

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJR
CM



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)]

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4064 Cities in 176 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AUTOMATIC IDENTIFICATION OF FACE USING GRAPH ALGORITHM <i>SUGANYA .C, SIVASANKARI .A & VASUMATHI .K</i>	1
2.	A SURVEY ON ONTOLOGY MEDIATION TOOLS <i>K. VASUMATHI & DR. L.RAVI</i>	6
3.	INTERACTIVE E-GOVERNANCE: APPLICATION OF ICT IN AGRICULTURE WITH SPECIAL REFERENCE TO DACNET <i>S. MEENAKSHI & DR. A. MURUGAN</i>	15
4.	A STUDY OF SUCCESS FACTORS IN INTERNATIONAL EXPANSION OF A BUSINESS <i>DR. MUNAWWER HUSAIN</i>	18
5.	IMPLEMENTATION OF IFRS IN INDIA: OPPORTUNITIES AND CHALLENGES <i>H.RADHIKA</i>	21
6.	EXTENT OF USING ELECTRONIC AUDIT AND DISCLOSURE METHODS, AND OBSTACLES FACING THEIR IMPLEMENTATION IN JORDAN <i>ABEDEL-RAHMAN KH. EL- DALABEEH & AUDEH AHMAD BANI-AHMAD</i>	25
7.	HIGHER STUDIES IN A GLOBALISED ENVIRONMENT <i>DR. VANDANA DESWAL</i>	30
8.	PERCEPTION OF TOURISTS TOWARDS THE HOUSEBOATS IN KASHMIR <i>HAFIZULLAH DAR</i>	33
9.	A REVIEW ON RECENT RESEARCH LITERATURE ON ERP SYSTEMS <i>MEGHANA TRIBHUWAN</i>	39
10.	EVALUATING CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN INDIA FOR COMPETITIVE ADVANTAGE <i>ARPITA MANTA</i>	43
11.	AGRICULTURE AND WTO <i>ANKITA TOMAR & JIGMET WANGMO</i>	49
12.	AGRICULTURE USING SOLAR TRACTOR WITH WIRELESS SENSOR NETWORK ESSENTIALS <i>G.SANGEETHALAKSHMI & K.DEEPASHREE</i>	52
13.	A LITERATURE REVIEW OF TECHNIQUES OF CONCEALING SINK NODES IN WIRELESS SENSOR NETWORKS <i>RASMEET KAUR & KIRANBIR KAUR</i>	55
14.	PRESENT SCENARIO OF CASHEW MARKET AND FACTORS AFFECTING ON PURCHASE OF CASHEW: SOUTH GUJARAT RETAILERS PERSPECTIVES <i>KAMALKANT TANDEL & GAUTAM PARMAR</i>	60
15.	ENERGY SAVING ROUTING PROTOCOL WITH POWER CONSUMPTION OPTIMIZATION IN MANET <i>HARPREET KAUR & HARMINDER KAUR</i>	65
16.	THE ANALYZE OF FACTORS INFLUENCES IN IMPROVING LATEX PRODUCTION OF RUBBER SMALLHOLDERS IN SOUTH SUMATRA PROVINCE, INDONESIA <i>M. YUSUF</i>	69
17.	THE ART OF LEADING THROUGH MOTIVATING EMPLOYEES IN ORGANISATIONS: REFLECTIONS ON LEADERSHIP DEVELOPMENT IN GHANA <i>IDDIRISU ANDANI MU-AZU</i>	72
18.	CLIMATE CHANGE AND GLOBAL EFFORTS: THE ROAD AHEAD <i>PRANEETHA .B.S.</i>	76
19.	JOB WITHDRAWAL BEHAVIORS: A RESEARCHER'S PERSPECTIVE OF WHAT MATTERS <i>MANU MELWIN JOY</i>	80
20.	APPROACHES TO EXPLORE MULTIBAGGER STOCK IN BSE- 100 INDEX <i>MEHTA PIYUSH RAMESH</i>	83
	REQUEST FOR FEEDBACK & DISCLAIMER	90

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, Faridabad

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

TECHNICAL ADVISOR**AMITA**

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Education/Engineering/Mathematics/other, **please specify**)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the authors have seen and agreed to the submitted version of the manuscript and their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR

Designation :
Institution/College/University with full address & Pin Code :
Residential address with Pin Code :
Mobile Number (s) with country ISD code :
WhatsApp or Viber is active on your above noted Mobile Number (Yes/No) :
Landline Number (s) with country ISD code :
E-mail Address :
Alternate E-mail Address :
Nationality :

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, funding institutions, etc., if any.

5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.
 6. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php
 7. **KEYWORDS:** JEL Code must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. **It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.**
 9. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:** The main text should follow the following sequence:
 - INTRODUCTION
 - REVIEW OF LITERATURE
 - NEED/IMPORTANCE OF THE STUDY
 - STATEMENT OF THE PROBLEM
 - OBJECTIVES
 - HYPOTHESES
 - RESEARCH METHODOLOGY
 - RESULTS & DISCUSSION
 - FINDINGS
 - RECOMMENDATIONS/SUGGESTIONS
 - CONCLUSIONS
 - LIMITATIONS
 - SCOPE FOR FURTHER RESEARCH
 - REFERENCES
 - APPENDIX/ANNEXURE**It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.**
 12. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
 13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parentheses, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilized. If any other equation editor is utilized, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that do not have the editor.
 14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
 15. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. Also check to make sure that everything that you are including in the reference section is cited in the paper. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - Headers, footers, endnotes and footnotes may not be used in the document, but in short succinct notes making a specific point, may be placed in number orders following the references.
- PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**
- BOOKS**
- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
 - Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.
- CONTRIBUTIONS TO BOOKS**
- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.
- JOURNAL AND OTHER ARTICLES**
- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.
- CONFERENCE PAPERS**
- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-23
- UNPUBLISHED DISSERTATIONS**
- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.
- ONLINE RESOURCES**
- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.
- WEBSITES**
- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

EVALUATING CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN INDIA FOR COMPETITIVE ADVANTAGE

ARPITA MANTA
ASST. PROFESSOR
BARPETA GIRLS' COLLEGE
BARPETA

ABSTRACT

Business ethics and consumerism in recent years have promoted the global concept of corporate social responsibility to evolve business practises that are competitive and sustainable. The concept of CSR is regarded as a powerful way of achieving sustainable, competitive advantage and for achieving long-lasting value for the investors, shareholders and stakeholders. The definition of CSR in India varies from company to company and many use other terms for it such as sustainable growth, corporate responsibility, social responsibility or corporate citizenship. The Ministry of Corporate Affairs has come up with voluntary guidelines for taking up CSR initiatives and companies have started including it in their annual reports. Although India has been one of the largest emerging markets, its CSR practises is still evolving. The present study tries to evaluate through an exploratory research the different CSR practises followed by the major groups of Indian companies in recent years against the backdrop of the Companies Act, 2013.

KEYWORDS

Business ethics, corporate social responsibility, stakeholders, sustainable growth.

INTRODUCTION

India is one of the fastest growing economies in the world. India has a long tradition of corporate responsibility, dating back to the 19th century, many aspects of its CSR tradition are still valid today. The increasing demand for a more inclusive and sustainable global economy, UN Secretary General Kofi Annan, in 2000, launched the Global Compact, the first CSR initiative at the global level. The Ministry of Corporate Affairs in India has come up with a revised set of CSR guidelines and companies have started incorporating their CSR initiatives in their annual reports. Companies in India too have started taking up CSR initiatives and integrating them into their business processes. The definition of CSR varies from company to company and many use other terms such as sustainable growth, corporate responsibility, social responsibility or corporate citizenship. The dawn of a 'new consciousness' regarding social and environmental obligations by the corporate world is known as Corporate Social Responsibility (CSR) since 1970s.¹

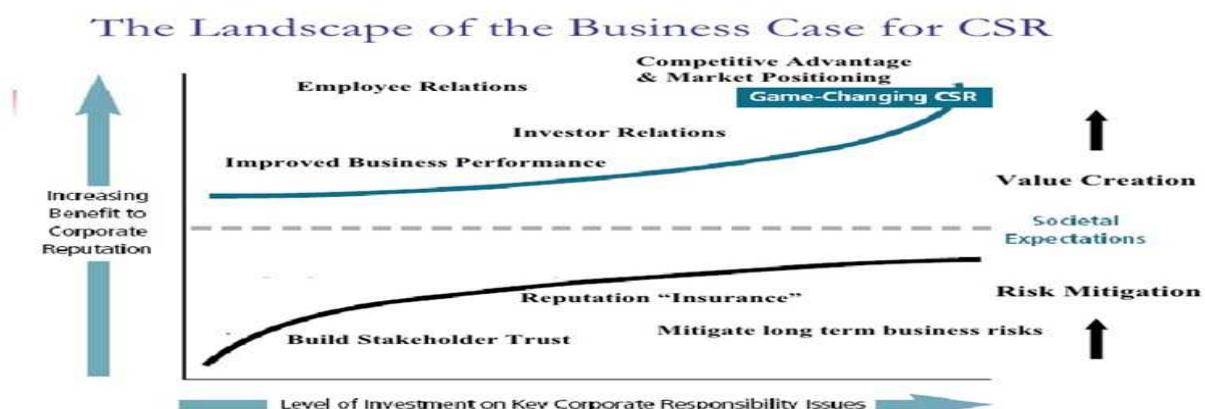
DEFINITION

CSR is a concept through which companies incorporate social and environmental issues into their everyday business operations to have better relations with their stakeholders, directly or indirectly. Stakeholders include employees, investors, shareholders, customers, business partners, clients, civil society groups, Government and non-government organisations, local communities, environment and society at large. It is a long term and voluntary commitment of a business organisation to ensure success through improved and sustainable economic, socio-cultural and environmental practises. Its definition is still quite debatable and sometimes even criticised.

According to the World Business Council for Sustainable Development (WBCSD)², Corporate social responsibility is the commitment of business to contribute to sustainable economic development, working with employees, their families, the local community and society at large.

According to Carroll, "CSR encompasses the economic, legal, ethical and discretionary (philanthropic) expectations that society has of organizations at a given point in time."

Although there are many approaches to CSR, there are mainly two extremities – self regulation and regulation by law. In the self-regulation approach, companies decide for themselves the extent to which CSR can be implemented. In legal regulation, the government is the most important player who decides the extent of CSR measures. Multi-stakeholder initiatives, a "third way" (Utting 2005), such as the Global Compact³ or the OECD Guidelines for Multinational Companies, are located between the two extremes and can be defined conceptually as co-regulation approaches in which stakeholders are involved in a company's CSR policy-making process. In this NGOs, business associations, governmental organizations and multilateral institutions work together in a constructive manner to achieve complementary goals in the CSR policy making process.

FIG. 1

¹ Corporate social responsibility is a concept which started after 1970s, basically emerging from philanthropic ideas.

² The World Business Council for Sustainable Development (WBCSD) is a coalition of 160 international companies united by a shared commitment to sustainable development via the three pillars of economic growth, ecological balance and social progress.

³ UN global compact is a set of 10 principles which covers 4 broad areas- human rights, labour rights, environment and governance. For more details refer to the website of UNGC.

CSR increasingly covers a wide range of issues such as plant closures, employee relations, human rights, corporate ethics, community relations and the environment. The formal way of expressing the Corporate Social Responsibility orientation of an organization is the annual CSR Report. The corporate Social Responsibility reports which have now become an annual report in addition to the traditional annual financial reports is one of the vehicles used to demonstrate how funds allotted for CSR over a financial period is utilized and reported.

PRESENT SCENARIO OF CSR IN INDIA

On 29 August 2013, the Indian parliament passed the Companies Act, 2013, the concept of CSR being governed by clause 135 of the Act.⁴ The New Act has made far-reaching changes affecting company formation, administration and governance, and it has increased shareholder control over board decisions. One of the New Act's most startling changes—which came into effect on April 1, 2014 has been to impose compulsory corporate social responsibility obligations ("CSR") upon Indian companies and foreign companies operating in India. These obligations mainly come in the form of mandatory amounts companies must contribute to remediate social problems.

Under the new law, a minimum of 6000 companies will be required to undertake CSR projects with many Indian companies starting these initiatives for the first time. All companies with at least Rs 1,000-crore turnover or more or a net worth of 500 crore or more or a net profit Rs 5-crore or more will have to spend 2% of their annual net profit on CSR activities — which include promotion of education, eradication of extreme hunger and poverty, environmental sustainability, gender equity and women empowerment, social business projects, combating AIDS, with effect from the fiscal year 2014-2015. Companies meeting these thresholds are required to set up a CSR committee, develop a CSR policy, spend a minimum amount on CSR activities and report on these activities, or prepare to explain why they didn't. An entity or business that meets these specified thresholds must spend on CSR activities no less than two percent of its average net profit of its previous three financial years.

An effective CSR strategy should have a target group, geography or the local region and a sector or an issue. The Act encourages companies to spend their CSR funds in those areas which exclude normal business activities of the company. Many SME's are also expected to be covered under the new provisions of the Act, leaving out the microenterprises.⁵ The New Act requires companies to appoint a Corporate Social Responsibility Committee consisting of at least three directors out of whom at least one is an independent director.

The CSR committee is required to recommend a formal CSR Policy, prepare a detailed plan of CSR activities, recommend the amount of expenditure and prepare a monitoring and reporting mechanism. The CSR committee must also oversee the project development and implementation, project approval and budgeting, impact measurement, reporting and communication.

REVIEW OF LITERATURE

Business impacts on society and environment have existed since the institution of business (Boyce & Ville, 2002). A corporation is not just a self-centered profit-making entity but the company and its actions are integral to the economy, society and environment in which they operate (Herrman, 2004). CSR means that corporation and businesses in general while working on their main goal of maximizing shareholders' profit should also keep in mind the societal concerns, needs and act responsibly towards the society in which they operate (Melikyan, 2010). CSR had already gained considerable interest in the 1960s and 70s, reviving a broad range of scholarly contributions (Cheit, 1964; Heald, 1970; Ackermann & Bauer, 1976; Carroll, 1979). A great deal of research has been conducted on CSR in Western countries, but relatively little research has been focused on Asia (Birch & Moon, 2004). Though past evidence suggests a negative relation between CSR towards the community and firm performance (Berman et al., 1999), it is now observed that investments in community development activities help a firm to obtain competitive advantage through tax savings, decreased regulatory burden, and improvements in the quality of local labor (Waddock and Graves, 1997). Higher CSR towards employees in terms of employee-sensitive policies and practices by firms enhances employee productivity, reduces absenteeism, and facilitates recruitment and retention of better quality employees (Turban and Greening, 1997).

Krishnan and Balachandran (2004), studied the impact of emerging markets on corporate social responsibility. The findings of the study show that consumers prefer to boycott a company's products and services in case of negative corporate citizenship behavior. A recent survey on business–community relations in India shows that 85% of the surveyed firms agree that they have a responsibility to the surrounding community and are committed towards their cause (Mahajan, 2004). A socially responsible image of companies among the local community improves the brand and loyalty of consumers. According to Herrmann (2010) an effective CSR regime needs to focus on four important issues: setting standards; monitoring compliance with standards and exposing abuses; creating binding legal obligations; and enforcing those binding laws.

NEED/IMPORTANCE OF THE STUDY

Very limited research work has been done to investigate the CSR practices in developing and emerging nations. Even academic publications on this emerging and controversial issue is primarily western centric and very limited. Belal (2001) noted that most of the CSR studies conducted so far were in the context of developed countries and we still know too little about CSR practices in smaller and emerging countries. Thus the present study tries to evaluate the present CSR concept in India and its progress among the corporate world.

The study can be further extended to include many more companies. Also a comparative study of their CSR activities through their annual reports can also be studied to have a better understanding of reality.

STATEMENT OF THE PROBLEM

CSR has been one such issue in the corporate world which lacks efficient control and coordination. With so much resources available with the corporate world, greater degree of research is required to understand the role of the corporate world and their social accountability. The present study tries to incorporate a few major companies taking up CSR.

OBJECTIVES OF THE STUDY

CSR being a relevant and a global concept needs to be discussed to understand the disparity, inequality and the growing divide that exists in India. The combination of regulatory and societal pressures have forced the companies to pursue CSR activities professionally. The twin objectives of the present study are:

- To study the evolution of Corporate Social Responsibility in India.
- To evaluate the Corporate Social Responsibility practises adopted by Indian companies which helped them gain a competitive edge.

RESEARCH METHODOLOGY

CSR in India has remained within the philanthropic space with limited documentation but has moved slowly from institutional building to community development. The following study has been conducted with an exploratory research design based on the availability of secondary data sourced from journals, magazines, articles, handbooks and media reports.

DATA COLLECTION

The study is based on secondary data available from various sources at the national and international level. The data from international sources includes WBCSD, UNGC, and OECD etc. At the national level, data has been sourced from CII, FICCI, journals, articles, handbooks etc. The required analysis has been done using in-depth study to highlight the facts of the analysis.

⁴ Handbook on corporate social responsibility in India, CII. www.pwc.in.

⁵ The CSR activities of the SME's are dominated by the promoters who hold a significant stake in the business. Due to their small revenue, they can cluster and form a CSR pool fund.

EVOLUTION OF CORPORATE SOCIAL RESPONSIBILITY IN INDIA

In the 1960s and 1970s the civil rights movement, consumerism, and environmentalism affected society's expectations of business. An ideal CSR has both ethical and philosophical dimensions, particularly in India where there exists a wide gap between sections of people in terms of income and standards as well as socio-economic status (Bajpai, 2001). Carroll (1991) argues that corporations should not only be judged on their economic success⁶ but also on non-economic criteria and his four tier CSR model was one of the earliest which is given below:

FIG. 1



Economic: To earn a fair return on capital to satisfy the shareholders, deliver value for money products to satisfy customers, create new jobs and new wealth for the business, and promote innovation.

Legal: To comply with the law.

Ethical: To be moral, fair, just, respect people's rights, avoid harm or social injury and prevent harm caused by others.

Philanthropic: To perform beneficial activities for society.

Over the time four different models have emerged in India regarding corporate responsibility (Kumar et al., 2001). The models of CSR followed in India are:

TABLE 1

MODEL	FOCUS	CHAMPIONS
ETHICAL	Voluntary commitment by companies to public welfare	M.K Gandhi
STATIST	State ownership and legal requirements determine Corporate responsibility	Jawahar Lal Nehru
LIBERAL	Corporate responsibilities limited to private owners (shareholders)	MILTON FRIEDMAN
STAKEHOLDER	Companies respond to the needs of stakeholders-customers, employees, communities, etc	R. EDWARD FREEMAN

Ethical Model (1930 –1950): One significant aspect of this model is the promotion of trusteeship that was revived and reinterpreted by Gandhi. Under this notion the businesses were motivated to manage their business entity as a trust held in the interest of the community. The idea prompted many family run businesses to contribute towards socioeconomic development. The efforts of Tata group directed towards the well-being of the society are also worth mentioning in this model.

Statist Model (1950 –1970s): Under the aegis of Jawaharlal Nehru, this model came into being in the post-independence era. The era was driven by a mixed and socialist kind of economy. The important feature of this model was that the state ownership and legal requirements decided the corporate responsibilities.

Liberal Model (1970s–1990s): The model was encapsulated by Milton Friedman. This model implies that it is sufficient for businesses to obey the law and generate wealth, which through taxation and private charitable choices can be directed to social ends.

Stakeholder Model (1990–Present): The model came into existence during 1990s as a consequence of realization that with growing economic profits, businesses also have certain societal roles to fulfill towards its various stakeholders. The model expects companies to perform according to "triple bottom line" approach. The businesses are also focusing on accountability and transparency through several mechanisms.⁷

EVALUATION OF CORPORATE SOCIAL RESPONSIBILITY IN INDIA

Many Indian multinationals, like the Tata Group, ITC, Infosys, etc., have endeavored to create a better social image in society, providing a better and healthier work atmosphere to its employees. Of late, companies are pursuing meaningful partnerships with non-governmental organizations (NGOs) to empower the local community. Endeavors by Indian companies such as Kisan Kendra by Tata group, e-Chou pals and KisanIndia.com by ITC, Shubh Labh services by Mahindra, and Kisan Kendra by Ralli empower rural Indian farmers (Singh and Bhagat, 2004). For Indian companies, the absence of methods and tools for the evaluation of CSR practices and performance is among the most serious obstacle to the adoption and diffusion of CSR, according to the survey by UNDP et al. (2002, 28).

Today financial investors are becoming increasingly aware of social and environmental factors while taking their investment decisions. Also the funds channeled into Socially Responsible Investing (SRI)⁸ have risen steeply since the early 1990s and now total around \$ 2.4 trillion worldwide (IFC and CSM 2003, 2). However, the awareness of the Indian financial markets still appears to be very low. It is argued that, even though SRI does not play a major role in India today, it will become a major driving force in CSR activities in the future.

There is a long ongoing debate in search of a significant relationship between a company's social and financial performance based on a comparison between countries (OECD 1996, 2000) and companies. Overall, there is evidence that socially and environmentally responsible companies do not at least perform any worse than traditional firms, weak though that evidence may be.⁹

⁶ The pyramid of CSR depicted the economic category as the base (the foundation upon which all others rest), and then built upward through legal, ethical and philanthropic categories (Carroll, 1991, p.42). The CSR firm should strive to make a profit, obey the law, be ethical, and be a good corporate citizen" (p.43).

⁷ Multi-stakeholder initiatives have gained in importance particularly since the UN Conference on Environment and Development (UNCED) and the follow-up World Summit on Sustainable Development (WSSD) in Johannesburg. At the latter, more than 200 initiatives embracing businesses, NGOs and governments were signed.

⁸ Socially responsible investing (SRI), also known as sustainable, socially conscious, "green" or ethical investing, is any investment strategy which seeks to consider both financial return and social good. In general, socially responsible investors encourage corporate practices that promote environmental stewardship, consumer protection, human rights, and diversity.

⁹ See Social Investment Forum Foundation (2004) for an overview)

TATA GROUP

Tata Group has emerged as biggest CSR spending group in the country. As per a media report an Indian conglomerate, the Tata Group had spent Rs 1,000 crore on corporate social responsibility (CSR) in 2013-14 which was well above 2% of its net profit, a minimum requirement for an Indian company under the Companies Act.¹⁰ A significant amount of the total CSR spend by the Tata Group has gone into skill development, health and education, with Tata Steel emerging as the biggest spender within the group.

Tata Steel has adopted the Corporate Citizenship Index, Tata Business Excellence Model and the Tata Index for Sustainable Development. Tata Steel spends 5-7 per cent of its profit after tax on several CSR initiatives like-

(a) Over 500 self - help groups are currently operating under various poverty alleviation programs; out of which over 200 are engaged in activities of income generation through micro enterprises. Women empowerment programs through Self-Help Groups have been extended to 700 villages.. For providing portable water to rural communities 2,600 tube wells have been installed for the benefit of over four Lakh people.

(b) Tata Steel supports various **social welfare organizations**. They include-

- Tata Steel Rural Development Society
- Tribal Cultural Society
- Tata Steel Foundation for Family Initiatives
- National Association for the Blind
- Shishu Niketan School of Hope
- Centre for Hearing Impaired Children
- Indian Red Cross Society, East Singh hum district

(c) **Healthcare Projects** - Facilitation of child education, immunization and childcare, plantation activities, creation of awareness of AIDS and other healthcare projects

(d) **Human Capital development** - Scholarship programs for higher education of children, various workshops, creative & outdoor sessions

(e) **Relief works** - Various relief measures like Uttarakhand tragedy etc.

INDIAN OIL CORPORATION

Indian Oil has been taking concrete action to realize its social responsibility objectives, thereby building value for its shareholders and customers. The Corporation respects human rights, values its employee. In the past five decades, Indian Oil has supported innumerable social and community initiatives in India. Touching the lives of millions of people positively by supporting environmental and health-care projects and social, cultural and educational programs. Every year, Indian Oil sets aside a fixed portion of its profits for spreading smiles in millions of lives across the country through a comprehensive community welfare and development program. About one-fourth of the community development funds are spent on the welfare of Scheduled Caste and Scheduled Tribe beneficiaries. Indian Oil has a concerted social responsibility program to partner communities in health, family welfare, education, environment protection, providing potable water, sanitation, and empowerment of women and other marginalized groups. Indian Oil has always been in the forefront in times of national emergencies. Indian Oil People have time and again rallied to help victims of natural calamities, maintaining uninterrupted supply of petroleum products and contributing to relief and rehabilitation measures in cash and kind.

The Community Development Program adopts a multi-disciplinary approach incorporating health, family welfare, education, drinking water and sanitation, empowerment of women and other marginalized groups in the vicinity of our major installations. While utilizing the Community Development Funds, more emphasis is laid on the projects for providing Clean Drinking Water, Health & Medical Care and Education.

Providing Clean Drinking Water: Installation of hand pumps/bore well/tube wells/submersible pumps, construction of elevated water tanks, providing water tap connection, rainwater harvesting projects/kits, aqua guard water purifiers/water coolers to schools/community center etc.

Health & Medical Care: Organizing Medical/Health Camps on Family Planning, Immunization, AIDS awareness, Pulse Polio, Eye, Blood Donation, Pre and Post-natal Care, Homeopathic Medicine etc., distribution of free condoms, providing anti-mosquito fogging treatment, toilets, medicines to primary health centers, mosquito nets, ambulances to Medical Centers /Hospitals/NGOs, hearing aids/wheel chairs to physically challenged, financial assistance to hospitals, medical equipment etc.

Indian Oil also runs and maintains the following for the benefit of the local community:

Assam Oil School of Nursing, Digboi, Indian Oil (AOD) Industrial Training Centre, Digboi, Indian Oil Sachal Swasthya Seva (Mobile Medical Units), Swarna Jayanti Samudrik Hospital, Indian Oil Scholarship Schemes.

ADITYA BIRLA GROUP

The Aditya Birla Group, which has a presence in cement, telecom, carbon black and financial services, spent Rs 150 crore on CSR in 2012-13. The CSR spend has risen in 2013-14 with growth in profits. The group's CSR initiatives are led by Aditya Birla Centre for Community Initiatives and Rural Development. Aditya Birla Group spent Rs 200 crore on CSR in fiscal 2014, which is a little over 2% of the net profit from India.

There is a unique project identification mechanism in which all projects are planned in a participatory manner, in consultation with the community. "Participatory rural appraisal", technique is used with the consensus of the village panchayats. And thus a project is born. Implementation and monitoring is the responsibility of the community and the CSR team. Monitoring entails physical verification of the progress and the actual output of the project. Infrastructure. Developing model villages is their unique initiative so each of their major companies is working towards the total transformation of a number of villages in proximity to their plants. Making of a model village entails ensuring self-reliance in all aspects viz., education, health care and family, agriculture and watershed management, and working towards sustainable livelihood patterns.

Various initiatives taken under CSR program are:

Education - Formal schools, Balwadis for elementary education, Quality primary education, Aditya Bal Vidya Mandirs, Girl child education, Adult education.

Health care - Primary health care centers, Mother and Child care projects, Immunization program with a thrust on polio eradication, Health care for visually impaired, and physically challenged, Preventive health through awareness.

Sustainable Livelihood program - Formation of Self Help Groups for women empowerment, Vocational training through Aditya Birla Rural Technology Parks, Agriculture development and better farmer focus, Watershed development, Partnership with Industrial Training Institutes.

Infrastructure Development - Basic infrastructure facilities, Housing facilities, Safe drinking water, Sanitation & hygiene, Renewable sources of energy.

Social Change - Dowry less marriage, Widow remarriage, Awareness programs on anti-social issues, De-addiction campaigns and Espousing basic moral values.

I.T. COMPANIES

I.T companies like TCS and Wipro have developed software to help teachers and children in schools across India to further the cause of education. Wipro Cares - a not-for-profit trust is an earnest initiative by Wiproites to use the collective wisdom of volunteers to make compelling and channelized contributions in the areas of education, community service projects and social development, continually. Wipro Cares is currently engaged in 16 projects across India. It has also worked for various disaster rehabilitation program. Infosys Limited has been an early adopter of Corporate Social Responsibility ('CSR') initiatives. Infosys Foundation works towards removing malnutrition, improving healthcare infrastructure, supporting primary education, rehabilitating abandoned women and children, and preserving Indian art and culture. Its primary CSR initiatives are:

¹⁰ (Times of India, 16 July 2014)

Hunger, poverty, malnutrition and health: Eradicating extreme hunger, poverty and malnutrition, promoting preventive healthcare and sanitation, and making available safe drinking water.

Education: Promoting education, including special education and employment-enhancing vocational skills especially among children, women, elderly and the differently abled, and livelihood enhancement projects; monetary contributions to academic institutions for establishing endowment funds, chairs, laboratories, etc., with the objective of assisting students in their studies.

Rural development projects: Strengthening rural areas by improving accessibility, housing, drinking water, sanitation, power and livelihoods, thereby creating sustainable villages.

Gender equality and empowerment of women: Promoting gender equality and empowering women; setting up homes, hostels and day care centers for women and orphans; setting up old age homes and such other facilities for senior citizens; and adopting measures for reducing inequalities faced by socially and economically backward groups.

Environmental sustainability: Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro-forestry, conservation of natural resources and maintaining the quality of soil, air and water.

National heritage, art and culture: Protecting national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promoting and developing traditional arts and handicrafts

BANKING SECTOR

The CSR in Indian Banking Sector is aimed towards addressing the financial inclusion, providing financial services to the unbanked or untapped areas of the country and the socio-economic development of the country by focusing on the activities like poverty eradication, health and medical care, rural area development, self-employment and financial literacy trainings, infrastructure development and environmental protection etc. RBI also insisted upon taking measures for sustainable development of economy through realizing the dire necessity of CSR. Reserve Bank of India (2007) stated that CSR entails the integration of social and environmental concerns by companies in their business operations and also in interactions with their stakeholders. The major thrust areas for CSR practice in Indian banks are common in public sector and private sector banks. These areas include children welfare, community welfare, education, environment, healthcare, poverty eradication, rural development, vocational training, women's empowerment, protection of girl child and employment.

There are only a few banks which report their activities on triple bottom line principles. Most of the banks use CSR practices as a marketing tool and many are only making token efforts towards CSR in tangential ways such as donations to charitable trusts, NGOs, sponsorship of events, etc. Very few banks have a clearly defined CSR philosophy. Mostly Banks implement CSR in an ad-hoc manner, unconnected with their business process and don't state how much they spend on CSR activities (Dhingra and Mittal 2014).

Some interesting but rare examples of CSR approach shown by major Indian companies-

- ✓ Reliance Industries and two Tata Group firms - Tata Motors and Tata Steel - are the country's most admired companies for their corporate social responsibility initiatives, according to a Nielsen survey released in May 2009.
- ✓ As part of its Corporate Service Corps (CSC) program, IBM has joined hands with the Tribal Development Department of Gujarat for a development project aimed at upliftment of tribals in the Sasan area of Gir forest.
- ✓ The financial services sector is going green in a steady manner. With an eye on preserving energy, companies have started easing the carbon footprint in their offices. The year 2009 witnessed initiatives including application of renewable energy technologies, moving to paperless operations and recognition of environmental standards. Efforts by companies such as HSBC India, Max New York Life and Standard Chartered Bank have ensured that the green movement has kept its momentum by asking their customers to shift to e-statements and e-receipts.
- ✓ NALCO has contributed US\$ 3.23 million for development work in Orissa's Kora put district as part of its CSR (Prabhakar and Mishra, 2013).
- ✓ Reliance Industries initiated a project named as "Project - Drishti" to bring back the eyesight of visually challenged Indians from the economically weaker sections of the society.
- ✓ Tata consultancy services is India's largest software service company and has won the Asian CSR award for initiating community development work. It has designed a computer based literacy model to teach adults.

FINDINGS

Though economic reforms in India have started but it has not resulted in a substantial change in its CSR approach adopting only some aspects of global mainstream CSR. The findings can be summarized as under-

- ✓ The Indian understanding of CSR seems to be shifting from traditional philanthropy towards sustainable business. Nevertheless, philanthropic patterns remain widespread in many Indian companies.
- ✓ Community development still plays the decisive role in the Indian CSR agenda. Most Indian companies are trying to make self-sufficient local communities. Companies were engaged mainly in education and skill development, also focused on health and family welfare.
- ✓ There is limited use of environment friendly technologies and also environmental protection activities are rare under the CSR approach.
- ✓ Most companies are trying to have a CSR Committee or body at the top management level. Funds allotted towards CSR activities.
- ✓ Most companies lack a clear CSR policy and approach. Companies with huge amounts of net profit have adopted CSR to have a competitive edge to fight global competition. Small to medium sized companies are yet to come up with a discrete CSR framework.
- ✓ TATA group has been leading from the forefront with maximum amount of CSR spending. This shows the reason for it being a household name in India.
- ✓ Sector wise there is no uniformity towards CSR approach. Companies within a particular sector have been found to behave differently.
- ✓ The attitude and commitment of the CSR Committee guides the CSR allocation for a particular company.

CONCLUSION

It can be concluded that of late major companies in India have started addressing CSR issues seriously for adding a new dimension to their own businesses. It would be interesting to see in the coming years how far CSR in India have progressed. Till then, a realization has come to take up the causes of stakeholders through innovative work. Reporting and monitoring of CSR activities should be improved for value creation by companies. Government regulations should be stricter for implementation of CSR issues.

Also stakeholders must come up to demand strongly for corporate commitment towards themselves. Participation of small and medium business should be encouraged to make significant contributions towards society. Companies should also start putting up their CSR activities in their official websites as a responsible citizen.

REFERENCES

1. Aravossi, K. G., Panayiotou, N.A. and Tsousi, K. (2006), "A proposed methodological framework for the evaluation of corporate social responsibility", *Environmental Economics and Investment Assessment*, Vol 98, pp. 145-154.
2. Basu, K. and G. Palazzo (2008), "Corporate social responsibility: a process model of sense making", *The Academy of Management Review*, Vol. 33 No 1, pp.122-136.
3. Bowen, H.R. (1953), "Social responsibilities of the businessman", New York: Harper & Row.
4. Carroll, A.B. (1999), "Corporate social responsibility: Evolution of a definitional construct", *Business and Society*, Vol.38 No. 3, pp.268-295.

5. Carroll, A. B., A (1979) "Three - dimensional conceptual model of corporate performance", Academy of Management Review, Vol. 4 No. 4, pp. 497-505.
6. Friedman, M. (1970), "The social responsibility of business is to increase its profits", New York Times Magazine, Vol. 32 No33, pp. 122, 126.
7. Governance & Business Ethics in the 21st Century", ICFAI Journal of Corporate Governance, Vol III No. 2.
8. Herrman, K. K. (2004), "Corporate Social Responsibility and Sustainable Development: the European Union Initiative as a Case Study", Indiana Journal of Global Legal Studies, Vol. II, Issue, 2, Article 6.
9. Melikyan, H. (2010), "Corporate Social Responsibility: A Fashion Trend or a Serious Approach"? Available at: <http://conf.uni-ruse.bg/bg/docs/cp10/5.1/5.1-52.pdf>
10. Ministry of Law and Justice (2013), Companies Act, 2013 (NO. 18 OF 2013), August 29, 2013, New Delhi.
11. Murthy, V. (2008), "Corporate social disclosure practices of top software firms in India", Global Business Review, Vol. 9 No.2, pp.173-188.
12. Prabhakar, R. Mishra, S. (2013) "A Study of Corporate Social Responsibility in Indian Organization: An-Introspection", Proceedings of 21st International Business Research Conference 10-11 June, 2013, Ryerson University, Toronto, Canada.
13. Russo, M. and Fouts, P.(1997). 'A resource-based perspective on Corporate environmental performance and profitability. Academy Of Management.
14. Sharma, A. and Kiran, R. (2013), "Corporate Social Responsibility: Driving Forces and Challenges", International Journal of Business Research and Development, Vol. 2 No.1, pp. 18-27.
15. Urmila, M. (2012), "Corporate Social Responsibility In India, Maratha Mandir's Babasaheb Gawde Institute Of Management Studies.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

