CORPORATE SOCIAL RESPONSIBILITY INTIATIVES IN LIVE STOCK DEVELOPMENT AND SOCIAL FORESTY – A STUDY IN ITC LIMITED

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ABSTRACT

The aim of this paper presents the Corporate Social Responsibility" (CSR) describes a social movement and collection of specific management practices and initiatives. It is a universal concept by which organizations take up responsibility of their activities impacting the wellbeing of society customers, employees, shareholders, communities and the environment in all aspects of their operations. To examine the employees views on the Social Forestry and Live stock development.

KEYWORDS: *Social Movement and Collection, Business has Responsibilities*

INTRODUCTION

Corporate social responsibility is a type of corporate self-regulation, integrated into a business model. The phrase "Corporate Social Responsibility" (CSR) describes a social movement and collection of specific management practices and initiatives. It is a universal concept by which organizations take up responsibility of their activities impacting the wellbeing of society customers, employees, shareholders, communities and the environment in all aspects of their operations. The concept of Corporate Social Responsibility (CSR) is guided by the fact that corporations can no longer act as secluded economic entities operating unconcerned from broader society. The conventional views about competitiveness, survival and profitability no longer exist. Thus, Corporate Social Responsibility is about two aspects: reducing the negative effect and increasing the positive contributions.

Conceptual Development of Corporate Social Responsibility

The concept of corporate social responsibility has been decade old and has covered a long expedition. The core belief is that the business has responsibilities towards the society beyond the profit maximization objectives have extended historical roots. Patrick Murphy (University of Michigan Business Review, 1978) introduced four CSR eras that embraced the period before and after the 1950's.The period up to 1950s was the 'philanthropic' era in which companies donated to charities more than anything else. The period 1953–67 was classified as the 'awareness' era, in which there became more

recognition of the overall responsibility of business and its involvement in community affairs. The period1968–73 was termed the 'issue' era in which companies began focusing on specific issues such as urban decay, racial discrimination and pollution problems. Finally, in the 'responsiveness' era 1974–78, and continuing beyond, companies began taking serious management and organizational actions to address CSR issues.

LITERATURE REVIEW

Livestock sector can be considered as a future engine of agricultural growth. Unfortunately, low investment and insufficient funding has resulted in underperformance of the sector. Since government funding for several livestock development schemes remains limited (*GOI, 2012*), new opportunities need to be explored to meet the requirements. To this end, the recent notable development i.e., Companies Act 2013 (**CII, 2013; Afsharipour and Rana, 2014**) could be one important avenue. This Act makes it mandatory for companies to spend 2 percent of their profit to social development activities. A Corporate Social Responsibility (CSR) activity is defined as any intervention by a company directed towards the community development (**NFCG, 2013**). CSR endeavours of companies range from livelihood promotion, health, environment, education, rural infrastructure and women's empowerment (**Hussain, 2014**). Thus, funds available under CSR can be tapped for use in animal husbandry projects through concerted efforts. Furthermore, CSR initiatives can help exploring possibilities of newer and much needed public private partnership in the livestock development.

Most of the livestock development activities under CSR interventions by corporates involve partnership with NGOs and government bodies. For instance, BAIF is one prominent NGO working for livestock development by fostering partnerships with several corporates across states of Maharashtra, Madhya Pradesh, Andhra Pradesh, Rajasthan, Gujarat, Karnataka, Bihar and Uttar Pradesh (BAIF,2015). Such linkages and partnership through CSR activities also help corporates in enhancing the relationship with stakeholders such as customers, regulatory authorities, local communities and NGOs (**LojPur and Draskovic, 2013**).

Recent studies documenting CSR implementation and practices in the forest sector suggest a trend towards a more holistic approach to CSR (Panwar et al. 2006; Vidal and Kozak 2008a). That is to say, instead of being purely environment-centric, forest sector companies now place more importance on the economic and the social aspect of CSR. For example, from 2000 through 2005 the social aspect saw the greatest increase in company CSR practices (Vidal and Kozak 2008b). Examples of these social issues include those associated with 'human resources', 'employment' and 'health and safety'. However, topics such as 'community involvement' and 'stakeholder consultation' still remain somewhat under-addressed as they are considered by the companies to have a lower priority compared with other social issues. The economic aspect is becoming more emphasised as well and with an enriched meaning. It is extended by companies from profit-making and job-providing to responsible operations. Under considerations of the economic impact on various stakeholders, companies place more attention on issues associated with 'wealth creation and local development' and 'customer/consumer satisfaction' (Vidal and Kozak 2008a)

STATEMENT OF THE PROBLEM

Despite the various studies over the corporate social responsibility programmes, research on the influence of corporate social responsibility programmes over the sustainability is scant and shows ambiguous results(Gupta, 2007)[25].Some practioners have posited that corporate social responsibility prgorammes specifically in the business

organizations are ineffective and are not well understood in enhancing the sustainability by all the means. The different observations suggest a need to understand the corporate social responsibility programs better(Jain, 2009)[26]. There are still no clear indicators as to whether these initiatives are successful with some research supporting the value of corporate social responsibility to the business organisations while others are not as supportive of its value. There is also the possibility that what corporate social responsibility programmes in one country may not work in another, and that there may be variation across countries and across different cultures. In this connection, little research has investigated about the knowledge, perceptions, feelings, emotions and gratifications, associated with corporate social responsibility programs in the Indian business environment.

RESEARCH GAP

Hence there is need to fill this research gap in academic literature on corporate social responsibility programs in a competitive dynamic Indian business market. Despite this rigorous use, some practitioners hypothesize that corporate social responsibility programs may be unproductive. Moreover a few studies repeatedly highlighted the effectiveness of corporate social responsibility and further leads to sustainability. Therefore in terms of practical application of corporate social responsibility programs in Indian context, there is a need for the study to understand the factors affecting the corporate social responsibility programs which in terms of creating the corporate social responsibility and further leads to sustainability.

NEED OF THE STUDY

The Indian society possessed with various corporate social responsibility programmes by the different organisations. The concerned organisations have been aiding the society by framing different corporate social responsibility programmes to cater the various segments of people in the society(Jayashankar et al., 2013). Perhaps it has become a great challenge to organisations to continue the existing corporate social responsibility programs, and gain the sustainability (Kapur et al., 2010). However a few studies highlighted the need of the corporate social responsibility programmes to enhance the sustainability. Though a few studies repeatedly emphasize increasing incidence of corporate social responsibility programs used by business organisations to expedite their affective relationship activities to develop bonds with different stakeholders, little empirical evidences are available about the determinant attributes of corporate social responsibility programs that influence the sustainability

OBJECTIVES OF THE STUDY

- To examine impact of Social Forestry on Corporate Social Responsibility.

- To check the effect of Live Stock Development on Corporate Social Responsibility

- To offer suggestions and conclusion for the study

METHODOLOGY OF THE STUDY

According to the statistics provided by the ITC Limited, it is observed that ITC providing over the certain aspects such as social forestry, livestock development in the rural areas. Based on the available information, it is noted that there are 4,500 rural people trained approximately and out of which 20 percent i.e 900 samples are drawn from the total

population. Hence, we conclude that the determined sample size for this study is 900.

Survey Instrument

The self-administered questionnaire is developed by using the scales from previous studies. The questionnaire comprises of different scales such as, dichotomous, multiple choice, and Likert's five-point interval scales, and open ended questions.

Method of analysis

Data is arranged in an orderly fashion in a summary spread sheet, by counting the frequency of responses to each question. A case analysis for outliers and tests for violations of assumptions is conducted. The total analysis is carried out by using SPSS (Statistical Package for Social Sciences) 21.0. The main aim of this analysis was to examine the direct linkages between the **independent variables and one dependent variable at a time.**

HYPOTHESIS OF THE STUDY

$H1_0$: Social Forestry will not have significant effect on Corporate Social Responsibility

$H2_0$: Livestock Development will not have significant effect on Corporate Social Responsibility

Table 1: Employees Response towards the Livestock Development

Livestock Development		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Very much Unlikely**	57	47.5	47.5	47.5
	Unlikely	24	20.0	20.0	67.5
	Neutral	12	10.0	10.0	77.5
	Likely	14	11.7	11.7	89.2
	Very much Likely	13	10.8	10.8	100.0
	Total	120	100.0	100.0	

Source: Primary Data

The following table describes about the responses given by the ITC Limited employees given for the livestock development activities. The statistics disclosed that there are 57 (47.5 percent) respondents are very much unlikely, 24 (20 percent) respondents are unlikely, 12 (10 percent) respondents are neutral, 14 (11.7 percent) respondents are likely and 13 (10.8 percent) respondents are very much likely towards the livestock development activities initiated by the company under corporate social responsibility.

Table 2: Regression Model Summaries for the Livestock Development on Corporate Social Responsibility

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	ANOVA Results			
					F-Value	df1	df2	Sig.
1	0.631[a]	0.398	0.397	0.69792	563.285	1	852	0.000
a. Predictors: (Constant), Livestock Development								

The predictor effects and the beta estimates i.e the coefficient summary results are exhibited in the following Table – 4.20. The β value is found to be 0.811; standard error is 0.033; t – value is found to be 24.323 and the p- value is found to be 0.000. With this evidence we conclude that the predictor variable is corroborated with the dependent variable in the proposed hypothesis. So, the researcher stated that the proposed null hypothesis is rejected and the alternative

hypothesis (H3) is approved. To the concerned hypothesis, the regression equation is as follows:

Corporate Social Responsibility (Y) = 1.667+ 0.462 (Livestock Development) X

Table 3: ITC Limited Employees Response towards the Social Forestry

<table>
<tr><th colspan="6">Social Forestry</th></tr>
<tr><th colspan="2"></th><th>Frequency</th><th>Percent</th><th>Valid Percent</th><th>Cumulative Percent</th></tr>
<tr><td rowspan="6">Valid</td><td>Very much Unlikely</td><td>45</td><td>37.5</td><td>37.5</td><td>37.5</td></tr>
<tr><td>Unlikely</td><td>27</td><td>22.5</td><td>22.5</td><td>60.0</td></tr>
<tr><td>Neutral</td><td>10</td><td>8.3</td><td>8.3</td><td>68.3</td></tr>
<tr><td>Likely</td><td>25</td><td>20.8</td><td>20.8</td><td>89.2</td></tr>
<tr><td>Very much Likely</td><td>13</td><td>10.8</td><td>10.8</td><td>100.0</td></tr>
<tr><td>Total</td><td>120</td><td>100.0</td><td>100.0</td><td></td></tr>
</table>

Source: Primary Data

The ITC limited employees response towards the social forestry activities. It is observed that there are 45 (37.5 percent) employees stated that they are very much unlikely towards the social forestry. There are 27 (22.5 percent) respondents stated that they are unlikely towards the social forestry. There are 10 (8.3 percent) respondents opinioned that they have neutral feeling. There are 25 (20.8 percent) employees informed that they are likely towards social forestry activities of the organization. It is further noticed that 13 (10.8 percent) respondents elicited that they very much like the social forestry initiatives of the organization.

Table 4: Regression Model Summaries for the Social Forestry on Corporate Social Responsibility

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	ANOVA Results			
					F-Value	df1	df2	Sig.
1	0.713[a]	0.509	0.508	0.63045	882.387	1	899	0.000
a. Predictors: (Constant), Social Forestry								

The predictor effects and the beta estimates i.e the coefficient summary. The β value is found to be 0.676; standard error is 0.023; t – value is found to be 29.705 and the p- value is found to be 0.000. With this evidence we conclude that the predictor variable is corroborated with the dependent variable in the proposed hypothesis. So, the researcher stated that the proposed null hypothesis is rejected and the alternative hypothesis (H1$_a$) is approved. To the concerned hypothesis, the regression equation is as follows

Corporate Social Responsibility (Y) = 0.218+ 0.676 (Social Forestry) X

RESULTS OF THE STUDY

The relationship between Social Forestry and Corporate Social Responsibility is analyzed through simple linear regression analysis (SLRA). To attain these results, the means scores of the independent variable i.e Social Forestry is regressed upon the dependent variable's mean scores i.e Corporate Social Responsibility. The statistic results delivered both the regression model summaries and the coefficient summary. The regression model summary results prompted that the predictor variable contributes significantly and elicited the high impact over the Corporate Social Responsibility. The results revealed that the R^2 value of the model is 50.9 and the F-value is 882.387 and the p- value is found to be 0.000.

The predictor effects and the beta estimates revealed that the β value is found to be 0.676; standard error is 0.023; t – value is found to be 29.705 and the p- value is found to be 0.000. With this evidence we conclude that the predictor

variable is corroborated with the dependent variable in the proposed hypothesis.

The regression model summary results prompted that the predictor variable contributes significantly and elicited the high impact over the Corporate Social Responsibility. The results revealed that the R^2 value of the model is 39.8 and the F-value is 563.285 and the p- value is found to be 0.000.

The predictor effects and the beta estimates i.e the coefficient summary disclosed that the β value is found to be 0.811; standard error is 0.033; t – value is found to be 24.323 and the p- value is found to be 0.000. With this evidence we conclude that the predictor variable is corroborated with the dependent variable in the proposed hypothesis.

FINDINGS OF THE STUDY

- It is observed that in both the segments of rural villagers and the ITC limited employees believed strongly that the corporate social responsibility programmes may leads to the organizational sustainability.

- The variable social forestry is also notified the moderate impact over the corporate social responsibility run by the ITC limited.

- The variables such as, sustainable agriculture and livestock development didn't show much impact on corporate social responsibility.

SUGGESTIONS OF THE STUDY

- The statistic results evidenced that social forestry had moderate impact over the corporate social responsibility programmes. Though the organization has been conducting social forestry programmes, it is required to initiate to enrich the greenery and to generate employment for rural households, including poor tribal and marginal farmers

- The ITC limited to be formulate for genetic improvement of cattle through artificial insemination to produce high-yielding crossbred progenies in the villages.

CONCLUSIONS

The outcomes of this research project has contributed to the existing theory by providing an unique and a complete frame work for evaluating the rural people perceptions towards social forestry, livestock development. The conclusions of this research project has underwritten to the prevailing theory by catering a inimitable and a comprehensive frame work for evaluating the effectiveness of CSR programmes conducted by ITC Limited in rural India.

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