Introduction to Chapter 1:

Corporate Social Responsibility (CSR) is a word which means the social responsibility of corporate houses. It has recently gained a lot of importance from around the globe. In India, the term CSR is not a recent phenomenon, however after the new regulations set by the Ministry of Corporate Affairs (MCA) it has become a buzzword in the country for both the Government and Private players.

The present research work is an attempt to study the Corporate Social Responsibility (CSR) of the select Central Public Sector Enterprises (CPSEs) which are headquartered in North Eastern Region (N.E.R) of India. i.e. Oil India Limited (OIL), Numaligarh Refinery Limited (NRL) and North Eastern Electric Power Corporation Limited (NEEPCO Ltd.). Thus, the researcher in this study has attempted to bring forth the social responsiveness of the select entities with special reference to the North East Region (N.E.R.).

1.1 Concept of Corporate Social Responsibility:

Social Responsibility is the responsibility and responsiveness towards the society, in the present context Social responsibility is the social bearing of the business enterprises towards the society, including the employees, customers and stakeholders at large. Corporate Social Responsibility (CSR) can be defined as the ‘ethical behavior of a company (or say business) towards society. It means engaging directly with local communities, identifying their basic needs and integrating their needs with business
goals and strategic intent. It is about how business takes into account the economic, social and environmental impact of the way in which it operates.

CSR is a concept which suggests that commercial corporations must fulfill their duty of providing care to the society (Sanjay K Agarwal, 2008). According to (Keith Davis, 1966) “Social Responsibility is the obligation of the decision maker to take decisions which protect and improve the welfare of the society as a whole with their own interest”.

Corporate Social Responsibility (CSR), also known as Corporate Business citizenship, Social/Business Responsibility and Corporate Conscience can be termed as the commitment by business to behave ethically to the economic and social development. World Business Council for Sustained Development( 2000), stated that “Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large”. Corporate Social Responsibility produces overall positive impact on the society, bringing the producers and the consumers together. Corporate Social Responsibility standards framed by Universal declaration of Human Rights also emphasized on CSR in the areas of human Rights, labour, environment, consumer protection, health, fighting corruption and other standards like fair competition to control restrictive trade practices, taxation, science and technology, respect for national sovereignty and local communities, etc.

Social responsibility is an important feature of every business in modern times. Economic criteria alone cannot justify the existence of business organizations. Social, moral and ethical aspects of business decisions are as important as economic aspects to
judge the success of a business firm. A socially responsible firm not only meets the needs of the society but also enhances its goodwill and creates a long-term and sustainable market for its products. The mission of the Socially Responsive Organisation (SRO) is to influence the process of developing and advocating socially responsible business practices, which benefits not only the SRO and its employees, but also the greater community, the economy and the world environment. SRO’s seek to reshape the way business is done in both for profit and not for profit arena.

Socially responsible corporations are more likely to add the elusive ‘X Factor’ to their brands to get much needed competitive advantage for sustained organic growth. Companies that are well known for their socially responsible behavior are likely to take a considerate position for a company with extensive CSR activities than for company that is not known for it. (Ronald D Francis et al., 2009).

The business houses have brought about new avenues in social upliftment and development, customers are given priorities not only in the monetary aspect but the societal aspect as well and so the companies have routed to customer satisfaction at large. Corporate Social Responsibility activities can be discharged by many ways; as such the corporations can get through campaigns, disaster relief projects, construction of buildings, hospitals religious and educational institutes, donations in charitable trusts and associations, etc. In India, both the public and private companies are playing their roles in serving the society to a great extend and thereby shaping the future of the Nation. In this context, the Public Limited Companies like the Coal India Limited, Indian Oil Corporation, Oil India Limited, Steel Authority of India Limited, Infosys, Tata Group of companies, National Buildings Construction Corporation Limited and
many more in this line are proving their worth to the nation by their activities connected to the social upliftment and social responsiveness.

“Today CSR has become a buzzword in the corporate world. More and more organizations are waking up to this belated realization that beyond productivity and profitability, it is the social accountability that determines their overall success; so much so that, even before the land is acquired and foundation stone laid for a project the company launches its CSR activities in the area. Perhaps it is presumed that on a solid CSR foundation, a strong business empire can be built”. This reflects the obligation towards the society by a company.

Further, as per the amendment in the Companies Act, 2013 and The Companies (Corporate Social Responsibility Policy) Rules 2014, which has made CSR activities compulsory in India for certain group of companies having a prescribed turnover. CSR in India is governed by Clause 135 of the Companies (Amendment) Act, 2013 which came into effect from 29th August 2013. In this regard, the provisions within the Act are applicable to companies with

(i) an annual turnover of Rs.1000 crore and more;
(ii) or a net worth of Rs.500 crore and more;
(iii) or a net profit of Rs.5 Crore and more.

The new rules which are applicable from the Financial Year 2014-2015 onwards also requires companies to set up a CSR Committee consisting of their Board Members including at least one independent Director. The Act further encourages companies to spend at least two percent of their average net profit in the previous three years on CSR activities.
“Corporate Social Responsibility (CSR) is a powerful way of making sustainable competitive profit and achieving lasting value for the shareholder as well as for the stakeholders. CSR and the reporting thereof is a win - win opportunity, not just for companies and for financial investors but for society at large” (CSR Europe 2003).

The basic objective behind CSR is to make the company’s realize their responsibilities towards their various stakeholders and develop the nation collaboratively, further maximizing the company’s overall impact on the Society.

1.2 Statement of the Problem:

The Central Public Sector Enterprises (CPSEs) contribution to the development of the Indian economy is significant. They play a key role in bringing about economic transformation in India. However, it has been observed from the existing reviews of literatures that their contributions to the social growth and development of the country from which it is earning profit, are not very significant in regard to North East Region (N.E.R). Thereby, the study is an attempt to find out the focus areas and involvement of the select CPSEs (which has its headquarters and are operating in the North Eastern States of India) in CSR activities and also find out the areas of CSR activities in which the selected entities are unable to deliver their responsiveness to the society in which it operates.

1.3 Significance of the Study:

In this study selected Central Public Sector Enterprises have been studied and analyzed, based on their CSR activities and performance (also the regulatory provisions governing it) and thereby establishing their contribution to the society and the local areas in which it operates.
The Central Public Sector Enterprises (CPSEs) plays a crucial role for Indian socio economic development in both pre and post - independence era. The CPSEs comprises of enterprises established by the Government of India (GOI), wherein the equity holding of the GOI is more than fifty Percent. During the last six decades public enterprises played a vital role in shaping the Indian economy as they constitute the core and essential sector of the national economy. Over the years, CPSEs not only have grown in numbers but also in range of activities.

As per the Public Enterprises Survey Reports, Department of Public Enterprises, the total no. of CPSEs as on 31st March 2013 was 277 out of which 230 were operative in India and as on 31st March of 2016 the total number of CPSEs is 320, out of which 256 are operating. Thus, the present study gives deeper insights about the CSR activities and performances of the select Central Public Sector Enterprises of North East Region of India and their social contribution to the local areas in which it operates and has their headquarters.

This study is an attempt to highlight the various CSR activities of the business entities because they are appropriating economic and natural resources from the nature. Obviously these entities have got a corresponding obligation to redeem their indebtedness to the society from which they have appropriated resources for deriving individual corporate gain.

1.4 Objectives of the Study:

The present study is based on the following broad Objectives:-

(i) To examine the various focus areas of Corporate Social Responsibility practices of select business entities.
(ii) To examine the social impact of Corporate Social Responsibility activities of the business entities on society.

1.5 Research Queries:

The study further concentrates on the following Research Queries:-

(i) Whether the select CPSEs maintain uniformity in their focus areas for Corporate Social Responsibility practices?

(ii) Whether the select CPSEs are complying with the regulatory provisions of CSR activities?

(iii) Whether social benefits undertaken by the select CPSEs for their beneficiaries have a significant impact on the community?

1.6 Hypotheses Formulated for Impact Analysis of the Study:

The Null Hypothesis ($H_0$) and Alternative Hypothesis ($H_a$) constructed to establish the relationship between the various variables from the analysis of primary data for objective two in relation to third research query as mentioned above, are highlighted below -

$H_0$: There is no significant impact of the CPSEs on their beneficiaries with respect to their CSR practices.

$H_a$: There is a significant impact of the CPSEs on their beneficiaries with respect to their CSR practices.
Hypotheses framed for testing of relationship by ordinal regression (with respect to the various focus areas of CSR activities of the companies in relation to the gender factor of the beneficiaries) are highlighted below -

**OIL:**

\[ H_0:\text{ There is no significant impact of OIL on the beneficiaries with respect to their Healthcare practices for CSR in relation to gender.} \]

\[ H_{1.1}: \text{ There is a significant impact of OIL on the beneficiaries with respect to their Healthcare practices for CSR in relation to gender.} \]

\[ H_0:\text{ There is no significant impact of OIL on the beneficiaries with respect to their Education practices for CSR in relation to gender.} \]

\[ H_{1.2}: \text{ There is a significant impact of OIL on the beneficiaries with respect to their Education practices for CSR in relation to gender.} \]

\[ H_0:\text{ There is no significant impact of OIL on the beneficiaries with respect to their Environmental practices for CSR in relation to gender.} \]

\[ H_{1.3}: \text{ There is a significant impact of OIL on the beneficiaries with respect to their Environmental practices for CSR in relation to gender.} \]

\[ H_0:\text{ There is no significant impact of OIL on the beneficiaries with respect to their Employment Generation practices for CSR in relation to gender.} \]

\[ H_{1.4}: \text{ There is a significant impact of OIL on the beneficiaries with respect to their Employment Generation practices for CSR in relation to gender.} \]

\[ H_0:\text{ There is no significant impact of OIL on the beneficiaries with respect to their Community Development practices for CSR in relation to gender.} \]
\( H_{1.5}: \) There is a significant impact of OIL on the beneficiaries with respect to their Community Development practices for CSR in relation to gender.

**NRL:**

\( H_0: \) There is no significant impact of NRL on the beneficiaries with respect to their Healthcare practices for CSR in relation to gender.

\( H_{2.1}: \) There is a significant impact of NRL on the beneficiaries with respect to their Healthcare practices for CSR in relation to gender.

\( H_0: \) There is no significant impact of NRL on the beneficiaries with respect to their Education practices for CSR in relation to gender.

\( H_{2.2}: \) There is a significant impact of NRL on the beneficiaries with respect to their Education practices for CSR in relation to gender.

\( H_0: \) There is no significant impact of NRL on the beneficiaries with respect to their Environmental practices for CSR in relation to gender.

\( H_{2.3}: \) There is a significant impact of NRL on the beneficiaries with respect to their Environmental practices for CSR in relation to gender.

\( H_0: \) There is no significant impact of NRL on the beneficiaries with respect to their Employment Generation practices for CSR in relation to gender.

\( H_{2.4}: \) There is a significant impact of NRL on the beneficiaries with respect to their Employment Generation practices for CSR in relation to gender.

\( H_0: \) There is no significant impact of NRL on the beneficiaries with respect to their Community Development practices for CSR in relation to gender.

\( H_{2.5}: \) There is a significant impact of NRL on the beneficiaries with respect to their Community Development practices for CSR in relation to gender.
NEEPCO Ltd.:  

\[ H_0: \text{There is no significant impact of NEEPCO Ltd. on the beneficiaries with respect to their Healthcare practices for CSR in relation to gender.} \]
\[ H_{3.1}: \text{There is a significant impact of NEEPCO Ltd. on the beneficiaries with respect to their Healthcare practices for CSR in relation to gender.} \]
\[ H_0: \text{There is no significant impact of NEEPCO Ltd. on the beneficiaries with respect to their Education practices for CSR in relation to gender.} \]
\[ H_{3.2}: \text{There is a significant impact of NEEPCO Ltd. on the beneficiaries with respect to their Education practices for CSR in relation to gender.} \]
\[ H_0: \text{There is no significant impact of NEEPCO Ltd. on the beneficiaries with respect to their Environmental practices for CSR in relation to gender.} \]
\[ H_{3.3}: \text{There is a significant impact of NEEPCO Ltd. on the beneficiaries with respect to their Environmental practices for CSR in relation to gender.} \]
\[ H_0: \text{There is no significant impact of NEEPCO Ltd. on the beneficiaries with respect to their Employment Generation practices for CSR in relation to gender.} \]
\[ H_{3.4}: \text{There is a significant impact of NEEPCO Ltd. on the beneficiaries with respect to their Employment Generation practices for CSR in relation to gender.} \]
\[ H_0: \text{There is no significant impact of NEEPCO Ltd. on the beneficiaries with respect to their Community Development practices for CSR in relation to gender.} \]
\[ H_{3.5}: \text{There is a significant impact of NEEPCO Ltd. on the beneficiaries with respect to their Community Development practices for CSR in relation to gender.} \]

In the present study the researcher has conducted the hypotheses testing of ordinal regression by considering only the gender variable out of the other demographic
variables like age, occupation, income, etc. All the other factors prevail on each and every respondent yet the researcher while conducting the statistical analysis has considered only the gender factor as it is a common variable for measurement and is also a prime focus of the select organizations. However, the other variables of demographic factors have been duly considered by the researcher for other statistical analysis for the study.

**Hypotheses framed for finding association by Karl Pearson Chi Square Test (with respect to the level of awareness of the beneficiaries on CSR and demographic factors of the beneficiaries) are highlighted below –**

\( H_0: \) There is no significant association on awareness of CSR by the beneficiaries of the CPSEs with respect to their demographic factors.

\( H_a: \) There is a significant association on awareness of CSR by the beneficiaries of the CPSEs with respect to their demographic factors.

**OIL:**

\( H_0: \) There is no significant association on awareness of CSR by the beneficiaries of OIL with respect to their age.

\( H_{1.1}: \) There is a significant association on awareness of CSR by the beneficiaries of OIL with respect to their age.

\( H_0: \) There is no significant association on awareness of CSR by the beneficiaries of OIL with respect to their gender.

\( H_{1.2}: \) There is a significant association on awareness of CSR by the beneficiaries of OIL with respect to their gender.
\[ H_0: \text{There is no significant association on awareness of CSR by the beneficiaries of OIL with respect to their educational qualification.} \]

\[ H_{1,3}: \text{There is a significant association on awareness of CSR by the beneficiaries of OIL with respect to their educational qualification.} \]

\[ H_0: \text{There is no significant association on awareness of CSR by the beneficiaries of OIL with respect to their occupation.} \]

\[ H_{1,4}: \text{There is a significant association on awareness of CSR by the beneficiaries of OIL with respect to their occupation.} \]

\[ H_0: \text{There is no significant association on awareness of CSR by the beneficiaries of OIL with respect to their income level.} \]

\[ H_{1,5}: \text{There is a significant association on awareness of CSR by the beneficiaries of OIL with respect to their income level.} \]

\**NRL:**

\[ H_0: \text{There is no significant association on awareness of CSR by the beneficiaries of NRL with respect to their age.} \]

\[ H_{2,1}: \text{There is a significant association on awareness of CSR by the beneficiaries of NRL with respect to their age.} \]

\[ H_0: \text{There is no significant association on awareness of CSR by the beneficiaries of NRL with respect to their gender} \]

\[ H_{2,2}: \text{There is a significant association on awareness of CSR by the beneficiaries of NRL with respect to their gender.} \]

\[ H_0: \text{There is no significant association on awareness of CSR by the beneficiaries of NRL with respect to their educational qualification.} \]
$H_{2.3}$: There is a significant association on awareness of CSR by the beneficiaries of NRL with respect to their educational qualification.

$H_0$: There is no significant association on awareness of CSR by the beneficiaries of NRL with respect to their occupation.

$H_{2.4}$: There is a significant association on awareness of CSR by the beneficiaries of NRL with respect to their occupation.

$H_0$: There is no significant association on awareness of CSR by the beneficiaries of NRL with respect to their income level.

$H_{2.5}$: There is a significant association on awareness of CSR by the beneficiaries of NRL with respect to their income level.

**NEEPCO Ltd.:**

$H_0$: There is no significant association on awareness of CSR by the beneficiaries of NEEPCO Ltd. with respect to their age.

$H_{3.1}$: There is a significant association on awareness of CSR by the beneficiaries of NEEPCO Ltd. with respect to their age.

$H_0$: There is no significant association on awareness of CSR by the beneficiaries of NEEPCO Ltd. with respect to their gender.

$H_{3.2}$: There is a significant association on awareness of CSR by the beneficiaries of NEEPCO with respect to their gender.

$H_0$: There is no significant association on awareness of CSR by the beneficiaries of NEEPCO Ltd. with respect to their educational qualification.
\(H_{3.3}:\) There is a significant association on awareness of CSR by the beneficiaries of NEEPCO Ltd. with respect to their educational qualification.

\(H_0:\) There is no significant association on awareness of CSR by the beneficiaries of NEEPCO Ltd. with respect to their occupation.

\(H_{3.4}:\) There is a significant association on awareness of CSR by the beneficiaries of NEEPCO Ltd. with respect to their occupation.

\(H_0:\) There is no significant association on awareness of CSR by the beneficiaries of NEEPCO Ltd. with respect to their income level.

\(H_{3.5}:\) There is a significant association on awareness of CSR by the beneficiaries of NEEPCO Ltd. with respect to their income level.

1.7 Limitations of the Study:

The present study has been carried out to view the level of various CSR activities performed by the select business entities. In this connection the major limitations faced are:-

(i) It is confined to a limited period of time i.e. 2012 to 2016 only.

(ii) It is also confined only to three select business entities (CPSEs) operating in North East Region.

(iii) Further, the study is based on a sample size which is limited to only three towns i.e. Duliajan, Shillong and Numaligarh and its neighbouring areas. The findings of the study have the limitation of generalization to the entire population. Hence, it will not reflect the representative characteristic of the total universe.
(iv) The study is also limited to the fact that in spite of several efforts the actual number of beneficiaries of the CSR activities of the select organizations could not be identified in this report, though the amount of CSR expenditure is maintained by the select CPSEs.

(v) In the present study, the researcher has considered only the gender variable out of five demographic variables (namely age, educational qualification, occupation and income level) for testing the hypothesis of Ordinal Regression.

1.8 Periodicity of the Study:

The present study has been carried out from 1st April 2012 to 31st March 2016 only.

1.9 Research Methodology:

Nature of Research:

The research is descriptive in nature. The researcher has used both primary and secondary research tools for further insight and better investigation. The study further includes Research Queries, hypotheses testing and its findings, recommendations and conclusion.

Scope of the Study:

In this study the researcher has attempted to bring forth the scenario of CSR in reference to the Central Public Sector Enterprises operating and head-quartered in North East Region of India During the course of this research the following areas were found highly relevant for the study –

(i) The focus areas of CSR of the select CPSEs.
(ii) The different segments of activities for CSR undertaken by the select CPSEs in N.E.R.

(iii) The expenditures incurred for CSR activities by the CPSEs.

(iv) The various CSR activities performed by the select CPSEs in N.E.R and its impact on their respective beneficiaries.

(v) Contribution of the select CPSEs in various sectors for CSR

(vi) The regulations pertaining to CSR with special reference to CPSEs in India

**Population of the Study:**

The population of the study comprises of 10 CPSEs which has their head- quarters and operations in N.E.R.

**Sampling Frame:**

The study is based on the select Central Public Sector Enterprises (CPSEs) in India with its head-quarters located in North Eastern Region (N.E.R.). The table below highlights the list of CPSEs as collected from Public Sector Enterprise (PSE) Survey Report 2012-2013 which have their headquarters and operations in North East India –
<table>
<thead>
<tr>
<th>SL No.</th>
<th>Name of the CPSE Headquarter</th>
<th>Year of Incorporation</th>
<th>Subsidiary Company/Holding Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Brahmaputra Valley Fertilizer Corporation Limited (BVFCL) Namrup, Assam</td>
<td>2002</td>
<td>Holding Company</td>
</tr>
<tr>
<td>2.</td>
<td>North Eastern Regional Agricultural Marketing Corporation Limited (NERAMAC) Guwahati, Assam</td>
<td>1982</td>
<td>Holding Company</td>
</tr>
<tr>
<td>3.</td>
<td>Oil India Limited (OIL) Duliajan, Assam</td>
<td>1959</td>
<td>Holding Company</td>
</tr>
<tr>
<td>4.</td>
<td>Numaligarh Refinery Limited (NRL) Numaligarh, Assam</td>
<td>1993</td>
<td>Subsidiary Company of Bharat Petroleum Corporation Limited (BPCL) (Joint Venture between BPCL, OIL and Govt. of Assam)</td>
</tr>
<tr>
<td>5.</td>
<td>Assam Ashok Hotel Corporation Limited Guwahati, Assam</td>
<td>1985</td>
<td>Subsidiary Company of India Tourism Development Corporation Limited (ITDCL)</td>
</tr>
<tr>
<td>6.</td>
<td>Donyi Polo Ashok Hotel Limited Itanagar, Arunachal Pradesh</td>
<td>1985</td>
<td>Subsidiary Company of India Tourism Development Corporation Limited (ITDC)</td>
</tr>
<tr>
<td>7.</td>
<td>Loktak Downstream Hydro Electric Corporation Limited Imphal, Manipur</td>
<td>2009</td>
<td>Subsidiary Company of National Hydro Power Corporation Limited (NHPC) (Joint Venture between NHPC and Govt. of Manipur)</td>
</tr>
</tbody>
</table>
Table 1.1: List of CPSEs with their Headquarters in N.E.R.

<table>
<thead>
<tr>
<th>SL No</th>
<th>Name of the CPSE Headquarter</th>
<th>Year of Incorporation</th>
<th>Subsidiary Company</th>
</tr>
</thead>
</table>

Source: Public Sector Enterprise Survey Report 2012-2013

From the above table it can be understood that total of 10 CPSEs are operative and have their headquarters in North East India basically in four states of N.E.R. namely Assam (registered with 5 CPSEs), followed by Meghalaya (registered with 2 CPSEs), Manipur, Nagaland and Arunachal Pradesh (registered with 1 CPSE each) under different Ministries. Further, it can be seen from the table above that 5 of the CPSEs are holding Companies and the remaining 5 CPSEs are subsidiary companies as per the Public Sector Enterprise Survey of 2012-2013.

Manner of selecting the sampling units:

The Sample Units for the study has been chosen through judgmental sampling based on the volume of CSR activities performed in the region and their annual net profits has been considered during the period (2012-2016) for the study. The Net Profit/Net Loss (-) of the aforesaid 10 CPSEs from 2010-2011 to 2015-2016 (6 Years) are highlighted below –
Table No. 1.2: Net Profit/Net Loss (-) of the CPSEs with their Headquarters in N.E.R

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Brahmaputra Valley Fertilizer Corporation Limited (BVFCL)</td>
<td>-3264</td>
<td>-15829</td>
<td>64612</td>
<td>2850</td>
</tr>
<tr>
<td>2.</td>
<td>North Eastern Regional Agricultural Marketing Corporation Limited (NERAMAC)</td>
<td>-282</td>
<td>-444</td>
<td>-589</td>
<td>-589</td>
</tr>
<tr>
<td>3.</td>
<td>Oil India Limited (OIL)</td>
<td>358934</td>
<td>298130</td>
<td>251020</td>
<td>233011</td>
</tr>
<tr>
<td>4.</td>
<td>Numaligarh Refinery Limited (NRL)</td>
<td>14426</td>
<td>37109</td>
<td>71831</td>
<td>122234</td>
</tr>
<tr>
<td>5.</td>
<td>Assam Ashok Hotel Corporation Limited</td>
<td>-22</td>
<td>35</td>
<td>-119</td>
<td>-155</td>
</tr>
<tr>
<td>6.</td>
<td>Donyi Polo Ashok Hotel Limited</td>
<td>4</td>
<td>23</td>
<td>-3</td>
<td>1</td>
</tr>
<tr>
<td>7.</td>
<td>Loktak Downstream Hydro Electric Corporation Limited</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>8.</td>
<td>North Eastern Electric Power Corporation Limited (NEEPCO)</td>
<td>24230</td>
<td>23152</td>
<td>31854</td>
<td>37255</td>
</tr>
</tbody>
</table>

*Source: Public Sector Enterprise Survey Report 2010-2011 to 2015-2016*
The above table depicts that out of total ten listed CPSEs only three CPSEs have recorded Net profit consistently throughout the four Financial Years (i.e. from 2012-2016), which is essential for performing CSR activities. Whereas, rest of the seven CPSEs have been unable to make consistency in making net profits, also few of them have rather recorded continuous loss in the years mentioned. Further, it has been found that no relevant data were available for the CPSE named Loktak Downstream Hydro Electric Corporation Limited which is a loss making CPSE. Hence, no significant activities on CSR of the company could also be traced for the same.

The researcher has therefore considered three Central Public Sector Enterprises (CPSEs) mentioned in the table no. 1.3 below as it has been found that out of the total population for the study i.e. 10 CPSEs operating and also with its headquarters in N.E.R. only three below mentioned CPSEs have been consistent in making profits and has further made significant contribution in the field of Corporate Social Responsibility (CSR). In order to discharge CSR activities it is necessary that a company earns due profit each year fulfilling the norms exhibited by the legal statute formulated by the Government of India. Hence, with due consideration, the researcher has selected the following CPSEs for the study on the basis of judgmental sampling.
Table 1.3: List of the Select CPSEs for the Study

<table>
<thead>
<tr>
<th>SL No.</th>
<th>Name of the CPSE</th>
<th>Headquarters</th>
<th>Date &amp; Year of Incorporation</th>
<th>Status</th>
<th>Products</th>
<th>Ministry</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Oil India Limited (OIL)</td>
<td>Field-Duliajan, Pipeline-Guwahati Assam</td>
<td>18.02.1959</td>
<td>Navratna</td>
<td>Crude oil, LPG and Natural Gas</td>
<td>Ministry of Petroleum &amp; Natural Gas</td>
</tr>
</tbody>
</table>

Source: Self Compilation

The above table exhibits that only OIL is a Navratna Category CPSE, whereas NRL and NEEPCO are Miniratna, Category – I CPSE. OIL and NRL are headquartered in the state of Assam, whereas NEEPCO is headquartered in Meghalaya.

Manner of selecting the Sample size:

The sample size of the number of beneficiaries is ascertained considering the population size to be unknown as no regulatory compliance have been put forward by
the Government of India (GOI), to record the exact number of beneficiaries was not available with the select CPSEs.

Therefore, by applying the formula of Cochran (1977)

\[ n_0 = \frac{Z^2 pq}{e^2} \]

where, \( n_0 \) is the sample size, \( z \) is the selected critical value of desired confidence level, \( p \) is the estimated proportion of an attribute that is present in the population, \( q = 1 - p \) and \( e \) is the desired level of precision. For example, suppose we want to calculate a sample size of a large population whose degree of variability is not known. Assuming the maximum variability, which is equal to 50% (\( p = 0.5 \)) and taking 95% confidence level with ±5% precision, the calculation for required sample size will be as follows-

\[ p = 0.5 \text{ and hence } q = 1 - 0.5 = 0.5; \quad e = 0.05; \quad z = 1.96 \]

So,

\[ n_0 = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 384.16 = 384 \]

Hence, by applying the formula of Cochran (1977) for infinite population size (and online sample size calculator - which estimates the total population to be more than 10,000) after considering 95(%) confidence level and confidence interval at 5(%). The sample size to be selected is 384 numbers of beneficiaries.

However, a total of 390 respondents have been selected on the basis of clustered sampling from the respective headquarters and neighboring areas of the select CPSEs. It is to be noted in this regard that a total of 450 interview schedules and questionnaires were distributed amongst the different beneficiaries in different areas of the select
CPSEs. However, after rejecting few interview schedules of the respondents (i.e. from the beneficiaries of the three select CPSEs) due to contradictory information supplied by the respondents (despite of the fact that each of the points of the interview schedule were explained to them thoroughly), analysis have been made based on the acceptable interview schedules of 390 beneficiaries only. The villages in which the select CPSEs have contributed for CSR and the number of beneficiaries selected for the study from each benefitted area are listed below -

Table No. 1.4: Sample Size for the Study

<table>
<thead>
<tr>
<th>SL No</th>
<th>Company Name</th>
<th>Headquarters</th>
<th>Area</th>
<th>Total Number of Beneficiaries (Population as per Census Report 2011)</th>
<th>Sample Size</th>
<th>Total Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Oil India Limited (OIL)</td>
<td>Duliajan, Tinsukia, Assam (Field Headquarter)</td>
<td>Sasoni</td>
<td>1964</td>
<td>13</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Duliajan Oil Town City</td>
<td>28,626</td>
<td>117</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Numaligarh Refinery Limited (NRL)</td>
<td>Numaligarh, Golaghat, Assam</td>
<td>Numaligarh Refinery Township</td>
<td>2,318</td>
<td>35</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ponkagaon</td>
<td>1039</td>
<td>07</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Numaligarh Town</td>
<td>760</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Adarsha Gaon</td>
<td>1002</td>
<td>07</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>North Eastern Electric Corporation Limited (NEEPCO)</td>
<td>Shillong, Meghalaya</td>
<td>Nongmynsong</td>
<td>15,017</td>
<td>44</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Umpling</td>
<td>8529</td>
<td>86</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>59,255</strong></td>
<td><strong>390</strong></td>
<td><strong>Respondents</strong></td>
</tr>
</tbody>
</table>

Source: Self Compilation
As observed from the aforesaid table that the total of 390 respondents were selected, out of which 130 beneficiaries were selected respectively from each of the select CPSEs i.e. OIL, NRL and NEEPCO Ltd. (as the minimum acceptable questionnaires from the beneficiaries of OIL were 130, hence considered as the base for the number of beneficiaries from the other two CPSEs as well). It may however be noted that the beneficiary population is the actual human population of the selected areas as each person is considered to be a beneficiary by any of the CSR activities performed by the select CPSEs.

**Research Instrument:**

In order to achieve the objectives of the study two sets of questionnaire and schedule were prepared by the researcher (Annexure I and II). The first set of questionnaire was distributed to the management of the three select CPSEs i.e. OIL, NRL and NEEPCO. It consisted of total 14 questions (includes several sub questions).

Further, a questionnaire and schedule consisting of 13 number (includes sub questions) of questions along with questions seeking demographic details were distributed to 390 respondents (beneficiaries of the select CPSEs) from in and around the headquarters of the select CPSEs which consisted of Duliajan, Numaligarh and Shillong.

**Reliability of the Research Instrument:**

Reliability is the degree to which an assessment tool produces stable and consistent results. Reliability is the overall consistent condition. Cronbach’s alpha is the most frequently used measure of reliability.
Table No.1.5: Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach’s Alpha</th>
<th>No.of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.949</td>
<td>54</td>
</tr>
</tbody>
</table>

The Cronbach’s alpha for 54 items in the questionnaire and schedule for the 390 respondents i.e. the beneficiaries of the select CPSEs was found to be 0.949. The standard score of Cronbach’s alpha is 0.7. Therefore, it can be concluded that the scale used in the study was highly reliable and internally consistent.

Sources of information:

The primary data have been collected with the help of a two sets of structured questionnaire and schedules (Annexure I and II) for both the management of the respective organizations as well as their beneficiaries.

The secondary data have been collected from the records maintained by the service providers, annual reports, journals, newspapers, periodicals, internet and other research publications.

Data collection Procedure:

The primary data were collected through structured questionnaire/schedule from the respondents. Whereas, the secondary data were collected through various sources like Annual Reports, Journals, websites, Survey Reports, Reports and notifications of various Government Departments, etc.

Analysis on Primary and Secondary Sources:

For the primary and secondary analysis specific Central Public Sector Enterprises (CPSEs) have been selected those operative and headquartered in North Eastern Region of India, dealing in various industries and products of national economy.
On the basis of judgmental sampling to select the Organizational and clustered sampling to select the beneficiaries. Further, Statistical Package for the Social Sciences (SPSS) version 21.0 and Ms-Excel 2010 have been used for the statistical analysis and diagrams (Pie Charts and Bar). In this regard the primary data were analyzed with the statistical tools like Frequency Tables, Cross Tabulation, Percentage Analysis, Mean Rank, Ordinal Regression, Chi-square, etc.

1.10 Chapterisation:

The final report of the study has been presented in six chapters. The following gives a synoptic view of the composition of the chapters:

Chapter 1: Introduction

This chapter with the heading “Introduction” introduces the topic of the study and includes significance of the study, objectives of the study, research queries, scope and limitations of the study. The details about the methodology of the study and chapterisation of the present report is included in the chapter. This chapter also includes the reviews of literatures studied during the study on various dimensions of corporate Social Responsibility. Further, the gap in literature has also been highlighted in this chapter.

Chapter 2: An overview of Corporate Social Responsibility (CSR) and Central Public Sector Enterprises (CPSEs)

This chapter with the title “An Overview of Corporate Social Responsibility (CSR) and Central Public Sector Enterprises (CPSEs)” in its first part highlights the different facets of Corporate social responsibility. Which includes its concept and definition, history, models, theories, phases, factors and the CSR pyramid. In the second
part of the chapter the researcher has attempted to depict the concept and scenario of Central Public Sector Enterprises (CPSEs) in India.

**Chapter 3: Regulatory Provisions Pertaining to Corporate Social Responsibility (CSR)**

This chapter with the title “Regulatory Provisions Pertaining to Corporate Social Responsibility (CSR)” includes various governmental regulations on corporate social responsibility in India. The chapter also highlights some of the prominent International CSR laws and regulations with its features.

**Chapter 4: Company Profiles and CSR initiatives of OIL, NRL and NEEPCO Limited**

This chapter with the title “Company Profiles and CSR Initiatives of OIL, NRL and NEEPCO Limited” includes the introduction to the select CPSEs for the study namely Oil India Limited (OIL), Numaligarh Refinery Limited (NRL) and North East Electric Power Corporation Limited(NEEPCO).It also consists of the focus areas of CSR activities by the select companies and also the CSR initiatives undertaken in various dimensions by the CPSEs.

**Chapter 5: Data Analysis and Interpretation**

This chapter with the title “Data Analysis and Interpretation” includes the research analysis depicting the various of CSR performances by the Select CPSEs. It also includes the demographic profiles of the beneficiaries of the select CPSEs and the various dimensions of CSR activities and its impact on the communities at large. The detailed results of the analysis have been presented in this chapter.
Chapter 6: Findings, Recommendations and Conclusion

The chapter with the title “Findings, Recommendations, Prospect of future study and Conclusion” will present the findings of the research. An attempt has been made to relate the findings with the objectives outlined. Other related aspects of the research analysis have been highlighted in this chapter. Recommendations on the basis of the interpretation of the results have been made which may be of use for further researches. It also highlights the prospect for further research in this area of study. This last chapter will further include the conclusion on the basis of the findings of the study.

Bibliography – At the end of the report the bibliography of the study will be given which will present a detailed list of the books, magazines, journals, survey reports and websites consulted for conducting the present research work.

1.11 Literature Review:

A literature review refers to the detail of the literatures concerned to the areas of study. It can be termed as the pre research or a pre thesis activity which brings clarity in the research work. The researcher in order to understand the significance of Corporate Social Responsibility from various aspects. This review of literature carried out has enabled the researcher to arrive at the various aspects of CSR in reference to the concept of CSR, practices of CSR in India and CSR of CPSEs. The literature review of the has thus acquainted the researcher with the term Corporate Social Responsibility in a broader sense, CSR in reference to the Indian Companies Act, 2013 and CSR practices by Indian Central Public Sector Enterprises. For this purpose total of several literatures have been reviewed by the researcher from various sources. The reviews of the literatures studied are highlighted below in brief.
Corporate Social Responsibility (CSR) – The Concept, Practices and Evolution:

Caroll B Archie (1991) in the paper, “The Pyramid of Corporate Social Responsibility: Towards the Moral Management of Organisational Stakeholders”, explored the nature of CSR, with reference to the pyramid of CSR, which includes the economic responsibilities, legal responsibilities, ethical responsibilities and Philanthropic responsibilities. The study also focused on the stakeholders of the organisations, with the help of a stakeholder/Responsibility Matrix. It was further stated that good leadership is the most effective way to improve business ethics.

Caroll B Archie (1999), in the paper, “Corporate Social Responsibility – Evolution of a Definitional Construct”, traced the history and evolution of CSR and stated that Howard Bowen's (1953) book on Social Responsibilities of the Businessman laid the foundation of concept of CSR and thereby Bowens is regarded as the ‘Father of Corporate Social Responsibility’.

Pushpam Kumar (2003) in his paper “CSR: Assessment of Global Trends and Prospects” have discussed on the drivers of CSR and further highlights on the socially responsible practices of the firms at the global level as well as in India.

Birch David (2003) in the paper, “Corporate Social Responsibility: Some Key Theoretical Issues and concepts for New ways of Doing Business”, has discussed some of the scholarly sources and thinkers of past fifty years or so which are relevant and influential in the 21st century as well.

explore the association between CSR and Financial Performance. However, concludes to the findings from the sampled companies and the period considered for the study that no such association existed between both.

Porter E. Michael and Kramer R. Mark (2006) in their paper “Strategy and Society – The Link between Competitive Advantage and Corporate Social Responsibility” highlighted on the emergence of CSR by focusing on its four prevailing justifications i.e. moral obligation, sustainability, license to operate and reputation. They have stated that companies should operate in ways that would secure economic performance for a long-term by avoiding short–term economic behavior that is socially detrimental or wasted environmentally. It was further concluded that with the application of vast resources, expertise and managerial talents businesses can have a greater impact on social business.

Dahlsrud Alexander (2006) in the article “How Corporate Social Responsibility is Defined: An Analysis of 37 Definitions” analyzes 37 definitions which were primarily of European and American origin, also some definitions from India and Canada were also found and analyzed. The analysis have been made on five dimension which included the environmental dimension, the social dimension, the economic dimension, the stakeholder dimension and the voluntariness dimension.

Heugens P and Dentchev N (2007) in their article “Identifying and Mitigating the Corporate Social Responsibility risks” have stated the companies are exposed to seven risks by investing in CSR activities. Further, it was concluded that it is dangerous to experiment with CSR activities in the competitive business field.
Sharma Suparna, Sharma Joity and Devi Arti (2009) in their joint paper “Corporate Social Responsibility: The Key of Human Resource Management” have discussed the engagement of HRM professionals in undertaking CSR activities. It also suggested that HRM can take a leading role in carrying on CSR activities at all levels. According to the researchers HR and CSR activities together can make a major contribution in creating a long term success in organizations.

Gautam Richa and Singh Anju (2010) in their research paper “Corporate Social Responsibility practices in India: A Study of Top 500 Companies” have explored the various aspects of CSR in India, which included the definitions, development and various theories. Also, key CSR practices of India’s top 500 companies have been examined and compared to the Global Reporting Standards. Further, few recommendations have also been put forward by the researchers to benefit the society in regard to its finding.

Pradhan Sanjay and Ranjan Akhilesh (2010) in their paper, “Corporate Social Responsibility in Rural Development Sector: Evidences from India” has highlighted the importance of CSR with special reference on rural community and the positive impact of CSR by the select Indian companies through rural development. The scope of rural development in the paper referred to the vast segments of livelihood, education, health, infrastructure and environment in the rural areas of India. The researcher has further put forward few suggestions on sustained basis for the betterment of both the society and business.

Khanna Parul and Gupta Gitika (2011) in their joint work “Status of Corporate Social Responsibility: An Indian Context” stated that CSR as the duty of government, business corporations and individuals, as the income is earned from the society, hence
the same should be returned back. The wealth is meant not only for the use of self but the public as well. The expectations amongst all the stakeholders are getting stronger due to the fast moving awareness of CSR. Thus, corporate citizenship is increasingly essential for commercial success.

Gupta Sumeet and Bagg Debasish (2011) in their joint research paper “Corporate Social Responsibility of Indian Corporate and its contribution to India’s Inclusive Growth” stated that CSR is being viewed more as a professional activity than as a philanthropic one. According to the researchers the concept of CSR has been wafted away from the domain of state owned PSUs to the private players. The activities of CSR are viewed as a strategy rather than ethical beliefs.

Rahman Shafiqur (2011) in the paper “Evaluation of Definitions: Ten Dimensions of Corporate Social Responsibility” discussed the various definitions of CSR in six different decades and have analyzed them into ten major dimensions i.e. obligation to the society, stakeholders involvement improving the quality of life, economic development, ethical business practice, law abiding, voluntariness, human rights, protection of environment, transparency and accountability.

Choudhury Prasad Shyamlal and Das Manash (2012) in their research paper “Corporate Social Responsibility: Business link to Sustainable Development” has discussed the origin of CSR and its principles in guiding the success of business. The paper also focused on the idea of sustainable green business with reference to the 4 Rs of green business, i.e. Reduce, Reuse, Recycle and Redesign. The noneconomic objectives of the sustainable and responsible business enterprises have also been discussed in the paper.
Ghose Soheli (2012) in her research paper “A look into CSR in Indian and Emerging Economies” have discussed scenario of CSR in India. According to the researcher Business Houses in India have realized the economic dimension of their companies and also the social and ecological impact, mentioning them as the three pillars of CSR.

Haldar, Uday Kumar and Sarkar Juthika (2012) in their book “Human Resource Management” has stated that Corporate Social Responsibility (CSR) is the process by which businesses help the society and makes their presence felt in the society. According to them, the terms ethics and CSR are intertwined. He also believed that CSR activities guarantee ethical behavior and thereby has become a global issue and CSR organizations have grown globally.

Sharma Anupam and Kiran Ravi (2012) in their paper “Corporate Social Responsibility Initiatives of Major Companies of India with Focus on Health, Education and Environment” have examined the status, progress and the initiatives undertaken by some of the large firms of India. Also their CSR policies and implementation. The study focused on the areas of health, education and environment.

Srivastava Kumar Amit, Negi Gayatri, Mishra Inpul and Pandey Shraddha (2012) in their research paper “Corporate Social Responsibility : A Case Study of TATA Group” has discussed on the various classifications and models of CSR. A further study have been made by the researchers on the CSR initiatives undertaken by the TATA group and suggestions have been made on Private-Public Partnership (PPP) for implementation of CSR in an effective manner.
Mahajan Seema (2013) in her paper “Earnings Quality and Voluntary Environmental, Social and Governance (ESG) Disclosures: A Study of Selected Indian Companies” has stated that the concept of earnings quality has multidimensional orientation, whereas voluntary disclosures are the focus of increasing the amount of attention by accounting researchers. The paper further highlights that firms with good earnings quality relatively have environmental, social and government voluntary disclosures expansively.

Kumar Vinod and Sabharwal Shivani(2013) in their paper “ Corporate Social Responsibility : A Discourse” has discussed about the concept and evolution of CSR. It also highlighted CSR in India, the various functions performed on social responsibility by Indian Companies and the various dimensions on which CSR rests.

Prabhakar Rajeev and Mishra Sonam (2013) in their paper “A Study of Corporate Social Responsibility in Indian Organization: An –Introspection” have analyzed the status of CSR in India .It states that CSR for organizations in India would help for both economic and social interest. The paper further highlights the fact that corporate sustainability is more an evolving process and not just an end.

Arora Renu and Garg Richa (2013) in their paper “Corporate Social Responsibility - Issues and Challenges in India” focused on the findings and reviews of the challenges and issues faced by CSR activities in India. One of the prime challenge being lack of reliable indicators in the field of CSR along with the dissemination of strategies related to CSR .However, suggestions have been made for transparency and dialogue to make a business appear more trustworthy .Also standards of the organizations should be pushed up by the adoption of proper social responsibility policies, in order to make the organizations perform better.
Jain Shubham and Jain Shruti (2013) in their research paper “Corporate Social Responsibility: A Need of Present and Future” have defined CSR as the heart of business practices in today’s era. The researchers have further examined the concept of CSR in detail and have stressed on the reasons for the introduction of CSR in India. Also its corresponding benefits and drawbacks have been discussed.

Premlata and Agarwal Anshika (2013) in their paper “Corporate Social Responsibility: An Indian Perspective” have highlighted the need for government and corporates to work together and bring positive changes in the welfare schemes of society. Corporations being social entities should be responsible towards their stakeholders and take their responsibilities in an efficient manner, in order to make the stakeholders satisfied.

Chopra Asha and Marriya Shruti (2013) in their paper “Corporate Social Responsibility and Education in India” highlight the need of India to restructure the education system at all the three levels i.e. elementary, secondary and higher education level. It states that CSR in education can mitigate the skills gap with considerable experimentation and in its process both the companies and society can be benefitted at large.

Abraham Tresa Dimple (2013) in her paper “ CSR and Empowerment of Women: The Way Forward ” discusses some of the existing CSR initiatives particularly those which provides support to various Self Help Groups (SHGs) for enterprise formations and therefore suggests meaningful steps taken up towards women empowerment and economic development of corporate houses.
Uvais M and Hafeefa Cholasseri (2013) in their paper “Corporate Social Responsibility: dimensions and Challenges in India” focused on the dimensions of CSR and challenges faced by its activities in India. In recent years the concept of CSR have gained importance form all the avenues. However, lack of understanding, inadequately trained personnel coverage, policy, etc. Realization must be made by the organizations that mere participation of government alone cannot succeed in its endeavor to uplift the society with transparency.

Madrakhimova S. Firuza (2013) in the paper “Evolution of the Concept and Definitions of Corporate Social Responsibility” traces on the evolution of CSR beginning its construction in 1950, which marked the modern era of CSR. Definitions expanded in the 1960’s and spread in 1970’s. In 1980, there were fewer new definitions, more experienced research and alternative themes began to mature. In the 1990’s, CSR continues to serve as the basic design. However, inferior in terms of alternative thematic framework.

Singh Kumar Raj (2013) in his research paper “Corporate Social Responsibility: A Business solution for sustainable and Inclusive Development” have analyzed the concept and importance of CSR in sustainable and inclusive development. He has further stated that in order to bring forth sustainable and inclusive development, the government cannot depend upon the corporate sector alone for the transformation of Indian economy. Thereby, needs to invest in its people and environment by focusing on the social sector and environment. It has further been added that in order to become economically viable and equitable, socially responsible and environmentally sustainable, CSR initiatives will be of great help to the businesses houses.
Bansal Sangeeta and Rai Shachi (2014) in their paper “An analysis of Corporate Social Responsibility Expenditure in India” emphasizes on the potential of CSR in bringing in a revolution in the economic development of a country. The paper highlighted that CSR seeks to address the problems of society in a cost effective manner. However, it has been stated that proper direction is essential for proper utilization of funds and its realization for potential benefits.

Maan Parveen (2014) in the paper “CSR – Key Issues and Challenges in India” attempts to analyze the concept of CSR in India and provides further insight on the extent CSR to be followed by companies. The paper states that the demonstration of corporate responsibility is getting stronger and the expectations among the customers and public are increasing. Hence, it is crucial to be a good corporate citizen in order to be commercially successful.

Suresh M.A. and Vijayalakshmi (2015) in their joint paper “A Study on the status of Corporate Social Responsibility Initiatives by Information Technology companies in India” have examined the contribution of IT and IT Enabled Services (ITES) sector towards the discharge of CSR in India. The study found that the selected IT companies have been contributing well in their areas of CSR activities. However, the areas focused by the companies basically included education, healthcare, community livelihood and infrastructure development.

Thoti Kumar Kiran (2015) in the paper “An Empirical Study on Corporate Social Responsibility across Indian Industries” states that depending upon the size and turnover of respective companies CSR varies. Although, there is common thematic areas across all companies, by which they can do CSR in all the areas or the areas they choose from.
Hamidur Ahmadu Aminu, Haron Md Harashid and Amran Azlan (2015) in their paper “Corporate Social Responsibility: A Review on Definitions, Core Characteristics and Theoretical Perspectives” have reviewed different definitions of CSR and presented some summarized dimensions attributed to the definitions which represent the area of focus for the definitions. It emphasizes on the six core characteristics of CSR ranging from voluntary activities to finally extending CSR activities beyond philanthropy to instrumentality. The last segment of the paper elucidates on the theoretical perspectives of CSR in six categories: the classical view, the legitimacy, stakeholder, agency, institutional, instrumental and Islamic CSR theories.

Pattanaik Aparajita and Nayak Srimati (2017) in their paper “Corporate Social Responsibility: Principles and Practices in India” emphasizes on the past literatures on CSR, its historical evolution, its key drivers, principles and the perceived benefits offered. The researchers have further highlighted the need of the involvement of the private sector for bringing development in our country.

Ekhande L. Kirtikumar and Patil G.T. (2017) in their paper “The Indian Scenario of Corporate Social Responsibility” highlight the importance of CSR and its impact on the society. With the advent of the new Company law on CSR, India has become the only country in the world with legislated CSR. According to the study health care, education and skills are the activities which receives most of fund for CSR. It has been found that Maharashtra is the state in India which receives most of the CSR fund. Although, there is an increase in the CSR funds and activities, yet the percentage of spending needs to be increased further. As compared to the other nations in the world, India ranks 59th Position in CSR Index. Hence, need for more of positive participation is essential for sustainable growth and development.
Barin Arshi and Ansari Aziz (2017) in their paper “Encompassing Environment Needs into CSR and its Implications” highlights the current CSR practices of select Indian companies and their environmental aspects on CSR activities. The researchers have suggested that common formats should be made all the companies. Further, all the environmental related data should be disclosed with easy access separately. Also, other concrete suggestions were put forward by the researchers on environmental needs.

- **CSR - The Companies Act, 2013 and Income Tax Act,1961:**

  Sharma Kumar Sanjay (2013) in his paper “A 360 Degree Analysis of Corporate Social Responsibility (CSR) mandate of the New Companies Act,2013 ” has stated about the new law on CSR governs the social objectives and utilizes India’s strength .The paper further attempts to analyze the different aspects of the new CSR law in the context of modern corporate philosophy .The researcher draws an implication towards the difficulties practical in nature in the execution of the news CSR norms and puts forward possible suggestions to overcome the difficulties.

  Gahlot Sushmita (2013) “Corporate Social Responsibility: Current Scenario” traces the evolution of CSR in India and highlights the guidelines on the draft CSR Rules, after the introduction of the Companies Act, 2013 and analyzes the reaction of the industry on the mandate of CSR. Further, steps have been suggested for the society in order to maximize the company’s expenditure.

  Wankahde Vivek (2014) in his paper “Analysis of Corporate Social Responsibility spending of the Indian Companies” have discussed on the amount spent for CSR activities by the Public and Private Sector Companies which is not equal to 2%
of profits as per section 135 of Companies Act 2013. Therby, no significant difference lies in the amount spent by both the public and private sector companies.

According to the reports of Deloitte (2015), at least 2% of the average net profit of the company in the immediately 3 preceding financial years CSR expenditure to be incurred mandatorily under the Companies Act is not deductible under section 37(1) of the Income Tax Act, 1961 (IT Act). CSR expenditure to be incurred mandatorily under the Companies Act, is not deductible under section 37(1) of the Income Tax Act, 1961 (IT Act). However, if the expenses are aligned with the other provision of the Act, i.e. Section 35(1)(ii), 35 AC, etc. then tax efficiency can be brought in.

Nishandar V V (2015) in the paper “Corporate Social Responsibility – the Way ahead” have discussed the concept of CSR in reference to the guidelines of the Companies Act, 2013. The paper further highlighted the various CSR initiatives undertaken and the amount spent by few of the reputed public and private sector enterprises in India.

Kishore Kamal (2015) in his paper “Corporate Social Responsibility as Legal Obligation: An Indian Perspective” has emphasized that the concept of CSR needs to deliver desired results for all its stakeholders and cannot be rested upon the shareholders completely. Therefore, intervention of the government is required. The concept of CSR has shifted from the concept of corporate philanthropy to charity. As per the government legislation, in India CSR compliance is not mandatory but CSR reporting is.

Chaudhari R. Pramod (2015) in the paper “Corporate Social Responsibility in India” states that despite of India bearing a long tradition of philanthropic practices by
business houses, little documentation exists. The mandatory provisions on CSR has however made the large companies for the first time under the domain of CSR. Thereby, companies entering into CSR ambit for the first time needs proper support for the effective and fruitful utilization of their respective CSR funds.

Kulshrestha Rupali and Jain Prachi (2016) in their article, “The Raipur Bench of ITAT upholds the thread of distinction between mandatory CSR and Voluntary CSR” have reviewed the MCA rules on CSR for the companies. Based on which companies spending on activities such as for contributing to CSR through PMNRF, Rural development projects, etc. may get the benefit of exemptions provided under the Income Tax Act, 1961(‘IT Act’). However, in case of any uncovered activity under section 80G then if such any activity is a capital expenditure which is under section 37(1) then it shall be treated as a deductible expenditure otherwise no deduction or exemption for such capital expenditure shall be made available.

Shah Shashikant Karishma (2016) in the paper, “Corporate Social Responsibility – An Investment for a Soul” the researcher has briefly highlighted the regulatory framework of CSR activities in India which is applicable to corporates with reference to The Companies Act, 2013. Also, an analysis has been made by the researcher on the implications of tax under The Income Tax Act, 1961.

Dharmapala Dhammika and Khanna Vikramaditya (2017) in their paper “The Impact of Mandated Corporate Social Responsibility: Evidence from India’s Companies Act of 2013” have analyzed the impact of the mandated CSR requirements on value of the firm’s and the various other outcomes such as advertising expenditure, sales revenue and accounting performance. The paper states that Companies Act, 2013 provides a rare
instance of quasi experimental variation in CSR expenditures and further generates insights the wider implications of CSR.

- **CSR - Central Public Sector Enterprises in India:**

  Nash Roy Dean (2012) in the paper “Corporate Social Responsibility: Contribution of Maharatna Companies of India”, has critically analyzed the CSR contribution of Maharatna Companies and has stated that the CSR activities undertaken by these companies should be taken as a benchmark for those who intends to indulge in the CSR activities sincerely. However, despite of the notable contribution made by such CPSES the paper puts forward few recommendations for better reach.

  Hazarika Tridiv (2012) in his paper “Corporate Social Responsibility (CSR) – A Popular Corporate Jargon with Multiple Interpretation and Perspectives: A Study of the approaches to CSR by Oil India Limited and Indian Oil Corporation Limited”. Has stressed the role of CSR as a way of Company’s demonstration in commitment towards social responsibility. The paper also highlights the fact that the two premier Oil and Gas Companies of India, i.e. IOCL and OIL still focuses more on community development projects, despite of the fact that intervention through social and economic reforms by the companies in different walks of life of the people are needed.

  Mishra Bhushan Bidhu and Kinku Mahendra (2013) in the paper “Corporate Social Responsibility (CSR) and its compliance by Maharatna and Navaratna CPSEs in India” has analyzed the amounts incurred for CSR activities by the Maharatna and Navaratna Companies. The study further reveals that these CPSEs have incurred funds for CSR activities both voluntarily as well as mandatorily.
Soni D.K., Mishra PK, Agarwal KM and Mitra Sarbani (2014), in their joint paper “Green Initiatives under Corporate Social Responsibility: An Empirical Study on Maharatna Companies of India” has discussed the CSR initiatives undertaken by selected Maharatna Companies especially in the areas of the pollution, prevention and control of environment. CSR is regarded as an important issue of business by Indian companies irrespective of their size, sector and business goals. Thereby, improving the quality of life of the local people along with inclusive growth and sustainable development.

Singh Kumar Niranjan and Choudhary Nita (2014) in their paper “Role of Maharatna companies in Indian Economy” highlights the journey of Maharatna CPSEs towards building of the nation due to economic reforms and their market capitalization.

Sahu Suprava (2014) in the paper “CSR activities of Maharatna Companies in India: An Analytical Case Based Approach” highlighted that multidisciplinary approach is required for sustainable development in India. Further, suggested that the companies in India should go beyond the mandatory spent of 2%, rather through sustainability contribute and work for the betterment of the society.

Mukherjee and Bordoloi (2014) in their paper “Corporate Social Responsibility of Central Public Sector Enterprises” has discussed the CSR activities of two crucial CPSEs of North Eastern Region, i.e. NEEPCO and NHPC, both the enterprises being of prime importance for electricity generation in the entire region. The paper also highlights the various regulatory guidelines governing the CPSEs for CSR practices.

Gupta and Arora (2014) in their paper “Study of Corporate Social Responsibility in the Central Public Sector Enterprises in India” depicts the CSR practices existing in
selected CPSEs in India, following the guidelines issued by Department of Public Enterprise (DPE). The researchers have also traced their about the integral role of CSR in effective corporate governance. They have stressed that mandatory CSR policy is a good initiative for sustainable development. However, statutory obligations on CSR alone cannot achieve the goals as desired, rather collective efforts should be made from both the Government and the Private players.

Bhushan Pardeshi (2014) in the paper “Central Public Sector Enterprises in India: Not for Profit but for Social Profit” examines the performances of the CPSEs by considering their financial and social contribution in India. It has been observed that the CPSEs have by or large fulfilled the social objective and have increased the social profit by creating the employment opportunities to the people, removed regional disparities, developed the economy by creating employment opportunities, developed the infrastructure, ancillary and SSIs and have created scope for import substitution and export promotion. The researcher concluded that efficiency of CPSEs cannot be measured in terms of profitability alone. Hence, it can be said that the CPSEs have been working towards the achievement of the objectives as assigned.

Anshula Dever Bharathi and Karamala Padmashree (2015) in their paper “CSR practices of Public sector units in India – A Case Study” has made an attempt to study the practices adopted for CSR by public sector units with special reference to Maharatna companies through the funds allocated and thereafter utilized before the amendment of the Companies Act 2013. It was found that the companies have not been able to fully spend their CSR budget and had utilized only 50% from the amount allocated. This paper finally concludes that the not much of initiatives are taken by the Maharatna companies due to the dearth of government support. The researchers have suggested
that in order to undertake more CSR activities the PSUs should be provided with some financial incentives.

Singh Satinder and Sharma Ashwarya (2015) in their paper “Corporate Social Responsibility Practices in India: Analysis of Public Companies” explains the CSR practices framework for companies and analyzed the CSR practices of selected public companies i.e. GAIL and CIL. The study concludes with the findings that both the companies have been contributing to CSR by addressing some of the major areas with their individual methods of intervention.

Rajasekar D and Antony Tom (2015) in their paper “Analysis of the amount spent for Corporate Social Responsibility activities by the Maharatna Public Sector Undertakings” discusses the evolution of CSR in India and it significant developments. The study further reveals the importance of CSR for business operations in India.

PK Manoj (2015) in his paper “Corporate Social Responsibility in Central Public Sector Enterprises in India in the Reform Era” has attempted to study the significance of CSR with relevance to CPSEs the impact of mandatory CSR. The researcher has further suggested on the scope of extending mandatory CSR in future to the private players as well.

Rath Kumar Ashok (2016) in his paper “A Critical Study on Corporate Social Responsibility Activities of Public Sector Undertakings in India and its Financial Implications” describes the existing practices of CSR adopted by a few PSUs in India. It was found by the researcher that the selected CPSEs did well in their CSR activities and followed the guidelines issued by DPE. It concluded that mandatory CSR Policy as suggested by the New Companies Act 2013 indeed is a good step for sustainable
development. However; statutory obligations alone will not be helpful in achieving CSR goals. Therefore, collective efforts from both Government and Private Players should be initiated.

Ray Srirupa (2017) in her paper “Corporate Social Responsibility: An Analysis on Central Public Sector Undertakings in Indian Context” aimed at analyzing the new CSR compliances of the top profit making CPSEs in tune with the Companies Act, 2013 as well as the guidelines provided by DPE on CSR and Sustainability for CPSEs, published by the Ministry of Heavy Industries as revised with effect from 1st April, 2014. The paper further reviews the accounting of the companies surveyed for their investment in CSR activities in accordance to the Guidelines Note on accounting for CSR expenditures as issued by the Institute of Chartered Accountants of India (ICAI).

Ranjan Rajesh and Tiwary Kumar Pankaj (2017) in their paper “A Comparative Study of CSR in selected Indian Public and Private Sector Organizations in Globalisation Period: A Research Finding” acknowledges the important activities also the impact of CSR activities conducted in ten reputed private as well as public sector organizations in India. During the study various impediments as well as positive impacts have been analysed and interpreted. Also suggestions have been put forwards by the researchers on various grounds in order to minimize the roadblocks. Further emphasis have been made to bring in transparency in the country and yearly audit report of the expenses by the organizations on CSR, published and monitored by the government.

Athma Prashanta and Yarragola Narrendar (2017) in their paper “CSR Guidelines: CPSE vs Companies Act 2013 (A Case Study of Maharatna Companies)
highlighted that the CSR under CPSE guidelines on CSR and sustainability is by or large equal to the CSR liability under Section 135 of Companies Act 2013 as per the Financial Year 2014-2015. As per that the provisions of section 135 are flexible to Maharatna Companies.

**Research Gap:**

The review of literature undertaken by the researcher as mentioned above, reveals that numerous studies have been undertaken in different parts of the world in regard to CSR. It is visible from the above reviewed literatures that significant study have been done in the field of CSR. However, there are relatively very less literature available supporting the contribution of CPSEs in India with respect to CSR especially in reference to the CPSEs operating in the North Eastern States of India. Thus, the present study, is an attempt to fill in the gap in existing literature and to create a new stock of knowledge that corresponds to the present study with considerable data and identification of CSR Programs practiced by the select Central Public Sector Units operating in North East Region.

**Summary of Chapter 1:**

In this chapter the researcher has highlighted the concept of social responsibility and corporate social responsibility with a brief introduction to the new Companies Act, 2013 and its applicability. This chapter further includes the objectives of the study and limitations of the study along with a comprehensive methodology of research. The chapterisation of the research work and reviews of literatures from various sources and disciplines have also been discussed by the researcher in this chapter. Thus, the chapter entails a brief introduction to the study conducted by the researcher.
References:

Books:


Conference Proceedings, Newsletters and Reports:


• Parichaya: Newsletter of NALCO, June-July, 2008

• Prabhakar Rajeev and Mishra Sonam (2013), A Study of Corporate Social Responsibility in Indian Organizations: An Introspection, Proceedings of 21st International Business Research Conference, Reyerson University, Canada, 10-11 June 2013,

• Public Enterprise Survey of 2012-2016.

Journals:


• Athma Prashanta and Yarragorla Narendar (2013); *Corporate Social Responsibility Guidelines : CPSE vs Companies Act,2013*(A Case Study of Maharatna Companies).

• Bansal Sangeeta and Rai Shachi (2014); *An Analysis of Corporate Social Responsibility Expenditure in India*; Economic and Political Weekly, ISSN(online) 2349-8846,Volume 49,Issue No.50,December 2014.


• Bonett G Douglas & Wright A Thomas (2014); *Cronbach’s alpha reliability: Interval estimation, hypothesis testing and sample size planning*; Journal of Organizational Behaviour, USA.


• Caroll B Archie (1999), “*Corporate Social Responsibility – Evolution of a Definitional Construct.*” (n.d)

• Chopra Asha and Marriya Shruti (2013); *Corporate Social Responsibility and Education in India*; Volume 1,March 2013,pp 13-22.


• Ghose Soheli (2012); *A Look into Corporate Social Responsibility in Indian and Emerging Economies*; Volume 1, Issue 1, pp 22-29, ISSN: 2319-801X, December 2012.

• Gupta L Kalpeshwar and Arora Rachna (2014); *Study of Corporate Social Responsibility in the Central Public Sector Enterprises in India*; Gujrat Technical University, pp 436-448.

• Hamidu Ahmadu Aminu, Haron Md Harashid and Amran Azlan (2015); *Corporate Social Responsibility: A Review on Definitions, Core
Characteristics and Theoretical Perspectives; Mediterranean Journal of Social Sciences, Volume 6, No.4, ISSN: 2039-9340, pp 83-95, July 2015.

- Hazarika Tridiv (2012); Corporate Social Responsibility (CSR) – A Popular Jargon with Multiple Interpretation and Perspectives: A Study of the approaches to CSR by Oil India Limited and Indian Oil Corporation Limited; IJCAES, Volume 2, October 2012, pp 319 -321.


- Kulshrestha Rupali and Jain Prakash (2016); The Raipur Bench of ITAT upholds the thread of distinction between mandatory CSR and voluntary CSR; October, 2016.


• Madrakhimova S Firuza (2013); *Evolution of the Concept and Definition of Corporate Social Responsibility*; Global Conference on Business and Finance Proceedings, Volume 8, Number 2, 2013.

• Mishra Bhushan Bidhu and Kunku Mahendra (2013); *Corporate Social Responsibility (CSR) and its compliance by Maharatna and Navratna CPSEs in India*; International Journal of Engineering Sciences and Management, Volume 3, Issue 2, April – June 2013, pp 107 -114.


Pradhan Sanjay and Ranjan Akhilesh (2010); *Corporate Social Responsibility in Rural Development Sector: Evidences from India*; 2010.

Premlata and Agarwal Anshika (2013); *Corporate Social Responsibility – An Indian Perspective*; Journal of Business Law and Ethics, Volume 1, No.1, Dec 2013.


Rajasekar D and Antony Tom (2015); *Analysis of the Amount spent for Corporate Social Responsibility Activities by the Maharatna Public Sector Units*; Volume 3, Issue 1, Jan 2015, pp 281 – 295.

Ranjan Rajesh and Tiwary Kumar Pankaj (2017); *A Comparative Study of Corporate Social Responsibility in selected Indian Public and Private Sector Organization in Globalization Period: A Research Finding*.; International


- Ray Srirupa (2017); Corporate Social Responsibility: An Analysis on Central Public Sector Units in Indian Context; International Journal of Commerce and Management Research, pp 49 -55.


- Sharma Kumar Sanjay (2013); A 360 degree analysis of Corporate Social Responsibility mandate of the New Companies Act, 2013;


Research in Management Social Sciences and Technology, Volume 12, No.12, Oct 2015.


**Websites:**

- Corporate Websites of OIL, NRL and NEEPCO
- www.census2011.co.in
- www.dpe.nic.in
- www.dpemou.mic.in
- www.india.gov.in
- www.mca.gov.in
- www.deloitte.com/in

**Website Links:**

- Retrieved from http://india-financing.com/staff-publications.html on 05.08.17.


- Retrieved from https://www2.deloitte.com/content/dam/.../in/.../tax/in-tax-csr-%20placemat-noexp.pdf on 18.11.2015