RECENT TRENDS IN CORPORATE SOCIAL RESPONSIBILITIES

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ABSTRACT

Corporate social responsibility (CSR) is a concept whereby companies amalgamate social and environmental concerns into their business operations and in their interface with their stakeholders on a voluntary basis. CSR is an empirical content whereby companies incorporate responsibility and environmental initiatives concerns into their business practices units. Especially, manufacturing firms in developing countries such as India the world’s ‘manufacturing floors’ – are under heavy scrutiny from many parties. This paper is an effort to research the status of CSR activities relating to ‘environment’ in Indian manufacturing sector. It shows tiny is available on the status of environment CSR practices in the manufacturing sector. This paper obtains manufacturing companies belonging to automobile, sectors. It reveals the materialization of environment CSR as corporate focus. The paper also provides suggestions on enhancement of environment CSR in the Indian manufacturing units.

Keywords: Traits; Intelligence; Understand; Habit

INTRODUCTION

The concept of corporate social responsibility (CSR) is underpinned by the idea that corporations can no longer act as isolated economic entities operating in detachment from the broader society. CSR is a company’s commitment to operating in an economically, socially and environmentally sustainable manner whilst balancing the interests of diverse stakeholders. An increasing number of companies are adopting a variety of „voluntary initiatives” associated with improvements in environmental management systems and reporting on social and environmental performance.

“A stakeholder is any group or individual who can affect, or is affected by the activities and achievements of an organization”. The key dimension of social responsibility has been taken to be environmental initiatives and programs.

OBJECTIVE

1. To give an insight into environmental programs.
2. To know the applications of organizational commitment.
3. To know the relevance of organizational performance.
4. To know the Impact of social responsibility in company’s commitment.
ENVIRONMENT CSR AND ITS BENEFITS

Environment management involves being energy conscious, environment friendly and a sustainable business organization, which strives to achieve symbiosis with nature, and has been proceeding with efforts toward environmental protection in all aspects of its business activities. Environmental good practice is also about business efficiency, that is, best use of valuable raw materials.

Environmental management systems improve operational efficiency by reducing waste production and water usage, increasing energy efficiency and in some cases, selling recycled materials. There is awareness of oil as a scarce resource but it is predicted that in India by 2020 there will be an acute water shortage because of wastage and also because of pollution of surface and ground water. So organizations can take a lead in harvesting rainwater, and reuse and recycle this precious vital resource. In India, CSR aspects are referred to as an important characteristic of business success. Majority of Indian companies referred to their responsibilities to the environment while defining CSR, especially in the form of pollution control and efficient use of fossil fuels. It was felt that the main role of corporations in the society in the coming years was protecting the environment. Environmental, health and safety issues have been integrated into CSR practice by many companies.

HYPOTHESES

The followings are the various hypotheses of the study:

The CSR of the study units with regard to environment has been measured with four factors, namely, recycling of pollutants or waste or effluent, disposal of waste, allowing smoke or ash, installation of equipment to protect environment, environmental audit, tree plantation, natural resource management, integrated watershed development, rain water harvesting, reclaiming of waste land and environmental awareness program in schools and colleges. To see which factors are best predictors of them all, it has been hypothesized.

H1: Environment CSR is equally influenced by all the environment CSR activities.

It is necessary to find out if there is any difference between the environment CSR and the profile of the sample units.

H2: There is a significant difference in the environment CSR activities among the manufacturing units based on manufacturing sector, type of organization, regions, experience, turnover and workforce.

The regions selected for the study are: Region 1 which comprises Chennai. The association between effectiveness of environment CSR undertaken by the study units and the regions was examined.

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Unstandardized coefficient</th>
<th>Standardized coefficient</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Beta</td>
<td>Std. error</td>
</tr>
<tr>
<td>Recycling of pollutant (or) waste</td>
<td>-0.096</td>
<td>0.192</td>
</tr>
<tr>
<td>Disposal of waste</td>
<td>0.155</td>
<td>0.212</td>
</tr>
<tr>
<td>Natural resource mgt.</td>
<td>0.039</td>
<td>0.228</td>
</tr>
<tr>
<td>Environmental awareness programs</td>
<td>0.109</td>
<td>0.193</td>
</tr>
</tbody>
</table>

TRENDS IN CSR \( R=0.534, R^2 =0.285, F \text{ VALUE}=1.378, D.F (11,38) \text{ P}>0.0 \)
EMPLOYMENT TRENDS
The Automotive Mission Plan for the period of 2006-2016 aims to make India emerge as a global automotive hub. The idea is to make India as the destination choice for design and manufacture of automobiles and auto components, with outputs soaring to reach US$ 145 billion which is basically accounting for more than 10% of the GDP. This would also provide further employment to over 25 million people by 2016 making the automobile the sunrise sector of the economy.

According to the Confederation of Indian Industry, the automobile sector currently employs over 80 lac people. An extension in production in the automobile industry is forecasted, it is likely to rise to Rs. 600000 crore by 2016.

FUTURE TRENDS IN THE AUTOMOBILE INDUSTRY
As the auto-shows starts in February 2016, the industry promised a blend of technology and automotive. With the recession trend breaking its leashes form the past two years, 2016 is expected to get back on track with the sales of automobiles in the country.

1. Almost Self-governing cars are predicted to be on the streets by 2020
2. More than half the cars on the streets are going to be powered by diesel by 2020
3. Industry watcher Gartner indicates that 30 percent of motorists want parking info. The facility is likely to come up after glitches in the infrastructure catch up.
4. High Performance Hybrid cars are likely to gain greater popularity among consumers.

The Indian automobile industry has a prominent future in India. Apart from meeting the advancing domestic demands, it is penetrating the international market too. Favoured with various benefits such as globally competitive auto-ancillary industry; production of steel at lowest cost; inexpensive and high skill manpower; entrenched testing and R & D centres etc., the industry provide immense investment and employment opportunities.

FACTORS DETERMINING THE GROWTH OF THE INDUSTRY
1. Fuel economy and demand for greater fuel efficiency is a major factor that affects consumer purchase decision that will bring leading companies across two-wheeler and four-wheeler segment to focus on delivering performance-oriented products.
2. Sturdy legal and banking infrastructure
3. Increased affordability, heightened demand in the small car segment and the surging income of the Indian population

4. The Government technology modernization fund is concentrating on establishing India as an auto-manufacturing hub.

PROFILE OF THE SELECTED COMPANIES

The general public perception of the automotive sector regarding corporate, social, environmental, and philanthropic activities, that is in chennai, eight out of ten consumers indicated that they have purchased a product or service specifically because it was produced in a responsible, ethical, or environmental friendly way. Likewise, the companies in Chennai are khivraj motors, sri maruthi enterprises, DSC Hyundai cars, Nac enterprises.

<table>
<thead>
<tr>
<th>Environmental CSR</th>
<th>Highly effective</th>
<th>Effective</th>
<th>Moderately effective</th>
<th>Less effective</th>
<th>Very less effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recycling of pollutant (or) waste</td>
<td>20(46)</td>
<td>3(6)</td>
<td>1(2)</td>
<td>1(2)</td>
<td>0</td>
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<tr>
<td>Disposal of waste</td>
<td>39(78)</td>
<td>6(12)</td>
<td>2(4)</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Natural resource mgt</td>
<td>20(40)</td>
<td>6(12)</td>
<td>1(2)</td>
<td>1(2)</td>
<td>0</td>
</tr>
<tr>
<td>Environmental awareness programs</td>
<td>21(42)</td>
<td>7(14)</td>
<td>2(4)</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

TRENDS OF CSR

CONCLUSION AND RECOMMENDATIONS

The study has highlighted that a majority (above 80%) of the study units undertake most of the environment CSR activities in a highly effective manner. However, companies can improve their
environmental CSR by increasing their tree plantation activities inside and outside their premises and also undertaking integrated watershed development. The companies may continue undertaking reclaiming of wasteland and integrated watershed development. This would contribute towards attaining an enhanced environment CSR and also protecting land which is a scarce commodity in India.

REFERENCES


