

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I  
J  
R  
C  
M



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., Google Scholar,

Indian Citation Index (ICI), 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 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5896 Cities in 193 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

<b>Sr. No.</b>	<b>TITLE &amp; NAME OF THE AUTHOR (S)</b>	<b>Page No.</b>
1.	<b>LOCAL GOVERNMENT PERFORMANCE AND ITS ASSOCIATED REWARD POLICIES: THE CONSIDERATIONS OF ECONOMIC GROWTH AND ENVIRONMENT PROTECTION</b> <i>Dr. PO-CHIN WU, TSAI, MENG-HUA &amp; HSIAO, I-CHUNG</i>	1
2.	<b>MEASUREMENT AND EVALUATION OF FINANCIAL PERFORMANCE OF SIYARAM SILK MILLS LIMITED THROUGH Z-SCORE MODEL</b> <i>GARIMA MADAN &amp; Dr. N. S. RAO</i>	7
3.	<b>A PRAGMATIC STUDY ON THE ASSOCIATION OF DEMOGRAPHICS ON INVESTOR'S INVESTMENT DECISION</b> <i>SHAILAJA YADAV &amp; Dr. NIRMALA JOSHI</i>	12
4.	<b>SATISFACTION LEVEL OF MIGRANT EMPLOYEES WITH SPECIAL REFERENCE TO TIRUPUR GARMENT INDUSTRY</b> <i>Dr. D. GNANASENTHIL KUMAR &amp; T.SREERAKHA</i>	17
5.	<b>CORPORATE SOCIAL RESPONSIBILITY IN INFORMATION TECHNOLOGY SECTOR – A STUDY WITH REFERENCE TO SELECT (IT) INDUSTRY IN CHENNAI</b> <i>Dr. N. SUREGA</i>	21
6.	<b>PERFORMANCE OF MGNREGS IN KERALA: A SPECIAL REFERENCE AT KADAPLAMATTOM GRAMA PANCHAYATH</b> <i>ANUSHA K J &amp; Dr. PRAKASH C</i>	27
7.	<b>A COMPARATIVE ANALYSIS OF THE ROLE OF AGRICULTURAL POLICIES AS DRIVERS OF GROWTH AND DEVELOPMENT OF THE AGRICULTURAL SECTOR IN NIGERIA, 1981-2014</b> <i>UDEORAH, S.F., VINCENT, M.O. &amp; OHAM, N. R.</i>	30
8.	<b>SATISFACTION LEVELS OF THE CUSTOMERS IN TELECOM SERVICE PROVIDERS – A STUDY IN ANANTAPURAMU DISTRICT</b> <i>Dr. G.PAVAN KUMAR</i>	39
9.	<b>ACCOUNTING METHODOLOGY OF SARVA SHIKSHA ABHIYAN PROJECT WITH SPECIAL REFERENCE TO GUJARAT STATE</b> <i>NIRAV ASHOKBHAI PANDYA</i>	45
10.	<b>DEMONETIZATION AND ITS IMPACT ON INDIAN ECONOMY</b> <i>SUMIT BANERJEE</i>	48
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	50

**CHIEF PATRON****Prof. (Dr.) 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

**FORMER CO-ORDINATOR****Dr. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**ADVISOR****Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****Dr. A SAJEEVAN RAO**

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

**CO-EDITOR****Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**EDITORIAL ADVISORY BOARD****Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**Dr. CHRISTIAN EHIOBUCHÉ**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

**Dr. SIKANDER KUMAR**

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

**Dr. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

**Dr. M. S. SENAM RAJU**

Professor, School of Management Studies, I.G.N.O.U., New Delhi

**Dr. D. S. CHAUBEY**

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

**Dr. CLIFFORD OBIYO OFURUM**

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

**Dr. KAUP MOHAMED**

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

**Dr. VIRENDRA KUMAR SHRIVASTAVA**

Director, Asia Pacific Institute of Information Technology, Panipat

**SUNIL KUMAR KARWASRA**

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

**Dr. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture &amp; Tech., Westlands Campus, Nairobi-Kenya

**Dr. SYED TABASSUM SULTANA**

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

**Dr. BOYINA RUPINI**

Director, School of ITS, Indira Gandhi National Open University, New Delhi

**Dr. NEPOMUCENO TIU**

Chief Librarian &amp; Professor, Lyceum of the Philippines University, Laguna, Philippines

**Dr. SANJIV MITTAL**

Professor &amp; Dean, University School of Management Studies, GGS Indraprastha University, Delhi

**Dr. ANA ŠTAMBUK**

Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

**Dr. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**Dr. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**Dr. ANIL K. SAINI**

Professor, Guru Gobind Singh Indraprastha University, Delhi

**Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**Dr. NAWAB ALI KHAN**

Professor &amp; Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

**MUDENDA COLLINS**

Head, Operations &amp; Supply Chain, School of Business, The Copperbelt University, Zambia

**Dr. EGWAKHE A. JOHNSON**

Professor &amp; Director, Babcock Centre for Executive Development, Babcock University, Nigeria

**Dr. A. SURYANARAYANA**

Professor, Department of Business Management, Osmania University, Hyderabad

**P. SARVAHARANA**

Asst. Registrar, Indian Institute of Technology (IIT), Madras

**Dr. MURAT DARÇIN**

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

**Dr. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engg. &amp; Tech., Amity University, Noida

**Dr. YOUNOS VAKIL ALROAIA**

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

**WILLIAM NKOMO**

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

**Dr. JAYASHREE SHANTARAM PATIL (DAKE)**

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

**SHASHI KHURANA**

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

**Dr. SEOW TA WEEA**

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

**Dr. OKAN VELI ŞAFAKLI**

Professor &amp; Dean, European University of Lefke, Lefke, Cyprus

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**Dr. LALIT KUMAR**

Faculty, Haryana Institute of Public Administration, Gurugram

**Dr. MOHAMMAD TALHA**

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

**Dr. V. SELVAM**

Associate Professor, SSL, VIT University, Vellore

**Dr. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**Dr. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

**Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**Dr. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**SURJEET SINGH**

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

**Dr. MELAKE TEWOLDE TECLEGHIOGIS**

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**Dr. SAMBHAVNA**

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

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. SHIVAKUMAR DEENE**

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

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

**FORMER TECHNICAL ADVISOR****AMITA****FINANCIAL ADVISORS****DICKEN 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 the 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](mailto: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/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

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

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

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

**NAME OF CORRESPONDING AUTHOR**

Designation/Post\*

Institution/College/University with full address & Pin Code

Residential address with Pin Code

Mobile Number (s) with country ISD code

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

E-mail Address

Alternate E-mail Address

Nationality

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the 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 expected to be below **1000 KB**.
  - e) Only the **Abstract 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 within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
  6. **KEYWORDS:** Abstract 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 stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings 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****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**



12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **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 parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does 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 its first use in each section e.g. 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 may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly 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 italic printing. 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 parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point,** which may be placed in number orders before 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 Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



## CORPORATE SOCIAL RESPONSIBILITY IN INFORMATION TECHNOLOGY SECTOR – A STUDY WITH REFERENCE TO SELECT (IT) INDUSTRY IN CHENNAI

**Dr. N. SUREGA**  
**ASST. PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**P.K.R. ARTS COLLEGE FOR WOMEN**  
**GOBICHETTIPALAYAM**

### ABSTRACT

*India is the first country in the world to enshrine corporate giving into law. Corporate Social Responsibility (CSR) is referred as a corporate initiative to assess and take responsibility for the company's effects on the environment and impact on social welfare and to promote positive social and environmental change. It efforts that go beyond what may be required by regulators. The income is earned only from the society and therefore it should be given back. Further as per the CSR Rules, the provisions of CSR are not only applicable to Indian companies, but also applicable to branch and project offices of a foreign company in India. Many of the leading corporations across the world had realized the importance of being associated with socially relevant causes as a means of promoting their brands. Cause related marketing and corporate social responsibility has provided companies with a new tool to compete in the market. CSR refers to the corporation's obligation to all the stake holder. It seems from the desire to do well and get self satisfaction in return as well as societal obligation of business. This could be a strategic marketing activity a way for a company to do well by doing good, distinct from sales promotion, corporate philanthropy, corporate sponsorship, corporate Samaritan acts and public relations.*

### KEYWORDS

CSR (corporate social responsibility), The ministry of corporate affairs, company's act 2013, CSR committee.

### JEL CODE

L89.

### INTRODUCTION

India has become one of the fast growing economies of the world. It is growing at the rate of 9 per cent per annum. As an emerging market all are looking at India from an international perspective. At the stage when India is set to acquire a global position, it is essential to measure whether the economic growth is due to successful business operations. Organizations must realize that government alone will not be able to get success in its endeavor to uplift the downtrodden of society. The present societal marketing concept of companies is constantly evolving and has given rise to a new concept termed as Corporate Social Responsibility (CSR).

Under Companies Act, 2013 any company with a

1. net worth of the company to be Rs 500 crore or more or
2. turnover of the company to be Rs 1000 crore or more or
3. net profit of the company to be Rs 5 crore or more.

has to spend **at least 2%** of last 3 years average net profits on CSR activities as specified in Schedule VII and as amended from time to time. The rules came into effect from 1 April 2014.

- Further, the qualifying company will be required to constitute a CSR Committee consisting of 3 or more directors.
- The CSR Committee shall formulate and recommend to the Board, a policy which indicates the activities to be undertaken, allocate resources and monitor the CSR Policy of the company.
- If the company did not spend CSR, it has to disclose the reason for not spending. Non-disclosure or absence of the details will be penalised from Rs 50,000 to Rs 25 lakh or even imprisonment of up to 3 years

It is assumed to be responsibility of the business house too. Nothing builds brand loyalty among today's increasingly hard to please consumers, like a company's proven commitment to a worthy cause. Other things being equal, many consumers would do business with a company that stands for something beyond profits. In nutshell, CSR and cause related marketing results in increased sales, visibility and consumer loyalty and enhanced company image along with media coverage. On the other hand, a non-profit organization is an organization, which exists for providing some benefit or assistance or a sort of self-help group. Like the name suggests, the organization will have all the properties of a profit making organization i.e., a mission statement, a vision, offices, infrastructures etc., but the objective will not include making a profit out of its operations. However, to run any organization, funds are needed and this has to come in to the non-profit in terms of financial i.e., grants, subsidies, donations etc., or services in terms of staff support or infrastructure support. The sources for these funds could be individuals, the government or other charitable institutions and finally companies. These business houses through their CSR initiatives contribute to the mission of social progress and growth of India.

### CORPORATE SOCIAL RESPONSIBILITY

Definitional issues regarding "CSR have been debated since many years. Early CSR models were initiated in the early 1960's. It showered the "Social aspect of CSR as referring directly to those responsibilities above and beyond economic and legal obligations. Many considered corporate social responsibility synonymous with voluntary and philanthropic acts by business organizations which are designed to alleviate social ills or in order to benefit a disadvantaged group chosen by the corporation's managers. The World Business Council for Sustainable Development in its publication "Making Good Business Sense" by Lord Holme and Richard Watts, used the following definitions. "Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large".

The Ministry of Corporate Affairs enforced the Companies Act, 2013 "Act" and the Companies (Corporate Social Responsibility Policy) Rules "CSR Rules" from 1 April 2014. By doing so, India has become one of the first country to have a legal requirement to comply with CSR Rules. Since India was one of the first countries across the world to mandate Corporate Social Responsibility (CSR), there is a growing interest among various stakeholders to see how the scenario is progressing. "CSR is about capacity building for sustainable livelihoods. It respects cultural differences and finds the business opportunities in building the skills of employees, the community and the government. "CSR is about business giving back to society. Traditionally, CSR has been defined much more in terms of a philanthropic model. Companies make profits, unhindered except by fulfilling their duty to pay taxes. Then they donate certain share of the profits to charitable causes. It is seen as training the act for the company to receive any benefit from the giving. In other words of Philip Kotler, "Corporate Social Responsibility": Doing the most good for your company and the cause" does a terrific job for describing the range of corporate social initiatives and suggests best practices for choosing, implementing and evaluating them.

**ACTIVITIES CARRIED ON BY VARIOUS COMPANIES**

CSR is a commitment to support initiatives that measurably improve the lives of underprivileged by one or more of the following focus areas as

- Eradicating hunger, poverty & malnutrition
- Promoting education
- Improving maternal & child health
- Ensuring environmental sustainability
- Protection of national heritage
- Measures for the benefit of armed forces
- Promoting sports
- Contribution to the Prime Minister's National Relief
- Slum area development etc.

**INDIA'S CSR REPORT SURVEY 2016**

India's CSR reporting survey 2016 analyses and brings together findings from CSR reporting of the top hundred (N100) listed companies as per market capital as on 31 March 2016. All these companies are required to comply with the requirements of the Act. CSR policy, CSR committee, disclosure on CSR in the Annual Report, CSR spends, and others were reviewed based on their availability in the public domain as on 30 September, 2016. A comparative analysis has also been presented to track progress as compared to the previous year. During the current year, 70 per cent of companies have disclosed the direct and overhead expenditure towards CSR projects. There is almost a 50 per cent increase in clearly disclosing the direct and overhead expenses as compared to the previous year, which indicates an increase in better financial monitoring of projects by companies. Eleven per cent of companies have spent more than 5 per cent of their total spends towards administration, which is not in line with the requirement of the Act.

The health, sanitation and education sector accounts for the 63.74 per cent (INR 4155 Cr.) of the total spends on CSR against 50 per cent (INR 2592 Cr.) in last year, an increase by 14 per cent. CSR spent on rural development sector has considerably increased from INR 443 Cr. (8.84 per cent) in 2014-15 to INR 804 Cr. (12.34 per cent) in 2015-16. Certain Schedule VII areas such as National Heritage, Support to War Veterans, PM Relief Fund, Sports, Technology Incubators, Slum Development, put together, accounted for merely 3 per cent (INR 154 Cr.) of the total spends this year as well (INR 153 Cr. last year).

The Roles and Responsibilities of the Board and CSR committee is being tabulated below in Table 1.

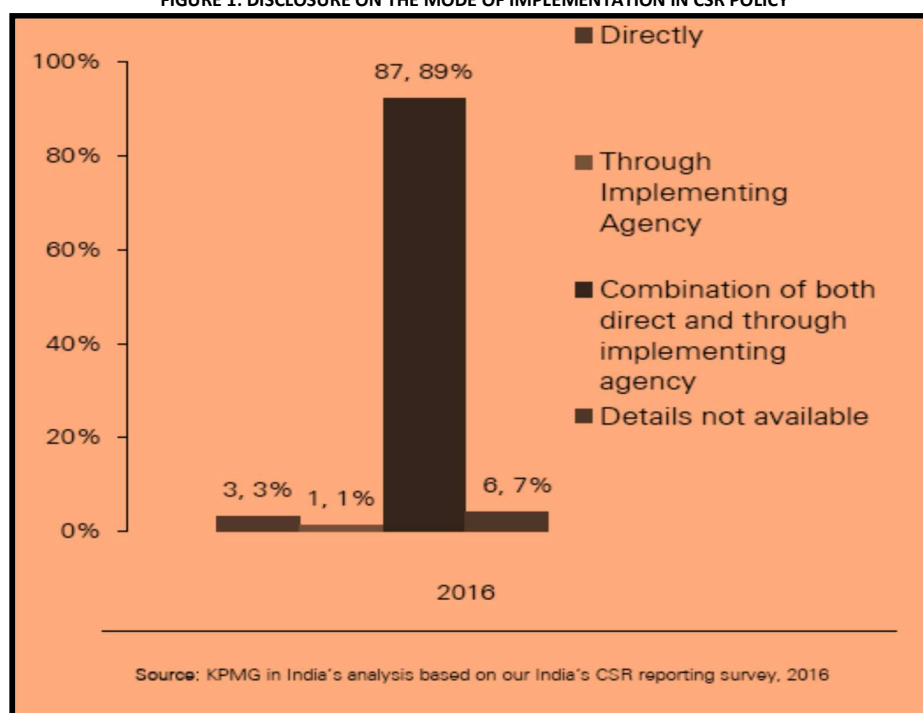
**TABLE 1: ROLES AND RESPONSIBILITIES OF BOARD AND CSR COMMITTEE**

Board	CSR
<ul style="list-style-type: none"> <li>• Constitute CSR committee</li> <li>• Approve CSR policy</li> <li>• CSR disclosure in Directors' Report and company website</li> <li>• Ensure compliance to the Act with regards to CSR spends and disclosures</li> <li>• Ensure concurrence of CSR initiatives listed out in CSR policy and actual implementation.</li> </ul>	<ul style="list-style-type: none"> <li>• Formulate CSR policy and recommend the same to the board for approval</li> <li>• Recommend projects which are in alignment to the Schedule VII of the Act</li> <li>• Recommend budget amounts to be incurred for project implementation</li> <li>• Institute a monitoring mechanism for CSR projects</li> <li>• Periodically monitor the CSR policy and projects.</li> </ul>

Source: KPMG annual report

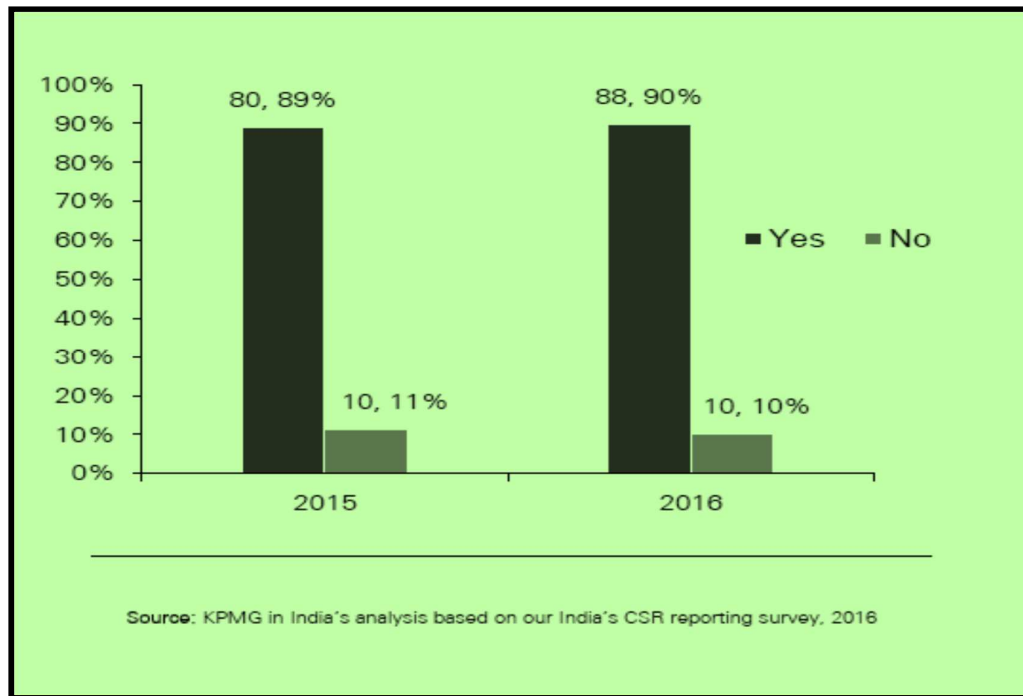
**DISCLOSURE ON THE MODE OF IMPLEMENTATION IN CSR POLICY**

Disclosing details regarding mode of implementation is a mandatory requirement of the Act. Over 89 per cent companies have disclosed their mode of implementation in the CSR policies, no change as compared to the previous year. The role of NGOs is well reflected here. Most of the corporate do collaborate with NGOs for the implementation of their projects as the graph alongside reflects.

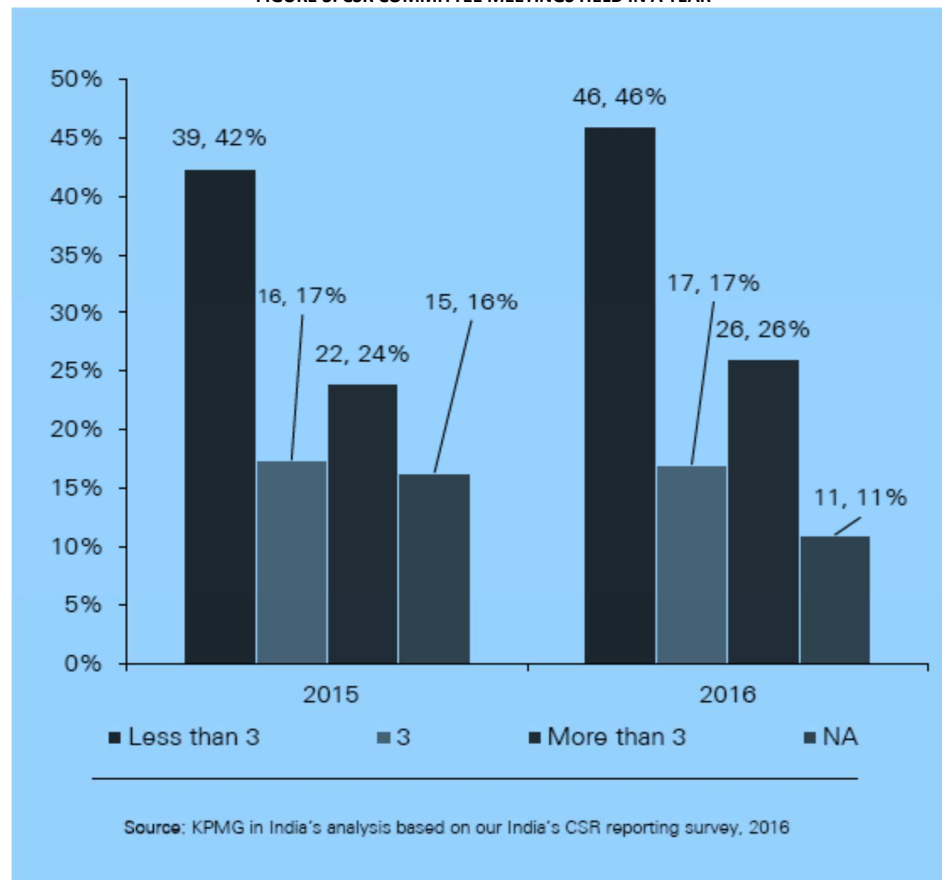
**FIGURE 1: DISCLOSURE ON THE MODE OF IMPLEMENTATION IN CSR POLICY**

**COMPANIES WITH A STAND-ALONE CSR COMMITTEE**

Companies are mandated to have a board level CSR committee. Out of the total companies disclosing their details, 88 companies have stand-alone CSR committee as compared to 80 last year.

**FIGURE 2: COMPANIES WITH A STAND-ALONE CSR COMMITTEE****CSR COMMITTEE MEETINGS HELD IN A YEAR**

89 companies have disclosed details regarding CSR committee meeting as part of their Corporate Governance section, compared to 77 companies last year, not a mandatory requirement. 43 per cent of companies had three or more CSR committee meetings which indicate an active committee.

**FIGURE 3: CSR COMMITTEE MEETINGS HELD IN A YEAR**

## REVIEW OF LITERATURE

Bhattacharyya & Chaturvedi (2012), article entitled "CSR looks set to emerge as an independent stream with measurable output" on India CSR site, stated about the proposed bill of CSR that how the bill will affect the company's policies. The researchers presented their views and said that due to this bill, company's activities will change a lot of the companies who has not engaged in CSR activities till now, will start investing on society. Further, who has already engaged in these areas will get a strong foundation or bond with the society.

An article presented on India CSR entitled "Is CSR all Bullshit?" depicted that companies neither have a strong will power to invest in social activities nor they aware about the areas in which comes under CSR. The reason of this problem is ignorance about the concept of CSR and not any legal framework. The researcher also presented the solution of this problem that knowledge should provide in the institutions through training, induction programmes and through other teaching programmes. If needed, foreign experiences should be used in India for Indian society welfare.

Bibhu Parshad (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 fulfillment of profit greed of corporate houses. Further the article explored that companies today invests in a lot of areas like child labour, 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. At last it was concluded in the article that sustainable development is the development of society as well as the company in a balanced way.

Bansal, Parida, Kumar (2012), paper entitled "Emerging trends of Corporate Social Responsibility in India" in KAIM Journal of Management and Research analyzed 30 companies of 11 sectors listed in the Bombay Stock Exchange with the help of their annual reports. Some of these sectors were Transport Equipment sector, Finance and Metal Mining sector, IT & Power, Capital goods, Telecom, Housing, FMCG, Oil & Gas and Cipla. The paper considered the nature and areas of society in which the companies are investing. By considering all those areas it was concluded in the paper that today companies are not working only to earn profit but also have realized the importance of being social friendly. So, on the basis of the paper it can be said that social responsibility has now started taking a turn in the new direction.

The Economic Times (11 Jan.2013), news highlighted about the company Dell's strategy of motivating its employees in initializing CSR. The news discussed that company's employees are the power that forced the company to do more for the society. Company with its employees has engaged in social responsibility activities in the areas of education, environment and employee's welfare. Beside Dell Company, the news also discussed about other companies like Maruti and Gogrej that these companies also provide induction training to its employees for preparing them for community services. Maruti Company run a program named e- parivartan for a group of employees to make them aware about community problem and their solution.

## NEED FOR THE STUDY

The basic aim of the study is to gain familiarity or formulating a problem or to achieve new insights into it. In this particular study, an attempt has been made to comprehend and gain insight into behavior or the attitude of companies towards various aspects of social contribution. This study deals with the behavior of the corporate. It tries to identify the complex behavior and set patterns in it. The present study relates to the attitude of 25 companies in Chennai so as to predict the behavior.

Why will any company give funds or services to a non-profit? The government will provide for funds and or services as it is responsible for the social welfare of the people. Similarly a charitable institution will do the same as it is their objectives to help the social cause. An individual may donate to a non profit due to reasons of Philanthropy (Charity) or in memory of some person etc., but why does a commercial organization contribute for a social cause? The basic objective of a commercial organization is to make profits. Why will it divert substantial funds to a non profit if there is no return on that investment?

The objective of the study was to try to try and understand why an organization contributes to a social cause and what it expects to gain in the process. It is philanthropy, is it a feeling of obligation to the society in general or is for financial benefits in terms of tax exemptions etc.,

## STATEMENT OF THE PROBLEM

India needs is large-scale social innovation and systems change and mandatory spending achieves a little in this direction. It also deflects pressure on companies to change their business practices. CSR should be more inclusive by which an organization should think about and evolve its relationships with stakeholders for the common good, and demonstrate its commitment by adopting appropriate business processes and strategies. A set of national voluntary guidelines to spell out what responsible business should look like and set out that CSR is more than just charitable giving should be formalized. This motivated the researcher to undertake a study on Corporate Social Responsibilities.

## OBJECTIVES OF THE STUDY

The objectives of the study are

1. To know the concepts and framework of CSR
2. To identify the contributions made by Information Technology industry in Chennai.
3. To critically analyze the success / failure of the CSR

## HYPOTHESIS

There is a relationship between the designation of the respondents and the objective of the company towards customer satisfaction.

## RESEARCH DESIGN

To understand the reason why an organization contributes to a social cause, it was necessary to get an insight into the organizations view of the business, its views, its policies, the reasons why it contributes and its objectives and relationships with all its stakeholders i.e., employees, customers, suppliers, shareholders and society. The questionnaire was designed accordingly to get the relevant information from the respondents. In this study the researcher has adopted convenience sampling. Population of study includes companies located in Chennai.

## SOURCES OF DATA COLLECTION

The research consists of the application of both primary and secondary data. Primary data was collected by administering questionnaire. The secondary data was collected through websites and from various journals and magazines. Reasons for contribution to CSR by organizations were a sensitive issue. The questionnaire was administered to various companies HR. Anonymity of the responses was promised. The responses were obtained through the human resource departments of the company directly or indirectly through the concerned department or official handling the area.

## FINDINGS

The various findings of the study are listed below

### VIEW TOWARDS BUSINESS

Eighty two point four percentage of the respondents of the companies seem to strongly agree that business means maximizing benefits, making money and doing your work well. No company disagrees on this point. 17.6% more agree than disagree to the same. 76.5% says that business is making money. 88.2% strongly agree as well as agree that it is all about social responsibility while 17.8% more disagree.

**PLACE FOR ETHICS IN BUSINESS**

Eighty-three point three percentage, believe that there is place for ethics in business. However, a small majority, 11.8% strongly feel that there is no place for ethics in business.

**BUSINESS & ECONOMIC ATTITUDE**

Eighty two point three percentage, believe that business needs only an economic attitude while 17.7% respondents felt that business does not need an economic attitude, however, what is needed is balance feel.

**CUSTOMERS**

Forty seven point one percentage, have their objective towards the customer as satisfying them by providing quality, and within this 50% them their relationship as friendly. Another 29.4% objective is to give good value and satisfactory service.

**SHAREHOLDERS**

Among the total respondents, 41.2% objectives are more towards good returns and 35.3% express the real picture of the company, while 23.5% assure profit to its shareholders.

**EMPLOYEES**

Out of the total respondents, 64.7% feel that their objective towards the employees is to motivate to achieve goals and rewards, 23.5% satisfy by fulfilling need while 5.9% feel that their relationship is that of family feeling and another 5.9% provide them with an opportunity for self-development.

**COMMUNITY**

Over 52.9% of the companies have social welfare as the objective towards the community. 11.8% companies have stated that their relationship with the community is that of a family member so as to provide help to the target group who needs it and 17.6% have stated that their relationship is cordial and friendly. They are sensitive to the needs of the community and another 17.6% include community welfare in the objectives of the company.

**CHI SQUARE TEST****HYPOTHESIS**

- $H_0$  - There is a relationship between the designation of the respondents and the objective of the company towards customer satisfaction.
- $H_a$  - There is no relationship between the designation of the respondents and the objective of the company towards customer satisfaction.

**TABLE 2: OBSERVED FREQUENCY TABLE**

Designation	Company's objectives towards customer satisfaction				
	Quality	Friendly relationship	Good value	Satisfactory service	Total
Team Member	4	15	6	2	27
Team Leader/ Project Manager	5	8	7	3	23
HR Manager	4	4	1	1	10
<b>Total</b>	<b>13</b>	<b>27</b>	<b>14</b>	<b>6</b>	<b>60</b>

Source: Primary Data

**TABLE 3: EXPECTED FREQUENCY TABLE**

Designation	Company's objectives towards customer satisfaction				
	Quality	Friendly relationship	Good value	Satisfactory service	Total
Team Member	5.85	12.15	6.3	2.7	27
Team Leader/ Project Manager	4.98	10.35	5.37	2.3	23
HR Manager	2.17	4.5	2.33	1.0	10
<b>Total</b>	<b>13</b>	<b>27</b>	<b>14</b>	<b>6</b>	<b>60</b>

Source: Primary Data

The calculated value (5.04828) is less than the Table value (7.05). Hence the hypothesis is accepted. Therefore it is known that, there is a relationship between the designation of the respondents and the objective of the company towards customer satisfaction.

**LIMITATIONS**

1. The sample size being very small, the result of the study may not represent the whole population.
2. The respondents were reluctant to respond.
3. The result cannot be generalized.
4. The study was restricted to limited area and time.

**SCOPE FOR FURTHER RESEARCH**

The researcher has done the research with reference to Information Technology industries alone, hence

- Research can be done with textiles industry, or any sector of the researcher's interest.
- A comparative analysis of contribution made by any two sectors.
- Research can be conducted to know the impact of CSR in Tamilnadu.

**CONCLUSION**

The study was conducted to find out the company's reasons towards corporate social responsibility on cause related and its impact on the company's brand image and sales. The important factors that influence the company to contribute are: Customer oriented, Humane oriented. Financial benefits in terms of tax benefits also are important, though the responses to this issue seem to be guarded. Companies must generated awareness to the various stakeholders regarding its contribution to corporate social responsibility through its affiliation with social cause through event management (Marathon events, Eye camp) and company websites as it is directly related to increase in sales and brand loyalty. India being a developing country with over 250 million strong middle class families has a large potential for any marketer and at the same time it can support quiet a good number of causes which benefits the society at large. For example, due to operation of CRY 89244 children lives were permanently transformed 1013 communities experienced 100% school enrollment, 159 primary health care centres began functioning and long term rehabilitation program were initiated in almost 100 tsunami affected villages in Tamilnadu, Andhra Pradesh and Kerala. Earth quake relief and rehabilitation programs were initiated in 11 villages in Jammu and Kashmir. So it may be concluded that corporate social responsibility and cause related marketing is beneficial both for company and the society.

**REFERENCES**

1. Matten, A. and Crane D. (2005), Corporate Citizenship: Towards an extended theoretical conceptualization" Academy of ? Management Review, Vol 30, No:1, pp 166-79.
2. Narwal, M (2007):" CSR Initiatives of Indian Banking Industry", *Social Responsibility Journal*, Volume 3 Number 4, pp-49-60

3. Singh, R and Aggarwal, S (June, 2013): "Corporate Social Responsibility Impact: Approach to measure social impact using CSR Impact Index", Working Paper Series No. 729, Indian Institute of Management Calcutta.
4. Singh, R and Aggarwal, S (October 2011): "CSR Orientation of Indian Banks and Stakeholder Relationship Marketing Orientation: An Empirical Analysis", Working Paper Series No. 683, Indian Institute of Management Calcutta, pp-1-37
5. Waddock, S A and Graves, S B (1997): "The Corporate Social Performance- Financial Performance Link", *Strategic Management Journal*, Volume 18, No. 4, pp-303-319.
6. Waddock, S. (2004) "Paralled Universes: Companies, academics and the progress of corporate citizenship" *Business and society Review*, Vol. 109, No.1, pp:5-42

**WEBSITES**

7. [www.forbesindia.com/blog/the-good-company/the-changing-landscape-of-csr-in-india/](http://www.forbesindia.com/blog/the-good-company/the-changing-landscape-of-csr-in-india/)
8. [www.iasparliament.com/current-affairs/corporate-social-responsibility-in-india](http://www.iasparliament.com/current-affairs/corporate-social-responsibility-in-india)

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, IT & 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](mailto: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](mailto:infoijrcm@gmail.com).

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

Looking forward to 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, neither 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 are 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*

