

**EVALUATE THE SOURCE OF INFORMATION ABOUT CSR AND LEVEL OF  
AWARENESS AMONGST BENEFICIARIES IN GUJARAT**

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**Abstract**

Corporate Social Responsibility (CSR) is a concept whereby companies not only consider their profitability and growth, but also the interests of society and the environment by taking responsibility for the impact of their activities on stakeholders, environment, consumers, employees, communities, and all other members of the public sphere. The basic premise is that when the corporations get bigger in size, apart from the economic responsibility of earning profits, there are many other responsibilities attached to them which are more of nonfinancial/social in nature. These are the expectations of the society from these corporate to give something in return to the society with whose explicit or implicit help these entities stand where they are. The further details of this topic are outlined and examined in this research paper.

**Key words: Corporate Social Responsibility (CSR), structure**

**Introduction**

Corporate Social Responsibility means open and transparent business practices that are based on ethical values and respect for employees, communities and the environment. It is designed to deliver sustainable value to society at large as well as to shareholders. Corporate Social Responsibility is nothing but what an organisation does, to positively influence the society in which it exists. It could take the form of community relationship, volunteer assistance programmes, special scholarships, preservation of cultural heritage and beautification of cities. The philosophy is basically to return to the society what it has taken from it, in the course of its quest for creation of wealth. With the understanding that businesses play a key role of job and wealth creation in society, CSR is generally understood to be the way a company achieves a balance or integration of economic, environmental, and social imperatives while at the same time addressing shareholder and stakeholder expectations. According to CSR Asia, a social enterprise, “CSR is a company’s commitment to operate in an economically, socially and environmentally sustainable manner whilst balancing the interests of diverse stakeholders” CSR is generally accepted as applying to firms wherever they operate in the domestic and global economy. The way businesses engage/involve the shareholders, employees, customers, suppliers, Governments, non- Governmental organizations, international organizations, and other stakeholders is usually a key feature of the concept. While an organisation’s compliance with laws and regulations on social, environmental and economic objectives set the official level of CSR performance, it is often understood as involving the private sector commitments and activities that extend beyond this foundation of compliance with laws.

According to the Commission of the European Communities, 003, “CSR is the concept that an enterprise is accountable for its impact on all relevant stakeholders. It is the continuing commitment by business to behave fairly and responsibly and contribute to economic development while improving the quality of life of the work force and their families as well as of the local community and society at large.”

According to the World Business Council for Sustainable Development, 1999 “Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to the economic development while improving the quality of life of the workforce and their families as well as of the local community and the society at large.”

## Review of literature

Reviews of literature of the study are stated below:

1. **A. C. FERNANDO (2009), “CORPORATE GOVERNANCE PRINCIPLES, POLICIES AND PRACTICES” THIRD EDITION:** A. C. Fernando's Corporate Governance: Principles, Policies and Practices through an in-depth overview of the corporate governance process and hence the different incentives within today's governance structure through the effect on recent corporate governance problems using a versatile modular format, thus providing possible solutions in context. The book offers cutting-edge content that includes innovative and specific research methods with a focus on linking corporate governance to realistic management.
2. **Allen M. W. & Crsaig C. A (2016)** in their article titled “Rethinking corporate social responsibility in the age of climate change: a communication perspective” reported that in the winter of 2015 world leaders presented plans for keeping the global temperature rise below 2 °C due to projected climate change threats. Climate change is real threats to present organizations, communities, and citizens with the need to change viewing corporate social responsibility (CSR) as a voluntary luxury to being a necessity.

Research paper proposes refocusing CSR efforts in light of projected climate challenges and expanding our investigation into the role of communication in such efforts. According to researchers, communication is more than a tool to craft a positive corporate image so as to gain or protect legitimacy. Study reveals that communication about CSR and sustainability has generally been narrowly thought of in terms of public relations, marketing, public affairs, and crisis management strategies. Sustainability related initiatives under corporate social responsibility are created and disseminated within organizations and among their key stakeholders including governments, communities, competitors, supply chains, employees to improve the image of an organization. Paper also suggested areas for future research exploring CSR, sustainability, and communication.

3. **Bhaduri, saumitra and ekta selarka (2016), “corporate governance and corporate social responsibility”:** The book examines theoretical and empirical problems undertaken by Indian companies about the relationship between corporate governance and corporate social responsibility (CSR) activities. It offers a highly comprehensive view of the history of CSR and its corporate governance nexus. In the light of the recent Indian Companies Act 2013, which requires corporate social responsibility and investigates the simplest corporate governance practices for giant companies, this is also especially opportune. In drawing from a single context of Indian corporate governance system and business participation in CSR, the results of this study are unique. The scope of the book is both academic and practical; the research methodology developed and used is valuable for researchers, while the consequences and therefore the collection of variables provide practitioners and stakeholders with useful knowledge. Ultimately, while it focuses on large Indian enterprises, the results can also be extended to science.
4. **Bhattacharyya, S. S. (2020) Development of international corporate social responsibility framework and typology. *Social Responsibility Journal*, 16(5), 719–744**

This conceptual review paper offers a novel and rich theoretical perspective on an integrated

framework on ICSR. This expands the extant theoretical knowledge boundaries on internationalization of CSR. Further, the proposed ICSR framework not only provides insight into the process of internationalization of CSR but also on typology regarding the nature of internationalization of CSR activities of a firm.

There are two major theoretical contributions. First, this is one of the first integrated frameworks on ICSR that encompasses perspectives from diverse literature domains such as business environment, stakeholder theory, resource-based view, bounded rationality, bounded reliability, strategy planning and strategy execution. The second major theoretical contribution is towards categorization of firm international CSR activities based on CSR characteristics and mechanisms of deployment. The author prescribed four typologies for ICSR based upon variances in CSR perspective and CSR management. This ICSR categorization or archetypes is also a theoretical contribution.

### **Title of the study**

After going through existing literature in the library, researchers has selected topic as under:

#### **“Microsoft Word - 5”**

### **Objective of the study**

The main objectives of the study are stated below:

1. To evaluate the source of information about CSR and level of awareness amongst beneficiaries in Gujarat

### **Gap analysis**

On the basis of evaluation of literature and objectives, researcher found the gap in this area. After considering a few research have been taken for the study, researcher is found following gap:

1. The roles of CSR have been significantly changed and yet it was not studied.
2. Perception and understanding differ amongst beneficiaries in Gujarat.

### **Research methodology**

Researcher analyzed all the data based on primary data & secondary data.

Primary data had been collected by using questionnaire and secondary data source had been used as per need of the study. For the purpose of study sample of 400 beneficiaries was selected from different areas of Rajkot, Morbi, Ahmedabad, and Bhavnagar districts.

### **Data analysis & Interpretation**

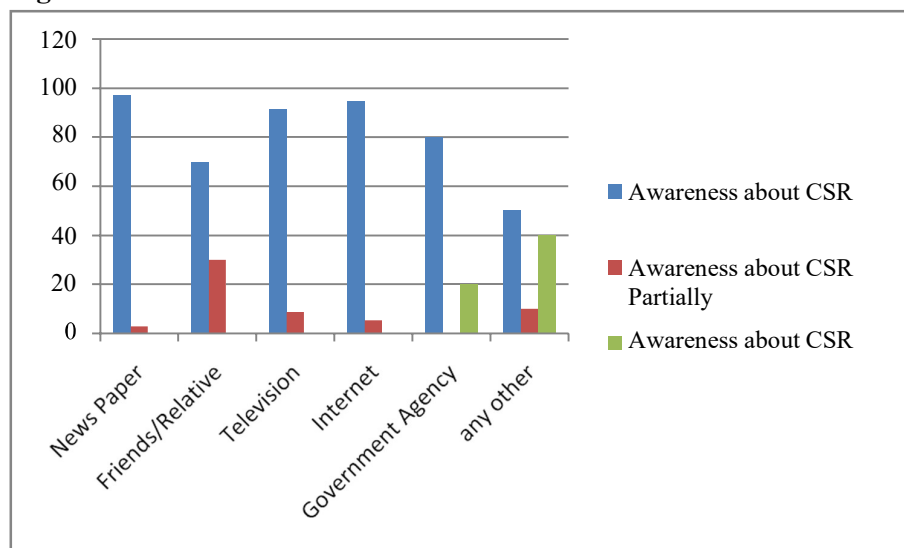
Primary data collected during the research work are analyzed with the help of MS Excel and IBS SPSS software. Various statistical tools like descriptive statistics, frequency distribution, Chi-square test etc are used for the purpose of data analysis. Graphical methods have been used for data presentation.

Study also attempted to analyze the relationship between the level of awareness about CSR and Sources of Awareness of the respondents. The respondents with different Sources of Awareness viz. News Paper, Friends/Relative, Television, Internet, Government Agency and any others are included in the survey. The level of awareness about CSR among theme is presented in table and graph below;

**Table 1.1 Awareness about CSR and Sources of Awareness**

Awareness about CSR and Sources of Awareness					
Sources of Awareness		Awareness about CSR			Total
		Yes	Partially	No	
News Paper	Count	170	5	0	175
	%	97.14	2.86	0	100
Friends/Relative	Count	14	6	0	20
	%	70	30	0	100
Television	Count	73	7	0	80
	%	91.25	8.75	0	100
Internet	Count	90	5	0	95
	%	94.74	5.26	0	100
Government Agency	Count	8	0	2	10
	%	80	0	20	100
any other	Count	10	2	8	20
	%	50	10	40	100
Total	Count	365	25	10	400
	%	91.25	6.25	2.5	100

**Figure 1.1 Awareness about CSR and Sources of Awareness**



It can be seen from the data that news paper, Television and internet are the main sources of information among the respondents who have reported that they are aware about CSR concept and activities of the companies. Nearly 97.14 percent have reported that they got information from news paper while 70 percent have reported that they got the information from friends/relatives. Internet has been the source of information about CSR for nearly 94.74 percent of respondents who have reported that they are aware about CSR. On the other hand respondents who have reported that they have little information about CSR have reported that they got to know from friends/relatives or government agencies and any others.

In order to check the association between the level of awareness about CSR and the sources of awareness following hypothesis has been established and tested with the help of chi-square test.

**Hypothesis**

**H0:** The Source of Information about CSR and Level of Awareness are Independent

**H1:** The Source of Information about CSR and Level of Awareness are not Independent

**Table 1.2 Chi-Square Tests: Sources of Awareness about CSR and Level of Awareness**

<b>Chi-Square Tests: Awareness about CSR and Occupation</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	115.824 <sup>a</sup>	10	.000
Likelihood Ratio	112.804	10	.000
Linear-by-Linear Association	19.562	1	.000
N of Valid Cases	400		

The results of chi-square test conducted to check the association between the sources of awareness about CSR and level of awareness, as presented above reject the null hypothesis that both the variables are independent (Chi-square 115.824, df 10,  $p < 0.05$ ).

Thus we conclude that the source of awareness about CSR and the level of awareness about CSR are associated with each other.

Further analysis has been done in order to understand the impact of various socio-economic and demographic variables on the source of information about CSR.

**Limitations of the study**

The following limitations are:

- 1) Limitation of primary & secondary data will remain with the study of the source of information about and level of awareness amongst beneficiaries in Gujarat.
- 2) The study was limited to reflect the role of CSR.

**Conclusion**

Corporate Social Responsibility (CSR) is an essential activity that helps society in various manners. Some organizations trust that simply complying with laws and regulations fulfils their want for social responsibility. A responsible corporate recognizes that if it does work for the society that will create a great impact in society. So it can be said that all level of activities are done by the Corporate creates an impact on the mind of the beneficiaries. It is tremendously tough for any commercial enterprise to remain aggressive here inside the long term. Corporate social responsibility is one such niche place of corporate behavior & governance that desires to get aggressively addressed and carried out tactfully in the organizations. CSR is a best tool and by doing activities the corporate can give back to the society and also increase goodwill in the market.

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