



ACHIEVING SOCIAL WELFARE THROUGH CORPORATE SOCIAL RESPONSIBILITY

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ABSTRACT

Corporate social responsibility (CSR), additionally called corporate conscience, corporate citizenship, social execution, or maintainable mindful business is a type of corporate self-direction incorporated into a plan of action. The objective of CSR is to grasp obligation regarding the organization's activities and empower a positive effect through its exercises on nature, purchasers, workers, groups, partners and every single other individual from people in general circle. CSR strategy would work as an inherent, automatic system whereby business would screen and guarantee their adherence to law, moral guidelines, and universal standards. Corporate Social Responsibility is an exceptionally surely understood idea in the present day world. In the cutting edge times the idea CSR consolidates and endeavors to clarify and elucidate various co related and uncorrelated issues unconventionally, especially or particularly germane to social and ecological interests and welfare, keeping in full view the budgetary interests and advantages of the shareholders. Duty has pretty much taken the state of responsibility and commitment. Business morals have additionally been brought into the field of corporate social obligation. The invention of social sites has changed the way corporates work. The future routine of corporate towards social welfare is brilliant if the partners apply more weight and request more from the organizations.

Human resource development (HRD) is progressively anticipated that would assume a facilitative part in corporate social responsibility (CSR), supportability, and morals in associations.

Recent reviews and studies have demonstrated that the earth is bit by bit turning into a hazardous place to live because of unsustainable human incited exercises. Given that, the administrations of numerous nations have stood up immovably to guarantee that the continuous formative practices stay in ideal concordance with ecological maintainability and additionally human security. Henceforth, the possibility that natural and standardized savings are the duty of government as well as request a viable support from the corporate and business world. CSR is an undeniably essential apparatus to augment the positive improvement effect of companies and business action in the creating scene. Social welfare is not the same as way of life but rather is more worried with the personal satisfaction that incorporates elements, for example, the nature of the earth (air, soil,

water), level of wrongdoing, degree of medication mishandle, accessibility of fundamental social administrations, and religious and otherworldly parts of life.

The paper is an endeavor to highlight the significance of Corporate Social Responsibility as an instrument to guarantee more prominent cooperation of business people toward ensuring the normal eco-framework and improving the personal satisfaction while undertaking a formative action. The review will likewise clarify the hypothetical and down to earth commitment of CSR toward accomplishing the objective of maintainable advancement in India. All the more critically, the paper looks to examine the behavioral impediments towards developing a culture of business ethic and social obligation in the nation. At last, endeavors will be made to create a methodology to guarantee greater duties and interest from the corporate area to guarantee greater congruity between monetary advancement, ecological maintainability and open security.

KEY WORDS: corporate social responsibility, social welfare, responsibility of business.

INTRODUCTION

When all is said in done it is said that an organization should be in charge of all the activity they do, morally and socially. It is important to check the impact of the association on the social welfare and environment. It comprehends that what really organization is doing with their benefits and how they are influencing the general public It is essentially an association between the business partnerships and socially dynamic gatherings with the end goal of society improvement and group development. The developing viewpoint on corporate social duty is not to accentuation on shareholder point of view by expansion of benefit yet is to concentrate on partners see point (representatives, client, provider, administration and group) and for their welfare. Presently a days the business companies and associations are more intelligent with the social orders than any other time in recent memory.

Corporate social responsibility is an indispensable part of the business companies as it not just offer help to beat the business contender additionally give assistance to develop the business in the society. So by concentrating on the budgetary achievement and group development, the organization can build it execution quickly as contrast with their rivals. . As the companies practicing CSR, build good reputation in the market and attract more job seekers and costumers, which lead to increase in organizational performance (Viswesvaran et al., 1998).On the opposite side then, by honing CSR, the organization get effective in expanding the client devotion, work fulfilment and business execution. The more the ideas of CSR are encouraged and coordinated into the business procedure, the less demanding it will be to profit by option thinking and maybe handle the periodic

issues that for certain will happen. The more coordinated the business procedure inside the esteem chain, the more open door there will be for associations to impact the methodologies of others on whom they depend. The idea of CSR incorporates the openness or straightforwardness of organizations and also thinking about the will and desires of their stakeholders. Social obligation implies a regulation that claims that an element whether it is government, Private Corporation or open association has a duty to society. CSR is an idea that lessens expenses and dangers, expands the brand esteem and adequacy and the effectiveness of representatives, enhances straightforwardness, and clarity in the workplace of the business house. CSR is an undeniably imperative instrument to augment the positive improvement effect of enterprises and business action in the creating scene. CSR is the think consideration of open enthusiasm into corporate basic leadership, and the respecting of a triple primary concern: people, planet, profit. Corporate social responsibility (CSR) is about how organizations adjust their qualities and conduct with the desires and needs of partners – clients and financial specialists, as well as workers, providers, groups, controllers, particular vested parties and society overall. CSR portrays an organization's dedication to be responsible to its partners. CSR requests that organizations deal with the monetary, social and ecological effects of their operations to boost the advantages and limit the drawbacks.

India is a nation of glorious disagreements. The nation is generally exacted with astounding financial divergence among urban, semi-urban and rural people. Showcase based monetary practice has additionally enlarged the extent of imbalances in the nation. There are many examples where corporate have played a prevailing part in tending to issues of instruction, wellbeing, environment and employments through their corporate social duty mediations the nation over. Private business endeavors like, TATA, Birla and Reliance are honing the CSR for a considerable length of time, much sooner than CSR rose as a standard to build up a culture of social welfare and natural manageability among the main financial mammoths

This review article will attempt to interface CSR and social welfare, how they have the ability to contribute something to the general public, why they ought to and how they can.

MEANING OF CSR

There is no single all around acknowledged meaning of corporate social obligation; it has for the most part come to mean business basic leadership connected to moral qualities, lawful consistence, and regard for individuals, group, and environment. CSR anticipates that an organization will go more distant than required by law in order to:

- Treat workers decently and with deference
- Operate with uprightness and in a moral way in all its business dealings with client, providers, loan specialists, and others
- Respect human rights
- Sustain the earth for future eras
- Be a dependable neighbour in the group and a decent 'corporate subject'.

Corporate social responsibility (CSR), also known as sustainable responsible business (SRB), or corporate social performance, is a form of corporate self-regulation integrated into a business model. In a perfect world, CSR strategy would work as an inherent, automatic component whereby business would screen and guarantee their adherence to law, moral measures, and global standards. Social duty implies a convention that claims that an element whether it is government, Private Corporation or open association has an obligation to society. CSR is an idea that diminishes expenses and risks, builds the brand esteem and reputation, viability and the effectiveness of representatives, enhances straightforwardness, and clarity in the workplace of the business house.

A term 'corporate social innovation' was first introduced by Rosa Beth Moss Canter in 1999 who argues that firms should use social issues as a learning laboratory for identifying unmet needs and for developing solutions that create new markets. Large corporations began to go public about corporate social responsibilities and publish some of their efforts, but they also made public that 'any approach to corporate responsibility must begin with the practical recognition that the corporation must be profitable enough to provide shareholders a return that willing courage continuation of investment' (Wilson, 2000).

"All the more for all intents and purposes, [CSR] frequently speaks to the arrangements, practices and activities an organization focuses on keeping in mind the end goal to administer themselves with trustworthiness and straightforwardness and positively affect social and natural prosperity," included Susan Hunt Stevens, organizer and CEO of worker engagement stage WeSpire. It can include a scope of exercises, for example,

- Working in association with neighborhood groups
- Socially responsible investment (SRI)
- Developing associations with workers and clients
- Environmental protection and sustainability

A few organizations have as their primary reason the satisfaction of social or ecological objectives, instead of a business that tries to accomplish its budgetary objectives while limiting any negative effect on society or nature. These organizations are called Social Enterprises.

REVIEW OF LITERATURE

In perspective of the progressions to the economy in India since liberation, and the fast development in certain modern area or regions, CSR recognition information is an essential field to research. It is critical for the analyst to be acquainted with both previous hypothesis and examines distributed so far in the field of examination or study. Each examination ventures requires the review of concerned writing for doing the exploration. With the help of audit of writing, an analyst can distinguish the methodology utilized; inquire about plan, strategies for measuring concepts, methods of examination and so forth. The analyst presents here the resume on different reviews attempted by a few researchers from time to time in India and furthermore abroad. A relative review led by Khan and Atkinson(1987) on the administrative demeanors to social responsibility in India and Britain demonstrates that the vast majority of the Indian officials concurred CSR as applicable to business and felt that business has duties not exclusively to the shareholders and employees but additionally to clients, providers, society and to the state. In a review made via Caroll (1998) on main 500 biggest Indian organizations found that around 49% organizations were giving an account of CSR. The vast majority of the organizations write about gifts, remodelling schools in towns, early afternoon suppers and so forth all around characterized use on CSR has been appeared by not very many companies. The concentrate likewise uncovered that lone 25% organizations CSR activities were for representatives and the lay were concentrating on region also, society on the loose. Many companies are only making token gestures towards CSR in tangential ways such as donations to charitable trusts or NGOs, sponsorship of events, etc. believing that charity and philanthropy equals to CSR.

A study led by TERI-Europe and ORG-MARG (2001) in a few urban areas in India found that over 60% of the people felt that the organizations ought to be considered in charge of cutting down the crevice amongst rich and poor, diminishing human rights manhandle, taking care of social issues and expanding monetary sound qualities.

Conway (2003) in his review on iron metal mining industry in Goa demonstrates that numerous vast mining organizations have their own drives towards ecological and social advancement. Nonetheless, an organized CSR strategy and arranging is missing particularly among the small and medium players in the business.

In 2003, James Shyne directed a review entitled CSR, open arrangement and the Oil Industry in Angola on ten noteworthy oil organizations as of now working in Angola. The review shows a pattern discourse of open division parts in reinforcing CSR. It prompted a definite investigation of CSR interest as far as business esteem and effect upon expected recipients. The ponder likewise portrays

the present part of people in general area in advancing the CSR exercises and distinguishing potential open segment parts that would help, widen and develop corporate endeavors. It was found that the delegates of ten oil organizations are extensively acquainted with current issues in the field of CSR and also they tend both to perceive and grasp the moral and functional basic for their organizations to work in a safe, socially dependable and earth supportable way.

Chamhuri Siwar and Siti Haslina Md.Harizan (2004) in their review on CSR rehearses among business associations in Malaysia has studied the degree of CSR practices among various sorts of associations and businesses in Malaysia as far as natural and social measurements. A sum of 500 organizations were chosen in view of the portion inspecting that includes 25 Govt. connected company, 50 multinational partnership, 50 organization, 50 other Malaysian companies and 375 small and medium ventures. . The study revealed that multinational companies bring benefits to the society through width, generation, employment, skill development and transfer and community initiatives. It was additionally found that small and medium industries also play an important role in supporting CSR activities.

Arora and Puranik (2004) inspected contemporary CSR inclines in India presuming that the corporate part in India. He presumed that the corporate division in India has profited hugely from liberation and privatization process, its transition from philanthropic mind sets to CSR has been lagging behind its impressive financial growth.

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

R.S. Raman (2006), in a review on "Corporate Social Reporting in India-a view from the top", utilized substance investigation procedure to look at the administrator's message segment in the Annual Reports of the main 50 organizations in India to distinguish the degree and nature of social revealing. The review reasoned that the Indian organizations put more effort in product development, improvement of HR.

Buchholtz (2006), in his review on CSR, Corporate Social and Financial Performance: an observational review on Japanese Company analysed the relationship between corporate social execution (CSP) and corporate budgetary execution (CFP) through a quantitative examination. The review was led on 295 organizations which is one-tenth of the recorded organizations in Japan. The outcome

demonstrated a significant relationship among CSP, Equity Capital Ratio and the quantity of workers. The review on CSR in administration examine by Andy Lockell.

Jereany Moon and Wayne Visser (2006) attempted to explore the status of CSR research inside the administration writing. The review especially inspects the concentration and nature of information, the changing striking nature of this learning. The review display experimental confirmation in view of production and reference examination of research distributed from 1992-2002. The discoveries demonstrated that the most famous issues explored have been environmental and morals (for CSR look into published in management diaries).

Samuel Odowu and Papisoplomou Loanna (2007) directed a review on twenty organizations in U.K. They declared that the U.K organizations has now turned out to be moral in the substance of social obligation as organizations uncover its CSR with a perspective of open advantages, government demand and issue data to partners in light of the fact that the organizations is of the view that partners of twenty first century are better educated than the past.

Vasanthi Srinivasan (2010) in his review on CSR and Ethics in Medium, Small and Micro Enterprise in India endeavors to draw from the current collection of information from both the academic and popular literature in India to recognize the CSR hones and build up an examination motivation for mindful business rehearses in the small and medium undertaking in India. The discoveries highlighted that a large portion of the reviews done in the Indian setting have to a great extent been subjective and exploratory in nature. The concentrate likewise uncovered that since small and medium ventures contribute altogether to the economy and are topographically spread in a nation like India, appropriation of CSR and moral practices is significant to an adjusted improvement. There is a rarity of academic research in this area and therefore the researcher opines that a study of the intra-country similarities and differences in adoption of CSR practices in small-medium enterprises could be a valuable exercise for policy makers.

Jermy Moon in his paper on "Government as a driver of Corporate Social Responsibility" inspected the part of government in driving corporate social duty among the corporate. The review uncovered that the drivers of CSR are connected with business and society. The review additionally found other country's situation and how their administration went into business for driving CSR.

Shashank Shah and Sudhir Bhaskar (2010) put forth a defence investigation of Bharat Petroleum Corporation Ltd. (an Indian Public Sector Organization). They found that there is an expansive relationship between the association and the general public. The association utilized the assets of the general public like human, material and so forth and in switch they give administrations to the

general public. The review additionally covered that BPCL has taken a considerable measure of activities in request to serve the general public.

Debabrata Chatterjee (2010) in his examination paper entitled "Corporate Governance and CSR: The instance of three Indian organizations" attempted to break down the corporate administration rehearses of three conspicuous Indian firms viz; ITC Ltd., Infosys Technologies Ltd., and Reliance Industries Ltd. The review was made taking four parameters i.e., Approach to Corporate Governance, Administration Structure and Practices, Board Committees and CSR exercises. The review found that however the Corporate Governance practices are praiseworthy, there exist contrasts in the way the organizations receive these practices. Infosys is by all accounts showing improvement over the other two. A paper on CSR in country advancement part: Evidences from India by Sanjay Pradhan and Akhilesh Ranjan (2010) presumes that social obligation is viewed as an imperative business of Indian organizations regardless of size, part, and business objective. The review demonstrates that all studied organizations introduce themselves as having CSR strategy and practices. The greater part of the organizations which plan and execute CSR activities in the region of their works cover whole group. A wide range of CSR initiatives ranging from income generation activities for livelihood, health check-up camps, mobile health services, education, adult literacy, agricultural development ,provision of drinking water, management and development of natural resources, infrastructure facilities being carried out by these companies.

Prasenjit Maiti (2011) on his paper entitled "It is Politics or Profits or even Compassion? Unwinding the Motivation for Corporate Citizenship" attempted to break down hypothetically the thought processes of corporate before their CSR activities. The review found that CSR is identified with benefits, strategic maneuvers, politico-lawful condition, circumstance of market flux, dependable pictures, empathetic concerns and other moral flow.

Monika Hartman (2011) in her article "CSR in the food sector" broke down the significance of CSR in food segment especially those organizations which have high brand. The review found that SME's are less fit for releasing their obligation towards society. It was likewise found that customers demonstrate interest for those brands or food part that offer significance to CSR exercises.

Mallen Baker (2012) in his article on "Four rising patterns in Corporate Responsibility" attempted to illustrate three essential things about the patterns of CSR that have changed from last such a large number of years. Firstly, the relationship between businesses furthermore, society has changed. They have come nearer as a result of the social and ecological issue winning around the world. Besides, the procedure of the specialist to create business additionally influenced the general public a ton. Their new thoughts, idea, advancements likewise accompanied CSR administration that

reflects in their item and administrations. Lastly, the changes of CSR are also affected by other parties like outside agencies and the firm's own goals that interfere the firm's activity.

Bibhu Prasad and Mohanty (2012) made a review on "Sustainable Development Vis-à-vis Actual CSR". The discoveries demonstrated that organizations today puts resources into a considerable measure of regions like youngster work, ground water, sustenance, training, and so on however they don't know about the fundamental need of poor people. The review proposed that however benefit gaining is a characteristic certainty of organizations, CSR is past the normal and statutory commitment of the organizations. The review reasoned that practical improvement is the advancement of the general public and additionally the organization in a balanced way.

Harish Kumar (2012) in his exploration article entitled "CSR Revisited" has tossed lights on four diverse methodologies of organizations towards CSR viz; Good Governance, Ruinous CSR, Discretionary CSR, and Illusion CSR. He additionally attempted to highlight contention against the CSR and also the CSR driver. The researcher also discovered eight variables that drive the CSR initiatives. They are Philanthropic Attitude, Governmental Actions, Environmental Concern, Ethical Consumerism, Crises and Calamities, Globalization and Market drive, Social Awareness and Education, what's more, Social Expectation.

Dr. M. Ramana Kumar (2013) in his review on CSR (Analysis of select Indian Private and Public division organizations) attempted to break down the CSR exercises completed by Indian Private (Reliance Industries Ltd.) and open segment organizations (ONGC) and furthermore concentrate the Indian government strategies and projects of CSR. The review covered that however the Indian open and private firms are trying endeavors in the CSR ranges, still there is a necessity of more emphasis on CSR. The review found that there is a huge contrast in the CSR practices of RIL and ONGC as the CSR spending plan of ONGC is more than RIL amid the year 2009-10, 2010-11, and 2011-12 and normal CSR score of ONGC is more than that of RIL amid 2009 to 2013.

The absence of straightforwardness among director of CSR undertakings prompts to unequal dispersion of CSR advantages among the masses. This apparent absence of straightforwardness negatively affects the procedure of trust working between the organizations and the neighborhood groups, which are keys to the achievement of any CSR activity (Gupta, 2014). They don't attempt sufficient endeavors to uncover data on their projects, review issues, and affect appraisal and usage of assets (Gupta, 2014). Up to this point, in any case, in the interface amongst "society" and "business", Corporate Social Responsibility (CSR) was showed as "altruism". With progressive changes in the business and societal situations, and a superior comprehension among the partners, "altruism" has advanced into a greater amount of "business methodology" (Gupta, 2014).

Garg (2014) feel the objective of CSR is to hold the duty regarding the organization's exercises and empower a positive effect through its activity on environment and groups. It is a mass of open enthusiasm with classified benefit. The Canadian Centre for Philanthropy shows that CSR is an arrangement of regulatory practices, which guarantees that the organization lessens the negative effect of its operations on society while expanding its positive effect.

The primary point of the review recommended that work engagement measurement clarifies how the representative's impression of CSR exercises is resolved. The creator has focus on the inside CSR exercises of the association. Ali Asad, Hafiz Muhammad Ali, Muhammad Ali Raza and Muhammad Abdullah Shah (2015) feel that the CSR action is toward the starting stage in numerous areas like administration segments. The writer of this review expresses that the need and familiarity with CSR exercises ought to spread in every one of the parts. The view of CSR exercises of workers ought to upgrade their comprehension by data more exercises with respect to CSR exercises. CSR exercises and the recognition ought to bring more mindfulness among both the sexual orientation of representatives in the associations.

In this paper it is contended that the changing part of business in the public eye and the more prominent part and force of business in respect to government in the 21st century requires an upgrading and evaluating of the needs recommended via Carroll's pyramid of CSR. For instance, remote direct speculation as a rate of GDP has expanded four-overlap since Carroll initially proposed his pyramid of CSR (UNCTAD 2015). UNCTAD (2015) World Investment Report: United Nations Conference on Trade and Development.

The business directors' evaluation of partners' impact on corporate social duty (CSR) activities is explored by (Taghian, Mehdi et al, 2015). The key partners for an organization incorporates open, representatives, unions, media, government, shareholders and so forth (Taghian, Mehdi et al, 2015)

RESEARCH METHODOLOGY

I have collected the information from the secondary sources like journals, newspapers, research article, magazines, book reviews, editorials, and review article and from word wide web.

OBJECTIVES

The main objectives of the research work are:

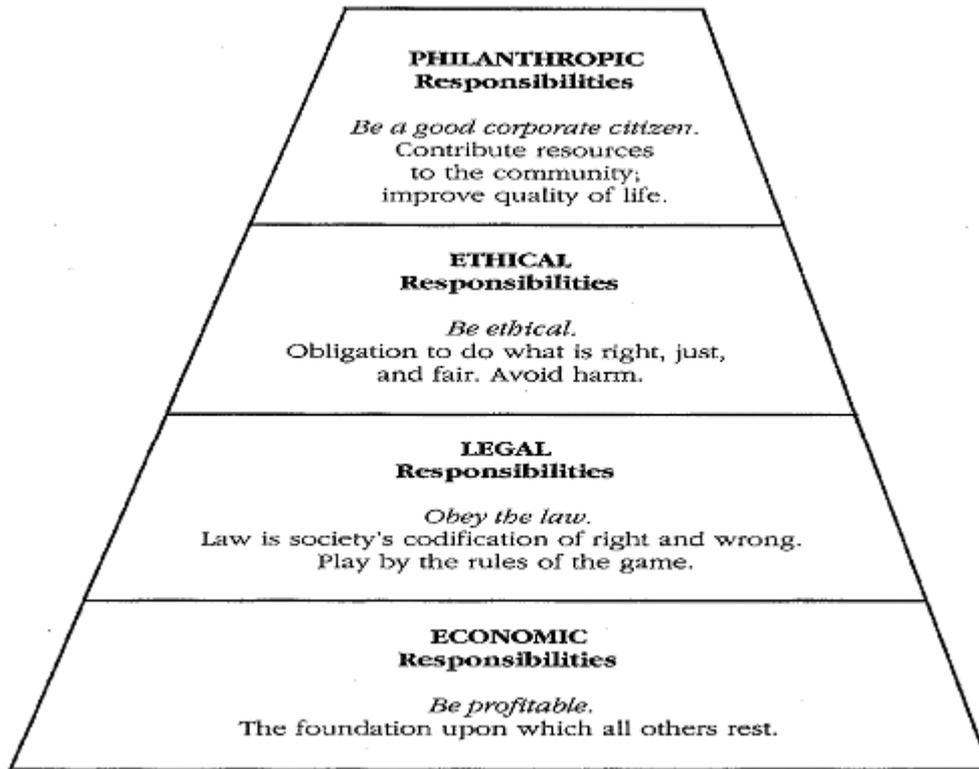
1. To study the concept of CSR
2. To review the CSR initiatives in reference to social welfare.

The main findings of the study are presented herewith.

SOCIAL WELFARE

Social Welfare is vast and extensive as human needs are unlimited. Yet in academic context of CSR, there are four generally agreed norms that is considered to be quintessential. Also known as Carroll pyramid of corporate social responsibility, the four chief responsibilities are: Philanthropy, Ethics, Legal and Economic.

Fig. 1: Diagram of Carroll's CSR Pyramid (Carroll 1991)



BUSINESS BENEFITS SOCIETY

The essential target of business is to create, deliver and supply merchandise and ventures to clients. This must be done so as to permit organizations to make a benefit, which in turn requests much more than only abilities in organizations' own particular fields and procedures. Organizations enhance their assets by creating materials and thoughts. The products and ventures created must meet requests made by clients, different organizations or open establishments if organizations are to survive. Benefit comes about when clients are set up to pay more for products and ventures than it expenses to deliver them. The capacity to deliver this sort of included esteem – benefit – is the fundamental essential for business; in any case, it is likewise an establishment for success in the public eye. Just productive organizations are practical in the long haul and equipped for making products, administrations, forms, return on capital, work openings and a duty base. This is the thing that business shows improvement over whatever other part. Henceforth, organizations'

fundamental business operations are the essential advantage they convey to society. Vital arranging and destinations, numerous extensive organizations have received formal ecological strategies with the goals of making an economical business and being environment benevolent. For example, an organization those utilizations vast amounts of timber as crude material may embrace a strategy of re-forestation to supplant the trees they have chopped down. Corporate social obligation activities may get the accompanying (Campbell, 2007):

1. Increased worker devotion and maintenance.
2. Gaining authenticity and access to business sectors.
3. Less litigation
4. Increased nature of items and administrations.
5. Bolstering open picture and notoriety and upgraded mark esteem.
6. Less unpredictable stock esteem.
7. Avoiding state control.
8. Increased client dedication.

EXAMPLE OF CSR

Unicharm Corporation is a Japanese company that manufactures disposable hygiene products, household cleaning products, specializing in the manufacture of diapers for both babies and adult incontinence, feminine hygiene products and pet care products. In 2016, it is the leader in baby and feminine care products in Japan.

CSR INITIATIVES BY UNICHARM

Initiative 1 - "MANAGING MENSTRUATION – MY PRIDE": School Education Programme

The campaign was conducted across the schools PAN India (Government and Private) with the adolescent girls. The project aims to educate girl students on menstrual hygiene, building self-esteem and how to be comfortable during periods so that they can feel empowered for greater socialization and increase access to and use of Sanitary Napkins along-with its safe disposal.

The project was initiated in 2013, today it has spread its horizon to PAN India covering 7 states (Delhi, Mumbai, Hyderabad, Bangalore, Kolkata, Indore and Chennai) in first half of the year in collaboration with an NGO SHARP. In 2nd Phase, 4 more states were covered for direct implementing the project (Indore, Jaipur, Vizag and Patna). Education material was developed (**leaflet, posters**) and distributed to students and schools for reference.

Initiative 2 - "MAHILA SAHYOGI": Women Empowerment Programme

The project promotes the concepts of safe menstrual management among rural communities which lack basic knowledge and understanding on menstruation, sanitation and hygiene. Thus keeping in

view, the project was outlined for 3As: Awareness, Availability and Accessibility. By conducting series of educational sensitization programmes, the project reached to community women.

To make the initiative sustainable change agents named "Sahyogis" are created for assistance to the community women. The project started in an irregular colony of Jahangirpuri, Delhi and is now being up-scaled at Neemrana, Rajasthan. Mahila Sahyogi's were identified from the villages. These sahyogis also are the agents of Sofy, who sell the product in the village.

Initiative 3 - Anganwadi Programme

A new initiative was launched PAN India for establishing relation with the Ministry of Women and Child Development, GOI. The Anganwadi Programme aims to share Unicharm's expertise to address the social issue of Menstrual Health & Hygiene and child care with respect to baby diapering. The activity was approved by Director, Ministry of Women and Child Development. The programme targeted Anganwadi workers & helpers, Pregnant & Lactating women, community women and Adolescent girls.

Initiative 4 – We Care Initiatives

- The initiative includes serving the society during the crisis like Jammu and Kashmir flood and the Nepal Earthquake. Support was rendered in terms of cash as well as kind with the help of NDRF and NDMA team.
- National Association of Blind, RK Puram: CSR team organized a special session on Menstrual Health and Hygiene with students from National Association of Blind, RK Puram.

INTERNATIONAL WOMEN'S DAY

Every year International Women's Day is celebrated on 8th March with a corporate company and an NGO in a remote area Ballabgarh and Kuleshera village, Greater Noida. Awareness session was conducted on women empowerment majorly focussing on Menstrual Health and Hygiene for the community women.

Branding Initiatives

CSR team participates at various platforms to share about CSR initiatives with outside world through conferences, seminars etc. Also the activities get published in different editions like CSR Goodbook and CSR Compendium.

CONCLUSION

In spite of the fact that, there are adequate laws which concentrate on CSR towards guaranteeing a more adjusted, congruous and welfare situated formative approach. However, there has been constrained accomplishment in accomplishing the objectives of CSR. It is similarly genuine that the connections between different partners in business are turning out to be more straightforward,

associated, and capable. Country's public segment undertakings have one of the best CSR positioning on the planet and a portion of the private part firms have similarly earned a domain for their endeavors in the area of education, wellbeing and welfare situated plans. Today the idea of CSR has experienced radical change. It has coordinated social and additionally natural issues into their missions and choices. Organizations take sharp interest in educating about their CSR exercises to their partners also. From the survey, we come to realize that over the globe, business undertakings have acknowledged the idea of CSR as a component of accomplishment and survival of business alongside satisfying social targets. Since corporates are locked in with the necessities of the general public, the general public should pass obligation to the corporates for their welfare as well. Since welfare of the general public is a need and when governments can't give all the amenities required by the general population, people in general ought to either weight the administration to look method for work or discover assets to give them Social welfare as indicated by many is the fundamental arrangement guaranteeing least support for prosperity of the general public. Yet, with regards to corporates, it implies rehearsing moral and common sense business hone that advantage society over the long haul. Be that as it may, it is the inclination of corporates to forego social administration and endeavor towards benefit. Since Indian companies understand that without socio-economic development of the nearby groups, there can be no solidness and supportability for working together in order to contend with the worldwide market.

Progressively, corporations are motivated to become more socially responsible because their most important stakeholders expect them to understand and address the social and community issues that are relevant to them. Understanding what causes are essential to representatives is typically the primary need on account of the many interrelated business benefits that can be gotten from expanded worker engagement (i.e. more dedication, improved recruitment, increased retention, higher efficiency and so on). Key external stakeholders incorporate clients, shoppers, financial specialists (especially institutional investors); groups in the ranges where the organization works its offices, controllers, scholastics, and the media. Fundamentally, CSR implies that organization's plan of action ought to be socially mindful and earth manageable. By socially dependable it implies that the organization's exercises ought to profit the general public and by ecologically supportable, it implies that the exercises of the organization ought not to hurt nature.

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