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A REVIEW ON THE DIGITALISATION IN INDIA**ARPIT RASTOGI****Ph. D. RESEARCH SCHOLAR
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SHIMLA****ABSTRACT**

Digitalisation is the second stage after Digitization and before the final stage of digital transformation. Digitization and digitalisation are two conceptual terms that are closely associated and often used interchangeably in a broad range of literatures. Digital transformation happens, which means a way to move to digital business. Digital transformation requires digital business and digitization. India has become favorite destination for FDI among emerging economies which shows that digitalisation and the process of digital transformation would be fast tracked by latest technology being unleashed in those sectors which attracted FDI including ancillary industries, it promotes open access to relatively all stakeholders. The process of digitalisation is marked by cost effectiveness to cut the cost that incurred in various knowledge practices related to the production, organization and communication of information that makes long-term economic growth. This paper highlights the Review of digitalisation in India along with the findings and conclusion.

KEYWORDS

digitalisation, digital transformation, cost effectiveness, open access.

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INTRODUCTION

India is adding almost 110 million Smartphone users every year, and is on the verge of launching Aadhaar-compliant devices with biometric authentication built into phones and tablets. The power of the JAM trinity (Jan Dhan Yojana- Aadhaar-Mobile) will come into full force when transactions are enabled using Aadhaar and biometric authentication, creating a system that is not only cashless but cardless. Already, a new entrant into telecommunications service in India has succeeded in using the India Stack to enroll 108 million consumers in 170 days with a totally paperless, mobile-centric manner — in the process achieving customer acquisition costs of less than \$1 (USD) per customer, compared with the prior industry standard of \$25. The process of digital disruption — whether led by government or not — creates numerous significant social challenges. Rather than seeking to slow that process to reduce those challenges, India has taken the opposite approach: to not only embrace but accelerate digital disruption, to ensure its full potential for economic and social inclusion is realized. India's development was inequitable and inconsistent for far too long; the country still has a long way to go. The societal challenges created by digital disruption, challenges both expected and unintended, are real. They will be addressed only with a combination of administrative humility and entrepreneurial determination. But the long-term benefits are real. The reality is that India is moving into the future at an unprecedented rate. And the path it is taking to get there is digital.

NEED FOR REVIEW ON DIGITALIZATION IN INDIA

India is a country with nearly 1.35 billion population. There is an urgent need to co-ordinate and co-operate efficiently and effectively in cost effective manner to reach to entire population and raise the information sharing in as smooth manner as possible thereby eliminating bottlenecks currently hindering the abovementioned scenario. So, there is urgent need to review the current situation with regard to literature available on the topic - *DIGITALIZATION IN INDIA*.

SCOPE FOR REVIEW ON DIGITALIZATION IN INDIA

There is a lot of scope to review literature on the abovementioned topic in order to familiarize the stakeholders to recalibrate the policy initiatives in order to achieve the recently launched initiatives by the current ruling dispensation to fast track the digitalisation process in India.

OBJECTIVE OF THE STUDY

The objective of the study is to find out the present status and need of digitalisation in India.

RESEARCH METHODOLOGY

The study is based on the secondary data obtained through the researches already conducted on the issue, which will be collected from various sources Journals, Books and other Publications.

REVIEWS OF LITERATURE ON THE DIGITALISATION IN INDIA

1. Digitization has the potential for dramatic economic, social, and political improvements. Anecdotal evidence abounds: water utilities have installed sensors that reduce leakage, saving water and money; healthcare organizations send text messages to pregnant women with advice on prenatal care, creating a healthier new generation before children are even born; fleets of trucks use digital GPS devices that direct them to shorter routes, cutting down on their greenhouse gas emissions. The challenge for all stakeholders in the ICT ecosystem has been to quantify the impact of digitization. Numerous organizations, including the *World Economic Forum* with its evolution of the Networked Readiness Index, are taking steps in that direction. Our hope is that this analysis, which illustrates the need to define and measure ICT beyond broadband access, can provide an input on such efforts. However, realizing the opportunity that broadband presents will require that policymakers undergo a shift in their thinking. They must go beyond considering ICT and focus instead on digitization, with an emphasis on ICT usage rather than just access. They must take into account their current level of digitization in order to ensure that they are focusing on the right investments to advance to the next stage. And they need to look with fresh eyes at policies that were developed a decade ago to

understand how they can be updated for a new era. Policymakers are hopeful about this opportunity, and many are committed to action. The steps they take in the coming years will determine whether they can translate opportunity into reality.

2. India will be reincarnated into Digital India by 2022, this depends on the implementation of the formulated policies and programmes. By launching the Digital India Programme the Government of India has developed a path for this transformational journey. Although the path to achieving the desired state of 'Digital India' seems largely, smooth it is by no means a straight forward one and has some stumbling blocks and impediments. The National Informatics Centre (NIC) is largely unprepared for facing stumbling blocks and impediments that Digital India will encounter. Upon reflection of the Digital India Programme and the various factors that need to be considered at all the stages of the Programme - including the development, implementation and adoption - the DIP can be viewed as a truly revolutionary initiative. By providing the opportunity to educate and enhance the digital skill set of potentially the whole population, the Programme has the potential to create an environment of not just digital but overall social inclusion - the optimal state of a nation is to achieve social inclusion of all citizens which can partially be attained through digital inclusion. Thus, the DIP provides not only a promising but an exciting opportunity for the whole of India. In order to make this vision a reality, nevertheless, requires a cultural transformation of Indian citizens and their habits - possibly the most critical yet enthralling challenge facing the creators of the DIP. If DIP achieves the expected results then, in the new economy, India would be in a perfect position to succeed and sustain positive national growth, which is a crucial element in enhancing India's global competitiveness. The future for India, as the ambitious DIP suggests, is bright.
3. Digital conversion of print sources has improved rapidly in the past few years. Digitization is the social transformation started by the massive adoption of digital technologies to generate, process, share and manage digital information. Digitization is an inclusive technique of preservation and access by which all the institution's assets are transformed into digital and creating high-quality copies in digital format. It provides advanced opportunities for preservation and access to knowledge contents, also it changes the ways in which collections are used and accessed. Emerging digitization initiatives and ways in which institutions are becoming digital are causing various effects on economy, society and academics as well. These radical and rapid changes make the information presentation and distribution more rapid, open, and global access to the information than has been available in the past. In addition, converting material from analog to digital format reduces some of the costs included in digitization operations for providing access to print sources. However, the digital copies should not be a replacement for the original items of knowledge.
4. Digitalisation is for social transformation. Digital empowerment is essential for extending the benefits of ICTs to all strata of the society, with special focus on people with special needs, in order that they will be able to fully, if not equally participate in all aspects of life, exercise their duties, contribute to and enjoy the rights and benefits as members of the society. However, majority of the developed economies have become broadband-based information societies and are using the internet not only to connect people, but also things, in what has been called the Internet of Things. The digital economy that is driven by information technology and e-commerce is being developed worldwide. Digitization provides an opportunity to collect information in real time and to collect information more effectively related to the needs of consumers. Business world fully utilize the advantages of digitalisation to successfully grow in this competitive environment.
5. These challenges indicate that Digital India has a long way to go on its road to reality in its truest sense. The government cannot overstep them, no matter how trivial they might seem to be. It is an initiative to build Digital infrastructure and provide Internet access, service to every citizen along with Digital literacy to empower them to utilize it effectively. Although, digital India programme is facing some barriers, yet it has a great impact on India to make the best future of every citizen. We Indians and others should work together to shape the knowledge economy. More employment prospects will open for the youth that will boost the nation's economy. Digital India campaign is a welcome step in shaping India of the 21st century powered by connectivity and the technological opportunity. In short, this paper focuses on certain barriers and providing some suggestions to face such challenges. Focusing on these obstacles, if the government of India tries to get over them by using effective methods then there is no doubt in India being a digitally empowered country.
6. Standard & Poor's survey shows that, over 76% Indian adults lack basic financial literacy and they don't understand the most basic and key financial concepts. The digitalization brings innovation, ease of working, new job opportunities and growth in the economy. It helps to bring transparency in the system and more transparent are the flow of funds in the economy less is the problem of tax evasion, parallel economy etc. But with all these benefits available it also makes it necessary for the people to have basic financial knowledge and a push towards the importance of the financial literacy. Digitalization can also play an important role in achievement this goal as it can have a greater reach to the people. India is known for its frugal innovation, and offers tremendous scope to develop or adapt high-tech innovations en-masse. To be successful in India, the startups will have to understand Indian culture and the need of the Indian consumer and businesses, and invest in local talent or joint-venture approaches with Indian companies. The important factor to consider for startups will be to learn to do business the Indian way by understanding the Indian market. Rapid Internet and mobile penetration, increasing demand for technology related services, a large number of small and medium sized businesses, favorable government policies and regulations makes India one of the most ideal destinations for investment. It is important that startups seeking growth opportunities in India have a long-term vision as far as India as a potential market is concerned. Thus, blend of factors like economic growth, favorable government policies and technical talent is making India a coveted destination for international startups. These trends are likely to continue in the foreseeable future and startups have tremendous opportunities to expand in India.
7. E-governance doesn't mean only to attain the electronic governance but also the effective, enabling, efficient governance for the development and digitalization of India. Promoting and providing easy and affordable access to the digital world across rural-urban divide would do wonders. The success lies in passing digital vibes to the grass root levels. For which the citizens and the government must work hand in hand. The recent scenario of Demonetization has moved huge crowds towards digitalization. People who had access to digital platform did see it as a major burden. Because, they were able to go through day-to-day transactions with apps like Paytm and e-banking etc. It brought unavoidable situation for people to switch to digital world. Despite many hurdles, India is on a great pace towards its digital destination.
8. Digital technology, despite its seeming ubiquity, has only begun to penetrate industries. As it continues its advance, the implications for revenues, profits, and opportunities will be dramatic. On average, industries are less than 40 percent digitized, despite the relatively deep penetration of these technologies in media, retail, and high-tech. Bold, tightly integrated digital strategies will be the biggest differentiator between companies that win and companies that don't, and the biggest payouts will go to those that initiate digital disruptions. Digitization is putting pressure on revenue and profit growth. Digitization is penetrating all sectors, but to varying degrees. Some digital initiatives generate attractive returns, while others don't return their cost of capital. Products are more digitized, while supply chains are less so. When companies respond to digitization assertively and across multiple dimensions, they improve their performance. Leading corporate ensure that digital strategy is aligned with corporate strategy. Disruptive strategies are a powerful response to intense digitization. Fast following and great execution are the next best things to disruption.
9. Knowledge Triangle (KT) model is useful as it forms the stage for research-education and research-innovation linkages. Understanding is required about what stakeholders think regarding the changes in linkages under digitalization and highlight recent developments of tools and instruments for making the KT systems sustainable. The special feature of the KT is that all stakeholders (government, business, universities and nonprofit organizations) are somehow involved into knowledge production and to a different degree perform research, innovation and education activities.

FINDINGS

Digitalization in India is happening at a rapid pace. Management and operation of National Optical Fiber Network to provide a minimum of 100 Mbps broadband connectivity to each one of all 2,50,000 Gram panchayats in the country covering nearly 625,000 villages to transform to Digital India. The last mile connectivity with a total of 7,00,000 wi-fi hotspots to cover all 625,000 villages of India, by adding 2 to 5 wi-fi hotspots per gram panchayat and minimum one wi-fi hotspot per village, have been created by connecting high-speed 4G base tower stations of commercial telecomm operators to BharatNet, whereby commercially non-viable wi-fi hotspots will be subsidised by the union government grant of ₹3,600 crore to sustain the operation. Government has discounted the bulk BharatNet bandwidth rates to the commercial telecom operators by 75% to enable them to offer the highly-discounted, affordable, compet-

itive and commercially-viable BharatNet-enabled wireless cellular 4G broadband deals to the rural customers. The ₹45,000 crore union government share of funding will come from the "Universal Services Obligation Fund" of Department of Telecommunications. It will be rolled out with the additional funding by state governments to connect all gram panchayats in India. The BharatNet is, world's largest rural broadband connectivity program. It is built 100% under "Make in India" economy-booster employment-generation initiative with no involvement of foreign companies.

CONCLUSION

Citizens are increasingly using mobile devices to access various public sector services on the go. Integration of online services with governance will not only enhance citizen engagement but also foster connectivity and provide a seamless experience.

SUGGESTIONS

1. **DIGITAL INFRASTRUCTURE:** Governments must increase the spread of digital infrastructure such as optic fiber cables, telecom towers, Internet and Wi-Fi hotspots. To enable this, adequate policy reforms, incentives for private players, utilization of existing infrastructure and ease of doing business needs to be established.
2. **MULTI CHANNEL SUPPORT:** Rendering services through not just mobile but other channels such as bank branches, websites, CSCs and post offices will help in providing better user experiences and accessibility. Moreover, providing retail shops with an integrated easy-to-use mobile-based platform for offering G2C, B2C and other services to citizens and institutions will also be helpful.
3. **LOW CAPITAL INVESTMENT:** There is a need to guide and support Central and state IT projects and help them become low capital investment projects. One approach that can be included as a guideline in the model RFP is refraining from the procurement of computing, storage and network infrastructure. This must be procured as infrastructure or platform as a service, with adherence to MeitY-defined cloud procurement and security guidelines.
4. **DATA SECURITY:** Governments store critical data and information on their servers. With the rising incidence of cyber-attacks, it is crucial for the government to protect the data of citizens and reassure them of data security. Also, the government must educate and inform citizens and institutions about the risks and good cyber security practices while conducting electronic transactions. Digital India - Targeting inclusive growth 25
5. **BIG DATA AND ANALYTICS:** Machine learning and big data analytics could be adopted in vital areas such as health, education, fraud analysis, financial leakages, cybercrime and other domains to identify citizen/ institution behaviors and service usage patterns to improve service delivery. Moreover, customer data could be used to pre-emptively provide the right set of services to citizens at the right place and the right time.
6. **LOCATION BASED SERVICES:** The next leap in digital will be capturing local coordinates and providing tailored services to people for an immersive experience—for instance, providing traffic updates in real time or helping someone who has newly migrated to a city with registration for power, gas or electricity connections.

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A STUDY ON CONSUMER SATISFACTION WITH REGARD TO WARRANTY BASED CONSUMER DURABLE GOODS

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ABSTRACT

A warranty is a contractual agreement associated with the sale of a product that requires the manufacturer to either rectify or compensate for any failures over the warranty period. Consumer satisfaction is influenced by various factors connected with the product, price, brand, warranty and so on. Therefore, this study has been commenced to measure the various factors influencing consumer satisfaction on while purchasing warranty based consumer durable goods. This study is carried out with a sample of 100 consumers; data has been collected by using questionnaire among the durable goods consumers. The survey instrument is constructed with four parts, such as demographic profile, consumer perception, factors influencing consumer satisfaction and problems in accessing warranty services. This study employed simple percentage analysis, Friedman's chi-square test, t-test, and factor analysis to analyse the collected data. It was concluded that different factors have influence on consumer satisfaction with regard to the purchase of warranty based durable goods.

KEYWORDS

consumer perception, consumer satisfaction, durable goods, warranty.

JEL CODES

D18, M39.

1. INTRODUCTION

At present, marketing firms around the world recognize that the consumer is king. Knowing why and how people consume helps manufacturers to improve their existing product and can build consumer loyalty. The era of liberalization, privatization and globalization has brought about changes in people's society and way of life. A notable development of the eighties is that even low-income groups have begun to acquire a wide range of consumer durables. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. With growth in disposable incomes, the demand for high-end products such as television, washing machine, refrigerator, and air conditioners has increased considerably. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Increasing in demand for consumer durable in the market the fall in prices as Indian consumers are continue to attach a high degree of importance to value for money.

It is very important that the defendant keep the client for a very long time, because the level of competition has increased, so that the supply of quality products of popular brands at a reasonable cost and on time is considered very important for loyal consumers. Product warranty is an important part of the new product marketing and sales program. In the decision to buy a product, buyers often compare the characteristics of comparable models of competing brands. When competing brands are almost identical, it is often very difficult to choose a particular product based solely on product-related characteristics, such as price, special features, perceived quality and reliability of the product, financing offered by the manufacturer, and so on. Moreover, marketing firms in durable goods segment changing its policies so as to increase consumer satisfaction. Consumer satisfaction directly connected with the influencing productivity of the firms.

2. BACKGROUND OF THE STUDY

Consumers need assurance that the product will perform at a satisfactory level during the useful life of the product. Manufacturers must not only provide this assurance, but most importantly, ensure consumer satisfaction. Without this, survival in a highly competitive global market environment would be impossible. Warrantees play an important role in this context. The use of the warranty is generalized and serves many purposes. These include the legal protection of the manufacturer and the buyer, the signs of product quality, the warranty that the product will work at a satisfactory level, a way of compensating the buyers when a purchased item does not work as expected and the solution of disputes between the buyer and the manufacturer. Many types of warrantees have been studied in detail from different angles. A warranty of any kind, insofar as it involves an additional service associated with a product, will result in potential cost other than those associated with the design, manufacture and sale of the product. In fact, these costs are unpredictable future costs and have a significant impact on the total profits of a manufacturing company.

A warranty is a contractual agreement associated with the sale of a product that requires the manufacturer to either rectify or compensate for any failures over the warranty period. The warranty is an obligation attached to the products which oblige the issuers of the warranty to indemnify the consumers in accordance with the terms of the warranty when the guaranteed products do not fulfil their predefined functions under normal use the warranty. According to this definition, a warranty contract must include at least three characteristics: the period of coverage, the method of compensation and the conditions under which this compensation would be offered. The last characteristic is closely related to the execution of the warranty, as it clarifies the rights of consumers and protects issuers from warrantees against excessive misrepresentation. From the point of view of cost, the first two characteristics are more important for manufacturers because they determine the extent of protection against premature failures and the direct cost associated with these failures.

3. REVIEW OF LITERATURE

Warranty plays a remarkable role in business marketing; it protects the rights of consumers and promoting the product image, sales and reputation of manufacturers (Fang & Huang, 2010). Warranty is becoming as important as the price of the product, thus it arouses the attention of manufacturers to develop a satisfying warranty policy, and product price and after-sales service (Sarfaraz, et al. 2014). Therefore, not only warranty is privilege limited to the contract between the consumer and the manufacturer, but it also carries out the dimensions of social responsibility, legal provisions and compliance with product features (Jeon & Sohn,

2015). Notably, there are anecdotal evidences which consider generous warranty policy is an indicator of high product quality leading to high consumer satisfaction, in other words, tempting warranty conditions entail higher product quality and consequently better consumer satisfaction (Jeyakumar et al. 2016; Shafiee & Chukova, 2013). Warranty discipline seeks to develop new algorithms to determine product reliability by predicting product failure occurrence from warranty data (Wu & Akbarov 2012). Specifically, it is involved in optimizing the firm's business processes by scrutinizing the warranty database to estimate warranty cost and failure date and to develop policies for consumer relationship (Tong et al. 2014). The consumer durable goods industry is operating in a highly competitive, complex and rapidly changing business environment (Eswari & Subramanian, 2017).

4. OBJECTIVES OF THE STUDY

This study has been commenced with the objectives stated below.

1. To analyze the demographic profile of consumers purchasing consumer durable goods.
2. To scrutinize the consumer perception with regard to warranty on consumer durable goods.
3. To examine the factors influencing consumer satisfaction to warranty on consumer durable goods.
4. To measure the problems of consumers while accessing warranty for the consumer durable goods.

5. RESEARCH METHODOLOGY

This study has been started with a sample of 100 consumers intended to purchase various consumer durable goods in Erode District of Tamil Nadu. The desired sample for the study is gathered on the premise of simple random sampling. Accordingly, this study identified the consumers who are seeking to purchase different type of consumer durable goods from the retail outlets. A detailed survey instrument that is, structured and non-disguised questionnaire is presented to gather data from the identified samples. The survey instrument is constructed with four parts, that is, the first part collect information on demographic profile of consumers. The second part intends to collect consumer perception with regard to durable goods. The third part contains the various factors influencing consumer satisfaction in purchase of durable goods. Finally, fourth part collects the various problems involved in accessing warranty for the durable goods. In order to obtain reliable and highest relevant results, the survey instrument has been pre-tested with 15 consumers, which intended to discover the facets connected with consumer satisfaction. The study is constructed with the strength of descriptive research and it widely used primary data. Demographic profile of consumers is analysed with simple percentage analysis. Descriptive statistics has been used to analyse consumer perception. Factor analysis has been used to examine various factors influencing consumer satisfaction and t-test has been used to assess problems in accessing warranty.

6. RESULTS AND DISCUSSIONS

6.1 DEMOGRAPHIC PROFILE OF CONSUMERS

The demographic profile of consumers has been analyzed with the gender, age, educational qualification, marital status, occupation, monthly income, experience in purchase, and residential area. The results are presented in table-1.

TABLE 1: ANALYSIS OF DEMOGRAPHIC PROFILE OF CONSUMERS

Characteristics	Distribution	Sample	Frequency
Gender	Male	78	78%
	Female	22	22%
Age	18 – 25 years	18	18%
	26 – 35 years	32	32%
	36 – 50 years	28	28%
	51 years & above	22	22%
Marital Status	Married	76	76%
	Unmarried	24	24%
Educational Qualification	Uneducated	11	11%
	School education	29	29%
	Degree/ Diploma	41	41%
	PG/ Professional	19	19%
Monthly Income	Less than Rs. 25,000	44	44%
	25,000 – 50,000	38	38%
	More than Rs.50,000	18	18%
Experience in Purchase	Less than 3 years	11	11%
	3 – 5 years	23	23%
	6 – 10 years	27	27%
	More than 10 years	39	39%
Residential Area	Rural	38	38%
	Semi-urban	23	23%
	Urban	39	39%

Source: Primary data

Table-1 reveals that gender consists of 78% are male and 22% are female. Age of the consumers revealed that 18% are in 18 – 25 years of age, 32% are in 26 – 35 years of age, 28% are in 36 – 50 years of age, and 22% are in 51 years and above. Marital status shows that 76% are married and 24% are unmarried. Educational qualification discloses that 11% are uneducated, 29% are falling under school education category, 41% are completed their degree or diploma, and rest 19% are completed professional or post graduate degree. Monthly income shows that 44% are in less than Rs. 25,000, 38% of the consumers' monthly income ranges from Rs. 25,000 to 50,000, and 18% are in more than Rs. 50,000. Experience in purchase of consumers reveals that 11% of the consumers are in less than 3 years of experience, 23% are in 3 – 5 years of experience, 27% are having experience of 6-10 years of experience, 39% are having more than 10 years of experience. Residential area of consumers divulges that 38% are in rural, 23% are in semi-urban areas and 39% are in urban areas.

6.2 CONSUMER PERCEPTION ON WARRANTY

Consumer perception on warranty of consumer durable goods has been examined with Friedman chi-square test. In order to assess the consumer perception with regard to warranty of durable goods, null hypothesis has been proposed and it states that the rank of consumer perception do not vary with the expected value on 5% significant level. In a constant sample, higher value of chi-square test, the greater is the difference among the each factors rank such and its expected value. The chi-square value is 118.234 for these ranking, degrees of freedom are up to the number of variable less than 1, and asymptotic importance is estimated probabilities of achieving factors are not essentially different. Therefore, chi-square value with 10 degrees of freedom is unlikely to have happened by change, it is evaluated that the 100 respondents do not impacted by all these variables.

TABLE 2: DESCRIPTIVE STATISTICS

Perception on Warranty	Mean Rank	Mean Score	Std. Deviation	Chi-Square
Reliability of product	10.71	3.581	1.721	118.234 P value 0.00
Safety of product	8.91	2.603	1.462	
Higher durability	8.53	3.911	1.259	
Repairs and maintenance	9.39	3.642	1.569	
Easy after sale service	7.94	3.748	1.675	
Better agreement	8.26	2.342	1.712	
Care of dealers	7.61	3.739	1.694	
Easy installation	6.99	2.545	1.841	
Fulfillment of conditions	8.61	2.542	1.598	
Increase of product value	9.22	2.821	1.862	

Source: Primary data

Table-2 exhibits that the consumer perception on warranty of durable goods. It was found that among different factors, warranty increases reliability of the product and it is ranked first with mean value of 10.71. It is followed by repairs and maintenance (9.39), increase of product value (9.22), safety of product (8.91), fulfilment of conditions (8.61) and higher durability (8.53) are ranked as fourth, fifth, and sixth respectively. Consecutively, better agreement (8.26), easy after sale service (7.94), care of dealers (7.61) and easy installation (6.99) are ranked. Null hypothesis is accepted and it can be concluded that all consumer perception do not vary with the expected value on 5% level of significance.

6.3 FACTORS INFLUENCING CONSUMER SATISFACTION

Consumer satisfaction is influenced by various factors concerning dealer service, product quality, service delivery, assistance, and personnel behaviour. It is examined through rotated component matrix, the results are provided in table-3.

TABLE 3: ROTATED COMPONENT MATRIX

Labels	Variables	Dealer Service	Product Quality	Service Delivery	Assistance	Personnel Behaviour
CS05	Warranty agreement	.842	.046	.253	.107	-.041
CS09	After sale service	.831	.088	.089	.143	.308
CS10	Low price	.798	-.175	.147	-.098	.145
CS16	Availability of models	.785	.130	.246	.154	.131
CS21	Sales promotion	.757	.099	.174	.093	.057
CS22	Shop cleanliness	.683	.096	.136	-.021	.088
CS01	Originality of products	.137	.816	.079	.182	.098
CS11	Reliability of products	.060	.776	.158	.043	.112
CS12	Variety of products	.171	.756	.051	.253	-.184
CS13	Packing of products	.114	.684	.043	.189	.086
CS14	Price discount	.136	.656	.152	.114	.293
CS15	Durability of products	.142	.637	-.056	.079	.243
CS19	Brand availability	.283	.597	.242	.174	.235
CS20	Brand value	.135	.582	.144	.058	.134
CS03	Service quality	.088	.148	.808	.223	.127
CS06	Service accessibility	.165	.211	.742	.258	.188
CS23	Parking facilities	.156	.283	.681	.193	.064
CS24	Delivery process	.074	.113	.635	.074	-.047
CS02	Warranty claims	-.097	.053	.002	.811	.113
CS17	Easy installation	-.085	.077	.159	.753	.067
CS18	Lighting facilities	-.154	.036	.121	.691	.115
CS25	Credit facilities	.162	.084	.140	.673	.086
CS04	Prompt response	.167	.147	.086	.112	.802
CS07	Exchange opportunities	.157	.225	.042	.127	.735
CS08	Employee behavior	.155	.046	.136	.126	.643
Eigen values		6.889	5.153	2.333	1.892	1.326
% Variance		21.46	14.92	11.23	8.57	6.78
Cumulative % Variance		21.46	36.38	47.61	56.18	62.96
Cronbach's α		0.812	0.792	0.781	0.716	0.685

(Source: Primary data)

Table-4 exhibits that the extracted factor loadings and significant variables formed under each factor are highlighted in bold. The factor loading cut-off rate is fixed as 0.5. Exploratory factor analysis reveals the factors influencing consumer satisfaction and which accounts for cumulative variance of 62.96% explained in the data. The Cronbach's alpha values for the factors identified have good reliability values i.e., $\alpha > 0.5$. Subsequently, the factors are identified and named as influence of dealer service, product quality, service delivery, assistance, and personnel behaviour. Dealer service is the predominant factor, which is observed with the explained variance of 21.46%. It is loaded with six factors like warranty agreement, after sale service, low price, availability of models, sales promotion and shop cleanliness; it has higher impact on consumer satisfaction.

Product quality is a significant factor with explained variance of 14.92%. It includes originality of products, reliability of products, variety of products, packing of products, price discount, and durability of products, brand availability, and brand value. Service delivery explains 11.23% of variance in data; it is loaded with four factors like, service quality, service accessibility, parking facilities and delivery process. Furthermore, assistance factor is loaded with warranty claims, easy installation, lighting facilities and credit facilities which accounts for 8.57% variance in data. Eventually, personnel behaviour is loaded with three variables such as, prompt response, exchange opportunities and employee behaviour, which together explains 6.78% variance in data. It is proved that all the variables have sizable influence on consumer satisfaction with regard to consumer durable goods.

6.4 PROBLEMS IN ACCESSING WARRANTY

Consumers face difficulty in accessing warranty on durable goods. Moreover, the problems can also be varied among male and female consumers, therefore, problems in accessing warranty is classified into male and female category. The consumers are asked to rank the problems at five point scale that is, highly agree, agree, neutral, disagree, and highly disagree with grades of 5, 4, 3, 2, and 1 respectively. The mean scores are calculated and it has been analyzed by using t-test, which is presented in table-4.

TABLE 4: MEAN SCORE ANALYSIS

S. No	Variables	Mean Score		t-test
		Male	Female	
1	Lack of service response	4.124	4.068	2.536
2	Lack of care for repairs	3.985	3.765	2.643
3	No consumer value	4.251	4.134	2.834
4	High cost of repairs	3.824	3.689	2.563
5	No scope for replacement	4.122	4.034	2.359
6	Failure in promise fulfillment	3.768	3.722	1.239
7	Delay for maintenance	3.924	3.932	2.862
8	Expensive spares	4.131	4.126	1.947
9	Defective service	3.923	3.756	2.986
10	Conflict with dealers	4.057	3.964	2.258

Source: Primary data

Table-4 displays that the problems in accessing warranty. The problems can be differed from type of product and consumer. The main problem in accessing warranty is no consumer value (4.251), expensive spares (4.131), lack of service response (4.124), no scope for replacement (4.122), and conflict with dealers (4.057) among the male consumers. Among the female consumer, the significant problems in accessing warranty is no consumer value (4.134), expensive spares (4.126), lack of service response (4.068), and no scope for replacement (4.034). Subsequently, lack of care for repairs, delay for maintenance, defect service, high cost of repairs and failure in promise fulfillments provides high cost of repairs moderate problems to both male and female consumers. The problems in accessing warranty shows that all the variables are significant at 5% level. It indicates that both male and female consumer have identical problems in accessing warranty.

7. FINDINGS AND CONCLUSION

Warranty is a specific kind of guarantee that concerns particular goods or services rendered by a seller to a buyer. Warranty has been an important issue since the beginnings of human civilisation and it covered various products and services. Warranty increases the reliability of product, brand, and dealer and guides the buyer to purchase goods without fear and hesitation. Therefore, this study has endeavoured to measure the various factors influencing consumer satisfaction. The demographic profile shows that 78% are male, 32% are in 26 – 35 years of age, 76% are married, 41% are completed degree/ diploma, 44% are in the monthly income group of less than Rs. 25,000. Besides, 39% are having experience of more than 10 years in durable goods purchase, and 39% are belongs to urban areas. Friedman's test presents that warranty increases reliability, repairs and maintenance, increase of product value, safety of product, and fulfilment of conditions are forms consumer perception on durable goods purchase. The exploratory factor analysis concerning factors influencing consumer satisfaction explains 62.96% variance in data, with five broad factors such as dealer service, product quality, service delivery, assistance, and personnel behaviour. The main problem in accessing warranty is no consumer value, expensive spares, lack of service response, no scope for replacement, and conflict with dealers to both consumers. It was concluded that different factors have influence on consumer satisfaction with regard to the purchase of warranty based durable goods.

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CORPORATE SOCIAL RESPONSIBILITIES - ISSUES AND CHALLENGES IN INDIA

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ABSTRACT

CSR and Ethics in business and government today are very important subjects. There are various reasons for businesses to operate in an ethical and socially responsible manner. There are government regulations, corporate belief systems, and basic common sense. There needs to be an overall intent to be ethical and socially responsible in today's business environment in order to stay successful. In India keeping this in view many big corporate houses like TATA, Mahindra & Mahindra Ltd and Birla started practicing the Corporate Social Responsibility (CSR) more than a decade ago. Now a day in India CSR is developing but not as much as in developed countries like America or China. Lack of understanding, inadequately trained personnel, coverage, policy etc. further adds to the reach and effectiveness of CSR programs. Large number of companies are undertaking these activities superficially and promoting/ highlighting the activities in Media. The Main objective of this research paper is to study the various issues and challenges faced by CSR activities in India.

KEYWORDS

CSR, business ethics, labour welfare, societal marketing.

JEL CODE

M14

INTRODUCTION

Corporate social responsibility (CSR) refers to business activities which benefit society. These activities are of three categories, denotes as the triple bottom line, which are social, environment, and economic.

Now a days, a growing number of academics as well as top executives have been allocating a considerable amount of time and resources to Corporate Social Responsibility (CSR) strategies – i.e. the voluntary integration of social and environmental concerns in their companies' operations and in their interaction with stakeholders (European Commission, 2001).

According to the UN Global Compact – Accenture CEO study¹ (2010), 93 percent of the 766 participant CEOs from all over the world declared CSR as an "important" or "very important" factor for their organizations' future success. On the demand side, consumers are becoming increasingly aware of the firms' CSR performance: a recent 5,000-people survey by Edelman revealed that nearly two thirds of those interviewed cited "transparent and honest business practices" as the most important driver of a firm's reputation. So in this research paper a detailed study has been made on various issues & challenges faced by various CSR activities by corporate.

India become first country in the world to make CSR mandatory, by company Act 2009 following an amendment to The Company Act, 2013 in April 2014.

REVIEW OF LITERATURE

According to Douglas and Emily (2011), business environment has changed significantly recently. To survive in this dynamic business environment, businesses have been forced to adapt various strategies, among them being the integration of corporate social responsibility (CSR) into their business models. According to Blowfield (2005) due to its recent popularity, CSR has attracted research interests lately. Particularly, there is wide literature on CSR in relation to sustainability, profitability, and ethical issues.

As Robbins (2011) argued, qualified personnel increase the overall effectiveness and efficiency in a firm's performance entirely, and this translates to high profitability.

Campbell (2007) argued that, by embracing the spirit of CSR, consumers tends to believe that a company has is concerned with their needs, and is ready to modify its business motives to cater for these needs.

According to Friedman, the major social responsibility of business is profit maximization, which is achieved through undertaking business in an open and free competition without deception or fraud. He further argued that, the executive of the corporate are act as the agents of the owners, and spending resources of firms on CSR activities amounts to spending other people's resources. Nevertheless, Friedman asserted that firms can be engage in CSR at the same time fulfilling its profit maximization function in different ways. For instance, a firm can either undertake investment projects in the community that are likely to better the quality of potential employees, or contributing to altruistic organizations to benefit from reduction of tax (Hernandez-Murillo and Martinek, 2009).

According to Friedman, such actions, in addition to serving the self-interest of the firms, also play a vital role in generating corporate goodwill, which gives a company a competitive advantage over its competitors, in turn presenting an opportunity for the company to further generate economic profits.

Nigel Sarbutts (2003), the paper explored the way of doing CSR by small and medium sized companies. The research depicted that a structured approach to managing corporate reputation and profit maximization of SME's through CSR. The societal activities of small and medium sized companies are based on their cost is Benefit Analysis. Small Corporation always struggle for more reputation and minimization of risk. In such a situation, CSR comes as hope for these companies. Social Responsibility (2004) organized by the British consulate. The speaker explored the concept of CSR on the basis of survey of 1500 business leader attending the world economic forum in bevos. In which 5% leaders said that CSR is important for the success of business, while 24% said CSR is not important but the shareholder's interest is most important for the businesses. But for the speaker, CSR and corporate governance are complementary to each other.

Vaaland, Heide (2008), paper based on a case study methodology. The paper purpose was to handle the CSR critical incidents and utilize this experience in enforcing the CSR activities. The study concluded that CSR should be managed by handling unexpected incidents, long term reduction of gap between stakeholders and their expectations and company performance and finally maintaining relationship with society through interplay between actor, resources and activities.

Gond, Crane (2008), made an analysis on the distortion of corporate social performance concept. The research analyzed that the past researches and found some reason of emerging fall in the interest of corporate social performance research among the scholars. The paper also suggested models on the basis of which the researcher explained that why the CSP concept has lost its importance and development. Further, the researcher depicted some model which the researcher can used in their research related to corporate social performance and more with the passage of time. Therefore, a researcher has to be more conscious about the changes & developments in the area of his study. In this context, the researcher has to go through the available literature like books, novels, reports, previous researches, articles, newspapers and journals for improving the knowledge & understanding. Over the past decades, the concept of corporate social responsibility has become a major area of research. So, the responsibility of the researcher has to make an effort by reviewing the papers of previous researchers, analysts and industrialists who are related with the social responsibility, social accounting, social reporting or any other area related to the corporate social responsibility.

In the future of industrial man, Drucker in 1946 has told survival of any enterprise is outcome of the harmony between the company's objectives, objectives of the state system and the people. Any conflict between the objectives of these three interactive players would stick the business firm in the middle of the road. Therefore, corporations are responsible for worker's human dignity and status, and worker's training and development as corporation's resource and not cost. In concept of the corporation, p.18 Bowen & Howard in 1953 has told businesses are obliged to make and pursue those policies decisions which are desirable to social values of the community under CSR.

Davis & Kieth in 1960 concluded CSR as, "Execution of the businesses policies shall not be restricted to the firm's corporate interests only rather it should also cater for the socio- legal aspects as well.

Davis in 1973 concluded corporate social responsibility is the firm's response to, issues beyond the narrow economic, Technical, and legal requirements of the firm.

Archie Carroll, 1979 defined the social responsibility is set of economic, legal, ethical and discretionary expectations of society towards the business organizations operating within its premises. By seeing the history & past trend of CSR, Carroll's model analysis in global context, indicate the three emerging alternatives of corporate social responsibility: conception of responsibility, global corporate citizenship, stakeholder management practices.

Bradshaw, 1981 defined the overriding role of corporate management is to meet people's needs with professional skills, continue to respond to the market place, produce quality goods at the lowest possible cost by efficient and sustainable use of resources.

Kilcullen & Kolstra, 1999 has told corporate social responsibility indicates degree of moral obligation that may be ascribed to corporations beyond simple obedience to the laws of the state.

Hick, 2000 conceptualizes, corporate social responsibility revolves around the relationship between the business and the society it indicates the responsibilities and determines the business behavior towards its stakeholders

Kok et al, 2001 has told the business is ethically and morally obliged to benefit its society. To achieve this, the business besides capitalizing on its economic goals, it shall commit its resources for the well being of the society and its people.

Nigel Sarbutts (2003), the paper explored the pattern of performing CSR by small and medium sized companies his research depicted that a structured approach to managing corporate reputation and profit maximization of SME's through CSR. The societal activities of small and medium sized companies are based on their cost & Benefit Analysis. Small Corporation struggle for more reputation and minimization of risk, for them CSR comes as a ray of hope. Large companies have so many resources for implementing CSR activities but these have fewer resources. It can be a barrier for them to stay in the market. So, in that situation by imparting much information, proper utilization of resources, doing well for businesses, SME's & small units can minimize their risk and manage CSR.

Fredrick Ma, secretary of financial services 2004, in his speech he explored the concept of CSR on the basis of survey of 1500 business leader attending the world economic forum in bevos. In which 5% leaders said that CSR is important for the success of business, while 24% said CSR is not important but the shareholder's interest is most important for the businesses, but for him, CSR and corporate governance are complementary to each other.

Moon (2004), paper examined the role of government in driving corporate social responsibility among the corporate. The study explained that the drivers of CSR are related with business and society, his study cleared that government is driver of CSR by making true & clear relationship, properly formulating policies and regulations. The study also highlighted the other country's situation & how their government entered into businesses for driving CSR.

David Vogel, 2005 examined corporate social responsibility is a very important dimension of corporate strategy and not a precondition for business success. The businesses must find a viable course of action between what is socially and ethically rights and what are economically profitable".

Samuel O. Idowu (2007), with their study of twenty companies in U.K., propounded that the U.K. companies have now become ethical in context of social responsibility. Here companies disclose it's CSR with a view of public benefits, government request and issue information to every stakeholder by considering people in twenty first century are better educated than past.

Vaaland, Heide (2008), paper based on a case study is the best example to handle the CSR critical incidents and utilize its experience in enforcing the CSR policies. The study concluded that CSR should be managed by handling unexpected incidents, by reducing the gap between stakeholders and their expectations and company performance and finally maintaining relationship with society through interplay between actor, resources and activities.

In his research work Mikael Holmqvist in 2009 he argued that over the last few decades corporations are paying special attention towards their social responsibility of workers health and their well beings. The strategy has two fold advantages including; ensuring better health and wellbeing for employees at work place and, sustaining responsible organizations in the socio- competitive environment. He viewed corporate social responsibility as corporate social control.

Shah, Bhaskar (2010), in his case study of public sector undertaking, Bharat Petroleum Corporation Ltd. has discussed that there is a broad relationship between the organization and society. Organization has its existence only with the society. Organization used the resources of the society. In reverse, the organization provides services to the society. This case study of BPCL, has explored that the company has taken a lot of initiatives in order to serve the society.

Hartman (2011), article "Corporate social Responsibility in the food sector" in European review of Agriculture Economics journal, analyzed the importance of CSR in food sector, particularly those companies which have high brand image CSR is an important part of these companies but SME's are less capable in discharging their obligation towards society. Further, the research found that food sector always tries to improve the controlling and discharging its services towards consumers & society. Consumers also prefer those brands which give preference to CSR activities and provide good product and services.

Mallen (2012), depicted that how the trends of CSR have changed from last so many years. This change has affected both the society and business & explained three basic things about the changes in the trend:

- The relationship between business and society has changed due to social and environmental problem around the world & these conditions, business and society came closer.
- The businessman's strategy of developing business also affected society a lot, new ideas of business developments also came with CSR management that reflects in their product and services.
- Other parties like outside agencies and firm's own goals also interfere with the Firm's activity.

The economic Times (2012), news highlighted the views of former president Dr. APJ Abdul Kalam in a CSR award function organized by industry body Assocham. Kalam said that companies should devote some part of its goal to corporate services. It should make mandatory for all the companies to spend a percentage of its profit on corporate social responsibility. Kalam also discussed about the proposed bill on corporate spending on CSR. They assumed greater importance of CSR in building the lives of the country's citizens.

An article published in The Economic Times named as "CSR: A cloak for crooks" on 21 Oct. 2012 explored that there are so many companies which have engaged in Corporate Social Responsibility yet they are suffering from financial crisis, fraud and other unsocial causes. In this article, an example has been taken about the company Satyam Computer Services. The company has won several awards in the area of CSR which includes rural communities' commitment and services like healthcare, education and water.

Bibhu Parshed (2012), article presented that CSR is the face of industry face of doing trade. Bibhu said that today, corporate houses took CSR as a medium for fulfillment of profit greed, further the article explored that today companies are investing in different areas like child labor, ground water, food, education, employment etc. but nobody is aware about the essential need of world's poor. The article suggested that profit earning is a natural fact of companies but CSR is beyond the natural and statutory obligation of the companies.

OBJECTIVES OF THE STUDY

The objective of this paper is mainly concerned with the following objectives.

1. To understand the concept of CSR
2. To determine the challenges in execution of Corporate Social Responsibility.
3. To examine role of Corporate Social Responsibility Practices in Business.

RESEARCH METHODOLOGY

Descriptive research design has been used to conduct this research. Keeping in view of the set objectives, this research design was adopted to have greater accuracy and in depth analysis of the research study.

Secondary data was used for the research. Such as Different news articles, Books and Web.

HISTORY OF CORPORATE SOCIAL RESPONSIBILITY

The term "corporate social responsibility" came into common use in the late 1960s and early 1970s after many multinational corporations formed the term stakeholder, meaning those on whom an organization's activities have an impact. It was used to describe corporate owners beyond shareholders as a result of an influential book by R. Edward Freeman, *Strategic management: a stakeholder approach* in 1984. Proponents argue that corporations make more long term profits by operating with a perspective, while critics argue that CSR distracts from the economic role of businesses. Others argue CSR is merely Window – Dressing, or an attempt to pre-empt the role of governments as a watchdog over powerful Multinational Corporations.

CSR is an aid to an organization's mission as well as a guide to what the company stands for and will uphold to its consumers. Development business ethics is one of the forms of applied ethics that examines ethical principles and moral or ethical problems that can arise in a business environment. ISO 26000 is the recognized international standard for CSR. Public sector organizations (the United Nations for example) adhere to the triple bottom line (TBL)

LIST OF TOP 10 INDIAN COMPANIES IN CSR ACTIVITIES

1. Tata Chemicals
2. Ambuja Cement
3. Infosys Ltd.
4. Mahindra & Mahindra Ltd.
5. Tata Motors Ltd.
6. Tata Power Company Ltd.
7. Bharat Petroleum Corporation
8. ITC Ltd.
9. Hindustan Zinc Ltd.
10. Indian Oil Corporation

Source: IIMU_CSR_REPORT_2018_OCT18_SINGLE PAGES.cdr

FEW GLOBAL CORPORATE INITIATIVES RELATED TO CSR

1. IKEA This Swedish company has taken step to support communities in crises, donating toys, by building schools, or facilitating access to drinking water. Most recently, the IKEA foundation has given \$2.3 million to bring clean electricity to a combined one million people in India and East Africa.
2. Organizations like Bharat Petroleum Corporation Limited, Maruti Suzuki India Limited, and Hindustan Unilever Limited, focus holistic development in the villages they have adopted. They provide better medical and sanitation facilities, build schools and houses, and help the villagers become self-reliant by teaching them vocational and business skills.
3. Tata Group focus on community improvement and poverty alleviation programs. It is engaged in women empowerment and rural community development. It also provides scholarships to students and endowments for various institutions.

The group is also engages in healthcare projects like facilitation of child education, immunization and creation of awareness of AIDS. Other areas include economic empowerment through agriculture programs, environment protection, providing sport scholarships, and infrastructure development such as hospitals, research centers, educational institutions, sports academy, and cultural centers.

4. Ultratech Cement: This company work for social causes in about 407 villages in the country aiming to create sustainability and self-reliance. Its CSR activities focus on healthcare and family welfare programs, education, infrastructure, environment, social welfare, and sustainable livelihood.
5. The company has organized medical camps, immunization programs, sanitization programs, school enrollment, plantation drives, water conservation programs, industrial training, and organic farming programs.
6. Mahindra & Mahindra: This company focuses on educational programs for economically and social disadvantaged communities. The CRS activities of this company focus on scholarships and grants, livelihood training, healthcare for remote areas, water conservation, and disaster relief programs. It run programs such as NANHI KALI, MAHINDRA PRIDE SCHOOL, LIFELINE EXPRESS.
7. ITC Group: This company through CSR activities has been able to generate sustainable livelihood opportunities for 6 million people. ITC Group by their e-Choupal (connect rural farmers through internet for procuring agricultural products) program covered aground 40,000 villages and over four million farmers.
8. Bosch The Robert Bosch Stiftung Foundation become one of the largest and most active philanthropic organizations in the EU after donation of over \$100 million in 2017. Investing 50 percent of its R&D budget in technologies supporting conservation and environmental protection
9. Coca-Cola The Coca-Cola Foundation, from 1984, has donated more than \$820 million for women's empowerment, access to clean drinking water, and the development of disadvantaged youth. Every year, the company focus to give back one percent of its profits to communities around the world. In 2017, Coke gave \$250,000 to the American Indian College Fund for scholarships and community building for young Native Americans.
10. Levi's The company that made jeans a thing has made sure social responsibility is "sewn into the fabric" through initiatives like Water Less, which significantly reduces water use in manufacturing – by up to 96 percent for some styles. Since the campaign launched this program in 2011, Levi's has saved more than one billion liters of water. By 2020, the company expects to manufacture 80 percent of its products through this process, up from 25 percent today.

ISSUES & CHALLENGES OF CSR

Many companies think that business social responsibility is a peripheral issue for their business and customer satisfaction more important for them. They imagine that customer satisfaction is now only about price and service, but companies fail to point out on important changes that are taking place worldwide that could blow the business out of the water. The change is named as business responsibility which is an opportunity for the business.

Some of the driving forces which push business towards BSR include:

Shrinking Role of Government

In the past years, governments have relied on legislation and regulation to deliver social and environmental objectives in the business sector. Shrinking government resources, coupled with a distrust of regulations, has led to the exploration of voluntary and non-regulatory initiatives instead.

Demands for Greater Disclosure

The growing demand for corporate disclosure from including customers, stakeholders, suppliers, employees, communities, investors, and activist organizations.

Increased Customer Interest

There are so many evidence that the ethical conduct of companies exerts a growing influence on the purchasing decisions of customers. In a recent survey by Environics International, more than one in five consumers reported having either rewarded or punished companies based on their perceived social performance.

Growing Investor Pressure

Investors are getting aware about their rights. They are changing the way they assess companies' performance, and are making decisions based on criteria that include ethical concerns. The Social Investment Forum reports that in the US in 1999, there was more than \$2 trillion worth of assets invested in portfolios that

used screens linked to the environment and responsibility. A separate survey by Environics International revealed that more than a quarter of share-owning Americans took into account ethical considerations when buying and selling stocks.

Competitive Labour Markets

Employees are increasingly looking beyond paychecks and benefits, and seeking out employers whose philosophies and operating practices match their own principles. In order to hire and retain skilled employees, companies are being forced to improve working conditions.

Supplier Relations

So many companies are introducing codes of conduct for their suppliers, to ensure that other companies' policies or practices do not tarnish their reputation.

In India, over time, the expectations of the public have grown enormously with demands focusing on poverty alleviation, tackling unemployment, fighting inequality or forcing companies to take affirmative action.

The historical driver of CSR has been philanthropy or a sense of ethics. After the Second World War, a variety of national and international regulations arose through bodies such as the International Labor Organization (ILO) emphasizing the need for an active social policy for transnational companies (TNC's). This additional driver, international institutions, has relevance for India through the work of the ILO, the OECD, Socially Responsible Investment (SRI), the SA8000 Social Accountability scheme and through the work of the UN Commission on Human Rights which tackled the human rights responsibilities of TNC's.

In India, some public sector companies can spend up to 5% of their profits on BSR activities.

The survey conducted by Times of India group on CSR used a sample size of 250 companies involved in CSR activities through a method of online administration of questionnaire. The questionnaire was evolved after due diligence including focus group meetings, consultations with key stakeholders and a pilot in four metros. Finally, 82 organizations responded to the questionnaire. These comprised 11 public sector undertakings (PSUs), 39 private national agencies and 32 private multinational organizations. The respondent organizations form a

satisfactory percentage of 33 per cent of the sample size, given the fact that only those companies that had direct or indirect involvement in CSR activities were chosen to be approached for the survey.

The survey analysis responses from participating organizations about various challenges facing BSR initiatives in different parts of the country. On the basis of responses obtained from the organization following challenges has been listed:

- ❖ Lack of Community Participation in CSR Activities: Local community's shows lack of interest in participating and contributing to BSR activities of companies. This is largely attributable to the fact that there exists little or no knowledge about BSR within the local communities as no serious efforts have been made to spread awareness about BSR. There is also lack of communication between the company and the community at the grassroots.
- ❖ Need to Build Local Capacities: Capacity building of the local non-governmental organizations is required for effectively contribution to the ongoing BSR activities initiated by companies.
- ❖ Issues of Transparency: Lack of transparency is one of the key issues. There is an expression by the companies that there exists lack of transparency on the part of the local implementing agencies as they do not make adequate efforts to disclose information on their programs, audit issues, impact assessment and utilization of funds. This reported lack of transparency impacts the process of trust building between companies and local communities, which is a key to the success of any BSR initiative at the local level.
- ❖ Non-availability of Well Organized Non-Governmental Organizations: The survey also reported that there is non-availability of well-organized nongovernmental organizations in remote and rural areas that can assess and identify real needs of the community and work along with companies to ensure successful implementation of BSR activities. This also builds the case for investing in local communities by way of building their capacities to undertake development projects at local levels.
- ❖ Visibility Factor: Media also play a good role in highlighting good cases of successful BSR initiatives. This apparent influence of gaining visibility and branding exercise often leads many nongovernmental organizations to involve themselves in event-based programs; in the process, they often miss out on meaningful grassroots interventions.
- ❖ Non-availability of Clear CSR Guidelines: There are no clear Government guidelines or policy directives to give a definitive direction to BSR initiatives of companies. It is found that the scale of BSR initiatives of companies should depend upon their business size and profile.

CONCLUSION

The concept of CORPORATE social responsibility is now rooted on the global business agenda. But there are many obstacles need to be overcome. A key challenge facing business is the need for more reliable indicators of progress in the field of CSR, along with the dissemination of CSR strategies. Some of the Benefits of adopting the practice of CSR include:

- Company Benefits
 1. Improved financial performance;
 2. Lower operating costs;
 3. Enhanced brand image and reputation;
 4. Increased sales and customer loyalty;
 5. Greater productivity and quality;
 6. More ability to attract and retain employees;
 7. Reduced regulatory oversight;
 8. Access to capital;
 9. Workforce diversity;
 10. Product safety and decreased liability.
- Benefits to the Community and the General Public
 1. Charitable contributions;
 2. Employee volunteer programs;
 3. Corporate involvement in community education, employment and homelessness programs;
 4. Product safety and quality.
- Environmental Benefits
 1. Greater material recyclability;
 2. Better product durability and functionality;
 3. Greater use of renewable resources;
 4. Integration of environmental management tools into business plans, including life-cycle assessment and costing, environmental management standards, and eco-labelling.

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