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SCENARIO OF CSR IN INDIA

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Abstract:- It is the general propensity of a business is to acquire the unadulterated benefit by offering the products and the administration. Be that as it may, now days the acquiring of benefit is not the sole target of business, it has likewise to take care of towards society improvement. Urwick says "acquiring of benefits can't be objective any business any more that the eating is the goal of living". Insignificant Money Chasing, Says Henry Ford. Each business has two sorts of monetary records. One is 'Monetary Balance sheet' - where the all through administrations and merchandise are recorded toward the end of specific time then net benefit is registered for the entire year. While second is Social Balance sheet - which is additionally termed as Welfare accounting report.

This accounting report is only a commitment of the business towards their general public. Business can't keep running without the representatives likewise it can't be isolated from the general public and the general public can't be isolated from the business. The collaboration of the general public is must for running of business. The idea 'Social Responsibilities' is broadly utilized as a part of human science, humanities, financial matters, legislative issues and business administration. This examination paper has attempted to concentrate on the way of CSR-its stages, models and the methodologies and the different reactions and in addition the gatherings or variables of recipients. The creator has attempted to draw out the Myths and Facts of CSR. Furthermore, the different part of corporate at inside of Domestic and at International level has been attempted to consider. This paper is closed with expected part of Government and NGOs with the hands of Corporate Affairs Ministry.

Keywords:C.S.R, C.S.R in India, Approaches of C.S.R, C.S.R Activities.

INTRODUCTION

As per Sherlekar the term social obligations dependably alludes a smart and target attentiveness toward the welfare of the general public yet it restrains or keeps the individual and the corporate conduct frame the option damaging exercises. At present there is a stirring mid awareness of social obligations of the business. In for the most part it has been watched that the obligations of the business are by and large worried with the reference to 1. Consumers : as giving the right quality, right amount of the products and administrations at the right cost to the clients. Besides to keep the Malpractice, misuse of the clients. 2. Shareholders : As to unveil the money related condition or position of the business, to illuminate the every one of the actualities, data to the shareholders now and again in the yearly broad Meeting. 3. While toward the Government, to play the duties for the country advancement. To pay the obligations, charges occasionally. 4. Employees:As representatives are the foundation of any organizations it is most imperative sideways towards the workers to give essential offices, to pay the wages and pay rates and to give the recessional offices, to give the preparation and improvement program every once in a while and so on 5. Proprietors : To give the great degree of profitability is the obligation of the nay business association towards

the proprietors. 6. Towards the general public: to give the gifts and receive and keep up the welfare customized for the prosperity of the general public.

2 STATEMENT OF PROBLEM :

This is the question why there is a need for a C.S.R in today's era? If the company is running in well manner what suddenly happened that the corporate feel the need of C.S.R. The answer is hidden itself in the contribution of the society towards the building of image and the reputation of the business organization. The current need, emergence of CSR and the status of CSR are the answers of these questions.

3 REVIEW OF LITERATURE :

R. Edward. Freeman (1984) in his book 'Strategic Management: a Stakeholder approach' has discussed the history of C.S.R : The root or history of Corporate Social Responsibilities goes to the decade of 60's as well 70's. This was in the form of 'Stakeholders' means those part of the corporate on which the impact the organization's activities. It was used for the describing the owners beyond the stakeholders. Kai Hockerts and MetteMorsing (2010) has been reviewed that how social innovation happens and how we can encourage more of it. This literature review has aimed at providing more than just an enumeration of extant publications. By suggesting a logical framework to structure the different concepts used in literature we hope to advance towards a better understanding of the corporate social innovation process. Also this literature review explores the state of the art in corporate social innovation (CSI) research. It briefly outlines the main themes in the corporate social responsibility (CSR) debate (organizational legitimacy, moral choices, stakeholder interaction, and sustainable development) and the organizational innovation literature (incremental vs. radical and sustaining vs. disruptive innovation; user-driven innovation; entrepreneurial opportunities; individual entrepreneurs, and institutional entrepreneurship). The paper then reviews the major objects of corporate social innovation singling out the base of the pyramid (BOP), social entrepreneurship, and eco-innovations as key themes. Amaeshi&Adi (2006) have opined that the precise nature of CSR is understood in different ways, with differences in understanding or representation of the concept relatable to different paradigms and concerns. Although there are several contested notions of what CSR should be and how it should work, there is some agreement upon what it broadly entails. A number of concepts and issues are subsumed under the heading of CSR, including human rights, environmental responsibility, diversity management, sustainability, and philanthropy, meaning that it is a complex area with an interdisciplinary focus. It is generally agreed that CSR involves corporations voluntarily exceeding their legal duties to take account of social, economic and environmental impacts of their operations. This paper provides an overview of the literature about Corporate Social Responsibility, and presents some of the key debates in this area. After considering how CSR might be defined, the paper provides context for the debate by outlining social, economic and political factors driving the development and implementation of CSR. There is then a discussion of the contested nature of CSR, in particular in terms of its instrumental or normative value. Such debates are then related to notions of the role and nature of corporations. Finally, the role in CSR of the manager and issues relating to stakeholders and diversity are considered. This research has concluded by the brief overview of CSR literature towards a need for criteria to be established for judging ethical arguments, and balancing commitments to diverse stakeholders. Further, for implementers of CSR to acquire skills in defining and understanding ethical issues in business. It seems clear that the task of implementing CSR is complex, and that the contested nature of the concept raises difficult questions. Not only are businesses required to be responsive to current concerns, but they must also balance present requirements with future demands and issues, as well as balancing local and global concerns. Whereas national and international guidelines and legislation provide a potential framework for achieving this, there are also numerous difficulties associated with the implementation of these in specific contexts. It is likely that the disciplines of Philosophy and Theology & Religious Studies could usefully contribute to the debate by bringing both expertise and diverse perspectives to bear on these issues.

4 DEFINITION OF CORPORATE SOCIAL RESPONSIBILITIES:

According to H.R. Bowers the Corporate Social Responsibilities as 'Obligation (of Managers) to pursue those policies, to make those divisions or to follow those lines of actions which are desirable in terms of the objectives and values of our society'. In despite the seeming clarity of definitions, a social responsibility is still a vague phrase. The corporate is obliged to make the division that e are the within the scope of social values of the nation, about which there is no consensus and whatever they do must support all the values, whether they approve of them or not. In other word the term C.S.R is also defined as the Corporate Conscience, Corporate Citizenship, Social performance, Sustainable Responsible Business or only Responsible Business. The C.S.R is nothing but a separate particular form of Self - Regulation laid down by the Corporate itself or it is integrated business model. In shortly we can define the term C.S.R as a Social Obligation - where the 'Give and Take ' Policy is adopted and it is followed by the Corporate now a days.

5 CURRENT STATUS OF CSR IN INDIA :

Now we have been discussed the various phases where the CSR has been passed in above paragraph. Here we are going to discuss and to focus the light on the current status of the CSR in the context to India. As the CSR refers to the obligation of the business towards the various government and social institutions there are many corporate who are playing the role towards the society directly and indirectly even some of the corporate personalities and the industrialist playing role for CSR by remaining behind the curtain and are very far away from the media - publicity. Now let us see the role of various corporate and the various form of 'Helping Hands' for the society and the development of Nation as the basic motto of any corporate in these days so as to maximize the company's overall impact on the society and the stakeholders. The CSR Policies and the practices and programmes are being fully integrated by an increasing no. of companies through their business operations and the process. Now a days the existing and upcoming corporate are of opinion that the activity of CSR is not just form of unproductive expenditure but it is very much important and essential for the protecting the goodwill and the reputation and tool of the defending attacks and increasing the business competitiveness.

6 EMERGENCES OF CSR IN INDIA :

The concept of CSR started to gain the important place from the independence era. Till

1990- the scope of CSR was limited up to only charity. And this programme was adopted as well as being executed by the Tata, Birla only. But after the economic reforms after the decade of 90 i.e.

1991- the boundary of CSR had changed its pattern. The most burning issues like environment protection, green concept, social rehabilitation, global warming, rural development, social discrimination, hospitals, roads, water facilities, schools such like programs are considered.

7 THE ADVANTAGES OF CSR :

The Corporate Social Responsibility always offers the two way fold benefits i.e. internally and as well as externally to the company's involved in various projects. Externally it creates a positive image among the people for its company and earns a special respect among its peers. Also it plays vital role in creating the short term employment opportunities by taking various works and the projects like construction of Parks, schools, hospitals, roads etc. Working with the keeping in view the keen interest of the community always brings the wide range of business benefits. The businesses have also an impact on the environmentally issues also. The project of Tree Plantation and cultivation activities are always taken up by the Intel India are a step towards the same. The recycling used products also act as a step towards the minimizing the wastage. Internally the CSR cultivate the sense of loyalty and the trust among the employees in the organizational ethics. It improves operational efficiency of the company and it is often accompanied by increasing in quality and productivity. Employees feel more motivated and in this way are more productive. Apart from this, CSR helps ensure that the organization comply with regulatory requirements. For Corporate world : The use of CSR as a tool for company's strategy and public relations brings an economical success. Moreover the CSR is an efficient instrument of how to bid your workers and to your companies. Last but not least the customers have also a big say, in international survey brought the results that the 70 % of the customers always make their decisions toward the product - i.e. whether to buy or to postpone the purchase the goods and the services. This reflects the societal responsibility and the societal marketing concept. More advantages are : an advantages in the personnel market, to get the best qualitative workers so as to improve the relationship to your customers and also more security to the shareholders and the owners.

8 THE ADVANTAGES OF CSR TO THE PUBLIC :

The economic progress brought the prosperity to a lot of people and due to this they have the opportunities to create their ways on their own. To feel the good in job is a very important fact in order to employ the best and most creative workers. CSR helps the companies to include the needs of society in their company's strategy.

9 THE EXAMPLES OF CORPORATE SOCIAL RESPONSIBILITIES :

Here are the some examples of corporate social Responsibilities which are based upon the various approaches which are being discussed above. These are the examples of CSR in India by many Corporate. As the fundamentals of CSR are lay on the fact that not only public policy but even the corporate should be responsible enough to address social issues. In this way the companies should deal with the challenges and issues looked after to a certain extent by the states also. As compared to another countries it has been studied and observed that the India country is very much rich and richest tradition in adopting and maintaining the CSR activities. The Bharat Petroleum Corporation Limited (BPCL), Maruti Suzuki India Limited (MUL), Hindustan Unilever India ltd (HUL) are duly

involved in provision of improved medical and sanitation facilities, constructing the schools and houses and empowering the villagers and in process making them more self-reliant by providing the vocational training and a knowledge of business operations that their corporation area are focus on. On the other side, the CSR programmes adopted by the GlaxoSmithKline Pharmaceuticals focus on the health related aspects and the issues for the community. They have been set up the health camp in such tribal area or villages which offers medical checkup and the treatment and undertake the health awareness programs. In the year 1945 TATA implemented social welfare provisions for its employees that have become legislative norms. It provides the desks, benches, chairs, tables, cupboards, electrical fittings and the educational and sports materials to various primary schools in Singur. Even the company has also planned in the future similar programmes to upgrade school infrastructure and is planning to set up a computer laboratory in one of the High Schools. Similarly, TVS Electronics was involved in CSR during the period of TSUNAMI so as to provide relief measures to the victims. Also they hold the hands of the Indian Government to improve the sanitation in Thiruviventhai village. Satyam Foundations of Satyam Computers Services, Infosys Foundation of Infosys Technologies Ltd, GE Foundation of General Electric Company are the examples of philanthropic commitment of the corporate sector of the India. The Mahindra Foundations privileged 'Girls Child programme while Larsen & Tubro's (L& T) HIV Programme, the Energy Conservation programme by the Reliance Company are the some major initiatives which are worth mentioning. Beyond the profit making these foundations are aiming at uplifting of the poor and enhancing the standard of living of the life in the rural sector. The Shell Foundation's involvement in Flower Valley in South Africa. Here they have been set up Learning Centre to help, to educate the community's children as well as develop and inject the new skills for the adults. While Marks and Spencer is also duly active in the community by building the trade network with the community. This company also active in participating towards the education for the adults and the HIV/AIDS education programme. The area of operation of this company is in South Africa.

10 THE CRITICISM OF CORPORATE SOCIAL RESPONSIBILITY :

Even the CSR is being and adopted by the many corporate still there are many critics and even it is not freed from it. As CSR in recent years is increasingly becoming a part of a large no. of companies it is becoming a part and as well as inseparable part for the any businesses throughout the global. Basically, CSR means the company's business model should be responsible through socially and the environmentally sustainable. By referring the socially sustainable means that the company's activities should benefit the society while environmentally sustainable refers it means that the activities of the company should not harm the environment. Whatever it may be as the concept of CSR serves the purpose of serve the society through socially and environmentally and many corporate have shown and are still showing the keen interest this concept is not yet free from the arguments and the criticism. Critics of CSR as well as proponents debate a numbers of concerns related to it. These include the CSR relationship to the fundamental purpose and nature of business and questionable motives for engaging in CSR, including concerns about insincerity and hypocrisy. These criticism are considered on the basis of ; Nature of business, Motives, globalization market and Forces, Ethical Consumerism, the level of Social Awareness and the Education etc.

11 CONCLUSION :

This article presuming that "Business of Business is the Business". This expression reflects corporate social obligation of the augmentation of benefits, where as society would be the circuitous recipient of the business sector private enterprise. An association in present world can't be fruitful without mulling over the significance of CSR. It is the imperative segment for every last corporate to have interminable achievement and to make a picture and the brand. There are the 3 primary mainstays of CSR on which it is based. They are to be specific ; Environment, Society and Commerce. In the event that these 3 components meets up then there is doubtlessly it will make a long haul feasible advancement. In the meantime the responsibility and quantifiability is additionally a fundamental. The CSR is turning into a review of "Benefiting Social" and it fastly turning into a 'Business Necessity'. By considering the same subject now a day numerous NGOs are likewise demonstrating extremely unmistakable fascination in CSR exercises. India at the worldwide level has risen as a worldwide pioneer with respect to the information and in making a mentally high and socially solid society. This improvement can be primarily credited to high qualified exploration establishments and their profound duty for the critical thinking frameworks. It has been said that the wage is and may be earned just from the general public and in this way again it ought to be go to it just. Along these lines the riches is implied for utilized for self and the general population ; the premise roused behind every one of the sorts of business is to extinguish the craving of the humankind in general: the principal target of all the business is to help the general population. In the meantime the execution ought to be measured furthermore computed on the premise of its responsibility, friendliness. Indeed, even the occasional review ought to be completed in successful way. Furthermore, there ought to be an introduction, coordination and inspiration, legitimation. However CSR is still willful and it is not required in this way it is essential that the administration ought to make CSR exercises obligatory

through the method for Law of Enforceability with sound, productive and compelling execution.

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