CHAPTER -6

FINDINGS, CONCLUSIONS, SUGGESTIONS, SCOPE FOR FURTHER RESEARCH
6.1 Findings
This study has important implications for Information Technology industry with regards to Corporate Social Responsibility. The findings obtained from the research are as follows.
1. I.T. sector distinctly emerges as a performer in not only adopting CSR, but also in managing it.
2. 35 companies replied that CSR is a part of their business strategy.
3. From the research it revealed that NASSCOM has helped IT industries to promote CSR activities in IT industry.
4. NASSCOM encourages young corporate houses to adopt CSR. It acts as a facilitator in furthering CSR within the sector, while ensuring effective communication.
5. The managers of selected companies are not provided with any training to deal with social issues. The training to develop expertise while dealing with social issues is not considered important was the opinion of respondents.
7. The companies follow code of ethics to a great extent with respect to their stakeholders. This means that the companies are desirous of maintaining strong and ethical relations with their respective stakeholders.
8. IT industry do not conduct scanning for social issues or analyzing emerging social trends. Prioritizing philanthropic responsibilities are practiced by all companies, irrespective of their annual turnover. They include supporting educational institutions, cultural development, rural development, and providing relief to the poor.
9. IT industry give importance to Human Resource as a part of Corporate Social Performance. This indicates that these companies treat employees as valuable assets and team members, and not just contract employees.
10. Due to globalization the world has shrunk because of which crossing the border of the country for doing business has become a common feature specially in IT sector right from selecting the employee up to serving the client has become an integral part. In IT sector right from selecting the employee up to serving the client has become an integral part. IT Companies create more employment to young candidates and improve their social and economic status of society.
11. The government perceives CSR as a contribution to the nation’s sustainable development goals. Essentially, it is about how a business takes into account the economic, social and environmental impact of the way in which it operates.

12. The study postulates that an organization cannot simply adopt and implement the corporate social responsibility practices without considering important factors.

13. This study highlights the culture of the firm and its business ethics as factors for CSR activates. A combination of these variables will influence the degree to which an organization can be deemed to be CSR oriented.

14. Ethical climate for decision making is highly accepted by all the companies.

15. Acceptance of CSR by the companies having higher annual turnover is more than the companies having lower annual turnover.

16. The companies under study also keep record of E-Waste and make efforts to curtail it.
6.2 Conclusions.

Corporate Social Responsibility has attained new magnitude in the current years. As per the research survey maximum numbers of companies conduct Corporate Social Responsibility practices for the tax benefits and research findings shows that more than 70% companies in IT sector in Mumbai are involved in CSR activities.

1. “Corporate Social Responsibility” is the commitment of companies towards the sustainable economic development of the society. It means engaging directly with local communities, identifying their basic needs, and integrating their needs with business goals.

2. NGOs are playing vital role in implementation of CSR in collaboration with the companies.

3. In order to create awareness about CSR practices among people companies are involved in training practices.

4. Non-governmental organizations (NGOs) have played a most vital role in pushing for sustainable development through companies CSR activities. Broadening the horizon of CSR under the flagship and coordination with NGOs, social activities like blood donation, IT Education in Schools, old goods distribution activities, helping to eradicate poverty, unemployment, illiteracy. Health sector, providing fees to the poor students, free dress and books to poor children, help to senior citizens, education to children, solving unemployment problems are carried on in Mumbai.

5. Going into further specific research in CSR activities it is found more than 70% companies actively involved in the promotion of the better health, safety management at work place while 50 % companies give importance to employees safety further companies are making decision on the basis of complaints make by employees more specifically 70% CSR activities decision is based on employees satisfaction.

6. Efficient energy management has become core of CSR policy in present society. Studies shows that more than 75% of the companies are making efforts to save energy it is good sign in the development of CSR.

7. In order to do CSR activities, companies mostly expand their fund on education, youth development and infrastructure.
8. The fund allocated by companies to conduct CSR activities is meagerly spent on environment. Research shows that most of the fund of CSR are spent on employee welfare social issues, on the disposition of products it is very alarming trends which require a proper measure to distribute fund according to need and priority of CSR.

9. The companies involved in CSR practices display code and conduct along with their policy statement that motivates the people to do CSR.

10. Unfortunately companies reluctant to conduct third party audit for their CSR fund. Research study revealed that only 20% companies are approaching third party CSR audit it required serious attendance of government companies verbally proclaimed that they have annual budget for CSR activities research survey shows that 70% companies allocate their fund for CSR in the beginning of the years but most of them do not disclose the figures of budget if it is made compulsory to disclose the figures by government thus it will motivate and more fund for CSR. This will help companies to make budgeting however government had recently passed a bill that companies have to spend 2% of their profit on CSR but it is not yet implemented by every company there is need of monitoring CSR fund by the government...

11. It was revealed that 71% of companies allocating fund for CSR activities and most of the fund sent for the social welfare. But it is observed that very few numbers of companies have any national goal to achieve through CSR expenditure.

The overall results indicate that the industry does have a strong support for social responsibility and there are differences while converting this support into action.
6.3 Suggestions

In the light of the findings of the study the following actions can be recommended for more effectiveness in Corporate Social Responsibility, the IT companies can perform.

1. The IT companies should make a deliberate attempt to formulate and incorporate social objectives into their economic objectives and Mission Statement.

2. Public disclosure of corporate information and activities involving social as well as economic matters should be made mandatory. Companies having a higher annual turnover should develop "corporate leadership" that would help low annual turnover companies to develop corporate citizenship in order to fulfill the role of citizenship.

3. There should be a willingness to discuss activities with third party or corporate rating organization i.e. accept formal and informal inputs from outside groups, which can be incorporated in decision making process. The managers should be given formal training in developing expertise in social performance. In case the organization cannot afford to allow their managers to fulfill social obligations then the management should use the expertise of external parties. It is strongly suggested that the IT companies create a CSR Officer, who would be involved in CSR activities for the company.

4. The IT companies should take initiative to start project like education at level from school to college which will include not only the IT related education but also other field which will certainly create the true knowledge worker and good citizen for India.

5. The high annual turnover companies should take the initiative to build a network of Industries to enhance environmental protection.

6. Philanthropy practiced by the companies should benefit the public at large, and not just some specific group or community, which is generally the practice. This could be achieved by working in association with NGOs.

7. In view of growing public awareness and demand for fair corporate behavior in a global market situation, the knowledge of Corporate Social Responsibility has become imperative. Hence, it is necessary to train all students in this aspect.
8. The Budget allocation by the IT companies for CSR activities should be specific. Most of the places it was certain but based on requirement. Essentially, it should be channeled effectively and after channelization of funds, they should be evaluated by the companies from the beneficiary.

9. Every year budget must be increased because there is a greater scope and need in the society for its development.

10. Every year before allocating funds, there should be an appropriate survey conducted as to where the funds would be channelized; as sometimes the pattern of spending is regular and monotonous. After all CSR is Management Paradise hence there is a need for it to be undertaken carefully and with variations considering the evaluation at beneficiary level.

11. The positive approach of CSR by corporate for the development of the society will provide a great benefit to community in terms of customer satisfaction, economic development, job opportunity and overall improvement in standard of living.

12. At the same time corporate will also enjoy many benefits in terms of good image in the society, brand loyalty by customer, maximum profit and healthy competition in the global environment.

13. Company can take guidance from ISO 26000 for CSR

14. Company should follow the guidance in respect of CSR given by Ministry of Corporate Affairs

15. Before tie-up with Non Government Organization company should assess the quality and performance of NGO

16. Company should avail services from the Consultants who are expert in CSR consulting field.

17. New Companies should contact established companies for CSR activity to perform in proper direction.

18. Companies should keep up date themselves with latest development in CSR activity at international level.

19. Company should take holistic approach towards CSR as like their business activity.
6.4 Scope for Further Research

1. A comparative study of Corporate Social Responsibility practices of different countries across the globe could be undertaken.

2. Corporate Social Responsibility is a relatively dynamic area of research in modern management; hence there is vast scope for validation and standardization of tools relating to Corporate Social Responsibility Practices of various companies.

3. Further study may focus on identifying and comparing the perception of line managers, staff managers and employees on Corporate Social Responsibility practices of the company.

4. Based on earlier research conducted relating to CSR, companies can be advice to device their policies about CSR regularly.