

# Corporate Social Responsibility towards Benefits to the Public in Tenkasi

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## **Abstract**

*Corporate social responsibility has become an important issue in business. The voluntary compliance of social and ecological responsibility of companies is called Corporate Social Responsibility. It is basically a concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment. A lack of understanding, inadequately trained personnel, coverage, policy etc. further adds to the reach and effectiveness of CSR programs. Large no. of companies is undertaking these activities superficially and promoting/ highlighting the activities in Media. This research paper focuses on the finding & reviewing of the issues and challenges faced by CSR activities in India It is important for firms to be engaged in CSR activities to help the environment and society rather than use the concept to generate profits.*

**Keywords:** *corporate social responsibility, social environment.*

## **1. Introduction**

Corporate social responsibility (CSR) is also called corporate conscience corporate citizenship or responsible business is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self regulatory mechanism, where by a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national and international norms with some models, a firm's implementation of CSR goes beyond compliance & engages in "actions that appear to further some social goods beyond the interests of the firm and that which is required by law." The binary choice between complying with the law and going beyond the law must be qualified with in many areas such

as environmental or labor's regulations employer's can choose to comply with a law to go beyond the law, but they can also choose to not comply with a law such as when they deliberately ignore gender equality or the mandate to hire disabled workers, there must be a recognition that may so called "hard laws." And also weak laws weak is the sense that they are poorly enforced with no little control and /or no or few sanctions in case of non-compliance weak law must not be confuse with soft law. Their aim is to increased long term profits and share holders Trust through positive public relation and high ethical standard to reduce business and risk by taking responsibility for corporate actions. CSR strategies encourages the company to make a positive impact on the environment and share holders. Including consumers, employees, investors, communities and other.

Proponents argue that corporation increase long term profits, by operating with a C.S.R. perspective while critics argue that CSR Distracts from business economic role.

A critics questioned the "lofly and some time "unrealistic expectation' in CSR that CSR is merely window-dressing or an attempt to pre-empt the role of governments as a watch dog over powerful multinational corporations political sociologist become interested in CSR context of theories of globalization ,neo liberalism and late capitalism some sociologist viewed CSR as a form of capitalist legislation and in particular point out that what began as a social movement against un –inhibited corporate power was transformed by corporations in to a 'business model' and a risk management device, often with questionable result.

The companies act 2013

- Annual turnover of 1000 core INR and more are a net worth 500 core net profit 5 core
- The act encourages companies to spend at least 2% of the average net profit in the previous three years on corporate social activities.

## 2. Objectives

- ✚ To analyze the public attitude of companies doing CSR activities
- ✚ To examine the various CSR activities in Madurai.
- ✚ To analyze the impact and satisfactory level of CSR on social environment.

### **3. Review of Literature**

#### **Introduction**

This chapter provides an overview of previous research on corporate social responsibility.

The main purpose of the literature review was to survey previous studies on the construct of CSR. A synthesis of the earlier work provides an overview of the evolution of CSR, measurement of CSR and firm specific characteristics that affect the social performance of firms. Material drawn from the review led to the development of framework for institutionalizing CSR in firms in India. Based on extant review of literature the researcher has identified research gaps and framed research questions and objectives that are discussed at the end. The review of literature is organized.

#### **Ronald R. Sims (2003)**

Ethics and Corporate Social Responsibility: Why Giants Fall elaborates on this by stating “that stockholders claim appropriate returns of their investments, employees seek broadly defined job satisfaction, customers want quality products/services for which they pay, suppliers seek dependable buyers, government expects adherence to legislation, competitors want fair competition, local communities want the company to be a responsible citizen and the general public expects the company’s existence to improve the quality of life”.

1. CSR is defined as “a concept whereby companies integrate social and environmental concerns in their interaction with their stakeholders on a voluntary basis” by Commission of the European Communities (2001).
2. World Business Council for Sustainable Development (1999) defines CSR as “the commitment of business to contribute to sustainable economic development, working with employees, their families, the local community, and society at large to improve their quality of life”.

#### **4. Scope of the Study**

This research study is useful to understand the attitude of public towards CSR activities in Madurai. The study consists of both descriptive and analytical. The approach to the study has been made from the view point of public.

## 5. Area of Study

This study is conducted for various classes of various of people who are scattered in different areas of the Tenkasi surroundings.

## 6. Statement of the Problem

At the current scenario Tenkasi is having many industries and companies there are some special social activities for the public in Tenkasi these industries tends to serve the needs of public socially. Many people depend on these CSR activities by the company. They take many steps to widen their social activities through corporate social responsibility. Thus this study is put forth do find out the attitude of public towards corporate social responsibility.

## 7. Methodology

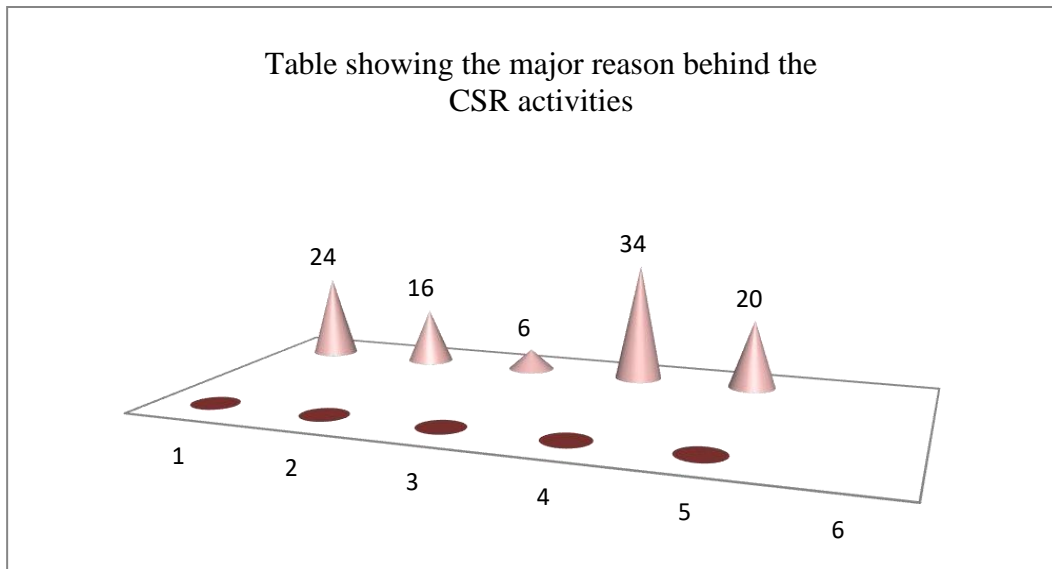
Primary method of data collections is used for the present study such as questionnaire and observation methods. All the information and data are properly classified and arranged in a tabular form, percentage method and charts are used as statistical tools for the research.

## 8. Data Presentation and Inference

### 1. Table showing the major reason behind the CSR activities

S. No	Classification	No of Respondents	Percentage
1	To reduce tax	12	24%
2	To do something really good for the society	8	16%
3	To hide their fraudulent/illegal happening in the company	3	6%%
4	To increase the standard of living of public	17	34%
5	To hide the hazardous of their company	10	20%
	Total	50	100%

Source: Primary data



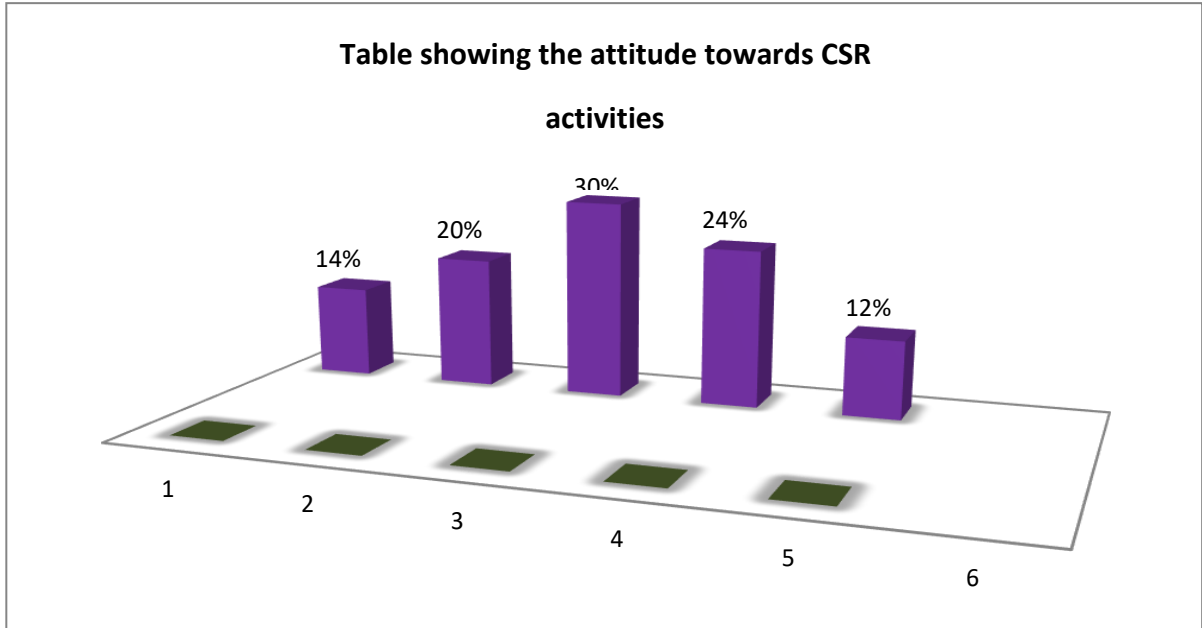
### Inference

The above table explains that majority 34% of the response the major reason is to increase the standard of living 24% of the respondents says to reduce tax 20% of the respondents are hide the hazardousness of their company 16% of respondents are to do something really good for the society 6% of the respondents are to hide their fraudulent /illegal happened.

### 2. Table showing the attitude towards CSR activities

S. No	Classification	No of Respondents	Percentage
1	Very good	7	14%
2	Good	10	20%
3	Average	15	30%
4	Bad	12	24%
5	Very bad	6	12%
	Total	50	100%

Source: primary data



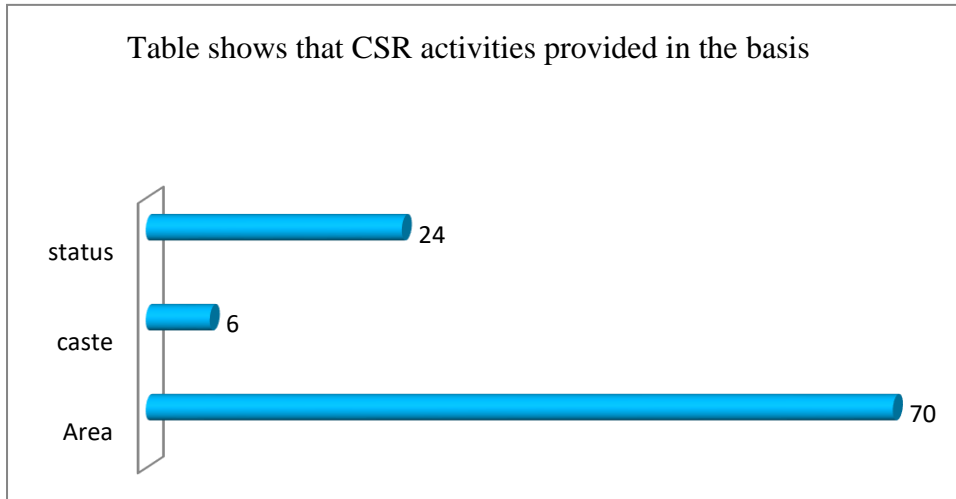
**Inference**

The above table explains that the 30% of the respondents says average attitude towards CSR 24% of the respondents says bad attitude towards CSR 20% of the respondents says good attitudes towards CSR 14% of the respondents says very good attitude towards CSR 12% of the respondents says very bad attitude towards the CSR

**3. Table shows that CSR activities provided in the basis**

S. No	Classification	No of Respondents	Percentage
1	Area	35	70%
2	caste	3	6%
3	status	12	24%
	total	50	100%

Source: primary data



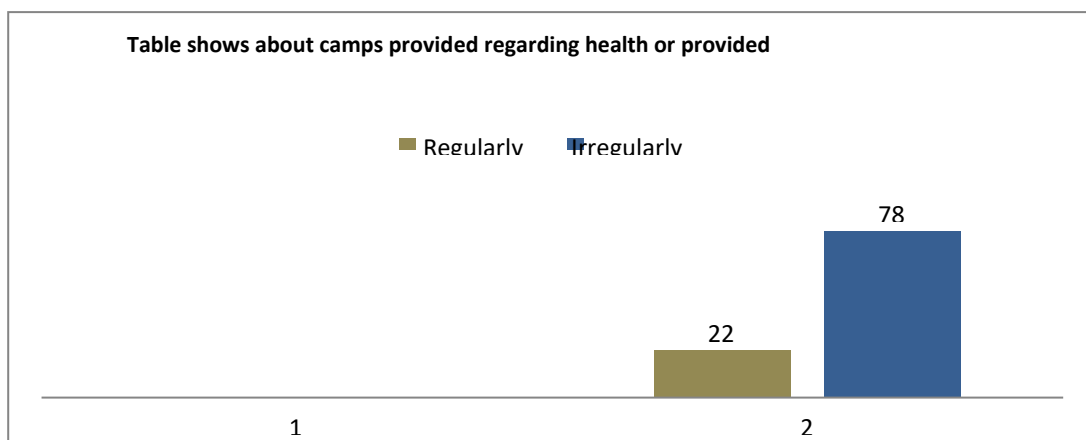
**Inference**

The above table explains that 70% of the respondents says that CSR has provided by an area 24% of the respondents says that CSR has provided by the status and the remaining 6% of the respondents says that CSR has provided by the caste

**4. Table shows about camps provided regarding health or provided**

S. No	Classification	No. of. Respondents	Percentage
1	Regularly	11	22
2	Irregularly	39	78
	Total	50	100

Source: Primary data



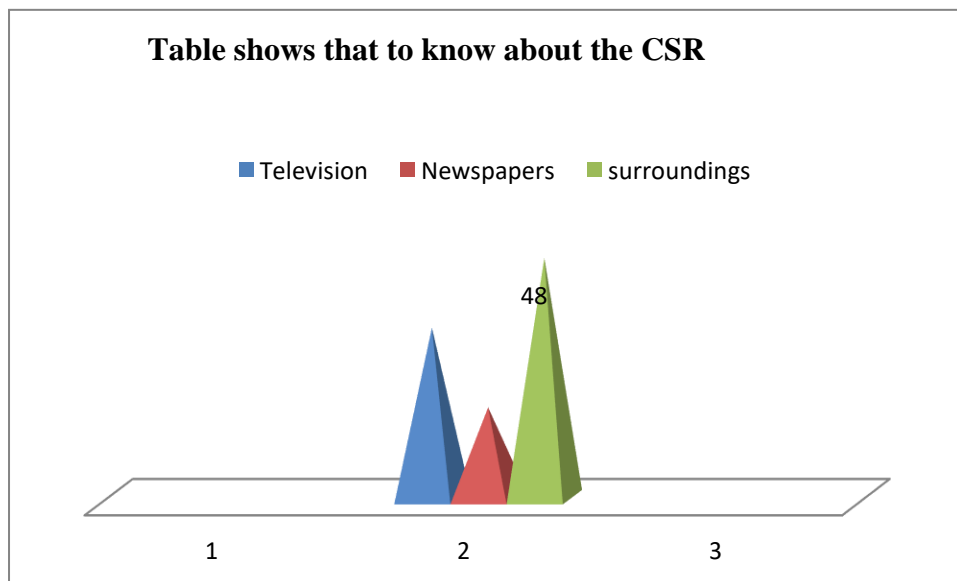
**Inference**

The above chart explains that majority 78% of the respondents says that the CSR does not provided the health camps regularly and 22% of the respondents says that CSR are provided the health camps regularly.

**5. Table shows that to know about the CSR activities**

S. No	Classification	No of Respondents	Percentage
1	Television	17	34
2	Newspapers	9	18
3	surroundings	24	48
	Total	50	100

Source: Primary data



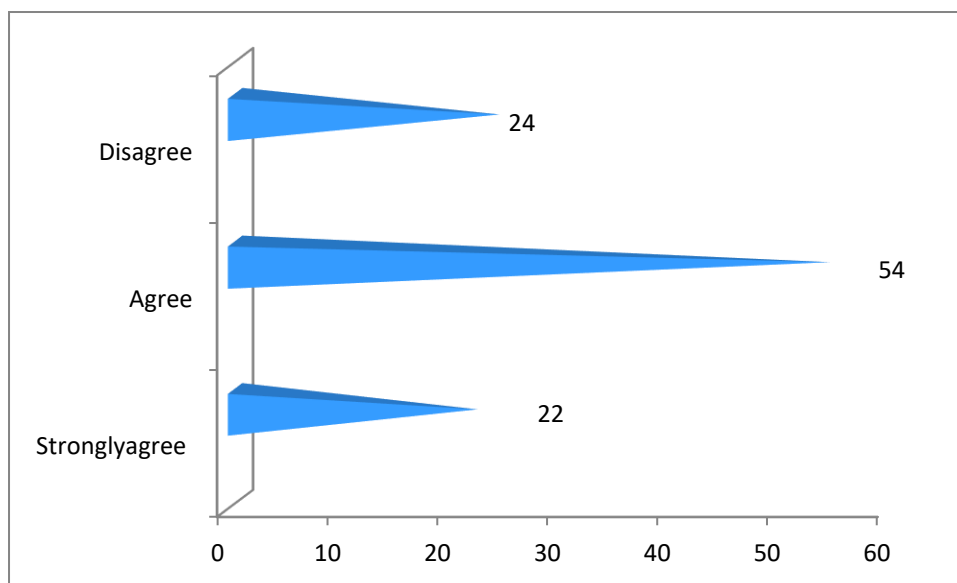
**Inference**

The above diagram explains that majority 48% of the respondents are came to know about the CSR activities by surroundings 34% of the respondents are came to know about the CSR activities by television and remaining 18% of the respondents are came to know about the CSR activities by newspapers.

**6. Table shows that the suggestion on CSR**

S. No	Classification	No. of Respondent	Percentage
1	Strongly agree	11	22
2	Agree	27	54
3	Disagree	12	24
	Total	50	100

Source: Primary data



**Inference**

The above diagram explains that majority 54% of the respondents agree that companies involved in CSR activities 24% of the respondents disagree that the companies involved in CSR activities and the remaining 22% strongly agree that the companies doing CSR activities.

**9. Findings**

- Greater part of the respondents have got the CSR benefits.
- Majority of the respondents says that there is reason behind the CSR activities

- Majority of the respondents say that the major reason is to increase the standard of living.
- More than 30% of the respondents have average attitude towards CSR.
- Majority of the respondents say that CSR is provided by area wise.
- Greater part of the respondents say that the company give importants towards the rural areas.
- Majority of the respondents say that schools are benefited by CSR activities.
- More than 70% of the respondents say that hospitals are benifited by CSR activities
- Greater part of the respondents buy the product of the company.
- Majority of the respondents says that it is not equal to the charity trust of doing CSR activities.
- More than 54% of the respondents has got the qualitative activities of CSR
- Majority of the respondents say that the CSR does not provided the health camps regularly.
- More than 52% of the respondents agree that the CSR activities is done before the companies act .
- Majority of the respondents came to know about the CSR activities by surroundings.
- More than 70% of the respondents say that CSR is done for their publicity.
- Greater part of the respondents say that there is no brand image of CSR activity.
- Majority of the respondents agree that company is involved in CSR activities.

## 10. Suggestions

- It is suggested that the companies must do CSR activities just to help people.
- The companies should avoid the processes which are hazardous to the public.
- Government should take severe steps to close the companies which are hazardous to the public and the environment.
- The companies should provide a regular CSR activity.
- It is also suggested that the companies should provide all the kinds of CSR activities.
- Public should give more preference to the good companies products.
- The CSR activities must be in long term.
- The companies should provide a qualitative CSR activity.

- The companies doing CSR activities should not do any adulteration in the products or services provided by them while CSR activities.
- It is suggested that public should not become lazy. They should not always expect help from the companies doing CSR activities.

## 11. Conclusion

CSR activity is a common phenomenon in Madurai. Mostly general public receive the CSR activities. After a detailed study, the researcher has concluded the following. Most of the companies do CSR activities just to reduce their tax and hide their hazardousness from the public and create a brand image. But most of the people are not aware of these reasons behind the CSR activities. At the end, CSR activities must be done with a good thought by the companies to the public and the public should not always expect the companies to do CSR activities, which may make them lazy.

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