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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	EXTENT OF ABSOLUTE POVERTY IN RURAL SECTOR OF HIMACHAL PRADESH: A MEASURE OF UNEMPLOYMENT RAMNA	1
2.	THE ENTREPRENEURSHIP CORE COMPETENCES FOR DISTRIBUTION SERVICE INDUSTRY SU-CHANG CHEN, HSI-CHI HSIAO, JEN-CHIA CHANG, CHUN-MEI CHOU, CHIN-PIN CHEN & CHIEN-HUA SHEN	5
3.	THE RELATIONSHIP BETWEEN MACROECONOMIC VARIABLES AND CEMENT INDUSTRY RETURNS: EMPIRICAL EVIDENCE FROM PAKISTANI CEMENT INDUSTRY MUHAMMAD IMRAN & QAISAR ABBAS	10
4.	OUTLOOK OF MANAGEMENT STUDENTS TOWARDS EFFICIENCY OF ONLINE LEARNING-A CASE STUDY OF SHIVAMOGGA CITY, KARNATAKA STATE SANDHYA.C, R. HIREMANI NAIK & ANURADHA.T.S	17
5.	TRAFFIC RELATED MORTALITY AND ECONOMIC DEVELOPMENT MURAT DARÇIN	21
6.	SUBSCRIBER'S PERCEPTION TOWARDS CUSTOMER CARE SERVICE IN MOBILE TELECOMMUNICATION WITH SPECIAL REFERENCE TO TUTICORIN CITY S. ANTHONY RAHUL GOLDEN. & DR. V. GOPALAKRISHNAN	27
7.	A STUDY OF WAVELET BASED IMAGE COMPRESSION ALGORITHMS CHETAN DUDHAGARA & DR. KISHOR ATKOTIYA	31
8.	A STUDY OF CONSUMER'S IMPULSE BUYING BEHAVIOUR WITH REFERENCE TO EFFECT OF PROMOTIONAL TOOL IN THE OUTLETS OF CHHATTISGARH DR. MANOJ VERGHESE & POOJA G. LUNIYA	37
9.	STUDY OF CONSUMER BEHAVIOR IN CELL PHONE INDUSTRY DR. ARUNA DEOSKAR	41
10.	ANOTHER APPROACH OF SOLVING UNBALANCED TRANSPORTATION PROBLEM USING VOGEL'S APPROXIMATION METHOD DILIP KUMAR GHOSH & YASHESH ZAVERI	45
11.	PROBLEM OF NON-PERFORMING ASSETS OF STATE BANK OF INDIA: A CASE STUDY OF NAGPUR DISTRICT DR. N. K. SHUKLA & M. MYTRAYE	49
12.	INVESTMENT STRATEGY OF LIC OF INDIA AND ITS IMPACT ON PROFITABILITY T. NARAYANA GOWD, DR. C. BHANU KIRAN & DR. CH. RAMAPRASADA RAO	59
13.	PREDICTION OF DHAKA TEMPERATURE BASED ON SOFT COMPUTING APPROACHES SHIPRA BANIK, MOHAMMAD ANWER & A.F.M. KHODADAD KHAN	65
14.	SET THEORETIC APPROACH TO FUNDS FLOW STATEMENTS – A STUDY WITH REFERENCE TO STATE BANK OF INDIA DR. PRANAM DHAR	71
15.	STRATEGIES FOR THE SUCCESS OF BRAND EXTENDED PRODUCT : AN ANALYTICAL STUDY OF DEHRADUN DISTRICT WITH SPECIAL REFERENCE TO FMCG DR. AMIT JOSHI, DR.SAURABH JOSHI, DR. PRIYA GROVER & PARVIN JADHAV	80
16.	VALUE ADDED TAX AND ECONOMIC GROWTH: THE NIGERIA EXPERIENCE (1994 -2010) DR. OWOLABI A. USMAN & ADEGBITE TAJUDEEN ADEJARE	85
17.	CORPORATE SOCIAL RESPONSIBILITY INITIATIVES BY POWER GRID CORPORATION OF INDIA LIMITED: A STUDY DR. S. RAGHUNATHA REDDY & MM SURAJ UD DOWLA	90
18.	METADATA MANAGEMENT IN DATA WAREHOUSING AND BUSINESS INTELLIGENCE VIJAY GUPTA & DR. JAYANT SINGH	93
19.	QUALITY OF WORK LIFE - A CRITICAL STUDY ON INDIAN HOSPITALS B.UMA RANI & M. SARALA	97
20.	BUSINESS ETHICS: WAY FOR SUSTAINABLE DEVELOPMENT OF ORGANISATION DR. SATYAM PINCHA & AVINASH PAREEK	105
21.	USE OF ICT TOOLS IN HIGHER EDUCATION SANDEEP YADAV & KIRAN YADAV	108
22.	CONSTRUCTING CONFIDENCE INTERVALS FOR DIFFERENT TEST PROCEDURES FROM RIGHT FAILURE CENSORED NORMAL DATA V. SRINIVAS	111
23.	RECOGNISING CUSTOMER COMPLAINT BEHAVIOUR IN RESTAURANT MUHAMMAD RIZWAN, MUHAMMAD AHMAD ATHAR, MUBASHRA WAHEED, ZAINAB WAHEED, RAIMA IMTIAZ & AYESHA MUNIR	116
24.	SOCIO-CULTURAL EFFECTS OF ALCOHOL CONSUMPTION BEHAVIOUR OF YOUNG COMMERCIAL DRIVERS IN SOUTH WEST NIGERIA DR. ADEJUMO, GBADEBO OLUBUNMI	123
25.	MEAN-SHIFT FILTERING AND SEGMENTATION IN ULTRA SOUND THYROID IMAGES S. BINNY	126
26.	E-TAILING, ONLINE RETAILING ITS FACTORS AND RELATIONS WITH CUSTOMER PERSPECTIVE WASIMAKRAM BINNAL	131
27.	THE KNOWLEDGE MANAGEMENT AND THE PARAMETERS OF THE TECHNOLOGICAL INNOVATION PROCESS: APPLICATION IN THE TUNISIAN CASE MLLE MAALEJ RIM & HABIB AFFES	134
28.	THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE FINANCIAL PERFORMANCE: META-ANALYSIS ASMA RAFIQUE CHUGHTAI & AAMIR AZEEM	139
29.	AN EMPIRICAL STUDY ON STRESS SYMPTOMS OF ARTS, ENGINEERING AND MANAGEMENT STUDENTS IN TIRUCHIRAPALLI DISTRICT, TAMIL NADU S. NAGARANI	144
30.	PURCHASE INTENTION TOWARDS COUNTERFEIT PRODUCT MUHAMMAD RIZWAN, SYEDA RABIA BUKHARI, TEHREEM ILYAS, HAFIZA QURAT UL AIN & HINA GULZAR	152
	REQUEST FOR FEEDBACK	159

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# CORPORATE SOCIAL RESPONSIBILITY INITIATIVES BY POWER GRID CORPORATION OF INDIA LIMITED: A STUDY

**DR. S. RAGHUNATHA REDDY**  
**ASSOCIATE PROFESSOR**  
**KANDULA SCHOOL OF MANAGEMENT**  
**KSRM COLLEGE OF ENGINEERING**  
**KADAPA**

**MM SURAJ UD DOWLA**  
**RESEARCH SCHOLAR**  
**RAYALASEEMA UNIVERSITY**  
**KURNOOL**

## ABSTRACT

*Power Grid Corporation of India Limited (PGCIL) is one of the companies in which CSR is one of the important extension activities. The company has been conducting different community activities in its neighbour-hood such as providing Education, Health Care, Infrastructure Development, Ecology and Environment Conservation, Development Program in Tribal and disaster affected areas, etc with the budget allocation of one per cent of its profit after tax of preceding year. But how far these facilities are useful to the beneficiaries and maintained properly is a billion dollar question? Hence, this attempt is made to analyse the CSR activities with the objectives of usefulness and maintenance of these facilities provided by the PGCIL in Kadapa sub-station.*

## KEYWORDS

Corporate Social Responsibility, Awareness, Usefulness, Quality of the Scheme, Beneficiaries maintenance.

## INTRODUCTION

The Corporate social responsibility (CSR) concept has evolved due to a variety of social, environmental and economic pressures faced by human population world wide. CSR is a concept wherein an organisation undertakes responsibility in the interest of society. The corporate take up activities that have positive impact on communities, environment and its employees at large. The social responsibilities contribute to economic development and improve the quality of life of its work force and their families and society. According to The World Business Council for Sustainable Development "Corporate Social Responsibility is the continuing commitment by business community to behave ethically and contribute to economic development and improving the quality of life of the workforce and their families as well as of the local community and society at large". Over the last few years an increasing number of companies globally started promoting their CSR strategies according to the expectations of the customers, the public and the investors who want them to be sustainable as well as responsible.

Power Grid Corporation of India Limited (PGCIL) is one of the companies in which CSR is one of the important extension activity. PGCIL was incorporated on 23<sup>rd</sup> October 1989 as a public limited company and since 1998 is a notified Central Transmission utility. The Corporation is a transmission system for evacuation of power within and across the region and is responsible for establishment and operation of Regional and National Power Grids. The company has carved a niche for itself among the largest transmission utilities in the world with its strong in-house expertise in all specialised areas of power transmission. The company decided to conduct different community activities in its neighbour-hood such as providing Education, Health Care, Infrastructure Development, Ecology and Environment Conservation, Development Program in Tribal and disaster affected areas, etc. The company gave preference to undertake developmental activities in socially backward and under-developed areas instead of giving donations to charitable organisations. The company concentrated on schemes where the government / local administration / panchayat provides matching grant of 50 per cent of the expenses. For this purpose the company is allocating budget of one per cent of its profit after tax of preceding year<sup>1</sup>.

## REVIEW OF LITERATURE

There are various studies on CSR activities of companies, some of them are reviewed as follows: The study "Employee Perception of Corporate Social Responsibility and Job Satisfaction in Large Scale Units", by Vyas and Reshma Srivastava (2011)<sup>2</sup>, made an exploratory investigation of the relationship between CSR and employees' job satisfaction based on four major sectors of Chattisgarh. The researchers took seven dimensions to measure CSR activities at an Employee satisfaction level. Those are (1) CSR awareness among employees, (2) employees involvement in CSR activities, (3) satisfaction by initiative taken up by the organization, (4) encouragement of employees to undertake community work, (5) implementation of incentives for Social Projects done by Employees, (6) welfare programmes of the firm and (7) occupational safety for employees. Among the above parameters the results indicated that employees' involvement and encouragement for CSR activities played very important role in encouraging the relationship between CSR and employee satisfaction and providing employees more satisfaction.

The study of "Corporate Social Responsibility Indicators" by Grigoris Giannarakis<sup>3</sup> (2010), aims to investigate a number of characteristics of CSR indicators that should be adopted by CSR assessment methodologies. A survey has been conducted among Greek companies that belong to FTSE 20 in Athens Exchange (FTSE/Athex-20), as these companies are expected to be a pioneer in the field of CSR. The results showed a consensus as regards to the characteristics of indicators such as the need for the adoption of general and specific sector indicators, financial and non-financial indicators, the origin and the weight rate. Finally, the company's sector is a more important dimension of CSR than the size and the country where the company operates. An another study "Corporate Social Responsibility by Mineral Foundation of Goa – A Study" by Achut P. Pednekar<sup>4</sup> (2011), has discussed the CSR activities which have been undertaken by Mineral Foundation of Goa towards the betterment, development and welfare of the society. The author mentioned that the whole concept of CSR needs to be recast and let corporations also make green and philanthropic efforts.

The paper "A Study on CSR Initiatives in Indian Textile Industry" by Kavitha Shanmugam and Shaik Mohamed<sup>5</sup> (2011), have studied the CSR activities relating to five stakeholders namely, customer, employee, environment, community and corporate governance in the Indian textile industry. It is found that the most significant stakeholder which determines the CSR of textile units was 'employee CSR' and 'environment CSR'. CSR of the textile units have been effective due to the positive influence of their activities towards employee and environment.

## NEED FOR THE STUDY

The company, PGCIL, has earmarked a budget of one per cent of its profit in the preceding year for CSR development activities such as providing education, infrastructure for educational institutions, water facilities, constructing community halls etc. But how far these facilities are useful to the beneficiaries and

maintained properly is a billion dollar question? Hence, this attempt is made to analyse the usefulness and maintenance of these facilities provided by the PGCIL. The Kadapa sub-station was selected as a sample sub-station for the study.

## OBJECTIVES OF THE STUDY

The study has been conducted with the following objectives:

1. To study the awareness levels of beneficiaries about the contributor
2. To evaluate the suitability of facilities provided in the society.
3. To examine the working conditions of the schemes provided by the PGCIL.
4. To analyse the benefits attributed to the public by the schemes.
5. To study how these facilities are maintained after its establishment.

## METHODOLOGY

The Kadapa sub-station of PGCIL is located beside the N.H-18 connecting Hyderabad - Kadapa - Bangalore and 13 km from the district head quarter Kadapa. The unit was constructed in the year 1984 and come into operation since 1985. Presently 4 nos. of 400 kV lines and 2nos of 220kV lines are connected with the sub-station along with 2nos of 315 MVA Transformers. Kadapa sub-station has been implementing various schemes such as construction of community hall, compound walls, toilets for schools, water tanks, laying street lights, roads and providing electricity, training facilities to backward class people etc., as a part CSR in surrounding 10 villages. Out of which, the study was conducted on major five schemes in which huge amount of funds were spent. The five schemes are as follows:

1. Community hall, which was constructed in the village Bodeddulpalli with the cost of Rs. 20 lakhs.
2. In the village Jamalpalli Kottapalli, Compound wall including toilets for upper primary school was constructed with an amount of Rs. 9.00 lakhs.
3. Street lights were provided in Kolumulpalli village from main road up to the village with an amount of Rs.0.80 lakhs.
4. Water tank-1 and pipe line was constructed in MM Sugali bidiki with the cost of Rs. 4 lakh.
5. Water tank-2 was constructed in the ST colony of Venkatrampalli village with an amount of Rs. 0.80 lakh.

The data was collected through primary and secondary sources. The primary data was collected and analysed with fifty samples, 10 samples from each village by using well structured questionnaire. The data was analysed by using simple percentages.

## AWARENESS OF THE BENEFICIARIES

The table-1 shows the awareness of the beneficiaries about sponsors of the various schemes. It was found that regarding community hall and compound wall 100 per cent respondents know about the sponsors. About Street lights 60 per cent of the villagers not known about the sponsors and about Tank-1 and Tank-2, 90 per cent and 50 per cent of the respondents know about the sponsors.

TABLE-1: AWARENESS ON PGCIL'S CONTRIBUTION					
Activity	Yes	%	No	%	Total
Community Hall	10	100	0	0	10
Compound Wall	10	100	0	0	10
Street Light	04	40	06	60	10
Water Tank-1	09	90	01	10	10
Water Tank-2	05	50	05	50	10
Total	38	--	12	--	50

## SERVING THE PURPOSE OF THE PEOPLE

The table-2 displays matching of the scheme with the needs of the people. It exhibits that 80 per cent of the people opined that the community hall is partly matching or fulfilling and 20 per cent said that it is fully matching or fulfilling the needs of the villagers. The compound wall and street lights are 100 per cent fulfilling the needs as the compound wall prevents the trespassers movement along with the well functioning of street lights. But there was a negative opinion that the water tank-1 and water tank-2 were not satisfying or fulfilling the needs of people as expressed by 100 per cent of the respondents from respective villages.

TABLE-2: SERVING THE PURPOSE OF THE PEOPLE							
Activity	Fully Matching	%	Partly Matching	%	Not Matching	%	Total
Community Hall	02	20	08	80	00	0	10
Compound Wall	10	100	0	0	0	0	10
Street Light	10	100	0	0	0	0	10
Water Tank-1	0	0	0	0	10	100	10
Water Tank-2	0	0	0	0	10	100	10
Total	22	--	8	--	20	--	50

## REGULAR UTILIZATION OF THE SCHEME

Regular utilization of the scheme is exhibited in the table-3. The table reveals 70 per cent of the villagers said that it is fully utilized and rest mentioned that it was partly utilized. The compound wall and street lights were fully utilized as expressed by 100 per cent respondents. Whereas the water tank-1 and water tank-2 were not at all used by them because, the water tank-1 functioned only on inauguration day and the water tank-2 functioned for a few weeks from the inauguration day. Further there was a poor maintenance of the water tanks such as lack of repair of the fixed pipes which was broken and hanging leading to water seepage which prevented the villages using this facility.

TABLE-3: REGULAR UTILISATION OF THE SCHEME							
Activity	Regular	%	Occasional	%	Not at all	%	Total
Community Hall	07	70	03	30	0	0	10
Compound Wall	10	100	0	0	0	0	10
Street Light	10	100	0	0	0	0	10
Water Tank-1	0	0	0	0	10	100	10
Water Tank-2	0	0	0	0	10	100	10
Total	22	--	8	--	20	--	50

## QUALITY OF THE SCHEMES

The quality of the various schemes is presented in the table-4. The quality of community hall and compound wall was very good as stated by 100 per cent respondents. Whereas 80 per cent of the respondents expressed that the quality of street lights was very good. Regarding water tank-1 at Sugali Bidiki, 80 per



cent of the respondents opined that the quality was good and 20 per cent said that the quality was very good. But the opinion on the quality of water tank-2 was bad expressed by 100 per cent respondents.

TABLE-4: OPINION ON THE QUALITY OF THE SCHEME							
Activity	Very Good	%	Good	%	Bad	%	Total
Community Hall	10	100	0	0	0	0	10
Compound Wall	10	100	0	0	0	0	10
Street Light	8	80	2	20	0	0	10
Water Tank-1	2	20	8	80	0	0	10
Water Tank-2	0	0	0	0	10	100	10
Total	30	--	10	--	10	--	50

#### MAINTENANCE OF THE SCHEME

The table-5 presents the opinion on the maintenance of the schemes. 60 per cent of the respondents said that the maintenance of community hall is good and 40 per cent of the respondents felt that it was very good. The respondents opinion regarding Compound wall maintenance was 100 per cent and they felt very good. The maintenance of the street lights was also good as mentioned by 100 per cent respondents. The water tanks maintenance was bad as expressed by 100 per cent respondents.

TABLE-5: OPINION ON THE MAINTENANCE OF THE SCHEME							
Activity	Very Good	%	Good	%	Bad	%	Total
Community Hall	4	40	6	60	0	0	10
Compound Wall	10	100	0	0	0	0	10
Street Light	0	0	10	100	0	0	10
Water Tank-1	0	0	0	0	10	100	10
Water Tank-2	0	0	0	0	10	100	10
Total	14	--	16	--	20	--	50

#### FINDINGS

- The data analysis showed that the beneficiaries of community hall, compound wall and water tank-1 know about the sponsorer, but majority of beneficiaries of street lights and water tank-2 did not know about the contribution of PGCIL.
- The needs of the villagers were not fulfilled with the community hall due to lack of facilities such as no proper dais, no easy approach for utilization of roof and compactness of community hall. Compound wall and street light schemes matched and fulfilled the needs of the villagers. Because of compound wall and well functioning of street lights tress passers movement was restricted. Whereas both the water tank schemes did not match or fulfill the needs of the villagers. The water tank-1 functioned only on inauguration day and the water tank-2 functioned for a few weeks from the inauguration day. Further there was a poor maintenance of the water tanks such as lack of repair of the fixed pipes which was broken and hanging leading to water seepage which prevented the villages using this facility.
- Regarding maintenance of the schemes excepting the non-functioning of water tank-1 and Water tank-2 rest of the schemes are well-maintained and are in good condition.

#### SUGGESTIONS

- Based of the findings of the study it can be suggested that the company can bring out 100 per cent awareness of its activities by placing big banners or sign boards with contact numbers at places most often visited by the local people.
- Formation of an in-house maintenance team which is responsible for scrutiny of the established facilities by monthly visits and submitting a report to the higher authorities.
- Regular interaction of the CSR committee with the local people where these facilities are established regarding their opinions and feedbacks about these facilities.

#### CONCLUSION

CSR is a concept wherein an organisation takes up responsibility in the interest of society. Corporate Social Responsibility is a continuing commitment of organisation to behave fairly and responsibly contributing to economic development while improving the quality of life of its workforce and their families as well as the local community and society at large. For this the company is spending huge funds. But the purpose of it is not fulfilled due to lack of maintenance of these facilities. Based on the study it can be suggested that full utilization of the various facilities provided by the PGCIL can be brought about by creating more awareness monitoring the maintenance and taking a regular feedback from the place where these are provided.

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