

Corporate Social Responsibility (CSR) - a comparative study amongst public and private sector employees with reference to Bhopal city

Bhuvanesh Kumar Sharma

Assistant Professor

Oriental College of Management, Bhopal

E-mail: sharma.bhuvanesh86@gmail.com, 9329044051

Ms. Anshu Bhagya

Assistant Professor

Oriental College of Management, Bhopal

Abstract

Corporate Social Responsibility (CSR) characterizes as the responsibility of organizations to partners' lawful, moral, social and ecological desires. CSR has for the most part been a down to business reaction to buyer and common society weights. These have primarily been centered on trans-national enterprises (TNCs) serving markets in the North, yet frequently working in nations in the South. Allegations by governments and common society of ecological contamination, human rights ill-uses and abuse of work in supply chains, have forced organizations to end up all the more ecologically and socially capable. This research paper focus on the CSR practices of leading Indian companies, it also finds out the awareness and expectations of Government and Private sector employees from the CSR practices. Hypothesis has been formulated to identify the awareness public and private sector employees towards CSR practices and preference for various CSR practices. Primary data has been collected by making a survey on the awareness and expectation from CSR, secondary data has also been used from various sources on the CSR practices of some leading corporate. The study reveals that there is no significance difference between public and private sector on awareness level of CSR, this study also conclude that there is no significance difference between public and private sector on addressing various CSR issues.

Introduction of the topic:

Corporate Social Responsibility (CSR) is an arrangement concept whereby companies integrate mixer and environmental concerns in their line operations and fundamental interaction with their stakeholder. CSR is generally understand as being the way through which a ship's company achieves a balance of economic, environmental and sociable imperatives (“Triple-Bum -Line- Plan of attack ”), while at the same fourth dimension address the expectations of shareowner and stakeholder . In this sense it is important to draw a peculiarity between CSR, which can be a strategic business direction concept, and charity, sponsorships or philanthropy. Even though the latter can also make a valuable donation to poverty reduction, will directly enhance the repute of a company and

strengthen its brand, the concept of CSR clearly goes beyond that.

Key CSR issues are natural administration, eco-proficiency, dependable sourcing, partner engagement, work principles and working conditions, worker and group relations, social value, sex parity, human rights, great administration, and against defilement measures. A legitimately actualized CSR idea can bring along a mixture of game changers, for example, upgraded access to capital and markets, expanded deals and benefits, operational expense funds, enhanced profitability and quality, proficient human asset base, enhanced brand picture and notoriety, improved client devotion, better choice making and danger administration forms. Indian companies seem very meager in organizing CSR