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RESEARCH ARTICLE

AN OVERVIEW OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES IN COIMBATORE DISTRICTS

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Abstract

The concept of Corporate Social Responsibility is a very broad one, encompassing the various dimensions of the business world. Social responsibility in marketing involves focusing efforts on stake holders who want to make a positive difference with their requirements. Social responsibility has a great impact in the performance of various organizations. The CSR strategies may vary in accordance with company nature(size), Type, Form of Industry. The CSR ambit is getting bigger and for upcoming years it would turn as a unique knowledge base for analysing and achieving sustainability goals as among various large economies. India is a country which has assured by mandating CSR through its legislative action. This study focus on companies CSR efforts from their practices to broad societal impacts, be explained by the Classical model, Stakeholder model, Sustainability model, Concentric Circle model, or by a combination of all four.

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Introduction:-

Corporate Social Responsibility is an inter-disciplinary subject which combines social, ethical and moral responsibility by complying with legal and voluntary requirements. It is based on the management of CSR activities for producing a positive effect on the society. The traditional CSR includes within its ambit, activities directed towards Social and Environmental upliftment and up-gradation. The Schedule -VII of the Companies Act 2013 very specifically includes activities directed at overall National development. This is in the right spirit for the developing country. The concept of CSR is a very broad one, encompassing the various dimensions of the business world. The committee for Economic Development proposed the Concentric circle of CSR(Kanji and Agarwal,2017) 1971. The study is aimed to examine the traditional theoretical models in order to find and empirical outcome and it may draw the inference to companies' responsibility to render CSR. The Society and business, social issue management, public policy and business, stakeholder management and corporate accountability are just some of the terms used to describe the phenomena related to corporate responsibility to the society (Garriga and Melé, 2004).

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Purpose

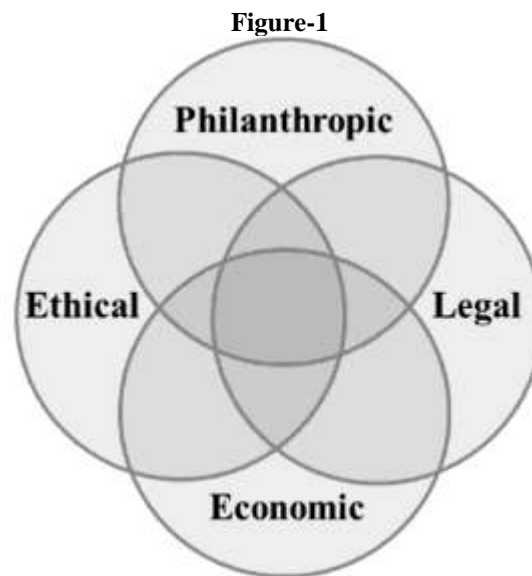
An overview of CSR expenditure during the last five years in the Coimbatore District of the Tamil Nadu State in India. The Social and Environmental initiatives of leading companies towards the CSR spent through various projects.

Objectives of the study:-

1. To understand the concept of CSR.
2. To find out the specific activities and programs as implemented in the top ten companies in Coimbatore district.
3. To analyse the amount spent for sector wise CSR activities.

Research Methodology:-

This study is explorative in nature and based on the secondary data. Sources of secondary data were collected from Annual reports, records, journals, magazines, and websites. The literature survey regarding this and related topics, has been done. The conceptual interpretation of CSR spent were interpreted by using Concentric Circle Model(Geva,2008).(Figure-1)

**An Over View of CSR Activities****Social Projects**

Eradicating Hunger (EH), Poverty and Malnutrition (PM), Promoting Preventive, Health Care and Sanitation (PPHCS), Making Available Safe Drinking Water (MASDW), Promoting Education, Employment enhancing Vocation Skills among Women, and Children, Elderly and the differently abled (PEEVS), Promoting Gender Equality (PGE), Empowering Women Setting up Homes for the Socially and Economically Backward Classes (EWSEBC), Hostels for Women under Socially and Economically Backward Classes (HWSEBC), Hostels for Orphans under Socially and Economically Backward Classes (HOSEBC), Old age Homes for the Socially and Economically Backward Classes (OHSEBC), Day care Centres for the Socially and Economically Backward Classes (DCSEBC), Rural Development Projects (RDP), Setting up Public Libraries (SPB).

'The Classical Model' of minimal social investment, the social projects, the governance and disclosure range of companies revealed that the activities are become optimal and separate from the core business operations.

Environmental Projects

Environmental Sustainability (ES), Ecological Balance (EB), Protection of Flora and Fauna (PFF), Animal Welfare (AW), Agro Forestry (AF), Conservation of Natural Resources (CNR), Maintaining Quality of Soil, Air and Water (MQ-SAW), Clean Ganga Fund (CGF), Swachh Bharat Kosh (SBK).

'The stakeholder model' for Environmental advocates for individuals through environmental projects, to Eradicate the environmental impact of the companies' activities and its efforts to reduce the negative efforts.

Water Projects

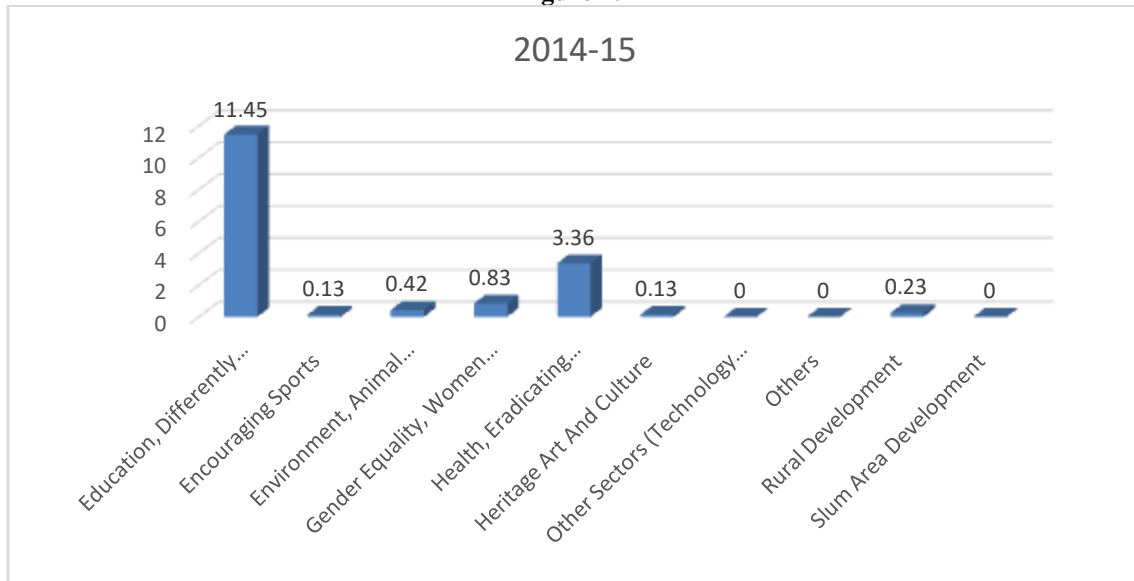
Water Saved for Ecological and Environmental Sustainability (WSEAES), Removal of Disparity in Water Supply to Rural and Urban Areas (RD-WSRAUA), Construction of Passes for Wildlife over canals passing through Sanctuaries (CPW), Creating Awareness among Farmers about the Conservation and Minimizing Water Use (CAF-CAMWU), Water Saving Irrigation Techniques in Rural and Urban Areas (WSIT-RAUA), Renovation or Modernization of Old Irrigation Projects (R/M-OIP), Lining of Selective Segments of Canal Reaches with Excessive Water Losses (LSS-CR-EWL), Installing Flow Measuring Devices in Domestic/Agriculture /Industrial-Use (IFMD), Sponsoring Research Activities in Irrigated Agriculture (SRAIA), Desilting of Small Water Bodies (DSWB).

'The Sustainability Model' for CSR by implementing the Environmental sustainability through water projects. The various companies implement the conservation of natural water and water resources, adopting sustainable sourcing practices and promoting the circular Economic principles.

Table1:- Development Sector wise Amount Spent.
Total Amount Spent in FY2014-19.

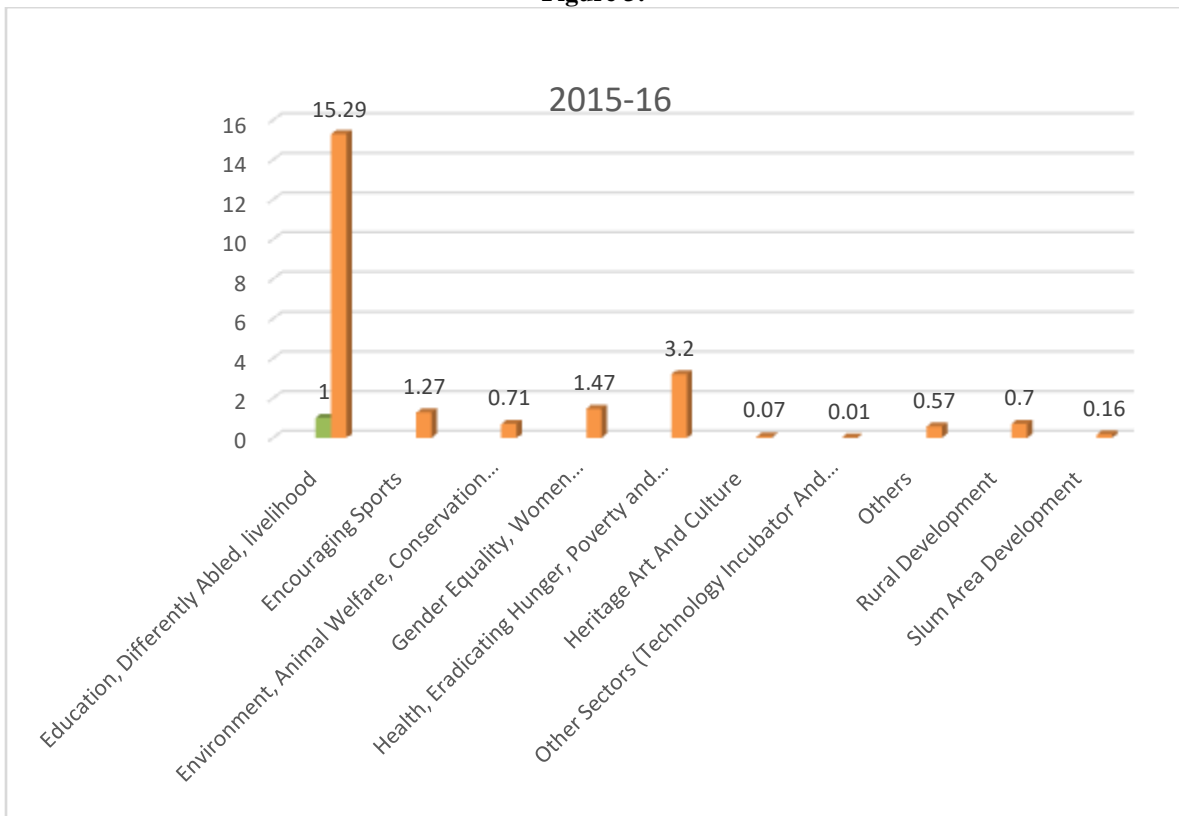
	Sectors	2014-15	15-16	16-17	17-18	18-19	Total
1.	Education, Differently Abled, livelihood	11.45	15.29	19.19	19.95	26.43	92.31
2.	Encouraging Sports	0.13	1.27	1.02	0.11	0.29	2.82
3.	Environment, Animal Welfare, Conservation of Resources	0.42	0.71	1.79	2.72	2.29	7.93
4.	Gender Equality, Women Empowerment, Old Age Homes, Reducing Inequalities	0.83	1.47	3.07	1.11	2.46	8.94
5.	Health, Eradicating Hunger, Poverty and Malnutrition, Safe Drinking water, Sanitation	3.36	3.2	7.58	11.41	11.81	37.36
6.	Heritage Art And Culture	0.13	0.07	0.05	0.09	0.43	0.77
7.	Other Sectors (Technology Incubator And Benefits To Armed Forces And Admin Overheads)	0	0.01	0	0.05	0.12	0.18
8.	Others	0	0.57	0.43	0	0	1
9.	Rural Development	0.23	0.7	3.17	0.54	1.04	5.68
10.	Slum Area Development	0	0.16	0.1	0	0	0.26

Figure 2:-



In Figure -2 twelve development sectors are mentioned. During the Financial year 2014-15, the highest amount was spent for Education and for the differently abled and the lowest amount was spent for slum area development.

Figure 3:-



In figure -3 represent the financial year 2015-16, and here the highest amount was spent for Education, and lowest for other sectors – Technology Incubator and The Armed Forces etc.

Figure 4:-

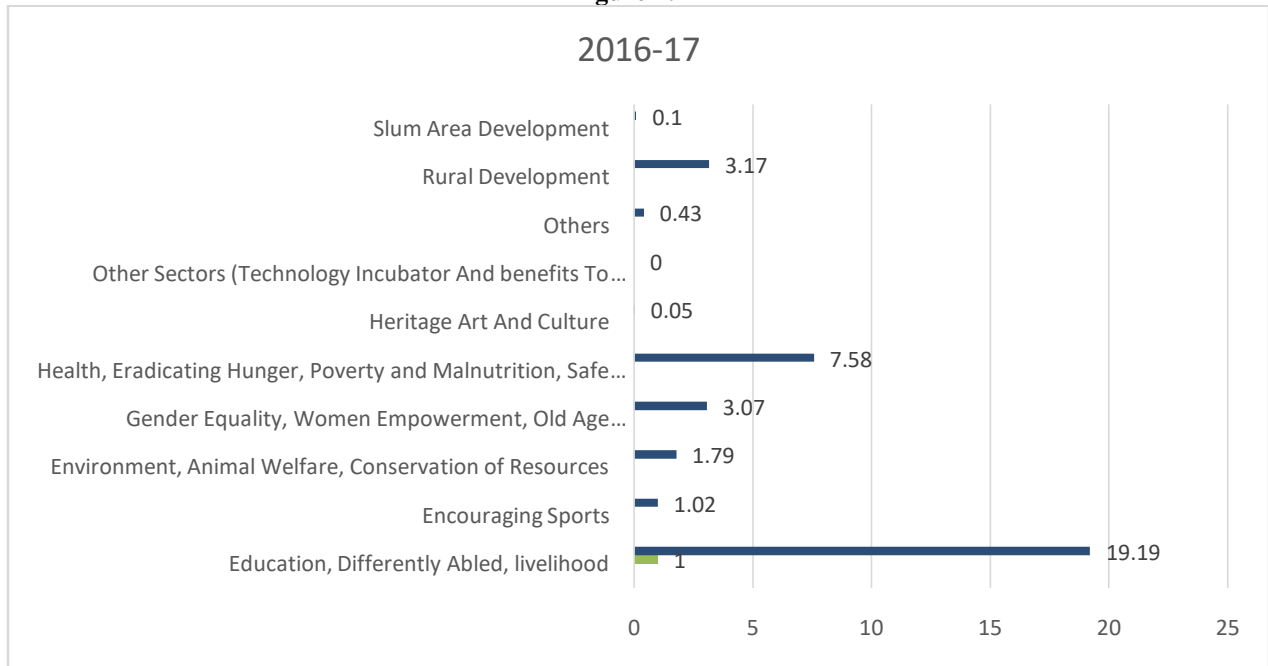


Figure-4 represents CSR amount spent for the financial year 2016-17. Again, more was spent for Education and the Differently abled. The second area was Health, Poverty eradication etc. The least was for Heritage Arts and culture.

Figure 5:-

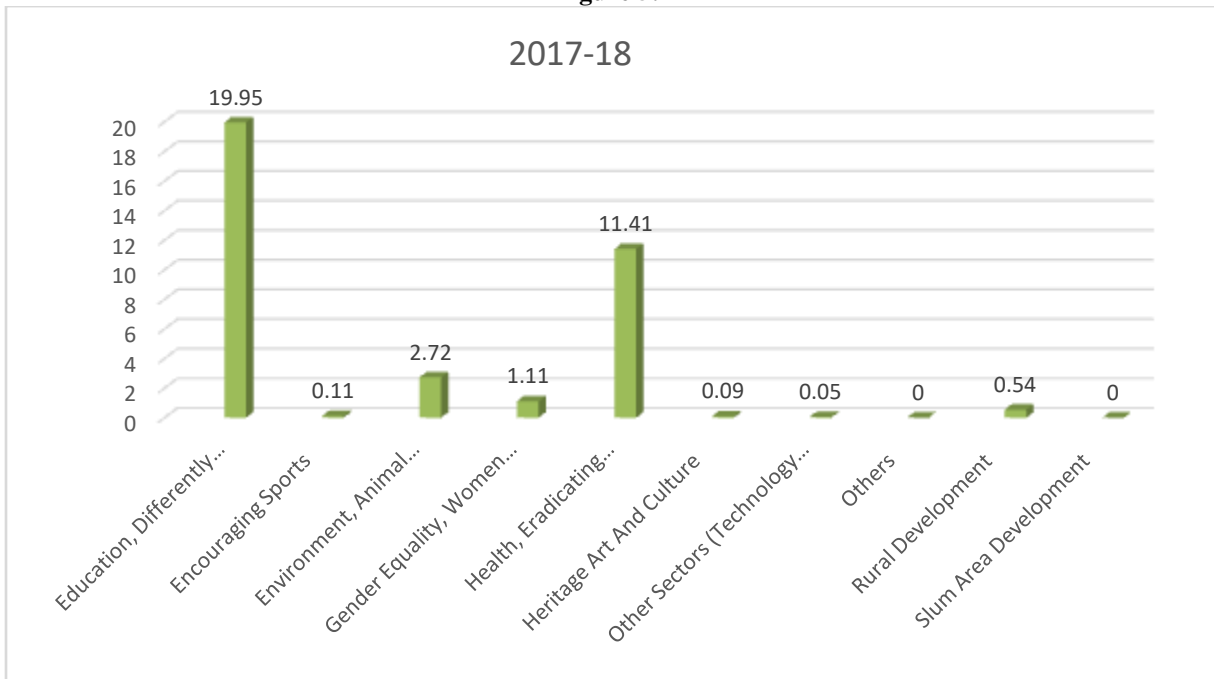


Figure-5, In Financial year 2017-18, sector wise highest amount was spent for education and livelihood, and the lowest amount for Sports activities.

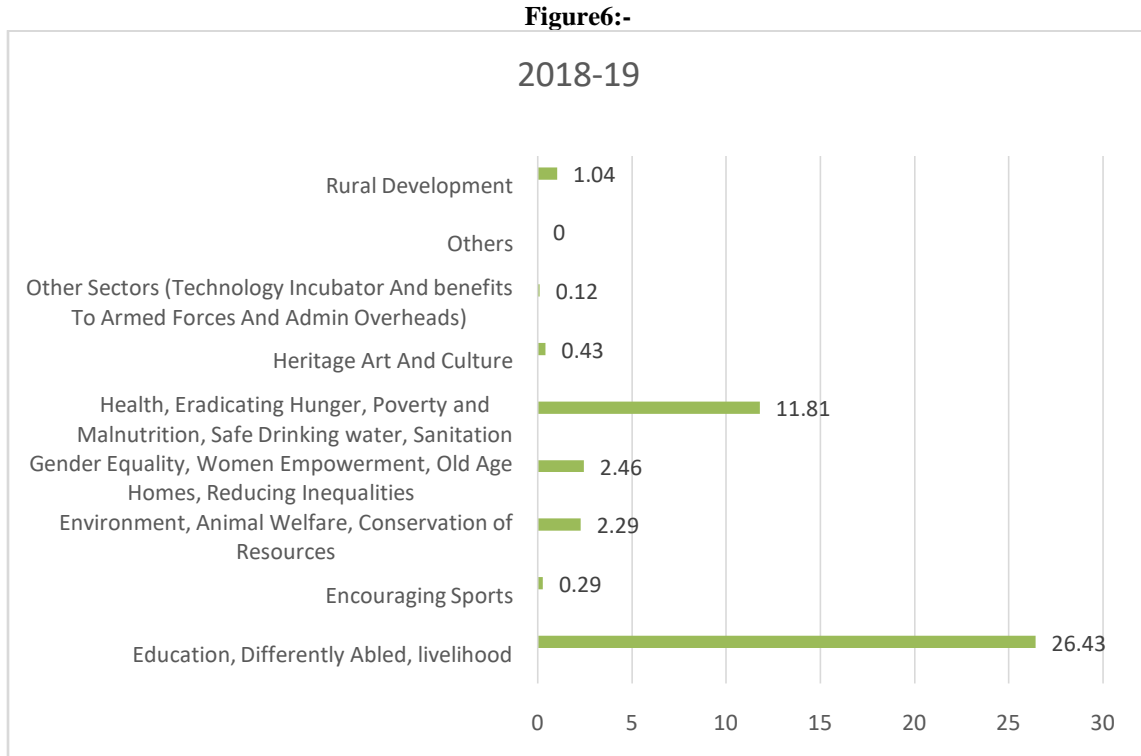


Figure-6, In Financial year 2018-19 highest amount was spent for Education and the differently abled and Hunger and poverty, malnutrition, sanitation etc. The Lowest amount was for Swach Bharath Kosh.

Interpretation

Critics argue that whether companies focusing solely on profit maximisation can lead to negative externalities, such as social, Environmental, and water -projects etc.

As a whole the contemporary perspective on CSR, such as Classical MODEL, Stake holder model, Sustainability model, emphasis a broad range of responsibility for businesses as well as the well-being of various stakeholders beyond just share holders was evaluated and analysed through out this study.

Based on the Concentric Circle of CSR, it is revealed that the third circle that is, social and environmental initiative were implanted by the leading companies in Coimbatore Districts in Tamil Nadu. The over all governance and disclosure range towards CSR activities during 2014-2019. The study also helped for the speculative breakdown of companies' philanthropic responsibility and involvement in voluntary actions to contribute positively to the society. So, it is solely proved that all businesses have a broad responsibility to address societal threat and need of the time via more comprehensive approach to CSR is necessary.

Conclusion:-

The CSR ambit is getting bigger and for upcoming years it would turn as a unique knowledge-base for analysing and achieving sustainability goals as among various large economies. India is a country which has assured mandating CSR through its legislative action. In Coimbatore District the companies provide the amount for CSR activities. In every financial year most of them spent the highest amount for Social and Environmental activities. Social responsibility has a great impact in the performance of an organization.

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