ABSTRACT

This thesis intends to contribute for a conceptual and methodological refinement in the study of Corporate Social Responsibility (CSR) concepts and national and international perspectives and practices of CSR. The whole thesis is organized into seven chapters and the same have been arranged in a logical sequence. Chapter 1 of the thesis contains the introductory backdrop and relevance and justification of the research on the chosen topic under the canvas of Introduction. Conceptual dimensions of CSR are portrayed in Chapter 2. CSR-Emerging Global Perspectives and Practices are deal with in Chapter 3. More particularly Chapter 3 of the thesis projected flow and trends of CSR practices in the sampled countries under global context. The sampled countries include USA, UK, France, Germany, Canada, Australia, Japan, China, South Africa, Pakistan, Bangladesh, Sri Lanka etc and locus standi of CSR practices of India against the CSR practices of these countries in order to understand the depth and degree of comprehensiveness of CSR practices of India. It has been seen that economically advanced countries are more or less used to adopt CSR practices voluntarily whereas less developed or developing countries do not practice CSR at very high scale and these countries including India practice CSR when law of the land prescribes for doing so.

Though India has past history of voluntary CSR practices but it becomes a legal compliance after the enactment of the new Companies Act, 2013 which has replaced the Companies Act, 1956. Section 135 of the Companies Act, 2013 contains the provision for mandatory CSR practices by the Indian Companies within the meaning of the Companies Act, 2013 which stipulates for spending on CSR activities a minimum 2% of three years' average net profit when the (a) net worth of the company touches Rs. 500 crores or (b) Annual turnover of a company is Rs. 1,000 crores or (c) when net profit of the company is Rs. 5 crores or more. Chapter 4 of the thesis contains Indian Framework with reference to Social, Legal and Economic Issues. India is a country where 1% of the people control and enjoy 90% of the total income and wealth when 90% of the people struggle hard to earn two square-meals a day and therefore legal prescriptions for efficient and effective CSR practices is a legal compulsion and imperative left with the government since the Companies Act, 2013 provides for mandatory CSR practices by the Indian companies and the same needs necessary disclosure in the Annual Report of a company. Chapter 5 of the thesis projects the role of law and pronouncements of various international bodies and agencies like UNO, ILO, OECD, GRI, Paris Convention-December
2015 etc. as well as the roles of the judicial pronouncements in several disposal of litigations have been dealt with and it has been seen that law plays a vital and pivotal role in promoting CSR practices in the developing countries including India and the same has been accounted for under the chapter heading - CSR-A Judicial Approach and Standard Guidelines in CSR Practices.

Chapter 6 of the thesis contains in comprehensive manner the result of the empirical study on CSR practices under global and Indian context under the chapter heading - CSR- An Empirical Study on Indian and Global Context. The empirical study has been conducted on the basis of primary data collected through a well-defined and structured questionnaire. The sample size is 450 companies covering 15 diverse sectors of the economy. Out of 450 companies, 360 are domestically operating firms and remaining 90 companies are operating at global market in cosmopolitan business environment. We circulated 2,500 questionnaires and out of it, total number of respondents amounts to 450 which are complete in all respect and the effective response rate is 18%.

The data so collected have been processed in meaningful and significant manner and both the descriptive and inferential statistics and other relevant statistical tools and techniques have been used to analyze the collected data and interpretation of the same have been incorporated in this chapter. After the enactment of the Companies Act, 2013, CSR practice in India has become mandatory. Kruskal Wallis Test has been administered and it has been found that Australia, Brazil, Canada, China, France, Germany, India, UK and USA are found to be significant and on the basis of the same test, it has emerged to be insignificant in case of Bangladesh, Malaysia, Pakistan, South Africa and Sri Lanka.

As far as the factor analyses is concerned, it is evident that factors like corporate governance, transparency in dealing with the creditors, environmental issues, philanthropic and moral issues, UNGC, OECD Guidelines for the multinational companies, United Nations Guiding Principles on Business, Human rights, GRI, solid waste treatment, environment friendly operations, water pollution controlling, atmospheric pollution controlling greenery initiatives, renewable resources and waste recycling, special rights of women employees, compensation for meeting accidents during employment, employees community issues, industrial disputes with regulatory authorities, employees health insurance and regulatory non compliance, child labour deployment, industrial disputes with employees and payment of minimum wages, philanthropic
activities, gaining confidence of the society, increasing efficiency of the people in an organization, knowledge factors such as skill, experience etc hiring CSR experts for CSR implementation, operational factors, employees welfare related factors, financing relating factors, market management factors, supply chain management factors, training factor, civil society factors, regulatory factors, ethical factors, environmental factors, etc have significant influence over the sound CSR practices and perspectives.

Finally, Chapter 7 of the thesis projects Conclusion and Suggestions. It has been established in the study that CSR is an effective tool to bring about equality in distribution pattern of national income and wealth between the have and have not. Corporate houses convert inputs into outputs and earn profits from the same by selling the goods and services in the markets. To call a spade a spade, ownership of the factors of production i.e. inputs belong to the society and therefore 'give and take’ relation between the corporate houses and the society is the most effective and efficient model for causing socio-economic development. Corporate houses are morally, ethically and imperatively responsible to maintain equilibrium between the have and have not by undertaking philanthropic activities.

It has been argued in the thesis that the companies must earn profits since no organization can sustain and survive without profit as no human being can survive without blood. Companies are permitted to earn lawful profit within the four walls of the law of the land since economic cause is to earn profit but profiteering cannot be permissible. It is worth mentioning that India has emerged as one of the globally acclaimed CSR practitioners along with the economically developed nations and CSR practice in India is quite encouraging. However, a dedicated study needs to be under taken by the future researchers in order to assess the impact of mandatory CSR practices on the companies after the enactment of the Companies Act, 2013 since it is too early to form an opinion on the same as it is not appropriate time to examine the CSR related provisions now. It is just a four years old law.

However, some changes in CSR practices are started to be in place after the enactment of the Companies Act, 2013.

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