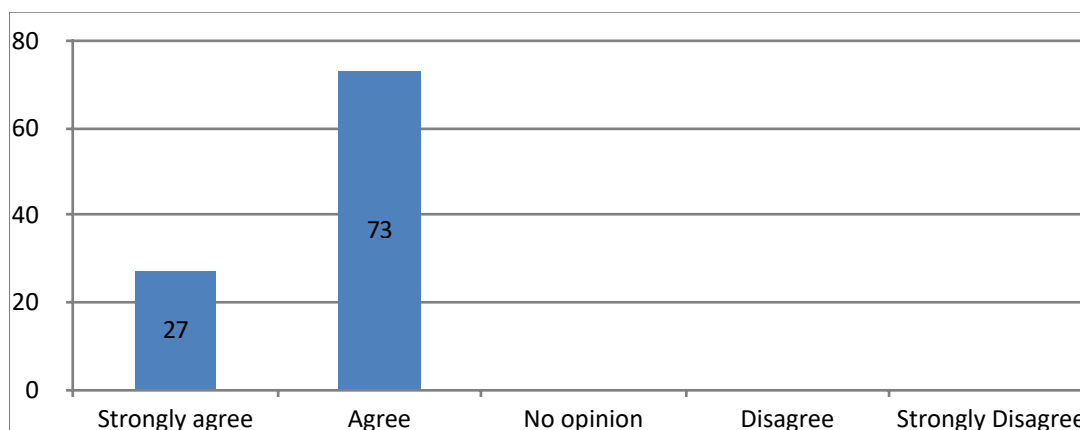
INFERENCE

From the above table, it can be inferred that 35% of the respondents interested in legal or regulatory compulsion and 29% of the respondents interested in competitive pressure. Most of the respondents interested in legal or regulatory compulsion.

TABLE3: ORGANISING ACTIVITIES TO REDUCE MATERIAL WASTE LIKE MINIMIZING PAPER USAGE, OIL WASTAGE, CANTEEN FOOD

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	30	27
Agree	80	73
No opinion	0	0
Disagree	0	0
Strongly disagree	0	0
TOTAL	110	100

CHART 3: ORGANISING ACTIVITIES TO REDUCE MATERIAL WASTE LIKE MINIMIZING PAPER USAGE, OIL WASTAGE, CANTEEN FOOD



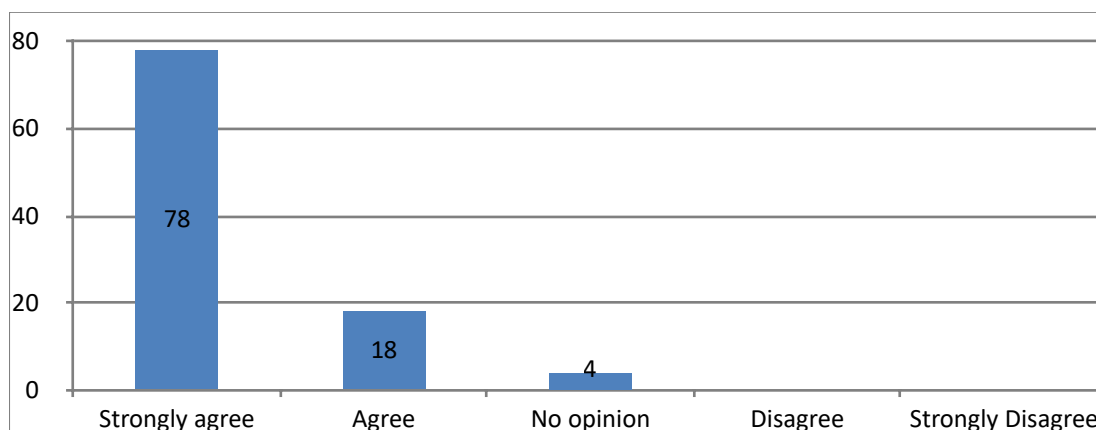
INFERENCE

From the above table, it can be inferred that 73% of the respondents agree with the organising activities to reduce material waste like minimizing paper usage, oil wastage, canteen food and 27% of the respondents strongly agree with the organising activities to reduce material waste like minimizing paper usage, oil wastage, canteen food. Most of the respondents organising activities to reduce material waste like minimizing paper usage, oil wastage, canteen food.

TABLE 4: HAVING USEFUL ACTIVITIES FOR ENVIRONMENTAL CARE LIKE LIMITING THE USAGE OF PLASTIC COVERS, RAIN WATER HARVEST

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	86	78
Agree	20	18
No opinion	4	4
Disagree	0	0
Strongly disagree	0	0
TOTAL	110	100

CHART 4: HAVING USEFUL ACTIVITIES FOR ENVIRONMENTAL CARE LIKE LIMITING THE USAGE OF PLASTIC COVERS, RAIN WATER HARVEST



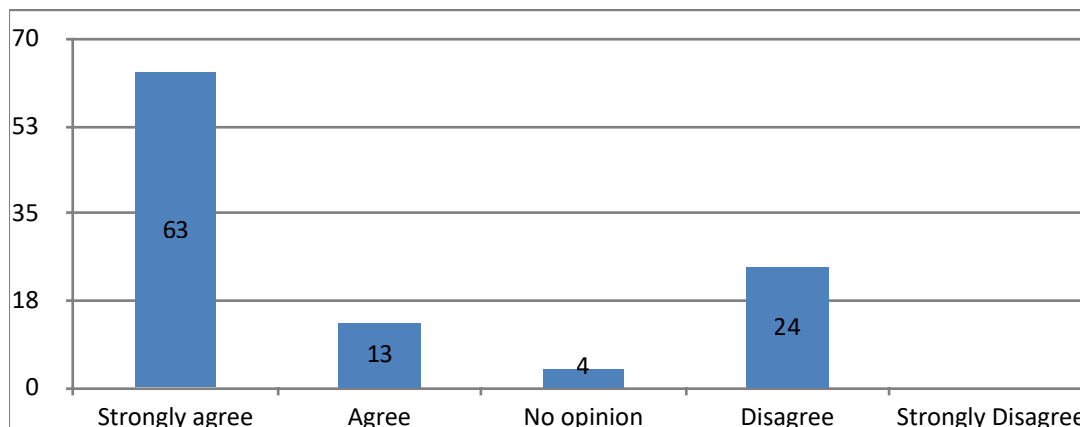
INFERENCE

From the above table, it can be inferred that 78% of the respondents strongly agree with the useful activities for environmental care like limiting the usage of plastic covers, rain water harvest activities and 18% of the respondents agree with the useful activities for environmental care like limiting the usage of plastic covers, rain water harvest. Most of the respondents strongly agree with the useful activities for environmental care like limiting the usage of plastic covers, rain water harvest .

TABLE 5: TAKING EFFORTS TO CREATE AWARENESS REGARDING RECYCLING THE WASTE LIKE WASTE GLASS RECYCLING, WASTE PAPER RECYCLING, AND WASTE WATER RECYCLING

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	70	63
Agree	14	13
No opinion	0	0
Disagree	26	24
Strongly disagree	0	0
TOTAL	110	100

CHART 5: TAKING EFFORTS TO CREATE AWARENESS REGARDING RECYCLING THE WASTE LIKE WASTE GLASS RECYCLING, WASTE PAPER RECYCLING, AND WASTE WATER RECYCLING



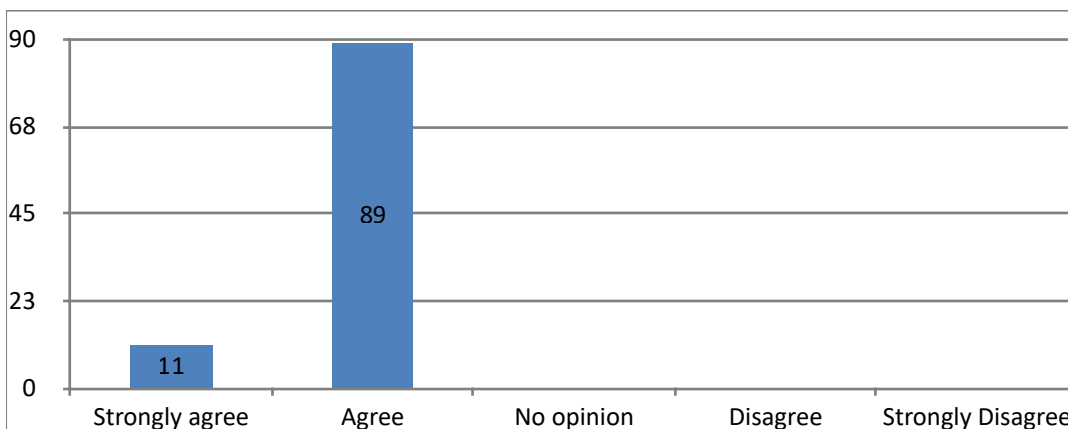
INFERENCE

From the above table, it can be inferred that 63% of the respondents strongly agree with the taking efforts to create awareness regarding recycling and 24% of the respondents disagree with the taking efforts to create awareness regarding recycling . Most of the respondents strongly agree with the taking efforts to create awareness regarding recycling .

TABLE 6: TAKING EFFORTS TO REDUCE THE ENVIRONMENTAL IMPACT IN TERMS OF ENERGY CONSERVATION AND POLLUTION PREVENTION LIKE USAGE OF SOLAR WATER HEATERS

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	12	11
Agree	98	89
No opinion	0	0
Disagree	0	0
Strongly disagree	0	0
TOTAL	110	100

CHART 6: TAKING EFFORTS TO REDUCE THE ENVIRONMENTAL IMPACT IN TERMS OF ENERGY CONSERVATION AND POLLUTION PREVENTION LIKE USAGE OF SOLAR WATER HEATERS



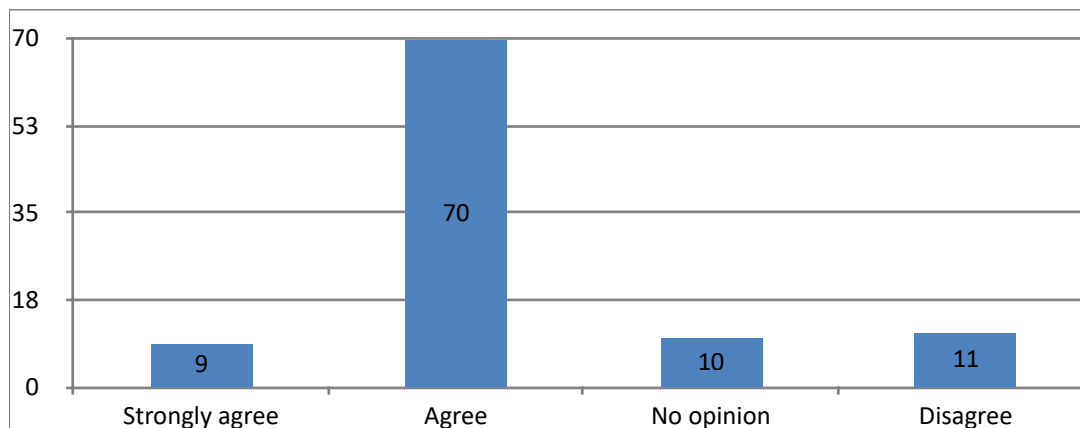
INFERENCE

From the above table, it can be inferred that 89% of the respondents agree with the efforts taking to reduce the environmental impact and 11% of the respondents strongly agree with the efforts taking to reduce the environmental impact. Most of the respondents agree with the efforts taking to reduce the environmental impact in terms of energy conservation and pollution prevention like usage of solar water heaters

TABLE 7: USEFUL ACTIVITIES BENEFITING THE UPLIFTMENT OF NEEDY PEOPLE

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	10	9
Agree	77	70
No opinion	11	10
Disagree	12	11
Strongly disagree	0	0
TOTAL	110	100

CHART 7: USEFUL ACTIVITIES BENEFITING THE UPLIFTMENT OF NEEDY PEOPLE

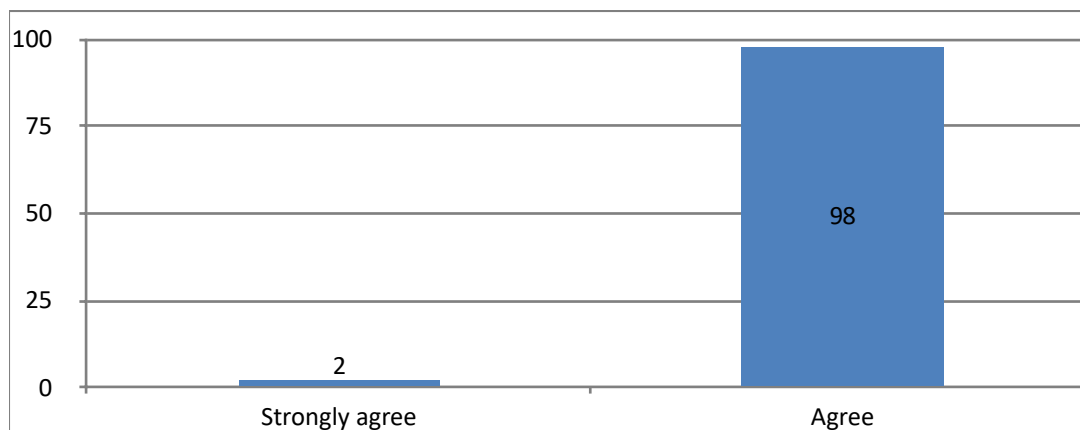


INFERENCE

From the above table, it can be inferred that 70% of the respondents agree with the useful activities benefiting the upliftment of needy people and 11% of the respondents disagree with the useful activities benefiting the upliftment of needy people. Most of the respondents agree with the useful activities benefiting the upliftment of needy people

TABLE 8: PROVIDING MONETARY BENEFITS TO HELP THE NEEDY

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	2	2
Agree	108	98
No opinion	0	0
Disagree	0	0
Strongly disagree	0	0
TOTAL	110	100

CHART 8: PROVIDING MONETARY BENEFITS TO HELP THE NEEDY

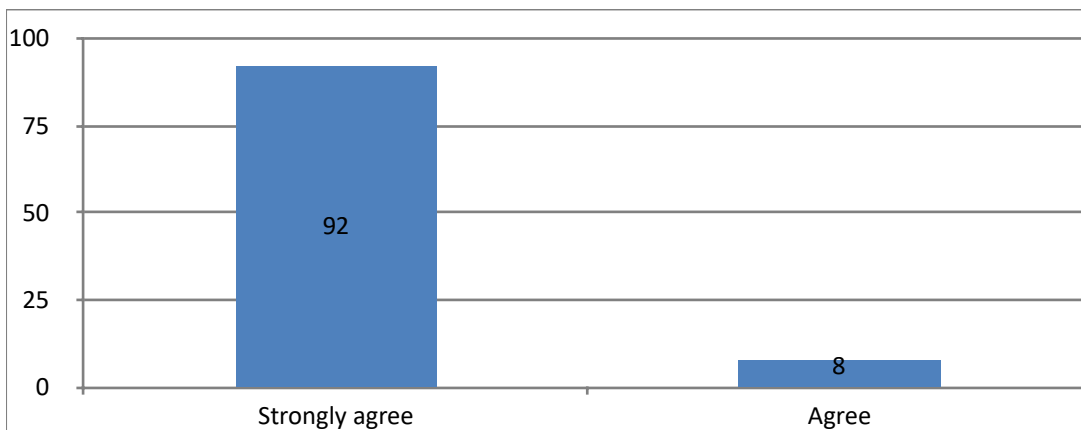
INFERENCE

From the above table, it can be inferred that 98% of the respondents agree with the monetary benefits providing to help the needy and 2% of the respondents strongly agree with the monetary benefits providing to help the needy. Most of the respondents agree with the monetary benefits providing to help the needy.

TABLE 9: SUPPORTING STUDENTS THROUGH PROVIDING SCHOLARSHIP

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	101	92
Agree	9	8
No opinion	0	0
Disagree	0	0
Strongly disagree	0	0
TOTAL	110	100

CHART 9: SUPPORTING STUDENTS THROUGH PROVIDING SCHOLARSHIP



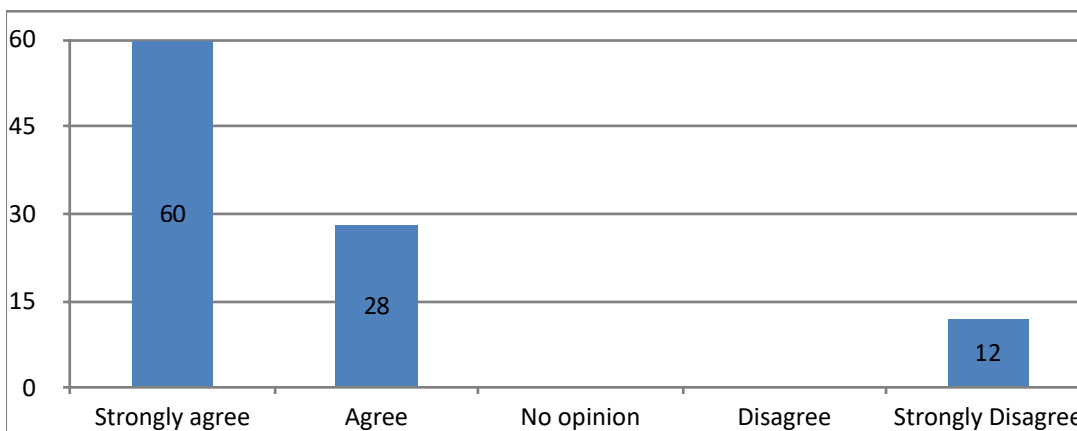
INFERENCE

From the above table, it can be inferred that 92% of the respondents strongly agree for supporting students through providing scholarship and 8% of the respondents agree for supporting students through providing scholarship. Most of the respondents agree for supporting students through providing scholarship.

TABLE 10: SUPPORTING TO IMPROVE QUALITY OF LIFE OF PEOPLE IN SOCIETY LIKE ORGANIZING RURAL DEVELOPMENT ACTIVITIES, REHABILITATION CENTERS', DE-ADDICTION CENTERS'

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	66	60
Agree	31	28
No opinion	0	0
Disagree	0	0
Strongly disagree	13	12
TOTAL	110	100

CHART 10: SUPPORTING TO IMPROVE QUALITY OF LIFE OF PEOPLE IN SOCIETY LIKE ORGANIZING RURAL DEVELOPMENT ACTIVITIES, REHABILITATION CENTERS', DE-ADDICTION



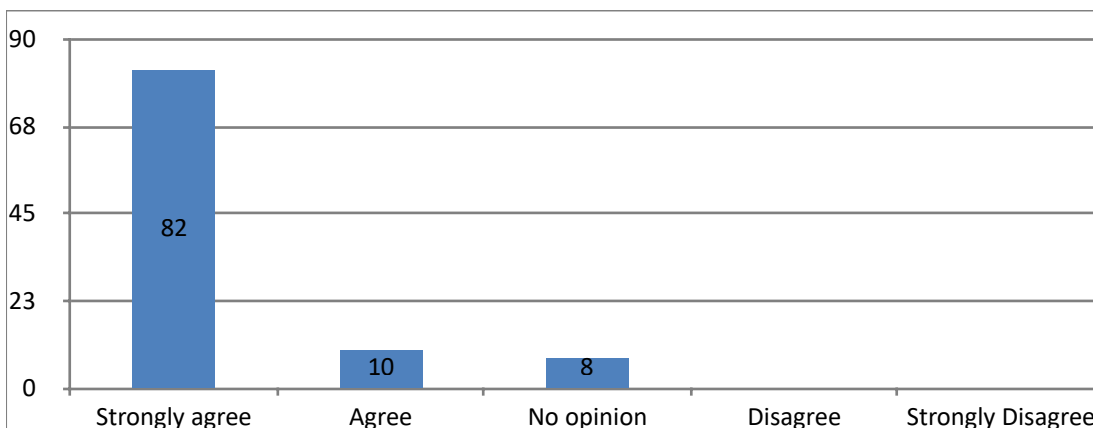
INFERENCE

From the above table, it can be inferred that 60% of the respondents strongly agree to improve quality of life of people in society and 28% of the respondents agree to improve quality of life of people in society. Most of the respondents strongly agree to improve quality of life of people in society like organizing rural development activities, rehabilitation centers', de-addiction centers'.

TABLE 11: SUPPORTING THE DIFFERENTLY ABLED PEOPLE BY PROVIDING THEM EMPLOYMENT OPPORTUNITY, PROCURING OF PRODUCTS

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	90	82
Agree	11	10
No opinion	9	8
Disagree	0	0
Strongly disagree	0	0
TOTAL	110	100

CHART 11: SUPPORTING THE DIFFERENTLY ABLED PEOPLE BY PROVIDING THEM EMPLOYMENT OPPORTUNITY, PROCURING OF PRODUCTS



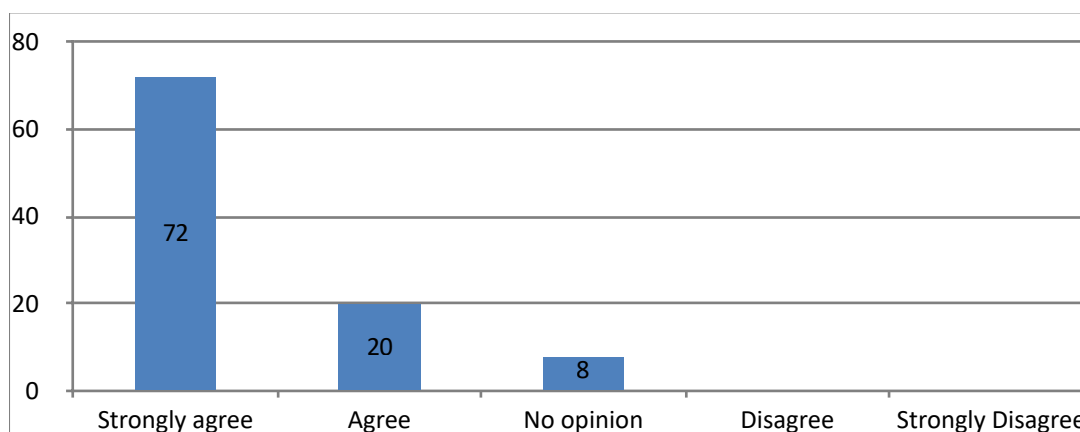
INFERENCE

From the above table, it can be inferred that 82% of the respondents strongly agree that supporting the differently abled people by providing them employment opportunity, procuring of products and 10% of the respondents agree that supporting the differently abled people by providing them employment opportunity, procuring of products. Most of the respondents of the respondents strongly agree that supporting the differently abled people by providing them employment opportunity, procuring of products.

TABLE 12: PROVIDING ADEQUATE TRAINING OPPORTUNITIES TO COMMON PEOPLE LIKE IMPLANT TRAINING, COMPANY VISITS

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	78	72
Agree	22	20
No opinion	9	8
Disagree	1	0
Strongly disagree	0	0
TOTAL	110	100

CHART 12: PROVIDING ADEQUATE TRAINING OPPORTUNITIES TO COMMON PEOPLE LIKE IMPLANT TRAINING, COMPANY VISITS



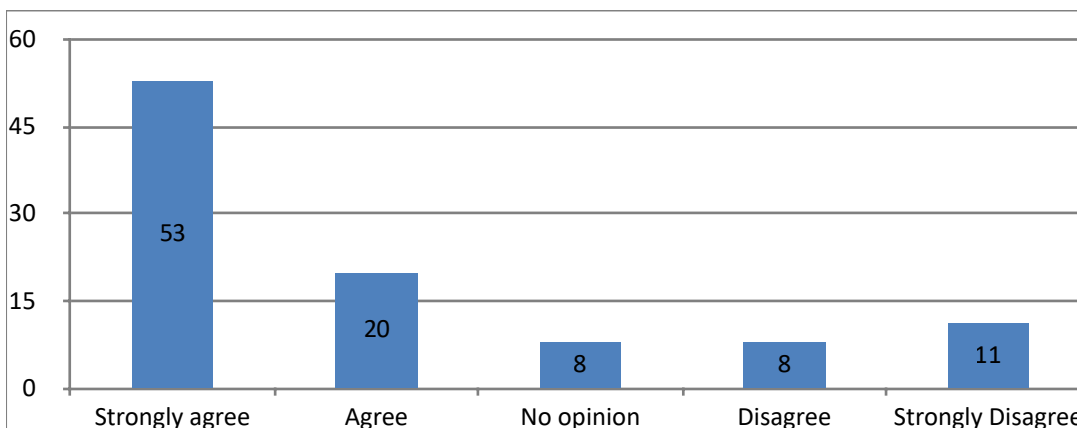
INFERENCE

From the above table, it can be inferred that 72% of the respondents strongly agree that providing adequate training opportunities to common people like implant training, company visits and 20% of the respondents agree that providing adequate training opportunities to common people like implant training, company visits. Most of the respondents of the respondents strongly agree that providing adequate training opportunities to common people like implant training, company visits.

TABLE 13: TAKING EFFORTS TO CREATE AWARENESS REGARDING HEALTH RELATED ISSUES LIKE HIV AWARENESS, BLOOD DONATION CAMPS

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	58	53
Agree	22	20
No opinion	9	8
Disagree	9	8
Strongly disagree	12	11
TOTAL	110	100

CHART 13: TAKING EFFORTS TO CREATE AWARENESS REGARDING HEALTH RELATED ISSUES LIKE HIV AWARENESS, BLOOD DONATION CAMPS



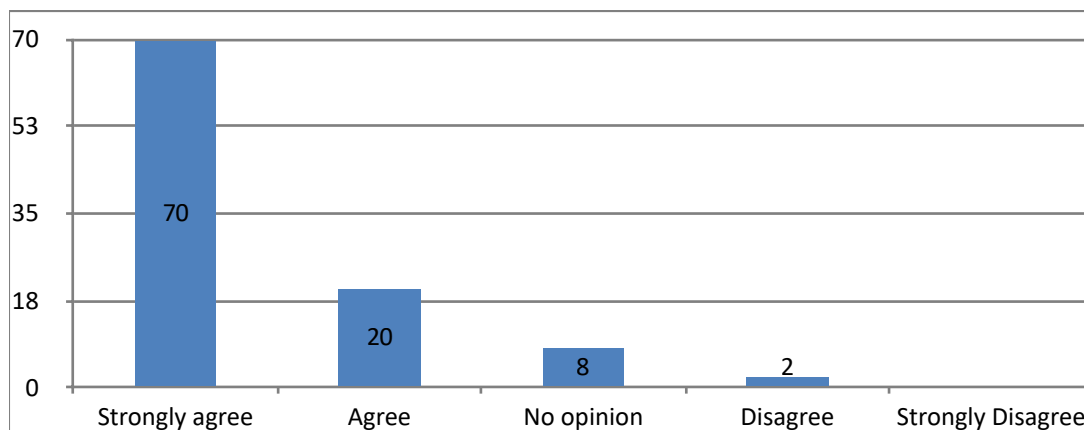
INFERENCE

From the above table, it can be inferred that 53% of the respondents strongly agree with the efforts to create awareness regarding health related issues like HIV awareness, blood donation camps and 20% of the respondents agree with the efforts to create awareness regarding health related issues like HIV awareness, blood donation camps. Most of the respondents strongly agree with the efforts to create awareness regarding health related issues like HIV awareness, blood donation camps.

TABLE 14: ENCOURAGING EMPLOYEES TO PROVIDE THEIR TIME AND EXPERTISE TO PARTICIPATE IN SOCIAL ACTIVITIES

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	77	70
Agree	22	20
No opinion	9	8
Disagree	2	2
Strongly disagree	0	0
TOTAL	110	100

CHART 14: ENCOURAGING EMPLOYEES TO PROVIDE THEIR TIME AND EXPERTISE TO PARTICIPATE IN SOCIAL ACTIVITIES



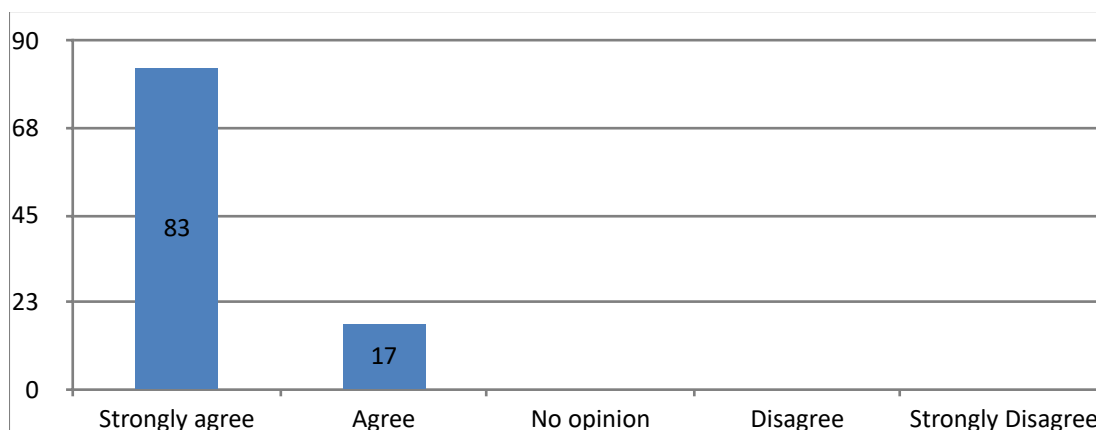
INFERENCE

From the above table, it can be inferred that 70% of the respondents strongly agree that encouraging employees to provide their time and expertise to participate in social activities and 20% of the respondents agree that encouraging employees to provide their time and expertise to participate in social activities. Most of the respondents strongly agree that encouraging employees to provide their time and expertise to participate in social activities.

TABLE 15: PROVIDING INFORMATION TO THE EMPLOYEES REGARDING THEIR SOCIAL SECURITY RIGHTS

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	91	83
Agree	19	17
No opinion	0	0
Disagree	0	0
Strongly disagree	0	0
TOTAL	110	100

CHART 15: PROVIDING INFORMATION TO THE EMPLOYEES REGARDING THEIR SOCIAL SECURITY RIGHTS



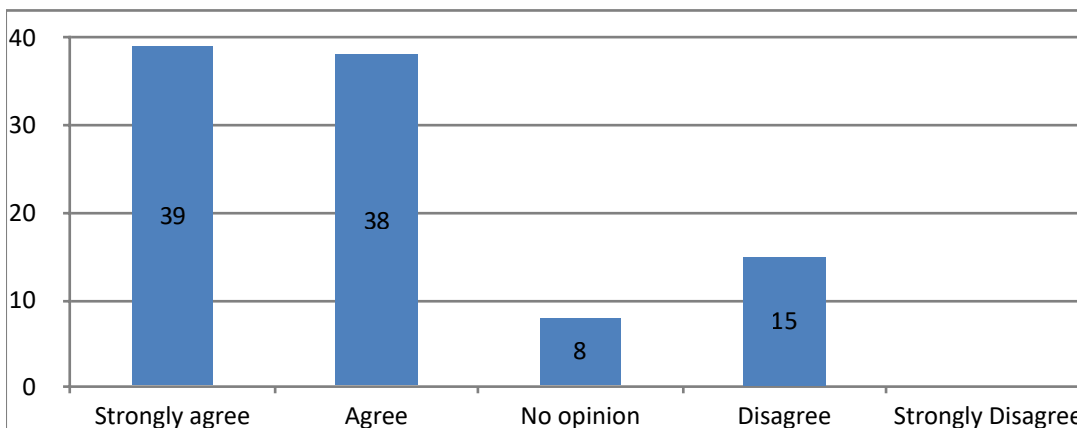
INFERENCE

From the above table, it can be inferred that 83% of the respondents strongly agree that providing information to the employees regarding their social security rights and 17% of the respondents agree that providing information to the employees regarding their social security rights. Most of the respondents strongly agree that providing information to the employees regarding their social security rights.

TABLE 16: OFFERING VARIOUS SCHEMES FOR EMPLOYEE WELFARE LIKE FOOD SUBSIDIES, TRANSPORTATION FACILITIES, HOUSING

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	43	39
Agree	42	38
No opinion	9	8
Disagree	16	15
Strongly disagree	0	0
TOTAL	110	100

CHART 16: OFFERING VARIOUS SCHEMES FOR EMPLOYEE WELFARE LIKE FOOD SUBSIDIES, TRANSPORTATION FACILITIES, HOUSING



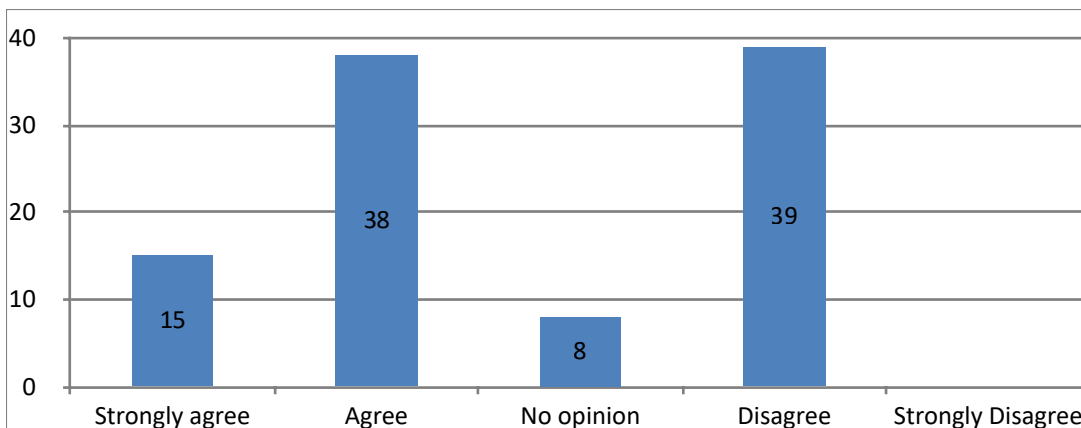
INFERENCE

From the above table, it can be inferred that 39% of the respondents strongly agree that offering various schemes for employee welfare like food subsidies, transportation facilities, housing and 38% of the respondents agree that offering various schemes for employee welfare like food subsidies, transportation facilities, housing . Most of the respondents strongly agree that offering various schemes for employee welfare like food subsidies, transportation facilities, housing .

TABLE 17: HAVING A POLICY TO AVOID DISCRIMINATION

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	16	15
Agree	42	38
No opinion	9	8
Disagree	43	39
Strongly disagree	0	0
TOTAL	110	100

CHART 17 : HAVING A POLICY TO AVOID DISCRIMINATION



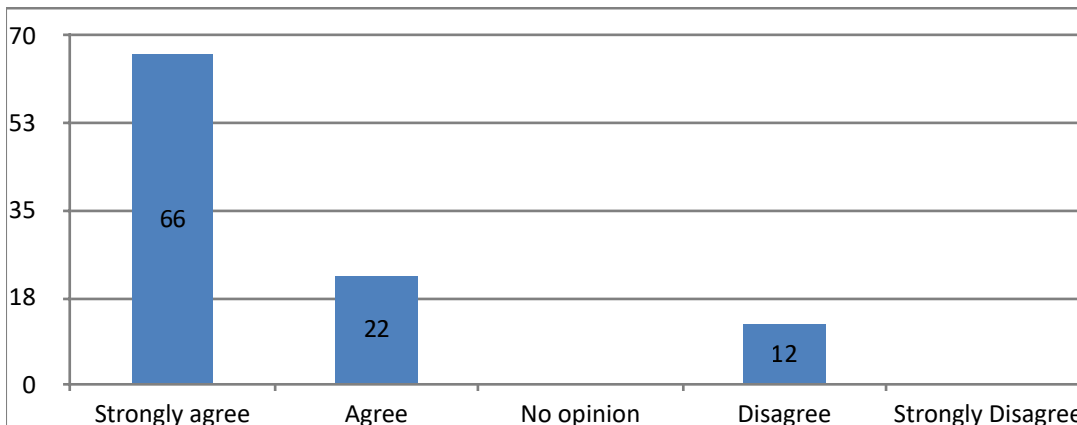
INFERENCE

From the above table, it can be inferred that 39% of the respondents disagree that having a policy to avoid discrimination and 38% of the respondents agree that having a policy to avoid discrimination. Most of the respondents disagree that having a policy to avoid discrimination.

TABLE 18: CARING ABOUT EMPLOYEE FAMILIES THROUGH RECREATIONAL PROGRAMMES FOR FAMILIES, PERSONAL FINANCING PROGRAMS

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	73	66
Agree	24	22
No opinion	0	0
Disagree	13	12
Strongly disagree	0	0
TOTAL	110	100

CHART 18 : CARING ABOUT EMPLOYEE FAMILIES THROUGH RECREATIONAL PROGRAMMES FOR FAMILIES, PERSONAL FINANCING PROGRAMS



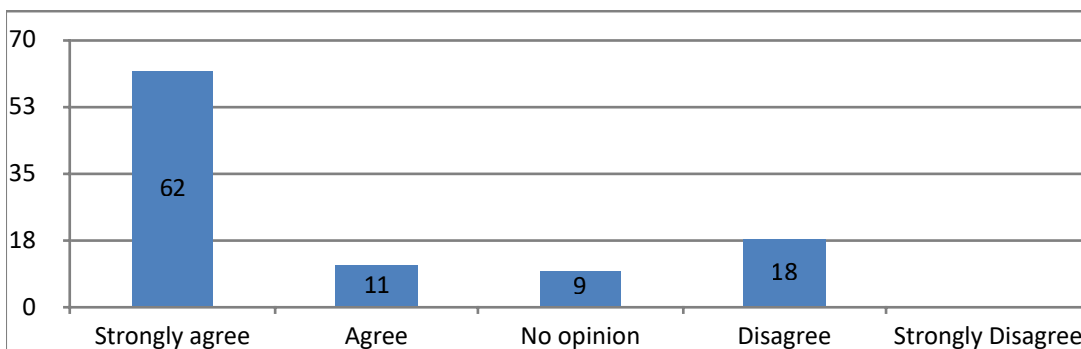
INFERENCE

From the above table, it can be inferred that 66% of the respondents strongly agree that caring about employee families through recreational programmes for families, personal financing programs having a policy to avoid discrimination and 38% of the respondents agree that caring about employee families through recreational programmes for families, personal financing programs having a policy to avoid discrimination. Most of the respondents agree that caring about employee families through recreational programmes for families, personal financing programs having a policy to avoid discrimination.

TABLE 19: ADHERING TO ALL RULES AND REGULATIONS LAID BY THE GOVERNMENT

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	68	62
Agree	12	11
No opinion	10	9
Disagree	20	18
Strongly disagree	0	0
TOTAL	110	100

CHART 19: ADHERING TO ALL RULES AND REGULATIONS LAID BY THE GOVERNMENT



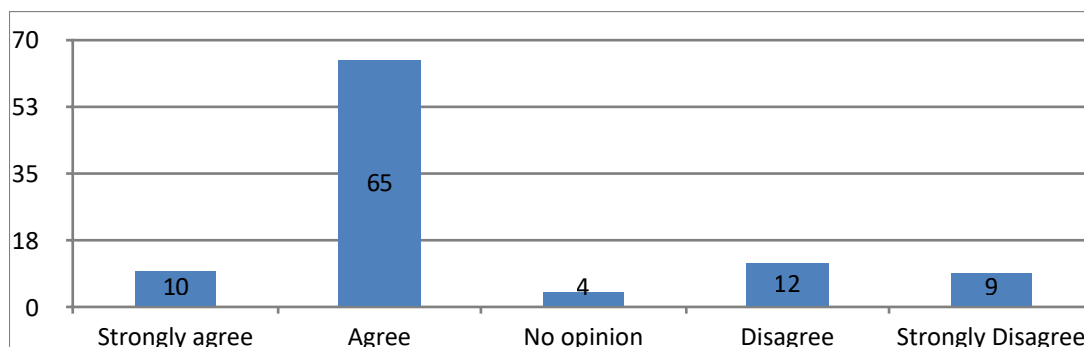
INFERENCE

From the above table, it can be inferred that 62% of the respondents strongly agree that they adhere to all rules and regulations laid by the government and 11% of the respondents agree that adhere to all rules and regulations laid by the government . Most of the respondents strongly agree that they adhere to all rules and regulations laid by the government.

TABLE 20: OPERATING STRICTLY WITHIN THE LEGAL FRAMEWORK OF THE SOCIETY

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	11	10
Agree	71	65
No opinion	5	4
Disagree	13	12
Strongly disagree	10	9
TOTAL	110	100

CHART 20: OPERATING STRICTLY WITHIN THE LEGAL FRAMEWORK OF THE SOCIETY

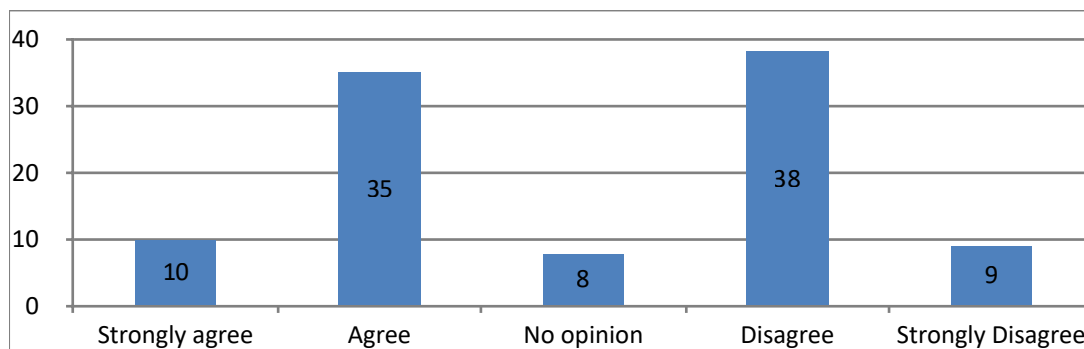


INFERENCE

From the above table, it can be inferred that 62% of the respondents agree that operating strictly within the legal framework of the society and 12% of the respondents disagree that operating strictly within the legal framework of the society . Most of the respondents agree that operating strictly within the legal framework of the society .

TABLE 21: COMPLYING WITH THE NATIONAL LABOUR REGULATIONS

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	11	10
Agree	39	35
No opinion	9	8
Disagree	41	38
Strongly disagree	10	9
TOTAL	110	100

CHART 21: COMPLYING WITH THE NATIONAL LABOUR REGULATIONS

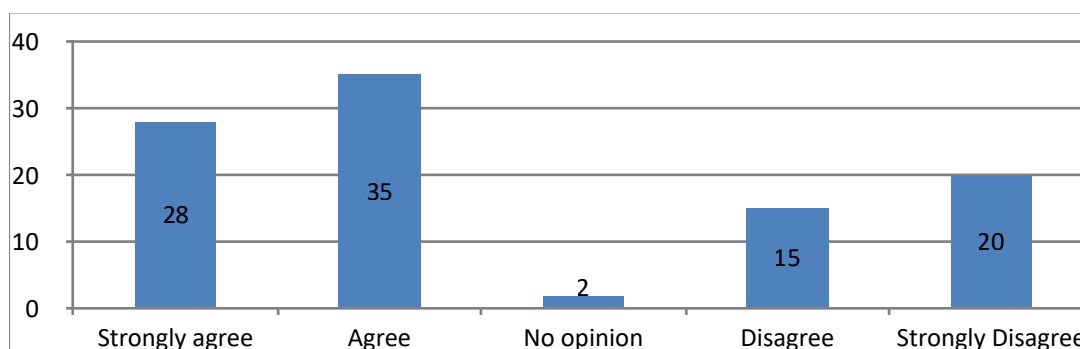
INFERENCE

From the above table, it can be inferred that 38% of the respondents disagree that complying with the national labour regulations and 35% of the respondents agree that complying with the national labour regulations. Most of the respondents disagree that complying with the national labour regulations.

TABLE 22: HAVING AN ETHICS CODE GOVERNING BEHAVIORS' IN THE COMPANY

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	31	28
Agree	39	35
No opinion	2	2
Disagree	17	15
Strongly disagree	21	20
TOTAL	110	100

CHART 22: HAVING AN ETHICS CODE GOVERNING BEHAVIORS' IN THE COMPANY



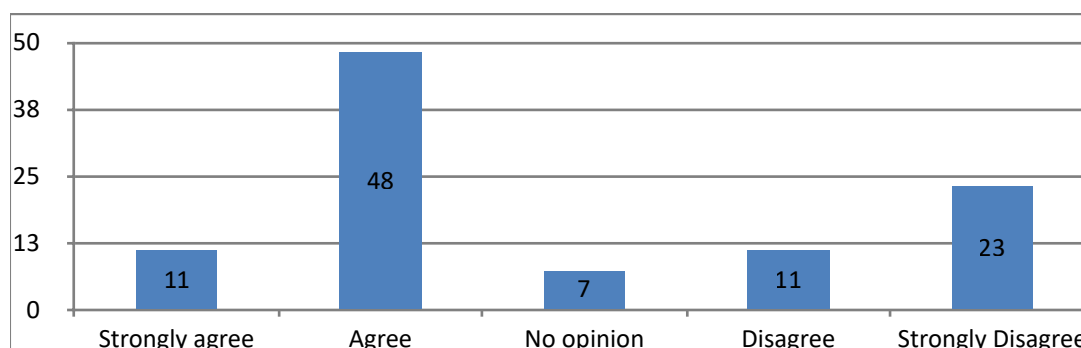
INFERENCE

From the above table, it can be inferred that 35% of the respondents agree that having an ethics code governing behaviors' in the company and 28% of the respondents strongly agree that having an ethics code governing behaviors' in the company . Most of the respondents agree that having an ethics code governing behaviors' in the company.

TABLE 23: HAVING A PROCESS TO ENSURE EFFECTIVE FEEDBACK, CONSULTATION AND/OR DIALOGUE WITH CUSTOMERS, SUPPLIERS AND THE OTHER PEOPLE YOU DO BUSINESS

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	12	11
Agree	53	48
No opinion	8	7
Disagree	12	11
Strongly disagree	25	23
TOTAL	110	100

CHART 23: HAVING A PROCESS TO ENSURE EFFECTIVE FEEDBACK, CONSULTATION AND/OR DIALOGUE WITH CUSTOMERS, SUPPLIERS AND THE OTHER PEOPLE TO DO BUSINESS



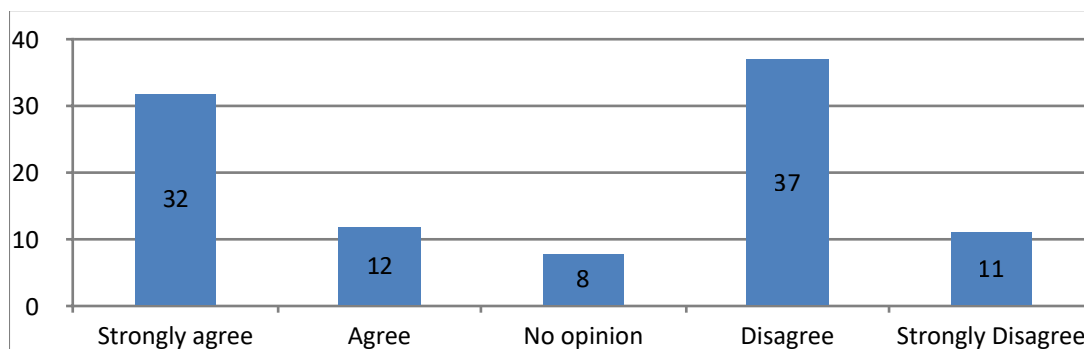
INFERENCE

From the above table, it can be inferred that 48% of the respondents agree that having a process to ensure effective feedback, consultation and/or dialogue with customers, suppliers and 23% of the respondents strongly disagree that having a process to ensure effective feedback, consultation and/or dialogue with customers, suppliers. Most of the respondents agree that having a process to ensure effective feedback, consultation and/or dialogue with customers, suppliers.

TABLE 24: CARRYING OUT PUBLICITY CAMPAIGNS TO DEMONSTRATE COMPLIANCE WITH ETHICAL VALUES AND LEGISLATION ON CONSUMER RIGHTS

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	35	32
Agree	13	12
No opinion	9	8
Disagree	41	37
Strongly disagree	12	11
TOTAL	110	100

CHART 24: CARRYING OUT PUBLICITY CAMPAIGNS TO DEMONSTRATE COMPLIANCE WITH ETHICAL VALUES AND LEGISLATION ON CONSUMER RIGHTS



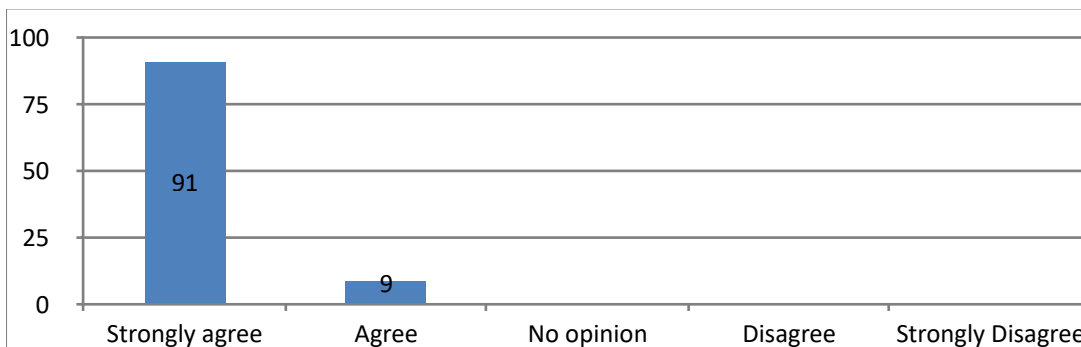
INFERENCE

From the above table, it can be inferred that 37% of the respondents agree that carrying out publicity campaigns to demonstrate compliance with ethical values and legislation on consumer rights and 32% of the respondents strongly agree that carrying out publicity campaigns to demonstrate compliance with ethical values and legislation on consumer rights. Most of the respondents disagree that carrying out publicity campaigns to demonstrate compliance with ethical values and legislation on consumer rights.

TABLE 25: MAINTAINING TRANSPARENCY IN DEALINGS WITH THE CUSTOMERS

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	100	91
Agree	10	9
No opinion	0	0
Disagree	0	0
Strongly disagree	0	0
TOTAL	110	100

CHART 25: MAINTAINING TRANSPARENCY IN DEALINGS WITH THE CUSTOMERS



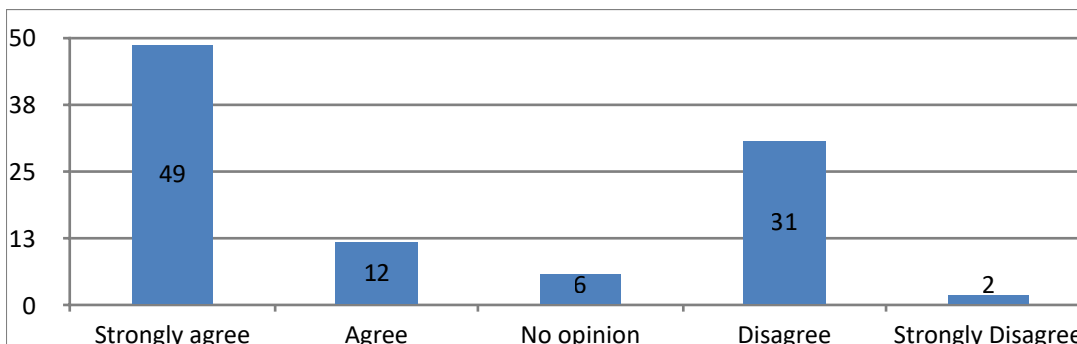
INFERENCE

From the above table, it can be inferred that 91% of the respondents strongly agree that maintaining transparency in dealings with the customers and 9% of the respondents agree that maintaining transparency in dealings with the customers . Most of the respondents strongly agree that maintaining transparency in dealings with the customers.

TABLE 26: SUPPLYING CLEAR AND ACCURATE INFORMATION AND LABELLING ABOUT PRODUCTS AND SERVICES, INCLUDING ITS AFTER-SALES OBLIGATIONS

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	54	49
Agree	13	12
No opinion	7	6
Disagree	34	31
Strongly disagree	2	2
TOTAL	110	100

CHART 26: SUPPLYING CLEAR AND ACCURATE INFORMATION AND LABELLING ABOUT PRODUCTS AND SERVICES, INCLUDING ITS AFTER-SALES OBLIGATIONS



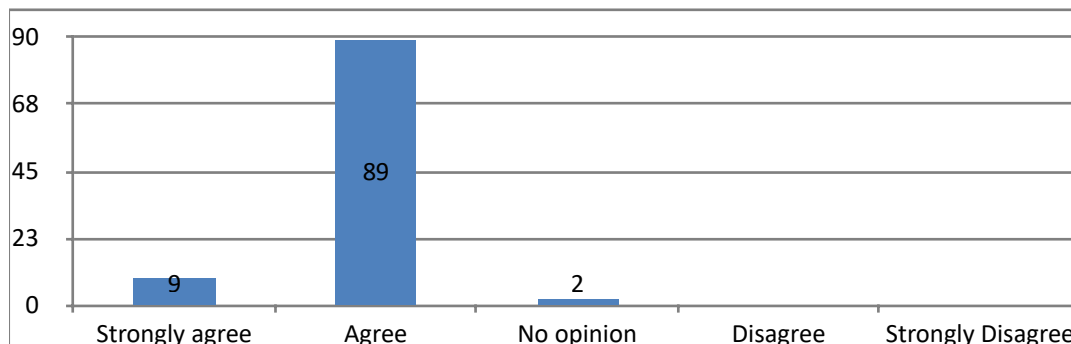
INFERENCE

From the above table, it can be inferred that 49% of the respondents strongly agree that supplying clear and accurate information and labelling about products and services, including its after-sales obligations and 31% of the respondents agree that supplying clear and accurate information and labelling about products and services, including its after-sales obligations. Most of the respondents strongly agree that supplying clear and accurate information and labelling about products and services, including its after-sales obligations.

TABLE 27: AGREE THAT THE CSR ACTIVITIES GIVE A FEELING OF PERSONAL SATISFACTION AND ENLIGHTEN THE VALUES

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	10	9
Agree	98	89
No opinion	2	2
Disagree	0	0
Strongly disagree	0	0
TOTAL	110	100

CHART 27: AGREE THAT THE CSR ACTIVITIES GIVE A FEELING OF PERSONAL SATISFACTION AND ENLIGHTEN THE VALUES



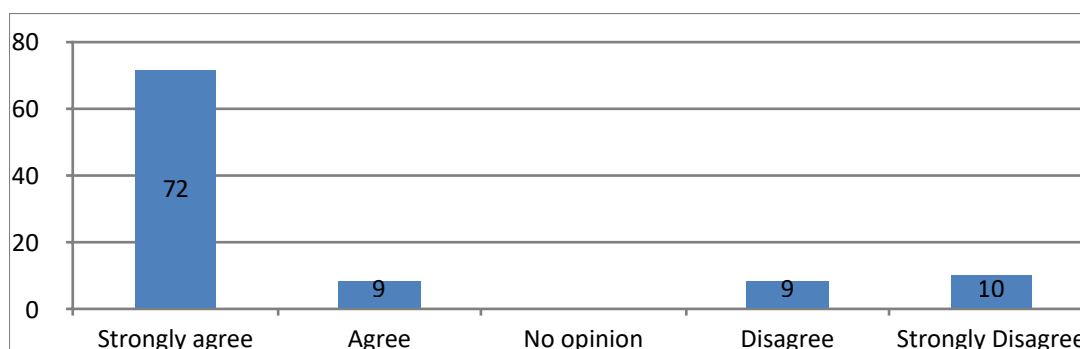
INFERENCE

From the above table, it can be inferred that 89% of the respondents agree that the CSR activities give a feeling of personal satisfaction and enlighten the values and 9% of the respondents strongly agree that the CSR activities give a feeling of personal satisfaction and enlighten the values. Most of the respondents strongly agree that the CSR activities give a feeling of personal satisfaction and enlighten the values.

TABLE 28: AGREE THAT CSR IS LARGELY A PUBLICITY/IMAGE ISSUE

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	79	72
Agree	10	9
No opinion	0	0
Disagree	10	9
Strongly disagree	11	10
TOTAL	110	100

CHART 28: AGREE THAT CSR IS LARGELY A PUBLICITY/IMAGE ISSUE



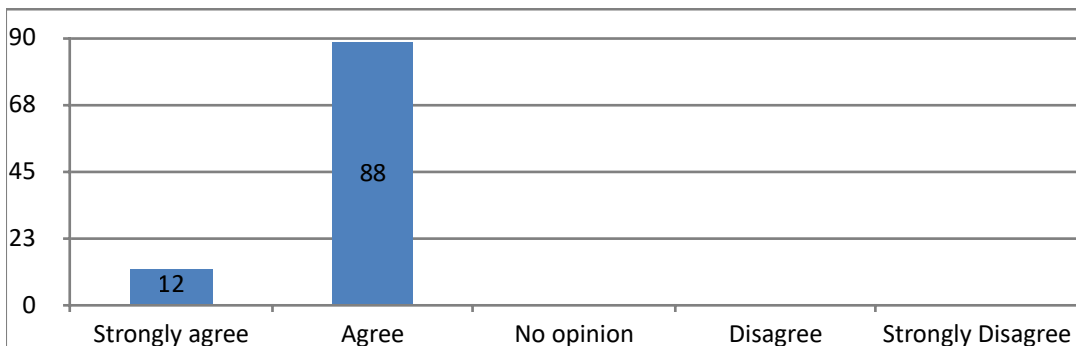
INFERENCE

From the above table, it can be inferred that 72% of the respondents strongly agree that CSR is largely a publicity/image issue and 10% of the respondents strongly disagree that CSR is largely a publicity/image issue. Most of the respondents strongly agree that CSR is largely a publicity/image issue .

TABLE 29: AGREE THAT CSR ENHANCE THE REPUTATION OF THE COMPANY

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	13	12
Agree	97	88
No opinion	0	0
Disagree	0	0
Strongly disagree	0	0
TOTAL	110	100

CHART 29: AGREE THAT CSR ENHANCE THE REPUTATION OF THE COMPANY



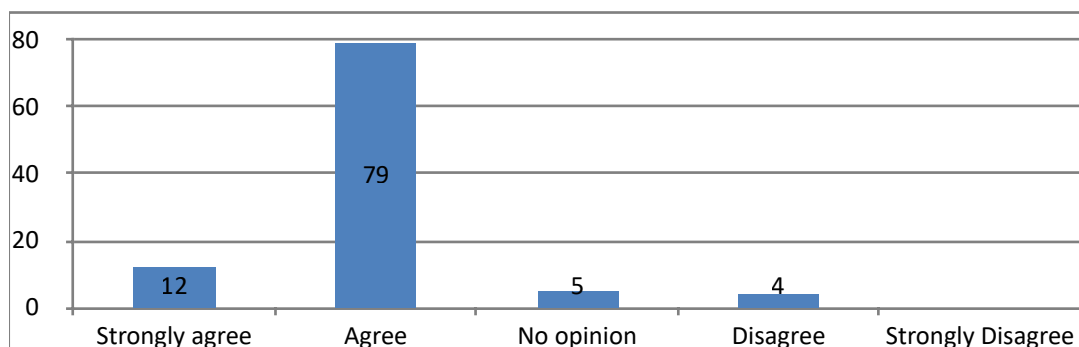
INFERENCE

From the above table, it can be inferred that 88% of the respondents agree that CSR enhance the reputation of the company and 10% of the respondents strongly disagree that CSR enhance the reputation of the company. Most of the respondents agree that CSR enhance the reputation of the company .

TABLE 30: THE CSR ACTIVITY OF REWARDING TOPPERS IN THE PUBLIC EXAMINATIONS IS GOOD ENOUGH

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	13	12
Agree	87	79
No opinion	6	5
Disagree	4	4
Strongly disagree	0	0
TOTAL	110	100

CHART 30: THE CSR ACTIVITY OF REWARDING TOPPERS IN THE PUBLIC EXAMINATIONS IS GOOD ENOUGH



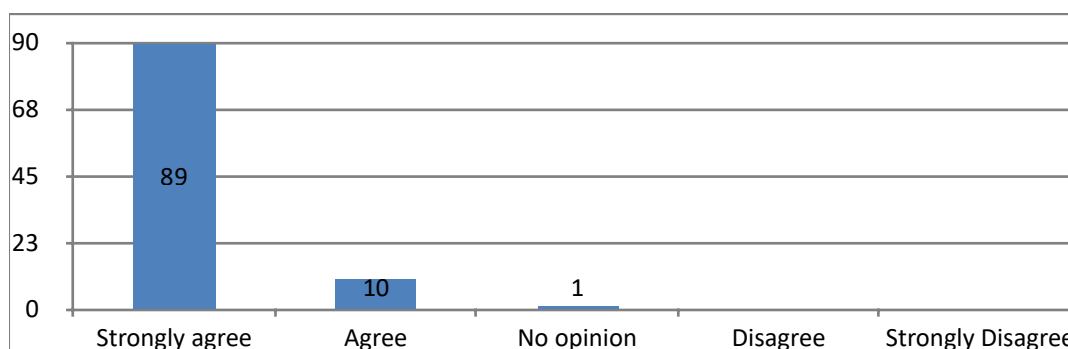
INFERENCE

From the above table, it can be inferred that 79% of the respondents agree that CSR activity of rewarding toppers in the public examinations is good enough and 12% of the respondents strongly agree that CSR activity of rewarding toppers in the public examinations is good enough. Most of the respondents agree that CSR activity of rewarding toppers in the public examinations is good enough.

TABLE 31: THE CSR ACTIVITY OF HELPING ORPHANAGES IS GOOD ENOUGH

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	98	89
Agree	11	10
No opinion	1	1
Disagree	0	0
Strongly disagree	0	0
TOTAL	110	100

CHART 31: THE CSR ACTIVITY OF HELPING ORPHANAGES IS GOOD ENOUGH



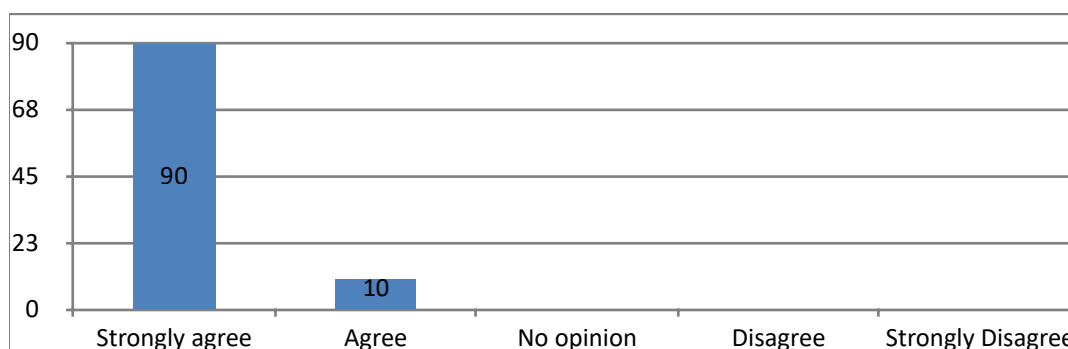
INFERENCE

From the above table, it can be inferred that 89% of the respondents strongly agree that the CSR activity of Helping Orphanages is good enough and 10% of the respondents agree that the CSR activity of Helping Orphanages is good enough .Most of the respondents agree that the CSR activity of Helping Orphanages is good enough .

TABLE 32: THE CSR ACTIVITY OF ONE DAY SERVICE AT MERCY HOME IS GOOD ENOUGH

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	100	90
Agree	10	10
No opinion	0	0
Disagree	0	0
Strongly disagree	0	0
TOTAL	110	100

CHART 32: THE CSR ACTIVITY OF HELPING ORPHANAGES IS GOOD ENOUGH



INFERENCE

From the above table, it can be inferred that 90% of the respondents strongly agree that the CSR activity of one day service at Mercy Home is good enough and 10% of the respondents agree that the CSR activity of one day service at Mercy Home is good enough of Helping Orphanages is good enough .Most of the respondents strongly agree that the CSR activity of one day service at Mercy Home is good enough .

STATISTICAL TOOLS AND ANALYSIS

4.1 CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (H_0):

There is no relationship between the age and objectives of csr activities.

Alternate hypothesis (H_1):

There is relationship between the age and objectives of csr activities.

AGE * OBJECTIVESOFCSRACTIVITIES Crosstabulation

			OBJECTIVESOFCSRACTIVITIES				Total
			Supporti ng Societal Develop ment	Safet y, Healt h & Envir onme nt Prote ction	Enhance Employee Commitmen t	Strengthe ning Of The Corporate Culture	
AGE	20 to 25 Years	Count	15	0	0	0	15
		% within AGE	100.0%	.0%	.0%	.0%	100.0 %
		% within OBJECTIVESOF CSRACTIVITIES	46.9%	.0%	.0%	.0%	13.6 %
		% of Total	13.6%	.0%	.0%	.0%	13.6 %
	26 to 30 years	Count	17	13	9	0	39
		% within AGE	43.6%	33.3 %	23.1%	.0%	100.0 %

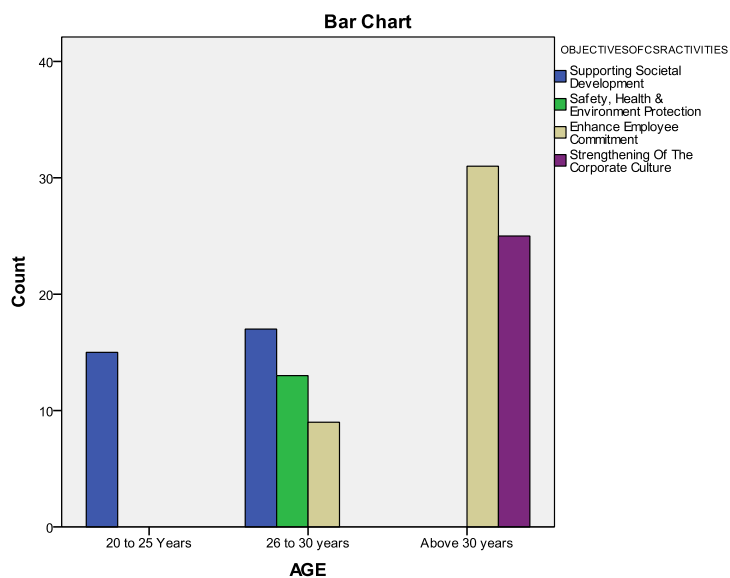
AGE * OBJECTIVESOFCSR ACTIVITIES Crosstabulation

			OBJECTIVESOFCSR ACTIVITIES				Total
			Supporting Societal Development	Safety, Health & Environment Protection	Enhance Employee Commitment	Strengthening Of The Corporate Culture	
AGE	20 to 25 Years	Count	15	0	0	0	15
		% within AGE	100.0%	.0%	.0%	.0%	100.0%
		% within OBJECTIVESOF CSR ACTIVITIES	53.1%	100.0%	22.5%	.0%	35.5%
		% of Total	15.5%	11.8%	8.2%	.0%	35.5%
	Above 30 years	Count	0	0	31	25	56
		% within AGE	.0%	.0%	55.4%	44.6%	100.0%
		% within OBJECTIVESOF CSR ACTIVITIES	.0%	.0%	77.5%	100.0%	50.9%
		% of Total	.0%	.0%	28.2%	22.7%	50.9%
Total		Count	32	13	40	25	110
		% within AGE	29.1%	11.8%	36.4%	22.7%	100.0%
		% within OBJECTIVESOF CSR ACTIVITIES	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	29.1%	11.8%	36.4%	22.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	105.713 ^a	6	.000
Likelihood Ratio	129.378	6	.000
Linear-by-Linear Association	76.535	1	.000
N of Valid Cases	110		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.77.



Degree of Freedom= $(r-1) * (c-1)$

$$= 3 * 2 = 6$$

Calculated value = 105.713

Tabulated value = 12.592

$Z = Z_{cal} > Z_{tab}$

$$Z = 105.713 > 12.592$$

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the age and objectives of csr activities.

4.2 ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is a no significance difference between the csr performance report and providing monetary benefits to help the needy.

Alternate hypothesis (H1):

There is significance difference between the csr performance report and providing monetary benefits to help the needy.

Descriptives

ACSRPERFORMANCEREPORT

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Strongly agree	2	1.00	.000	.000	1.00	1.00	1	1
Agree	108	1.16	.366	.035	1.09	1.23	1	2
Total	110	1.15	.363	.035	1.09	1.22	1	2

Test of Homogeneity of Variances

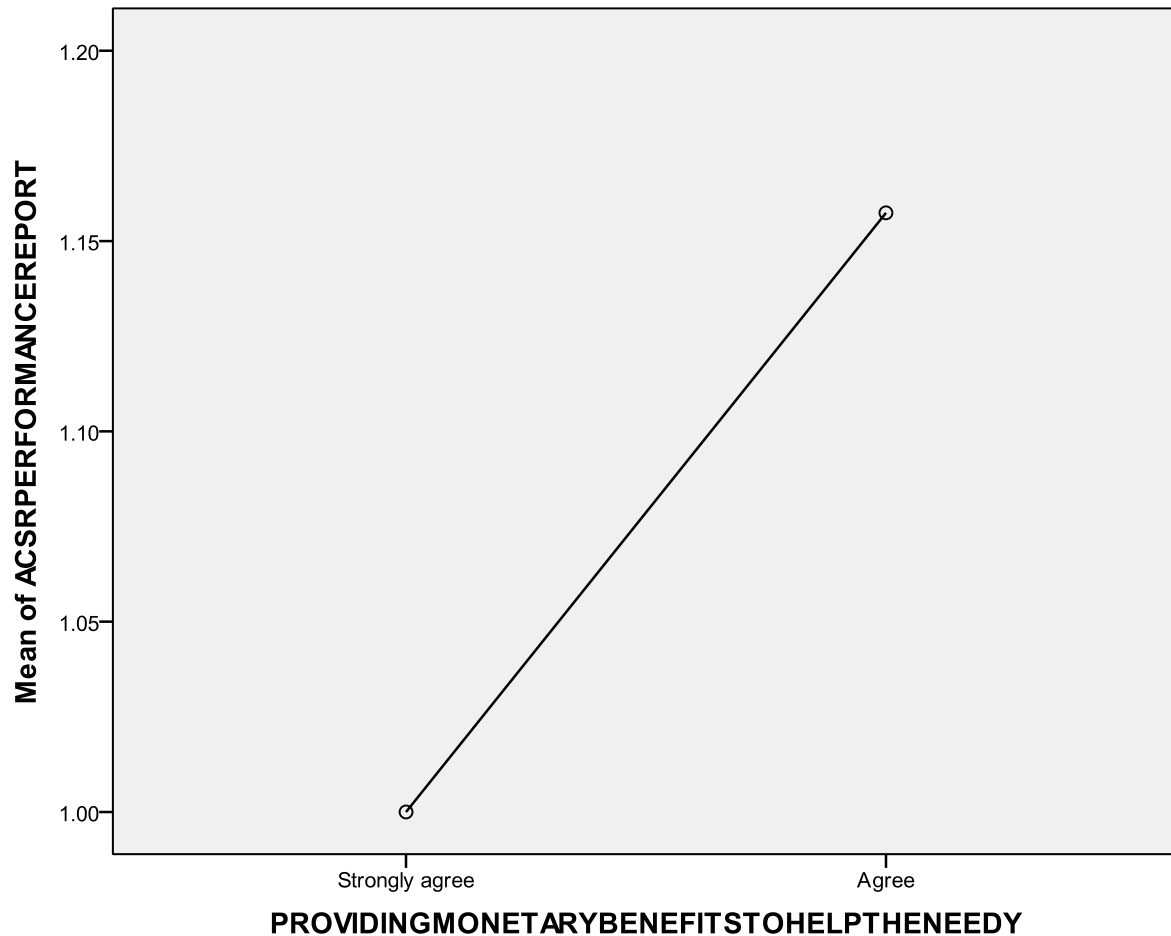
ACSRPERFORMANCEREPORT

Levene Statistic	df1	df2	Sig.
2.219	1	108	.139

ANOVA

ACSRPERFORMANCEREPORT

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.049	1	.049	.367	.546
Within Groups	14.324	108	.133		
Total	14.373	109			



Tabulated value = 3.94

Calculated value = 0.367

$F = F_{cal} < F_{tab} \quad F = 0.367 < 3.94$

Hence, the null hypothesis $[H_0]$ is accepted.

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the alternate hypothesis and conclude that there is no a significance difference between the csr performance report and providing monetary benefits to help the needy.

4.3 ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between the supporting students through providing scholarship and supporting to improve quality of life of people.

Alternate hypothesis (H1):

There is negative relationship between the supporting students through providing scholarship and supporting to improve quality of life of people.

Correlations

		SUPPORTING STUDENTS THROUGH PROVIDING SCHOLARSHIP	SUPPORTING TO IMPROVE QUALITY OF LIFE OF PEOPLE
SUPPORTING STUDENT THROUGH PROVIDING SCHOLARSHIP	Pearson Correlation	1	.765**
	Sig. (2-tailed)		.000
	N	110	110
SUPPORTING TO IMPROVE QUALITY OF LIFE OF PEOPLE	Pearson Correlation	.765**	1
	Sig. (2-tailed)	.000	
	N	110	110

** . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N \sum XY - \sum X \sum Y}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}}$$

$$r = .765$$

INFERENCE:

Since r is positive, there is positive relationship between the supporting students through providing scholarship and supporting to improve quality of life of people.

CHAPTER – V

5.1 FINDINGS OF THE STUDY

- From the perception of employees it is found that the employees are very much satisfied with the CSR Activities of OPMS Clearing & Forwarding Agencies (P) Limited.
- The company has implemented CSR through two phases called Conceptual phase and Task Description phase. The Conceptual phase involves plan, do, check, improve and cross - check. The task description phase involves conducting a CSR assessment, developing CSR strategy and commitments, implementing CSR, verifying and reporting progress, evaluation and improvement.
- It is also found that the company adheres to the environmental legislations laid by the Government. It organizes various activities like reducing material waste, limiting the usage of plastic covers, rain water harvest and waste water recycling, usage of solar lamps, etc. in order to reduce the environmental impact.
- In the community involvement and philanthropic front, the company takes several initiatives benefiting the upliftment of needy people. The company supports the students through providing scholarship, organizing rural development activities, rehabilitation centers', de-addiction centers', supporting the differently abled people by providing them equal employment opportunity, organizing blood donation camps, providing adequate training opportunities to common people like implant training, company visits, etc.
- In the ethical and legal front, the company adheres to almost all the rules and regulations laid by the government. The company complies with the national labor regulations.
- The company takes several initiatives for the welfare of all its stakeholders. The company cares about employee families through several activities like recreational programmes for families, personal financing programmes, salary advancement and several other allowances. The company cares about the customers by providing them right information about the products, organizing recreational activities for their families, having a policy to ensure effective feedback, mechanisms to share published CSR reports, etc.

- The employees are very much satisfied with the past CSR activities of rewarding toppers in the public examination, helping orphanages and two days service at mercy home. Also more than 50% of the employees have shown very high level of support for all the three future CSR activities of planting trees, providing clothes to the needy and organizing summer camp for children.
- It is found that the maximum numbers of employees who are very much ready to involve themselves in the future CSR activities are from sales.
- It is found that the level of personal involvement in the future CSR activities is equal among male employees and female employees.
- It is found that the female employees are very much satisfied with the CSR activities of OPMS Clearing & Forwarding Agencies (P) Limited compared to the male employees.

5.2 SUGGESTIONS

The company can improve its CSR policy framework and involve all its stakeholders to promote the sustained growth and well being of both the company and its stakeholders. Thus the company can strive to constantly build organizational capabilities, like any other competency, position suitable people and have a proper organizational structure to ensure implementation of CSR policy, guidelines and programs.

The percentage of employees who are very much satisfied with the past CSR activities and very much ready to support the future CSR activities is nearly 50 to 55% only. Hence the company has to encourage the rest of the 50% employees to involve themselves in the CSR activities in order to make it more effective and efficient.

The company can build stronger partnerships with NGOs, with local communities, and with any stakeholder who can add value to the business and its development as CSR also helps in improving the reputation of the company.

The company can involve stakeholders in innovative strategies and projects to create productive change. The company should monitor what their key stakeholders consider as priority issues, and undertake those initiatives with high issue support.

To make the CSR activities more effective and fruitful, what can be done is just on the lines of annual reports, the company can have a CSR report which will list the initiatives taken and put a value to the impact the initiative had on the intended audience. It can have an auditing committee as in case of financial statements to give authentication to the report. The value of the impact will serve as an index to compare with the CSR initiatives of different companies. Thus the company can engage with reputed external agencies for audit of its CSR activities for the purpose of identifying areas of improvement, authenticity of data and reporting. The company can monitor the progress on various CSR programs in a structured manner, document the performance against the set targets and publish a report every year on its CSR performance and share with its key stakeholders.

Being an automobile industry, the company can organize various programmes to promote road safety and safe driving in the country. One of the best ways for corporates to fulfill their social responsibility is by offering their managerial skills to society.

5.3 LIMITATIONS OF THE STUDY

For anything there should be some limitations like that my project also have certain limitations. The following are some limitations what I faced:

1. The information provided by majority of the respondents could also be biased or inaccurate. No independent verification of the data was possible.
2. Time is one major constraint, which limits the effective data collection.
3. Non-availability of data collection from all employees of OPMS Clearing & Forwarding Agencies (P) Limited
4. The sample size is only 110 so the sample may not be truly representative of the total population

5.4 CONCLUSION

CSR is integral to a company's overall strategy, driven by understanding its root causes, opportunities, and economics. To be sustainable, CSR efforts must create benefits for the firm and its employees, benefit the firm in the market, and also have a positive social impact.

It's important to tailor CSR communications to specific stakeholder groups. By identifying target audiences – investors, communities, government departments, employees, potential recruits – and developing a plan to engage them, companies will raise awareness of community issues and create a dynamic bond with stakeholders. An ongoing dialogue with stakeholders helps companies adapt and improve their CSR activities. It's this improvement through communication and engagement that should be every company's ultimate CSR goal. If the chain of communication leads from awareness to a corporate action plan, and from there to employee and stakeholder engagement, and to action that makes a real difference, then a virtuous CSR circle will have been created.

CSR begins where law ends. It is the CSR of companies to follow business ethics. Hence every business organization should contribute back some amount of its profit to the society where they do business with.

ANNEXURE I

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QUESTIONNAIRE ON EMPLOYEES PERCEPTION ON THE CSR ACTIVITIES OF OPMS CLEARING & FORWARDING AGENCIES (P) LIMITED

An doing a project on"Employees Perception on The CSR Activities of OPMS Clearing & Forwarding Agencies (P) Limited" as a part of my curriculum. Kindly fill in this questionnaire to help me complete the same by giving your honest replies.

Name (Optional):

Gender:

Designation:

Age:

Department:

Years of Experience:

1. The objectives of CSR activities in your company is/are,
 - a. Supporting societal development
 - b. Safety, Health & Environment protection
 - c. Enhance employee commitment
 - d. Strengthening of the corporate culture

2. Why is your company interested in applying CSR?
 - a. Community pressure
 - b. Competitive pressure
 - c. Legal or regulatory compulsion
 - d. Improving business performance

Rate the following CSR activities by selecting,

5 if you **Strongly Agree**

4 if you **Agree**

3 if you have **No Opinion**

2 if you **Disagree**

1 if you **Strongly Disagree**

SNO	QUESTIONS	5	4	3	2	1
How far do you agree that your company is,						
3.	Organizing activities to reduce material waste like minimizing paper usage, oil wastage, canteen food, etc?					
4.	Having useful activities for environmental care like limiting the usage of plastic covers, rain water harvest, etc?					
5.	Taking efforts to create awareness regarding recycling the waste like waste glass recycling, waste paper recycling, and waste water recycling?					
6.	Taking efforts to reduce the environmental impact in terms of energy conservation and pollution prevention like usage of solar water heaters, etc?					
7.	Doing useful activities benefiting the upliftment of needy people?					
8.	Providing Monetary benefits to help the needy?					
9.	Supporting students through providing scholarship?					
10.	Supporting to improve quality of life of people in society like organizing rural development activities, rehabilitation centers', de-addiction centers' etc?					
11.	Supporting the differently abled people by providing them employment opportunity, procuring of products created by them etc?					
12.	Providing adequate training opportunities to common people like implant training, company visits, etc?					
13.	Taking efforts to create awareness regarding health related issues like HIV awareness, blood donation camps, etc.,					
14.	Encouraging employees to provide their time and expertise to participate in social activities?					
15.	Providing information to the employees regarding their social security rights?					
16.	Offering various schemes for employee welfare like food subsidies, transportation facilities, housing, etc...?					

SNO	QUESTIONS	5	4	3	2	1
17.	Having a policy to avoid discrimination (Gender, Religion, etc...)?					
18.	Caring about employee families through recreational programmes for families, personal financing programs, etc...?					
19.	Adhering to all rules and regulations laid by the government?					
20.	Operating strictly within the legal framework of the society?					
21.	Complying with the national labour regulations?					
22.	Having an ethics code governing behaviors' in the company?					
23.	Having a process to ensure effective feedback, consultation and/or dialogue with customers, suppliers and the other people you do business with?					
24.	Carrying out publicity campaigns to demonstrate compliance with ethical values and legislation on consumer rights?					
25.	Maintaining transparency in dealings with the customers?					
26.	Supplying clear and accurate information and labelling about products and services, including its after-sales obligations?					
27.	How far do you agree that the CSR activities give you a feeling of personal satisfaction and enlighten your values?					
28.	How far do you agree that CSR is largely a publicity/image issue?					
29.	How far do you agree that CSR enhance the reputation of the company?					
30.	The CSR activity of rewarding toppers in the public examinations is good enough.					
31.	The CSR activity of Helping Orphanages is good enough					
32.	The CSR activity of one day service at Mercy Home is good enough.					

ANNEXURE II - RESEARCH ARTICLE

A STUDY ON CSR ACTIVITIES ON EMPLOYEES PERSPECTIVE OF OPMS CLEARING & FORWARDING AGENCIES (P) LIMITED

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ABSTRACT

Corporate Social Responsibility (CSR) 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. This research project focuses on CSR in an organization on the concept of “Perception of Employees on the CSR Activities of OPMS Clearing & Forwarding Agencies (P) Limited”. Employees are having various satisfaction levels. Companies’ ultimate goal was to 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 and in turn to utilize these for the betterment of their business performance and in the achievement of the organizational goals and objectives. Finally the research was analyzed through a structured questionnaire regarding the employees’ perception on the CSR Activities of OPMS Clearing & Forwarding Agencies (P) Limited. For survey method Simple Random Sampling was used to survey the employees of OPMS Clearing & Forwarding Agencies (P) Limited. The sample size selected from the population was 324 employees. The data collection was made and the data was analyzed using various tools like chi square, correlation, one way anova. The results were there then presented, findings were analyzed and suggestions were given to further improve the CSR activities of OPMS Clearing & Forwarding Agencies (P) Limited.

INTRODUCTION

CSR 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. 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.

OBJECTIVES OF STUDY

- To understand the perception of the employees on the CSR activities of OPMS Clearing & Forwarding Agencies (P) Limited
- To gain firsthand knowledge about the structure and implementation of the CSR policy towards employees OPMS Clearing & Forwarding Agencies (P) Limited
- To find out the satisfaction level of the employees towards the past CSR activities and the extent to which they are ready to support the future CSR activities.
- To ascertain the usefulness of the corporation to the employees with reference to community's needs & requirements.

NEED OF THE STUDY

To understand the perception of the employees on the CSR activities of OPMS Clearing & Forwarding Agencies (P) Limited. CSR activities strengthen the bond among employees. People develop a habit of working together as a single unit to help others. Infact they start enjoying work together and also become good friends in due course of time. They also develop a sense of loyalty and attachment towards their organization which is at least thinking for the society. The term CSR gives a chance to all the employees of an organization to contribute towards the society, environment, country and so on. CSR goes a long way in creating a positive word of mouth for the organization on the whole.

SCOPE OF STUDY

A lack of understanding, inadequately trained personnel, non availability of authentic data and specific information on the kinds of CSR activities, coverage, policy etc. further adds to the reach and effectiveness of CSR programmes. But the situation is changing. And CSR is coming out of the purview of 'doing social good' and is fast becoming a 'business necessity'. The 'business case' for CSR is gaining ground and corporate houses are realizing that 'what is good for workers - their community, health, and environment is also good for the businesses'. CSR is defined as operating a business that meets or exceeds the ethical, legal, commercial and public expectations that society has of business. CSR is one such niche area of Corporate Behavior and Governance that needs to get aggressively addressed and implemented tactfully in the organizations. India is a fast growing economy and is booming with national and multinational firms. At the same time, the Indian land also faces social challenges like poverty, population growth, corruption, illiteracy just to name a few. Therefore it is all the more imperative for the Indian companies to be sensitized to CSR in the right perspective in order to facilitate and create an enabling environment for equitable partnership between the civil society and business.

REVIEW OF LITERATURE

The literature on CSR has addressed the different motivations that firms have for adopting CSR. Most of the literature focuses on internal processes, interactions between firms, and their location within social boundaries – it is "orgo-centered". Very little has been written on the external conditions that stimulate the adoption of CSR in a specific country or industry – a "population of organizations". This study will contribute to an increased understanding of the ways in which a broad social context can be created to encourage companies to adopt CSR. In addition, it will contribute to the development of new strategies to extend the reach of CSR, stemming from positive deviance. (Alam Aguilar Platas, A Brazilian model of CSR: The case of Ethos Institute, 2008).

Carroll designed a four-part conceptualization of CSR that included economic, legal, ethical and philanthropic elements. According to this model, all business responsibilities rely upon the economic responsibility, which includes maximizing profitability and maintaining a strong competitive position. Legal responsibilities include complying with laws and regulations. Ethical responsibilities reflect societal standards, expectations and norms that have not been specifically legislated. Finally, philanthropic responsibilities encompass actions that are in response to society's expectation that businesses be good corporate citizens. These are distinguished from ethical responsibilities in that they are of a charitable nature and, as such, a company is not considered unethical if it does not provide them **(Carroll, The Pyramid of CSR: Toward the Moral Management of Organizational Stakeholders 1991)**.

Companies need to answer to two aspects of their operations; the quality of their management and quantity of their impact on society in the various areas. It is not necessary that all the better performing companies are equally contributing to the society. A company which professionally managed, causing no harm to the environment and contributing something to the society in which it operates, can be regarded as a better company. Since the company is operating in a society, it cannot stay away from the social issues. The society provides both customers and resources to fulfill the business objectives of the corporate companies. An important aspect of CSR is how enterprises interact with their internal and external stakeholders; employees, customers, neighbors, nongovernmental organizations, public authorities, etc. **(Cheney George, Steven May k & Roper Juliet, The Debate over CSR, 2007)**.

Sustainable companies have three kinds of responsibility: economic, environmental and social. CSR (CSR) plays a vital role in managing this responsibility and it is about integrating the issues of the workplace, human rights, the community and the marketplace into core business strategies. However the size of the problem that CSR addresses and the benefits that it has to offer an organisation are highly debatable. **(CSR Europe online, 2002)**.

Three specific factors may have been instrumental in determining that a vast amount of literature has emerged over the last half a century with regard to CSR. They include: the topic's long research history during which many and varied theories, concepts, models, and themes have emerged the 'loaded nature' of the topic which has resulted in two features: a). a generally negative image association, and b). confusion due to situation complexity, and in particular the question of responsibility/obligation and gaps between public-speaking and reality. **(Kai Hockerts, Mette Morsing, CSR in the Innovation Process, 2000)**.

METHODOLOGY

RESEARCH DESIGN

It is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way. In this project descriptive research design is used as the Educational research and experiences contain many variables that cannot be realistically controlled. The perceptions of employees are described as they are originally perceived by them and no personal bias or modifications are made in these observations. The perceptions of the employees are in no way influenced by me or any other external factors and are described as they are in reality. Hence descriptive research design is used in this project.

SOURCES OF DATA

SAMPLE SIZE

The sample size selected was 110 employees from the various departments of OPMS Clearing & Forwarding Agencies (P) Limited. The sample size can be determined by the formula,

METHOD OF DATA COLLECTION

PRIMARY DATA

As for as the primary data is concerned a structured questionnaire was prepared and interview was taken. The primary data is collected directly from the employees of OPMS Clearing & Forwarding Agencies (P) Limited through the questionnaires circulated to them. Questions like close ended and dichotomous have been used for the purpose of data collection.

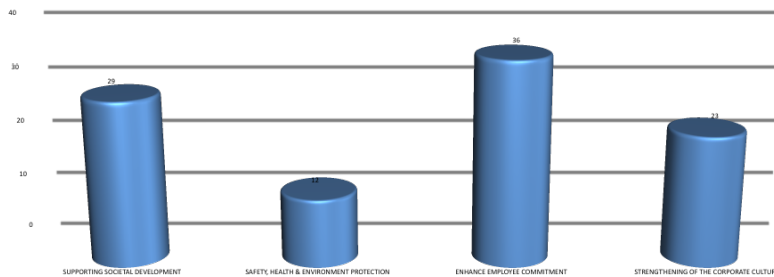
SECONDARY DATA

The secondary data is collected from the company's official website and the records maintained by them.

TOOLS FOR ANALYSIS

TABLE 1: THE OBJECTIVES OF CSR ACTIVITIES

PARTICULARS	RESPONDENTS	PERCENTAGE
Supporting Societal Development	32	29
Safety, Health & Environment Protection	13	12
Enhance Employee Commitment	40	36
Strengthening Of The Corporate Culture	25	23
TOTAL	110	100

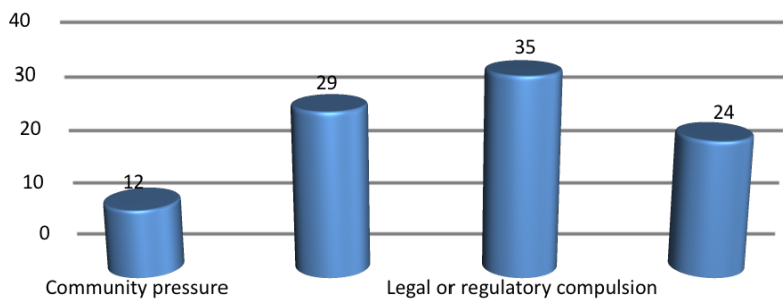


INFERENCE

From the above table, it can be inferred that 36% of the respondents enhance employee commitment and 29% of the respondents supporting societal development . Most of the respondents enhance employee commitment.

TABLE 2: COMPANY INTERESTED IN APPLYING CSR

PARTICULARS	RESPONDENTS	PERCENTAGE
Community pressure	15	12
Competitive pressure	32	29
Legal or regulatory compulsion	37	35
Improving business performance	26	24
TOTAL	110	100

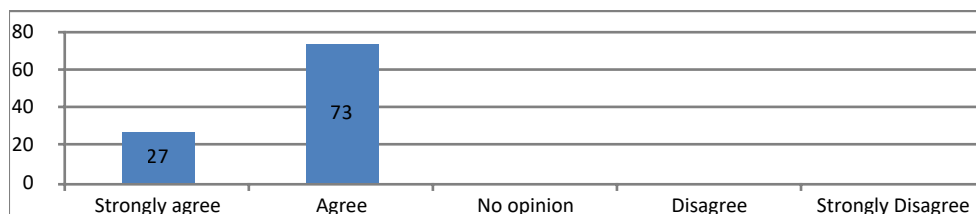


INFERENCE

From the above table, it can be inferred that 35% of the respondents interested in legal or regulatory compulsion and 29% of the respondents interested in competitive pressure. Most of the respondents interested in legal or regulatory compulsion.

TABLE3: ORGANISING ACTIVITIES TO REDUCE MATERIAL WASTE LIKE MINIMIZING PAPER USAGE, OIL WASTAGE, CANTEEN FOOD

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	30	27
Agree	80	73
No opinion	0	0
Disagree	0	0
Strongly disagree	0	0
TOTAL	110	100



INFERENCE

From the above table, it can be inferred that 73% of the respondents agree with the organising activities to reduce material waste like minimizing paper usage, oil wastage, canteen food and 27% of the respondents strongly agree with the organising activities to reduce material waste like minimizing paper usage, oil wastage, canteen food. Most of the respondents organising activities to reduce material waste like minimizing paper usage, oil wastage, canteen food.

STATISTICAL ANALYSIS

CHI- SQUARE TEST I – (χ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (H_0):

There is no relationship between the age and objectives of csr activities.

Alternate hypothesis (H_1):

There is relationship between the age and objectives of csr activities.

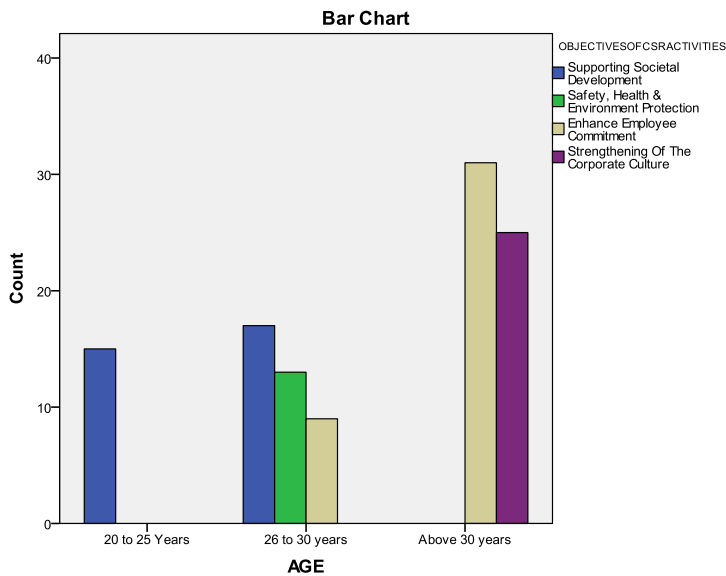
AGE * OBJECTIVESOFCSR ACTIVITIES Crosstabulation

			OBJECTIVESOFCSR ACTIVITIES				Total
			Supportin g Societal Developm ent	Safety, Health & Enviro nment Protec tion	Enhance Employee Commitment	Strengtheni ng Of The Corporate Culture	
AGE	20 to 25 Years	Count	15	0	0	0	15
		% within AGE	100.0%	.0%	.0%	.0%	100.0%
		% within OBJECTIVESOFC SR ACTIVITIES	46.9%	.0%	.0%	.0%	13.6%
		% of Total	13.6%	.0%	.0%	.0%	13.6%
	26 to 30 years	Count	17	13	9	0	39
		% within AGE	43.6%	33.3%	23.1%	.0%	100.0%
		% within OBJECTIVESOFC SR ACTIVITIES	53.1%	100.0%	22.5%	.0%	35.5%
		% of Total	15.5%	11.8%	8.2%	.0%	35.5%
	Above 30 years	Count	0	0	31	25	56
		% within AGE	.0%	.0%	55.4%	44.6%	100.0%
		% within OBJECTIVESOFC SR ACTIVITIES	.0%	.0%	77.5%	100.0%	50.9%
		% of Total	.0%	.0%	28.2%	22.7%	50.9%
Total		Count	32	13	40	25	110
		% within AGE	29.1%	11.8%	36.4%	22.7%	100.0%
		% within OBJECTIVESOFC SR ACTIVITIES	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	29.1%	11.8%	36.4%	22.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	105.713 ^a	6	.000
Likelihood Ratio	129.378	6	.000
Linear-by-Linear Association	76.535	1	.000
N of Valid Cases	110		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.77.



$$\text{Degree of Freedom} = (r-1) * (c-1)$$

$$= 3 * 2 = 6$$

Calculated value = 105.713

Tabulated value = 12.592

$Z = Z_{cal} > Z_{tab}$

$Z = 105.713 > 12.592$

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the age and objectives of csr activities.

FINDINGS

- 36% of the respondents enhance employee commitment and 29% of the respondents supporting societal development
- 35% of the respondents interested in legal or regulatory compulsion and 29% of the respondents interested in competitive pressure.
- 73% of the respondents agree with the organising activities to reduce material waste like minimizing paper usage, oil wastage, canteen food and 27% of the respondents strongly agree with the organising activities to reduce material waste like minimizing paper usage, oil wastage, canteen food.
- There is a relationship between the age and objectives of csr activities.

SUGGESTIONS & RECOMMENDATIONS

The company can improve its CSR policy framework and involve all its stakeholders to promote the sustained growth and well being of both the company and its stakeholders. Thus the company can strive to constantly build organizational capabilities, like any other competency, position suitable people and have a proper organizational structure to ensure implementation of CSR policy, guidelines and programs. The percentage of employees who are very much satisfied with the past CSR activities and very much ready to support the future CSR activities is nearly 50 to 55% only. Hence the company has to encourage the rest of the 50% employees to involve themselves in the CSR activities in order to make it more effective and efficient.

CONCLUSION

CSR is integral to a company's overall strategy, driven by understanding its root causes, opportunities, and economics. To be sustainable, CSR efforts must create benefits for the firm and its employees, benefit the firm in the market, and also have a positive social impact. It's important to tailor CSR communications to specific stakeholder groups. By identifying target audiences – investors, communities, government departments, employees, potential recruits – and developing a plan to engage them, companies will raise awareness of community issues and create a dynamic bond with stakeholders. An ongoing dialogue with stakeholders helps companies adapt and improve their CSR activities. It's this improvement through communication and engagement that should be every company's ultimate CSR goal. If the chain of communication leads from awareness to a corporate action plan, and from there to employee and stakeholder engagement, and to action that makes a real difference, then a virtuous CSR circle will have been created. CSR begins where law ends. It is the CSR of companies to follow business ethics. Hence every business organization should contribute back some amount of its profit to the society where they do business with.

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