

Social Impact of CSR on Contemporary Indian Society with Special Reference to Pune District

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ABSTRACT

In today's world, there is new significance to the CSR (Corporate Social Responsibility), provided that in the society, firm's boundaries have been extended. Here, of CSR practices' broad patterns among 10 Indian corporations based in Pune District has been discussed in this paper. According to the Indian scenarios, CSR concept has been explained, various social concerns referred by Indian corporations are explained as well as for addressing these concerns various methodologies are adopted by them that are explained. Furthermore, it has been also discussed that how these deprived and disadvantaged people's lives are changed with the help of CSR activities. This will be helping readers in understanding the present Indian CSR's state, how Indian Companies conduct their CSR, identify key CSR practices, study the deployment of current CSR practices, measure its impact on the Indian society.

Corporate Social Responsibility is not a passing trend or a fad, whereas it is considered as a business imperative which various Indian companies are starting to consider or engaging with it in a way or other (Ramya Sathish, 2010).

In terms of corporate social responsibility, for public companies, some conflicts are present there. Various stakeholders forced them as well as main objective is profit maximization. The corporate social responsibility is generally considered as the resources' diversion

The emergence of socially conscious businesses is on the growing. Building on the numerous initiatives and policies that can manage both the social and profitability responsibility rates, businesses like small to medium-sized enterprises (Indu Jan, 2010.). According to rule, qualifying successful businesses must split at least 2% of their annual average net profit from CSR over three years. CSR money has been spent on some areas that includes Education, Sanitation, Safe drinking water, Malnutrition, Eradicating hunger and poverty, Health for Solar Energy, Old age homes, Women empowerment, Gender equality, Clean Ganga Fund, Swachh Bharat Kosh, Rural development, differently-abled, Livelihood. Corporate Social Responsibility – The Journey has begun

Keywords: Sustainability, Health, Environment, Stakeholders, Planet.

- "Without a sense of caring there can be no sense of community"
- "Companies with their eye on Triple Bottom Line outperform their less fastidious peers on the stock market"
- "Corporate Social Responsibility is a hard edged business decision. Not because it is a nice thing to do or because people are forcing us to do it—because it's good for our business"
- "Business Social Responsibility should not be coerced, it is a voluntary decision that the entrepreneurial leadership of every company must make on its own"
- (Edenkamp, 2002)

NEED FOR CORPORATE SOCIAL RESPONSIBILITY

Over the world various economies are opened up by globalization as well as various investment scope are offered throughout the world as well as developing countries has several new opportunities for global participation in cultural and socio-economic affairs (Archie B Caroll, 1999).

CSR (Corporate Social Responsibility) is organizational promise for balancing financial performance while contributing to employee's life's quality, also, society and local community is acquiring global values as a social effort and business tool.

In India, CSR has become ever more popular because organizations have recognized that establishing trustworthy and sustainable

partnerships with the general population are important, as well as growing their sector.

CSR is also an academia and management activity field that is dramatically expanding. CSR operations will also not only be restricted to the organization itself, but will also affect its economic associates and populations.

Regulation obviously provides the baseline for corporate action, notably for health, education, women empowerment, employment and environment. Besides this, becoming a good business citizen is a critical part of their vision, beliefs and identity for many businesses. Business dynamics also lead several companies to go "over and beyond enforcement" with foreign supply chains, in particular. Corporate companies have taken an important role in social roles in recent years. Companies have begun to understand and take action towards the corporate social responsibility's significance. In the present times, companies' objectives are not restricted for improving competencies, economic gains or profit maximization but simultaneously ensuring social responsibility's promotion which includes consumer interest; environmental protection (Friedman, Milton, 1970).

REASONS THAT MOTIVATE ORGANIZATIONS TO INVOLVE IN CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES

It was known that CSR is responsible for the effect of its decisions on several customers where today companies believe that they are responsible for their actions. You believe that today's fundamental motive for CSR is to make the overall influence of the business on society and its collaborators more successful. Various groundbreaking projects are being developed in the fields of microfinance, environment, education, public health as well as other associated areas.

Community Development: Most big corporations have their own foundations or invest in additional programmes, particularly in agriculture, education and health, which directly help in upliftment of community.

Consumers Satisfaction: Responsible businesses owe their clients greater attention. With declining foreign market borders, customer awareness about the environments under which goods and services are made along with the impacts of sustainability is becoming more conscious and challenging. Many future customers who operate CSR operations demand

identical programmers from their providers. Selection is often dependent on the supplier's social tolerance.

Employees Satisfaction: In any organization, more than financial benefits other things are required by youth. A pride sense is considered by them when they are associated with the organization that is responsible for their social growth. The recruitment, hiring as well as development of best young talents will be supported by good CSR activities. Studies suggest that skilled people prefer to stick with an organization until meaningful work is completed.

Image Building: unethical and unregulated practices might result in ruining the organization's reputation and image in days. Therefore, in image building, one of the main characteristics is imbue of CSR practices. Furthermore, dangerous work environment, child labor violations, environment disasters, and corruption scandals' risks can be avoided by the organizations with the help of CSR practices.

It is increasingly appropriate, however, that the notion that CSR is essential for sustainability and can avoid the loss of consumers, shareholders and workers. In the creation and execution of CSR programme, businesses feel happy as well as proud, and such pride fills workers. The sense of social obligation gives them a sense of excitement. It also acts as a calming break from the worldly workplace, giving your life a sense of happiness and a sense of purpose.

OBJECTIVES OF RESEARCH

Social Impact of CSR on Indian Society with special reference to Pune district is to be evaluated. Qualitatively or Quantitatively for verticals either in Safety, Health, Environment, Education, Women Empowerment, Skill Development, Vocational Training, Infra Structure Development, Rural energy, where the Corporates have their CSR activities under implementation, in verticals they have chosen to do so

- Determining the CSR program effects on Environment.
- Determining the CSR program effects on Education.
- Determining the CSR program effects on Health.
- Determining the CSR program effects on Women empowerment.

- e. Determining the CSR program effects on Safety.
- f. Determining the CSR program effects on Skill development.

The implementation has to be researched whether Positive results are obtained, termed as “Triple Balance Sheet” in areas of “Social, Economic and Environment”. Based on above, recommendations/ suggestions will be forwarded to Corporates whether

- They are moving in right direction
- Any corrections in Implementations are necessary
- Should they look out for new areas, as current areas they have been working have achieved their levels of achievement
- What do the inhabitants feel in totality or what are their positives and negative feedback or what changes they prefer to have?
- Whether implementing teams are adequately trained or they need training, sufficient
- Manpower/facilities are available for implementation.

RESEARCH METHODOLOGY

The different research methodologies implemented for this study was quantitative and qualitative approaches' combination depending on secondary as well as primary data sources, by use of interview method, serious attempts were made to evaluate the present trends, issues and strategies of CSR and community opinion about CSR and its impact .

It is not possible that the measurable factors which may change because of some conditions will not be considered for a research. The factors in a research that are changed because of any condition are known as “Variable” (Arora B and Puranik R, 2004). In our present research, various variables are considered that it is extremely difficult or impossible to describe all because of the point that it is not necessary that one variable in a study act as variable in other study.

INSTRUMENT OF DATA COLLECTION/ INTERVIEW SCHEDULE

In order to understand trends, Issues and Strategies of CSR clearly, two Separate well-structured questionnaires were prepared; one for CSR managers and another one for CSR beneficiaries. The questionnaire was prepared in two different languages i.e. English and Marathi, by considering that the study

population's spoken languages was Marathi as well as there were many people staying surrounding to organization, who did not understand Marathi.

To meet the study objectives the researcher kept open ended, close ended and descriptive types of questions in questionnaire.

Even though keeping in mind the cause and consequences the researcher has gone for a pilot study in a form of Pre-Testing the prepared interview schedule and incorporated the necessary medication before starting the final field survey.

Same questionnaire was discussed with CSR experts from implementing Organizations(not in the 10 Organizations selected) and a statistician incorporated those necessary changes to the questionnaire with the intention that the researcher, respondents, management and community view point should not face any problem in understanding and filling up the questionnaire themselves.

FIELD EXPERIENCE

Annual reports were used for acquiring interviewer's names and contact details as well as for browsing through the websites of companies. Private and multinational organizations were found to be friendlier in responding to the questionnaires. Moreover the organizational managers showed interest in getting feedback from researcher about the impact of their ongoing CSR. Overall conducting interview of community respondents appeared to be easy compared to management interview. The researcher used to camp in nearby surrounding places in order to reach the survey site in time according to the convenience of the community respondents. In certain cases researcher used to stay back in the field area till late night but also used to revisit the sample houses two to three times in order to complete the interview.

RESEARCH DESIGN

Study Subjects: The subject (research problem) selected by the researcher after doing the through critical review of literature and the topic chosen entitled “Impact of Corporate Social Responsibility on Indian Society with special reference to Pune District”.

Selection of Study Area: One of the ways of understanding the CSR concepts as well as its related issues is by studying the characteristics of the stake holders. So as for attaining the study

objectives, it was felt that primary data collection was required from those organizations who were involved in CSR and located in Pune District - Maharashtra was selected as the study area as it is one of the highly industrialized state of India³ Universe: The universe of the study comprised all the organizations established under the Factories Act-1948 in Pune, Maharashtra and communities located surrounding to them.

Sampling Methods: For the study purpose, the population was all organizations or firms those who were undertaking CSR activities in Pune districts and the people staying around these organizations as beneficiary study respondents. Since, population's complete coverage was not promising, population's subset was chosen. For conducting this study, prominent Limited industries were selected who were CSR implementing organizations. The reasons behind this was that: Initially, there does not exist any possibility for completing all Corporations, Companies or enterprises list located in Maharashtra, Secondly, there are no such sources which, provides list of all organizations conducting CSR activities. Reason for applying simple random sampling method for selecting community respondents were that first, the researcher doesn't know the community (Population size), until researcher interviews the CSR implementing managers

Sample size of Organizations: To accomplish the study objectives and taking consideration of time and expenses, the researcher has selected Ten Leading organizations from (Private and MNCs) Manufacturing sector (except Persistent who are in service sector), believed to be involved in current CSR activities. Another criteria was accessibility to these Organizations. The reason for selecting only Ten (Private and MNCs) organizations; as mentioned in the objectives, as the study to understand impact of CSR activities on community, was not possible to go beyond this number because of availability of time and resources, in term of money and manpower. Connecting to these Organizations was possible as had interacted with them during my working career.

Sample Size of Community Respondents: several experts expressed several opinions on sample size selection that signifies that in a sample representativeness is not ensured by the bigger size. There is possibility that in comparison to the larger selected samples, smaller ones results as more superior whereas

selected sample is bad. Furthermore, it has been determined for collecting the required detailed information from ten organizations and fifty respondents from each organization tallying in to the total of 500 respondents from the community were interviewed Secondly for a population greater than 10,000, sample size of 385 is sufficient. In my case the total population of 10 Organization is greater than 10,000 hence sample size of 500 is justified.

Sample Size is Determined Using Below Formula:

$$n = N/1 + (N*(e))^2,$$

Where N = 10,000, and e = .05 at 95% confidence level

$$n = 384.6$$

n = 385 Representative sample

Sampling Technique: Exact population where CSR is being implemented by these 10 Organizations is not known, hence Non Probability Technique used.

Judgmental Technique as selection of 10 Organizations by Researchers is his judgment the technique in totality is Non Probability Judgmental.

Frame Size: In absence of knowledge of exact population frame size cannot be determined.

Data Collection Methods: In the present study, primary and secondary data sources are utilized for finding relevant and sufficient information.

Primary data source: The primary data sources have been acquired from Structured Questionnaires, Observations, and Surveys. This type of data can be seen as evidence that have been collected and produced during the research period by the researcher.

Interviews: Interview is considered as the extensively utilized research method. Possibly, in qualitative research, it is considered as widely employed method. The interview's objective is obtaining thorough information which is not easy to obtain through various other methods. Generally, interview is considered as conversation among 2 people. However, it is a conversation, in which, the interviewer, one person seeks response from another person for a specific purpose. For any qualitative investigation, the interview provides the required descriptive data.

Interviews of CSR Managers: It has been assured to participants prior to interview that the

complete interview process is classified as well as their personal details will not be shared with anyone. Prior to the interview process, an interview questionnaire was prepared. Every possible effort has been made by researcher so that complete topic is covered; although, in two interviews, there exist some difference in the questions' sequence and phrasing. Initially, in every interview's beginning, interview's aim as well as researcher's research is described to participants. Also, it has been described to interviewees that researchers are looking for participants' perceptions and opinion on subject's matter under discussion rather than seeking wrong or right answers.

Interviews of Community Respondents: All interview of community respondents were conducted in the villages surrounding to the organizations. This questionnaire will be helping researchers on concentrating few points as well as obtaining some information w.r.t. such specific points. Community respondents were explained that researchers are looking for participants' perceptions and opinion on subject's matter under discussion rather than seeking wrong or right answers.

Observation Method: In social sciences, in comparison to experimental research and quantitative research, in their natural setting research includes phenomena's direct observation. Usually, observational research is more valid but likely less reliable (Mohan A, 2001). Flexibility is observational research's primary advantage. As per requirement, researchers are able to modify their methods. Furthermore, it measures behavior directly. In present study the researcher used this method to observe CSR activities of organizations in community. The researcher had an opportunity to observe the CSR activities of organization such as development of community infrastructures, road, water supply, construction of community hall, schools, temples, bus stand and sports grounds as well as activities undertaken for environment protection such as Children Park, kitchen garden and the greenery surrounding to the organization.

Secondary Source of Data: Secondary data used in this research was collected from scientific journals as well as Internet sources, which have been selected in order to reach a better understanding for CSR. Recent literature and news' extensive review that is related to CSR practices as well as core business activities of

these Indian companies is performed. Press releases, Annual Reports, and company websites' close readings are included in archival research, as well as other development agencies, private consulting firms, and financial institutions are also included.

Data Processing: Collected data was coded, verified and entered into computer and made error free with the help of Google forms online coded in to EXCEL enabling preparation of Tables and Pi Charts. Each variable's single frequency distribution was produced for data validation for further analysis. Data validation was performed using Personal visits, Observations, and through Interviews of beneficiaries of CSR Programme.

Method of Analysis: The collected information was systematically analyzed by adopting frequency distribution and descriptive statistics method. Data analysis, tabulated and represented by means of Pi Charts which made slicing convenient and validated using Interviews and Direct Observations.

Qualitative method: The findings of study were presented through tabulations and Pi Charts

Limitations of the study: The sampling method applied in the study was non probability sampling to select the organizations, because there was no sampling frame available of all organizations operating in India or Maharashtra and no complete list of organizations, those conducting CSR activities in India are available. So the inferences are applicable to organizations where study was carried out and cannot be generalized to whole population. The measurement of impact of CSR activities on community was measured through opinion or perception of community members (respondents), because there was no such data available (longitudinal data) which can help the researcher to measure changes at village level, over a period of time.

HYPOTHESIS

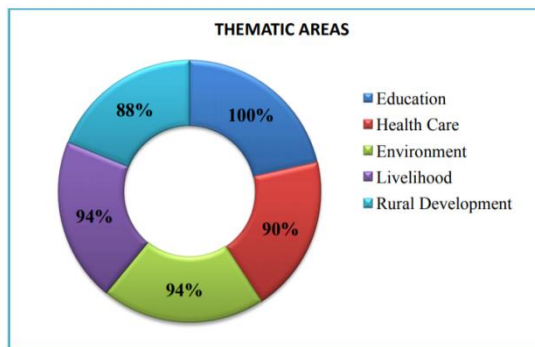
- Attaining positive sustained growth through CSR.
- Determine whether linkage exists between spends on CSR and Impact on Society with respect to Education, Health, Environment, Women Empowerment, Vocational Training, Skill
- Development, Safety, Rural Energy, Infra Structure can be determined.

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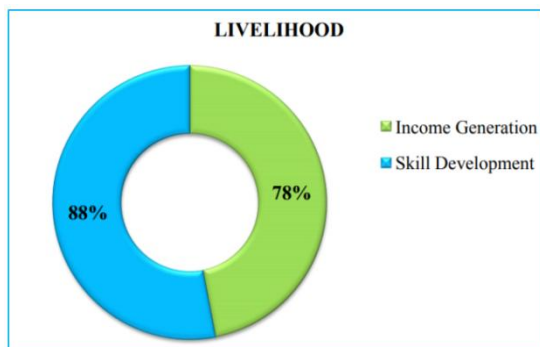
- Improvement on parameters of Triple Balance Sheet i.e. Social, Environmental, Economical.

POSITIVE IMPACT OF CSR

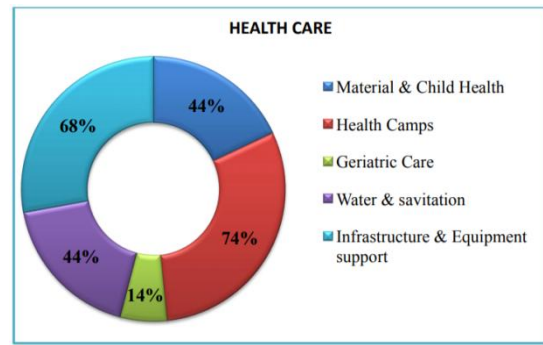
Thematic Areas: Understanding extensive thematic areas like disaster relief, rural development, livelihood, environment, health care, and education as a CSR initiatives' focus are concentrated by research. Among these areas most common is education as well as it has been also indicated by the research that 100% companies that are involved in research have some education initiative following environment and livelihoods as well as after that rural development and health care.



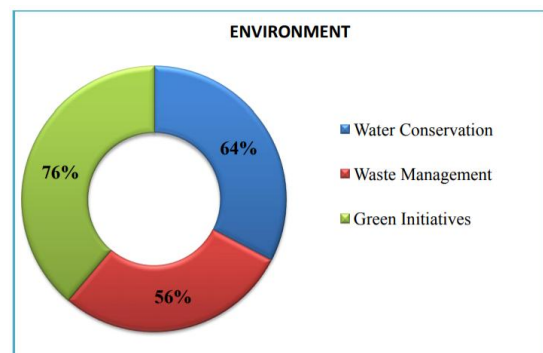
Livelihood: Out of 10 organizations that are considered for research, it has been observed that skill development is supported through career counseling and vocational training by nearly 88%. Also, income generation activities for people specifically for rural areas' women are supported by nearly 78% companies.



Health Care: In the area of health care, the most common activity is health camps organization for providing curative service as well as awareness is raised regarding health issues by approximately 74% companies involved in research. The equipment and infrastructure support involves ambulances and medical equipment for health centers and hospitals and new health centers' construction and hospital buildings' renovation. In the health area, intervention's other chosen areas are child and maternal health, sanitation, water etc.

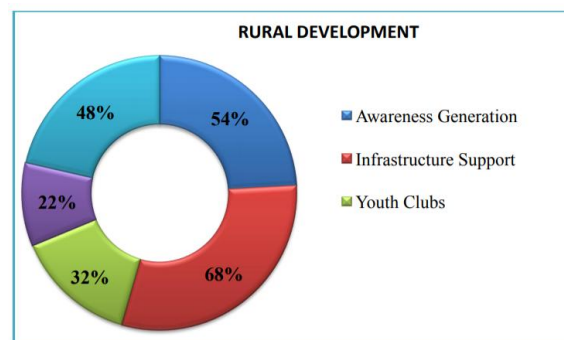


Environment: CSR initiatives includes towards environment's betterment that involves green initiatives like waste's management and disposal, efforts to conserve water, and plantation drives for promoting a forestation responsibly.



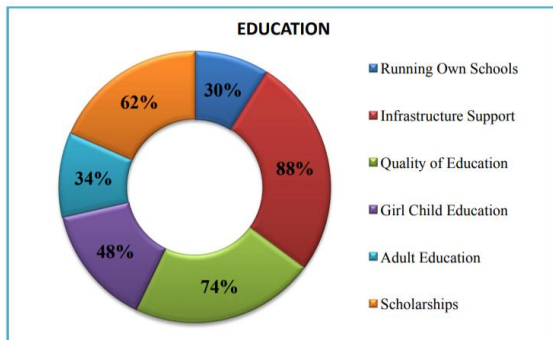
RURAL DEVELOPMENT

In this particular area, nearly 68% companies works in direction of rural areas' betterment by offering infrastructure support like laying down of roads, revamping water pumps and check dams' building for improving connectivity. Furthermore, for issues like education significance, female feticide, and domestic violence as well as related to others initiatives awareness generation camps are being organized through various companies for rural development.



Education: It has been also indicated by research that nearly 74% organization also operating some projects for improving education quality by providing coaching classes for training primary as well as secondary school

teachers, underserved children in new as well as enhanced teaching approaches as well as offering pioneering learning and teaching support. Furthermore, nearly 34% companies that are involved in research are observed operating their own schools.



IMPROVEMENT ON PARAMETERS OF TRIPLE BALANCE SHEET

Process of managing social issues related to development is known as Social impact assessment.

Social Impact

- Primarily as well as most significantly, it has been assumed by the paper that in world's various regions as well in most parts, SIA as well as CSR are different from one other as per their system domains as well as according to their utilization by various communities, governments and corporations. Today, 90% of CSR HODs surveyed says that for success of their firms it is necessary to act in a socially responsible and sustainable ways.
- The successful execution of the CSR initiatives remains the key task of mobilizing the support as well as establishing ties with the local population. However, the CSR team continued to win trust and cooperation at all plant location after regular discussions with customers and business leaders as well as systematic hard work. It is a challenge to reach those in need and prioritize local problems of growth, to which we can redirect our energies and money. The aspirations of the society are similarly high and the management of this business needs constant contact with different stakeholders.
- The most significant thing for us is to transform the lives of the poor and excluded people at our plant sites. Our expertise will encourage us to concentrate on skills and livelihoods, including employee capacity, in

the near future. The main obstacle nowadays is to make our people independent and independent. Needless to add, our activities will also continue in the fields of food, education and water, as well as in sanitation. Instead of coping with the pressing, long-term challenges that benefit the organisation, and not only in a short term, while the effects are not easy to quantify, the high CSR position has built a space in the minds of customers, including customers, staff, and investors. It is now easier to recruit new talent, inspired by the company's performance in CSR.

- In fact, poverty continues to be seen as an issue both personally and locally. My key point is that most organizations do not provide long-term opportunities for poverty my key point is that most organizations do not provide long-term opportunities for poverty eradication. It has been discovered that poverty suppression was not the organization's direct CSR purpose for people who were willing to deliver and fulfill their promise. Much of their CSR operations, however, tend to focus on the long-term effects of sustainable growth and well-being that would implicitly increase poverty.

Despite of sustaining communities with the help of cultural as well as social activities, (i) sustain educational development and (ii) income generation, are focused by their CSR approaches.

Health

- In the tribal populations, supplies were carried out by untrained local hands in the home in hygienic conditions due to lack of transport and health facilities. In comparison to the non-tribal/urban population, the Infant Mortality Rate (IMR) and Maternal Mortality Rate (MMR) were much high. The specifications for quality health and health care, as well as the provision of government agencies, are among key strategy areas to allow local women to take responsibility for health, provide door-to-door therapy and care through training village motivators.
- We also implemented the low-cost sanitary napkins' promotion for improving the adolescent girls and women's hygiene and health that live in the villages surrounding our plants. This initiative included the construction of low cost sanitary napkin

systems and the training of local women and girls to manufacture them. In schools girls' toilets were mounted sanitary napkin distributors and incinerators for disposal. Sensitization programmes on feminine hygiene have also been planned. The initiative contributed to a higher attendance and better menstrual health of girls at school.

Environment

This project includes an efficient solar powered lighting system's supply, installation and commissioning along with the current technologies like high wattage level solar panels, efficient LED lights as well as lithium-ion batteries. During the night, the villagers feel comfortable walking, particularly women and children. The illumination on the school grounds is now greatly enhanced, and the initiative has helped students to discover regarding the solar lighting scheme.

- Clean drinking water is provided through Taps at residences due to laying of pipelines from lakes with filtering system. This has reduced manual work of women and girls: 1.5 hours x 2 (twice a day) = 3 hours per day. They now can devote this time for value added activities for the family
- Bio gas plants are installed using low technology, providing gas for domestic use. Manure generation has been initiated using dry and wet waste from households.
- Green initiatives are initiated in a big way by plantation of trees on barren land.
- Rain Harvesting techniques are taught to adults enabling improving water table levels, thereby reducing water scarcity to some extent during summer

As positive growth is demonstrated and seen in Triple Bottom Line -areas of Social, Economic, and Environment, and hence HYPOTHESIS presumed is correct.

FINDINGS ON OBJECTIVES OF RESEARCH

Effect of CSR on Health

- New born children are provided with inoculation against Small Pox, Diphtheria, Anti Tetanus and doses for preventing Polio.
- Mothers are provided with supplements post-delivery enabling them to improve on their health faster, in case of C section special care is provided from Organization

Hospitals. Trained nurses are made available pre and post-delivery.

- Health checkups camps are carried out every 6 months for Children, and adults. They are educated on importance of dental care, hygiene, sanitation.
- Awareness and importance of Health, Fitness and exercises is imparted to children. Mobile Ambulance with medicines, doctors visit once a week at village and provide free medicines and check on patients condition in village,
- Male adults are educated on negative effects of Alcohol Consumption and chewing Tobacco/ Gutka. Toddy and Liquor shops in 4 villages have been dismantled and women have taken pride in their closures. Money saved has been spent on children's education, buying electronic items for them and their family.

Effect of CSR on Education

- Attendance in Primary and Secondary schools has improved due to laying of Tar roads from residence to schools.
- Provision of Toilets for girl students in Secondary schools has eliminated school dropouts, which was extremely high earlier.
- Computer awareness amongst Secondary school children has improved their awareness in science and general knowledge. Trend on continuing education post Higher Secondary Examination has vastly improved.
- Sanitary napkins are being provided to girls in secondary schools free of cost. This facility has improved attendance of girls in schools, their health has shown tremendous improvement along with their confidence level.

Effect of CSR on Women Empowerment

- Gram Panchayats in all villages have 1/3 strength of Women, signaling awareness of Women Rights, their involvement in progress of inhabitants, thereby improving their value in family and society at large.
- Skill Development programmes has enabled women to seek employment in areas of Human Resource, Canteen Management. They have improved on family earnings by working on stitching uniforms of employees, working on Upholstry requirements for 2Whealers and 4 Wheelers for Organizations.

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- Women have commenced going to urban areas with their farm products and selling directly to consumers, thus improving on their earnings.
- Women have commenced to drive 3 Wheeler Rickshaws/4 Wheeler Vans for plying school going students, drive OLA Rickshaws, Dispensing petrol/diesel on Petrol Pumps, Conductors on Public Transport Buses and quite a few as Ticket examiners/issue of tickets at Railway Stations.
- Women's status in Society and family has improved as they are contributing towards financial improvement. They are attending evening schools and improving on their knowledge. Both these have impacted on children becoming more inclined in improving their scores in school examinations and leading a healthy lifestyle.
- During summer vacation coaching classes on Story Telling, Painting, Drawings, and Acting are provided to children, enhancing their personality development.

Effect of CSR on Safety

- Fire incidences on Dry Fodder are reduced as these are moved out of village limits, in warehouses which are manned 24x7 by villagers.
- Electric Poles have been installed reducing overhead cables span. This has reduced incidences of short circuiting, and sparking during monsoons. Incidences of power breakdowns have been reduced as well.
- Fire Brigade vehicles are positioned in villages, donated by 5 Organizations.
- Ambulance with First Aid facilities, Doctors on board, Medicines are available within travel time of 15/20 minutes, either from the Organizations dispensary or with tie-up with nearby hospitals.

Effect of CSR on Environment

- Clean drinking water is provided through Taps at residences due to laying of pipelines from lakes with filtering system. This has reduced manual work of women, girls: 1.5 hours x 2 (twice a day) = 3 hours per day. They now can devote this time for constructive activity for the family.
- Solar lights are provided for streets lighting, LED lights are provided in residences, charged at subsidized rates (80% cost borne by Organizations).
- Bio gas plants are installed using low technology, providing gas for domestic use. Manure generation has been initiated using dry and wet waste from households.
- Green initiatives are initiated in a big way by plantation of trees on barren lands, school children are taught importance of Green environment and ways and means of retaining and improving green levels.
- Rain Harvesting techniques are taught to adults enabling improving water table levels, thereby reducing water scarcity to some extent during summer.

Effect of CSR on Skill Development

- Children weak in studies are given training in various occupational areas eg. Scooter mechanics, Pump repairing, Domestic Electrical wiring, assisting them to be financially independent.

SUGGESTIONS

Depending on the present research study's most important findings, a few suggestions have been provided by the researchers with future research development scope in the corporate social responsibility's area and these suggestions are described as below:

- a. The survey showed that the general population was not well aware of the CSR definition (41 percent), so that CSR programmes ought to be made more successful by the general public. This initiative would also inspire other businesses in joining the League as well as plays an important role in resolving issues like accessing livelihoods, health care and education quality for many people in India through creative CSR practice. This will boost the social justice movement of the day.
- b. The private sector's position and efforts to advance the development agenda with an emphasis on disaster management, women empowerment, livelihood, environment, health, education, to name but a few, are noticeable and successful. In order to better refine the development plan into its project mode, the three main partners propose the substantive and organizational models of interaction. The Government, NGOs and private sector are discussed and tackled jointly.

- c. It has been shown by the study that for industrial operations CSR's positive implications among corporate houses, there is need of its acceptance and awareness.

Suggestions to Government

- It was observed that no government interference except evolving and presenting recommendations for executing CSR practises. The Government should then continue to track the organization's CSR operations and begin to identify corporate businesses which have adequately adopted different CSR programmes and that are able to address the development needs of the needy as well as the underprivileged in a more efficient manner.
- The study reveals that 23% big cap businesses have not yet launched their CSR operations. The introduction or application of CSR in medium-scale industry is seen to be much lower and may be much less so in smaller industries. Therefore, it is necessary to carry out comprehensive qualitative and quantitative research with the aid of a structural market survey in India, which will assess and understand the scale of CSR implementation.

Suggestions for all CSR implementing organizations

- The present study results suggest that more of the priority is focused on work and motivating for private sector organizations, while the attention was on climate and education for multinationals as well as on government. Health focused groups more. This obviously illustrates the need for a holistic approach to reflect on, take care of, and accomplish global sustainability of the adoptive culture.
- There has been no coordination between organizations due to the fact that work has also been duplicated in various industrial settings where there are more than one organization, though they work in the same village/community as part of the CSR. Therefore, where more than one organization operates as part of CSR in a village/City, cooperation between the organizations should be carried out with the assistance of local organizations such Gram Panchayat so as to concentrate and accomplish overall community/village growth and prevent duplication c. It was found during the conversation with the

various stakeholders that most of them are based on the proposals of the head of the CSR unit, while the CSR projects of the organisation are to be determined in collaboration with members of community. The level of Community satisfaction was found to be higher when the issues were selected based on community priorities. This highlights the importance of community and community consultation on the progress of the CSR start. It is also recommended that the CSR strategy and the decision-making mechanism at the level of the Society as the key stakeholder should be concerned.

- In metropolitan centres and locations there have been found to be too many CSR projects and services. It is proposed that while concentrating on urban communities, businesses should also consciously address the rural areas' child and girl child labor, health, education, as it will precisely help rural communities. After all, in rural India more than 65 % of the populations still live.

CONCLUSION

CSR (Corporate Social Responsibility) is a challenging and subtle issue for businesses to discuss. It also costs a lot and results in advantages that are impossible to calculate. Maybe this is an explanation why businesses have concentrated on organizational reforms, like enhancing corporate accountability and governance, according to the report. This could explain why historically significant workers and shareholders are the key players after customers (Bimal Arora, Ravi Puranik, 2004).

That also needs to do with the degree of corporate social responsibility that businesses should use and the extent to which they should go above the demands of regulation. There is an unresolved argument over what corporate social responsibility means.

One thing to which everyone should agree is that social responsibility is not a neutral issue. There is a continuing controversy as to whether the "movement" on CSR constitutes an unjustified invasion and whether corporations should spend income in their own corporate social responsibility programmes and return the capital to shareholders to spend as they see fit. Yet corporate social responsibility is not denied that the multinational enterprise sector faces an important problem and promises to expand in prominence in the years ahead.

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