

CORPORATE SOCIAL RESPONSIBILITY IN VADODARA REGION: A SOCIOLOGICAL STUDY

“We know only too well that what we are doing is nothing more than a drop in the ocean. But if the drop were not there, the ocean would be missing something”. -
Mother Teresa

ABSTRACT

The main aim of this study is to understand how the companies at present times have been maintaining their own social responsibility towards the society at large. The study will also examine many significant accounts in order to understand company's responsibility towards the upliftment of the weaker sections of the society by giving them different beneficial programs and initiatives. These initiatives may include education, medical health care, community and rural welfare, self-employment, better environment etc. Different companies of Public sector, Private sector and MNCs of Vadodara region have been practicing their several CSR initiatives/activities for the betterment of their surrounding areas in particular and for building and strengthening the society at large in general.

The main focus of the study is on social norms, ethical values, education, healthcare and environment with respect to Corporate Social Responsibility. The study also focuses on how these CSR activities work for sustainable development which includes the stakeholders.

In order to have intense understanding of the role of Corporates towards the Corporate Social Responsibility initiatives and its link to social concern of beneficiaries, fieldwork methodology has been used. Fieldwork methodology is the guiding idiom of this study. The research study includes both qualitative and quantitative methods of collecting data which would mean, applying them wherever they are appropriate for

the purpose of the study. Direct and indirect observation, interviews, interview schedules, case studies are some of the techniques which are used to collect the data.

Several theoretical frameworks have been used to examine Corporate Social Responsibility. Due to limitations of all other theories, for the present study the researcher has used stakeholder theory to analyze the data. Stakeholder is an entity that can be affected by the results of that in which they are said to be stakeholders, i.e. in which they have a stake. The stakeholder concept was first used in 1963 internal memorandum at the Stanford Research Institute. It defined stakeholders as "those groups without whose support the organization would cease to exist". The theory was later developed and championed by R. Edward Freeman in the 1980s. The stakeholder theory is a theory of organizational management and business ethics that addresses morals and values in managing an organization. In short, it attempts to address the "Principle of Who or What Really Counts".

The main objectives of the study are -

I. Nature, Development and Effectiveness of Corporate Social Responsibility

To study the history, nature and development of CSR, to examine the effectiveness of Corporate Social Responsibility in the Vadodara Region, to understand the main aims and motives of companies towards the CSR, to study the impact of CSR on present socio-economic life of the beneficiaries, to understand the corporate approach to deal with social, community welfare and environment issues, to examine whether the society at large has been benefited by the CSR initiatives.

II. CSR activities in Public Sector, Private Sector and MNC Sector companies with respect to Manufacturing Industry

To study the various production activities, practices taken by companies and their investment, to understand the strategy, implementation, allocation of the resources for the betterment of society, to examine the relationships of stakeholders, to understand the mechanism installed for CSR and the response of employees and employers towards CSR.

III.CSR activities in Public Sector, Private Sector and MNC Sector companies with respect to Service Industries

To study the various service activities, practices undertaken by companies and their investment, to examine the relationships of stakeholders, to understand the strategy, implementation, monitoring of CSR activities, to find out the allocation of the resources for the betterment of society.

IV.The role of government and its policies, international Codes and Standards and its implementations

To examine the link between CSR and the role of government, policies and its implications, to understand various guidelines, codes, standards, accreditations, CSR Certifications laid down based on the local, national and global trends.

The thesis has been divided into four parts:

Part I

Deals with the introduction of the study, starting with various definitions of CSR, history and development of CSR of few Asian countries in general and then history and development of CSR in India, Gujarat and Vadodara in particular, introduction of the Vadodara region and its history and the work of visionary Maharaja Sayajirao Gaekwad, brief out line about Vadodara's commerce and industry, where the study has been conducted; the aim and focus of the study, the hypotheses and key terms (Chapter 1); review of literature which would give a brief idea of the studies conducted till now by international, national and local scholars and various organizations, the justification of the present study (Chapter 2); the conceptual framework includes theoretical approaches, methodology, tools and techniques used, strategy of enquiry with the help of which the issues could be studied/analyzed scientifically/sociologically and the objectives of the study undertaken (Chapter 3).

Part II

Deals with the relevant data collected from the Vadodara region's public sectors, private sectors and MNC sectors of both manufacturing and service industries; various issues and aspects pertaining to CSR (Chapter 4), their corporate social initiatives of public sectors (Chapter 5), private sectors (Chapter 6) and MNC sectors

(Chapter7) of both manufacturing and service industries towards the upliftment of society along with analysis and interpretations of the major findings.

Part III

Deals with the various policies of CSR and their implications; the role of Government towards its implication; relevant national, international CSR codes, standards, guidelines; and latest CSR Certifications and Accreditations (Chapter 8).

Part IV

Deals with the Concluding Reflections and also proposes certain suggestions for future research in this area (Chapter 9).