Abstract

India, in the last five years, has seen a pour and phenomenal growth in various businesses; thus, CSR has a long way to travel. The onset of globalization and liberalization of the Indian economy over that of the last two decades has resulted in the shift of the corporate goals from socio-economic focus towards increasing shareholders value to the welfare of various stakeholders. A detailed analysis of Indian CSR along with its relevance within the business arena leaves us with some important points to discuss. Thus, it is the requirement of today to judge this heated relationship in the Indian context with association to socially responsible initiatives.

Though CSR has been practiced in most of the manufacturing organizations, there is not much information on to what extent that is being carried out. Even though, clause 135 schedule VII of Company Bill 2013, makes the organizations that are registered under the companies law or any previous laws (Section 1) of (Section-135) having net worth of rupees 500 crore or more or Turnover of rupees 1000 crore or more or Net profit of rupees 5 crore or more during any financial year to adopt the corporate social responsibility mandatorily and they have to at least spend 2% of its average net profit made during the three immediately preceding financial years on CSR still there is question of to what extent this has been implemented.

With all these importance, it is the need of the hour to understand how far the above is accepted and implemented by the large organizations of Pune area. This research focuses on the study of CSR activities put up by the large organizations to know if those efforts are more worked on for the society benefits or for their employees in terms of better work culture and employee motivation, corporate strategies. The study also works on understanding whether restructuring of corporate strategies happen as per the CSR efforts put up and the impact of CSR efforts and its relevance with competitive advantage of the organizations towards sustainability. The Statistical Analyses of Pearson correlation, Regression statistics, Chi-square test and Mann-Whitney tests are done to test and validate the various hypotheses. The thesis also depicts the result discussion and findings of the study and provides suggestions for the large organizations with respect to CSR efforts to be put up.

Keywords-Corporate social responsibility, large organizations, society, work culture, employee motivation, corporate strategy, competitive advantage