

# A Comparative Study on Corporate Social Responsibility Among Companies With Special Reference To Coimbatore And Tirupur City

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## Abstract

Corporate social responsibility (CSR) is a conviction whereby organisation consolidate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. The subject of CSR has risen to the top on the agenda of policymakers, managers and social activities in recent times. Economic, trade and commerce and social concerns are increasingly impacting an organization's economics, brand and reputation standing. One motivation for it is the emerging legislation on corporate governance, compulsory minimum number of non-executive directors, nominating women director and disclosure of greater detail of the operations and finances of an enterprise. The three keys to an effective CSR policy are commitment, clarity and congruence with corporate values. The role of government in relation to CSR, the drivers of CSR, the adoption level and end results of CSR must be studied well to moving towards world class business achievement. Corporate social responsibility is represented by the contributions undertaken by companies to society through its core business activities, its social investment and philanthropy programmes and its engagement in public policy.

**Keywords:** Stakeholders, Business operation, commitments, finance, corporate governance

## Introduction

The Corporate social responsibility (CSR) has assumed nice trust over the traditional integer of ages as a result of Kautilya powerfully believed that economic prosperity while not any moral anchoring wasn't sustainable) and these days CSR is egress bit by bit and gaining its acceptance by business across the world. For being reason company Social Responsibility is one among the foremost necessary space for the govt. and for to Non-Government further as business for social diversification. The previous adage, "Everybody talks regarding society, however no one will something regarding it," isn't valid in this era of economic process as a result of the role of business worldwide and specifically within the development economies has evolved over the previous few decades from classical "profit maximizing" approach to a "Social Responsibility" approach, wherever business aren't only accountable to its stakeholders however conjointly to all or any its stakeholders during inclusive sense. One will establish such a lot of reasons for shifting the role of business from classical construct to a accountable business construct, however negative impress stakeholders on the enterprise would get the next priority among others.

Corporate social responsibility is drawn by the contributions undertaken by corporations to society through its core business activities, its social investment and philanthropic gift programmes and its engagement in public policy. In recent years CSR has become a elementary business practices and has gained abundant attention from government management groups of larger international companies. They perceive that a robust CSR program is an important component in achieving sensible business practices and effective leadership. Companies have determined that their impact on the economic, social and environmental landscape directly affects their relationships with stakeholders.

Corporate social responsibility (CSR) can be a build whereby firms incorporate social also, natural worries in their business tasks and in their communication with their partners on a deliberate premise. The subject of CSR has up to the absolute best on the plan of policymakers, supervisors and social exercises lately. Financial, exchange related trade partner degreed social concerns unit extra and extra affecting an association's financial aspects, complete and name standing. One inspiration for it is the rising enactment on organization administration, vital least change of non-govt chiefs, designating ladies chief and disclosure of bigger detail of the tasks related accounts of partner degree venture. the three keys to relate degree conservative CSR strategy are responsibility, lucidity and amicability with organization esteems.

LIST OF COMMON CSR ACTIVITIES			
No	CSR ACTIVITIES	No	CSR ACTIVITIES
1	Rural Development	11	Natural Calamities Funds
2	Women Development	12	Support of Senior Citizen
3	Poverty Eradication	13	Support to Activities related to customer satisfaction
4	Community Welfare	14	Adoption of Village for Development
5	Education Promotion	15	Sports Sponsorship
6	Students Welfare	16	Arts and Music Development
7	Environment Protection	17	Adoption of Girl Child
8	Health Care	18	Infrastructure Facility
9	Vocational Training	19	Pure Drinking Water Facility
10	National Donation	20	Support to Culture Activities

The Companies covered under this study are polycycle, Tamil Nadu industrial investment Corporation Ltd, Viking textile Pvt Ltd, Eastman Exports Global Clothing Pvt Ltd, SCM Garments Private Limited, AKR Textiles, S.P Apparels Ltd, G.R Garment, K.N Knitwear pvt ltd, SNQS International, Dollar Apparels (P) Ltd, Lakshmi Machine Works Ltd, Bannari Amman Spinning Mill Ltd, Pricol Ltd Tata Consultancy Services, ITC Ltd, Elgi Equipments Ltd, KMCH Ltd, KPR Ltd, LG Balakrishnan & Bros Ltd, Sakthi Sugars Ltd, Aperta Ltd, Damper Technology Ltd, ABT Industries Ltd, ABT Ltd, Adwath Lakshmi Industries Ltd, Cognizant Technology Solution, CRI Pumps Pvt Ltd, Robert Bosch, Wipro, HCL ,Suguna Foods Pvt Ltd, Aatek Robo Pvt Ltd, ABT Info System Pvt Ltd, Ampo Values India Pvt Ltd, Egger Pumps India Pvt Ltd, Jacquard Fabrics India Pvt Ltd, Aditya Group of Companies, Anugraha Value Casting Pvt Ltd, Aravind Eye Hospital and so on

**Review of Literature**

**Muir, (2001)**1surveyed the since a long time ago run of organization social duty (CSR) or the association among business and society inside the long measure of your time. The examiner attempted to get out

whether the association and society would address each other inside the future or not, and furthermore the steadily changing phase of organization social obligation. With the help of history or the sooner development of organization social duty (CSR) and study of the Carroll model and inside the world environmental factors, the specialist discovered 3 substitution getting back from organization social obligation, organization citizenship, obligation insight .

**Nigel Sarbots (2003)** well-spoken the methods organization social duty was removed by minuscule and medium-sized undertakings. The examination showed that a coordinated framework to mandate organization name and increment the benefits of SMEs through CSR. Local area undertaking for SMEs ar upheld costbenefit investigation. Minuscule venture ceaselessly makes an endeavor for a ton of name and diminish hazard. In such a case, CSR comes surprisingly close to those organizations. Small and medium ventures nonappearance assets contrasted with huge undertakings thus a great deal of CSR exercises ar dead in gigantic firms.

**Mr. town Ma(2004)**, requested by the British discretionary structure. The speaker search the idea of organization social duty should build up on the review of one,500 business pioneers teaming up the planet Economic Forum. (2004), the paper investigated the job of state in empowering organization social duty.

**Coran (2005)**, in a really synopsis of open examination on the consequences of CSR on cash execution norms free that 24 out of 34 investigations were positive. These examinations showed a positive relationship and a measurably extraordinary connection among's CSR and cash execution.

**Cook (2006)** keeps up that CSR advocates pronounced that it's inside the self-illumination of business visionaries to attempt to totally various kinds of CSR. A report made by the planet Business Council for property Development inside the basic half on organization social duty expresses: ...The advantages of business ... create from the possibility of a more extensive world read, that approve organizations to notices shifts in friendly convictions and work with cut back chance and recognize market probability. The investigation told that Australian firms ar getting a positive change in their social job assumptions, anyway a piece of the clarification is that this social job provided for proceeding with wellbeing and business development.

**Samuel O. Idow (2007)**, with their investigation of twenty firms inside the UK, that British firms ar right now respectable inside the substance of social obligation any place firms indicate organization social duty regarding public utility capacities, the govt request and furthermore the issue of information to partners because of firms believe that partners inside the 21st century they're accomplished inside the past.

**Courageous, Heidi (2008)**, paper upheld a contextual analysis strategy. The justification the paper was to convey with genuine occasions of CSR and to government assistance from this ability inside the execution of CSR exercises. The examination completed that CSR should be constrained by adapting to amazing occasions, diminishing the semipermanent hole among partners and their assumptions and friends execution, and finally keeping up the association with the local area through impact between the entertainer, assets and exercises.

**Gund, Crane (2008)**, Analysis of the contortion of the build of organization social execution. The investigation inspected that past examination tracked down some of the clarifications for the cut back inside the premium of social execution examination of firms among researchers. The paper furthermore arranged models on that the specialist pronounced that the clarification for the build of SP has lost its significance and improvement.

**Truscott, Bartlett, Tronik (2009)**, the "CSR business name in Australia" paper inside the Australian advancing Journal, upheld the contextual investigation philosophy. Modern told that CSR is transforming

into improvingly huge. They shared their perspectives on CSR inside the monetary, legitimate and moral jobs of organizations in the public eye. Moreover, industrialists checked on CSR a model for organization name.

**Shah, Bhaskar (2010)** dealt with a contextual investigation on open area exercises, similar to Asian country petroleum derivative Company confined, in their examination work. The examination thought about an expansive connection between the association and society. The association has its look exclusively with the local area. The association utilized local area assets/inputs like materials, gatherings of individuals, and so on consequently,

**Statement of problem:**

Because of their busy work maximum of the corporations employees were not targeted on CSR sports. The importance of the nationality of the enterprise and the worldwide kingdom. Through the years, CSR has spread to each social and economic interests and is likewise branded to cover social Asia Wake as monetary advantage. Corporations are actually turning into greater obvious in accounting and other sports because of the strain from various categories of society. It is important that agencies act in an moral and accountable way in the direction of unique classes of hobbies in society and the environment. CSR is the gateway to information the quantity of businesses related to social troubles and responds to them according to their enterprise approach. Alternatively there may be a global and a prominent imaginative and prescient on the protection of the environment and various interest groups in society. The agency commenced incorporating CSR tasks into its annual reviews as nicely. They have essential engines of CSR activities are self-hobby development, social funding, transparency, trust and growth the target market anticipated to enterprise. agencies involved in CSR put into effect tasks in the areas of health, schooling, livelihoods, disaster control and empowerment of ladies, and mirror each effort in comparable initiatives ending in the identical geographical area. This creates a hassle and stimulates the spirit of competition among groups.

**Objective of the study:**

1. To study the provision of Corporate Social Responsibility under Companies Act 2013.
2. To elicit the Employees Perception towards Corporate Social Responsibility Activities.
3. To study the impact of Corporate Social Responsibility on Internal Reputation of Organization.
4. To offer the suggestion to improve the Corporate Social Responsibility Activities

**Research Methodology**

This study on Employees Awareness of Corporate Social Responsibility with special reference to Tirupur and Coimbatore City is based on the following design. The design of the study consist of the Convenience Sampling Method used under the study.

Table:1 Frequency Analysis

PERCENTAGE ANALYSIS	GROUP	FREQUENCY	PERCENTAGE
Gender	Male	98	98.0
	Female	2	2.0
Company	Listed	57	57.0
	Unlisted	43	43.0

Sector	Garments	19	19.0
	Automobile	17	17.0
	Banking/ Financial Services	12	12.0
	IT	52	52.0
<b>Designation</b>	CSR Director/Manager	40	40.0
	Administration	32	32.0
	HR Department	11	11.0
	employee	17	17.0
<b>Professional Experience</b>	Below 5 years	72	72.0
	5-10 years	78	18.0
	10-15 years	10	10.0
<b>Year Of Establishment</b>	Below 5 years	49	19.0
	5-10 years	46	46.0
	10-15 years	5	5.0
Monthly Income	10,000-20,000	25	25.0
	20,000-30,000	56	56.0
	30,000-40,000	12	12.0
	above 40,000	7	7.0
Does your company have a CSR Policy	Yes	100	100.0
Does your company publish CSR Reports	Yes	46	46.0
	NO	54	54.0
Who is Responsible for compliance/implementation of CSR policy in your company	CEO of the company	28	28.0
	CSR Director/Manager	65	65.0
	Administration	5	5.0
	HR Department	2	2.0
What average percentage of Annual Budget is allocated for CSR activities	<5%	74	74.0
	5-10%	26	26.0
Environmental Care	Yes	78	78.0
	No	22	22.0
Education	Yes	59	59.0
	No	41	41.0
Healthcare	Yes	25	25.0
	No	75	75.0
Peripheral Development	Yes	25	25.0
	No	75	75.0
Housing	Yes	24	24.0
	No	76	76.0
Village Adoption	Yes	31	31.0
	No	69	69.0

Rural Sports	Yes	30	30.0
	No	70	70.0
What are the <b>drivers</b> responsible for CSR commitment within your organization	Company culture/values	40	40.0
	Securing long term viability in the marketplace	25	25.0
	Competitive advantage	24	24.0
	Customer demand	9	9.0
What are the main <b>outcomes</b> of investing in CSR initiatives	Enhancing corporate reputation	43	43.0
	Improving relations with suppliers, institutions, donors, community	35	35.0
	Strengthen the sense of employee	8	8.0
	Increase of efficiency	14	14.0
What are the main <b>problems</b> of investing in CSR initiatives	Lack of knowledge	49	49.0
	Lack of institutional assistance	32	32
	Lack of specific legislation on CSR	6	6.0
	Business benefits not immediate	10	10.0
	High costs	3	3.0
Our company participates to the activities which aim to protect and improve the quality of the natural Environment	Neutral	23	23.0
	Agree	73	73.0
	Strongly Agree	4	4.0
Our company makes investment to create a better life for the future generations	Neutral	23	23.0
	Agree	71	71.0
	Strongly Agree	3	3.0
Our company implements special programs to minimize its negative impact on the natural environment	Disagree	6	6.0
	Neutral	31	31.0
	Agree	57	57.0
	Strongly Agree	6	6.0
Our company targets a sustainable growth which considers to the future generations	Disagree	3	3.0
	Neutral	32	32.0
	Agree	61	61.0
	Strongly Agree	4	4.0
Our company supports the non-	Strongly Disagree	3	3.0
	Disagree	3	3.0

governmental organizations working in the problematic areas	Neutral	29	29.0
	Agree	57	57.0
	Strongly Agree	8	8.0
I would be very happy to spend the rest of my career with this organization.	Disagree	3	3.0
	Neutral	30	30.
	Agree	63	63.0
	Strongly Agree	4	4.0
I really feel as if this organization's problems are my own.	Disagree	3	3.0
	Neutral	30	30.0
	Agree	61	61.0
	Strongly Agree	6	6.0
I feel like "part of the family" at my organization.	Neutral	30	30.0
	Agree	66	66.0
	Strongly Agree	4	4.0
This organization has a great deal of personal meaning for me.	Neutral	34	34.0
	Agree	60	60.0
	Strongly Agree	6	6.0
I admire and respect this company	Neutral	31	31.0
	Agree	63	63.0
	Strongly Agree	6	6.0
I trust this company	Neutral	34	34.0
	Agree	64	64.0
	Strongly Agree	2	2.0
I feel secure to work at this company	Neutral	31	31.0
	Agree	65	65.0
	Strongly Agree	4	4.0
This company stands behind its products and services	Neutral	31	31.0
	Agree	67	67.0
	Strongly Agree	2	2.0
Narrative/Descriptive	Yes	61	61.0
	No	39	39.0
Quantitative	Yes	38	38.0
	No	62	62.0
Monetary (expressed in rupees)	Yes	47	47.0
	No	53	53.0
Photographs, Charts, graphs and tables	Yes	41	41.0
	No	59	59.0
All of the above	Yes	32	32.0
	No	68	68.0
In your view which are the important publicis with respect to social responsibility of business	Customers	25	25.0
	Community	47	47.0
	Government	10	10.0
	Employees	18	18.0

What is a reaction of Government to your social responsibility activities	Positive	44	44.0
	Negative	24	24.0
	Just appreciative	23	23.0
	Indifferent	5	5.0
	No response	4	4.0
Human Resource Management	Neutral	25	25.0
	Moderate extent	73	73.0
	To a great extent	2	2.0
Health and safety at work	To some extent	3	3.0
	Neutral	24	24.0
	Moderate extent	61	61.0
	To a great extent	12	12.0
Employee welfare and respect	Neutral	33	33.0
	Moderate extent	67	67.0
Adaptation to change	To some extent	3	3.0
	Neutral	29	29.0
	Moderate extent	66	66.0
	To a great extent	2	2.0
Management of environment impact and natural Resources	Neutral	32	32.0
	Moderate extent	65	65.0
	To a great extent	3	3.0
Local Communities	Neutral	27	27.0
	Moderate extent	73	73.0
Social Issues and health Issues e.g De-addiction and HIV AIDS	Neutral	30	30.0
	Moderate extent	67	67.0
	To a great extent	3	3.0
Human Rights	Neutral	32	32.0
	Moderate extent	28	28.0
Global Environment concerns	Neutral	37	37.0
	Moderate extent	58	58.0
	To a great extent	5	5.0
<b>Does your firm involved in charity/volunteerwork</b>	Yes	73	73.0
	No	27	27.0
Community based organizations whether formal or informal	Yes	22	22.0
	No	78	78.0
Elected local bodies such as Panchayats	Yes	13	13.0
	No	87	87.0
Voluntary agencies (NGO's)/ social workers	Yes	15	15.0
	No	85	85.0
Institutes: Academic Organisations	Yes	20	20.0
	No	80	80.0
Trusts, Missions, etc.	Yes	9	9.0
	No	91	91.0

Government, Semi-government and autonomous organizations.	Yes	7	7.0
	No	93	93.0
Standing conference of public enterprises (SCOPE)	Yes	19	19.0
	No	81	81.0
MahilaMandals, samitis and the like	Yes	9	9.0
	No	91	91.0
Contracted agencies for civil works	Yes	7	7.0
	No	93	93.0
Professional consultancy organizations etc.	Yes	7	7.0
	No	93	93.0
Contracted agencies for civil works	Yes	7	7.0
	No	93	93.0

Table:2 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Our company participates to the activities which aim to protect and improve the quality of the natural Environment	100	3.00	5.00	3.8100	.48607
Our company makes investment to create a better life for the future generations	100	3.00	5.00	3.8300	.51355
Our company implements special programs to minimize its negative impact on the natural environment	100	2.00	5.00	3.6300	.69129
Our company targets a sustainable growth which considers to the future generations	100	2.00	5.00	3.6600	.60670
Our company supports the non-governmental organizations working in the problematic areas	100	1.00	5.00	3.6400	.79798
Valid N (listwise)	100				

Table:3 ANNOVA

<b>Our company participates to the activities which aim to protect and improve the quality of the natural Environment</b>					
	Sum of Squares	df	Mean Square	F	Sig.
<b>1. Designation and our company</b>	3.837	3	1.279	6.280	.001

participates to the activities which aim to protect and improve the quality of the natural Environment	19.553	96	.204		
2 .Professional experience and I would be very happy to spend the rest of my career with this organization.	.760	2	.380	1.053	<b>.353</b>
	35.000	97	.361		

**Findings**

1. A Majority (98.0) of the respondent were male in company.
2. A Majority (57%) of the respondent were working in listed company
3. A majority (52%) of the respondent were working in IT sector.
4. A majority (42%) of the respondent designation were CSR Manager/ Director.
5. A majority (72%) of the respondent have work experience below 5 years.
6. A majority (49%) of the respondent were working in company established CSR activity below 5 years.
7. A majority (56%) of the respondent have monthly income of Rs20,000-30,000.
8. A majority (100%) of the respondent have a CSR policy in a company.
9. A majority (65%) of the respondent in a company Responsible for compliance/implementation of CSR policy.
10. A majority (74%) of the respondent average percentage of Annual Budget is allocated for CSR activities is <5%
11. A majority (40%) of the respondent **drivers** responsible for CSR commitment within your organization are company culture/value.
12. A majority (43%) of the respondent main **outcomes** of investing in CSR initiatives are enhancing corporate reputation.
13. A majority (49%) of the respondent company **problems** of investing in CSR initiatives is lack knowledge about CSR Activity.
14. A majority (73%) of the respondent firms involved in charity/volunteer work.

**Suggestion**

- As an organization, you need to be very clear on what you stand for, and integrate your brand promise and values into your strategy. Some companies may start with projects like fundraising for a cause or supporting a chosen charity that clearly aligns with, and supports, their values.
- Don't pursue CSR just for the sake of it. You need to believe in a particular goal and purpose, and create a strategy to achieve it.
- For CSR initiatives to be impactful, it's important to consider a local focus. Even if you're a global company with a global CSR campaign, understand how your activities can have an effect in local communities.

- If you're starting a new CSR program, an incentive program can give it a little boost. Encourage healthy competition by providing employee-chosen rewards for funds raised or volunteer hours.

### **Conclusion:**

CSR is just about making positive impact that the business can enlarge sustainably while supporting equity among the stakeholders. In the current situation, Company has to come forward to improve the economy. The CSR idea should not be disregarded intentionally by the corporate firms. We should keep that in mind and the company has to change their working environment as per the market demands. In conclusion, the findings of the society into an area of developing concern of firm with regards to society. Firm has been continuously taking endeavour to procurement of their goal and enhance the business goal with social responsibility practices. In this competitive world, every company has to allot an hour for the blooming of CSR framework that has been promulgated by the government. So that we can promote to make stronger planet to survey in

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