ABSTRACT

An entrepreneur starts his business he earns profits only after selling his products to different segments in the society. To make the venture successful it’s not entrepreneur’s business acumen only but right help from right people at right time. Hence when an entrepreneur earns profits he gives back to the society in one or the other way, which is modern day is phrased as Corporate social responsibility. Ample of research has been done on corporate social responsibility, its law, implementation by various sectors, various organizations. Through this paper an attempt is made to identify CSR implementation and practices in small scale enterprises.

Keywords: CSR; Small Entrepreneurs; Mumbai Suburbs

INTRODUCTION

The Indian culture being rich and humble believes in thanking and worshiping each power which is their around them right from air, water, fire, etc. to different animals like cow, elephant etc for different religious reasons. Which means from our roots only we have the culture of thanking to each power around us in one or the other way.

Man is a social animal. We live in society where we seek support, help and guidance from each other. When an entrepreneur starts his business he earns profits only after selling his products to different segments in the society. To make the venture successful it’s not entrepreneurs business acumen only but right help from right people at right time. The support of suppliers, employees, customers, government, etc (all the stakeholders) are indeed the indirect contributors towards success of an enterprise.

CSR is indeed an area on which formal study has recently started, however without naming the same our Indian entrepreneurs have been working on the same area since ages.

The study was limited to Mumbai suburbs. Because this is the area which is growing economically at a drastic pace. There are many freshly started enterprises.
The idea was to study the CSR practices amongst upcoming entrepreneurs, hence Mumbai suburbs were chosen being appropriate location to cover.

REVIEW OF LITERATURE

The concept of social responsibility among businessmen, particularly in India, is not new and can be easily seen in the form of magnificent temples, high mosques, large dharmshalas and great educational institutions. Indian literature is full of incidents when businessmen have gone out of the way to help extract kings and societies out of crises. Many Indian businesses are known for staying one step ahead of the government, as far as the welfare of employees and societies is concerned. (Sanjay 2008)

The idea of CSR is very old, and it has successfully implemented in many of the companies at the world level and in India too. Some of the major drivers of CSR in India have been Tata, Birla, SAIL, ONGC, NTPC, BPCL, and WIPRO. What are these companies does under CSR? They simply return to the stakeholders, what they are receiving. Nowadays it is becoming more and more important for companies to communicate their CSR. (Supriya 2012)

Social responsibility is the core stand of the Indian culture. Corporate have Social Responsibility (CSR) targets to help to improve society living. CSR referring to way that businesses are managed to bring about an overall positive impact on the communities, cultures, societies and environments in which they are operate. A business doesn’t exist in isolation simply as a way of making money. Customers, Suppliers and local Community are all affected by business. Corporate Social Responsibility takes all this into account and helps the business to create and maintain effective relationship with your stakeholders. (Nilesh & Ajit 2013)

RESEARCH OBJECTIVES

1. To study the CSR practices amongst small entrepreneurs in Mumbai suburbs
2. To identify the awareness amongst the small entrepreneurs regarding corporate social responsibility

RESEARCH PROCESS, SAMPLING AND DATA COLLECTION

With the help of a questionnaire interviews were recorded with 30 entrepreneurs in Mumbai suburbs (Ulhasnagar). Since their level of formal education is generally not high, interviews were conducted by entering with them in very simple language, keeping the line of discussion within scope of study.

LIMITATIONS

Time limitation: Due to which only 30 sample size was covered.

The study is limited to selected sample and the findings cannot be generalized.

FINDINGS

It was found that many of these entrepreneurs were not aware of the term corporate social responsibility.

However, unknowingly they serve the society not as a virtue of their responsibility but as the values they carry with them which brings to them inner feeling of doing something for their society.

It was also realized during this study that these entrepreneurs have sensitivity towards one or the other societal issue.

38% of them fund to different Gau-shalas.

47% of them were directly or indirectly connected with the child welfare & education facilities in the society.

52% of them offer funding old age homes. 70% of the selected samples were found to follow the practices saving electricity & water.
65% of them provide funding to different local NGOs who are working on different areas like, Scholarship for under privileged children, Nari shalas (self help groups for women empowerment) , sarwajanik Vivaha (Public marriages).

It was found that they use eco-friendly connections. During this process of conserving energy, they indirectly imbibe the same qualities in their employees & gradually it comes into their behaviour as well. i.e. in a way, they give training to their employees for the same.

47% of them were even found to volunteer for different NGOs apart from the funding which they offer to them.

Absence of Efficient Waste Disposal System

It was found that only 10% of them dispose the waste properly. Rest 90% of them don’t dispose of the waste in the appropriate way.

Ulhasnagar is an entrepreneurial hub. There are many small production houses. However the more they develop the more wastage they create. One has to dispose of them in a proper manner making minimum damage to the ecological system, which was found absent during the research.

The reason for the same is lack of awareness amongst these entrepreneurs.

RECOMMENDATIONS

During the study, it was found that these entrepreneurs have the practice of good deeds. They believe in taking from one hand and giving from another hand too. However the proper education of waste disposal and proper system for the same was missing. This shows the gap in the system

CONCLUSION

Although the CSR as a term sounds a modern day practice. When we talk of CSR the bigger corporate and their practices come in our mind where all these management graduates have learnt the importance of CSR and implementing the same. However on the other side CSR is something which is very much similar to our Indian culture, it is followed in small scale enterprises as well, irrespective of the legal requirements and educational background entrepreneurs.

REFERENCES

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