

## **CHAPTER - 4**

### **DATA ANALYSIS AND INTERPRETATION**

#### **About the Chapter**

Data Analysis and Interpretation is an important part in the total research process as the various parameters of the problems are presented in a systematic and sequential order of importance as per the design of the research after the process of thorough editing, coding and classification of both quantitative and qualitative data to arrive at conclusions in a coherent and meaningful manner.

Various statistical techniques and tools are applied to establish relationship between the variables and arrive at logical inference and deduction through tabulations and graphical presentation of data.

For the present study the Data Interpretation and Analysis has been structured and split into two sections

**Part One** : Part I of the Chapter is presented in two sections. **Section I** deals with the profile of the organizations and respondents under study. **Section II** deals with presentation of the data through single frequency distribution along with graphical presentations for the following variables under Study. The aim of the single frequency distribution and presentation aims at identifying and tracing the exact picture on the responses on various dimensions under the study and is most appropriate for a descriptive and exploratory study to have insights into the qualitative dimensions. alongwith quantification of data to arrive at findings.

**Part Two:** Part II of the Chapter is also split into two sections.

**Sections I** deals with the bivariate tables and chi square analysis. The dependent variable mentioned above have been analyzed with three independent variables viz. Age, Education and Designation of Respondents

**Section II** deals with overall analysis and presentation of the data though use of P Charts for percentage positive response and classification of data into areas of excellence results, average results and areas of improvement, at a glance tables of various significant areas emerging from chi square analysis in descending order and overall graphical presentations through parameter wise split up of

significant chi square tables age, designation and experience wise analysis and Area Charts to reveal emerging results arising in major areas of the Study

Various techniques used for analyzing the data alongwith its description is mentioned below.

#### **DATA PROCESSING TREATMENT AND ANALYSIS :**

- Data has been analyzed through use of SPSS package to analyse the data . Various statistical techniques have been used such as
- **Univariate Analysis** using Simple Frequency Distribution to find out average responses as a measure of central tendency
- **Chi square test** for finding out association between independent and dependent variables under the Study
- **Paired T test** – to find out whether the responses to selected questions are differing significantly
- **Pareto Chart analysis** - Chart for classifying the attributes into descending order so as to find the main source, areas of concentration in the response and main weightage
- **P Chart Analysis** – Chart for attributes used for the yes /no questions . It is a chart for attributes which shows percentage of positive responses for yes and no questions through the questionnaire , the excellent ,very good and areas of improvement are highlighted using control limits for better insights into the data.
- **Coefficient of Variation** – to find out the relative measure of dispersion for rank analysis
- **Graphical Presentations** – for frequency and percentage analysis



**PART : 1****SECTION : I****ORGANISATION PROFILE****Table : I List of Industries**

1	20 microns	36	GE Plastics
2	Asea Brown Boveri India Ltd.	37	General Motors India Pvt Ltd.
3	ABC Ltd.	38	Gujarat Heavy Chemicals Ltd.
4	Acme Chemicals	39	Gujarat Industrial Power Corporation Ltd.
5	Alembic Ltd.		Gujarat Industrial Power Corporation Ltd.
6	Alstom Power Ltd.	40	Gujarat Machinery Manufactures.
	Alstom Power Ltd.	41	Grasim Pvt. Ltd.
7	Amul Dist. M.U. Ltd.	42	Gujarat Reclaim & Rubber Products Ltd.
8	Apar Industries Ltd.	43	Gujarat State Fertilizer & Chemicals Ltd.
9	Apollo Hospital International Ltd.		Gujarat State Petroleum Corporation Ltd.
10	Apollo Tyres Ltd.	44	Guj Antibiotics Ltd.
11	Aventis Pharma Ltd.	45	Gujarat Containers Pvt. Ltd.
12	Avike Pharmaceutical Ltd.	46	Gujarat Fluro Chemicals Ltd.
13	Baan Pharma	47	Gulbrandson Chemicals Ltd.
14	Barm organics	48	Gujarat Urja Vikas Nigam Ltd.
15	Baroda Dairy Cooperative	49	Haldyn Glass Ltd.
16	Bayer ABS Pvt. Ltd.	50	Hemani organics
17	Bayer Diagnostic		Hemani Organics & Chemicals Pvt.Ltd
18	Bell Granito Ceramica Ltd.	51	Hikal Chemicals Pvt Ltd.
19	Birla Cellulosic	52	Hindustan Mega Cobar Chemicals Ltd.
20	Birla NGK Insulator Ltd.	53	Industrial Carbon Ltd.
21	Blue Star Ltd.	54	Intas Biotech Ltd.
22	Bundy India Ltd.		Intas Biotech Ltd.
23	Cadila (Zydus) Ltd.	55	Intas Pharma Ltd.
24	Calonix Ltd.		Intas Pharma Ltd.
25	Checkmate Services Pvt. Ltd.	56	IPCL Ltd.
26	Cheminova Chemicals Pvt. Ltd.	57	IS Agro (Asia) Ltd.
27	Comed Chemicals	58	Jal Hi tech Pvt Ltd.
28	E.I. DuPont. Pvt. Ltd. (MNC)	59	Jayant Oil mills Ltd.
29	Elecon Engg. Ltd.	60	JB Chemicals
30	FAG Bearings India Ltd.	61	JCT Electronics
	FAG Bearings India Ltd.	62	Jewel Brushes ( Coronet Products Pvt. Ltd.)
31	Fortune infotech	63	Jubilant Organosis Ltd.
32	Gujarat Alkalies & Chemicals Ltd.	64	KAPL –Indian Oil Corporation Ltd
	Gujarat Alkalies & Chemicals Ltd GACL		KAPL - Indian Oil Corporation Ltd
	Gujarat Alkalies & Chemicals Ltd		KAPL -Indian Oil Corporation Ltd
33	GAIL ( India) Ltd.	65	Lofan petrochem
34	Galiyor Thyonil Ltd.	66	Luna Chemicals
35	GE ( India) Industrial Pvt. Ltd.	67	Madura Coats

68	Mahindra Gujarat Tractor Ltd.	87	Shaili Eng and Plastics Pvt. Ltd.
69	Mass Pharmaceuticals.Pvt. Ltd.		Shaili Eng and Plastics Pvt. Ltd.
70	India Medtronic Pvt. Ltd.	88	Shankar Packaging Ltd.
71	Mosum Techonology Pvt. Ltd.	89	Shriram Alkali & Chem. Pvt. Ltd.
72	Munjel Auto Ltd.	90	Siemens Ltd.
73	Netafin Irrigation Ltd.	91	Silchar Electronics Ltd.
74	Novino Pvt. Ltd.( Matushita Lakhnapal Batteries)	92	Sintex Industry Ltd.
75	National Thermal Power Corporation Ltd.	93	Stelco Gujarat Ltd.
76	Oil and Natural Gas Corporation Ltd.	94	Swiss Glass Coat Equipments Ltd.
77	Pervelt Agro Pvt. Ltd.	95	Taj Residency
78	Philips India Ltd.	96	Tata Chemicals Ltd.
79	Plastimix Ltd.	97	Transmetal Pvt Ltd.
80	Ranbaxy Chemicals Ltd.	98	United Phosphorous Ltd.
81	Rubamin Ltd.	99	Videocon Narmada Electronics Ltd.
82	Sabar Dairy Cooperative		Videocon Narmada Electronics Ltd.
83	Sameer Linkages Pvt. Ltd.		Videocon Narmada Electronics Ltd.
84	Sarabhai Chemicals Ltd.	100	Welspun ( India ) Ltd.
85	Sarabhai Zydus Animal Health Ltd.	101	Wockhardt Ltd.
86	Saurashtra Cements Ltd.	102	Zandu Chemicals Ltd.
		103	Zora Pharma Ltd.

Total No. of Industries = 103

Total No. of Respondents = 117

(With extended units of few companies)

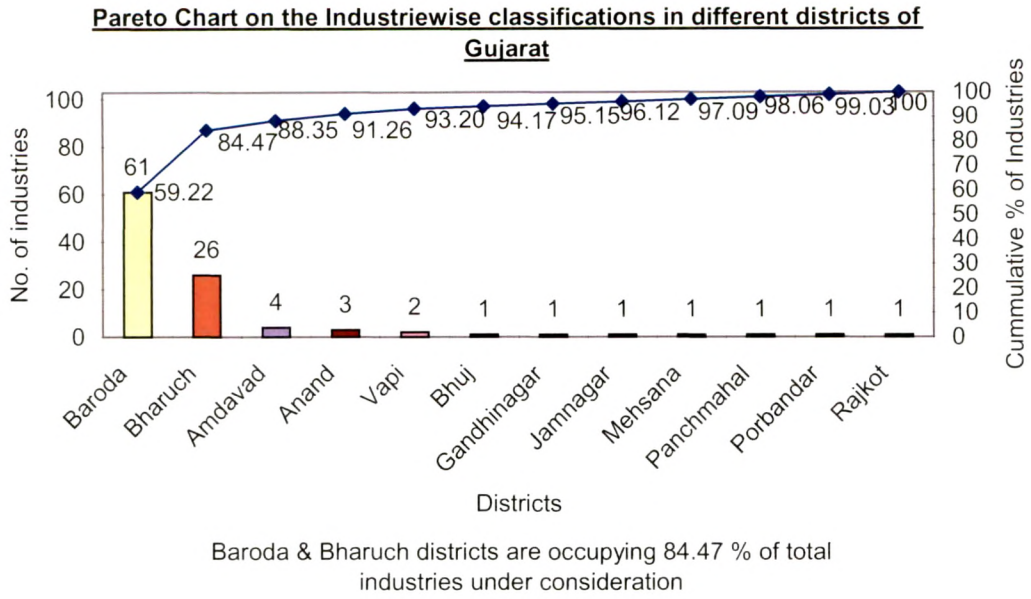
The above table highlights the list of Industries covered for Data Collection, total number of industries and respondents from twelve districts of Gujarat.

**Table : II District wise classification (with no. of Industries and Respondents covered)**

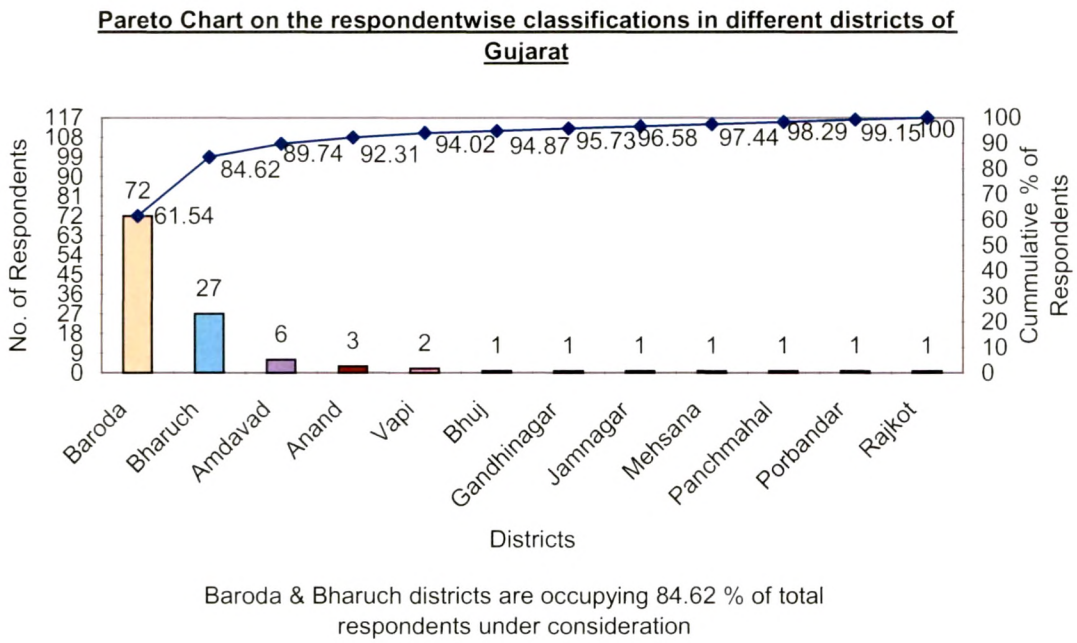
DESCRIPTION	INDUSTRY		RESPONDENTS	
	Freq.	%	Freq.	%
Baroda	61	59.22	72	61.53
Bharuch	26	25.24	27	23.07
Amdavad	4	4.88	6	5.12
Anand	3	2.91	3	2.56
Jamnagar	1	0.97	1	0.85
Mehsana	1	0.97	1	0.85
Vapi	2	1.94	2	1.70
Rajkot	1	0.97	1	0.85

Panchmahal	1	0.97	1	0.85
Porbandar	1	0.97	1	0.85
Gandhinagar	1	0.97	1	0.85
Bhuj	1	0.97	1	0.85
<b>Total</b>	<b>103</b>	<b>100</b>	<b>117</b>	<b>100</b>

The table elicits the details of Industries and respondents in that a total of 103 industries have been covered with 117 number of respondents . Majority of Industries 59.22%(61)have been covered from Baroda District with 61.53(72) no of respondents followed by Bharuch 25.24%(26) with23.07(27) no of respondents to a moderate extent .Amongst other districts were Ahmedabad with 4.88%(4) industries and 5.12%(6) respondents, Anand with 2.91%(3) industries and 2.56%(3) respondents, Vapi with 1.94%(2) industries and 1.70%(2) respondents, and other Industries in Jamnagar, Mehsana, Rajkot , Panchmahal, Porbandar, Gandhinagar and Bhuj district with one industry 0.97% (1)and one respondents 0.85%(1)each



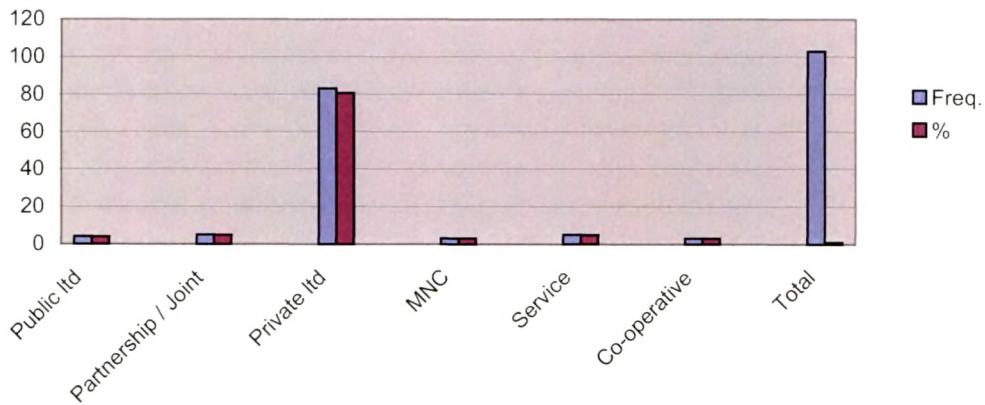
**Graph : 2**



**Table : III Constitution of Industries**

Description	Freq.	%
[1] Public ltd	4	3.88
[2] Partnership / Joint	5	4.85
[3] Private ltd	83	80.58
[4] MNC	3	2.91
[5] Service	5	4.85
[6] Co-operative	3	2.91
<b>Total</b>	<b>103</b>	<b>100%</b>

**Graph : 3**

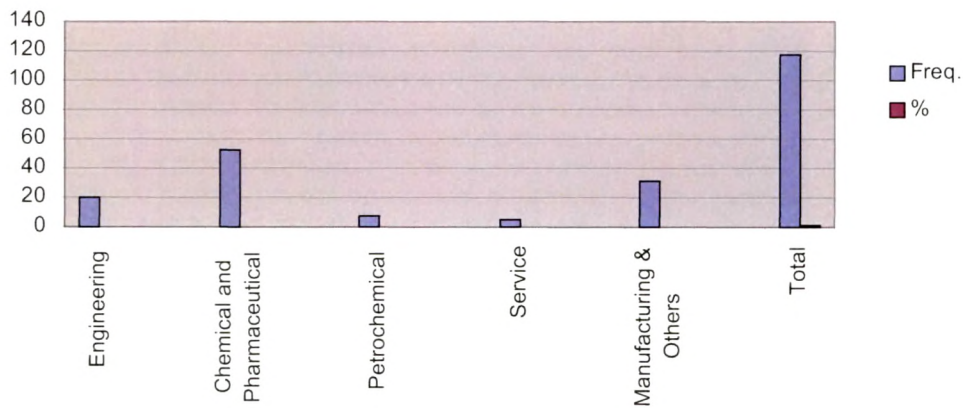


The above table elicits the constitution of Industries in that majority of the Industries 80.58%(83) were Private sector Industries ,about 3.88%(4) were Public Sector Industries, 4.85%(5) industries each from Partnership/Joint and Service Sector and about 2.91%(3) were from Cooperative Sector and MNCs.

**Table : IV Sector of Industries ( with Total No. of Respondents)**

Description	Freq.	%
[1] Engineering	20	17.09%
[2] Chemical and Pharmaceutical	53	45.30%
[3] Petrochemical	7	5.98%
[4] Service	5	4.27%
[5] Manufacturing & Others	31	27.35%
<b>Total</b>	<b>117</b>	<b>100%</b>

**Graph : 4**

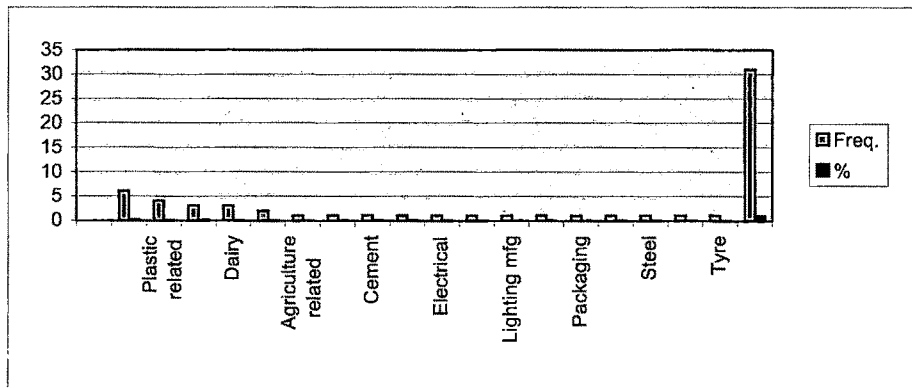


The above table reveals that majority of the industries were from Chemicals and Pharmaceuticals sector with 45.30%(53), followed), Manufacturing and others 27.35%(31), engineering with 17.09%(20) followed by Petrochemicals with 5.98%(7)and Service sector with 4.27%(5) respectively.

**Table : V Sector : Manufacturing & Others [ Type of industries ]**

Description	Freq.	%
Electronics	6	18.75%
Plastic related	4	12.50%
Automobile	3	9.38%
Dairy	3	9.38%
Textile	2	6.25%
Agriculture related	1	3.13%
Birla NGK	1	3.13%
Cement	1	3.13%
Ceramic tiles mfg	1	3.13%
Electrical	1	3.13%
Glass	1	3.13%
Lighting mfg	1	3.13%
Medical equipment mfg	1	3.13%
Packaging	1	3.13%
Rubber	1	3.13%
Steel	1	3.13%
Thermoplastic	1	3.13%
Tyre	1	3.13%
<b>Total</b>	<b>31</b>	<b>100%</b>

**Graph : 5**

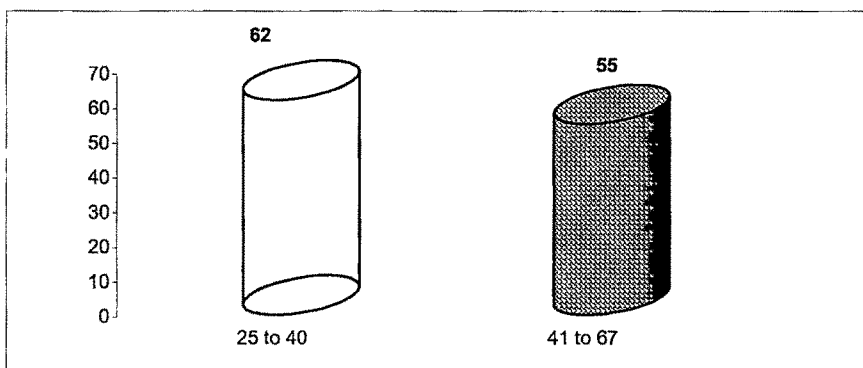


The above table reveals that majority of the industries were from manufacturing and others were Electronics with 18.75%(6) and Plastics related with 12.50% (4) and other industries as reflected in the table.

**Table : VI Age (in Years) of Respondents**

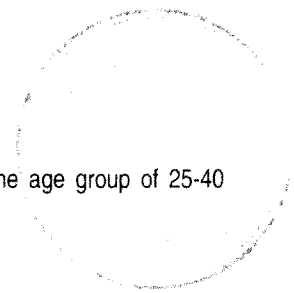
Description	Freq.	%
[1] 25 to 30 years	8	6.84%
[2] 31 to 35 years	22	18.80%
[3] 36 to 40 years	32	27.35%
[4] 41 to 45 years	19	16.24%
[5] 46 to 50 years	18	15.38%
[6] 51 to 55 years	5	4.27%
[7] 56 to 60 years	5	4.27%
[8] 61 to 65 years	0	0.00%
[9] 66 to 67 years	1	0.85%
[10] No response	7	5.98%
<b>Total</b>	<b>117</b>	<b>100%</b>

**Graph : 6**



The above table reveals the age of respondents in that majority of the respondents 27.35%(32) are in the age group of 36-40 years, followed by respondents in the age group of 31-35 years 18.80%(22) and respondents in the age group of 46-50 years with 15.38%(18) followed by 6.84%(8) respondents in the age group of 25-30 years . There are 4.27(5) respondents each in the age group of 51-55 years and 56-60 years and 0.85% (1) respondents in the age group of 66-67 years. 5.98(7) respondents did not respond.



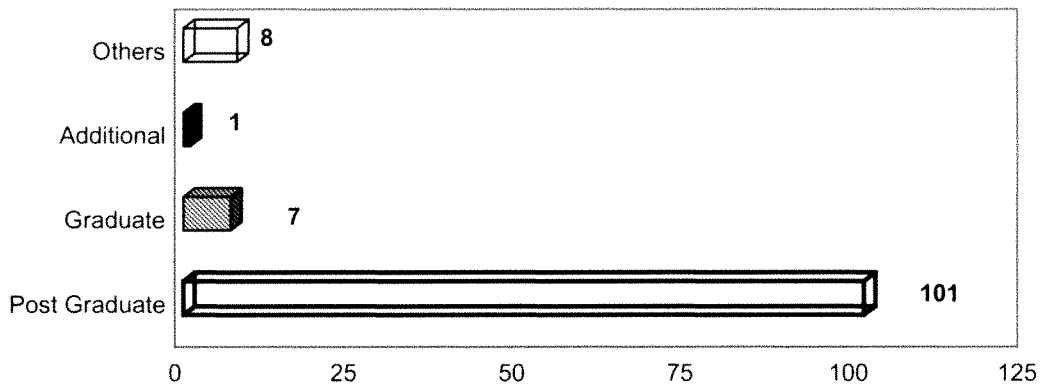


The graphical presentation reveals that 52.99%(62) respondents fall between the age group of 25-40 years and(55) 47.00% respondents fall in the age group of 41-67 Years

**Table : VII Education of Respondents**

Description	Freq.	%
[1] Below graduation	0	0.00%
[2] Graduation	7	5.98%
[3] Post graduation	101	86.32%
[4] Additional	1	0.85%
[5] No response	8	6.84%
<b>Total</b>	<b>117</b>	<b>100%</b>

**Graph : 7**

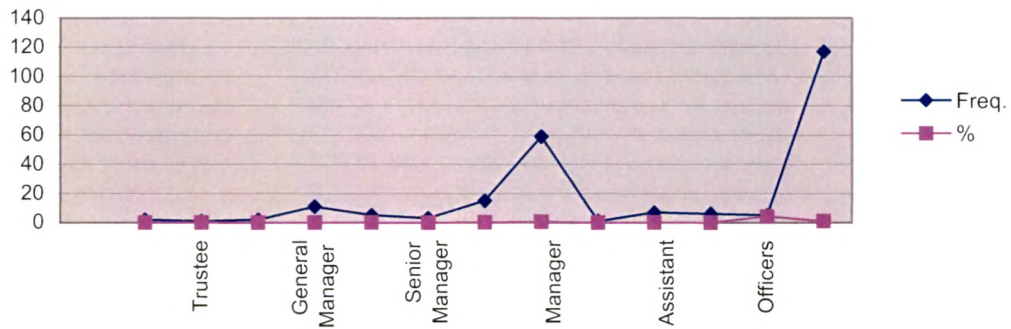


The above table reveals that majority of the respondents 86.32%(101) had education upto post graduation and only 5.98%(7) respondents had education upto graduation level. About 6.84%(8) did not respond. Thus the level of education has been high for all the respondents under study.

**Table : VIII Designation of Respondents**

Description	Freq.	%
Managing Director	2	1.71%
Trustee	1	0.85%
Vice President	2	1.71%
General Manager	11	9.40%
Deputy General Manager	5	4.27%
Senior Manager	3	2.56%
Head	15	12.82%
Manager	59	50.43%
Deputy Manager	1	0.85%
Assistant Manager	7	5.98%
Executive	6	5.13%
Officers	5	4.27%
<b>Total</b>	<b>117</b>	<b>100%</b>

**Graph : 8**

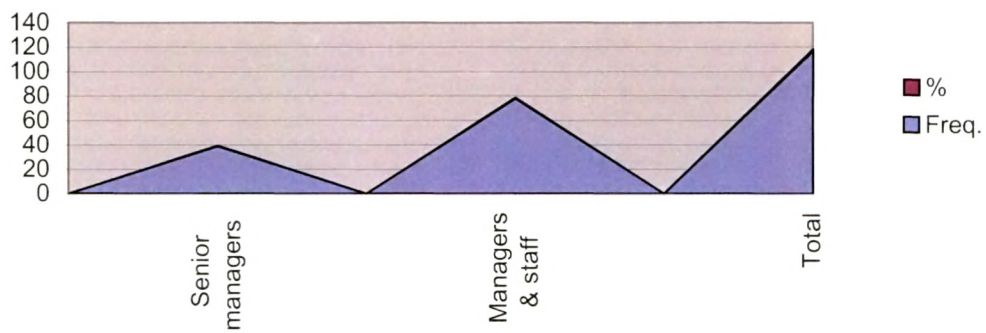


The above table reveals the designation of respondents in that majority of them were managers with 50.43%(59), followed by head of the depts. With 12.82%(15)and general managers with 9.40%(11).The no. of respondents above general managers is 4.27%(5) and below managers is 16.23%(19).

**Table : IX At a glance split up of designations**

Description	Freq.	%
[1] Senior managers	39	33.33%
[2] Managers & staff	78	66.67%
<b>Total</b>	<b>117</b>	<b>100%</b>

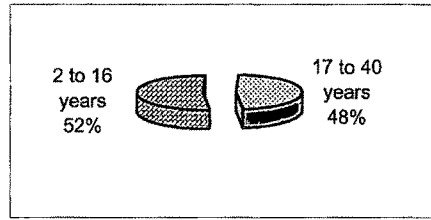
**Graph : 9**



The at a glance split of respondents reveals that 33.33 (39) respondents are senior managers holding various positions and 66.67%(78) respondents includes managers and staff.

**Table : X Total Work Experience in years**

Description	Freq.	%
[1] 2 to 16 years	61	52.14%
[2] 17 to 40 years	56	47.86%
<b>Total</b>	<b>117</b>	<b>100%</b>



**Graph : 10**

The above table reveals the experience of respondents in that 52.14%(61) respondents had experience of 2-16 years and 47.86%(56) respondents had experience of 17-40 years.

**PART : 1**

**SECTION : II**

**Scales Used :**

<p><b>Scale : 1</b></p> <p>VI = Very Important                  I = Important                  SI = Some what Important                  LI = Less Important                  NI = Not Important</p>	<p><b>Scale : 2</b></p> <p>SA = Strongly Agree                  A = Agree                  N = Neutral                  D = Disagree                  SD = Strongly Disagree</p>	<p><b>Scale : 3</b></p> <p>NA = Not at all                  TSE = To Some Extent                  NE = Neutral                  ME = Moderate Extent                  GE = Great Extent</p>
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**A – CSR Basic Awareness**

**Table : 11 Basic Information**

		Yes	%	No	%	To a Little extent									
1	Are you familiar with the Term Corporate Social Responsibility ?	65	55.53	5	4.27	47	40.17								
1.1	If your answer is Yes, your view with respect to below statements is	<b>VI</b>	<b>%</b>	<b>I</b>	<b>%</b>	<b>SI</b>	<b>%</b>	<b>LI</b>	<b>%</b>	<b>NI</b>	<b>%</b>	<b>NR</b>	<b>%</b>	<b>T</b>	<b>%</b>
1	Meeting Shareholder interests / Employee Interests	41	35.04	26	22.22	6	5.13	1	0.85	2	1.71	41	35.04	117	100
2	Reducing negative environmental impact caused by the Company	72	61.54	21	17.95	15	12.82	5	4.27	2	1.71	2	1.71	117	100
3	Reducing negative social impact caused by the company	64	54.70	29	24.79	12	10.26	7	5.98	2	1.71	3	2.56	117	100
4	Good relations with Neighboring areas	74	63.25	30	25.64	5	4.27	5	4.27	0	0.00	3	2.56	117	100
5	Paying legitimate Taxes / dues	85	72.65	21	17.95	4	3.42	3	2.56	1	0.85	3	2.56	117	100
6	Maximizing Raw Material efficiency	71	60.68	19	16.24	9	7.69	9	7.69	4	3.42	5	4.27	117	100

		VI	%	I	%	SI	%	LI	%	NI	%	NR	%	T	%
7	Donating to charity / Adopting a village / Supporting a school / Village development Activities	51	43.59	27	23.08	13	11.11	17	14.53	6	5.13	3	2.56	117	100
8	Concept where we integrate social & environmental concerns in our business	76	64.96	25	21.37	13	11.11	2	1.71	0	0.00	1	0.85	117	100
9	Welfare and development of employee / worker and his family	76	64.96	28	23.93	8	6.84	3	2.56	0	0.00	2	1.71	117	100
10	Refusing to pay bribes	79	67.52	19	16.24	8	6.84	3	2.56	3	2.56	5	4.27	117	100
11	Socially responsible investing by business	70	59.83	18	15.38	13	11.11	1	0.85	0	0.00	15	12.82	117	100

**Graph : 11**

Meeting Shareholder interests / Employee Interests

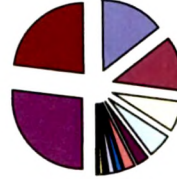




Reducing negative environmental impact caused by the Company



Reducing negative social impact caused by the company



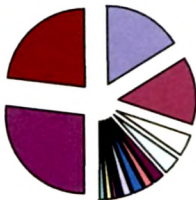
Socially responsible investing by business



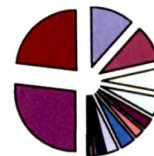
Paying legitimate Taxes / dues



Maximizing Raw Material efficiency



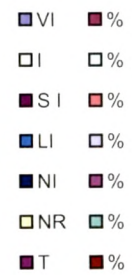
Donating to charity / Adopting a village / Supporting a school / Village development Activities

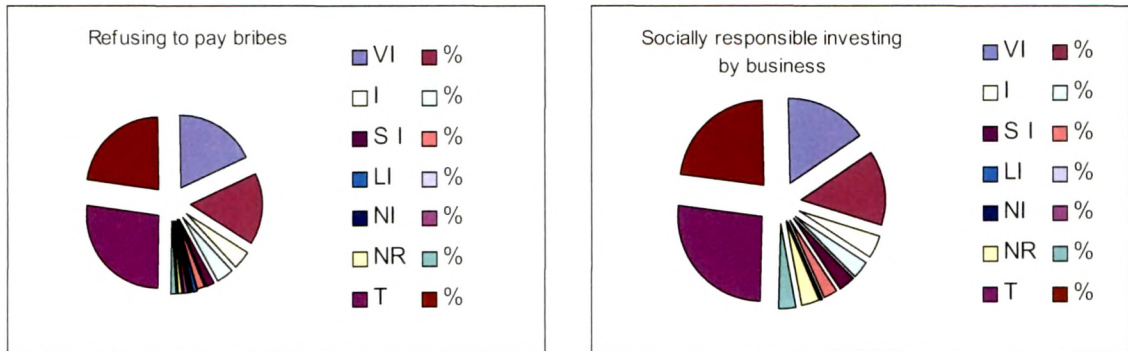


Concept where we integrate social & environmental concerns in our business



Socially responsible investing by business





The table shows the familiarity of respondents with the term Corporate Social Responsibility in that 65 (55.56) were thoroughly aware about corporate social responsibility 47(40.17%) were aware to a little extent and 5 (4.27%) were not aware.

The table reveals as opined by the respondents majority of the respondents believed CSR meant paying legitimate taxes with 85 (72.65%)stating it as very important and 21(17.95%) as important, refusing to pay bribes with 79 (67.52%), stating it as very important and 19 (16.24%) as important, concept where we integrate social and environmental concerns in business with 76 (64.96)% stating it as very important and 25 (21.37 %) as important, keeping good relations with neighbourhood communities with 74(63.25%) stating it as very important and 30 (25.64%)as important ,welfare and development of employees with 76 (64.96%)stating it as very important and 28 (23.93%) as important, reducing negative environmental effects with 64 (54.70%),stating it as very important and 29 (24.79%) as important socially responsible interest and about 15(12.82%) did not respond to CSR as socially responsible investing with 70 (59.83%), stating it as very important and 18(15.38%) as important, donating to charity with 51 (43.59%),stating it as very important and 27 (23.08%) as important and lastly meeting share holder interests with only 41 (35.04%), stating it as very important and 26 (22.22%) as important. It is striking to note that as many as 17(14.53%) opined donation to charity as less important and 6(5.13%) as not important About 41(35.04%) gave no response for CSR meaning as meeting shareholders investing.

Thus it is clearly observed that respondents have given more weightage to areas like corporate ethics and corporate governance, integrating social and environmental concerns in business, community relations, employee welfare and development ,reducing environmental impact than areas

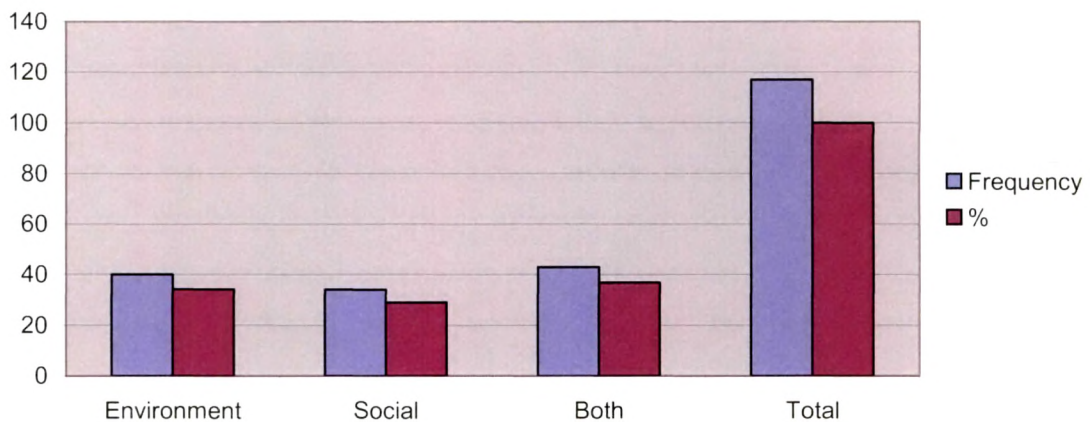


like donating to charity and meeting shareholders interest . A clear shift from corporate philanthropy to responsible corporate social behaviour is observed. Two distinct areas that is meeting shareholders interest and socially responsible investing have higher response in the no response category revealing that either respondents prefer to remain silent on the issue particularly for the first since it involves company brand image and reputation however the respondents showed low awareness of socially responsible investing thereby higher no response rate.

**Table : 12 Focus of CSR function**

D		The focus of CSR function in your company is	
		Frequency	%
1	Environment	40	34.18
2	Social	34	29.05
3	Both	43	36.75
	Total	117	100

**Graph : 12**

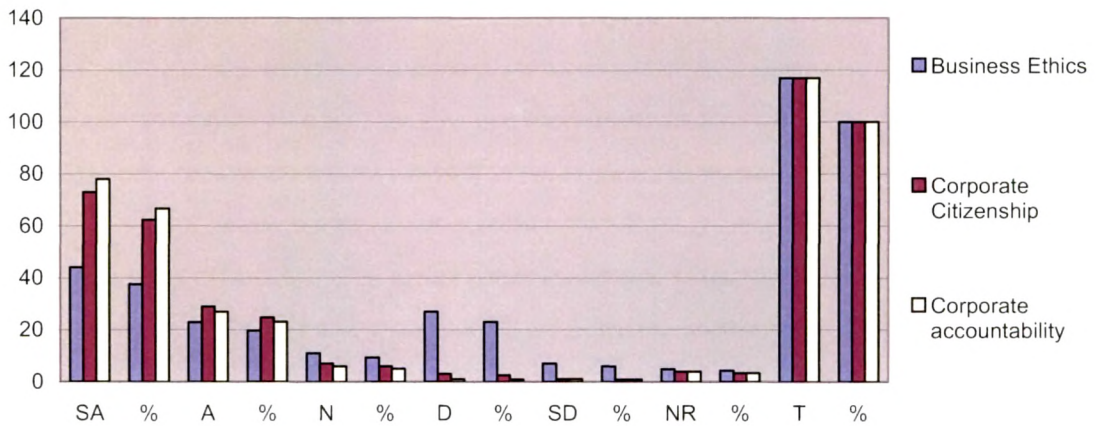


The above table shows the focus of the CSR function in the company's in that 34.18%(40) respondents have focus on environmental aspect ,29.05%(34) have focus on social aspects and 36.75% (43) respondents have focus on both social and environmental aspects revealing company's contribution in addressing the environmental and social issues to positively impact the surrounding environment .

**Table : 13 Terms used for Corporate Social Responsibility**

CSR in your company is better known as		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	Business Ethics	44	37.61	23	19.66	11	9.40	27	23.08	7	5.98	5	4.27	117	100
2	Corporate Citizenship	73	62.39	29	24.79	7	5.98	3	2.56	1	0.85	4	3.42	117	100
3	Corporate accountability	78	66.67	27	23.08	6	5.13	1	0.85	1	0.85	4	3.42	117	100

**Graph :13**



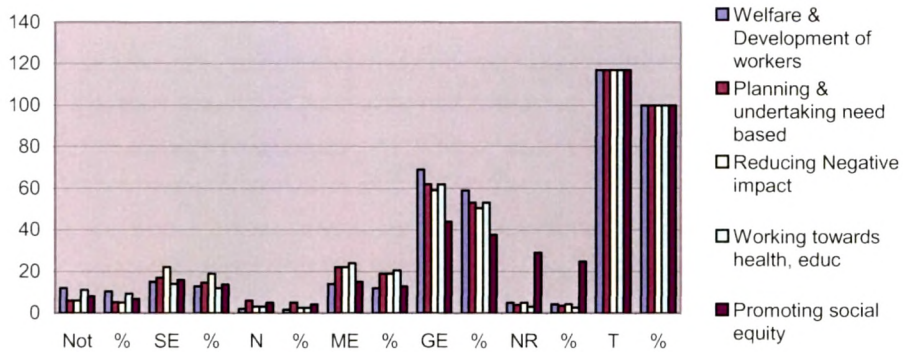
When asked how is CSR known in the company majority of the respondents 78(66.67) strongly agreed and 27(23.08%)agreed that it is known as Corporate Accountability followed by 73(62.39%) who strongly agreed and 29(24.79%) agreed that it is known as Corporate Citizenship .About 44 (37.61%) strongly agreed and 23(19.66%) agreed that it is known as Business Ethics, The table reveals a striking response with 27(23.08%) who disagree to CSR as Business ethics and 7(5.98%)who strongly disagree .About 11(9.40%),7(5.98%)and 6 (5.13%) gave neutral response reflecting mixed views. The no response category varied between 4-5%.

**Table : 14 Company's Contribution to Community & Social Development**

1	Does you company contribute to Community & Social Development ?	Yes	%	No	%	To a Little extent	
		58	56.31	21	20.39	38	36.89

1.1	If yes then through	No	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Welfare & Development of workers	12	10.26	15	12.82	2	1.71	14	11.97	69	58.97	5	4.27	117	100
2	Planning & taking need based Community Programme	6	5.13	17	14.53	6	5.13	22	18.80	62	52.99	4	3.42	117	100
3	Reducing Negative impact	6	5.13	22	18.80	3	2.56	22	18.80	59	50.43	5	4.27	117	100
4	Working towards health, education	11	9.40	14	11.97	3	2.56	24	20.51	62	52.99	3	2.56	117	100
5	Promoting social equity & Social Justices	8	6.84	16	13.68	5	4.27	15	12.82	44	37.61	29	24.79	117	100

**Graph :14**



The above table reveals that 58(56.31%) companies contribute to community and social development, 38(36.89%) companies contribute to a small extent and almost 21(20.39%) does not contribute to community and social development but other areas like environment, disaster training, employee welfare programmes etc. Majority of the industries were contributing in several ways for the



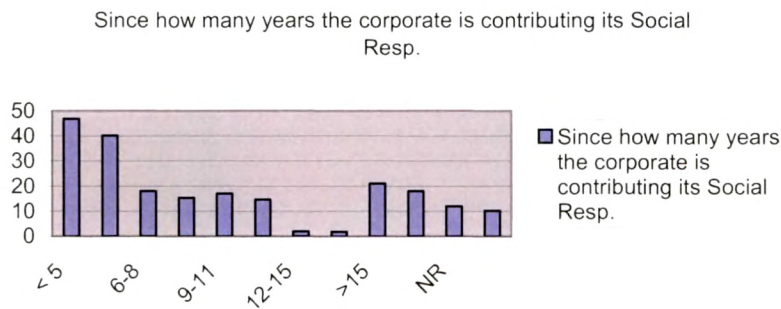
welfare and development of the workers as revealed by 69(58.97%) responses to a very great extent and 14 (11.97%) to a moderate extent, followed by planning and undertaking need based community programmes with 62 (52.99%), to a very great extent and 22 (18.0%) to a moderate extent, another area scoring high is working towards health, education and community development with programmes with 62 (52.99%), to a very great extent and 24 (20.15%) to a moderate extent.

Whereas responses for reducing negative environmental impact were 59(50.43%) to a great extent and 22 (18.0%) to a moderate extent. It was observed that responses were comparatively lower in areas like promoting social equity with 44 (37.61%) to a great extent category and 15(12.82%) in the moderate extent category, however a no response rate was higher in this category with 29(24.79%) not responding. Thus the table gives a fairly clear-cut picture of the areas where the companies make their contributions.

**Table : 15      Need & Emergence**

		< 5	%	6-8	%	9-11	%	12-15	%	>15	%	NR	%
1	Since how many years the corporate is contributing its Social Responsibility	47	40.17	18	15.38	17	14.53	2	1.71	21	17.95	12	10.26

**Graph :15**



The above table reveals the time span and total period with the number of years the corporate has contributed to CSR to understand the processes and impact , it reveals that majority of the industries with 47(40.17%)were into CSR for less than five years but minimum one year, however it is

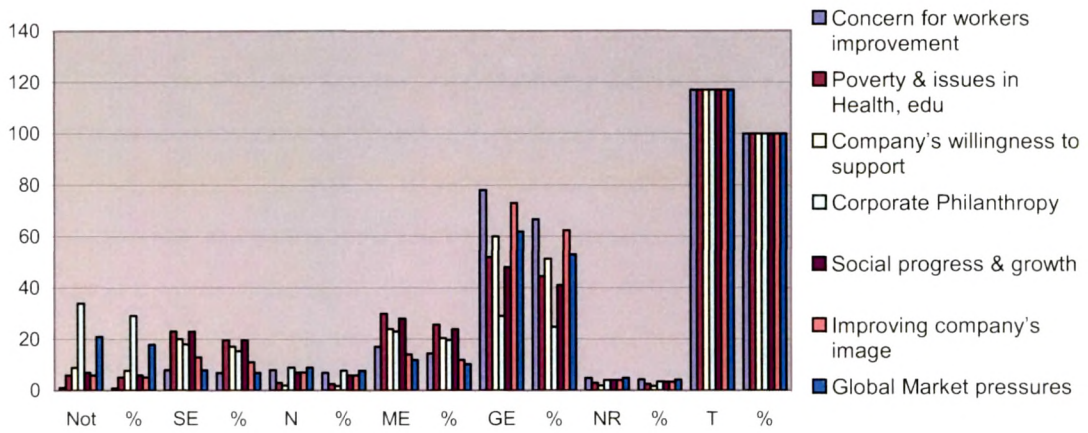
glaring to note that about 21(17.95%) had contributed for more than 15 years with Tata and Birla group amongst the major followed by companies like Alembic, Sarabhai, Cadila, ABB, and others.

**Table : 16 Factors which led to the Emergence of the need for community based programme**

		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Concern for workers improvement	1	0.85	8	6.84	8	6.84	17	14.53	78	66.67	5	4.27	117	100
2	Poverty & issues in Health, education	6	5.13	23	19.66	3	2.56	30	25.64	52	44.44	3	2.56	117	100
3	Company's willingness to support community problems	9	7.69	20	17.09	2	1.71	24	20.51	60	51.28	2	1.71	117	100
4	Corporate Philanthropy & charity concern	34	29.06	18	15.38	9	7.69	23	19.66	29	24.79	4	3.42	117	100
5	Social progress & growth	7	5.98	23	19.66	7	5.98	28	23.93	48	41.03	4	3.42	117	100
6	Improving company's image	6	5.13	13	11.11	7	5.98	14	11.97	73	62.39	4	3.42	117	100
7	Global Market pressures	21	17.95	8	6.84	9	7.69	12	10.26	62	52.99	5	4.27	117	100

Amongst the factors which led to the need and emergence of CSR majority of the respondents opined that it was concern for workers improvement with 78 (66.67%),to a very great extent and 17 (14.53 %) to a moderate extent ,another major factor has been improving company's image as opined by 73(62.39%) to a very great extent and 14(11.97%) to a moderate extent, global market pressures and companys willingness to support the communities, poverty and issues of health and education are another major factors with 62(52.99%) ,60(51.28%) and 52(44.44%) to a very great extent category in the respective three areas.

**Graph : 16**



A striking feature noted is low response for the corporate philanthropy with only 29(24.97%) to a great extent and as many as 34(29.06%) in the not at all category showing a transition of companies from undertaking CSR activities with charity based or philanthropic approach to a better understanding and response of the social realities and role of business in demonstrating good behaviour as a corporate citizen by being sensitive to the stark social realities around and understanding the need of social performance of the company with rising standards and global market pressures.

**Table : 17 Corporate Social Responsibility initiative of company**

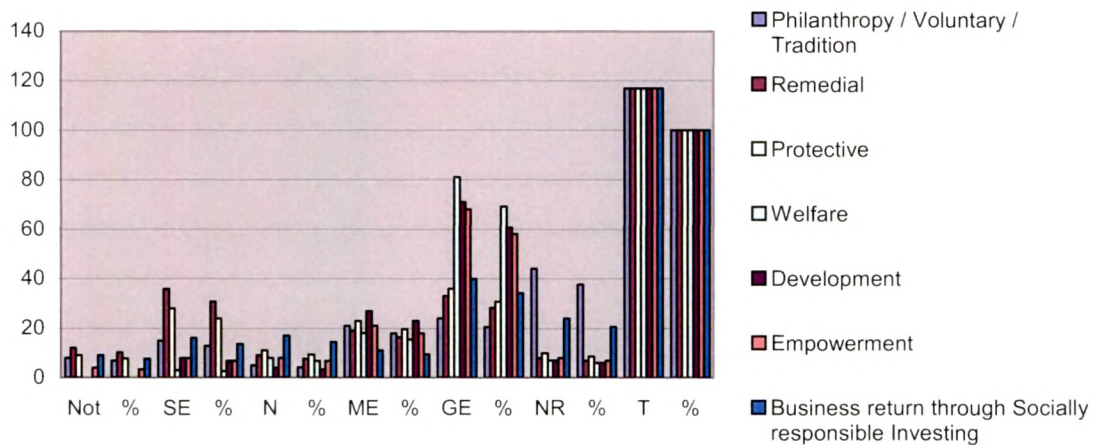
		Corporate Social Responsibility initiative in your company is attributed to													
		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Board of Directors	11	9.40	15	12.82	6	5.13	16	13.68	58	49.57	11	9.40	117	100
2	Top Management	4	3.42	7	5.98	6	5.13	20	17.09	68	58.12	12	10.26	117	100
3	Govt. Rules & Regulations	39	33.33	15	12.82	13	11.11	8	6.84	15	12.82	27	23.08	117	100
4	Professional staff	36	30.77	9	7.69	8	6.84	17	14.53	16	13.68	31	26.50	117	100



**Table : 18 Company’s guiding philosophy in rendering social services**

The Company’s guiding philosophy in rendering its social services has been															
		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Philanthropy / Voluntary / Tradition	8	6.84	15	12.82	5	4.27	21	17.95	24	20.51	44	37.61	117	100
2	Remedial	12	10.26	36	30.77	9	7.69	19	16.24	33	28.21	8	6.84	117	100
3	Protective	9	7.69	28	23.93	11	9.40	23	19.66	36	30.77	10	8.55	117	100
4	Welfare	0	0.00	3	2.56	8	6.84	18	15.38	81	69.23	7	5.98	117	100
5	Development	0	0.00	8	6.84	4	3.42	27	23.08	71	60.68	7	5.98	117	100
6	Empowerment	4	3.42	8	6.84	8	6.84	21	17.95	68	58.12	8	6.84	117	100
7	Business return through Socially responsible Investing	9	7.69	16	13.68	17	14.53	11	9.40	40	34.19	24	20.51	117	100

**Graph : 18**



The company's guiding philosophy behind CSR reveals a major trend in that it is less philanthropic, remedial and protective and more welfare, development and empowerment oriented. The responses clearly depict a major shift in that majority responded that guiding philosophy behind CSR was welfare with 81(69.23%) to a very great extent category and 18(15.38%) to a moderate category, followed by development with 71(60.68% ) to a very great extent category and 27(23.08%) to a moderate extent category and empowerment with 68(58.12%)to a very great extent and 18(15.38%) to a moderate extent category . Another positive response noted is 40(34.19%) have attributed CSR

guiding philosophy as business return through socially responsible investing. The no response category has been higher for philanthropy with 44(37.61%) and business returns through socially responsible investing with 24(20.51%)responses. Thus it is clearly observed that majority of the Industries have welfare, development and empowerment perspective while undertaking CSR.

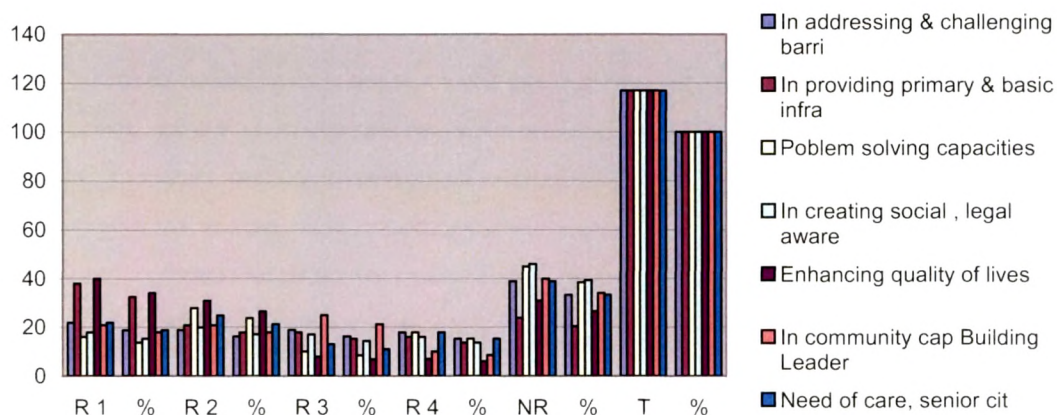
**Table : 19 Companies beliefs and CSR Programme**

Your company through its CSR Programme believes (Kindly Rank)		R 1	%	R 2	%	R 3	%	R 4	%	NR	%	T	%
1	In addressing & challenging barriers, in equalities & injustice that exist in society	22	18.80	19	16.24	19	16.24	18	15.38	39	33.33	117	100
2	In providing primary & basic infrastructure support for community development	38	32.48	21	17.95	18	15.38	16	13.68	24	20.51	117	100
3	Problem solving capacities	16	13.68	28	23.93	10	8.55	18	15.38	45	38.46	117	100
4	In creating social , legal awareness for human rights & empowerment	18	15.38	20	17.09	17	14.53	16	13.68	46	39.32	117	100
5	Enhancing quality of lives of the poor with ultimate goal of self reliance	40	34.19	31	26.50	8	6.84	7	5.98	31	26.50	117	100
6	In community capacity Building Leader ship participation & Development	21	17.95	21	17.95	25	21.37	10	8.55	40	34.19	117	100
7	Need of care for senior citizens persons with mental / physical disabilities, socio economic backward class	22	18.80	25	21.37	13	11.11	18	15.38	39	33.33	117	100

Majority of the industries through its CSR programme believe in enhancing quality of life with 40(34.19%) ,and providing primary and basic infrastructure facilities with 38(32.48%) respondents giving rank one,



**Graph : 19**

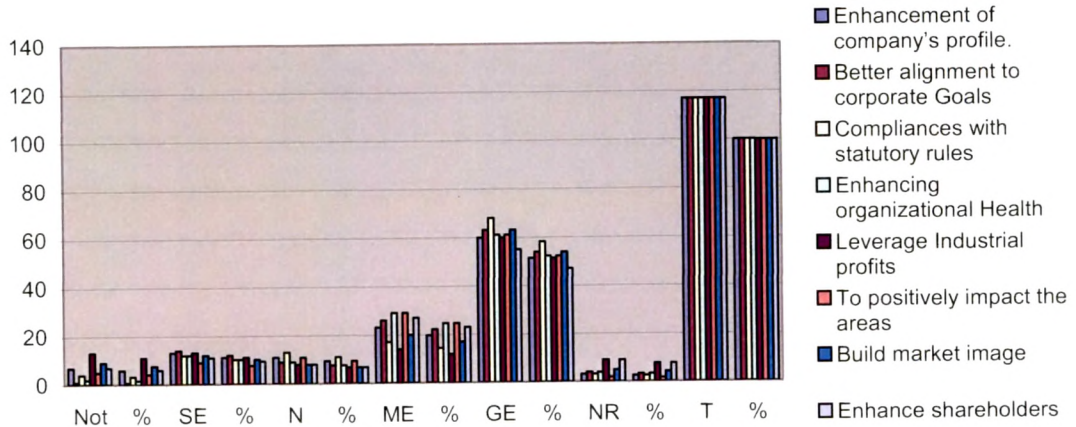


Followed by addressing challenging barriers and care of needy and senior citizen with 22(18.80%) and community capacity building with 21(17.95%) giving rank one .A mixed response was observed with responses in rank two three and four for various reasons .It is observed that the no response category is high as respondents did not give rank specified .

**Table : 20 Company’s goal in rendering contribution to society**

The basic goal of your company in rendering its contribution to society is		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Enhancement of company's profile.	7	5.98	13	11.11	11	9.40	23	19.66	60	51.28	3	2.56	117	100
2	Better alignment to corporate Goals	1	0.85	14	11.97	9	7.69	26	22.22	63	53.85	4	3.42	117	100
3	Compliances with statutory rules	4	3.42	12	10.26	13	11.11	17	14.53	68	58.12	3	2.56	117	100
4	Enhancing organizational Health	2	1.71	12	10.26	9	7.69	29	24.79	61	52.14	4	3.42	117	100
5	Leverage Industrial profits	13	11.11	13	11.11	8	6.84	14	11.97	60	51.28	9	7.69	117	100
6	To positively impact the areas	5	4.27	9	7.69	11	9.40	29	24.79	61	52.14	2	1.71	117	100
7	Build market image	9	7.69	12	10.26	8	6.84	20	17.09	63	53.85	5	4.27	117	100
8	Enhance shareholders values	7	5.98	11	9.40	8	6.84	27	23.08	55	47.01	9	7.69	117	100

**Graph : 20**



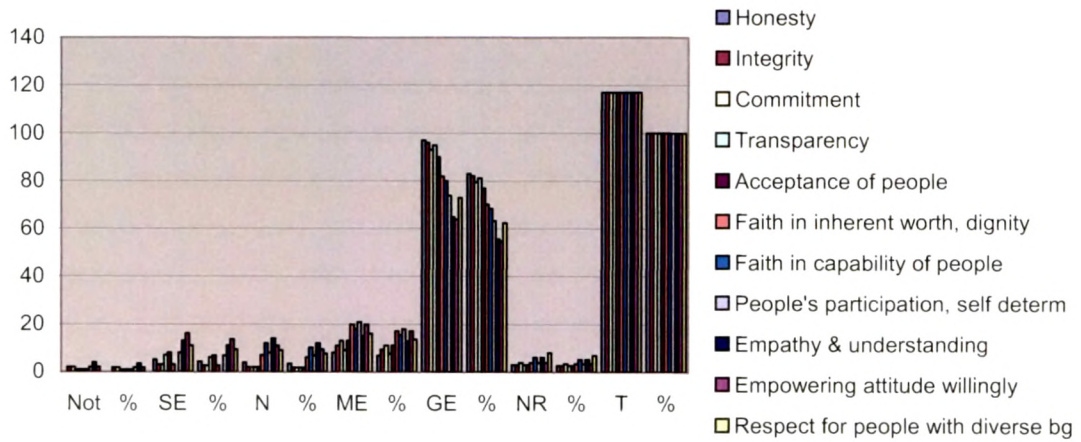
The table reveals different goals of the company with mixed responses in that majority of the respondents opined that the basic goal of the company in undertaking CSR activity is compliances with statutory rules with 68(58.12%)responding to a great extent and 17(14.53%) to a moderate extent followed by two major goals of better alignment with corporate goals and building market image with 63(53.85%)to a great extent in the both the categories and 26(22.22%) & 20(17.09%) to a moderate extent respectively. Other goals given equal weightage is enhancing organizational health & positively impacting the surrounding areas with 61(52.14%) to a great extent and 29(24.79%) to a moderate extent ,similarly enhancement of the company profile and leveraging industrial profits were also responded as major goals with 60(51.28%)responding to a very great extent in both the categories. and 23(19.66%)and 14(11.97%) to a moderate extent respectively.

**Table : 21 Company Values & CSR Practises**

To what extent the corporate upholds believes & practices the following values through its CSR PRACTISES		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Honesty	0	0.00	5	4.27	4	3.42	8	6.84	97	82.91	3	2.56	117	100
2	Integrity	2	1.71	3	2.56	2	1.71	11	9.40	96	82.05	3	2.56	117	100
3	Commitment	2	1.71	3	2.56	2	1.71	13	11.11	93	79.49	4	3.42	117	100
4	Transparency	1	0.85	7	5.98	2	1.71	9	7.69	95	81.20	3	2.56	117	100
5	Acceptance of people	1	0.85	8	6.84	2	1.71	13	11.11	90	76.92	3	2.56	117	100
6	Faith in inherent worth, dignity of people	1	0.85	3	2.56	7	5.98	20	17.09	82	70.09	4	3.42	117	100
7	Faith in capability of people for change and development	1	0.85	0	0.00	12	10.26	18	15.38	80	68.38	6	5.13	117	100
8	People's participation, self determination	2	1.71	8	6.84	8	6.84	21	17.95	74	63.25	4	3.42	117	100
9	Empathy & understanding for depressed group and class	4	3.42	13	11.11	14	11.97	15	12.82	65	55.56	6	5.13	117	100
10	Empowering attitude	2	1.71	16	13.68	11	9.40	20	17.09	64	54.70	4	3.42	117	100
11	Respect for people with diverse backgrounds	0	0.00	11	9.40	9	7.69	16	13.68	73	62.39	8	6.84	117	100

The table reveals a very high response for upholding values viz Honesty with 97(82.91%) to a very great extent followed by values like Integrity ,transparency, commitment, acceptance of people with 96(82.5%),95(81.20%), 93(79.49%)and 90(76.92%)responding to a very great extent respectively.

**Graph : 21**



Amongst other values upholds were faith in inherent worth and dignity of people with 82(70.09%) responding to a very great extent, faith in capability of people with 80(68.38%) responding to a very great extent, 74(63.25%) and 73(62.39%) respondents responded to values like people's participation and self determination and respect for people with diverse background to a very great extent respectively followed by values like empathy and understanding and empowerment with 65(55.56%) and 64(54.70%) responding to a very great extent respectively.

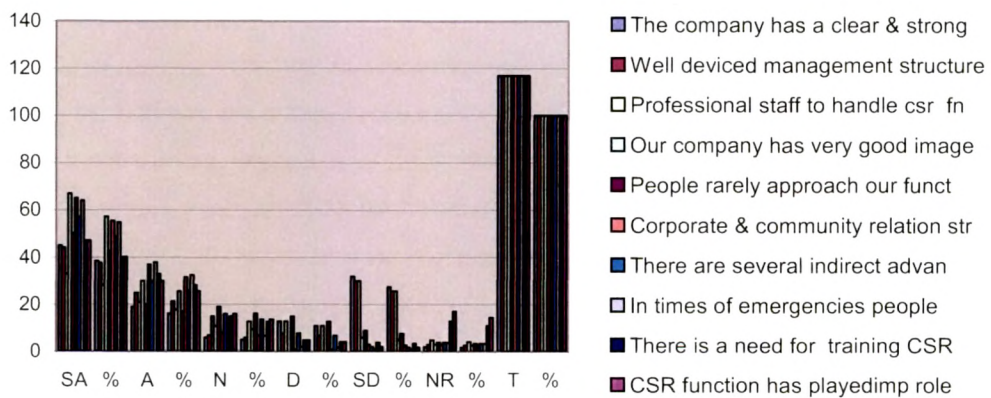
**Table : 22 Approach of the company towards corporate social responsibilities**

The approach of company with its social responsibilities is															
[1] Traditional : Yes 30 [ 25.64% ]															
[2] Modern : Yes 69 58.98%, No response 18 [15.38 ]															
		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	The company has a clear & strong guiding philosophy behind CSR	45	38.46	19	16.24	6	5.13	13	11.11	32	27.35	2	1.71	117	100
2	Well devised management structure & operation	44	37.61	25	21.37	7	5.98	8	6.84	30	25.64	3	2.56	117	100
3	Professional staff to handle CSR functions	33	28.21	21	17.95	15	12.82	13	11.11	30	25.64	5	4.27	117	100
4	Our company has very good image in workers community in near by villages	67	57.26	30	25.64	11	9.40	0	0.00	6	5.13	3	2.56	117	100
5	People rarely approach our functionaries to share there problems and difficulties	50	42.74	20	17.09	19	16.24	15	12.82	9	7.69	4	3.42	117	100
6	Corporate & community relation ships built over yrs. Have strengthen	65	55.56	37	31.62	8	6.84	1	0.85	3	2.56	3	2.56	117	100



		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
7	There are several indirect advantages to the company due to CSR functions	57	48.72	30	25.64	16	13.68	8	6.84	2	1.71	4	3.42	117	100
8	In times of emergencies people look forward for industrial response.	64	54.70	38	32.48	8	6.84	2	1.71	1	0.85	4	3.42	117	100
9	There is a need for adequate training component for CSR	47	40.17	33	28.21	15	12.82	5	4.27	4	3.42	13	11.11	117	100
10	CSR function has in our company has played & important roll in building corporate image	47	40.17	30	25.64	16	13.68	5	4.27	2	1.71	17	14.53	117	100

**Graph : 22**



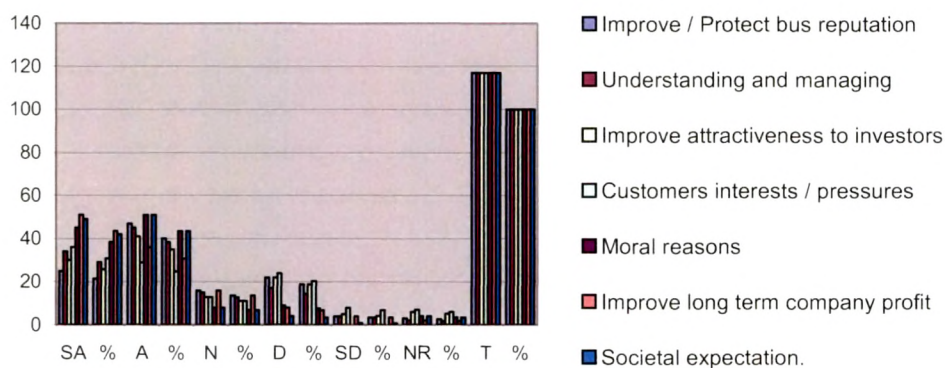
As far as approach of the company for CSR is concerned 30(25.64%) responded that it is traditional and majority of them responded that it is modern with 69(8.98%) about 18(15.38%)gave no response.

With respect to various factors it can be revealed that majority of the companies responded to the statements with 67(57.26%) and 30(25.64%)strongly agreeing and agreeing that the company has a very good image, 65(55.56%)and 37(31.62%) strongly agreeing and agreeing that corporate and community relations over the years strengthened,64(54.70%)and 38(32.48%) strongly agreeing and agreeing that in times of emergencies people look forward for corporate level support ,57(48.72%) and 30(25.64%) strongly agreeing and agreeing that there are several indirect advantages, almost 50(42.74%)and 20(17.09%) strongly agreed and agreed that poled rarely approach our functionaries with their problems revealing poor participation of the people in the programme, about 47(40.17%) strongly agreed that CSR function has played an important role and there is need for training in CSR and about 30(25.64%)and 33(28.21%)agreeing to the respective statements, about 45(38.46%) and 19(16.24%) strongly agreeing and agreeing that the company has clear and strong philosophy for CSR, whereas almost 32(27.35%)strongly disagreed to the statement. and about 44(37.61%)and 25(21.37%) strongly agreed and agreed that companies have a well devised management structure for CSR whereas almost 30(25.64%)strongly disagreed . Only 33(28.21%)and 21(17.95%) strongly agreed and agreed that their companies have professional staff to handle CSR functions whereas 30(25.64%) strongly disagreed. Thus it can be inferred that areas of improvement are in helping companies have clear CSR philosophy and policy, a proper management structure and professional staff to discharge the functions.

**Table : 23 Motivational factors for corporate involvement in social responsibility.**

In your opinion what are the factors, which has motivated your company for involvement in Social Responsibility.															
what are the factors which has motivated your company for CSR	SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%	
1 Improve / Protect business reputation	25	21.37	47	40.17	16	13.68	22	18.80	4	3.42	3	2.56	117	100	
2 Understanding and managing business risk and attracting and retaining motivated employees	34	29.06	45	38.46	15	12.82	17	14.53	4	3.42	2	1.71	117	100	
3 Improve attractiveness to investors	30	25.64	41	35.04	13	11.11	22	18.80	5	4.27	6	5.13	117	100	
4 Customers interests / pressures	36	30.77	29	24.79	13	11.11	24	20.51	8	6.84	7	5.98	117	100	
5 Moral reasons	45	38.46	51	43.59	8	6.84	9	7.69	0	0.00	4	3.42	117	100	
6 Improve long term company profit	51	43.59	36	30.77	16	13.68	8	6.84	4	3.42	2	1.71	117	100	
7 Societal expectation.	49	41.88	51	43.59	8	6.84	4	3.42	1	0.85	4	3.42	117	100	

**Graph : 23**



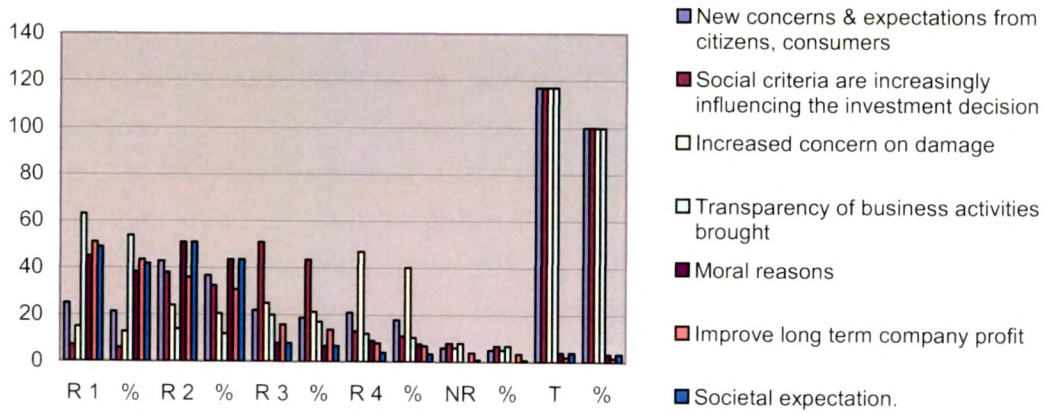


Amongst the major factors which has motivated the companies to undertake CSR activities are improving long term company profit with 51(43.59%) strongly agreeing and 36(30.77%) agreeing to the statement followed by societal expectation with 49(41.88%)and 51(43.59%) in the strongly agreed and agreed category, other factors included moral reasons with 45(38.46%)and 29(24.79%) in the respective categories, factors like customers interest & pressures, improving attractiveness to investors and understanding and managing business risk have been attributed 36(30.77%)and 29(24.79%),30(25.64%)and 41(35.04%) and 34(29.06%) and 45(38.46%)in the strongly agreed and agreed category of the respective three factors however 24(20.51%)22(18.80%) and 17(14.53%) strongly disagreed to these respective factors . About 25(21.37%)and 47(40.17%) strongly agreed and agreed that it is also to improve /protect business reputation whereas almost 22(18.80%) disagreed.

**Table : 24 Factors driving move towards Corporate Responsibility**

In your opinion what are the factors driving the move towards CSR (Kindly Rank)													
		R 1	%	R 2	%	R 3	%	R 4	%	NR	%	T	%
1	New concerns & expectations from citizens, consumers, public authorities & investors	25	21.37	43	36.75	22	18.80	21	17.95	6	5.13	117	100
2	Social criteria are increasingly influencing the investment decision	7	5.98	38	32.48	51	43.59	13	11.11	8	6.84	117	100
3	Increased concern about the damage cost by economic activity to social & physical environment	15	12.82	24	20.51	25	21.37	47	40.17	6	5.13	117	100
4	Transparency of business activities brought about by media and modern communication technology	63	53.85	14	11.97	20	17.09	12	10.26	8	6.84	117	100

**Graph : 24**

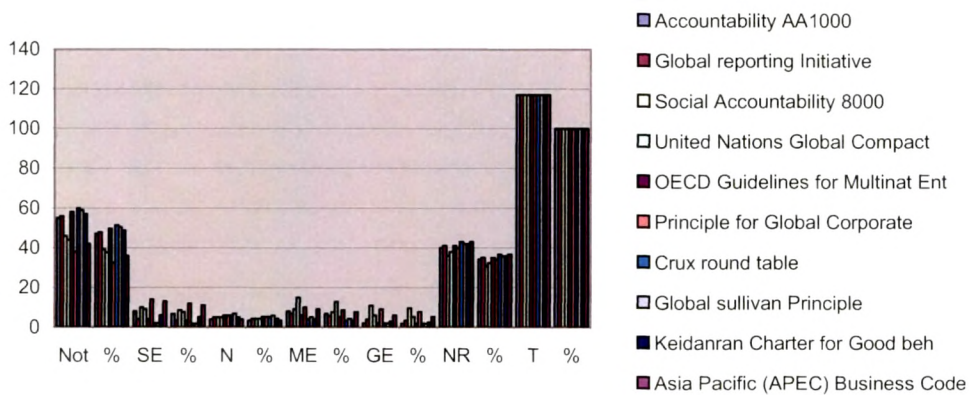


The table reveals the factors driving the move towards CSR in that majority of the respondents i.e.63(53.85%) gave 1st rank to transparency of business, followed by new concerns & expectations from citizens, consumers with 25 (21.37%), increase concern on the damage caused to the environment with 15(12.82%) giving 1st rank and social criteria influencing the investment decision with 7(5.98%) giving 1st rank. A horizontal rankwise analysis reveals that transparency of business and new concerns & expectations from citizens and consumers have been ranked as first 63(53.85%) and second 43(36.75%), factors driving the move towards CSR. However majority of the respondents have given rank three 51(43.59%) to social criteria increasingly influencing business and majority have given rank four 47(40.17%) increased concern over damage caused to the environment and society by industries.

**Table : 25 Awareness on external standards in CSR**

Are you AWARE of the following external standards in CSR. Kindly state yes in case your company has adopted any/planning to adopt		Not		SE		N		ME		GE		NR		T	
			%		%		%		%		%		%		%
1	Accountability AA1000	55	47.01	8	6.84	4	3.42	8	6.84	2	1.71	40	34.19	117	100
2	Global reporting Initiative	56	47.86	4	3.42	5	4.27	7	5.98	4	3.42	41	35.04	117	100
3	Social Accountability 8000	46	39.32	10	8.55	5	4.27	9	7.69	11	9.40	36	30.77	117	100
4	United Nations Global Compact	44	37.61	9	7.69	5	4.27	15	12.82	6	5.13	38	32.48	117	100
5	OECD Guidelines for Multination Enterprise	58	49.57	4	3.42	6	5.13	6	5.13	2	1.71	41	35.04	117	100
6	Principle for Global Corporate responsibility	38	32.48	14	11.97	6	5.13	10	8.55	9	7.69	40	34.19	117	100
7	Caux round table	60	51.28	2	1.71	6	5.13	4	3.42	2	1.71	43	36.75	117	100
8	Global Sullivan Principle	59	50.43	2	1.71	7	5.98	5	4.27	2	1.71	42	35.90	117	100
9	Keidanran Charter for Good corporate behaviour	57	48.72	6	5.13	5	4.27	4	3.42	3	2.56	42	35.90	117	100
10	Asia Pacific (APEC) Business Code	42	35.90	13	11.11	4	3.42	9	7.69	6	5.13	43	36.75	117	100

**Graph : 25**



It is glaring to note that majority of the respondents showed very low awareness on CSR standards with an average of 51.5% not aware about the various standard in CSR about and 40-42% did not respond due to the same. Amongst the various standards majority of the respondents were aware about Social accountability SA 8000 with 11(9.40%)to a great extent and 9(7.69%) to a moderate extent followed by extent of awareness on Principles for Global Corporate behaviour with 9(7.69%) to a great extent and 10(8.55%)to a moderate extent, united nations global compact with 6(5.13%) to a great extent and 15(12.82%) to a moderate extent and Asia pacific business code with 6(5.13%) to a great extent and 9(7.69%) to a moderate extent amongst others to follow are global reporting initiative with 4(3.42%) aware to a great extent and 7(5.98%) aware to a moderate extent. Awareness about other standards such as OECD guidelines for Multinational enterprises, Caux round table, global sullivan principles, keidanran charter for good behaviour etc was minimal.

**Table : 26 Corporate ISO Certification**

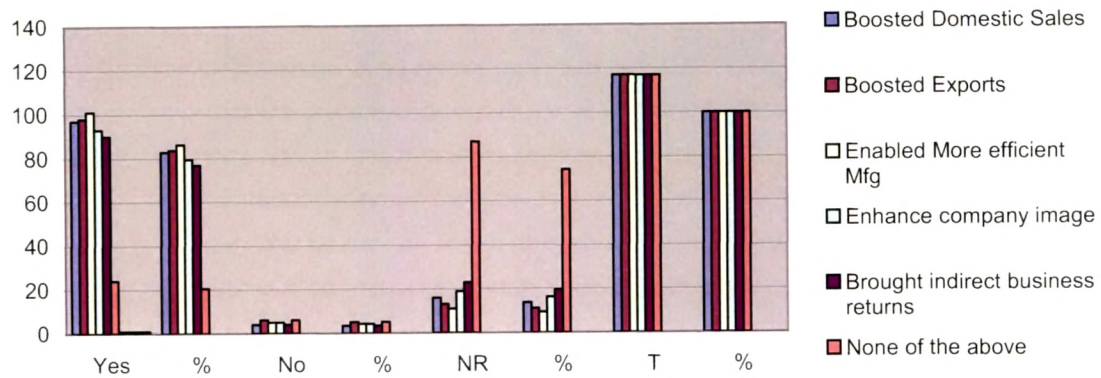
**Have you obtained ISO 9000,14000 etc Yes 49 [41.88] / No 8 [6.8 ], NR 60 [51.28%]**

The table reveals that 49(41.88%) industries had obtained ISO standards however almost 60(51.28%) did not respond and only 8(6.8%) did not have ISO standards, the higher rate of no response revealed the company's unwillingness to share the information

**Table : 27 Advantages / Benefits of ISO Standards**

Do you feel that the adoption of above standards have		Yes	%	No	%	NR	%	T	%
1	Boosted Domestic Sales	97	82.91	4	3.42	16	13.68	117	100
2	Boosted Exports	98	83.76	6	5.13	13	11.11	117	100
3	Enabled More efficient Mfg	101	86.32	5	4.27	11	9.40	117	100
4	Enhance company image	93	79.49	5	4.27	19	16.24	117	100
5	Brought indirect business returns	90	76.92	4	3.42	23	19.66	117	100
6	None of the above	24	20.51	6	5.13	87	74.36	117	100

**Graph : 27**



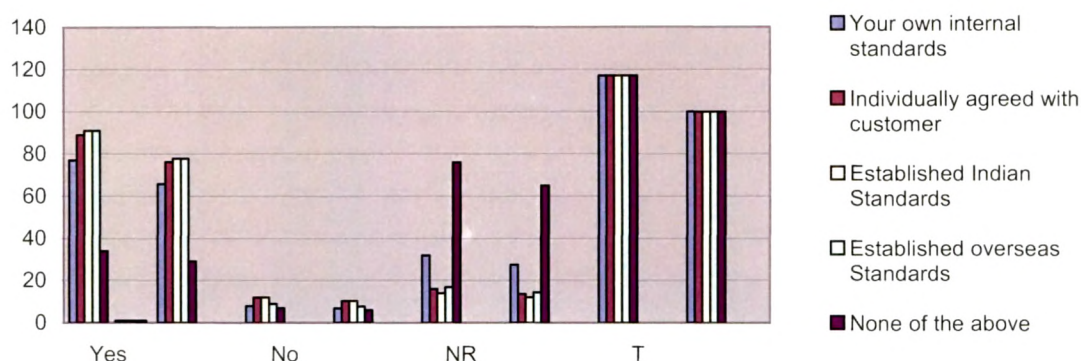
The table reveals that the respondents have given positive response on the advantages that a company has through adoption of various ISO standards in that majority of the respondents 101(86.32%)opined that it has enabled more efficient manufacturing , followed by boost in exports and domestic sales with 98(83.76%) and 97(82.91%), amongst other important factors were enhancement of company's image 93(79.49%),and indirect business returns with 90(76.92%),the negative responses were to the extent of an average of 4(3.42%) , the no response category varied from 11(9.40%)to 23(19.66%).



**Table : 28 Corporate Quality Assurance Standards**

Your Quality Assurance Standards are		Yes	No	NR	T				
1	Your own internal standards	77	65.81	8	6.84	32	27.35	117	100
2	Individually agreed with customer	89	76.07	12	10.26	16	13.68	117	100
3	Established Indian Standards	91	77.78	12	10.26	14	11.97	117	100
4	Established overseas Standards	91	77.78	9	7.69	17	14.53	117	100
5	None of the above	34	29.06	7	5.98	76	64.96	117	100

**Graph : 28**

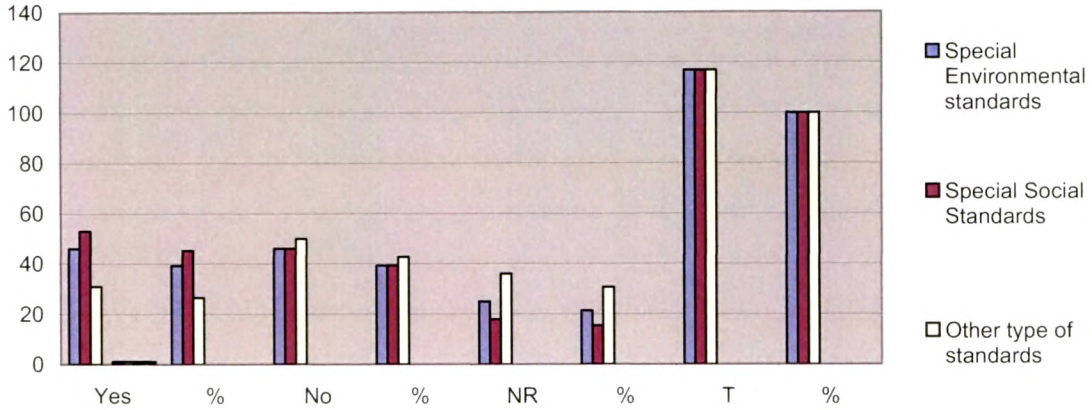


The quality assurance standards adopted by the company are in majority of the companies established Indian standards with 91(77.78%) and international standards 91(77.78%) followed by standards individually agreed with the customers with 89(76.07%) whereas other standards than those mentioned in the table amounted to 34(29.06%).The rate of no response was high.

**Table : 29 Pressures on Corporate from Buyers**

If you are exporting, have you buyers insisted or pressured you to adopt		Yes	%	No	%	NR	%	T	%
1	Special Environmental standards	46	39.32	46	39.32	25	21.37	117	100
2	Special Social Standards	53	45.30	46	39.32	18	15.38	117	100
3	Other type of standards	31	26.50	50	42.74	36	30.77	117	100

**Graph : 29**

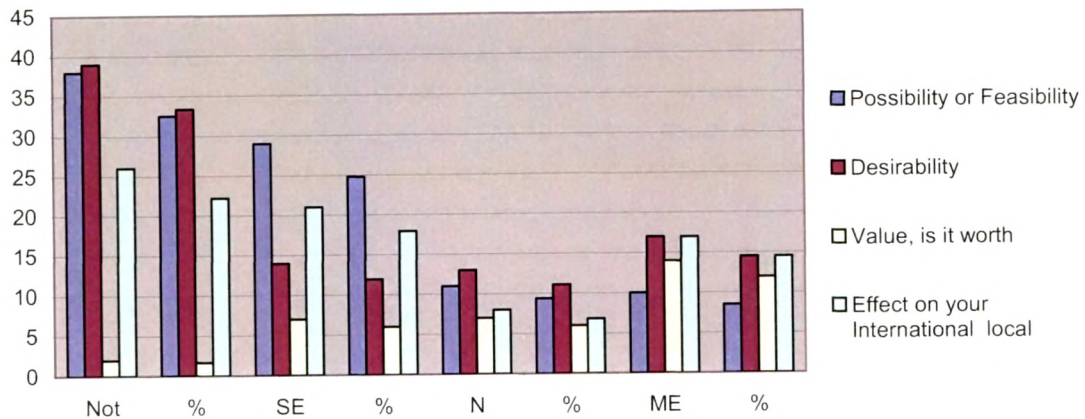


The table depicts to what extent the buyers insist or pressurize industries for adoption of various standards, in that majority of them insist on special social standards with 53(45.30%)responding yes and about 46(39.32%) responding no and special environmental standards with 46(39.32%) responding yes and an equal number responding no and others type of standards with 31(26.50%)responding yes and about 50(42.74%)responding no.

**Table : 30 Corporate views on need to draw CSR Code**

<b>Especially after the recent financial scandals (eg.Enron, Arthur Anderson ) and revelations that MNC'S were getting products made in sweatshop there is a need to draw CSR Code . with respect to the above please comment on the following if applicable</b>									
		Not	%	SE	%	N	%	ME	%
1	Possibility or Feasibility	38	32.48	29	24.79	11	9.40	10	8.55
2	Desirability	39	33.33	14	11.97	13	11.11	17	14.53
3	Value, is it worth	2	1.71	7	5.98	7	5.98	14	11.97
4	Effect on your International local competitiveness	26	22.22	21	17.95	8	6.84	17	14.53

**Graph : 30**



With respect to drawing CSR code and the extent of its possibility/ feasibility, desirability and value whether it is worth it can be noted that there are mixed responses with almost 10(8.55%) &9(7.69%)responding that it is feasible to a moderate and great extent however majority almost 38(32.48%) responded that it is not feasible and 29(24.79%) responded that it is feasible to some extent ,11(9.40%) gave neutral responses and about 20(17.09%) did not respond.

As far as the desirability is concerned 17(14.53%) &14(11.97%)responded to a moderate and great extent however majority almost 39(33.33%) responded that it is not feasible and 14(11.97%) responded that it is feasible to some extent ,13(11.11%) gave neutral responses and about 20(17.09%) did not respond.

A striking response is noted for the value of CSR code and its worth, with majority 66(56.41%) responding to a great extent and 14(11.97%) responding to a moderate extent ,responses in the other category are very low , and about 21(17.95%) did not respond.

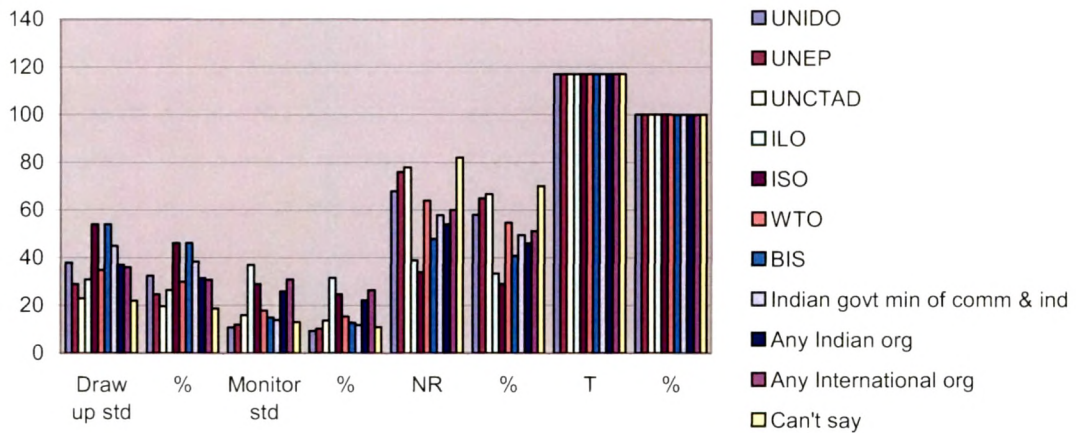
As far as the effect of CSR code on the international and local competitiveness of the industry is concerned majority of them did not respond with 39(33.33%) followed by response in the not at all category with 26(22.22%) ,about 21(17.95%)responded to some extent , 8(6.84%) gave neutral; responses, however 17(14.53%)and 6(5.13%) responded to a moderate and a great extent respectively.



**Table : 31 Corporate views on Agency best suited to draw & monitor CSR Standards**

If a common CSR code is to be drawn up, which agency do you feel is best suited to draw & monitor CSR Standards		Draw up std	%	Monitor std	%	NR	%	T	%
1	UNIDO	38	32.47	11	9.40	68	58.11	117	100
2	UNEP	29	24.78	12	10.25	76	64.95	117	100
3	UNCTAD	23	19.65	16	13.67	78	66.66	117	100
4	ILO	31	26.49	37	31.62	39	33.33	117	100
5	ISO	54	46.15	29	24.78	34	29.05	117	100
6	WTO	35	29.91	18	15.38	64	54.70	117	100
7	BIS	54	46.15	15	12.82	48	41.02	117	100
8	Indian govt ministry of commerce and industry	45	38.46	14	11.96	58	49.57	117	100
9	Any Indian org	37	31.62	26	22.22	54	46.15	117	100
10	Any International org	36	30.76	31	26.49	60	51.28	117	100
11	Can't say	22	18.80	13	11.11	82	70.08	117	100

**Graph : 31**



The above table reflects the opinion of the respondents with respect to which agency is best suited to draw the CSR code and monitor the CSR code in that majority of the respondents opined that International Organization for Standardization (ISO) and Bureau of Indian Standards (BIS) were best suited to draw the standards with 54(46.15%), followed by Indian Govt ministry of commerce and Industries with 45(38.46%) amongst others were United Nations Industrial Development Organization (UNIDO) with 38(32.47%) ,any Indian and any international organization with 37(31.62%) and

36(30.76%), World Trade Organization with 35(29.91%) and International Labour Organization with 31(26.49%).

With respect to monitoring the standards majority of the respondents opined International Labour Organisation with 37(31.62%) followed by any international organization 31(26.49%) and International Organisation for Standardization with 29(24.78%) ,any Indian organization with 26(22.22%) and World Trade Organisation with 18(15.38%) amongst others were United Nations Cooperation for trade and industries (UNCTAD),Bureau of Indian Standards with 15(12.82%),Indian govt min of commerce & industry with 14(11.96%)and others viz. UNEP, UNIDO etc. Thus a clear difference was observed between the agencies suggested for drawing the standards and those for monitoring the standards.

### 31.A TESTING OF HYPOTHESIS USING PAIRED 'T' TEST

Null Hypothesis [ H1 ] : There is no significant difference between the drawup standard & monitor standards.

Alternate hypothesis [ K1 ] : There is a significant difference between the drawup standard & monitor standards

Sr. No.		Draw up std	Monitor std	Difference
1	UNIDO	23	6	17
2	UNEP	14	7	7
3	UNCTAD	8	11	-3
4	ILO	26	32	-6
5	ISO	39	24	15
6	WTO	20	13	7
7	BIS	39	10	29
8	Indian govt min of comm & ind	30	9	21
9	Any Indian org	22	21	1
10	Any International org	21	16	5

Total no. of parameters = n = 10

Average Draw up std : 24.2 Monitor std : 14.9

D' Bar = -9.3 [Average Difference obtained]

S = 11.05591 [Sample standard deviation]

' t ' Calculated = 2.66 ' & ' t ' Tabulated = 2.228

Level of Significance = 5 % '= Alpha value

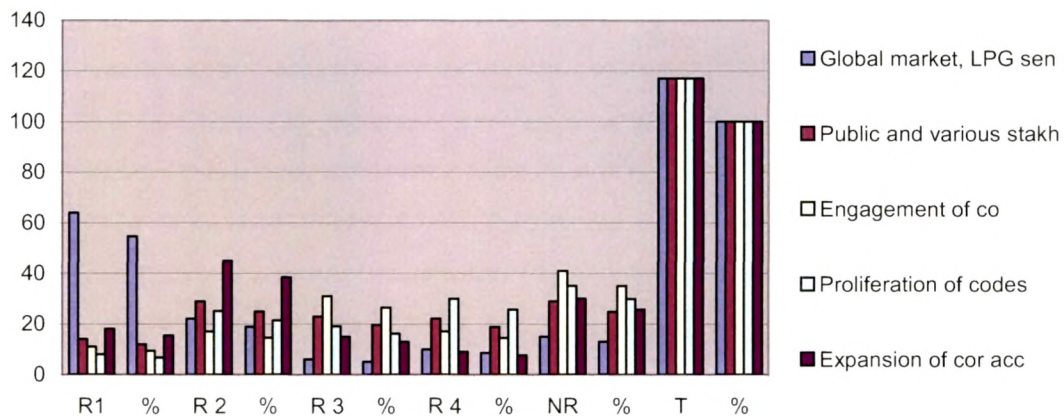
**Findings** : Since, ' t ' Calculated value is > the ' t ' tabulated value, at 5 % level of the Null Hypothesis [ H1 ] & find that. There is significant difference between drawup the standard and monitor the standard.

The responses received for drawup standards are significantly higher than that for monitoring them. BIS, ISO, UNIDO & Indian govt may be given priority for concentrating on monitoring the standards. For ILO & UNCTAD, monitoring is stronger as compared with drawing up the standard.

**Table : 32**      **Opinion on key developments for growing importance to CSR**

According to your opinion to what extent the following key developments can be attributed for growing importance to CSR by corporate													
		R1	%	R 2	%	R 3	%	R 4	%	NR	%	T	%
1	Global market, LPG scenario	64	54.70	22	18.80	6	5.13	10	8.55	15	12.82	117	100
2	Public and various stakeholders have more expectation from business	14	11.97	29	24.79	23	19.66	22	18.80	29	24.79	117	100
3	Engagement of corporate with different stakeholders	11	9.40	17	14.53	31	26.50	17	14.53	41	35.04	117	100
4	Proliferation of codes, std. And guidelines in CSR	8	6.84	25	21.37	19	16.24	30	25.64	35	29.91	117	100
5	Expansion of corporate accountability through out value chain	18	15.38	45	38.46	15	12.82	9	7.69	30	25.64	117	100

**Graph : 32**



The table reveals the extent to which the above mentioned key developments can be attributed for growing importance to CSR by corporate in that Global market and LPG scenario have been given

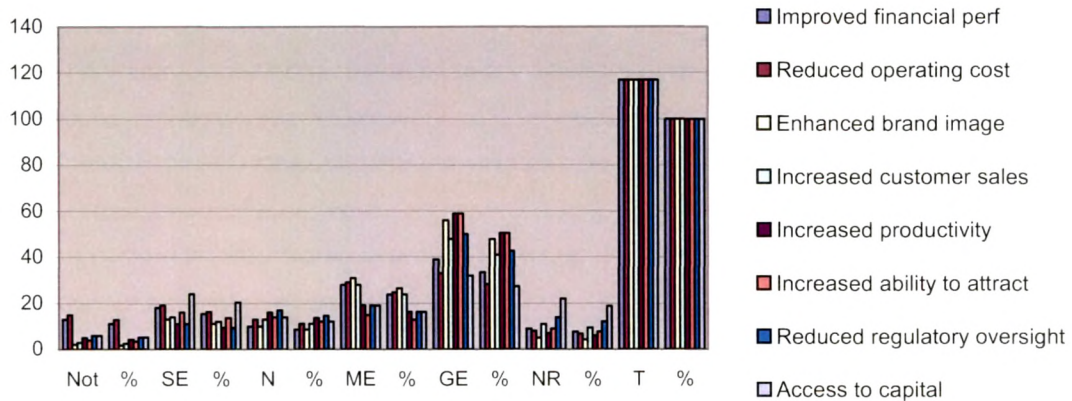
rank one and rank two by majority of the respondents with 64(54.70%) and 22(18.80%), expectations of public and various stakeholders has been given rank two and rank three with 29(24.79%) and 23(19.66%), engagement of corporate with different stakeholders has been given rank three by majority with 31(26.50%), proliferation of codes have been given rank four by majority 30(25.64%) followed by rank with 25(21.37%), expansion of corporate accountability throughout the value chain has been given rank two with 45(38.46%), followed by rank one with 18(15.38%), however in all global market pressures and LPG scenario have been given the highest rank.

**Table : 33 Rating of bottom line benefits of socially responsible corporate performance**

How do you rate the following bottom line benefits of socially responsible corporate performance?															
		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Improved financial performance	13	11.11	18	15.38	10	8.55	28	23.93	39	33.33	9	7.69	117	100
2	Reduced operating cost	15	12.82	19	16.24	13	11.11	29	24.79	33	28.21	8	6.84	117	100
3	Enhanced brand image & reputation	2	1.71	13	11.11	10	8.55	31	26.50	56	47.86	5	4.27	117	100
4	Increased sales & customer royalty	3	2.56	14	11.97	13	11.11	28	23.93	48	41.03	11	9.40	117	100
5	Increased productivity & Quality	5	4.27	11	9.40	16	13.68	19	16.24	59	50.43	7	5.98	117	100
6	Increased ability to attract & retain employees	4	3.42	16	13.68	14	11.97	15	12.82	59	50.43	9	7.69	117	100
7	Reduced regulatory oversight	6	5.13	11	9.40	17	14.53	19	16.24	50	42.74	14	11.97	117	100
8	Access to capital	6	5.13	24	20.51	14	11.97	19	16.24	32	27.35	22	18.80	117	100



**Graph : 33**

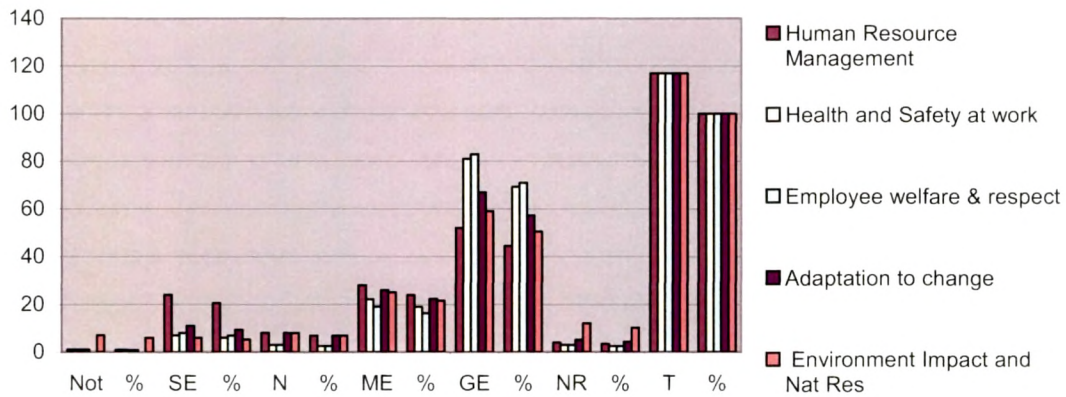


The table reveals the ratings of respondents on the bottom line benefits of CSR in that majority have opined increased productivity and increased ability to attract customers with 59(50.43%) responding to a great extent in both the categories & 19(16.24%) and 15(12.82%) in the moderate extent category respectively followed by enhanced brand image with 56(47.86%) to a great extent and almost 31(26.50%) to a moderate extent, reduced regulatory oversights with 50(42.74%) and 19(16.24%) to a moderate extent and increased customer sales with 48(41.03%) in the great extent category and 28(23.93%) in the moderate extent category followed by improved financial performance with 39(33.33%) to a great extent category and 28(23.93%) in the moderate extent category, reduced operating cost with 33(28.21%) and 29(24.79%) and access to capital with 32(27.35%) & (16.24%) in the great and moderate extent respectively. The responses in to some extent category varied from 11(9.40%) as minimum to 19(16.24%) as maximum, the responses in the not at all and no response category were minimal.

**Table : 34.1 Focus of CSR function of Company**

The focus of CSR in your company is		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
<b>Internal Dimension</b>															
1	Human Resource Management	1	0.85	24	20.51	8	6.84	28	23.93	52	44.44	4	3.42	117	100
2	Health and Safety at work	1	0.85	7	5.98	3	2.56	22	18.80	81	69.23	3	2.56	117	100
3	Employee welfare & respect	1	0.85	8	6.84	3	2.56	19	16.24	83	70.94	3	2.56	117	100
4	Adaptation to change	0	0.00	11	9.40	8	6.84	26	22.22	67	57.26	5	4.27	117	100
5	Management of Environment Impact and Natural Resource	7	5.98	6	5.13	8	6.84	25	21.37	59	50.43	12	10.26	117	100

**Graph : 34.1**



The above table shows the focus of CSR in the company's in that it can be observed that majority of them have a greater focus on internal dimensions and comparatively less focus on the external dimensions with the explanation emerging from the above table

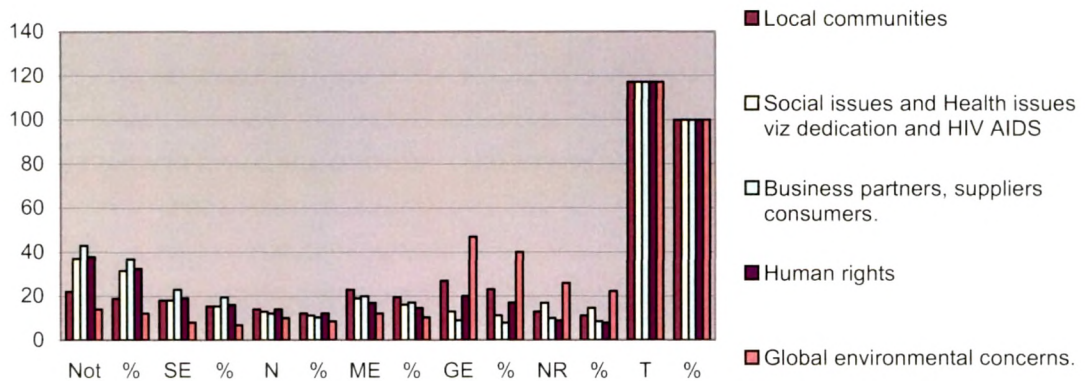
The focus of CSR function in the company has been studied with the internal and external dimension through a set of parameters a company gives weight age to .Amongst the internal dimension

CSR focus has been as stated by majority of the respondents on employee welfare and respect with 83(70.94%) responding to a great extent and 19(16.24%) and 8(6.84%) in the moderate and some extent category, followed by health and safety at work with 81(69.23%) responding to a great extent and 22(18.80%) and 7(5.98%) in the moderate and some extent category, adaptation to change with 67(57.26 %) responding to a great extent and 26(22.22%) and 11(9.40%) in the moderate and some extent category management of environmental impact and natural resources with 59(50.43 %) responding to a great extent and 25(21.37%) and 6(5.13%) in the moderate and some extent category and human resource management with 52(44.44 %) responding to a great extent and 28(23.93%) and 24(20.51%) in the moderate and some extent category. Responses in the not at all and no response category were minimal.

**Table : 34.2 Focus of CSR function of Company**

<b>External Dimension</b>															
		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Local communities	22	18.80	18	15.38	14	11.97	23	19.66	27	23.08	13	11.11	117	100
2	Social issues and Health issues viz dedication and HIV AIDS	37	31.62	18	15.38	13	11.11	19	16.24	13	11.11	17	14.53	117	100
3	Business partners, suppliers consumers.	43	36.75	23	19.66	12	10.26	20	17.09	9	7.69	10	8.55	117	100
4	Human rights	38	32.48	19	16.24	14	11.97	17	14.53	20	17.09	9	7.69	117	100
5	Global environmental concerns.	14	11.97	8	6.84	10	8.55	12	10.26	47	40.17	26	22.22	117	100

**Graph : 34.2**



As far as the external dimension is concerned majority of the respondent opined that the focus of CSR in their industries is on global environmental concerns with 47(40.17%)in the great extent category and 12(10.26%) and 8(6.84%)in the moderate and some extent category, followed by focus on local communities with 27(23.08%)in the great extent category and 23(19.66%) and 18(15.38%) in the moderate and some extent category ,human rights issues with 20(17.09%)in the great extent category and 17(14.53%) and 19(16.24%) in the moderate and some extent category, social issues and health issues viz de-addiction and HIV/AIDS issues with 13(11.11%)in the great extent category and 19(16.24%) and 18(15.38%) in the moderate and some extent category, Business partners, suppliers consumers with 9(7.69%)in the great extent category and 20(17.09%) and 23(19.66%) in the moderate and some extent category.

**Table : 35 Opinion on corporate social responsibility & business**

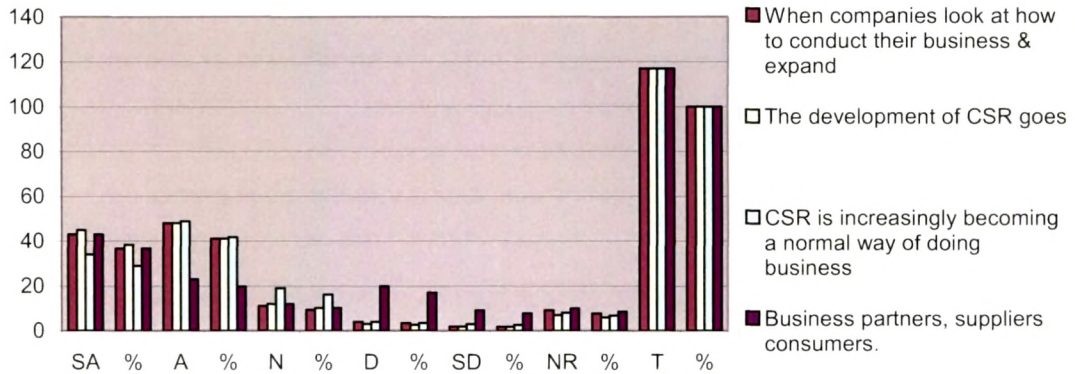
Kindly respond to the following statement as perceived by you															
		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	When companies look at how to conduct their business & expand it more company strategists look beyond shareholders to a broader vision of stakeholder corporation	43	36.75	48	41.03	11	9.40	4	3.42	2	1.71	9	7.69	117	100
2	The development of CSR goes beyond strict legal obligations that companies have to comply with	45	38.46	48	41.03	12	10.26	3	2.56	2	1.71	7	5.98	117	100
3	CSR is increasingly becoming a normal way of doing business & often an asset rather than exceptional additional constraint	34	29.06	49	41.88	19	16.24	4	3.42	3	2.56	8	6.84	117	100

As observed in the table majority of the respondents strongly agreed and agreed with 43(36.75%) and 48(41.03%) in the respective categories to the statement that when companies look at how to conduct their business and expand it more and more company strategists look beyond



shareholders to a broader vision of stakeholders corporation. About 11(9.40%) gave neutral response,9(7.69%) did not respond however a very minor proportion disagreed and strongly disagreed to the statement with 4(3.42%)and 2(1.71%) in the respective categories.

**Graph : 35**



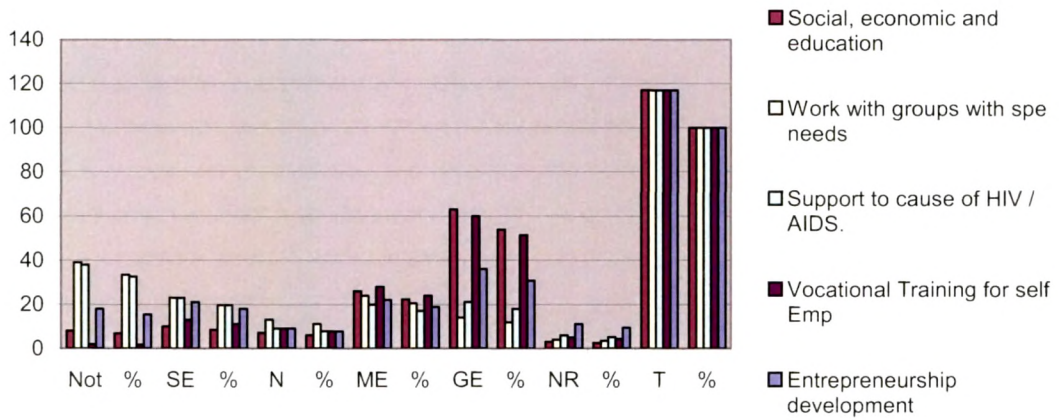
With reference to the response on the statement “The development of CSR goes beyond strict legal obligations that companies have to comply with majority of the respondents strongly agreed and agreed with 45(38.46%) and 48(41.03%) in the respective categories to the statement About 12(10.26%) gave neutral response,7(5.98%) did not respond however a very minor proportion disagreed and strongly disagreed to the statement with 3(2.56%)and 2(1.71%) in the respective categories.

With reference to the response on the statement CSR is increasingly becoming a normal way of doing business and often an asset rather than an exceptional additional constraint majority of the respondents strongly agreed and agreed with 34(29.06%) and 49(41.88%) in the respective categories About 19(16.24%) gave neutral response,8(6.24%) did not respond however a very minor proportion disagreed and strongly disagreed to the statement with 4(3.42%)and 3(2.56%) in the respective categories

**Table : 36 Company Focus for CSR in the future**

In which areas do you think your company shall focus for CSR in the future.		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Social, economic and education enhancement of community	8	6.84	10	8.55	7	5.98	26	22.22	63	53.85	3	2.56	117	100
2	Working with groups with special needs like physically & mentally handicapped	39	33.33	23	19.66	13	11.11	24	20.51	14	11.97	4	3.42	117	100
3	Support to cause of HIV / AIDS.	38	32.48	23	19.66	9	7.69	20	17.09	21	17.95	6	5.13	117	100
4	Vocational Training for self Employment	2	1.71	13	11.11	9	7.69	28	23.93	60	51.28	5	4.27	117	100
5	Entrepreneurship development	18	15.38	21	17.95	9	7.69	22	18.80	36	30.77	11	9.40	117	100

**Graph : 36**



The table reflects the areas company shall focus with respect to CSR in that majority of the respondents responded social, economic and educational enhancement with 63(53.85%) to a great extent category, 26(22.22%) to a moderate extent category and 10(8.55%) to some extent category, about 8(6.84%) responded in the not at all category, about 7(5.98%) gave neutral responses and 3(2.46%) did not respond at all. The next category opined by the respondents for future areas of CSR are vocational training for self employment. with 60(51.28 %) to a great extent category, 28(23.3%) to a moderate extent category and 13(11.11%) to some extent category, about 2(1.71%) responded in the not at all category. about 9(7.69%) gave neutral responses and 5(4.27%) did not respond at all. Entrepreneurship development emerged to be another future areas for CSR in that majority of the respondents with 36(30.77%) responded to a great extent category 22(18.80%) to a moderate extent category and 21(17.95%) to some extent category, about 18(15.38%) responded in the not at all category about 9(7.69%) gave neutral responses and 11(9.40%) did not respond at all. Amongst other areas were support to the cause of HIV/AIDS with 21(17.95 %) to a great extent category, 20(17.09%) to a moderate extent category and 23(19.66%) to some extent category, however it is striking to note that about 38(32.48%) responded in the not at all category. about 9(7.69%) gave neutral responses and 6(5.13%) did not respond at all.

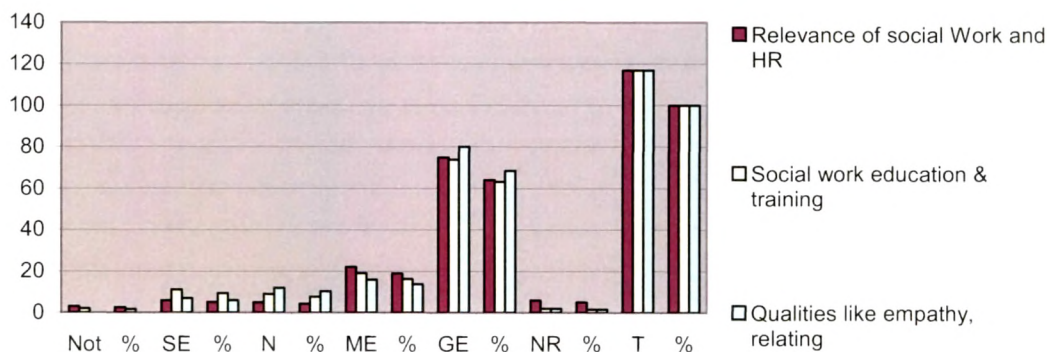
Working with groups of special needs was another future area for CSR as perceived by the respondents with 14(11.97 %) to a great extent category, 24(20.51%) to a moderate extent category and 23(19.66%) to some extent category, however it is striking to note that about 39(33.33%) responded in the not at all category. about 13(11.11%) gave neutral responses and 4(3.42%) did not respond at all.

**Table : 37 Opinion on relevance of Social Work & HR Education**

Kindly respond to the following statement as perceived by you															
		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Relevance of social Work and HR	3	2.56	6	5.13	5	4.27	22	18.80	75	64.10	6	5.13	117	100
2	Social work education & training	2	1.71	11	9.40	9	7.69	19	16.24	74	63.25	2	1.71	117	100
3	Qualities like empathy, relating	0	0.00	7	5.98	12	10.26	16	13.68	80	68.38	2	1.71	117	100

The above table reveals the opinion of respondents with respect to these statements in that with respect to relevance of professional social work and HR education for CSR was responded by majority very positively with 75(64.10 %) to a great extent category,22(18.80%) to a moderate extent category and 6(5.13%) to some extent category, only 3 (2.56%) responded in the not at all category . about 5(4.27%) gave neutral responses and 6(5.13%)did not respond at al.

**Graph : 37**



With respect to what extent social work education and training have the inherent potential to impart the domain knowledge and soft skills needed for development work was responded by majority very positively with 74(63.25 %) to a great extent category,19(16.24 %) to a moderate extent category



and 11(9.40%) to some extent category, only 2 (1.71%) responded in the not at all category about 9(7.69 %) gave neutral responses and a minor proportion 2(1.71%)did not respond at al.

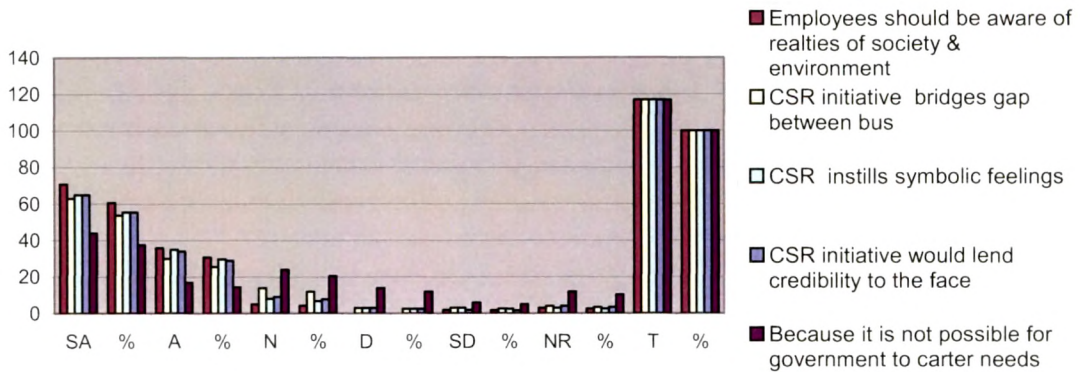
With respect to what extent are qualities like empathy relating with people, extroversion, understanding of social issues are vital for CSR it was responded by majority very positively with 80(68.38 %) to a great extent category,16(13.68 %) to a moderate extent category and 7(5.98%) to some extent category, a striking absolutely positive response with 0(0.00%) responded in the not at all category about 12(10.26 %) gave neutral responses and a minor proportion 2(1.71%)did not respond at all.

**Table : 38 Opinion on CSR Imperatives**

Imperatives In Your opinion		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	Employees should be aware of realities of society & environment in which they operate to make them empathetic & better managers	71	60.68	36	30.77	5	4.27	0	0.00	2	1.71	3	2.56	117	100
2	CSR initiative bridges gap between business & factors that support bus.	63	53.85	30	25.64	14	11.97	3	2.56	3	2.56	4	3.42	117	100
3	CSR instills symbiotic feelings & helps business and society enter into a mutually rewarding relationship.	65	55.56	35	29.91	8	6.84	3	2.56	3	2.56	3	2.56	117	100
4	CSR initiative would lend credibility to the face of the organ. & seen as an entity that cares for society at large	65	55.56	34	29.06	9	7.69	3	2.56	2	1.71	4	3.42	117	100
5	Because it is not possible for government to cater to the needs of vast pool of needy & marginalized	44	37.61	17	14.53	24	20.51	14	11.97	6	5.13	12	10.26	117	100



**Graph : 38**



The table reveals the opinion of respondents with respect to these statements in that majority of the respondents strongly agreed and agreed to the statement that employees should be aware of realities of society and environment with 71(60.68%) and 36(30.77%),about 5(4.27%) gave neutral responses , it is striking to note that absolutely 0(0.00%) in the disagree and 2(1.71%) in the strongly disagree category and no response category with 3(2.56%)with respect to whether CSR initiative bridges the gap between business and society and the factors that support business in that majority of the respondents strongly agreed and agreed to the statement with 63(53.85%) and 30(25.64%),about 14(11.97%) gave neutral responses , 3(2.56%) in the disagree category and the strongly disagree category and no response category with 4(3.42%) with respect to whether CSR instills symbiotic feelings and helps business and society enter into a mutually rewarding relationship in that majority of the respondents strongly agreed and agreed to the statement with 65(55.56%) and 35(29.91%),about 8(6.84%) gave neutral responses , 3(2.56%) in the disagree category and the strongly disagree category and no response category with 3(2.56%) with respect to whether CSR initiative would lend credibility to the face of the organizations and seen as an entity that cares for society at large in that majority of the respondents strongly agreed and agreed to the statement with 65(55.56%) and 34(29.06%),about 9(7.69%) gave neutral responses , 3(2.56%) in the disagree category and 2(1.71%) the strongly disagree category and no response category with 4(3.42%) with respect to CSR is imperative because it is not possible for government to cater to the needs of the vast pool of needy and in that majority of the respondents strongly agreed and agreed to the statement with 44(37.61%) and

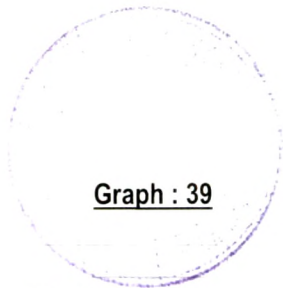
17(14.53%), about 24(20.51%) gave neutral responses, 14(11.97 %) in the disagree category and 6(5.13 %) the strongly disagree category and no response category with 12(10.26%)

**Table : 39 Opinion on need for CSR codification**

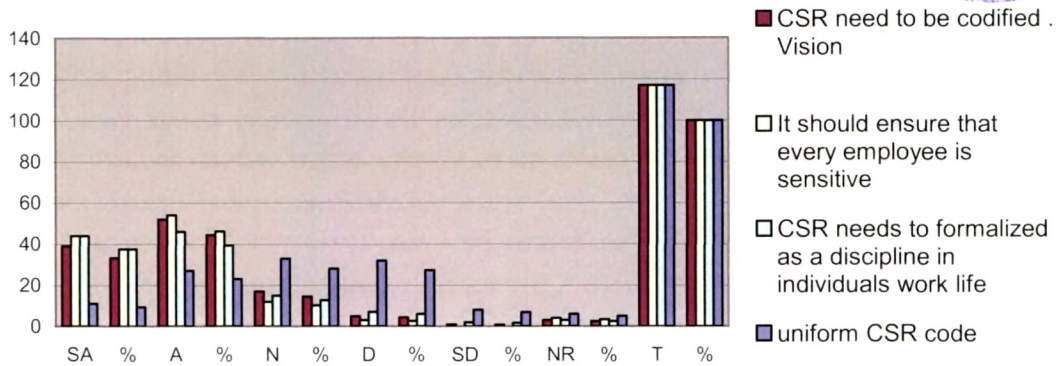
Needs for Codification.		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	CSR need to be codified in the vision of the company	39	33.33	52	44.44	17	14.53	5	4.27	1	0.85	3	2.56	117	100
2	It should ensure that every employee is sensitive of societal & env. Concerns and dedicates his effort to support the same.	44	37.61	54	46.15	12	10.26	3	2.56	0	0.00	4	3.42	117	100
3	CSR needs to formalized as a discipline in individuals work life Which offers him weighted benefits in performance review.	44	37.61	46	39.32	15	12.82	7	5.98	2	1.71	3	2.56	117	100
4	There should be uniform CSR code to be followed by companies.	11	9.40	27	23.08	33	28.21	32	27.35	8	6.84	6	5.13	117	100

The above table reveals the need for CSR codification in that majority of the respondents strongly agreed and agreed to the statement that CSR needs to be codified in the vision of the company with 39(33.33%) and 52(44.44%), about 17(14.53%) gave neutral responses , 5(4.27 %) in the disagree category and 1(0.85 %) the strongly disagree category and no response category with 3(2.56%).

With respect to the statement that CSR code should ensure that every employee is sensitive in that majority of the respondents strongly agreed and agreed with 44(37.61%) and 54(46.15%), about 12(10.26%) gave neutral responses , 3(2.56 %) in the disagree category and 0(0.0 %) the strongly disagree category and no response category with 4(3.42%).



**Graph : 39**



With respect to the statement that CSR needs to formalise as a discipline in individuals work life, which offers him weighted benefits in performance review majority of the respondents strongly agreed and agreed with 44(37.61%) and 46(39.32%), about 15(12.82%) gave neutral responses, 7(5.98 %) in the disagree category and 2(1.71 %) the strongly disagree category and no response category with 3(2.56%).

With respect to the statement that there should be a uniform CSR code to be followed by companies mixed responses were seen in that 11(9.40%)strongly agreed and 27(23.08%) agreed ,33(28.21%) gave neutral responses, a majority 32(27.35 %) gave responses in the disagree category and 8(6.84 %) the strongly disagree category and no response category with 6(5.13%).

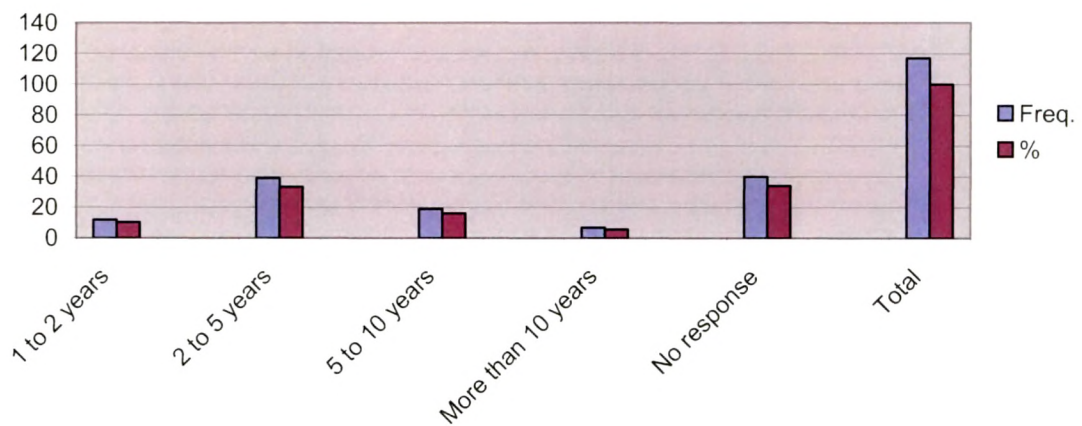
**B – CSR Process Implementation**

**Table : 40**      **Years of contribution of company to community development**

Since how many years/how long the company has been contributing to community development

Description	Freq.	%
[1] 1- 2 years	12	10.25%
[2] 2to 5 years	39	33.33%
[3] 5 to 10 years	19	16.23%
[4] More than 10 years	7	5.98%
[5] As per needs	40	34.18%
<b>Total</b>	<b>117</b>	<b>100%</b>

**Graph : 40**



The above table reveals the time span of companies contribution to Community Development in that majority of the companies had contributed from 2-5 years 33.33%(39), followed by 5-10 years with 16.23%(19), 1-2 years 10.25%(12), however 34.18%(40) responded that it as per needs like natural calamities, genuine needs of the community, sponsored programmes etc revealing no fixed time frame and contribution as and when need arises.

**Table : 41 Opinion on Community Scenario in the pre Intervention Stage**

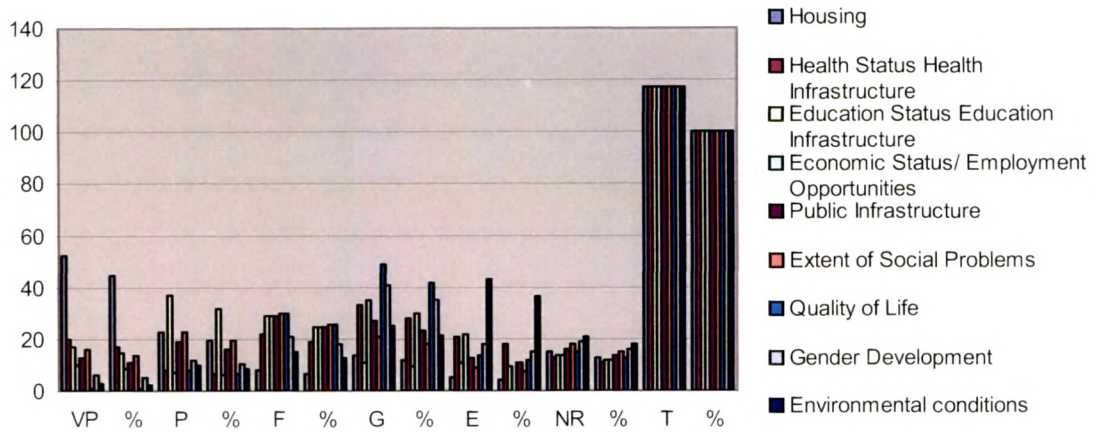
Briefly describe the community scenario in the pre intervention Sage w.r.t..		VP	%	P	%	F	%	G	%	E	%	NR	%	T	%
1	Housing	52	44.44	23	19.66	8	6.84	14	11.97	5	4.27	15	12.82	117	100
2	Health Status Health Infrastructure	20	17.09	8	6.84	22	18.80	33	28.21	21	17.95	13	11.11	117	100
3	Education Status Education Infrastructure	17	14.53	37	31.62	29	24.79	11	9.40	11	9.40	14	11.97	117	100
4	Economic Status/ Employment Opportunities	10	8.55	7	5.98	29	24.79	35	29.91	22	18.80	14	11.97	117	100
5	Public Infrastructure	13	11.11	19	16.24	29	24.79	27	23.08	13	11.11	16	13.68	117	100
6	Extent of Social Problems	16	13.68	23	19.66	30	25.64	21	17.95	9	7.69	18	15.38	117	100
7	Quality of Life	1	0.85	8	6.84	30	25.64	49	41.88	14	11.97	15	12.82	117	100
8	Gender Development	6	5.13	12	10.26	21	17.95	41	35.04	18	15.38	19	16.24	117	100
9	Environmental conditions	3	2.56	10	8.55	15	12.82	25	21.37	43	36.75	21	17.95	117	100

The above table reveals the community scenario in the pre intervention stage wrt to various areas such as housing, health status and health infrastructure, education status and education infrastructure, economic status and employment opportunities, public infrastructure ,extent of social problems, quality of life ,gender development and environmental conditions in that it is observed that housing conditions were opined by majority in the very poor category with 52(44.44%), 23(19.66%) in the poor category, about 8(6.84%)responded as fair, 14(11.97%) as good and 5(4.27%) as excellent, about 15(12.82%)did not respond at all.

Similarly as far as the health status is concerned responses in very poor category were 20(17.09%), 8(6.84%) in the poor category, about 22(18.80%) responded as fair, 33(28.21 %) as good and 21(17.95%) as excellent, about 13(11.11%)did not respond at all



**Graph : 41**

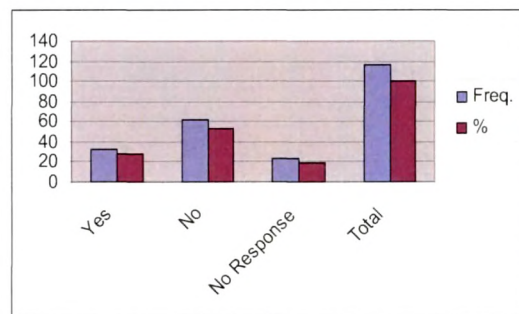


Similarly in the education status responses in very poor category were 17(14.53%), 37(31.62%) in the poor category, about 29(24.79%) responded as fair, 11(9.40 %) as good and 11(9.40%) as excellent, about 14(11.97 %)did not respond at all

Other areas like extent of social problems, status of public infrastructure & employment conditions were rated as very poor with 16(13.68%) 13(11.11%) and 10(8.55%) respectively followed by status of gender development, environmental conditions and quality of life. The no response category has been higher since many industries are not directly working with communities ranging from 13(11.11%)to 21(17.95%)

**Table : 42 Opinion on Base line survey conducted by companies**

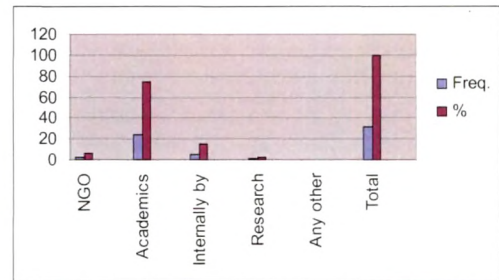
B	Did the company undertake a Base Line Survey prior to interventions	F	
		F	%
1	Yes	32	27.35
2	No	62	52.99
3	No Response	23	19.65
	Total	117	100%



The table reveals the responses with reference to base line survey undertaken by the companies prior to interventions in that majority of the respondents 32(52.99%) opined that they did not undertake any type of base line survey and identification of communities was on the basis of felt needs, demands , dialogue and interactions with the community , however 32(27.35%) had undertaken a base line survey reflecting scientific approach and organized community involvement for better outcome as many as 23(19.65%) did not respond.

**Table : 43 Opinion on Agencies hired for base line survey**

Description	Freq.	%
[1] NGO	2	6.25%
[2]Academics	24	75.00%
[3] Internally by the company	5	15.63%
[4] Research organization	1	3.13%
[5] Any other	0	0.00%
<b>Total</b>	<b>32</b>	<b>100%</b>



The above Table reveals the agencies hired for base line studies in that majority of the companies have hired assistance from academics with 24(75.00%) , others have carried out the studies internally by the company with 5 (15.63%) and amongst others were NGO and research organizations but to a very minimal extent.

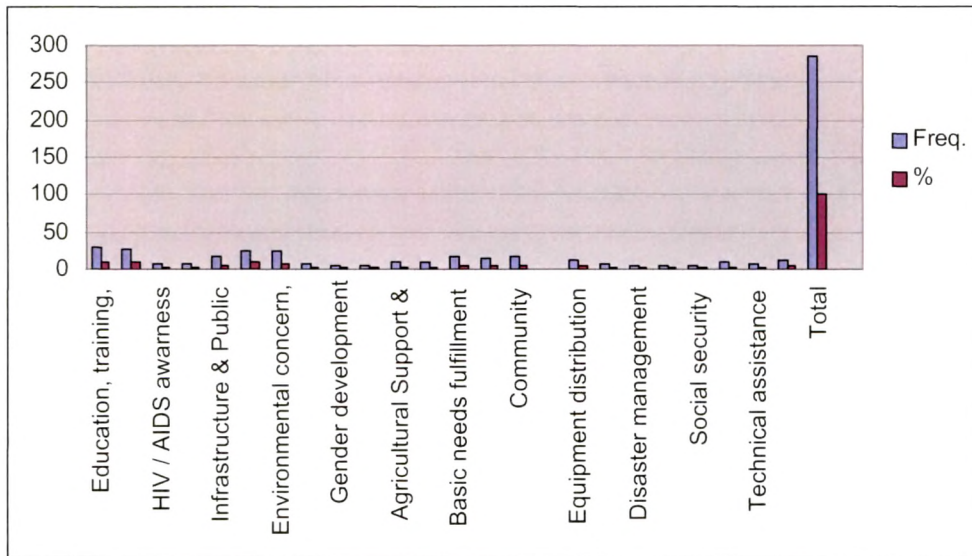
**Table : 44 Major areas of companies for Corporate Social Responsibilites**

**C** Which of the above / any other area has the company focused for SOCIAL RESPONSIBILITY (Enlist).

Description	Freq.	%
Education, training, awareness campaigns, Scholarships	30	10.53%
Health, clean drinking water, medical camps, Health education & Awareness, Blood donation camps, Railway station cleaning	27	9.47%
HIV / AIDS awareness	7	2.46%
Employment/Job Opportunities	8	2.81%
Infrastructure & Public utilities	16	5.61%
Vocational training, Empowerment & Capacity Building	25	8.77%
Environmental concern, Protection & Conservation , Pollution control	24	8.42%
Quality of life	7	2.46%
Gender development	6	2.11%
Veterinary services / Animal husbandry /New Approaches in Cattle Care	5	1.75%
Agricultural Support & Development	9	3.16%
Women Rights, Awareness development	10	3.51%
Basic needs fulfilment	17	5.96%
Charity	14	4.91%
Community development/Supporting Villages	17	5.96%
Empowerment	1	0.35%
Equipment distribution	12	4.21%
Watershed Development/Technical Assistance in Approaches for Irrigation/Farming	8	2.80%
Disaster management & Rehabilitation	5	1.75%
Safety Training & Education Training	4	1.40%
Social security	4	1.40%
Social welfare	10	3.51%
Technical assistance	7	2.46%
Sponsored & Collaborative Programmes through NGOs / Academics / Other Organisation	12	4.21%
<b>Total</b>	<b>285</b>	<b>100%</b>

The table reveals multiple responses in that the major focus areas of the company in that majority of the respondents opined education and school support as the major area with 10.53%(30) respondents, followed by health with 9.47%(27) respondents, vocational training and guidance /capacity building with 8.77%(25) respondents ,environment protection and conservation with 8.42%(24 ) respondents, basic need fulfilment with 5.96%(17) respondents ,infrastructure with 5.61%(16) respondents , charity with 4.91%(14) respondents as the major areas followed by other areas such as sponsored programmes with academia/NGOs, watershed development, women rights and awareness, equipment assistance to the needy and disabled, veterinary care and animal husbandry, technical assistance, social welfare, safety training and disaster management and rehabilitation amongst others.

**Graph : 44**





**Table : 45 Adoption of CSR tools and guidelines by companies**

D	Did the company adopt specific CSR tools and guidelines for implementation.	F	%
1	Yes	11	9.40
2	No	42	35.89
3	No Response	64	54.70

The above table reveals data regarding specific CSR tools and guidelines adopted by companies for implementation in that only 11(9.40%) adopted specific CSR tools and guidelines , about 42(35.89%) did not adopt any such tools and guidelines and 64(54.70%) did not respond at all.

**Table : 46 Ratings on the impact of community programme through CSR functions.**

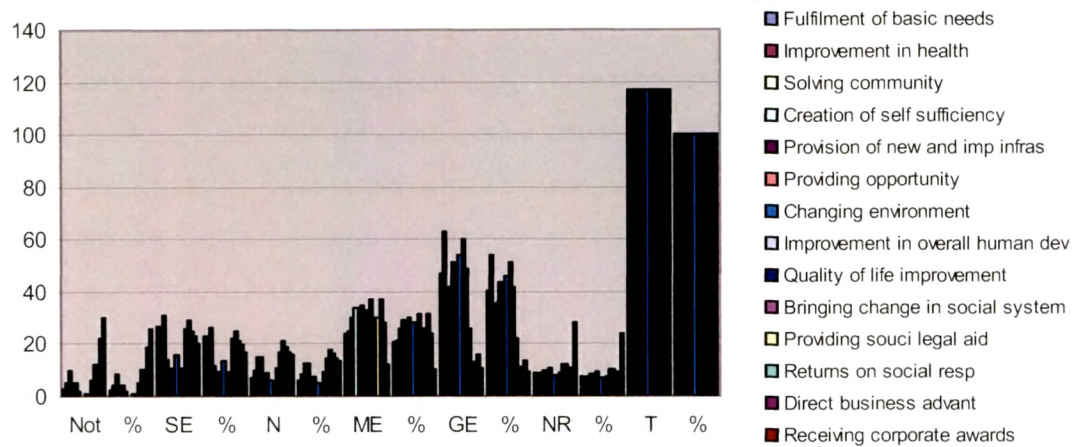
How do you rate impact of community programs															
		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Fulfilment of basic needs	3	2.56	27	23.08	7	5.98	24	20.51	47	40.17	9	7.69	117	100
2	Improvement in health Education Employment & Infrastructure	5	4.27	6	5.13	10	8.55	25	21.37	63	53.85	8	6.84	117	100
3	Solving community problems / psycho social problem	10	8.55	31	26.50	15	12.82	30	25.64	22	18.80	9	7.69	117	100
4	Creation of self sufficiency	2	1.71	14	11.97	15	12.82	34	29.06	42	35.90	10	8.55	117	100
5	Provision of equipments and services for needy	5	4.27	11	9.40	8	6.84	32	27.35	51	43.59	10	8.55	117	100
6	Providing opportunity for development & social progress	2	1.71	11	9.40	9	7.69	35	29.91	49	41.88	11	9.40	117	100



7	Changing environment in favour of individual growth & development	0	0.00	16	13.68	6	5.13	33	28.21	54	46.15	8	6.84	117	100
8	Improvement in overall human development status	1	0.85	10	8.55	5	4.27	33	28.21	60	51.28	8	6.84	117	100
9	Quality of life improvement	0	0.00	11	9.40	11	9.40	37	31.62	49	41.88	9	7.69	117	100
10	Bringing change in social system for social development	6	5.13	26	22.22	17	14.53	30	25.64	26	22.22	12	10.26	117	100
11	Providing social legal aid / gender justice	12	10.26	29	24.79	21	17.95	30	25.64	13	11.11	12	10.26	117	100
12	Returns on socially responsible investing	12	10.26	25	21.37	19	16.24	37	31.62	13	11.11	11	9.40	117	100
13	Direct business advantages &	22	18.80	23	19.66	17	14.53	28	23.93	16	13.68	11	9.40	117	100
14	Receiving corporate awards for CSR	30	25.64	20	17.09	16	13.68	12	10.26	11	9.40	28	23.93	117	100

The above table shows the impact of community programmes in various areas viz. fulfilment of basic needs , provision of and improved infrastructure, improvement in health, solving community problems, creation of self sufficiency, providing opportunities, changing environment , improvement in overall human development ,quality of life improvement , bringing change in social system, providing socio legal aid, returns on social responsibility, distinct business advantages, receiving corporate awards etc.

**Graph : 46**

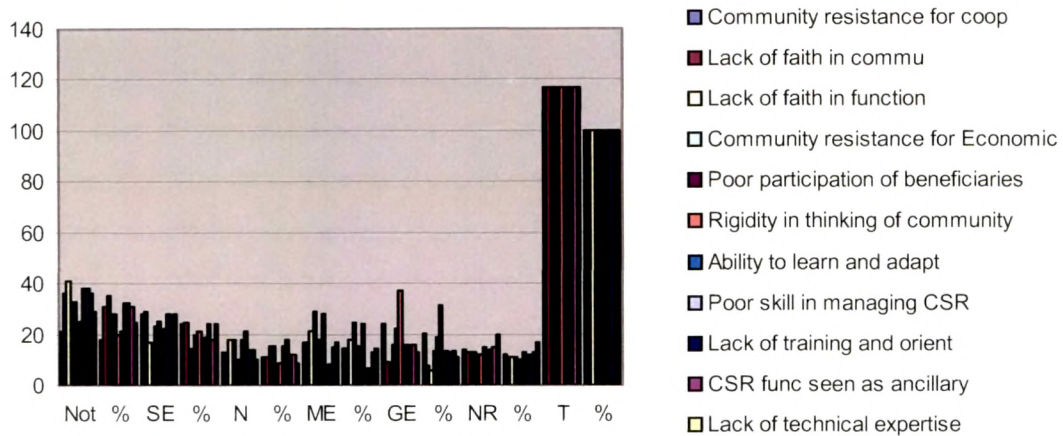


In that major impact is observed in improvement in health with 63(53.85%) responding to a great extent and 25(21.37%)responding to a moderate extent, followed by improvement in overall human development with 60(51.28%) responding to great extent and 33(28.21%)responding to a moderate extent, changing environment with 54(46.15%) responding to a great extent and 33(28.21%) responding to a moderate extent, followed by provision of new and improved infrastructure with 51(43.59%)responding to a great extent and 32(27.35%) responding to a moderate extent ,provision of new opportunities and quality of life improvement revealed the same rate of impact wit 49(41.88%)responding to a great extent in both the categories and 35(29.91%) and 37(31.62%) responding to a moderate extent in the respective categories. followed by fulfilment of basic needs wit 47(40.17%) to a great extent and 24(20.51%) to a moderate extent followed by other areas like bring change in the social system with 26(22.22%)responding to a great extent ,30(25.64%) to a moderate extent ,solving community problems with 22(8.80%)responding to a great extent ,30(25.64%) to a moderate extent and 31(26.50%) responding to some extent ,followed by direct business advantages with 16(13.68%)responding to a great extent ,28(23.93%) to a moderate extent, returns on social responsibility with 13(11.11%)responding to a great extent ,37(31.62%) to a moderate extent and lastly receiving corporate awards with only 11(9.40%) responding to a great extent and 12(10.26%) responding to a moderate extent.

**Table : 47 Major difficulties encountered in process of CSR**

Major difficulties encountered		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Community resistance for co-operating	21	17.95	28	23.93	13	11.11	17	14.53	24	20.51	14	11.97	117	100
2	Lack of faith & trust of communities	36	30.77	29	24.79	13	11.11	17	14.53	9	7.69	13	11.11	117	100
3	Lack of faith & trust of functionaries	41	35.04	17	14.53	18	15.38	21	17.95	7	5.98	13	11.11	117	100
4	Community resistance for Economic contribution	27	23.08	14	11.97	18	15.38	29	24.79	16	13.68	13	11.11	117	100
5	Poor participation of beneficiaries	33	28.21	23	19.66	9	7.69	18	15.38	22	18.80	12	10.26	117	100
6	Rigidity in thinking of community	23	19.66	25	21.37	10	8.55	10	8.55	37	31.62	12	10.26	117	100
7	Ability to learn and adapt by community	25	21.37	20	17.09	18	15.38	28	23.93	11	9.40	15	12.82	117	100
8	Poor skill in managing CSR function by staff	38	32.48	22	18.80	21	17.95	7	5.98	16	13.68	13	11.11	117	100
9	Lack of training and orientation to CSR function	38	32.48	28	23.93	14	11.97	8	6.84	15	12.82	14	11.97	117	100
10	CSR function seen as ancillary & not a core business function	36	30.77	21	17.95	14	11.97	15	12.82	16	13.68	15	12.82	117	100
11	Lack of technical expertise in CSR	29	24.79	28	23.93	10	8.55	17	14.53	13	11.11	20	17.09	117	100

**Graph : 47**



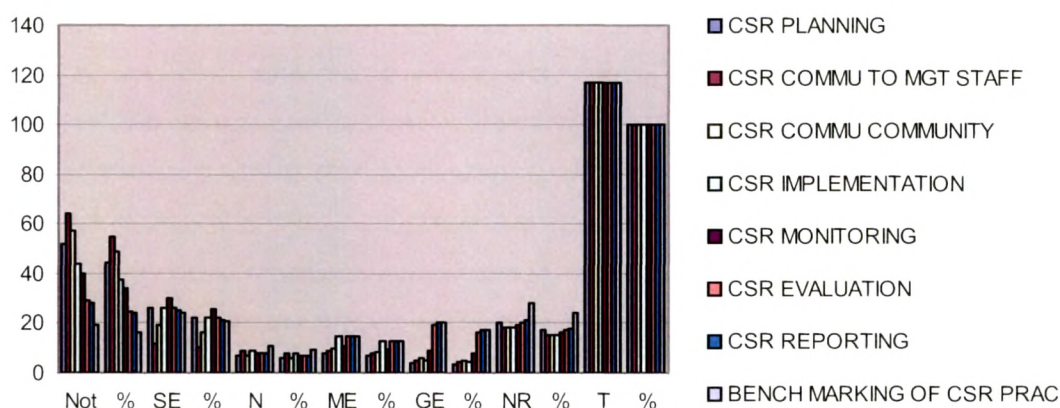
The table reveals the major difficulties encountered in that majority of the respondents opined rigidity in thinking of community to be one of the major difficulties with 37(31.62%)responding to a great extent ,10(8.55%)responding to a moderate extent and 25(21.37%) to some extent ,community resistance for cooperation was another major area where difficulties were faced with 24(20.51%) to great extent ,17(14.53%)to a moderate extent and 28(23.93%) to some extent ,followed by poor participation of beneficiaries with 22(18.80%)to a great extent,18(15.38%)to a moderate extent,23(19.66%) to some extent ,other major difficulties encountered were community resistance for economic contribution & poor skills in managing CSR function by staff with 16(13.68%) responding to a great extent in both the categories ,29(24.79%) & 7(5.98%) responding to a moderate extent and 24(11.97%) & 22(18.80%)responding to some extent in the respective categories. CSR function seen as an ancillary and not a core business function was another major difficulty with almost the same i.e 16(13.68%) responding to a great extent, 15(12.82%) responding to a moderate extent ,21(17.95%)responding to some extent , followed by lack of orientation and training in CSR with 15(12.82%) responding to a great extent,8(6.84%) responding to a moderate extent and 28(23.93%) responding to some extent. Amongst other reasons were lack of technical expertise in CSR, ability to learn and adapt by the community, lack of faith and trust of community and lack of faith and trust of functionaries.



**Table : 48 Major difficulties faced in different CSR stages**

[G] In which of the following CSR stages major difficulties were faced														
	Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1 CSR Planning	52	44.44	26	22.22	7	5.98	8	6.84	4	3.42	20	17.09	117	100
2 CSR Communication To Mgt Staff	64	54.70	12	10.26	9	7.69	9	7.69	5	4.27	18	15.38	117	100
3 CSR Communication to Community	57	48.72	19	16.24	7	5.98	10	8.55	6	5.13	18	15.38	117	100
4 CSR Implementation	44	37.61	26	22.22	9	7.69	15	12.82	5	4.27	18	15.38	117	100
5 CSR Monitoring	40	34.19	30	25.64	8	6.84	11	9.40	9	7.69	19	16.24	117	100
6 CSR Evaluation	29	24.79	26	22.22	8	6.84	15	12.82	19	16.24	20	17.09	117	100
7 CSR Reporting	28	23.93	25	21.37	8	6.84	15	12.82	20	17.09	21	17.95	117	100
8 Bench Marking of CSR Practises	19	16.24	24	20.51	11	9.40	15	12.82	20	17.09	28	23.93	117	100

**Graph : 48**



The above table reveals that as far as CSR planning is concerned majority of the respondents 52(44.44%) opined that there were no difficulties however 26(22.22%) responded difficulties in planning stage to some extent, about 8(6.84%) responded to a moderate extent and 4(3.42%) responded to a great extent , about 20(17.09%) did not respond. With respect to CSR communication to management staff is concerned majority 64(54.70%) did not face any difficulty, 19(16.24%) faced difficulty to some

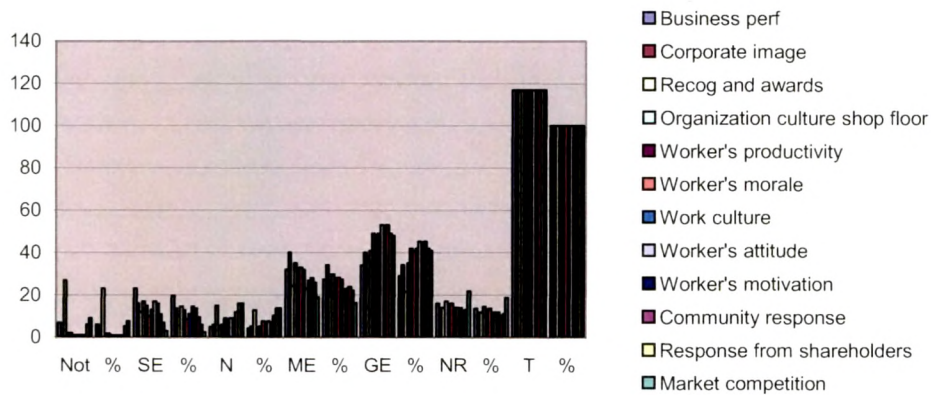


extent,9(7.69%) &5(4.27%) faced difficulties to a moderate and great extent .As far as CSR communication to community is concerned majority i.e 57(48.72%) did not face difficulties about 19(16.24%),10(8.55%)and 6(5.13%)faced difficulties to some, moderate and great extent and 18(15.38%) did not respond. About 44(37.61%) did not face difficulties in CSR implementation however nearly 26(22.22%) faced difficulties to some extent about 15(12.82%)to a moderate extent and 5(4.27%) to a moderate extent whereas about 18(15.38%) did not respond. In CSR monitoring about 40(34.19 %) did not face difficulties however nearly 30(25.64%) faced difficulties to some extent about 11(9.40%) to a moderate extent and 9(7.69%) to a great extent whereas about 19(16.24%) did not respond . Difficulties in the area of CSR evaluation reveals 28(23.93%)did not face any difficulties, about 25(21.37%) faced difficulties to some extent,15(12.82%)and almost 20(17.09%) to a moderate and great extent and 21(17.95%)did not respond. As far as Benchmarking of CSR practises is concerned it was found that not many companies were working for benchmarking as almost 28(23.93%)did not respond and , about 24(20.51%)faced difficulties to some extent ,15(12.82%)to a moderate extent and 20(17.09%) to a great extent. The overall analysis of the table reveals that more problems were experienced in CSR implementation, CSR monitoring, CSR evaluation, reporting and benchmarking.

**Table : 49 Major Areas of indirect positive impact noticed by companies**

In which of the following areas did the company notice an indirect positive impact		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Business performance	7	5.98	23	19.66	5	4.27	32	27.35	34	29.06	16	13.68	117	100
2	Corporate image	1	0.85	16	13.68	6	5.13	40	34.19	40	34.19	14	11.97	117	100
3	Recognition and awards in CSR	27	23.08	12	10.26	15	12.82	24	20.51	25	21.37	14	11.97	117	100
4	Organization culture shop floor	2	1.71	17	14.53	5	4.27	35	29.91	41	35.04	17	14.53	117	100
5	Worker's productivity	2	1.71	15	12.82	6	5.13	30	25.64	49	41.88	15	12.82	117	100
6	Worker's morale	1	0.85	10	8.55	9	7.69	33	28.21	48	41.03	16	13.68	117	100
7	Work culture	1	0.85	13	11.11	8	6.84	32	27.35	49	41.88	14	11.97	117	100
8	Worker's attitude	1	0.85	17	14.53	9	7.69	23	19.66	53	45.30	14	11.97	117	100
9	Worker's motivation	1	0.85	16	13.68	7	5.98	27	23.08	52	44.44	14	11.97	117	100
10	Community response	1	0.85	11	9.40	12	10.26	28	23.93	53	45.30	12	10.26	117	100
11	Response from shareholders, Investors, Govt., Customer	6	5.13	7	5.98	16	13.68	26	22.22	49	41.88	13	11.11	117	100
12	Market competition	9	7.69	3	2.56	16	13.68	19	16.24	48	41.03	22	18.80	117	100

**Graph : 49**

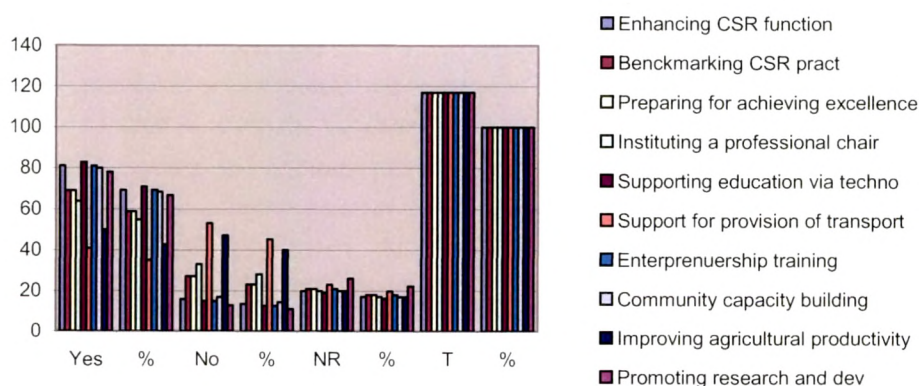


With respect to the returns of CSR in the organization the major difficulties were faced due to community response and workers attitude with 53(45.30%) to a great extent in both categories,28(2.93%)and 23(19.66%)to a moderate extent and 11(9.40%)and 16(13.68%) to some extent in the respective categories. Workers motivation and workers productivity were another areas of difficulty with 52(44.44%)and 49(41.88%) responding to a great extent, 27(23.08%) and 30(25.64%)responding to a moderate extent,16(13.68%)and 15(12.82%)responding to some extent, work culture, response from shareholders, investors, govt, customers, market competition, workers morale were other areas where difficulties were faced with 49(41.88%), 49(41.88%) & 48(41.03%) in the great extent category and 32(27.35%), 26(22.22%), 33(28.21%) to a moderate extent in the respective categories. Amongst other reasons were organization culture (shop floor) with 35(29.91%) to a moderate extent and 41(35.04%)to a great extent, corporate image with 40(34.19%)in the moderate and great extent category , followed by business performance with 32(27.35%)&34(29.06%) in the moderate and great extent category and lastly recognition and awards in CSR with 24(20.51%)and 25(21.37%)in the moderate and great extent category.

**Table : 50 Companies suggestion on areas of CSR support**

Your suggestion to what extent you believe & may extend support to the following areas		Yes	%	No	%	NR	%	T	%
1	Enhancing CSR function of the company based on global needs & standard	81	69.23	16	13.68	20	17.09	117	100
2	Bench marking CSR practises	69	58.97	27	23.08	21	17.95	117	100
3	Preparing for achieving excellence in area of CSR	69	58.97	27	23.08	21	17.95	117	100
4	Instituting a professor chair of community and social development	64	54.70	33	28.21	20	17.09	117	100
5	Supporting education through technological assistance	83	70.94	15	12.82	19	16.24	117	100
6	Support for provision of transport service & conveyance in rural areas.	41	35.04	53	45.30	23	19.66	117	100
7	Entrepreneurship training development	81	69.23	15	12.82	21	17.95	117	100
8	Community capacity building (Youth, Women, Teacher, Families)	80	68.38	17	14.53	20	17.09	117	100
9	Improving agricultural productivity	50	42.74	47	40.17	20	17.09	117	100
10	Promoting research and development in areas of CSR	78	66.67	13	11.11	26	22.22	117	100

**Graph : 50**



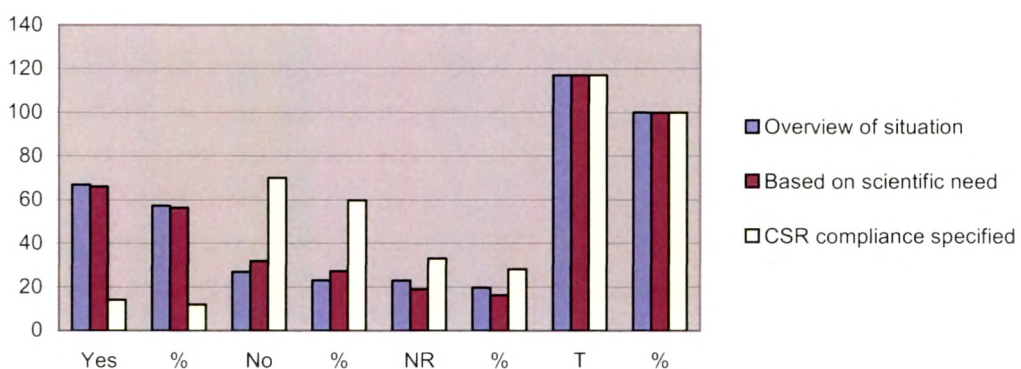


As far as suggestions of the respondents to the extent of support which could be provided the above table clearly elicits that majority of the respondents have responded positively to all the areas. In that companies are primarily interested in supporting education through technological assistance with 83(70.94%) responses in the yes category ,enhancing CSR function with 81(69.23%)in the yes category, supporting entrepreneurship training with 81(69.23%)in the yes category, community capacity building with 80(68.38%) in the yes category ,followed by other important areas such as promoting research and development ,benchmarking CSR practises, preparing for achieving excellence in the area of CSR, instituting a professor chair for community and social development with 78(66.67%),69(58.97%) ,69(58.97%) & 64(54.70%),in the yes category in the respective areas, other areas included improving agricultural productivity with 50(42.74%)and least support for provision of transport service and conveyance in the rural areas.

**Table : 51 Planning & Implementation of Community Programmes by Companies**

J	How did the company plan & implement its community programmes?	Yes	%	No	%	NR	%	T	%
1	Overview of situation & General understanding	67	57.26	27	23.08	23	19.66	117	100
2	Based on scientific need assessment	66	56.41	32	27.35	19	16.24	117	100
3	CSR compliance specified in CSR tool kit (any National / International Standard)	14	11.97	70	59.83	33	28.21	117	100

**Graph : 51**



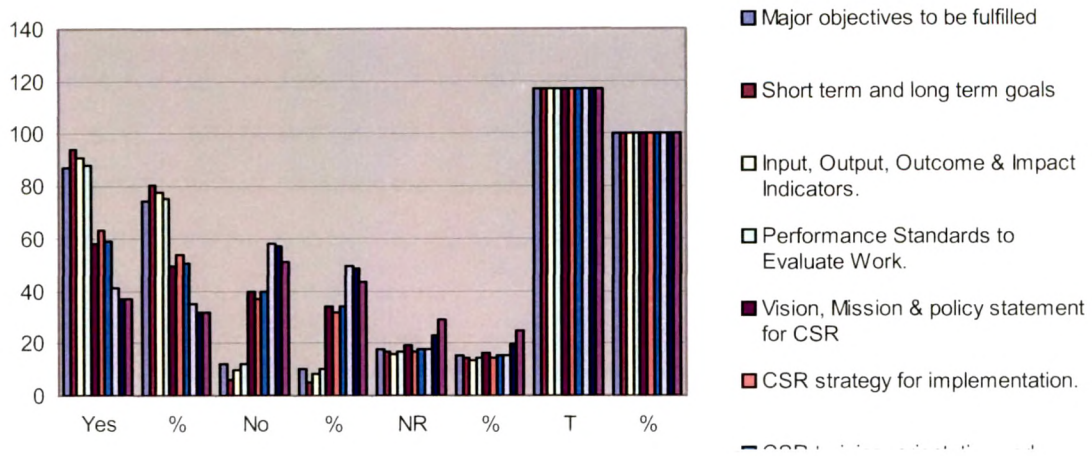


The table reveals the company's planning and implementation in the area of CSR in that majority of the respondents opined that CSR planning and implementation was done through overview of the situation and general understanding with 67(57.26%) responding yes and only 27(23.08%) responding no .As far as planning and implementation on the basis of a scientific need assessment is concerned majority of the respondents 66(56.41%)responded yes and 32(27.35%)responded no. About 14(11.97%) responded the compliances to CSR as specified in the CSR tool kit whereas majority 70(59.83%) responded negatively. In all 23(19.66%),19(16.24%)and 33(28.21%)were the no response answers in the respective three categories.

**Table : 52 Evolution of objectives, goals, indicators, performance standard policies, strategies, training, reporting & external standard in CSR by companies**

Did the company evolve		Yes	%	No	%	NR	%	T	%
1	Major objectives to be fulfilled	87	74.36	12	10.26	18	15.38	117	100
2	Short term and long term goals	94	80.34	6	5.13	17	14.53	117	100
3	Input, Output, Outcome & Impact Indicators.	91	77.78	10	8.55	16	13.68	117	100
4	Performance Standards to Evaluate Work.	88	75.21	12	10.26	17	14.53	117	100
5	Vision, Mission & policy statement for CSR	58	49.57	40	34.19	19	16.24	117	100
6	CSR strategy for implementation.	63	53.85	37	31.62	17	14.53	117	100
7	CSR training, orientation and communication ( internally and externally)	59	50.43	40	34.19	18	15.38	117	100
8	CSR reporting	41	35.04	58	49.57	18	15.38	117	100
9	Use of external standards for evaluating CSR performance & social auditing and accounting	37	31.62	57	48.72	23	19.66	117	100
10	Incorporation of CSR as a business agenda	37	31.62	51	43.59	29	24.79	117	100

**Graph : 52**

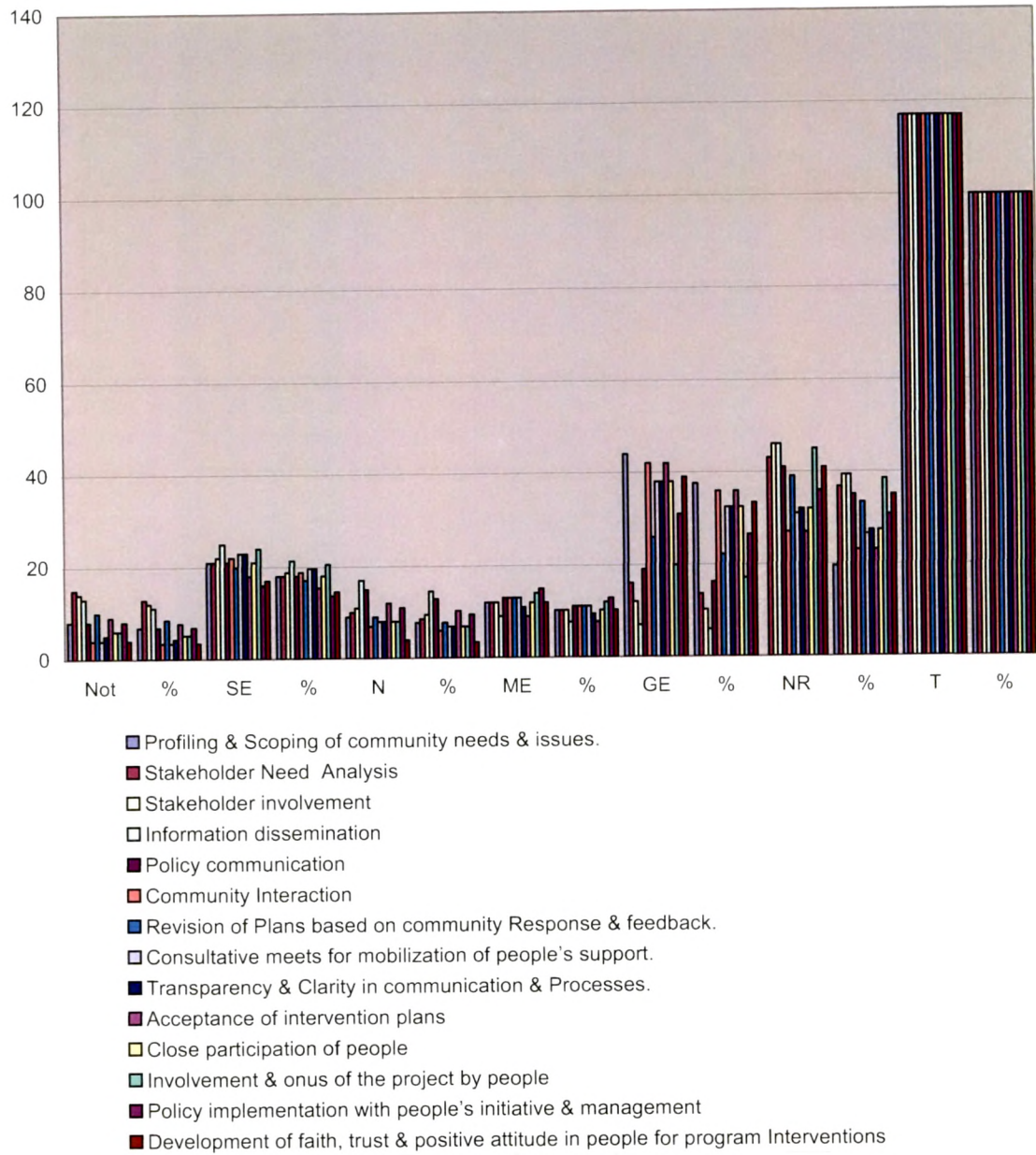


The table reveals whether the company evolved CSR objectives, goals, indicators, performance standards, vision, mission and policy statements, CSR strategies, trainings, reporting criteria, use of external standards, incorporation of CSR as a business agenda. In that it is observed that , majority of the companies has defined short term and long term goals with 94(80.34%)responding yes and only 6(5.13 %)responding no. majority of the companies has defined input output outcome and impact indicators with 91(77.78%)responding yes and only 10(8.55%)responding no. Majority of the companies had also defined performance standards to evaluate work with 88(75.21%) responding yes and only 12(10.26%) responding no. Majority of the companies had also defined major objectives to be fulfilled with 91(77.78%) responding yes and only 10(8.55%) responding no. Almost 63(53.85%) responded yes to having CSR strategy for implementation and 37(31.62%)responded no. About 59(50.43%) responded yes to having CSR trainings, orientation and communication (internally and externally) and 40(34.19%) responded no, followed by CSR reporting with only 41(35.04%)responding yes and majority 58(49.57%)responding no. About 37(31.62%) responded yes to the use of external standards in CSR and incorporation of CSR as a business agenda and 57(48.72%) and 51(43.59%)responded negatively in the respective categories. The no responses varied from 16(13.68%)minimum to 29(24.79%)in the various categories discussed above.

**Table : 53 Extent of use of various process in CSR by Companies**

To what extent the following processes were used		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Profiling & Scooping of community needs & issues.	8	6.84	21	17.94	9	7.69	12	10.26	44	37.61	23	19.65	117	100
2	Stakeholder Need Analysis	15	12.82	21	17.94	10	8.55	12	10.26	16	13.68	43	36.75	117	100
3	Stakeholder involvement	14	11.97	22	18.80	11	9.40	12	10.26	12	10.26	46	39.31	117	100
4	Information dissemination	13	11.11	25	21.36	17	14.53	9	7.69	7	5.98	46	39.31	117	100
5	Policy communication	8	6.84	21	17.94	15	12.82	13	11.11	19	16.24	41	35.04	117	100
6	Community Interaction	4	3.42	22	18.80	7	5.98	13	11.11	42	35.90	27	23.07	117	100
7	Revision of Plans based on community Response & feedback.	10	8.55	20	17.09	9	7.69	13	11.11	26	22.22	39	33.33	117	100
8	Consultative meets for mobilization of people's support.	4	3.42	23	19.65	8	6.84	13	11.11	38	32.48	31	26.49	117	100
9	Transparency & Clarity in communication & Processes.	5	4.27	23	19.65	8	6.84	11	9.40	38	32.48	32	27.35	117	100
10	Acceptance of intervention plans	9	7.69	18	15.38	12	10.26	9	7.69	42	35.90	27	23.07	117	100
11	Close participation of people	6	5.13	21	17.94	8	6.84	12	10.26	38	32.48	32	27.35	117	100
12	Involvement & onus of the project by people	6	5.13	24	20.51	8	6.84	14	11.97	20	17.09	45	38.46	117	100
13	Policy implementation with people's initiative & management	8	6.84	16	13.67	11	9.40	15	12.82	31	26.50	36	30.76	117	100
14	Development of faith, trust & positive attitude in people for program Interventions	4	3.42	17	14.52	4	3.42	12	10.26	39	33.33	41	35.04	117	100

**Graph :53**



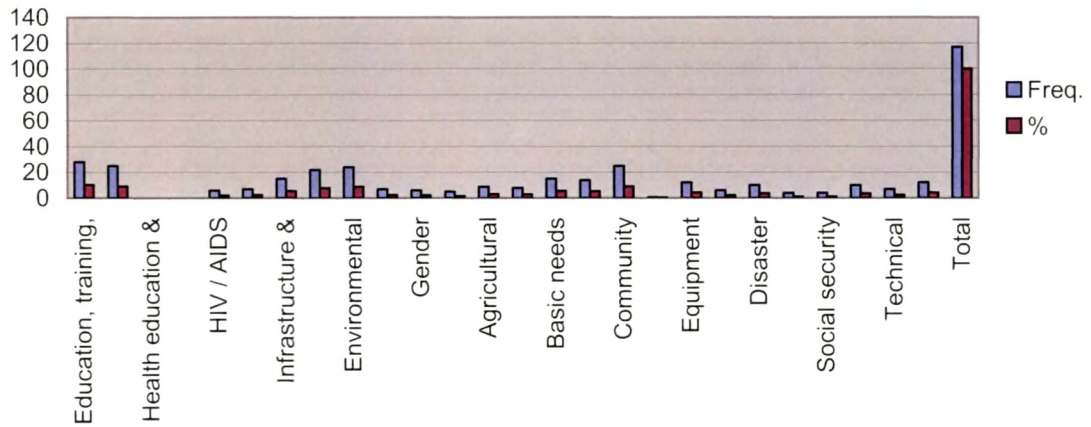
The table reveals the extent to which various above mentioned processes were used in that profiling and scoping of community needs and issues were used to a greater extent with 44(37.61%) to a great extent ,12(10.26%) to a moderate extent and 21(17.94%)to some extent. followed by community interaction and acceptance of interventions plans with 42(35.90%) responding to a great extent, 13(11.11%)and 9(7.69%)responding to a moderate extent and 22(18.80%)and 18(15.38%)responding to some extent. Other process used were development of faith, trust and positive attitude in people for programme intervention ,transparency and clarity in communication and process, consultative meet for mobilization of peoples support & close participation of the people with 39(33.33%), 38(32.48%), 38(32.48%) & 38(32.48%) responding to a great extent, 12(10.26%), 11(9.40%) 13(11.11%) and 12(10.26%) responding to a moderate extent, and 17(14.52%),23(19.65%) 23(19.65%)and 21(17.94%) responding to some extent. Amongst other less used processes were policy implementation with peoples initiative and management, involvement and onus of the project by people and policy communication with 31(26.50%), 20(17.09 %), & 19(16.24%%) responding to a great extent, 15(12.82%), 14(11.97%) and 13(11.11%) responding to a moderate extent, and 16(13.67%),24(20.51% and 21(17.94%) responding to some extent. Those minimally used were conducting stakeholder need analysis, ensuring stakeholder involvement and information dissemination as observed from the responses in the great extent and moderate extent category.



**Table : 54 Major areas of distinct impact by companies**

List in order of importance the major areas where the company has made a distinct impact .		
Description	Freq.	%
Education, training, awareness campaigns, Scholarships	28	10.29
Health, clean drinking water, medical camps, Health education & Awareness, Blood donation camps, Railway station cleaning	25	9.19
HIV / AIDS awareness	6	2.22
Employment/Job Opportunities	7	2.57
Infrastructure & Public utilities	15	5.51
Vocational training, Empowerment & Capacity Building	22	8.08
Environmental concern, Protection & Conservation , Pollution control	24	8.82
Quality of life	7	2.57
Gender development	6	2.22
Veterinary services / Animal husbandry /New Approaches in Cattle Care	5	1.83
Agricultural Support & Development	9	3.30
Women Rights, Awareness development	8	2.94
Basic needs fulfilment	15	5.51
Charity	14	5.14
Community development/Supporting Villages	25	9.19
Empowerment	1	0.36
Equipment distribution	12	4.41
Watershed Development/Technical Assistance in Approaches for Irrigation/Farming	6	2.20
Disaster management & Rehabilitation	10	3.67
Safety Training & Education Training	4	1.47
Social security	4	1.47
Social welfare	10	3.67
Technical assistance	7	2.57
Sponsored & Collaborative Programmes through NGOs / Academics / Other Organisation	12	4.41
<b>Total</b>	<b>117</b>	<b>100</b>

**Graph : 54**



The table reveals multiple responses in the major areas where company has made an impact in that majority of the respondents opined education and school support as the major area with 10.29%(28) respondents, followed by health & community development with 9.19%(25) respondents, environment protection and conservation with 8.08%(22) vocational training and guidance /capacity building with 8.08%(22), basic need fulfilment with 5.96%(17)& infrastructure & Public utilities with 5.51(15) respondents, charity with 5.14% (14) respondents, as the major areas followed by other areas such as sponsored programmes with academia / NGOs, watershed development, women rights and awareness, equipment assistance to the needy and disabled, veterinary care and animal husbandry, technical assistance, social welfare, safety training and disaster management and rehabilitation amongst other major areas of Impact.

**Table : 55.1 Major areas of distinct impact by companies (Sector wise Analysis)**

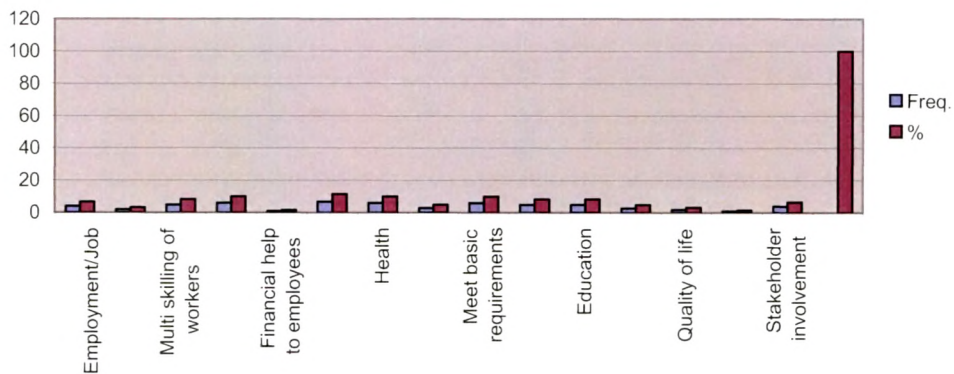
**Sector : 1 Engineering**

Description	Freq.	%
Employment/Job Opportunities	4	6.67
Enhancement of ITI	2	3.33
Multi skilling of workers	5	8.33
Need based community programme	6	10.00
Financial help to employees	1	1.67
Training	7	11.67
Health	6	10.00
Focus on physically challenged	3	5.00
Meet basic requirements	6	10.00
Infrastructure	5	8.33
Education	5	8.33
Development of faith, trust, positive attitude	3	5.00
Quality of life	2	3.33
Stakeholder analysis	1	1.67
Stakeholder involvement	4	6.67

(Multiple Response)

The above table reveals the major areas where the engineering industries have a made a distinct impact with major areas being health ,need based community programmes, infrastructure and education amongst others.

**Graph : 55.1**



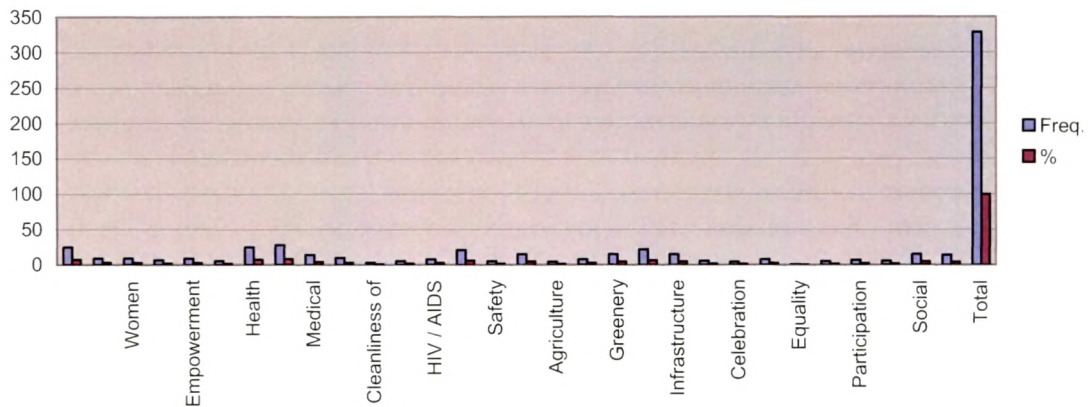
**Sector : 2 Chemical and Pharmaceutical**

Description	Freq.	%
Employment/Job Opportunities	25	7.60
Skill development	9	2.74
Women empowerment	9	2.74
Gender	7	2.13
Empowerment	9	2.74
Vocational training	6	1.82
Health	25	7.60
Clean drinking water	28	8.51
Medical	14	4.26
Equipment distribution	10	3.04
Cleanliness of public places	3	0.91
Distribution of life saving drugs	5	1.52
HIV / AIDS awareness	8	2.43
Medical camps	21	6.38
Safety	5	1.52
Environmental concern	15	4.56
Agriculture	4	1.22
Green revolution	8	2.43
Greenery	15	4.56
Education	22	6.69
Infrastructure	15	4.56
Scholarships	6	1.82
Celebration programme	4	1.22
School construction	8	2.43
Equality	1	0.30
Established identity	5	1.52
Participation	7	2.13
Recognition at various levels	6	1.82
Social gathering	15	4.56
Disaster management and Rehabilitation	14	4.26

(Multiple Response )

The table reveals that major areas where the companies made impact were health, clean drinking water, medical camps and education in the chemicals and pharmaceuticals followed by other areas as revealed in the table.

**Graph : 55.2**



**Sector : 3 Petrochemicals**

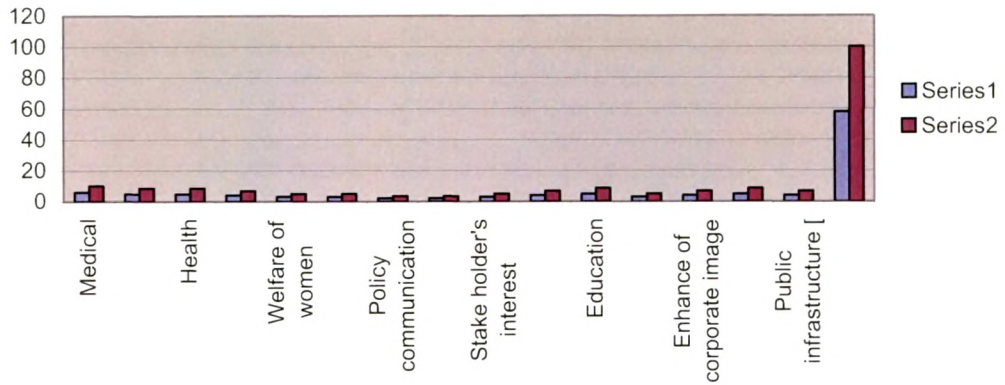
Description	Freq.	%
Medical	6	10.34
Clean drinking water	5	8.62
Health	5	8.62
Rehabilitation	4	6.90
Welfare of women	3	5.17
Attitudinal change in villagers	3	5.17
Policy communication	2	3.45
People participation	2	3.45
Stake holder's interest	3	5.17
Community interaction	4	6.90
Education	5	8.62
Employment/Job Opportunities	3	5.17
Enhance of corporate image	4	6.90
Environment concern	5	8.62
Public infrastructure [ Roads ]	4	6.90

(Multiple Response)



The table reveals major areas where the company made an impact were, clean drinking water, medical camps, environment concern and education followed by other areas in the petro chemicals industries as revealed in the table

**Graph : 55.3**



**Sector : 4 Service**

Description	Freq.	%
Disaster management	2	33.33
Health	2	33.33
Posture training	1	16.67
Fire training	1	16.67
<b>Total</b>	<b>6</b>	<b>100</b>

In the Service Sector the table reveals that major areas where the company has made an impact were Disaster Management and health followed by other areas as revealed in the table.

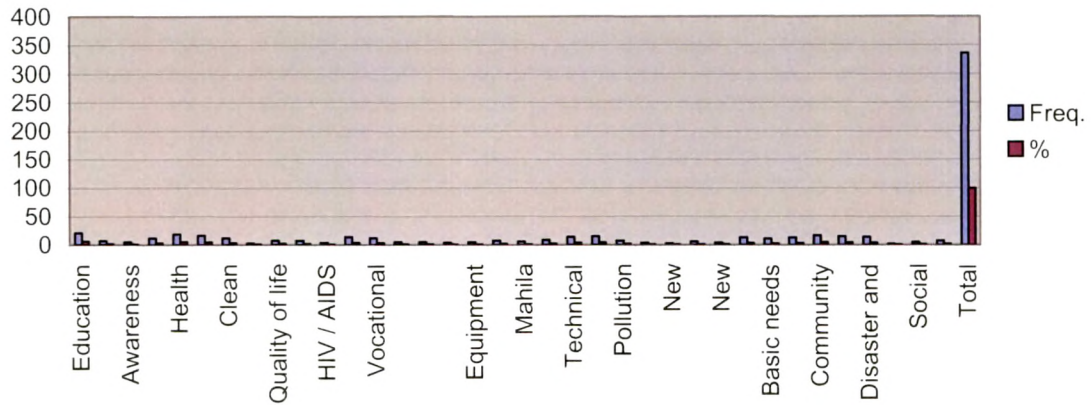
**Graph :55.4**



**Sector : 5      Manufacturing & Others**

Description	Freq.	%
Education	21	6.25%
Scholarships	7	2.08%
Awareness development	5	1.49%
Distribution of school uniforms	12	3.57%
Health	19	5.65%
Medical	17	5.06%
Clean drinking water	12	3.57%
Railway station cleaning	3	0.89%
Quality of life	8	2.38%
Blood donation camps	8	2.38%
HIV / AIDS awareness	4	1.19%
Employment/Job Opportunities	14	4.17%
Vocational training	12	3.57%
Gender development	5	1.49%
Empowerment	5	1.49%
Equal opportunities	4	1.19%
Equipment distribution	5	1.49%
Income supplementation	8	2.38%
Mahila Jagruti Maanch	6	1.79%
Support village economy	9	2.68%
Technical assistance	14	4.17%
Environmental concern	15	4.46%
Pollution control	8	2.38%
Agricultural innovations	4	1.19%
New approaches on irrigation	3	0.89%
Veterinary services to rural	6	1.79%
New approaches in cattle care	4	1.19%
Infrastructure	13	3.87%
Basic needs fulfilment	11	3.27%
Charity	13	3.87%
Community development	17	5.06%
Development / Collaboration for sponsor programme with academic / NGO / Other Organization	15	4.46%
Disaster and Rehabilitation	14	4.17%
Safety	2	0.60%
Social security	5	1.49%
Social welfare	8	2.38%

**Graph : 55.5**



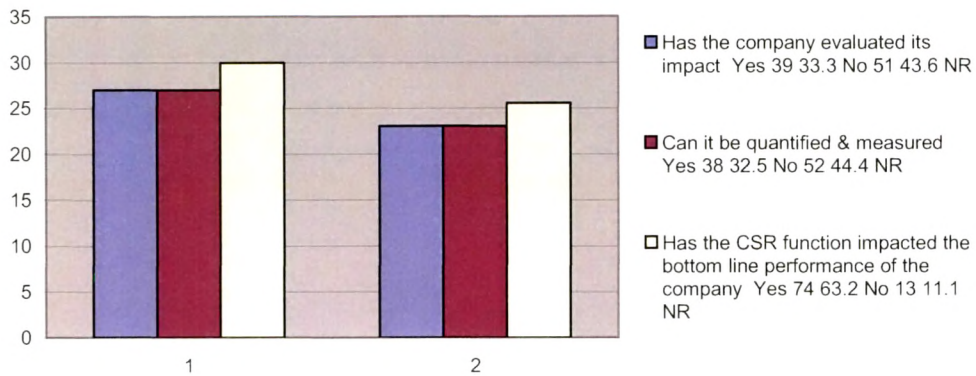
In the Manufacture and other industry sector major areas where the companies made a distinct impact were education, technical assistance ,vocational training ,community development and disaster preparedness and education followed by other areas as revealed in the table 54.

**Table : 56 Evaluation & Impact of CSR by companies**

1	Has the company evaluated its impact	Yes	39	33.3	No	51	43.6	NR	27	23.1
2	Can it be quantified & measured	Yes	38	32.5	No	52	44.4	NR	27	23.1
3	Has the CSR function impacted the bottom line performance of the company	Yes	74	63.2	No	13	11.1	NR	30	25.6

The table reveals whether the impact can be quantified and measured and it is observed that 38(32.5%) responded yes and 52(44.4%)responded no . With reference to evaluating the impact of CSR by the company it is observed that majority i.e 51(43.6%) did not evaluate the impact and about 39(33.3%)evaluated the impact , about 27(23.1%)gave no responses in the above categories.

**Graph : 56**



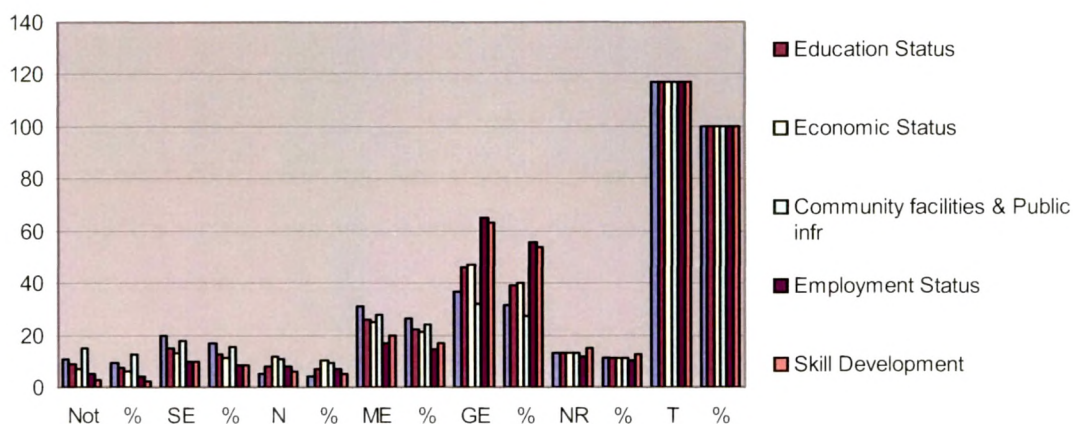
Another major area is with reference to whether CSR function has impacted the bottom line performance of the company in that it is striking to note that majority i.e 74(63.2%)responded yes and 13(11.1%)responded no, and about 30(25.6%) did not respond.

**Table : 57 Major areas of companies impact and measurement of quantitative & qualitative areas**

Based on the major impacted area which of the following & to what extent can be measured quantitatively & qualitatively															
	57.1	Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
Quantitative															
1	Health Status	11	9.40	20	17.09	5	4.27	31	26.50	37	31.62	13	11.11	117	100
2	Education Status	9	7.69	15	12.82	8	6.84	26	22.22	46	39.32	13	11.11	117	100
3	Economic Status	7	5.98	13	11.11	12	10.26	25	21.37	47	40.17	13	11.11	117	100
4	Community facilities & Public infrastructure	15	12.82	18	15.38	11	9.40	28	23.93	32	27.35	13	11.11	117	100
5	Employment Status	5	4.27	10	8.55	8	6.84	17	14.53	65	55.56	12	10.26	117	100
6	Skill Development	3	2.56	10	8.55	6	5.13	20	17.09	63	53.85	15	12.82	117	100



**Graph : 57.1**



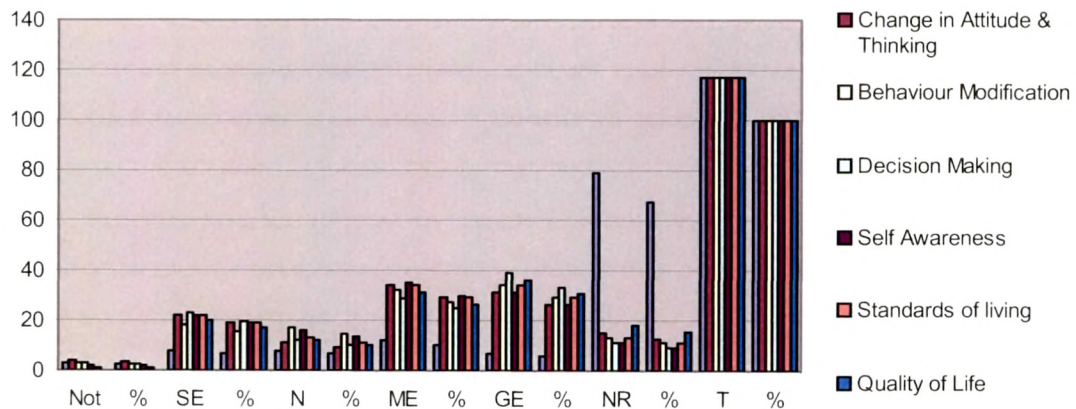
The table elicits to what extent can the impact in various quantitative and qualitative areas be measured in that majority of the respondents opined that impact can be measured to a great extent in employment status and skill development with 65(55.56%) and 63(53.85%) responding to a great extent and 17(14.53%) and 20(17.09%) responding to a moderate extent and 10(8.55%) responding to some extent in both the categories, followed by improvement in economic status through assistance in income generation, micro credits schemes, formation of self help groups etc and improvement in the education status through better enrolment rate, attendance in schools, dropout rate, educational infrastructure, quality of education etc ,with 47(40.17%) & 46(39.32%) responding to a great extent , 25 (21.37%) & 26 (22.22%) responding to a moderate extent and 13 (11.11) % & 15(12.82%) responding to some extent .Amongst other quantitative areas where impact could be measured were improvement in health status including infant mortality rate, maternal mortality rate, morbidity, immunization, disability etc & improvement in community facilities and public infrastructure with 37(31.62%) & 32(27.35%) responding to a great extent ,31(26.50%)&28(23.93%)responding to a moderate extent and 20 (17.09%) & 18 (15.38%) responding to some extent.



**Major areas of companies impact and measurement of quantitative & qualitative areas**

	57.2	Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
<b>Qualitative</b>															
1	Improvement in Family Functioning	3	2.56	8	6.84	8	6.84	12	10.26	7	5.98	79	67.52	117	100
2	Change in Attitude & Thinking	4	3.42	22	18.80	11	9.40	34	29.06	31	26.50	15	12.82	117	100
3	Behaviour Modification	3	2.56	18	15.38	17	14.53	32	27.35	34	29.06	13	11.11	117	100
4	Decision Making	3	2.56	23	19.66	12	10.26	29	24.79	39	33.33	11	9.40	117	100
5	Self Awareness	2	1.71	22	18.80	16	13.68	35	29.91	31	26.50	11	9.40	117	100
6	Standards of living	1	0.85	22	18.80	13	11.11	34	29.06	34	29.06	13	11.11	117	100
7	Quality of Life	0	0.00	20	17.09	12	10.26	31	26.50	36	30.77	18	15.38	117	100

**Graph : 57.2**



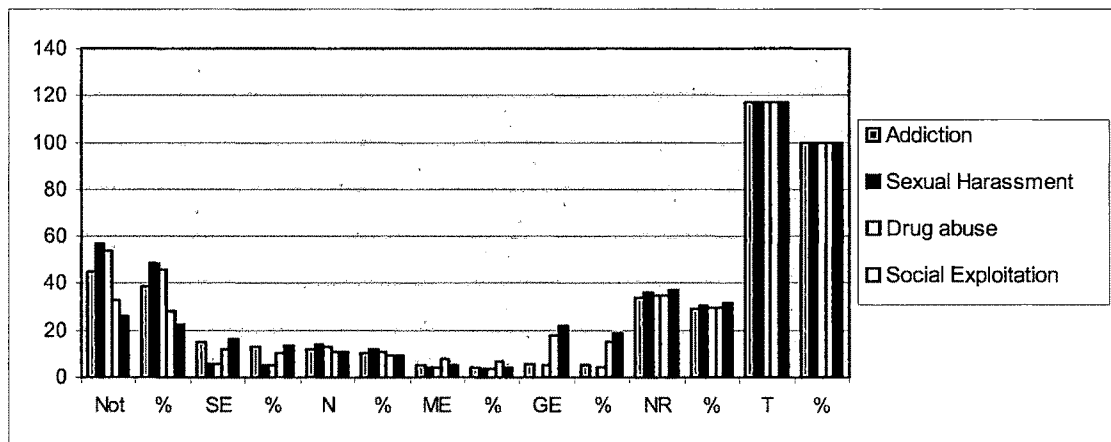
The table elicits to what extent can the impact in various qualitative areas be measured in that majority of the respondents opined that impact can be measured to a great extent in almost all the areas as revealed through the table with major areas showing improvement are decision making skills with 39(33.33%), 29(24.79%), & 23(19.66%) quality of life with 36(30.77%), 31(26.50%), 20(17.09%)standard of living with 34 (29.06%), 34(29.06%) & 22(18.80%), behaviour modification with 34(29.06%)&32(27.35%), 18(15.38%), followed by change in thinking and attitude with 31 (26.50%),

34(29.06%), 22(18.80%) self awareness with 31 (26.50%), 35(29.91%)& 22(18.80%)in the great, moderate and some extent category respectively. A very minimal response was seen as far as the measurement of impact in improvement in family functioning is concerned with only 7(5.98%)responding to a great extent and 12(10.26%)responding to a moderate extent ,and 8(6.84%)responding to some extent.

**Table : 58      Extent of decline in the incidences of social problems note by companies.**

Incidences of Social Problems ( whether a Decline in status is observed )															
		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Addiction	45	38.46	15	12.82	12	10.26	5	4.27	6	5.13	34	29.06	117	100
2	Sexual Harassment	57	48.72	6	5.13	14	11.97	4	3.42	0	0.00	36	30.77	117	100
3	Drug abuse	54	46.15	6	5.13	13	11.11	4	3.42	5	4.27	35	29.91	117	100
4	Social Exploitation	33	28.21	12	10.26	11	9.40	8	6.84	18	15.38	35	29.91	117	100
5	Economic exploitation	26	22.22	16	13.68	11	9.40	5	4.27	22	18.80	37	31.62	117	100

**Graph : 58**



As far as the incidence of Social problems is concerned the above table reveals to what extent a decline is observed with respect to above mentioned problems in that majority of the respondents opined in the not at all category since the companies are not directly addressing these problems, however a decline in economic& social exploitation is observed with 22(18.80%) & 18(15.38%) responding to a great extent ,5(4.27%)&8(6.84%)responding to a moderate extent and 16(13.68%)&

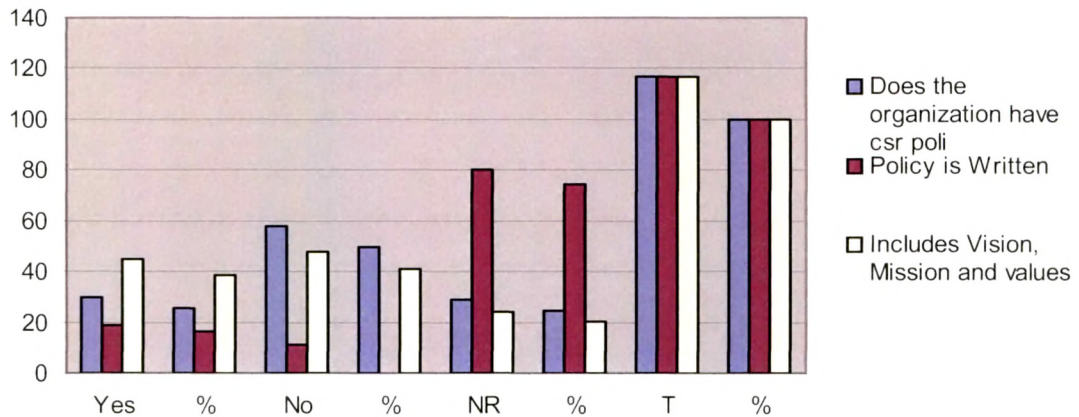
12(10.26%)responding to some extent. With respect to other social problems a decline in status was observed to some extent as revealed by the table however majority of them did not respond followed by response in the not at all category revealing minimum interventions and impact in these areas

**C – CSR Structure & Functions**

**Table : 59 Constitution of CSR in Companies**

A	CONSTITUTION	Yes	%	No	%	NR	%	T	%
1	Does the organization have CSR Policy	30	25.64	58	49.57	29	24.78	117	100
2	Policy is Written	19	16.23	11	9.40	80	74.35	117	100
3	CSR Policy Includes Vision, Mission and values statement as integral part of business	45	38.46	48	41.02	24	20.51	117	100

**Graph : 59**



The above table reveals details about the constitution in that it is observed that about 30(25.64%)have CSR policy about 58(49.57%)do not have CSR policy organizations have a CSR policy and about 29(24.78%) did not respond , it can be clearly observed that though many organizations are undertaking a variety of programmes in CSR not all organizations have a CSR policy as the programmes are undertaken as and when need arises or on demands of the community or special projects undertaken by the company to address social issues in the form of campaign or drives.

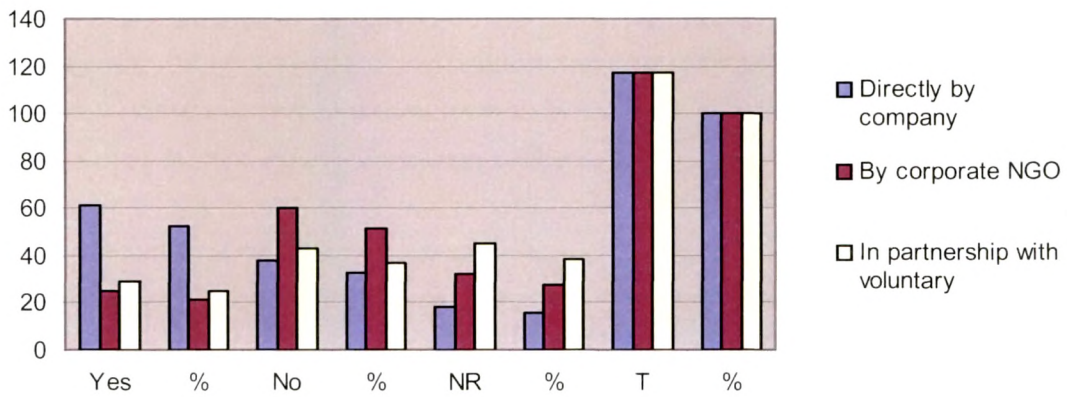
As far as a written policy on CSR is concerned it is observed that only 19(16.23%) opined having a written policy on CSR whereas about 11(9.40%) opined no however a large number 80(74.35%)did not respond revealing gaps in information or non-disclosure of information on the part of the company.



**Table : 60 CSR function of Organization**

	Does the organization perform CSR function	Yes	%	No	%	NR	%	T	%
1	Directly by company	61	52.13	38	32.47	18	15.38	117	100
2	By corporate NGO	25	21.36	60	51.28	32	27.35	117	100
3	In partnership with voluntary Organization / Trust	29	24.78	43	36.75	45	38.46	117	100

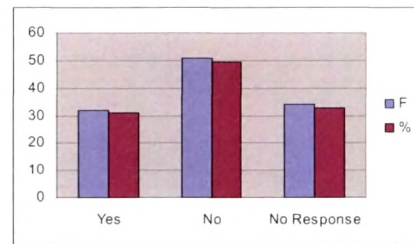
**Graph : 60**



With respect to the implementation of CSR it is observed that 61(52.13%)perform CSR activities directly by the company, about 25(21.36%) by corporate NGOs which is observed as a low response and 29(24.78%) in partnership with voluntary organization , here multiple response were observed since many companies were found working directly, through their corporate NGOs and many a times in collaboration with voluntary trust.

**Table : 61 CSR structure**

A2	Does organization have a CSR structure ?	F	%
1	Yes	32	31.07
2	No	51	49.51
3	No Response	34	33.01



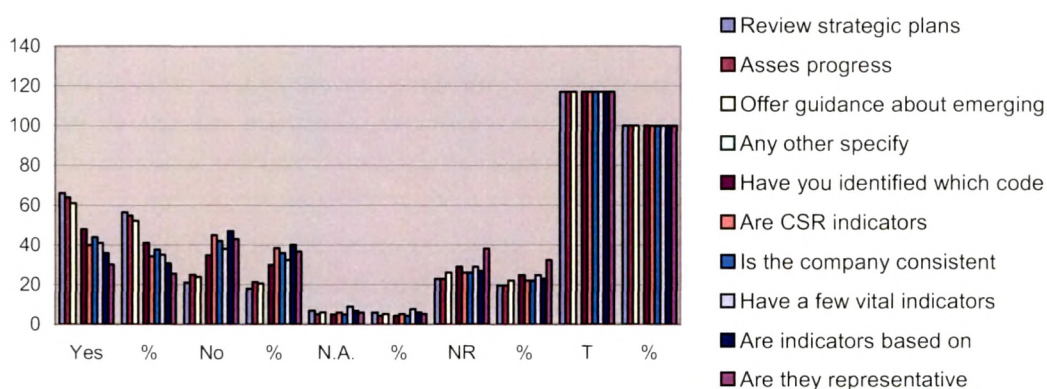


The table reveals that majority of the companies did not have a CSR structure with 51 (49.51%) with responding No and 32 (31.07%).

**Table : 62 Details of Social Responsibility Committee and Functions**

B	Does the Company have an ethics / Social Responsibility Committee on their boards to	Yes		No		N.A.		NR		T	
			%		%		%		%		%
1	Review strategic plans	66	56.41	21	17.95	7	5.98	23	19.66	117	100
2	Asses progress	64	54.70	25	21.37	5	4.27	23	19.66	117	100
3	Offer guidance about emerging CSR Issues	61	52.14	24	20.51	6	5.13	26	22.22	117	100
5	Have you identified which code conduct to be used	48	41.03	35	29.91	5	4.27	29	24.79	117	100
6	Are CSR indicators an integral part of running business operation	40	34.19	45	38.46	6	5.13	26	22.22	117	100
7	Is the company consistent in implementation of principles of ethical conduct	44	37.61	42	35.90	5	4.27	26	22.22	117	100
8	Have a few vital indicators been identified to insure that CSR goals are met	41	35.04	38	32.48	9	7.69	29	24.79	117	100
9	Are indicators based on stakeholders needs and interest	36	30.77	47	40.17	7	5.98	27	23.08	117	100
10	Are they representative business in which the company operate	30	25.64	43	36.75	6	5.13	38	32.48	117	100

**Graph : 62**



The table reveals data on CSR structure in that it can be observed that 32(31.07%) organizations have CSR structures, about 51(49.51%) organizations do not have CSR structures whereas almost 34(33.01%) did not respond.

The above table reveals data on whether the company has an ethic /social responsibility committee on their boards in that it can be observed that 66(56.41%) organizations have ethic /social responsibility committee, about 21(17.95%) organizations do not have whereas almost 23(19.66%) did not respond.

The table further reveals that the committee reviews strategic plans ,assesses progress and offers guidance about emerging CSR issues with 66(56.41 %), 64(54.70 %) & 61(52.14 %) responding yes in the above mentioned categories, about 21(17.95%), 25(21.37%) , 24(20.51%) responding no. About 23(19.66%), 23(19.66%), 26(22.22%) did not respond and a minimal response was observed in the not applicable category as seen in the table.

With reference to identification of the code to be used by companies it can be observed that 48(41.03%) responded yes, 35(29.91%) responded no, about 29(24.79%) did not respond and about 5(4.27%) were not applicable

To the question are CSR indicators an integral part of running Business Operations about 40(34.19%) responded yes, 45(38.46%) responded no, about 26(22.22 %) did not respond and about 6(5.13%) were not applicable

To the question is the company consistent in the implementation of principles of ethical conduct about 48(41.03%) responded yes, 42(35.90%) responded no, about 27(23.07 %) did not respond.

To the question have a few vital indicators been identified to ensure that CSR goals are met about 41(35.04%) responded yes, 38(32.48%) responded no, about 29(24.79 %) did not respond about 9(7.69%) were not applicable .

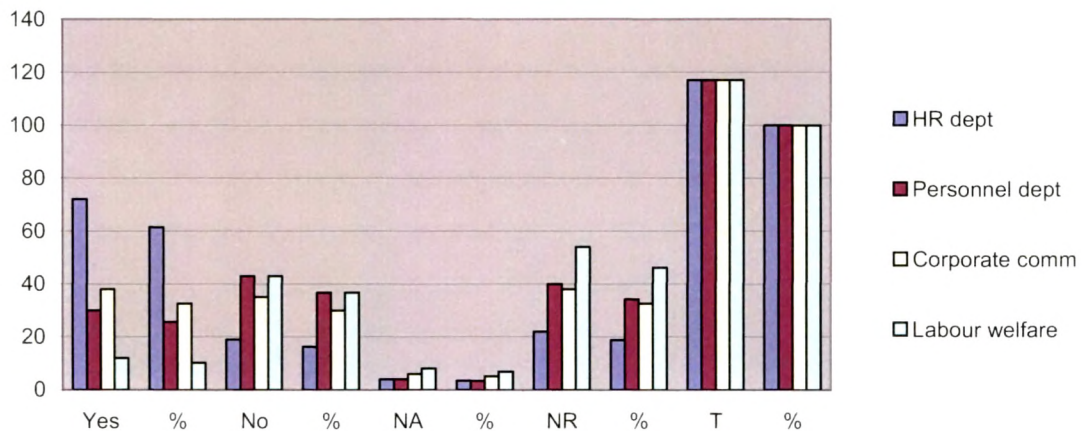
The above data reveals that the indicators have been based on stakeholders needs and interests in that 36(30.77%) responded yes ,47(40.17 %) responded no, about 27(23.08 %) did not respond about 7(5.98%) were not applicable .

To the question are stakeholders representatives for the business which the company operates about 30(25.64%) responded yes, 43(36.75%) responded no, a large no i.e 38(32.48%) did not respond and 6(5.13%) answered in the not applicable category.

**Table : 63 Organizations department for CSR function**

CSR function is coordinated by which of the following department											
		Yes	%	No	%	NA	%	NR	%	T	%
1	HR dept	72	61.54	19	16.24	4	3.42	22	18.80	117	100
2	Personnel dept	30	25.64	43	36.75	4	3.42	40	34.19	117	100
3	Corporate comm	38	32.48	35	29.91	6	5.13	38	32.48	117	100
4	Labour welfare	12	10.26	43	36.75	8	6.84	54	46.15	117	100

**Graph : 63**



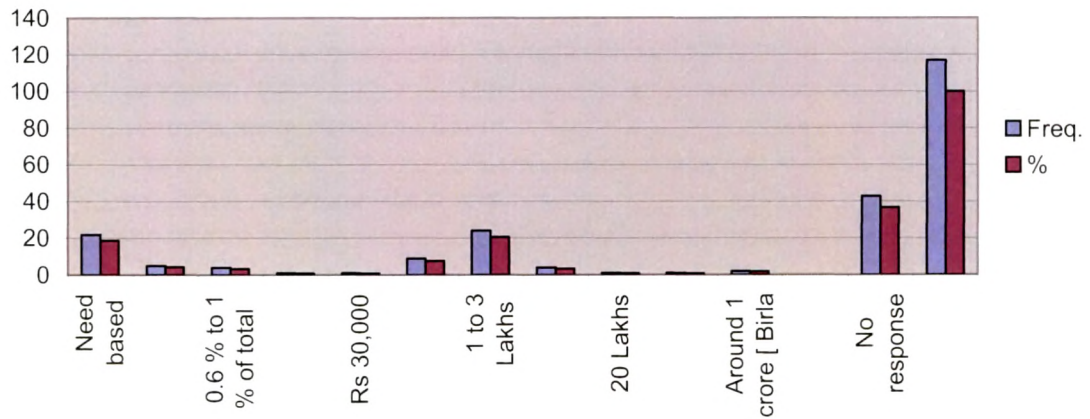
The above table reveals data through which dept in the organization is CSR function coordinated in that majority of the respondents opined that CSR is coordinated through HR dept with 72(61.54%)responding yes and about 19(16.24%) responded no, and 22(18.80%)did not respond about 30(25.64%) responded that it is coordinated by the personnel dept and about 43(36.75%) responded no, 40(34.19 %) did not respond about 38(32.48%) responded that it is coordinated by the corporate communications dept and about 35(29.91%) responded no 38(32.48 %)did not respond . About 12(10.26%)responded that it is coordinated by the personnel dept and about 43(36.75%)responded no , and a large majority 54(46.15 %)did not respond

**Table : 64 Annual budget allocated for CSR activities**

Description	Freq.	%
Need based	22	18.80%
Not fixed	5	4.27%
0.6 % to 1 % of total profit	4	3.42%
Confidential	1	0.85%
Rs 30,000	1	0.85%
0.5 to 1 Lakh	9	7.69%
1 to 3 Lakhs	24	20.51%
3 to 6 Lakhs	4	3.42%
20 Lakhs	1	0.85%
50 Lakhs	1	0.85%
Around 1 crore [ Birla Cellu. & Tata chemicals, Mithapur ]	2	1.71%
No response	43	36.75%
<b>Total</b>	<b>117</b>	<b>100%</b>

The above table reveals that majority of the companies allocate budget to the extent of 1-3 lacs with 24(20.51%) followed by allocation of budget on need basis ,9(7.69%) , 5(4.27%)did not have fixed budget and 43(36.75%) did not respond due to the confidential nature of information .

**Graph : 64**



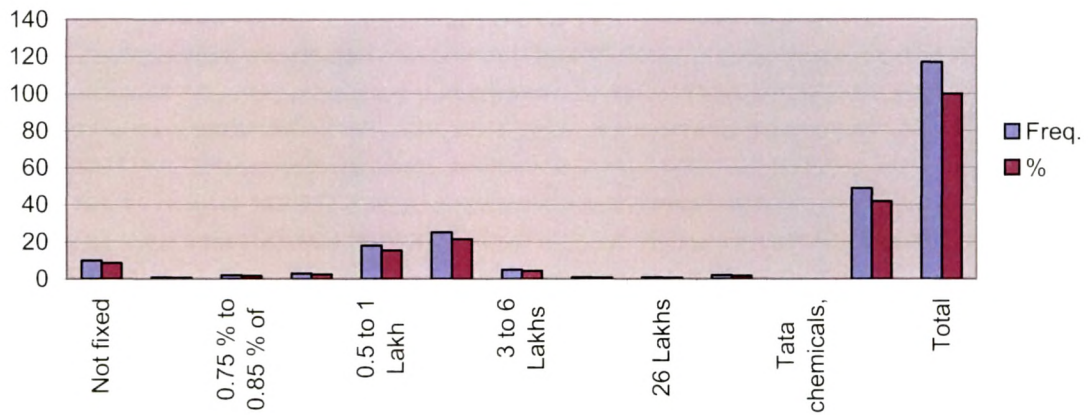


**Table : 65 Annual financial expenditure on CSR activities**

Description	Freq.	%
Not fixed	10	8.54%
Donation in kind	1	0.85%
0.75 % to 0.85 % of total profit	2	1.71%
Confidential	3	2.56%
0.5 to 1 Lakh	18	15.38%
1 to 3 Lakhs	25	21.36%
3 to 6 Lakhs	5	4.27%
20 Lakhs	1	0.85%
26 Lakhs	1	0.85%
Around 1 crore [ Birla Cellu. & Tata chemicals, Mithapur ]	2	1.71%
No response	49	41.88%
<b>Total</b>	<b>117</b>	<b>100%</b>

The above table reveals that majority of the companies 25(21.36%)spent 1-3 lacs as expenditure on CSR activities , 18(15.38%) with a budget of 0.5 to 1 lacs ,and 10(8.54%) stating that the budget on CSR activities is not fixed. It is striking to note that two big companies as revealed from the table The Tatas and Birlas spend round 1 crore which is a significant contribution in the field of CSR.

**Graph : 65**





**Table :66.1 Establishment of CSR structure in Companies**

		Yes	%	No	%	NA	%	NR	%	T	%
1	Has the structure been audited / reviewed to evaluate its effectiveness	41	35.04	53	45.29	5	4.27	18	15.38	117	100

The above data reveals that to a certain extent the CSR structures had been audited with 41(35.04%)responding yes and 49(41.88%)responding no, about 18(15.38%)did not respond and 9(7.69%)responses were in the not applicable category.

		Yes	%	No	%	NA	%	NR	%	T	%
2	Has there been management buy in with regard to structure	36	30.77	46	39.32	10	8.55	25	21.37	117	100

The above data reveals that there has been management buy in with regard to the structure to some extent with 36(30.77%) responding yes and 46(39.32%) responding no, about 25(21.37%) did not respond and 10(8.55 %) responses were in the not applicable category.

		Yes	%	No	%	NA	%	NR	%	T	%
3	Was a business case presented ?	24	20.51	60	51.28	10	8.55	23	19.66	117	100

With reference to presenting a business case it is clearly observed that very few respondents opined positively with 24(20.51%) responding yes and 60(51.28%) responding no, about 23(19.66%) did not respond and 10(8.55 %) responses were in the not applicable category.

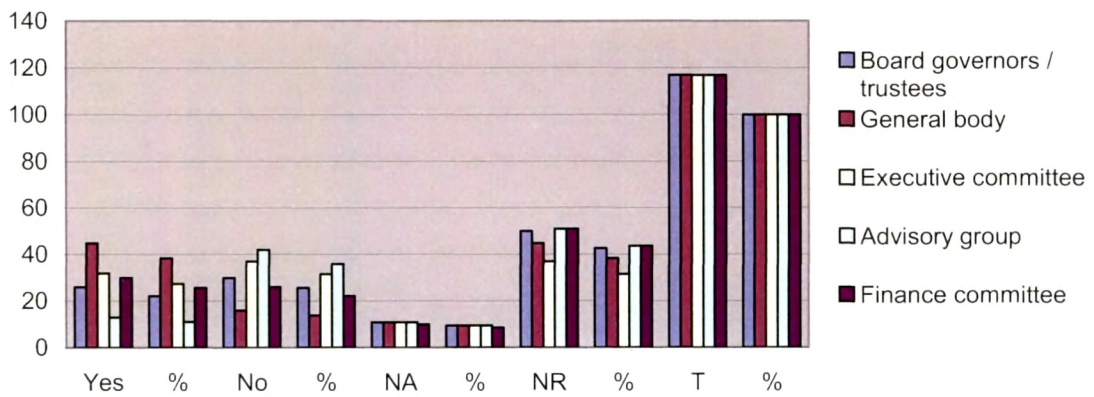
		Yes	%	No	%	NA	%	NR	%	T	%
4	Have these been formally document	29	24.79	55	47.01	10	8.55	23	19.66	117	100

Further with reference to having a formal documentation of the business case it is observed that about 29(24.79%)responded yes, majority of the respondents opined no with 55(47.01%)about 23(19.66%)did not respond and about 10(8.55%) gave responses in the not applicable category.

**Table :66.2 Management of CSR function in Companies**

CSR function in company is managed by											
1	Board governors / trustees	26	22.22	30	25.64	11	9.40	50	42.74	117	100
2	General body	45	38.46	16	13.68	11	9.40	45	38.46	117	100
3	Executive committee	32	27.35	37	31.62	11	9.40	37	31.62	117	100
4	Advisory group	13	11.11	42	35.90	11	9.40	51	43.59	117	100
5	Finance committee	30	25.64	26	22.22	10	8.55	51	43.59	117	100

**Graph : 66.2**



The data reveals the management of CSR function in the company in that multiple responses have been observed and majority of the respondents opined that it is managed by general body with 45(38.46%) responding yes, followed by executive committee with 32(27.35%) responding yes, other bodies managing CSR function included finance committee with 30(25.64%) trustees with 26(22.22%) and the least opined for advisory group with 13(11.11%). A higher rate of no response was also observed in the above category due to confidential nature and non disclosure of information.

**Table :66.3 Management of CSR function in Companies (Cont.)**

		Yes	%	No	%	NA	%	NR	%	T	%
1	Has an been Action plan adopted / approved for a creating a corporate social responsibility structure	57	48.72	33	28.21	5	4.27	22	18.80	117	100

The above set of data reveals important developments and related information in the area of CSR in that it is observed that majority of the organizations have an action plan been adopted /approved for creating a CSR structure which is extremely positive with 57(48.72%)responding yes and about 33(28.21%)responding no.

		Yes	%	No	%	NA	%	NR	%	T	%
2	Is this Cross referenced to corporate / strategic plan	55	47.01	31	26.50	7	5.98	24	20.51	117	100

Further to the question whether it has been cross referenced to the corporate/strategic plan majority opined positively with 55(47.01%)responding yes about 31(26.50%)responding no and about 22(18.80)did not respond.

		Yes	%	No	%	NA	%	NR	%	T	%
3	Have targets been set	60	51.28	25	21.37	4	3.42	28	23.93	117	100

It is also observed that majority of the organizations have set targets with a majority 60(51.28%) responding yes and only 25(21.37%)responding no and about 28(23.93%)not responding.

		Yes	%	No	%	NA	%	NR	%	T	%
4	Does the organization monitor / plan to monitor performance against these targets	67	57.26	19	16.24	7	5.98	24	20.51	117	100

With reference to monitoring or plan to monitor performance against these targets is concerned it is observed that majority of the respondents responded positively with 67(57.26%)in the yes category and about 19(16.24%) in the no category about 24(20.51%) did not respond .

		Yes	%	No	%	NA	%	NR	%	T	%
5	Have policies been developed?	34	29.06	49	41.88	13	11.11	21	17.95	117	100

Further with reference to development of policies 34(29.06%)responded yes and 49(41.88%)responded no and about 21(17.95%)did not respond

6) Overall responsibility of CSR in Companies

Description	Freq.	%
HR	22	18.80%
P & A dept	10	8.55%
Top management	6	5.13%
CSR cell	4	3.42%
Corporate office	3	2.56%
E.L. Firm	2	1.71%
Executive committee	2	1.71%
General body	2	1.71%
SBCT	1	0.85%
Trustee	1	0.85%
No response	64	54.70%
<b>Total</b>	<b>117</b>	<b>100%</b>

		Yes	%	No	%	NA	%	NR	%	T	%
7	Has management received training on CSR issues	59	50.43	25	21.37	9	7.69	24	20.51	117	100

With reference to training received by management on CSR issues it can be clearly observed from the data that about 59(50.43%)responded that management had received the training, about 25(21.37%)responded negatively and about 24(20.51%)did not respond.

		Yes	%	No	%	NA	%	NR	%	T	%
8	Has training been provided inhouse / or by an outside specialist / organization	50	42.74	22	18.80	14	11.97	31	26.50	117	100

Further with reference to the type of training majority of the respondents opined that training was inhouse with 50(42.74%) whereas by an outside specialist were about 22(18.80%) however about 31(26.50%)did not respond.

9) Frequency of Training in CSR

Description	Freq.	%
[1] Very Frequently	44	37.61%
[2] Frequently	22	18.80%
[3] Not So Frequently	17	14.53%
[4] No response	34	29.06%
<b>Total</b>	<b>117</b>	<b>100%</b>

		Yes	%	No	%	NA	%	NR	%	T	%
10	Do management / managers understand meaning of CSR	79	67.52	9	7.69	4	3.42	25	21.37	117	100

The above column reveals data on extent of understanding of management regarding CSR in that an extremely positive response is observed with 79(67.52%)responding yes and a very minor no. of respondents saying no with (7.69%).

		Yes	%	No	%	NA	%	NR	%	T	%
11	Is the establishment of CSR structure and the risk involved identified in the organization risk register	46	39.32	31	26.50	6	5.13	34	29.06	117	100

To the important question that is the establishment of a corporate social responsibility structure and the risk involved identified in the organization's risk register about 46(39.32%)responded yes about 31(26.50%) responded no and as many as 34(29.06%)did not respond



**Table : 67 CSR Reporting**

	Reporting	Yes	%	No	%	NA	%	NR	%	T	%
1	What type of reports are published	28	23.93	43	36.75	13	11.11	33	28.21	117	100

The above table reveals the type of reports published by the company in that about 28(23.93%)responded that special reports on CSR are published however 43(36.75%)responded they are not published and about 33(28.21%)did not respond.

**Types of Reports**

Description	Freq.	%
Magazine	8	6.83%
Descriptive	25	21.36%
Monthly reports	5	4.27%
Annual Report	11	9.40
Internal	5	4.27%
Others	23	19.65%
No Response	40	34.18%
<b>Total</b>	<b>117</b>	<b>100%</b>

		Yes	%	No	%	NA	%	NR	%	T	%
2	Does the company follow any international / std guidelines for CSR reporting ?	15	12.82	61	52.14	11	9.40	30	25.64	117	100

With reference to the company following any international /national standard or guideline for CSR reporting the table reveals that only 15(12.82%)responded yes and about 61(52.14%)responded no , as many as 30(25.64%) did not respond

		Yes	%	No	%	NA	%	NR	%	T	%
3	Has organization undertaken any activity that has aided the community or protected the environment	54	46.15	4	3.42	5	4.27	54	46.15	117	100

The above table reveals data on whether the organization has undertaken any type of activity that has aided the community or protected the environment in that only 54 (46.15%) responded yes and only 4(3.42%) responded no, majority of them i.e 54(46.15%) did not respond.

		Yes	%	No	%	NA	%	NR	%	T	%
4	Has organization undertaken any kind of review on how this may have impacted on their reputation.	77	65.81	12	10.26	8	6.84	20	17.09	117	100

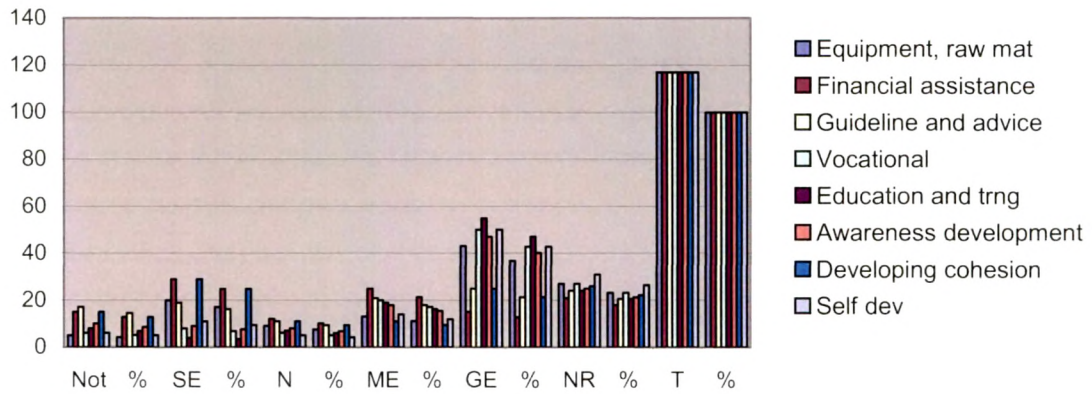
Further with reference to undertaking a review on how this may have impacted upon their reputation it is observed majority of the organizations have undertaken a review with 77 (65.81%) responded yes and only 12(10.26%) responded no also about 20(17.09%) did not respond.

**Table : 68 Opinion on Preferred needs of the Community by Companies**

Preferred needs of the people of the community are normally in terms of:		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Equipment, raw material and physical facilities	5	4.27	20	17.09	9	7.69	13	11.11	43	36.75	27	23.08	117	100
2	Financial assistance	15	12.82	29	24.79	12	10.26	25	21.37	15	12.82	21	17.95	117	100
3	Guideline and advice during project formulation and / or implementation	17	14.53	19	16.24	11	9.40	21	17.95	25	21.37	24	20.51	117	100
4	Vocational training and guidance	6	5.13	8	6.84	6	5.13	20	17.09	50	42.74	27	23.08	117	100
5	Education and training	8	6.84	4	3.42	7	5.98	19	16.24	55	47.01	24	20.51	117	100
6	Awareness development	10	8.55	9	7.69	8	6.84	18	15.38	47	40.17	25	21.37	117	100
7	Developing cohesion between different section of community	15	12.82	29	24.79	11	9.40	11	9.40	25	21.37	26	22.22	117	100
8	Self development	6	5.13	11	9.40	5	4.27	14	11.97	50	42.74	31	26.50	117	100

The above table elicits the preferred needs of the people of the community in that majority of them opined education and training, vocational training and guidance and self development with 55 (47.01%), 40(42.74%) and 40(42.74%) responding to a great extent 19 (16.24%), 20 (17.09%) and 14(11.97%) responding to a moderate extent and 4(3.42%), 8(6.84%) and 11(9.40%) responding to some extent.

**Graph : 68**

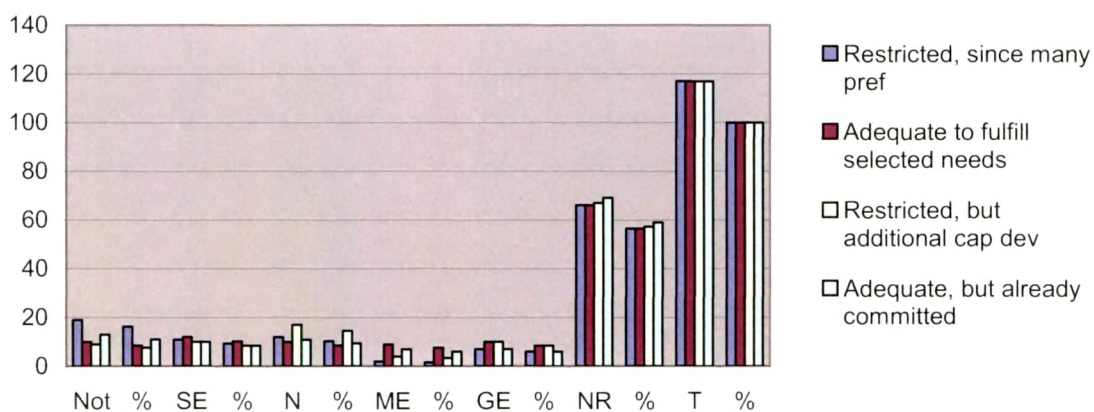


Other preferred needs included awareness development & raw materials and physical facilities with 47 (40.17%) and 43 (36.75%) responding to a great extent 18 (15.38%) and 13 (11.11%) responding to a moderate extent 9 (7.69%) and 20 (17.09%) responding to some extent followed by least preferred needs such as guidance during project formulation and/or implementation, developing cohesion between different sections of the community and financial assistance with 25 (21.37%), 25 (21.37%) and 15 (12.82%) responding to a great extent 21 (17.95%), 11 (9.40%) and 25 (21.37%) responding to a moderate extent and 19 (16.24%), 29 (24.79%) and 29 (24.79%) responding to some extent.

**Table : 69 Opinion on Capabilities of Companies to meet preferred needs**

Capabilities of the Company to meet preferred needs are:		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Restricted, since many preferred needs are out of tunes with corporate goals	19	16.24	11	9.40	12	10.26	2	1.71	7	5.98	66	56.41	117	100
2	Adequate to fulfil selected needs	10	8.55	12	10.26	10	8.55	9	7.69	10	8.55	66	56.41	117	100
3	Restricted but addition capabilities can develop	9	7.69	10	8.55	17	14.53	4	3.42	10	8.55	67	57.26	117	100
4	Adequate, but already committed to other project	13	11.11	10	8.55	11	9.40	7	5.98	7	5.98	69	58.97	117	100

**Graph : 69**



The above table reflects the capabilities of the company to meet the preferred needs in that majority of the respondents opined in that majority of the responses were positive in that majority of



the respondents responded in the not at all with 19(16.24%)category opining that capabilities of the company are not restricted ,about 11(9.40%) opining that capabilities are restricted to some extent about 12(10.26%)were neutral,2(1.71%)opined it was to a moderate extent and aobut7(5.98%) responded to a great extent, however a majority i.e 66(56.41%) did not respond. About 10(8.55%) responded that capabilities of the company to meet the preferred are adequate through response in the great extent category,9(7.69%)to moderate extent category, about 10(8.55%)being neutral and 12(10.26%)responding to some extent , about 10(8.55%)responded negatively. With reference to additional capabilities developed 10(8.55%)responded to a great extent,9(7.69%)responded to a moderate extent about 17(14.53%)were neutral and about 10(8.55%)responded to some extent. The higher rate of no response is due to confidential nature or non disclosure of information on the part of respondents.

**Table : 70 CSR Constituents defined and effectively deployed by companies**

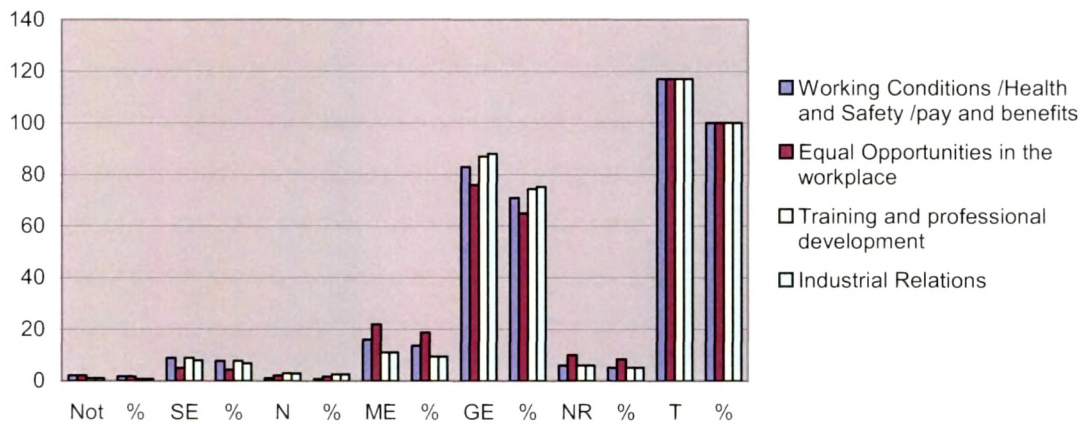
Which of the CSR constituents have been clearly defined for effective deployment across the Organization ?															
		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	HIV / AIDS related issues	25	21.37	16	13.68	6	5.13	7	5.98	4	3.42	59	50.43	117	100
2	Requirements of International conventions	28	23.93	11	9.40	7	5.98	4	3.42	5	4.27	62	52.99	117	100
3	Employment of disabled persons	23	19.66	16	13.68	3	2.56	9	7.69	6	5.13	60	51.28	117	100
4	Gender Rights	21	17.95	9	7.69	8	6.84	15	12.82	3	2.56	61	52.14	117	100
5	Socio Economic disparities	14	11.97	18	15.38	10	8.55	6	5.13	6	5.13	63	53.85	117	100
6	Economic impact of organizations operations	13	11.11	13	11.11	11	9.40	4	3.42	12	10.26	64	54.70	117	100
7	Community Rights / Human Rights	11	9.40	13	11.11	12	10.26	3	2.56	16	13.68	62	52.99	117	100
8	Corporate Volunteering	7	5.98	8	6.84	7	5.98	13	11.11	38	32.48	44	37.61	117	100
9	Sustainable Development	5	4.27	11	9.40	9	7.69	14	11.97	41	35.04	37	31.62	117	100
10	Investor rights	9	7.69	5	4.27	13	11.11	10	8.55	11	9.40	69	58.97	117	100
11	Protection of Stakeholders Interests	6	5.13	5	4.27	13	11.11	10	8.55	14	11.97	69	58.97	117	100
12	Non discrimination/equal opportunity	6	5.13	4	3.42	9	7.69	14	11.97	31	26.50	53	45.30	117	100
13	Relationship with business partners	6	5.13	8	6.84	9	7.69	14	11.97	28	23.93	52	44.44	117	100
14	Charitable contributions	10	8.55	6	5.13	6	5.13	12	10.26	29	24.79	54	46.15	117	100
15	Labour Practices	6	5.13	6	5.13	5	4.27	12	10.26	49	41.88	39	33.33	117	100
16	Customer relations	7	5.98	2	1.71	9	7.69	11	9.40	48	41.03	40	34.19	117	100
17	Employee Welfare	3	2.56	4	3.42	3	2.56	15	12.82	61	52.14	31	26.50	117	100
18	Compliance with all regulations	3	2.56	3	2.56	4	3.42	12	10.26	61	52.14	34	29.06	117	100
19	Health and Safety	2	1.71	2	1.71	3	2.56	10	8.55	66	56.41	34	29.06	117	100
20	Environment	4	3.42	4	3.42	3	2.56	8	6.84	62	52.99	36	30.77	117	100
21	Ethics	10	8.55	19	16.24	4	3.42	9	7.69	27	23.08	48	41.03	117	100

The table provides details with reference to which CSR constituents have been clearly defined for effective deployment across the organization in that majority of the respondents opined health and safety, environment, compliance with regulations, employee welfare as the major constituents of CSR deployed in the company with 66 (56.41%), 62(52.99%), 61(52.14%), 61(52.14%) responding to a great extent, 10(8.55%), 8(6.84%) 12(10.26%) and 15 (12.82%) responding to a moderate extent, and 14(11.97%), 12(10.26%), 13(11.11%) and 14(11.97%) responding to some extent. Other constituents effectively deployed are labour practices, customer relations, sustainable development and corporate volunteering with 49 (41.88%), 48(41.03%), 41(35.04%)and 38(32.48%) responding to a great extent,12 (10.26%), 11(9.40%), 14(11.97%)and13(11.11%) responding to a moderate extent and, 16 (13.68%),12 (10.26%), 21(17.94%) and 18 (15.38%) responding to some extent. Other constituents in order of decreasing response are non discrimination / equal opportunity, charitable contributions, relationship with business partners, ethics, community / human rights, protection of stakeholders interests ,economic impact of organization operations with 31 (26.50%), 29(24.79%), 28(23.93%), 27(23.08%) 16(13.68%)and 12(10.26%) responding to a great extent, 14(11.97%), 12(10.26%), 14(11.97%), 9(7.69%) 3(2.56%) and 4(3.42%) responding to a moderate extent and ,14(11.97%), 16(13.68%), 18(15.38%) 23(19.65%) and 23(19.65%)responding to some extent followed by constituents viz investors rights, employment of disabled persons, socio economic disparities, requirement of international conventions, HIV/AIDS and gender rights. The no response rate has been higher as observed in the table .

**Table :71.1 CSR performance indicators of companies**

Kindly mark the performance indicators as practiced by your company															
Work Place Indicators	Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%	
1 Working Conditions /Health and Safety /pay and benefits	2	1.71	9	7.69	1	0.85	16	13.68	83	70.94	6	5.13	117	100	
2 Equal Opportunities in the workplace	2	1.71	5	4.27	2	1.71	22	18.80	76	64.96	10	8.55	117	100	
3 Training and professional development	1	0.85	9	7.69	3	2.56	11	9.40	87	74.36	6	5.13	117	100	
4 Industrial Relations	1	0.85	8	6.84	3	2.56	11	9.40	88	75.21	6	5.13	117	100	

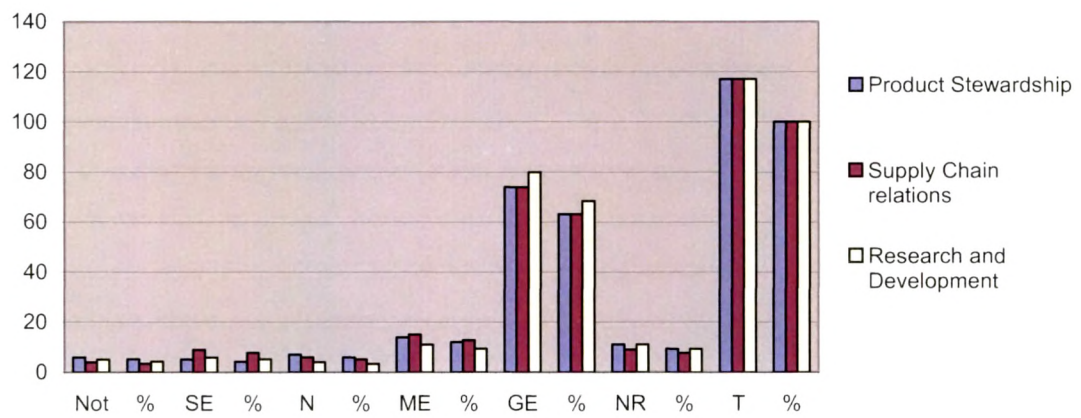
**Graph : 71.1**



**Table :71.2 Market Place Indicators**

5	Product Stewardship	6	5.13	5	4.27	7	5.98	14	11.97	74	63.25	11	9.40	117	100
6	Supply Chain relations	4	3.42	9	7.69	6	5.13	15	12.82	74	63.25	9	7.69	117	100
7	Research and Development	5	4.27	6	5.13	4	3.42	11	9.40	80	68.38	11	9.40	117	100

**Graph : 71.2**

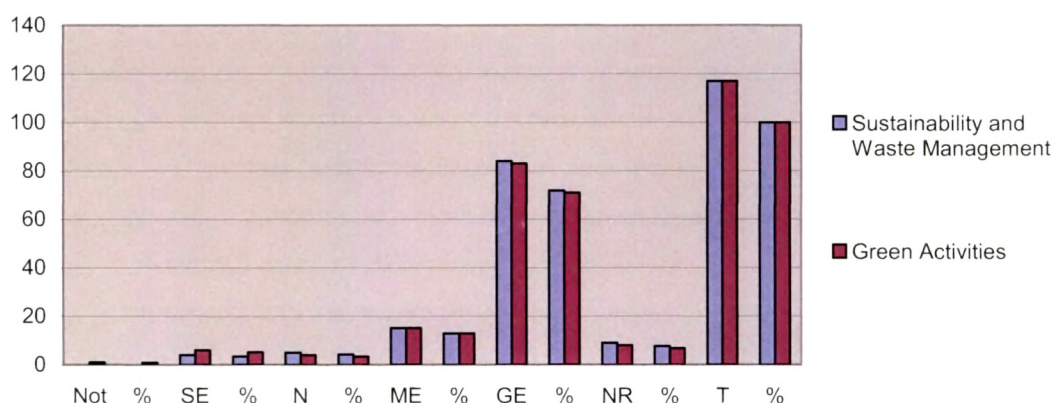




**Table :71.3 Environment Indicators**

8	Sustainability and Waste Management	0	0.00	4	3.42	5	4.27	15	12.82	84	71.79	9	7.69	117	100
9	Green Activities	1	0.85	6	5.13	4	3.42	15	12.82	83	70.94	8	6.84	117	100

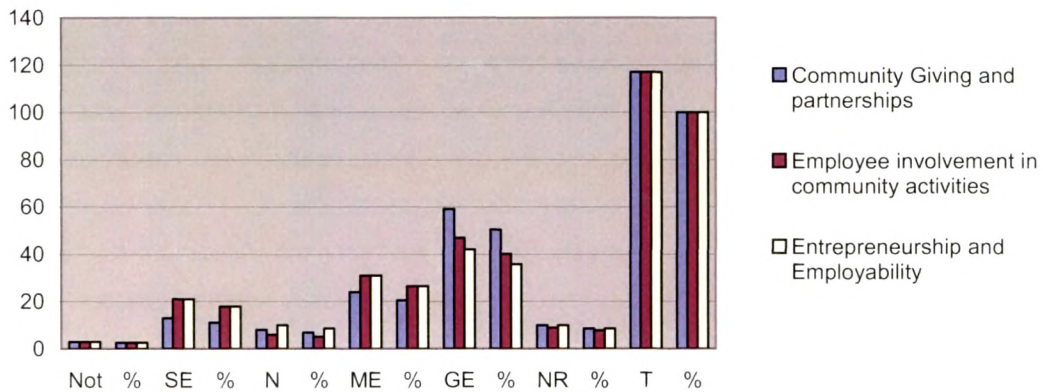
**Graph : 71.3**



**Table :71.4 Community Development Indicators**

10	Community Giving and partnerships	3	2.56	13	11.11	8	6.84	24	20.51	59	50.43	10	8.55	117	100
11	Employee involvement in community activities	3	2.56	21	17.95	6	5.13	31	26.50	47	40.17	9	7.69	117	100
12	Entrepreneurship and Employability	3	2.56	21	17.95	10	8.55	31	26.50	42	35.90	10	8.55	117	100

**Graph : 71.4**



**Table : 71.5 Ethical Indicators & Human Rights**

13	Ethics	8	6.84	17	14.53	6	5.13	25	21.37	52	44.44	9	7.69	117	100
14	Human rights supporting interventions	6	5.13	22	18.80	11	9.40	35	29.91	28	23.93	15	12.82	117	100

The above table reveals data on performance indicators as practised by various companies in that majority of the respondents have opined, industrial relations, training and professional development, sustainability and waste management, green activities, working conditions /health and safety/pay and benefits and research and development to be the major performance indicators with 88(75.21%),87(74.36%),84(71.79%) ,83(70.94%),83(70.94%)and 80 (68.38%) responding to a great extent , 11 (9.40%),11(9.40%),15(12.82%) ,15(12.82 %),16(13.68%)and 11 (9.40%) responding to a moderate extent and 8(6.84%),9(7.69%)4(3.42%) ,4 (3.42%), 9(7.69%) and 6 (5.13%) responding to some extent in the respective indicators. Followed by indicators viz. equal opportunities at workplace, product stewardship, supply chain relations, community giving and partnerships, and ethical policies and conduct with 76(64.96%), 74 (63.25%), 74(63.25%),59(50.43%)and 52(44.44%) responding to a great extent, 22 (18.80%), 14 (11.97%), 15(12.82%),24(20.51%)and 25(21.37%) responding to a moderate extent, and 5 (4.27%), 5(4.27%), 9(7.69%), 13(11.11%) and 17 (14.53%) responding to some extent. Other succeeding performance indicators practised to a lesser extent included employee involvement in

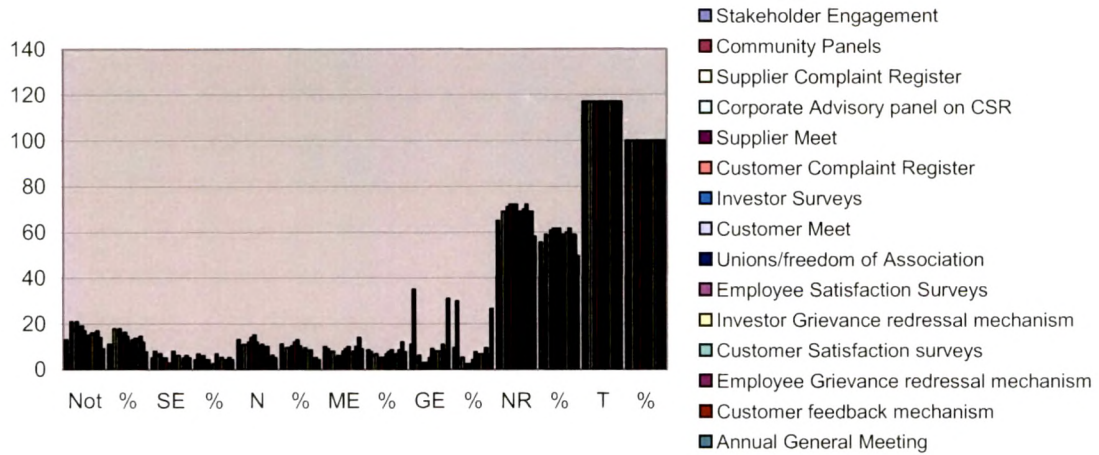
community activities, entrepreneurship and employability, and human rights with 47(40.17%), 42(35.90%) and 28 (23.93%) responding to a great extent, 31(26.50%), 31(26.50%) and 35 (29.91%) responding to a moderate extent and 21(17.95%), 21(17.95%)and 22 (18.80%) responding to some extent

**Table : 72 Stakeholders group / process having interest in companies CSR performance**

Which Stakeholders have an interests in the Corporations CSR Performance ?															
		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Stakeholder Engagement	13	11.11	5	4.27	13	11.11	10	8.55	11	9.40	65	55.56	117	100
2	Community Panels	6	5.13	8	6.84	8	6.84	9	7.69	35	29.91	51	43.59	117	100
3	Supplier Complaint Register	21	17.95	6	5.13	11	9.40	7	5.98	3	2.56	69	58.97	117	100
4	Corporate Advisory panel on CSR	17	14.53	7	5.98	11	9.40	8	6.84	6	5.13	68	58.12	117	100
5	Supplier Meet	21	17.95	5	4.27	12	10.26	5	4.27	3	2.56	71	60.68	117	100
6	Customer Complaint Register	17	14.53	5	4.27	14	11.97	6	5.13	3	2.56	72	61.54	117	100
7	Investor Surveys	19	16.24	2	1.71	15	12.82	6	5.13	3	2.56	72	61.54	117	100
8	Customer Meet	17	14.53	3	2.56	12	10.26	8	6.84	5	4.27	72	61.54	117	100
9	Unions/freedom of Association	13	11.11	8	6.84	9	7.69	9	7.69	9	7.69	69	58.97	117	100
10	Employee Satisfaction Surveys	15	12.82	4	3.42	11	9.40	10	8.55	8	6.84	69	58.97	117	100
11	Investor Grievance redressal mechanism	16	13.68	6	5.13	10	8.55	7	5.98	8	6.84	70	59.83	117	100
12	Customer Satisfaction surveys	16	13.68	3	2.56	10	8.55	8	6.84	8	6.84	72	61.54	117	100
13	Employee Grievance redressal mechanism	17	14.53	5	4.27	5	4.27	10	8.55	11	9.40	69	58.97	117	100
14	Customer feedback mechanism	14	11.97	6	5.13	6	5.13	14	11.97	8	6.84	69	58.97	117	100
15	Annual General Meeting	9	7.69	5	4.27	5	4.27	9	7.69	31	26.50	58	49.57	117	100



**Graph : 72**



The table reveals which stakeholder process/groups have an interests in the corporations CSR performance. It was observed that majority of the respondents did not respond since the importance attached, approach of the company and integration of CSR function with business varied from company to company , another reason being CSR function is gaining increasing significance and being slowly structured in the organization with better understanding and professional approach however business returns through CSR and understanding the triple bottom line approach for CSR performance is observed in very few companies .in that majority of the respondents opined community panels as important stakeholder group having an interests in corporations CSR performance due to a philanthropic approach with 35(29.91%)responding to a great extent,9(7.69%)responding to a moderate extent and 8(6.84%)responding to some extent. followed by annual general meeting group/process with 31(26.50%)responding to a great extent,9(7.69%)responding to a moderate extent and 5(4.27%)responding to some extent, followed by process of stakeholder engagement & employee greivanceredressal mechanism & Unions/freedom of association with 11(9.40%) & 9(7.69%) ,responding to a great extent , 10(8.55%) , 10(8.55%) and9(7.69%)responding to a moderate extent and 5(4.27%) ,5(4.27%)and 8(6.84%)responding to some extent in the respective categories. Other stakeholder process/groups having and interests in corporations CSR performance are employee satisfaction surveys, investors grievance redressal mechanisms, customer feedback mechanism with almost 8(6.84%) responding to a great extent in the respective areas. Other groups were customer

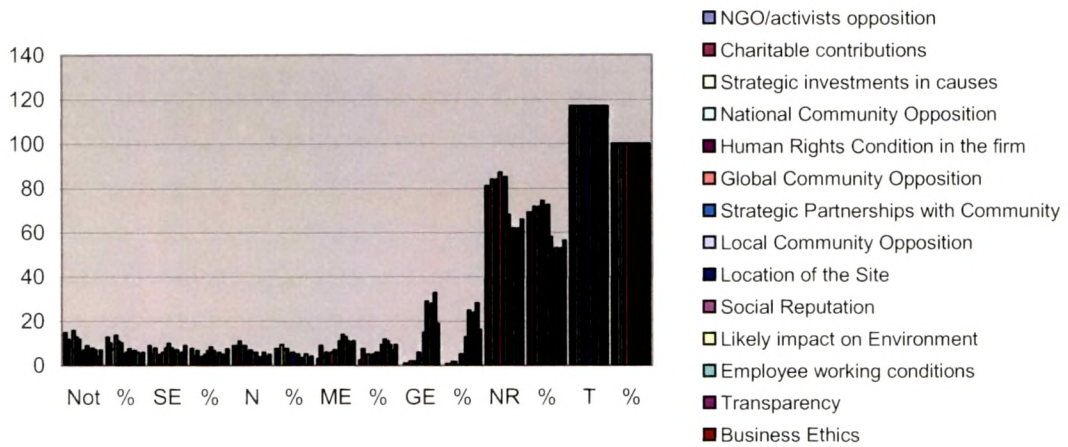
meets, corporate advisory panel on CSR followed by supplier complaint register, supplier meets, customer complaints and investors survey among important stakeholder process /groups.

**Table : 73 Consideration of Stakeholders issues in investment decisions**

Are potential stakeholders issues factored into investment decisions. Factors influencing Investment decisions															
		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	NGO/activists opposition	15	12.82	9	7.69	9	7.69	3	2.56	0	0.00	81	69.23	117	100
2	Charitable contributions	12	10.26	5	4.27	9	7.69	9	7.69	1	0.85	81	69.23	117	100
3	Strategic investments in causes	9	7.69	8	6.84	11	9.40	4	3.42	1	0.85	84	71.79	117	100
4	National Community Opposition	16	13.68	2	1.71	9	7.69	6	5.13	2	1.71	82	70.09	117	100
5	Human Rights Condition in the firm	13	11.11	5	4.27	9	7.69	4	3.42	2	1.71	84	71.79	117	100
6	Global Community Opposition	12	10.26	6	5.13	6	5.13	6	5.13	0	0.00	87	74.36	117	100
7	Strategic Partnerships with Community	6	5.13	8	6.84	7	5.98	7	5.98	6	5.13	83	70.94	117	100
8	Local Community Opposition	7	5.98	10	8.55	6	5.13	6	5.13	3	2.56	85	72.65	117	100
9	Location of the Site	9	7.69	8	6.84	6	5.13	11	9.40	15	12.82	68	58.12	117	100
10	Social Reputation	7	5.98	5	4.27	4	3.42	14	11.97	29	24.79	58	49.57	117	100
11	Likely impact on Environment	8	6.84	7	5.98	4	3.42	13	11.11	23	19.66	62	52.99	117	100
12	Employee working conditions	7	5.98	5	4.27	6	5.13	11	9.40	28	23.93	60	51.28	117	100
13	Transparency	4	3.42	6	5.13	4	3.42	8	6.84	33	28.21	62	52.99	117	100
14	Business Ethics	7	5.98	9	7.69	5	4.27	11	9.40	19	16.24	66	56.41	117	100



**Graph : 73**



The table reveals responses with references to factors influencing investment decisions in that majority of the respondents did not respond as observed in the table , amongst those who responded majority 33(28.21%) opined transparency as an important factor with response in the great extent category, followed by social reputation with 29(24.79%)in the great extent,14(11.97%) in the moderate extent and 5(4.27%) in the some extent, followed by employee working conditions with 28(23.93%)in the great extent, 11(9.40%) in the moderate extent and 5(4.27%) in the some extent, followed by likely impact on the environment with 23(19.66%)in the great extent, 13(11.11%) in the moderate extent and 7(5.98%) in the some extent and business ethics with 19(16.24%)in the great extent,11(9.40%) in the moderate extent and 9(7.69%) in the some extent followed by other important factors such as location of the site, strategic partnership with communities ,local community opposition , amongst factors opined as important to some extent only and not moderate and great extent were NGO activists opposition, charitable contributions, strategic investments in causes, National community opposition, human rights condition in the firm, and global community opposition.

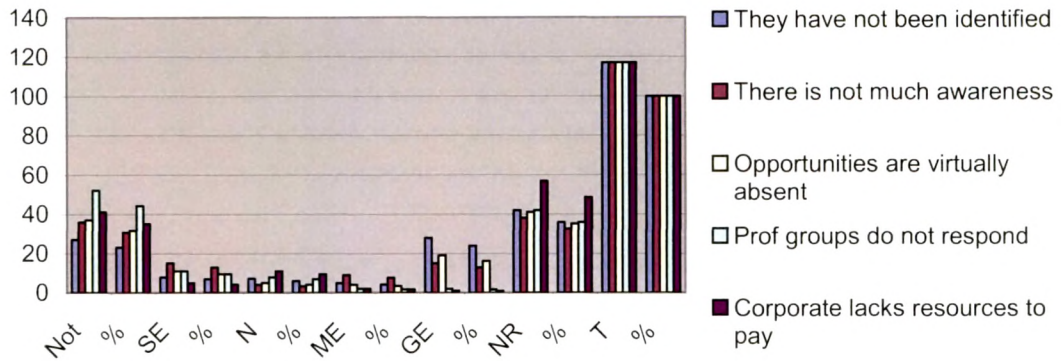
**Table : 74 Companies collaboration with professionals / specialists**

		Do professional / specialists collaborate with corporate?	
		F	%
1	Yes	23	19.66
2	No	11	9.40
3	No Response	83	70.94

The above table reveals whether professionals /specialist /experts collaborate with corporate in that majority of the respondents opined negatively with 11 (9.40%) responding no and only 23(19.66%)responded yes and a majority did not respond 83(70.94%) amongst those who did not respond and opined negatively major reasons cited were professionals/experts have not been identified and approached.

	If No because	Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	They have not been identified and approached	27	23.08	8	6.84	7	5.98	5	4.27	28	23.93	42	35.90	117	100
2	There is not much awareness	36	30.77	15	12.82	4	3.42	9	7.69	15	12.82	38	32.48	117	100
3	Opportunities for such people to contribute are virtually absent	37	31.62	11	9.40	5	4.27	4	3.42	19	16.24	41	35.04	117	100
4	Professional / occupational groups do not respond to request	52	44.44	11	9.40	8	6.84	2	1.71	2	1.71	42	35.90	117	100
5	Corporate lacks resources to pay such groups	41	35.04	5	4.27	11	9.40	2	1.71	1	0.85	57	48.72	117	100

**Graph : 74**

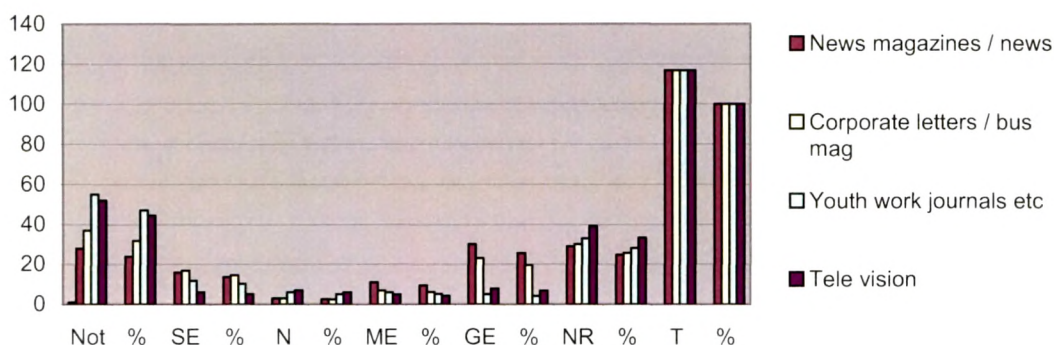


Amongst those who did not respond and opined negatively major reasons cited were professionals/experts have not been identified and approached.

**Table : 75 Use of Mass Media by Companies**

Mass media generally used for promoting CSR programme are		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	News magazines / news	28	23.93	16	13.68	3	2.56	11	9.40	30	25.64	29	24.79	117	100
2	Corporate letters / bus mag	37	31.62	17	14.53	3	2.56	7	5.98	23	19.66	30	25.64	117	100
3	Youth work journals etc	55	47.01	12	10.26	6	5.13	6	5.13	5	4.27	33	28.21	117	100
4	Tele vision	52	44.44	6	5.13	7	5.98	5	4.27	8	6.84	39	33.33	117	100

**Graph : 75**



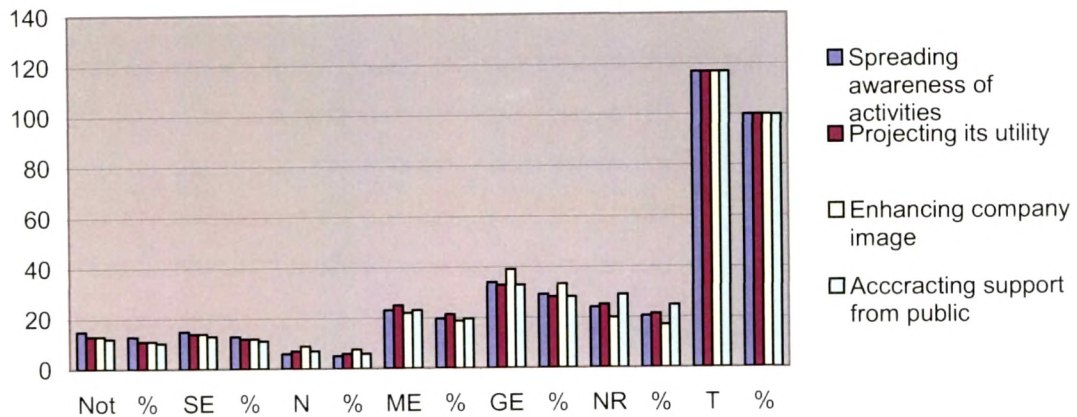
The table reveals data on mass media generally used by the company in that it is observed that the response in the not at all is higher pointing low extent of usage of mass media or other sources of information dissemination for CSR in that news magazines/news letters were used to a great extent with 30(25.64%) responding to a great extent, 11(9.40%)responding to moderate extent,16(13.68%)responding to some extent followed by corporate newsletters and business magazines 23(19.66%)responding to a great extent, 7(5.9 8%)responding to moderate extent,17(14.53%)responding to some extent.

**Table : 76 Focus Areas for support of Mass Media by Companies**

The agency has been using the support of mass media for:		No	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Spreading awareness of activities and accomplishment	15	12.82	15	12.82	6	5.13	23	19.66	34	29.06	24	20.51	117	100
2	Projecting its utility	13	11.11	14	11.97	7	5.98	25	21.37	33	28.21	25	21.37	117	100
3	Enhancing company image	13	11.11	14	11.97	9	7.69	22	18.80	39	33.33	20	17.09	117	100
4	Attracting support from public / other agencies / attracting cooperation from beneficiaries	12	10.26	13	11.11	7	5.98	23	19.66	33	28.21	29	24.79	117	100



**Graph : 76**



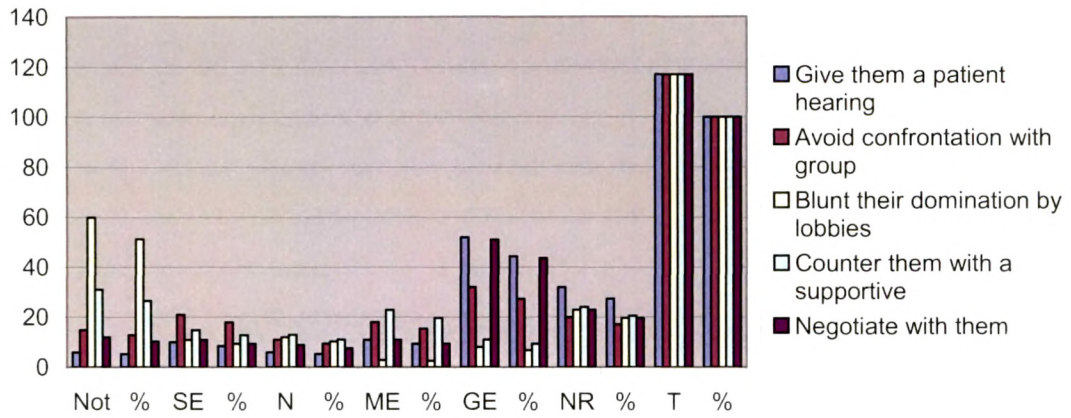
The table reveals reasons why companies are using support of mass media in that majority of the respondents responded that it is to enhance company's image with 39(33.33%), 22 (18.80%), 14(11.97%) in the great, moderate and some extent category followed by spreading awareness of activities, 34(29.06%), 23(19.66%), 15(12.82%) followed by projecting its utility and attracting support from public and beneficiaries with 33(28.21%), 23(19.66%), 13(11.11%) in the respective categories.



**Table : 77 Strategies employed by companies to deal with pressure groups**

Pressure group [ strategies employed to deal with pressure group ]		No	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Give them a patient hearing / respect their views	6	5.13	10	8.55	6	5.13	11	9.40	52	44.44	32	27.35	117	100
2	Avoid confrontation with group	15	12.82	21	17.95	11	9.40	18	15.38	32	27.35	20	17.09	117	100
3	Blunt their domination by lobbies or other means of political support	60	51.28	11	9.40	12	10.26	3	2.56	8	6.84	23	19.66	117	100
4	Counter them with a supportive group	31	26.50	15	12.82	13	11.11	23	19.66	11	9.40	24	20.51	117	100
5	Negotiate with them for part of programme for some objectives, interest and modified programme strategies	12	10.26	11	9.40	9	7.69	11	9.40	51	43.59	23	19.66	117	100

**Graph : 77**

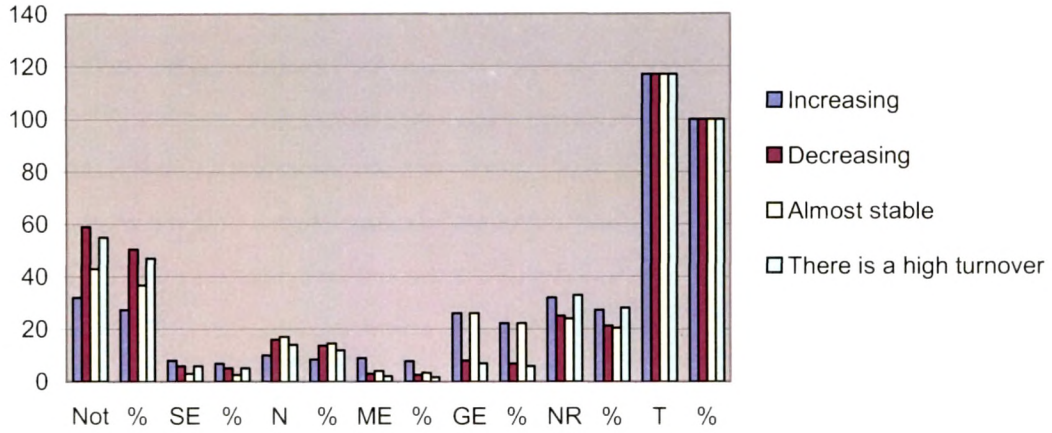


The table highlights strategies employed to deal with pressure group in that majority of the respondents opined giving a patient hearing as a strategy to deal with the pressure group with 52(44.44%)responding to a great extent, 11(9.40%)to moderate extent and 10(8.55%)to some extent followed by strategies like negotiating with them with 51(44.44%)responding to a great extent, 11(9.40%)to moderate extent and 10(8.55%)to some extent, another major strategy highlighted is avoid confrontation with 32(27.35%)responding to great extent,18(15.38%)responding to a moderate extent and 21 (17.95%) to some extent.

**Table : 78 Trends in employees strength in CSR over past years**

The employee strength in managing the CSR function over the past years (5 yrs.) has been															
		Not	%	S E	%	N	%	ME	%	GE	%	NR	%	T	%
1	Increasing	32	27.35	8	6.84	10	8.55	9	7.69	26	22.22	32	27.35	117	100
2	Decreasing	59	50.43	6	5.13	16	13.68	3	2.56	8	6.84	25	21.37	117	100
3	Almost stable	43	36.75	3	2.56	17	14.53	4	3.42	26	22.22	24	20.51	117	100
4	There is a high turnover	55	47.01	6	5.13	14	11.97	2	1.71	7	5.98	33	28.21	117	100

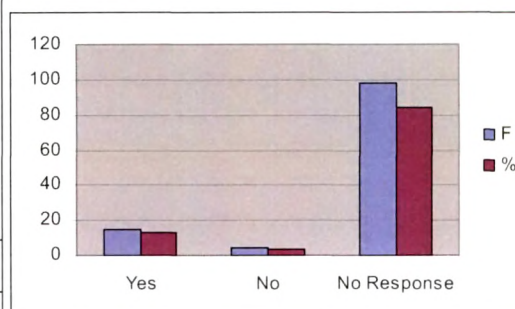
**Graph : 78**



The table highlights that employee strength in CSR over the years in that it is very positive to note that majority of the respondents have opined that it is increasing with 26(22.22%)responding to a great extent ,9(7.69%)responding to a moderate extent, and 8(6.84%)responding to some extent , an equal number of respondents have opined that it is almost stable with 26(22.22%)responding to a great extent,4(3.42%)responding to a moderate extent and 3(2.56%)responding to some extent. Thus a positive trend of employee involvement in CSR is clearly seen.

**Table : 79 Determination of Capabilities, Interests and training needs of functionaries by companies**

The capabilities, interests and training needs of functionaries / members are judged by their Performance in field activities and the extent of accomplishment:		F	%
1	Yes	15	12.82
2	No	4	3.42
3	No Response	98	83.76



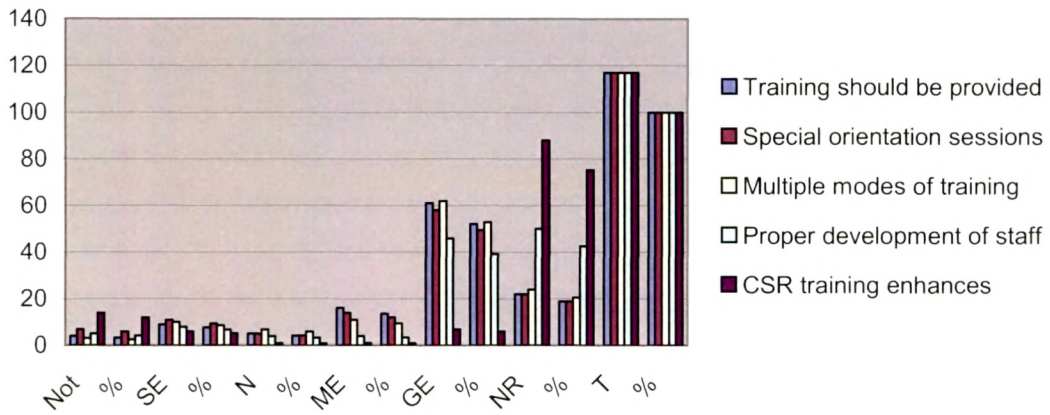
The table highlights details of determination of CSR training needs and nature of training strategies for staff and functionaries in that majority did not respond when asked about the criteria for determining the capabilities, interests and training needs of functionaries with 98(8376%)not responding, about 15(12.82%)positively responding in the yes category and 4(3.42%) responding negatively in the no category.

**Table :80 Opinion on nature of training strategies for staff and functionaries by companies**

The nature of training strategies for staff and functionaries by the corporate are:															
		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Training should be provided	4	3.42	9	7.69	5	4.27	16	13.68	61	52.14	22	18.80	117	100
2	Special orientation sessions	7	5.98	11	9.40	5	4.27	14	11.97	58	49.57	22	18.80	117	100
4	Multiple modes of training	3	2.56	10	8.55	7	5.98	11	9.40	62	52.99	24	20.51	117	100
5	Proper development of staff	5	4.27	8	6.84	4	3.42	4	3.42	46	39.32	50	42.74	117	100
6	CSR training enhances	14	11.97	6	5.13	1	0.85	1	0.85	7	5.98	88	75.21	117	100



**Graph : 80**



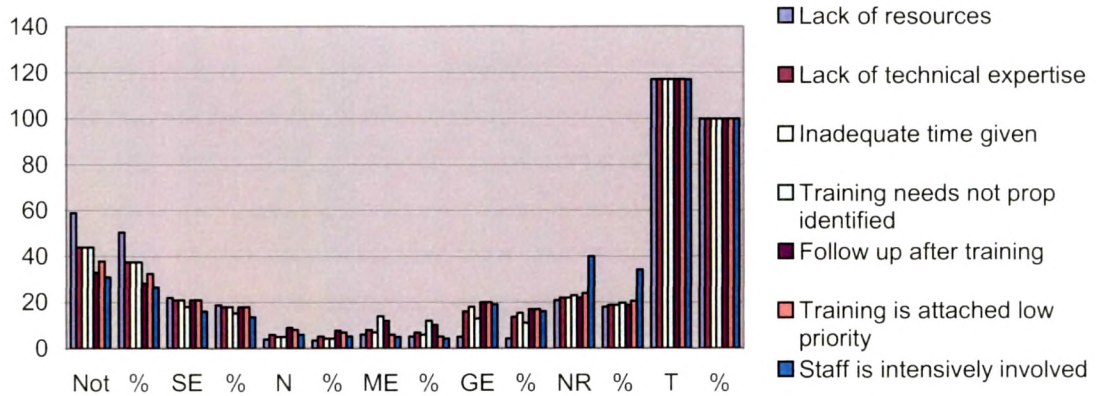
With respect to the nature of training strategies provided majority of the respondents opined that multiple modes of training like on the job, courses field training, orientation etc) are employed with 62(52.99%)responding to a great extent, 11(9.40%)responding to a moderate extent, and 10(8.55%)responding to some extent, followed by 61(52.14%),16(13.68%)and 9(7.69%) stating that training should be provided for both technical and social skills development in CSR in the great, moderate and some extent respectively. Another major response is towards arranging special orientation sessions by experts in CSR with 58(49.57%)responding to a great extent,14(11.97%)responding to a moderate extent and 11(9.40%)responding to some extent followed by inputs like proper development of staff after training is a crucial follow up activity.



**Table : 81** Opinion on Problems Associated with training staff and functionaries of CSR

Problems Associated with training staff and functionaries of CSR are:		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Lack of resources	59	50.43	22	18.80	4	3.42	6	5.13	5	4.27	21	17.95	117	100
2	Lack of technical expertise	44	37.61	21	17.95	6	5.13	8	6.84	16	13.68	22	18.80	117	100
3	Inadequate time given	44	37.61	21	17.95	5	4.27	7	5.98	18	15.38	22	18.80	117	100
4	Training needs not prop identified	44	37.61	18	15.38	5	4.27	14	11.97	13	11.11	23	19.66	117	100
5	Follow up after training	33	28.21	21	17.95	9	7.69	12	10.26	20	17.09	22	18.80	117	100
6	Training is attached low priority	38	32.48	21	17.95	8	6.84	6	5.13	20	17.09	24	20.51	117	100
7	Staff is intensively involved	31	26.50	16	13.68	6	5.13	5	4.27	19	16.24	40	34.19	117	100

**Graph : 81**

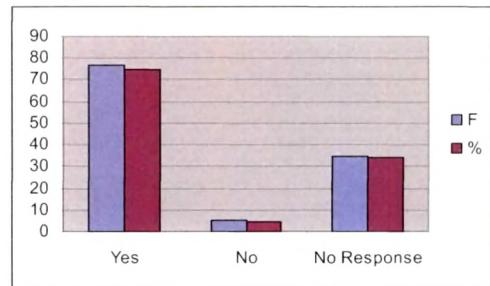


The above table highlights problems associated with training staff and functionaries of CSR in that it is observed that a higher number of respondents responded in the not at all and no response

category revealing poor response and concern for training ,major problems highlighted were follow up after training is neglected with 20(17.09%)responding to a great extent ,12(10.26%)responding to a moderate extent and 21(17.95%)responding to some extent, followed by training attached low priority with 20(17.09%)responding to great extent,6(5.13%)responding to moderate extent and 21(17.95%)responding to some extent other major reasons included inadequate time given for training programmes and lack of technical expertise with 18(15.38%),16(13.68%)in the great extent, 7(5.98%),5(4.27%) in the moderate extent and 21(17.95%)and 21(17.95%)to some extent in the respective categories.

**Table : 82      Opinion on need to improve mobilization strategies in CSR for community support.**

Is it necessary to use or improve mobilization strategies in CSR for community support ?		F	%
1	Yes	77	74.76
2	No	5	4.85
3	No Response	35	33.98

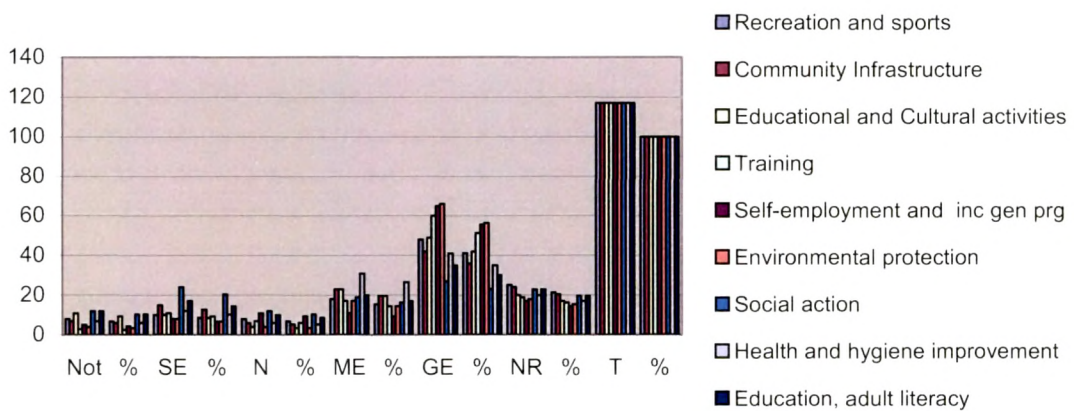


The data on whether it is necessary to use or improve the mobilization strategies in CSR for community support it is striking to note that 77(74.76%)responded yes and only5(4.85%)responded no ,about 35(33.98%)did not respond.

**Table : 83** Opinion on This preferences of the company functionaries / members with regard to CSR programmes and services

This preferences of the company functionaries / members with regard to CSR programmes and services are:		No	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Recreation and sports	8	6.84	10	8.55	8	6.84	18	15.38	48	41.03	25	21.37	117	100
2	Community Infrastructure	7	5.98	15	12.82	6	5.13	23	19.66	42	35.90	24	20.51	117	100
3	Educational and Cultural activities	11	9.40	10	8.55	4	3.42	23	19.66	49	41.88	20	17.09	117	100
4	Training	3	2.56	11	9.40	7	5.98	17	14.53	60	51.28	19	16.24	117	100
5	Self-employment and income generation programme	5	4.27	8	6.84	11	9.40	11	9.40	65	55.56	17	14.53	117	100
6	Environmental protection	4	3.42	8	6.84	4	3.42	17	14.53	66	56.41	18	15.38	117	100
7	Social action	12	10.26	24	20.51	12	10.26	19	16.24	27	23.08	23	19.66	117	100
8	Health and hygiene improvement	7	5.98	12	10.26	6	5.13	31	26.50	41	35.04	20	17.09	117	100
9	Education, adult literacy	12	10.26	17	14.53	10	8.55	20	17.09	35	29.91	23	19.66	117	100

**Graph : 83**



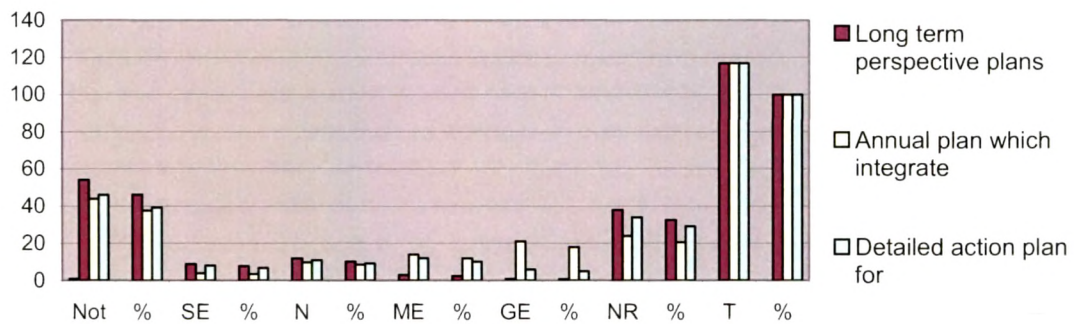


With reference to the preferences of the company functionaries with regards to CSR programmes is concerned it is revealed from the table that majority of the respondents responded it is for protection of environment with 66(56.41%)to a great extent ,17(14.53%)to a moderate extent and 8(6.84) to some extent followed by self employment income generation programme and vocational training with 65(55.56%)and 60(51.28%)to a great extent, 11(9.40%)and 17(14.53%)to a moderate extent and 8(6.84%) 11(9.40%) responding to some extent in the respective categories. Other preferences of the functionaries were in areas of cultural activities, sports, community infrastructure health and hygiene improvement followed by education literacy and social action.

**Table : 84 Companies opinion on CSR process**

CSR Planning and implementation of Services and programmes															
The plans formulated include:		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Long term perspective plans	54	46.15	9	7.69	12	10.26	3	2.56	1	0.85	38	32.48	117	100
2	Annual plan which integrate	44	37.61	4	3.42	10	8.55	14	11.97	21	17.95	24	20.51	117	100
3	Detailed action plan for	46	39.32	8	6.84	11	9.40	12	10.26	6	5.13	34	29.06	117	100

**Graph : 84**



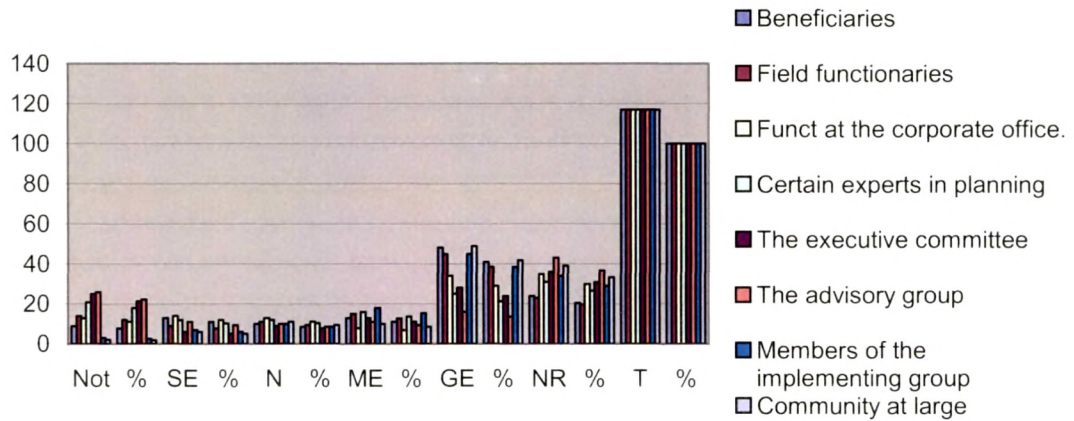
With reference to CSR planning and implementation of services and programmes majority of the respondents responded in the not at all and no response category with respect to various categories revealing low importance attached to CSR programme and service . Majority of the respondents opined plan formulated include annual plan which integrate all on going and new programmes and services in CSR with 21(17.95%) responding to a great extent, 14(11.97%) responding to a moderate extent and 4(3.42 %) responding

**Table : 85 Opinion on CSR planning by companies**

CSR Planning is done by involving:															
		No	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Beneficiaries	9	7.69	13	11.11	10	8.55	13	11.11	48	41.03	24	20.51	117	100
2	Field functionaries	14	11.97	9	7.69	11	9.40	15	12.82	45	38.46	23	19.66	117	100
3	Funct at the corporate office.	13	11.11	14	11.97	13	11.11	8	6.84	34	29.06	35	29.91	117	100
4	Certain experts in planning	21	17.95	12	10.26	12	10.26	16	13.68	25	21.37	31	26.50	117	100
5	The executive committee	25	21.37	6	5.13	9	7.69	13	11.11	28	23.93	36	30.77	117	100
6	The advisory group	26	22.22	11	9.40	10	8.55	11	9.40	16	13.68	43	36.75	117	100
7	Members of the implementing group	3	2.56	7	5.98	10	8.55	18	15.38	45	38.46	34	29.06	117	100
8	Community at large	2	1.71	6	5.13	11	9.40	10	8.55	49	41.88	39	33.33	117	100



**Graph : 85**



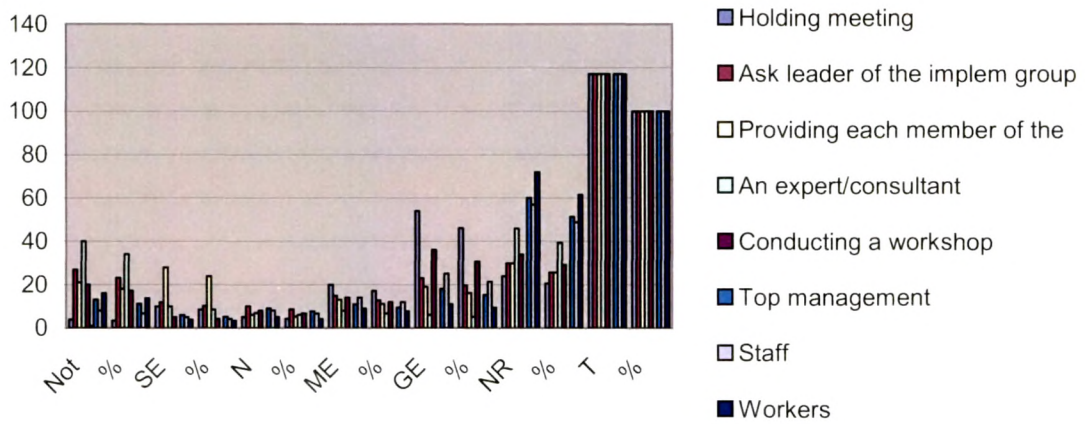
The table highlights details of CSR planning in that majority of the respondents opined that CSR planning is done by involving the community at large with 49(41.88%)responding to a great extent,10(8.55%)responding to a moderate extent and 6(5.13%)responding to some extent , followed by involvement of the beneficiaries with 48(41.03%)responding to a great extent,13(11.11%)responding to a moderate extent and 13(11.11%)responding to some extent. The extent of involvement of functionaries has been as responded by the respondents 45(38.46%),15(12.82%)and 9(7.69%) in the great, moderate and some extent followed by involvement of members of the implementing group , corporate office, executive committee, certain experts in planning and advisory group.

**Table : 86 Opinion on CSR communication by companies**

Communicating plan details to implementing staff is done by		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Holding meeting	4	3.42	10	8.55	5	4.27	20	17.09	54	46.15	24	20.51	117	100
2	Ask leader of the implementing group within the corporate to explain employees	27	23.08	12	10.26	10	8.55	15	12.82	23	19.66	30	25.64	117	100
3	Providing each member of the implementing group a copy of plan	21	17.95	28	23.93	6	5.13	13	11.11	19	16.24	30	25.64	117	100
4	An expert / consultant from external agency	40	34.19	10	8.55	7	5.98	8	6.84	6	5.13	46	39.32	117	100
5	Conducting a workshop in which detail are discuss	20	17.09	5	4.27	8	6.84	14	11.97	36	30.77	34	29.06	117	100
6	CSR communication is wide spread														
6.1	Top management	13	11.11	6	5.13	9	7.69	11	9.40	18	15.38	60	51.28	117	100
6.2	Staff	8	6.84	5	4.27	8	6.84	14	11.97	25	21.37	57	48.72	117	100
6.3	Workers	16	13.68	4	3.42	5	4.27	9	7.69	11	9.40	72	61.54	117	100

The above table highlights the communication plan details in that majority of the respondents opined that plans are communicated through holding meeting with 54(46.15%)responding to a great extent,20(17.09%)responding to a moderate extent and 10(8.55%)responding to some extent ,followed by communication methods conducting workshops in which details are shared with 36(30.77%)responding to a great extent, 14(11.97%)responding to a moderate extent and 5(4.27%) responding to some extent , another ways of communicating plans are asking leader of the implementing group to share information with employees with 23(19.66%)responding to a great extent ,15(12.82%)responding to a moderate extent and 12(10.26%)responding to some extent.

**Graph : 86**

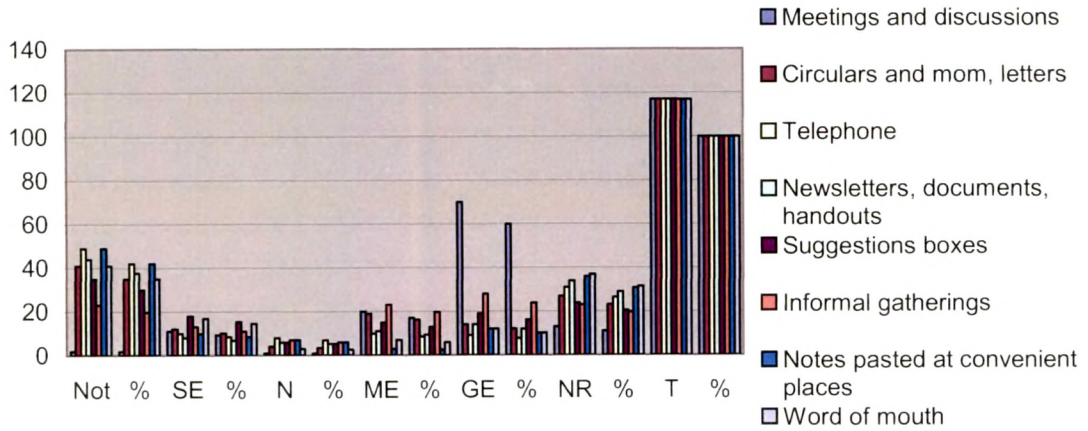


The table also reveals amongst which cadre of employees is CSR communication widespread in that it is observed that it is widespread amongst the top management as responded by majority of the respondents with 64(54.70%)responding to a great extent ,11(9.40%)responding to a moderate extent and 3(2.56%) responding to some extent .

**Table : 87 Opinion on Modes of communication for facilitating CSR function by companies**

Modes of communication for facilitating CSR function															
		Not	%	S E	%	N	%	ME	%	G E	%	NR	%	T	%
1	Meetings and discussions	2	1.71	11	9.40	1	0.85	20	17.09	70	59.83	13	11.11	117	100
2	Circulars and minutes of meeting , letters	41	35.04	12	10.26	4	3.42	19	16.24	14	11.97	27	23.08	117	100
3	Telephone	49	41.88	10	8.55	8	6.84	10	8.55	9	7.69	31	26.50	117	100
4	Newsletters, documents, handouts	44	37.61	8	6.84	6	5.13	11	9.40	14	11.97	34	29.06	117	100
5	Suggestions boxes	35	29.91	18	15.38	6	5.13	15	12.82	19	16.24	24	20.51	117	100
6	Informal gatherings	23	19.66	13	11.11	7	5.98	23	19.66	28	23.93	23	19.66	117	100
7	Notes pasted at convenient places	49	41.88	10	8.55	7	5.98	3	2.56	12	10.26	36	30.77	117	100
8	Word of mouth	41	35.04	17	14.53	3	2.56	7	5.98	12	10.26	37	31.62	117	100

**Graph : 87**



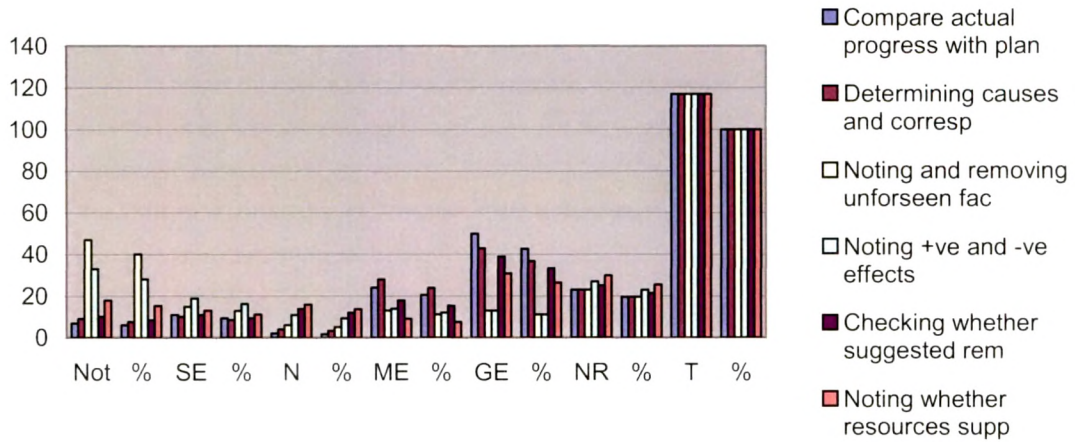
The table reveals different modes of communication for facilitating CSR function in that it is observed that meetings and discussions are the main sources of CSR communication as responded by 70(59.83%)responding to a great extent, 20(17.09%)responding to a moderate extent and 11(9.40%) responding to some extent, another major mode of communication is informal meetings with 28(23.93%)responding to a great extent ,23(19.66%)responding to a moderate extent and 13(11.11%) responding to some extent. Other major modes of communication are suggestion boxes, followed by newsletters, documents, handouts, circulars, memo and letters.

**Table : 88 Opinion on CSR monitoring and follow up by companies**

Monitoring of implementation (follow up ) includes action like															
		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Compare actual progress with plan	7	5.98	11	9.40	2	1.71	24	20.51	50	42.74	23	19.66	117	100
2	Determining causes and corresponding remedies for major deviation	9	7.69	10	8.55	4	3.42	28	23.93	43	36.75	23	19.66	117	100
3	Noting and removing unforeseen factors which appear to hamper progress	47	40.17	15	12.82	6	5.13	13	11.11	13	11.11	23	19.66	117	100
4	Noting +ve and -ve effects of actions on beneficiaries, communities and others	33	28.21	19	16.24	11	9.40	14	11.97	13	11.11	27	23.08	117	100
5	Checking whether suggested remedial majors for past delay have been implanted properly	10	8.55	11	9.40	14	11.97	18	15.38	39	33.33	25	21.37	117	100
6	Noting whether resources supplies are timely and resource utilised properly	18	15.38	13	11.11	16	13.68	9	7.69	31	26.50	30	25.64	117	100



**Graph : 88**

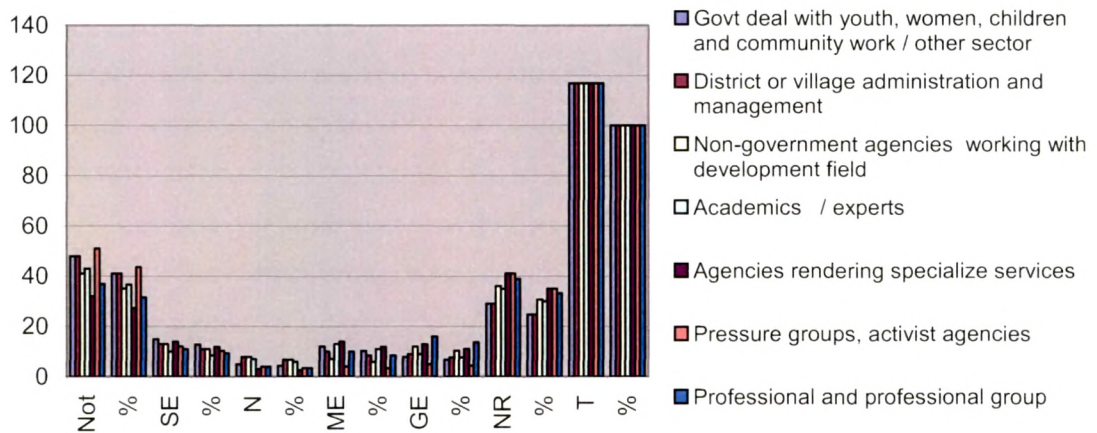


The table reveals the monitoring of implementation (or follow up) in that majority of the respondents responded it include actions like comparing actual progress with plans with majority of the respondents i.e 50(42.74%)responding to a great extent24(20.51%)responding to a moderate extent and 11(9.40%)responding to some extent followed by determining causes and corresponding remedies for major deviations with 43(36.75%)responding to a great extent,28(23.93%)responding to a moderate extent and 10(8.55%) responding to some extent Followed by checking whether suggested remedies for pas delays have been appropriately implemented and noting whether resource supplies are timely and adequate and resource utilization is proper with 39(33.33%)& 31(26.50%)responding to a great extent,18(15.38%)&9(7.69%)responding to a moderate extent and 11(9.40%)& 18(15.38%) responding to some extent.

**Table : 89 Opinion on external linkages with development agencies by companies**

There exists a need to strengthen linkages with certain crucial agencies of the type indicated below															
		Not	%	S	%	N	%	ME	%	G	%	NR	%	T	%
1	Govt deal with youth, women, children and community work / other sector	48	41.03	15	12.82	5	4.27	12	10.26	8	6.84	29	24.79	117	100
2	District or village administration and management	48	41.03	13	11.11	8	6.84	10	8.55	9	7.69	29	24.79	117	100
3	Non-government agencies working with development field	41	35.04	13	11.11	8	6.84	7	5.98	12	10.26	36	30.77	117	100
4	Academics / experts	43	36.75	10	8.55	7	5.98	13	11.11	9	7.69	35	29.91	117	100
5	Agencies rendering specialize services	32	27.35	14	11.97	3	2.56	14	11.97	13	11.11	41	35.04	117	100
6	Pressure groups, activist agencies	51	43.59	12	10.26	4	3.42	4	3.42	5	4.27	41	35.04	117	100
7	Professional and professional group	37	31.62	11	9.40	4	3.42	10	8.55	16	13.68	39	33.33	117	100

**Graph : 89**



The table elicits data on external linkages with development agencies and a very poor response is observed with majority of the respondents responding in the no response and not at all category highlighting low extent of linkages with Development agencies in that amongst those who responded majority opined that there exists a need to strengthen linkages with professionals and professional groups with 16(13.68%)responding to a great extent ,10(8.55%)responding to a moderate extent, and 11(9.40%)responding to some extent, about 13(11.11%)opined need to strengthen linkages with NGOs working in the development field with 13(11.11%)responding to a great extent, 14(11.97%)responding to a moderate and also to some extent ,others opined linkages with govt agencies dealing with youth, women, children and community work ,agencies rendering specialized services, with 12(10.26%)responding to a great extent in both the categories,8(6.84%)and 12(10.26%)in the moderate extent category and 13(11.11%)responding to some extent in both the category

**Table : 90 Opinion on Reasons for Poor Linkages with External Agencies**

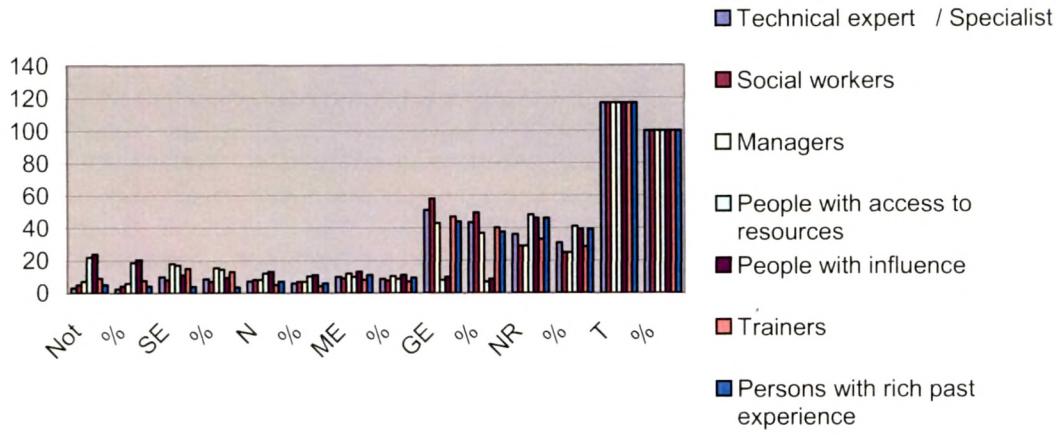
		Linkage with significant external agencies are weak because													
		No	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	These agencies not easily accessible	15	12.82	7	5.98	6	5.13	0	0.00	12	10.26	77	65.81	117	100
2	Problems of collaboration & interaction have remain unresolved	35	29.91	21	17.95	14	11.97	10	8.55	6	5.13	31	26.50	117	100
3	Lack of authority to strenthen likages	29	24.79	29	24.79	19	16.24	9	7.69	3	2.56	28	23.93	117	100
4	New and innovative approaches to strengthen collaboration are necessary	7	5.98	11	9.40	16	13.68	6	5.13	47	40.17	30	25.64	117	100
5	Interaction mechanism & interface structure are weak	29	24.79	23	19.66	15	12.82	11	9.40	10	8.55	29	24.79	117	100
6	Receipt of recognition /awards by company	25	21.37	19	16.24	9	7.69	3	2.56	7	5.98	54	46.15	117	100

The table highlights reasons on why the linkages with significant external agencies are weak in that majority of the respondents 47(40.17%)opined that it is because it requires new and innovative approaches with 47(40.17%) responding to a great extent ,6 (5.13%)responding to a moderate extent and 11(9.40%)responding to some extent, followed by reasons like these agencies are not easy accessible with 12(10.26%)responding to a great extent , 6(5.13%)responding to a moderate extent and 7(5.98%)responding to some extent. Other reasons with responses in the moderate and some extent are that interaction mechanism and interface are weak, problems of collaboration and interaction have remained unresolved, lack of authority to strengthen linkages and other reasons.

**Table : 91 Opinion on Professional/Occupational Groups involved in Programme & Projects**

Professional and occupational groups involved in programmes and projects are:															
		Not	%	SE	%	N	%	ME	%	GE	%	NR	%	T	%
1	Technical expert / Specialist	3	2.56	10	8.55	7	5.98	10	8.55	51	43.59	36	30.77	117	100
2	Social workers	5	4.27	8	6.84	8	6.84	9	7.69	58	49.57	29	24.79	117	100
3	Managers	7	5.98	18	15.38	8	6.84	12	10.26	43	36.75	29	24.79	117	100
4	People with access to resources	22	18.80	17	14.53	12	10.26	10	8.55	8	6.84	48	41.03	117	100
5	People with influence	24	20.51	11	9.40	13	11.11	13	11.11	10	8.55	46	39.32	117	100
6	Trainers	9	7.69	15	12.82	5	4.27	8	6.84	47	40.17	33	28.21	117	100
7	Persons with rich past experience	5	4.27	4	3.42	7	5.98	11	9.40	44	37.61	46	39.32	117	100

**Graph : 91**



The table highlights professional and occupational groups involved in the project in that majority of the respondents responded social workers with 58(49.57%) responding to a great extent ,9(7.69%)responding to a moderate extent and 8(6.84%) responding to some extent followed by technical experts / specialists with 51(43.59%)responding to a great extent, 10(8.55%)responding to a moderate extent and 21(17.95%) responding to some extent followed by trainers, persons with rich past experience and managers with 47(40.17%), 44(37.61%) and 43(36.75%)in the great extent , 8(6.84%),11(9.40%)and 12(10.26%) in the moderate extent and5(4.27%) 4(3.42%),and 18(15.38%) and 43(36.75%)in the some extent

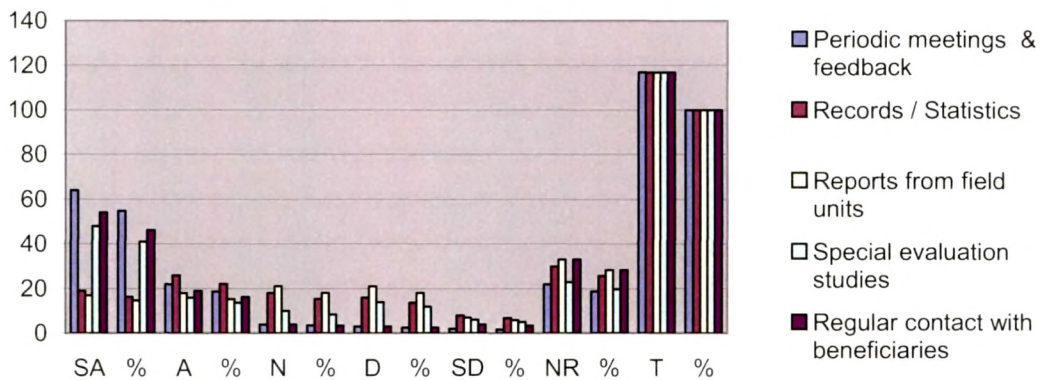


**D - CSR Programme Effectiveness & Impact**

**Table : 92 Opinion on Response on Beneficiaries by Companies**

Response by beneficiaries to CSR programmes and services is assessed from information		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	Periodic meetings & feedback	64	54.70	22	18.80	4	3.42	3	2.56	2	1.71	22	18.80	117	100
2	Records / Statistics	19	16.24	26	22.22	18	15.38	16	13.68	8	6.84	30	25.64	117	100
3	Reports from field units	17	14.53	18	15.38	21	17.95	21	17.95	7	5.98	33	28.21	117	100
4	Special evaluation studies	48	41.03	16	13.68	10	8.55	14	11.97	6	5.13	23	19.66	117	100
5	Regular contact with beneficiaries	54	46.15	19	16.24	4	3.42	3	2.56	4	3.42	33	28.21	117	100

**Graph : 92**



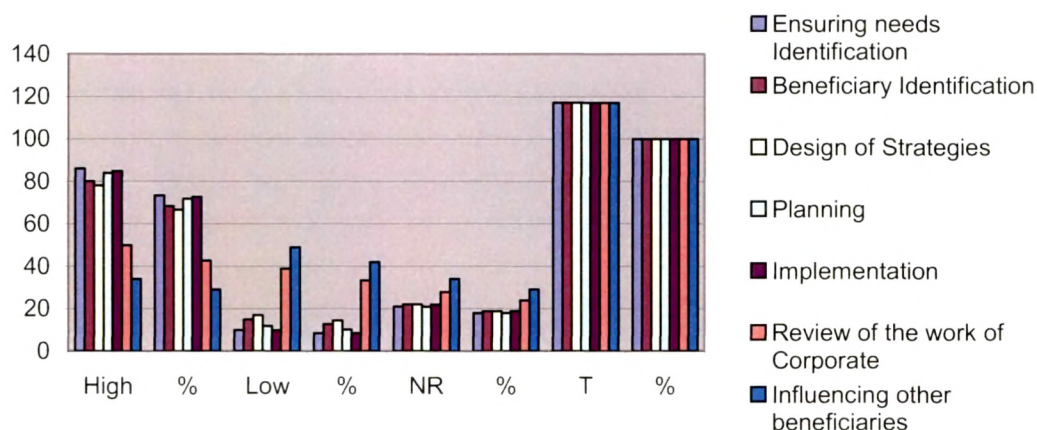
The above table reveals how the information of the beneficiaries to CSR programmes and services in that majority of the respondents strongly agreed that they have periodic meetings and feedback with 64(54.70%) strongly agreed, 22(18.80%) agree followed by regular contact with the beneficiaries with 54(46.15%)strongly agreeing and 19(16.24%)agreeing, followed by special

evaluation studies with 48(41.03%)strongly agreeing and 15(13.68%)agreeing ,followed by records/statistics with 19(16.24%)agreeing and reports from field units with 17(14.53%)strongly agreeing and 18(15.38%)agreeing however as many as 21(17.95%) gave neutral and response in the disagree category.

**Table : 93 Opinion on Degree of response of beneficiaries by Companies**

Beneficiary response can be deemed to be consistently high or low in the following aspects of programme									
Aspects of programmes	High	%	Low	%	NR	%	T	%	
1 Ensuring needs Identification	86	73.50	10	8.55	21	17.95	117	100	
2 Beneficiary Identification	80	68.38	15	12.82	22	18.80	117	100	
3 Design of Strategies	78	66.67	17	14.53	22	18.80	117	100	
4 Planning	84	71.79	12	10.26	21	17.95	117	100	
5 Implementation	85	72.65	10	8.55	22	18.80	117	100	
6 Review of the work of Corporate	50	42.74	39	33.33	28	23.93	117	100	
7 Influencing other beneficiaries	34	29.06	49	41.88	34	29.06	117	100	

**Graph : 93**



The above table reveals the response of the beneficiaries as perceived by the respondents in various aspects of the programme in that majority of the respondents have given positive feedback in that as far as ensuring need identification 86(73.50%)responded high and 10(8.55%)responded low,

beneficiary identification with 80(68.38%)responding high and 15(12.82%) responding low.78(66.67%)responded high and 17(14.53%) responded low for design of the strategies. about 84(71.79%)responded high and 12(10.26%)responded low for planning. A strikingly positive response is observed for implementation with 85(72.65%)responding high and 10(8.55%)responding low .A comparatively low response is observed with reference to review of the work of the corporate with 50(42.74%)responding high and 39(33.33%)responding low. As far as influencing other beneficiaries is concerned 34(29.06%)responded high and 49(41.88%)responded low.

### **93.1 TESTING OF HYPOTHESIS USING PAIRED 'T' TEST**

Null Hypothesis [ H2 ] : There is no significant difference between high & low beneficiary responses

Alternate hypothesis [ K2 ]: There is a significant difference between high & low beneficiary responses

Sr. No.	Aspects of programmes	High	Low	Difference
1	Ensuring needs Identification	86	10	76
2	Beneficiary Identification	80	15	65
3	Design of Strategies	78	17	61
4	Planning	84	12	72
5	Implementation	85	10	75
6	Review of the work of Corporate	50	39	11
7	Influencing other beneficiaries	34	49	-15

Total no. of parameters = n = 7

**Average** High : 71 Low : 21.71

**D' Bar** = -49.28 [Average Difference obtained]

**S** = 36.225 [Sample standard deviation]

' t ' Calculated = 3.599 ' & ' t ' Tabulated = 2.365

**Level of Significance** = 5 % = Alpha value

**Findings** : Since, ' t ' Calculated value is > the ' t ' tabulated value, at 5 % level of the Null Hypothesis [ H2 ] & find that

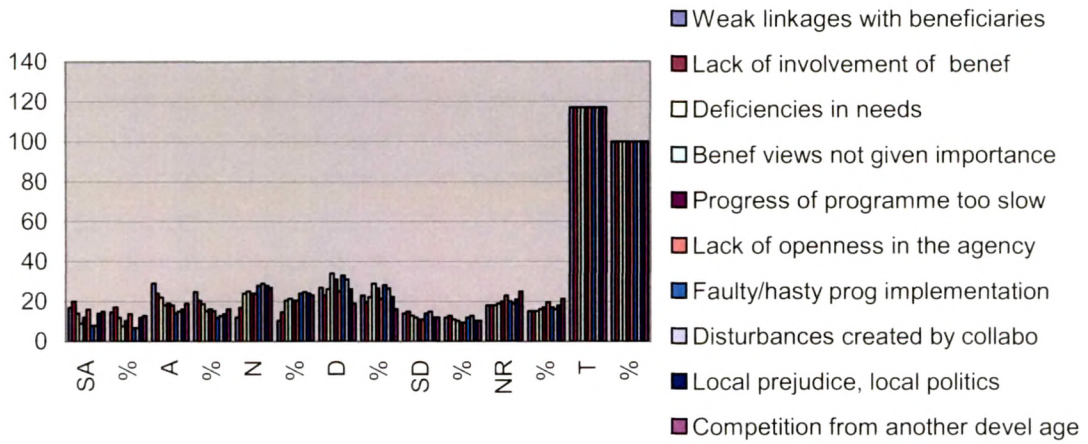
There is a significant difference between High & Low beneficiary responses Influencing other beneficiaries may be given utmost priority for obtaining positive results. For other areas, positive results are significantly received especially for statement No. 1 to 5

**Table : 94 Opinion on Main causes of poor beneficiary response by Companies**

Main causes of poor beneficiary response in some programmes are:															
		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	Weak linkages with beneficiaries	17	14.53	29	24.79	12	10.26	27	23.08	14	11.97	18	15.38	117	100
2	Lack of involvement of benef	20	17.09	24	20.51	17	14.53	23	19.66	15	12.82	18	15.38	117	100
3	Deficiencies in needs	14	11.97	22	18.80	24	20.51	26	22.22	13	11.11	18	15.38	117	100
4	Benef views not given importance	9	7.69	18	15.38	25	21.37	34	29.06	12	10.26	19	16.24	117	100
5	Progress of programme too slow	12	10.26	19	16.24	24	20.51	31	26.50	11	9.40	20	17.09	117	100
6	Lack of openness in the agency beneficiaries are not taken into onfidence by the agency	16	13.68	18	15.38	24	20.51	25	21.37	11	9.40	23	19.66	117	100
7	Faulty/hasty prog implementation	8	6.84	14	11.97	28	23.93	33	28.21	14	11.97	20	17.09	117	100
8	Disturbances created by collabo	8	6.84	15	12.82	29	24.79	31	26.50	15	12.82	19	16.24	117	100
9	Local prejudice, local politics	14	11.97	16	13.68	28	23.93	26	22.22	12	10.26	21	17.95	117	100
10	Competition from another devel age	15	12.82	19	16.24	27	23.08	19	16.24	12	10.26	25	21.37	117	100



**Graph : 94**



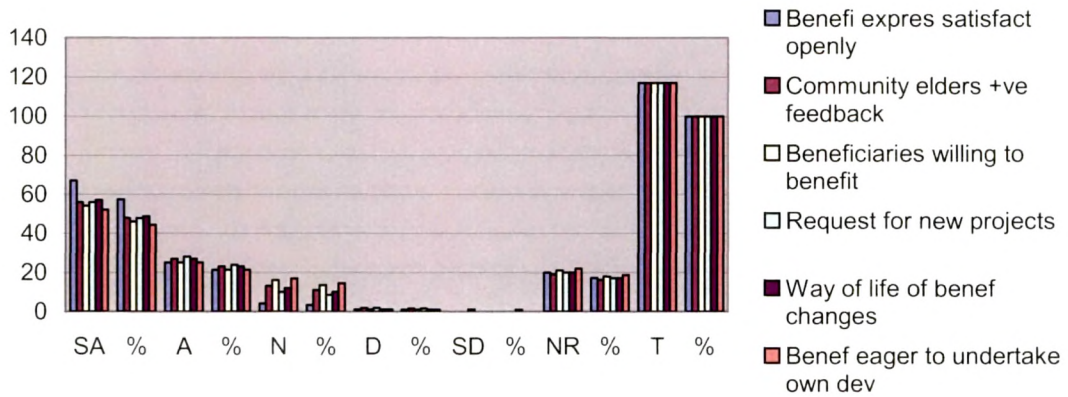
The table reveals the main causes of poor beneficiary response in that majority opined lack of involvement of beneficiaries as a major reason with 25(21.37%) strongly agreeing. 29(24.79%) agreeing however overall a mixed response can be seen with almost 17(14.53%)neutral responses, 18(15.38%) & 15(12.82%) responses in the disagree category, followed by reasons like ,lack of openness of the beneficiaries not considered by the agency with 21(17.95%) strongly agreeing, 23(19.66%)agreeing however about 24(20.51%) gave neutral responses ,about 20(17.09%)disagreed and 11(9.40%) strongly disagreed, deficiencies in needs-services match with 14(11.97%)responding as strongly agree,22(18.80%) responding as agree however almost 26(22.22%)disagreed and 13(11.11%) strongly disagreed. Other causes were lack of openness of the beneficiaries with 21(17.95%) strongly agreeing, 23(19.66%)agreeing however about 20(17.09%) disagreeing and 11(9.40%)strongly disagreeing other causes were competition from another development agency, local prejudice, local politics and progress of the programme being too slow.



**Table : 95 Opinion on Areas of Beneficiary Response noticed by Companies**

Beneficiary gain is noticed by:		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	Benefi expres satisfact openly	67	57.26	25	21.37	4	3.42	1	0.85	0	0.00	20	17.09	117	100
2	Community elders +ve feedback	56	47.86	27	23.08	13	11.11	2	1.71	0	0.00	19	16.24	117	100
3	Beneficiaries willing to benefit	54	46.15	25	21.37	16	13.68	1	0.85	0	0.00	21	17.95	117	100
4	Request for new projects	56	47.86	28	23.93	10	8.55	2	1.71	1	0.85	20	17.09	117	100
5	Way of life of benef changes	57	48.72	27	23.08	12	10.26	1	0.85	0	0.00	20	17.09	117	100
6	Benef eager to undertake own dev	52	44.44	25	21.37	17	14.53	1	0.85	0	0.00	22	18.80	117	100

**Graph : 95**



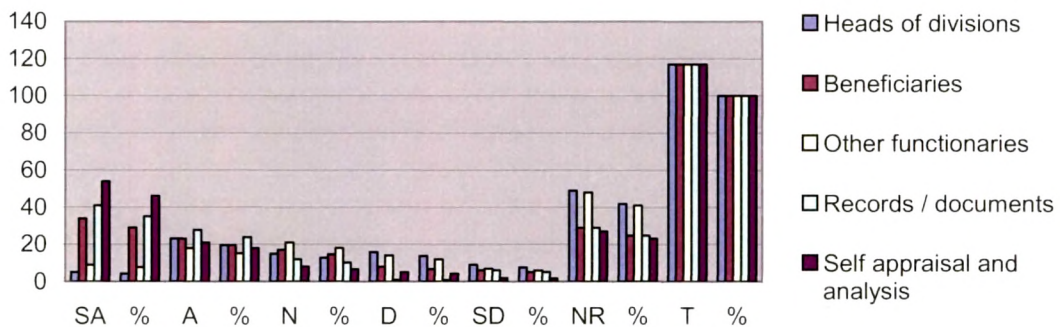
The above table reveals the opinion of respondents with respect to beneficiary gain in that majority of the respondents have responded positively as opined by the respondents beneficiary gain is noticed by beneficiaries expressing satisfaction openly with 67(57.26%)responses in the strongly agree category and 25(21.37%)response in the agree category and extremely low response in the disagree and strongly disagree category. followed by change in the way of life of beneficiaries wit

57(48.72%)responses in the strongly agree category and 27(23.08%)in the agree category, other gains noted are requests for new projects, beneficiaries willing to be associated even after the withdrawal of the agency from the project, etc

**Table : 96      Opinion on Response on Functionaries by Companies**

Response on Functionaries		SA	%	A	%	N	%	D	%	S D	%	NR	%	T	%
1	Heads of divisions	5	4.27	23	19.66	15	12.82	16	13.68	9	7.69	49	41.88	117	100
2	Beneficiaries	34	29.06	23	19.66	17	14.53	8	6.84	6	5.13	29	24.79	117	100
3	Other functionaries	9	7.69	18	15.38	21	17.95	14	11.97	7	5.98	48	41.03	117	100
4	Records / documents	41	35.04	28	23.93	12	10.26	1	0.85	6	5.13	29	24.79	117	100
5	Self appraisal and analysis	54	46.15	21	17.95	8	6.84	5	4.27	2	1.71	27	23.08	117	100

**Graph : 96**



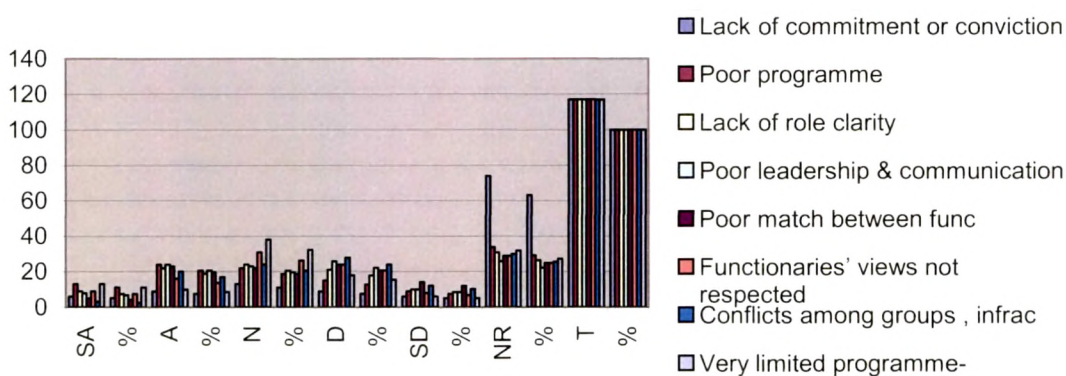
The above table elicits details of sources through which the response of the beneficiaries to various programmes and activities is determined in that majority of the respondents opined self appraisal and analysis with 54(46.15%) strongly agreeing, 21(17.95%) agreeing and a minimal response in the disagree category, followed by records and documents with 41(35.04%) strongly agreeing and 28(23.93%) agreeing, followed by response from beneficiaries with 34(29.06%) responding in the

strongly agree category, 23(19.66%)in the agree category other sources were information from other functionaries and heads of divisions

**Table : 97 Opinion on Reasons for poor response by Function by Companies**

Poor response by Functionaries to certain programmes can be attributed to		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	Lack of commitment or conviction	6	5.13	9	7.69	13	11.11	9	7.69	6	5.13	74	63.25	117	100
2	Poor programme	13	11.11	24	20.51	22	18.80	15	12.82	9	7.69	34	29.06	117	100
3	Lack of role clarity	9	7.69	22	18.80	24	20.51	21	17.95	10	8.55	31	26.50	117	100
4	Poor leadership & communication	8	6.84	24	20.51	23	19.66	26	22.22	10	8.55	26	22.22	117	100
5	Poor match between func	5	4.27	23	19.66	22	18.80	24	20.51	14	11.97	29	24.79	117	100
6	Functionaries' views not respected	9	7.69	16	13.68	31	26.50	24	20.51	8	6.84	29	24.79	117	100
7	Conflicts among groups , infrac	3	2.56	20	17.09	24	20.51	28	23.93	12	10.26	30	25.64	117	100
8	Very limited programme-	13	11.11	10	8.55	38	32.48	18	15.38	6	5.13	32	27.35	117	100

**Graph : 97**



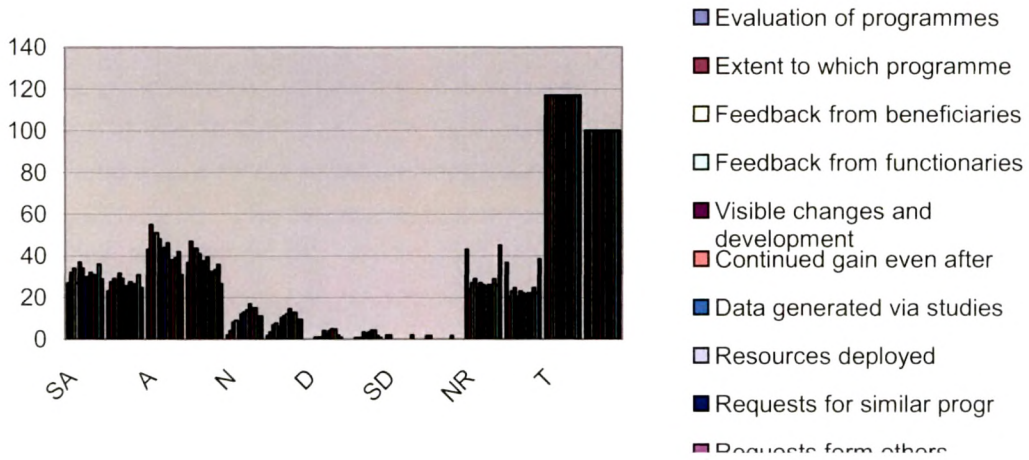


The table highlights reasons for poor response by functionaries in that majority of them have opined poor programme and strategy selection with 13(11.11%) response in the strongly agree category and 24(20.51%) in the agree category, followed by reasons viz. very limited programmes mix and scope for functionary involvement with 13(11.11%) strongly agreeing, 10(8.55%) agreeing, other reasons are functionaries views not respected, lack of role clarity, poor leadership and communication, poor match between functionaries expectations and company's programmes.

**Table : 98 Opinion on Programme Accomplishment by Companies**

G) PROGRAMME ACCOMPLISHMENT															
		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	Evaluation of programmes	27	23.08	43	36.75	2	1.71	0	0.00	2	1.71	43	36.75	117	100
2	Extent to which programme	32	27.35	55	47.01	4	3.42	0	0.00	2	1.71	24	20.51	117	100
3	Feedback from beneficiaries	34	29.06	48	41.03	8	6.84	0	0.00	0	0.00	27	23.08	117	100
4	Feedback from functionaries	27	23.08	51	43.59	9	7.69	1	0.85	0	0.00	29	24.79	117	100
5	Visible changes and development	37	31.62	48	41.03	7	5.98	1	0.85	0	0.00	24	20.51	117	100
6	Continued gain even after	34	29.06	43	36.75	12	10.26	1	0.85	0	0.00	27	23.08	117	100
7	Data generated via studies	30	25.64	44	37.61	13	11.11	4	3.42	0	0.00	26	22.22	117	100
8	Resources deployed	30	25.64	46	39.32	14	11.97	2	1.71	0	0.00	25	21.37	117	100
9	Requests for similar progr	32	27.35	38	32.48	17	14.53	4	3.42	0	0.00	26	22.22	117	100
10	Requests form others	31	26.50	38	32.48	15	12.82	5	4.27	2	1.71	26	22.22	117	100
11	Unanticipated gains and losses	29	24.79	39	33.33	15	12.82	5	4.27	0	0.00	29	24.79	117	100
12	Community and bene	36	30.77	42	35.90	11	9.40	2	1.71	0	0.00	26	22.22	117	100
13	Evidence of multiplier	29	24.79	31	26.50	11	9.40	1	0.85	0	0.00	45	38.46	117	100

**Graph : 98**



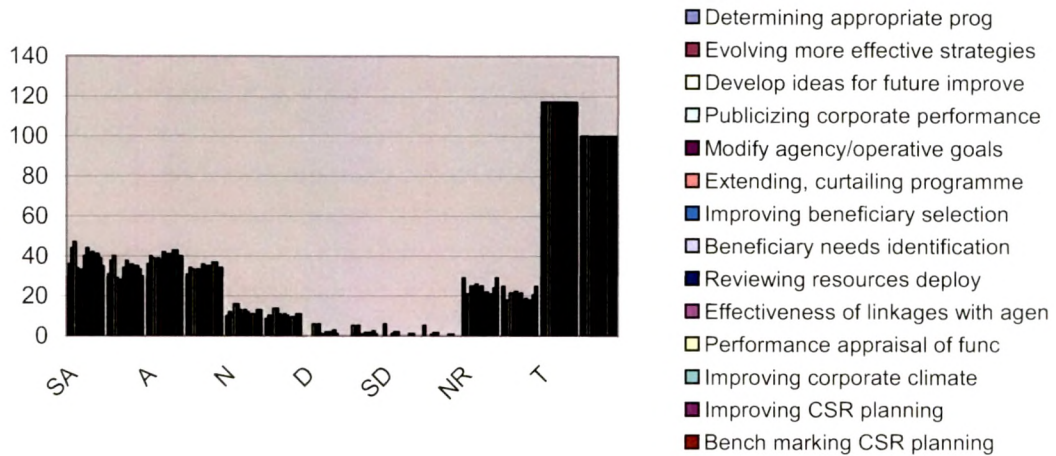
The table highlights details on programme accomplishment in that majority of the respondents opined that evaluation of the programmes and services is based on visible changes and development with 37(31.62%)strongly agreeing, 48(41.03%)agreeing community and beneficiary participation with 36(30.77%)responding strongly agree and 42(35.90%)agreeing ,continued gain even after completion of programme and feedback from beneficiaries with 34(29.06%)strongly agreeing and 43(36.75%) and 48(41.03%)agreeing in the respective categories, the extent to which programme objectives are accomplished and requests for similar programmes with32(27.35%)strongly agreeing and 55(47.01%) and 38(32.48%)agreeing in the respective categories. followed by requests from other agencies seeking collaborative ventures, data generated via studies, resources deployed, unanticipated gains and losses, evaluation of the programmes and feedback form the functionaries.



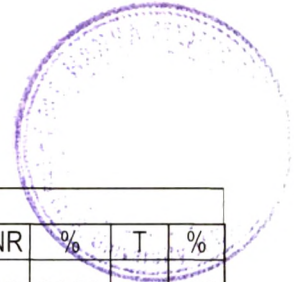
**Table : 99** **Opinion on The nature of training strategies for staff and functionaries used by Companies**

[H] The nature of training strategies for staff and function by corporate are															
		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	Determining appropriate prog	36	30.77	36	30.77	10	8.55	0	0.00	6	5.13	29	24.79	117	100
2	Evolving more effective strategies	44	37.61	40	34.19	12	10.26	0	0.00	0	0.00	21	17.95	117	100
3	Develop ideas for future improve	47	40.17	39	33.33	10	8.55	0	0.00	0	0.00	21	17.95	117	100
4	Publicizing corporate performance	34	29.06	35	29.91	16	13.68	6	5.13	1	0.85	25	21.37	117	100
5	Modify agency/operative goals	33	28.21	39	33.33	16	13.68	2	1.71	2	1.71	25	21.37	117	100
6	Extending, curtailing programme	33	28.21	37	31.62	13	11.11	6	5.13	2	1.71	26	22.22	117	100
7	Improving beneficiary selection	40	34.19	42	35.90	10	8.55	1	0.85	0	0.00	24	20.51	117	100
8	Beneficiary needs identification	44	37.61	35	29.91	13	11.11	0	0.00	0	0.00	25	21.37	117	100
9	Reviewing resources deploy	41	35.04	41	35.04	12	10.26	2	1.71	0	0.00	21	17.95	117	100
10	Effectiveness of linkages with agen	42	35.90	41	35.04	10	8.55	2	1.71	0	0.00	22	18.80	117	100
11	Performance appraisal of func	39	33.33	43	36.75	11	9.40	2	1.71	1	0.85	21	17.95	117	100
12	Improving corporate climate	41	35.04	43	36.75	8	6.84	3	2.56	1	0.85	21	17.95	117	100
13	Improving CSR planning	39	33.33	40	34.19	13	11.11	1	0.85	0	0.00	24	20.51	117	100
14	Bench marking CSR planning	35	29.91	40	34.19	13	11.11	0	0.00	0	0.00	29	24.79	117	100

**Graph : 99**



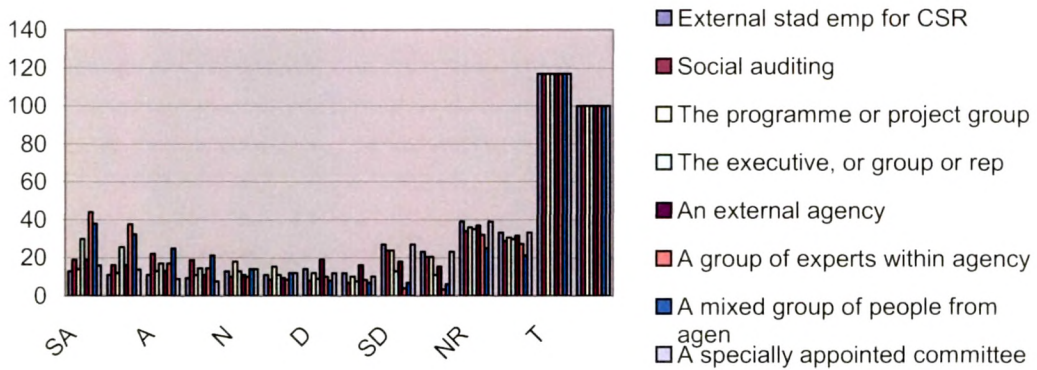
The table highlights the nature of training strategies for staff and functionaries in that majority of the respondents strongly agreed that it is to develop ideas for future improvement with 47(40.17%)strongly agreeing and 39(33.33%)agreeing,44(37.61%) strongly agreed that it is for evolving more effective strategies and better beneficiary need identification and 40(34.19%)and 35(29.91%)in the agree category followed by effectiveness of linkage with collaborating agencies with 42(35.90%)strongly agreeing and 41(35.04%) agreeing and other areas being improving corporate climate, reviewing resources deployment, performance appraisal of functionaries, improving and benchmarking CSR planning, improving beneficiary selection, determining appropriate programmes and service mix, modifying agencies operative goals etc.



**Table : 100 Opinion on Evaluation of Programmes by Companies**

[ 1 ] Evaluation of programmes is usually done by															
		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	External stad emp for CSR	13	11.11	11	9.40	13	11.11	14	11.97	27	23.08	39	33.33	117	100
2	Social auditing	19	16.24	22	18.80	10	8.55	8	6.84	24	20.51	34	29.06	117	100
3	The programme or project group	14	11.97	13	11.11	18	15.38	12	10.26	24	20.51	36	30.77	117	100
4	The executive, or group or rep	30	25.64	17	14.53	13	11.11	9	7.69	13	11.11	35	29.91	117	100
5	An external agency	19	16.24	13	11.11	11	9.40	19	16.24	18	15.38	37	31.62	117	100
6	A group of experts within agency	44	37.61	17	14.53	10	8.55	10	8.55	4	3.42	32	27.35	117	100
7	A mixed group of people from agen	38	32.48	25	21.37	14	11.97	8	6.84	7	5.98	25	21.37	117	100
8	A specially appointed committee	16	13.68	9	7.69	14	11.97	12	10.26	27	23.08	39	33.33	117	100

**Graph : 100**



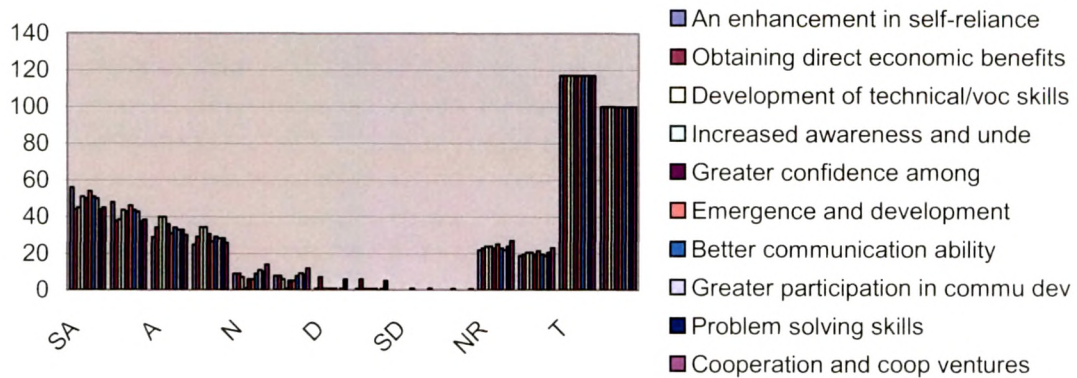
The above table highlights the process of evaluation of programmes in that majority of the respondents opined positively with 44(37.61%)strongly agreeing and 17(14.53%)agreeing that evaluation is done by a group of people from within the agency followed by evaluation by a group of people from agencies with 38(32.48%)strongly agreeing and 25(21.37%)agreeing , 30(25.64%)strongly

agreed and 17(14.53%)agreed that it is done trough executive or group of representatives other process of evaluation includes social auditing, evalusation of external agency, evualtion by a specially appointed committee and external standards employed for CSR.

**Table : 101 Opinion on Areas of specific gains by Beneficiaries by Companies**

J	Specific gains obtained by beneficiaries groups from programmes and services of the agency are:	SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	An enhancement in self-reliance	56	47.86	29	24.79	9	7.69	1	0.85	0	0.00	22	18.80	117	100
2	Obtaining direct economic benefits	44	37.61	34	29.06	9	7.69	7	5.98	0	0.00	23	19.66	117	100
3	Development of technical/voc skills	45	38.46	40	34.19	7	5.98	1	0.85	0	0.00	24	20.51	117	100
4	Increased awareness and unde	51	43.59	40	34.19	1	0.85	1	0.85	0	0.00	24	20.51	117	100
5	Greater confidence among	50	42.74	36	30.77	6	5.13	1	0.85	1	0.85	23	19.66	117	100
6	Emergence and development	54	46.15	31	26.50	6	5.13	1	0.85	0	0.00	25	21.37	117	100
7	Better communication ability	51	43.59	34	29.06	9	7.69	0	0.00	0	0.00	23	19.66	117	100
8	Greater participation in commu dev	50	42.74	33	28.21	11	9.40	1	0.85	0	0.00	22	18.80	117	100
9	Problem solving skills	44	37.61	33	28.21	10	8.55	6	5.13	0	0.00	24	20.51	117	100
10	Cooperation and coop ventures	45	38.46	30	25.64	14	11.97	0	0.00	1	0.85	27	23.08	117	100

**Graph : 101**



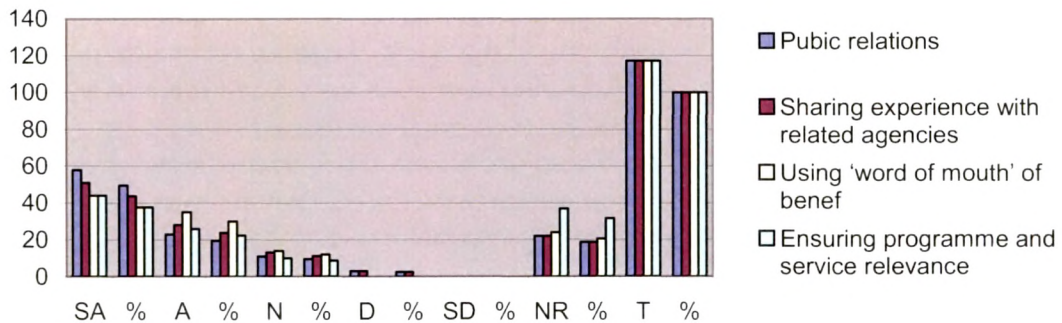
The table highlights the specific gains obtained by beneficiaries group from programmes and services of the agency in that majority opined it is enhancement in self reliance with 56(47.86%)strongly agreeing and 29(24.79%)agreeing, increased awareness and understanding of social realities & better communication abilities with 51(43.59%)strongly agreeing and 40(34.19%)& 34(29.06%)agreeing in the respective categories, greater confidence and greater participation in community development with 50(42.74%)responses in the strongly agree category and 36(30.77%)and 33(28.21%)in the agree category. Amongst other beneficiary gains were development of technical /vocational skills and cooperation and cooperative ventures with 45(38.46%)response in the strongly agree category and 40(34.19%)and 30(25.64%) in the agree category, other gains were in the form of problem solving skills, obtaining direct economic benefits etc.



**Table : 102 Opinion on Strategies employed for Image Enhancement by Companies**

Strategies employed for image enhancement are:															
		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	Pubic relations	58	49.57	23	19.66	11	9.40	3	2.56	0	0.00	22	18.80	117	100
2	Sharing experience with related agencies	51	43.59	28	23.93	13	11.11	3	2.56	0	0.00	22	18.80	117	100
3	Using 'word of mouth' of benef	44	37.61	35	29.91	14	11.97	0	0.00	0	0.00	24	20.51	117	100
4	Ensuring programme and service relevance	44	37.61	26	22.22	10	8.55	0	0.00	0	0.00	37	31.62	117	100

**Graph : 102**



The above table highlights the strategies employed for image enhancement in that majority of the respondents opined very positively in that public relations as a strategy received 58(49.57%) and 23(19.66%)in the strongly agree and agree category , followed by sharing of experiences with related agencies with 51(43.59%)and 28(23.93%)in the strongly agree and agree category and strategies like using word of mouth of beneficiaries and ensuring programme and service relevance received 44(37.61%)in the strongly agree and 35(29.91%)and 26(22.22%) in the respective categories.

**Table : 103 Opinion on Resources utilization by Companies**

L	Resource utilization [financial, physical , human]		
		F	%
1	Yes	58	49.57
2	No	5	4.85
3	No Response	49	

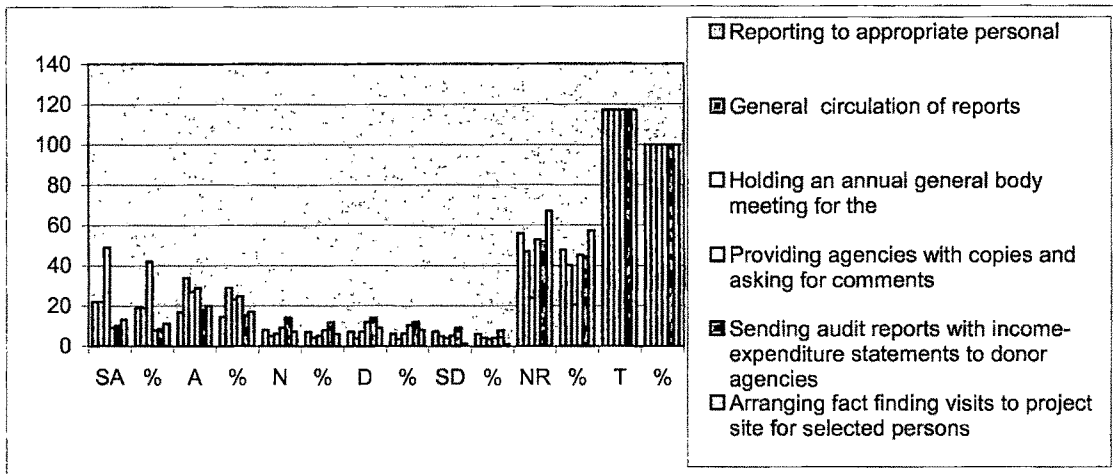
The above table reveals the extent of resource utilization in that about 58(49.57%)responded positively in the yes category and a minimal 5(4.85%)responded negatively however almost 49( %)did not respond due to non disclosure, confidentiality and other reasons.

**Table : 104 Opinion on Accountability of CSR Functions by Companies**

P) ACCOUNTABILITY

		SA	%	A	%	N	%	D	%	SD	%	NR	%	T	%
1	Reporting to appropriate personal	22	18.80	17	14.53	8	6.84	7	5.98	7	5.98	56	47.86	117	100
2	General circulation of reports	22	18.80	34	29.06	5	4.27	4	3.42	5	4.27	47	40.17	117	100
3	Holding an annual general body meeting for the	49	41.88	27	23.08	6	5.13	7	5.98	4	3.42	24	20.51	117	100
4	Providing agencies with copies and asking for comments	9	7.69	29	24.79	9	7.69	12	10.26	5	4.27	53	45.30	117	100
5	Sending audit reports with income-expenditure statements to donor agencies	10	8.55	18	15.38	14	11.97	14	11.97	9	7.69	52	44.44	117	100
6	Arranging fact finding visits to project site for selected persons	13	11.11	20	17.09	7	5.98	9	7.69	1	0.85	67	57.26	117	100

**Graph : 104**



The table highlights the accountability of CSR functions in that majority of the respondent opined that it is through sharing of CSR activities in annual general body meeting with 49(41.88%)in the strongly agree category and 27(23.08%)in the agree category, followed by reporting to appropriate authorities and general circulation of reports with 22(18.80%)strongly agreeing and 17(14.53%)and 34(29.06%)agreeing in the respective categories, other areas included arranging fact finding visits to project site for selected persons , sending audits reports ,and providing agencies with copies of reports and asking for comments.

## P Chart Analysis :

Using p chart on % positive responses obtained, the following are the control limit values in % :

As per the above control limits calculated from the areas of " Yes " defined in the questionnaire, the following results are obtained :

[A] Excellent results above UCL

Upper Control Limit [ UCL ] ---->	64.85 %
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[B] Good results between UCL & average

Average ---->	41.48 %
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[C] Scope for improvement areas

Lower Control Limit [ LCL ] ---->	0.18%
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### [A] Excellent results above UCL

#### Part A

[Q] Do you feel that adoption of standards like ISO 9000 / ISO 14000 / SA - 8000 etc has

- [1] Boosted domestic sales [ 82.91 % ]
- [2] Boosted exports [ 83.76 % ]
- [3] Enabled more efficient manufacturing [ 86.32 % ]
- [4] Enhanced company image [ 79.49 % ]
- [5] Brought indirect business returns [ 76.92 % ]

[R] Your Quality Assurance standards are

- [1] Your own internal standards [ 65.81 % ]
- [2] Individually agreed with customer [ 76.07 % ]
- [3] Established Indian Standards [ 77.78 % ]
- [4] Established overseas standards [ 77.78 % ]

#### Part B

[ I ] Your suggestion to what extent you believe and may extend support to following areas

- [1] Enhancing CSR function of company based on global needs and standards [ 69.23 % ]
- [5] Supporting education through technological assistance [ 70.94 % ]
- [7] Entrepreneurship training development [ 69.23 % ]
- [8] Community capacity building [ youth, woman, teachers, families ] [ 68.38 % ]
- [10] Promoting Research & Development in the area of community and social dept [ 66.67 % ]

[ K ] Did the company evolve

- [1] Major objectives to be fulfilled [ 74.36 % ]
- [2] Short term and long term goals [ 80.34 % ]
- [3] Input, output, outcome and impact indicators [ 77.78 % ]
- [4] Performance standards to evaluate work [ 75.21 % ]

#### Part C

[D] How has the CSR structure been established ?

- [22] Do management / managers understand the meaning of CSR ? [ 67.52 % ]

[F] Special Activities

[2] Has the organization undertaken any kind of review on how this may have impacted upon their reputation ? [ 65.81 % ]

[S] Is it necessary to use or improve mobilization strategies in CSR for community support ? [ 74.76 % ]

**[B] Good results above average but below**

**UCL**

**Part A**

**Are you familiar with the term CSR ? [ 63.11 % ]**

**Does your company contribute to community and social development ? [ 56.31 % ]**

**[S] If your exporting**

[2] Special social standards [ 43.30 % ]

**Part B**

**[ I ] Your suggestion to what extent you believe and may extend support to following areas**

[2] Benchmarking CSR practises [ 58.97 % ]

[3] Preparing for achieving excellence in the area of CSR [ 58.97 % ]

[4] Instituting a professional chair for community and social responsibility [ 54.70 % ]

[9] Improving agricultural productivity [ 42.74 % ]

**[J] How did the company plan and implement its community programmes ?**

[1] Overview of situation and general understanding [ 57.26 % ]

[2] Based on scientific need assessment [ 56.41 % ]

**[ K ] Did the company evolve**

[5] Vision, Mission and policy statement for CSR [ 49.57 % ]

[6] CSR strategy for implementation [ 53.85 % ]

[7] CSR training, orientation & communication [ internally and externally ] [ 50.43 % ]

**[N] [3] Has the CSR function impacted bottom line performance of the company ? [63.20 %]**

**Part C**

**[A1] Does the organization perform CSR function ?**

[1] Directly by the company [ 51.28 % ]

**[B] Does the company have an ethics / social responsibility committee on their boards to**

[1] Review strategic plans [ 56.41 % ]

[2] Assess progress [ 53.70 % ]

[3] Offer guidance about emerging CSR issue [ 52.14 % ]

**[C] CSR function is coordinated by**

[1] HR department [ 61.54 % ]

**[D] How has the CSR structure been established ?**

[12] Has an action plan been adopted / approved for creating a CSR structure [ 48.72 % ]

[13] Is this cross referenced to the corporate / strategic plan ? [ 47.01 % ]

[14] Have targets been set ? [ 51.28 % ]

[15] Does the organization monitor / plan to monitor performance against these targets ? [ 57.26 % ]

[19] Has management received training on CSR issues ? [ 50.43 % ]

[20] Has training been provided inhouse or by outside specialist organization ? [ 42.74 % ]

**Part D**

**[L] Resources utilization [ financial, physical, human ] in CSR is adequate [ 42.72 % ]**

The areas other than above may be considered as scope for improvement



**PART – 2**

**BI-VARIATE ANALYSIS**

**SECTION : 1**

**Table : 1 Respondents age and knowledge about Basic Information**

		High	Low	Total
Age 25 to 40 years	Count	<b>49</b>	<b>13</b>	<b>62</b>
	Row %	79.03%	20.97%	100%
	Column %	51.58%	59.09%	
Age 41 to 67 years	Count	<b>46</b>	<b>9</b>	<b>55</b>
	Row %	83.64%	16.36%	100%
	Column %	48.42%	40.91%	
<b>Total</b>	Count	<b>95</b>	<b>22</b>	<b>117</b>
	Row %	81.20%	18.80%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>0.159</b>	<b>1</b>	<b>0.69</b>	

Majority of the respondents i.e 81.20%(95) scored in both the age group high revealing a high extent of response w.r.t. basic information on CSR and 18.80 (22) have scored low revealing low extent of response w.r.t. basic information on CSR

Referring to the above Chi square table it can be seen that Chi Square is not significant. Hence there exists no strong association between the respondents age and knowledge on basic information .

Knowledge about the basic information of CSR in the company is observed to be higher in both the age groups.

**Table : 2 Respondents Designation and knowledge about Basic Information**

		High	Low	Total
Senior managers & above	Count	<b>25</b>	<b>14</b>	<b>39</b>
	Row %	64.10%	35.90%	100%
	Column %	26.32%	63.64%	
Managers	Count	<b>70</b>	<b>8</b>	<b>78</b>
	Row %	89.74%	10.26%	100%
	Column %	73.68%	36.36%	
<b>Total</b>	Count	<b>95</b>	<b>22</b>	<b>117</b>
	Row %	81.20%	18.80%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>9.58</b>	<b>1</b>	<b>0.00197</b>	

Majority of the respondents i.e 81.20%(95) scored high revealing a high extent of knowledge about basic information on CSR.

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and knowledge about basic information on CSR.

**Table : 3 Respondents Experience and knowledge about Basic Information**

			High	Low	Total
Experience 2 to 14 years	Count		45	14	59
	Row %		76.27%	23.73%	100%
	Column %		47.37%	63.64%	
Experience 15 to 40 years	Count		50	8	58
	Row %		86.21%	13.79%	100%
	Column %		52.63%	36.36%	
Total	Count		95	22	117
	Row %		81.20%	18.80%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>1.296</b>	<b>1</b>	<b>0.255</b>		

Majority of the respondents i.e 81.20% (95) have scored high and 18.80%(22) have scored low revealing a positive response with reference to basic information on CSR

The scores in the high and low count clearly indicate a minor difference with reference to various experience categories however responses in the high and low score reveal remarkable difference.

Referring to the above Chi square table it can be seen that Chi Square is not significant. Hence there exists no association between respondents experience and response with reference to basic information on CSR .

**Table : 4 Respondents Age and Terms used for Corporate Social Responsibility**

		High	Low	Total
Age 25 to 40 years	Count	40	22	62
	Row %	64.52%	35.48%	100%
	Column %	46.51%	70.97%	
Age 41 to 67 years	Count	46	9	55
	Row %	83.64%	16.36%	100%
	Column %	53.49%	29.03%	
<b>Total</b>	Count	<b>86</b>	<b>31</b>	<b>117</b>
	Row %	73.50%	26.50%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>4.533</b>	<b>1</b>	<b>0.033</b>	

Majority of the respondents i.e 73.50%(86) scored high revealing a high extent of response w.r.t. terms used for Corporate Social Responsibility and 26.50 (31) have scored low revealing low extent of response w.r.t. terms used for Corporate Social Responsibility.

Referring to the above Chi square table it can be seen that Chi Square is significant .Hence there exists a strong association between the respondents age and extent of response w.r.t. terms used for CSR.

**Table : 5 Respondents Designation and terms used for Corporate Social Responsibility**

		High	Low	Total
Senior managers & above	Count	27	12	39
	Row %	69.23%	30.77%	100%
	Column %	31.40%	38.71%	
Managers	Count	59	19	78
	Row %	75.64%	24.36%	100%
	Column %	68.60%	61.29%	
<b>Total</b>	Count	<b>86</b>	<b>31</b>	<b>117</b>
	Row %	73.50%	26.50%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.269</b>	<b>1</b>	<b>0.604</b>	

Majority of the respondents i.e. 73.50%(86) have scored high and 26.50%(31) have scored low revealing a positive response with reference to different terms used for CSR

The scores in the high and low count clearly indicate a minor difference with reference to various designation categories and responses in the high and low score reveal similar differences.

Referring to the above Chi square table it can be seen that Chi Square is not significant. Hence there exists no association between respondent's designation and response with reference to different terms used for CSR

**Table : 6 Respondents Experience and terms used for Corporate Social Responsibility**

			High	Low	Total
Experience 2 to 14 years	Count		42	17	59
	Row %		71.19%	28.81%	100%
	Column %		48.84%	54.84%	
Experience 15 to 40 years	Count		44	14	58
	Row %		75.86%	24.14%	100%
	Column %		51.16%	45.16%	
<b>Total</b>	Count		86	31	117
	Row %		73.50%	26.50%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.132</b>	<b>1</b>	<b>0.716</b>		

Majority of the respondents i.e 73.50%(86) have scored high and 26.50%(31) have scored low revealing a positive and high response with reference to different terms used for Corporate Social Responsibility

The scores in the high and low count clearly indicate a minor difference with reference to various experience categories however responses in the high and low score reveal remarkable difference

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t. different terms used for Corporate Social Responsibility

**Table : 7 Respondents age and response on Companys contribution to Community and Social Development**

		High	Low	Total
Age 25 to 40 years	Count	<b>38</b>	<b>24</b>	<b>62</b>
	Row %	61.29%	38.71%	100%
	Column %	67.86%	39.34%	
Age 41 to 67 years	Count	<b>18</b>	<b>37</b>	<b>55</b>
	Row %	32.73%	67.27%	100%
	Column %	32.14%	60.66%	
<b>Total</b>	Count	<b>56</b>	<b>61</b>	<b>117</b>
	Row %	47.86%	52.14%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>8.418</b>	<b>1</b>	<b>0.00371</b>	

Majority of the respondents i.e 52.14%(61) scored high revealing a high extent of response w.r.t. companys contribution to Community and Social Development and 47.86 (56) have scored low revealing low extent of response w.r.t. companys contribution to Community and Social Development.

Referring to the above Chi square table it can be seen that Chi Square is highly significant .Hence there exists a very strong association between the respondents age and response on Companys contribution to Community and Social Development.

**Table : 8 Respondents Designation and Companys contribution to Community and Social Development**

		High	Low	Total
Senior managers & above	Count	<b>21</b>	<b>18</b>	<b>39</b>
	Row %	53.85%	46.15%	100%
	Column %	37.50%	29.51%	
Managers	Count	<b>35</b>	<b>43</b>	<b>78</b>
	Row %	44.87%	55.13%	100%
	Column %	62.50%	70.49%	
<b>Total</b>	Count	<b>56</b>	<b>61</b>	<b>117</b>
	Row %	47.86%	52.14%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.518</b>	<b>1</b>	<b>0.471</b>	



Majority of the respondents i.e 52.14%(61) have scored low revealing low and negative response and 47.86%(56) have scored high revealing a high and positive response with reference to company contribution to Community and social development.

Referring to the above Chi square table it can be seen that Chi Square is not significant. Hence there exists no association between the Respondents designation and companys contribution to community and social development

**Table : 9 Respondents Experience and Companys contribution to Community and Social Development**

		High	Low	Total
Experience 2 to 14 years	Count	<b>34</b>	<b>25</b>	<b>59</b>
	Row %	57.63%	42.37%	100%
	Column %	60.71%	40.98%	
Experience 15 to 40 years	Count	<b>22</b>	<b>36</b>	<b>58</b>
	Row %	37.93%	62.07%	100%
	Column %	39.29%	59.02%	
<b>Total</b>	Count	<b>56</b>	<b>61</b>	<b>117</b>
	Row %	47.86%	52.14%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>3.792</b>	<b>1</b>	<b>0.0515</b>	

Majority of the respondents i.e 52.14%(61) have scored low revealing low and negative response and 47.86%(56) have scored high revealing a high and positive response with reference to company contribution to Community and social development.

The scores in the high and low count clearly indicate a minor difference with reference to various experience categories however responses in the high and low score reveal similar difference.

Referring to the above Chi square table it can be seen that Chi Square is not significant. Hence there exists no association between the Respondents Experience and companys contribution to community and social development

**Table : 10 Respondents age and Need & Emergence**

			<b>3 to 8 years</b>	<b>Above 8 yrs</b>	<b>Total</b>
Age 25 to 40 years	Count		<b>37</b>	<b>25</b>	<b>62</b>
	Row %		59.68%	40.32%	100%
	Column %		56.92%	48.08%	
Age 41 to 67 years	Count		<b>28</b>	<b>27</b>	<b>55</b>
	Row %		50.91%	49.09%	100%
	Column %		43.08%	51.92%	
<b>Total</b>	Count		<b>65</b>	<b>52</b>	<b>117</b>
	Row %		55.56%	44.44%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.587</b>	<b>1</b>	<b>0.443</b>		

Majority of the respondents in both the age group responded time span for CSR between 3-8 years with 55.56 %(65) response whereas 44.44%(52) responded time span above 8 years.

Referring to the above Chi square table it can be seen that Chi Square is not significant at 0.05% level of confidence. Hence there is no association between the respondent's age and company's time span for CSR.

**Table : 11 Respondents Designation and Time Span for CSR**

			<b>3 to 8 years</b>	<b>Above 8 yrs</b>	<b>Total</b>
Senior managers & above	Count		<b>14</b>	<b>25</b>	<b>39</b>
	Row %		35.90%	64.10%	100%
	Column %		21.54%	48.08%	
Managers	Count		<b>51</b>	<b>27</b>	<b>78</b>
	Row %		65.38%	34.62%	100%
	Column %		78.46%	51.92%	
<b>Total</b>	Count		<b>65</b>	<b>52</b>	<b>117</b>
	Row %		55.56%	44.44%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>8</b>	<b>1</b>	<b>0.00468</b>		

Majority of the respondents in both the designation group responded time span for CSR between 3-8 years with 55.56 %(65) response whereas 44.44%(52) responded time span above 8 years.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents designation and response w.r.t. company contribution to Community and social development.

**Table : 12 Respondent Experience and Time Span of CSR**

			<b>3 to 8 years</b>	<b>Above 8 yrs</b>	<b>Total</b>
Experience 2 to 14 years	Count		<b>37</b>	<b>22</b>	<b>59</b>
	Row %		62.71%	37.29%	100%
	Column %		56.92%	42.31%	
Experience 15 to 40 years	Count		<b>28</b>	<b>30</b>	<b>58</b>
	Row %		48.28%	51.72%	100%
	Column %		43.08%	57.69%	
<b>Total</b>	Count		<b>65</b>	<b>52</b>	<b>117</b>
	Row %		55.56%	44.44%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>1.919</b>	<b>1</b>	<b>0.166</b>		

Majority of the respondents in both the experience group responded time span for CSR between 3-8 years with 55.56 %(65) response whereas 44.44%(52) responded time span above 8 years.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t. company contribution to Community and social development.

**Table : 13 Respondents age Factors which led to the Emergence of the need for community based programme**

		High	Low	Total
Age 25 to 40 years	Count	<b>28</b>	<b>34</b>	<b>62</b>
	Row %	45.16%	54.84%	100%
	Column %	57.14%	50.00%	
Age 41 to 67 years	Count	<b>21</b>	<b>34</b>	<b>55</b>
	Row %	38.18%	61.82%	100%
	Column %	42.86%	50.00%	
<b>Total</b>	Count	<b>49</b>	<b>68</b>	<b>117</b>
	Row %	41.88%	58.12%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>0.332</b>	<b>1</b>	<b>0.565</b>	

Majority of the respondents i.e 58.12%(68) have scored low revealing a low extent of response w.r.t. Factors which led to the Emergence of the need for community based programme and 41.88 (49) have scored high revealing positive extent of response w.r.t. Factors which led to the Emergence of the need for community based programme

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no strong association between the two age groups and Knowledge about Factors which led to the Emergence of the need for community based programme

**Table : 14 Respondents Designation and Emergence of the Need for community based programmes**

		High	Low	Total
Senior managers & above	Count	<b>18</b>	<b>21</b>	<b>39</b>
	Row %	46.15%	53.85%	100%
	Column %	36.73%	30.88%	
Managers	Count	<b>31</b>	<b>47</b>	<b>78</b>
	Row %	39.74%	60.26%	100%
	Column %	63.27%	69.12%	
<b>Total</b>	Count	<b>49</b>	<b>68</b>	<b>117</b>
	Row %	41.88%	58.12%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>0.215</b>	<b>1</b>	<b>0.642</b>	

Majority of the respondents scored low with 58.12%(68)revealing low response on the factors whereas 41.88%(49) scored high revealing high response on the factors which led to the emergence of CSR

Referring to the above Chi square table it can be seen that Chi Square is not significant at 0.05% level of confidence .Hence there exists no association between the respondents designation and factors which led to emergence of CSR

**Table : 15 Respondents Experience and Emergence of the Need for community based programmes**

		High	Low	Total
Experience 2 to 14 years	Count	29	30	59
	Row %	49.15%	50.85%	100%
	Column %	59.18%	44.12%	
Experience 15 to 40 years	Count	20	38	58
	Row %	34.48%	65.52%	100%
	Column %	40.82%	55.88%	
<b>Total</b>	Count	<b>49</b>	<b>68</b>	<b>117</b>
	Row %	41.88%	58.12%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>2.018</b>	<b>1</b>	<b>0.155</b>	

Majority of the respondents i.e 58.12%(68) have scored low revealing low and negative response and 41.88%(49) have scored high revealing a high and positive response with reference to factors which led to the emergence of Community based programmes

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t to factors which led to the emergence of Community based programmes



**Table : 16 Respondents Age and Corporate Social Responsibility initiative in company**

		High	Low	Total
Age 25 to 40 years	Count	<b>31</b>	<b>31</b>	<b>62</b>
	Row %	50.00%	50.00%	100%
	Column %	77.50%	40.26%	
Age 41 to 67 years	Count	<b>9</b>	<b>46</b>	<b>55</b>
	Row %	16.36%	83.64%	100%
	Column %	22.50%	59.74%	
<b>Total</b>	Count	<b>40</b>	<b>77</b>	<b>117</b>
	Row %	34.19%	65.81%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>13.2</b>	<b>1</b>	<b>0.00028</b>	

Majority of the respondents i.e 65.81%(77) have scored low revealing a low extent of response w.r.t. about Companys contribution to Community and Social Development and 34.19 (40) have scored high revealing positive extent of response w.r.t. Companys contribution to Community and Social Development

Referring to the above Chi square table it can be seen that Chi Square is highly significant. Hence there exists a strong association between the two age groups and Corporate Social Responsibility initiative in company

**Table : 17 Respondents Designation and Corporate Social Responsibility initiative in company**

		High	Low	Total
Senior managers & above	Count	<b>34</b>	<b>5</b>	<b>39</b>
	Row %	87.18%	12.82%	100%
	Column %	85.00%	6.49%	
Managers	Count	<b>6</b>	<b>72</b>	<b>78</b>
	Row %	7.69%	92.31%	100%
	Column %	15.00%	93.51%	
<b>Total</b>	Count	<b>40</b>	<b>77</b>	<b>117</b>
	Row %	34.19%	65.81%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>69.52</b>	<b>1</b>	<b>0.000000000000000076</b>	

Majority of the respondents 65.81%(77) scored low revealing lower extent of knowledge regarding CSR initiative and 34.19%(40) scored high revealing a high extent of knowledge about CSR initiative of the company

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondent's designation and CSR initiative of the Company.

**Table : 18 Respondents Experience and Corporate Social Responsibility initiative in company**

		High	Low	Total
Experience 2 to 14 years	Count	32	27	59
	Row %	54.24%	45.76%	100%
	Column %	80.00%	35.06%	
Experience 15 to 40 years	Count	8	50	58
	Row %	13.79%	86.21%	100%
	Column %	20.00%	64.94%	
<b>Total</b>	Count	40	77	117
	Row %	34.19%	65.81%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>19.5</b>	<b>1</b>	<b>0.00001</b>	

Majority of the respondents i.e 65.81%(77) have scored low revealing low and negative response and 34.19%(40) have scored high revealing a high and positive response with reference to company initiative for Corporate Social Responsibility

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. companys initiative for Corporate Social Responsibility. Respondents Designation and company's guiding philosophy in rendering its social service.

**Table : 19 Respondents age and company's guiding philosophy in rendering its social service**

			High	Low	Total
Age 25 to 40 years	Count		41	21	62
	Row %		66.13%	33.87%	100%
	Column %		75.93%	33.33%	
Age 41 to 67 years	Count		13	42	55
	Row %		23.64%	76.36%	100%
	Column %		24.07%	66.67%	
<b>Total</b>	Count		54	63	117
	Row %		46.15%	53.85%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>19.5</b>	<b>1</b>	<b>0.00001</b>		

Majority of the respondents i.e 53.85%(63) have scored low revealing a low extent of response w.r.t. company's guiding philosophy in rendering its social service and 46.15 (54) have scored high revealing positive extent of response w.r.t. company's guiding philosophy in rendering its social service

Referring to the above Chi square table it can be seen that Chi Square is highly significant .Hence there exists a strong association between the respondents age and the company's guiding philosophy in rendering its social service.

**Table : 20 Respondents Designation and company's guiding philosophy in rendering its social service**

			High	Low	Total
Senior managers & above	Count		30	9	39
	Row %		76.92%	23.08%	100%
	Column %		55.56%	14.29%	
Managers	Count		24	54	78
	Row %		30.77%	69.23%	100%
	Column %		44.44%	85.71%	
<b>Total</b>	Count		54	63	117
	Row %		46.15%	53.85%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>20.47</b>	<b>1</b>	<b>6.1E-06</b>		

Majority of the respondents 53.85%(63) scored low revealing a low extent of knowledge about regarding companys guiding philosophy behind CSR and 46.15%(54)respondents scored high revealing high extent of knowledge

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and knowledge about companys guiding philosophy behind CSR

**Table : 21 Respondents Experience and company's guiding philosophy in rendering its social service**

		High	Low	Total
Experience 2 to 14 years	Count	39	20	59
	Row %	66.10%	33.90%	100%
	Column %	72.22%	31.75%	
Experience 15 to 40 years	Count	15	43	58
	Row %	25.86%	74.14%	100%
	Column %	27.78%	68.25%	
<b>Total</b>	Count	<b>54</b>	<b>63</b>	<b>117</b>
	Row %	46.15%	53.85%	100%
	Column %	100%	100%	
<b>Chi-Square Test</b>				
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>17.47</b>	<b>1</b>	<b>0.000029</b>	

Majority of the respondents i.e 53.85%(63) have scored low revealing low and negative response and 46.15%(54) have scored high revealing a high and positive response with reference to company's guiding philosophy in rendering its social service

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. company's guiding philosophy in rendering its social service

**Table : 22 Respondents age and basic goal of your company in rendering its contribution to society**

			High	Low	Total
Age 25 to 40 years	Count		<b>42</b>	<b>20</b>	<b>62</b>
	Row %		67.74%	32.26%	100%
	Column %		62.69%	40.00%	
Age 41 to 67 years	Count		<b>25</b>	<b>30</b>	<b>55</b>
	Row %		45.45%	54.55%	100%
	Column %		37.31%	60.00%	
<b>Total</b>	Count		<b>67</b>	<b>50</b>	<b>117</b>
	Row %		57.26%	42.74%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>5.04</b>	<b>1</b>			<b>0.02477</b>

Majority of the respondents i.e 57.26%(67) have scored high revealing a high extent of response w.r.t. basic goal of company in rendering its contribution to society and 42.74 (50) have scored low revealing low extent of response w.r.t. basic goal of company in rendering its contribution to society

Referring to the above Chi square table it can be seen that Chi Square is highly significant .Hence there exists a strong association between the respondents age and extent of response about the basic goal of company in rendering its contribution to society.

**Table : 23 Respondents Designation and Knowledge about basic goal of your company in rendering its contribution to society**

			High	Low	Total
Senior managers & above	Count		<b>18</b>	<b>21</b>	<b>39</b>
	Row %		46.15%	53.85%	100%
	Column %		26.87%	42.00%	
Managers	Count		<b>49</b>	<b>29</b>	<b>78</b>
	Row %		62.82%	37.18%	100%
	Column %		73.13%	58.00%	
<b>Total</b>	Count		<b>67</b>	<b>50</b>	<b>117</b>
	Row %		57.26%	42.74%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>2.309</b>	<b>1</b>			<b>0.128</b>



Majority of the respondents i.e 57.26%(67) have scored high revealing a high extent of response w.r.t. basic goal of company in rendering its contribution to society and 42.74 (50) have scored low revealing low extent of response w.r.t. basic goal of company in rendering its contribution to society

Referring to the above Chi square table it can be seen that Chi Square is highly significant .Hence there exists a strong association between the respondents Designation and extent of response about the basic goal of company in rendering its contribution to society.

**Table : 24 Respondents Experience and basic goal of your company in rendering its contribution to society**

		High	Low	Total
Experience 2 to 14 years	Count	39	20	59
	Row %	66.10%	33.90%	100%
	Column %	58.21%	40.00%	
Experience 15 to 40 years	Count	28	30	58
	Row %	48.28%	51.72%	100%
	Column %	41.79%	60.00%	
<b>Total</b>	Count	<b>67</b>	<b>50</b>	<b>117</b>
	Row %	57.26%	42.74%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>3.104</b>	<b>1</b>	<b>0.078</b>	

Majority of the respondents 57.26%(67) in both the designation group have scored high revealing high and positive response and 42.74%(50) have scored low revealing a low and negative response with reference to basic goal of your company in rendering its contribution to society.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t basic goal of your company in rendering its contribution to society

**Table : 25 Respondents age and belief and practice of Corporate Values for CSR practices**

		High	Low	Total
Age 25 to 40 years	Count	<b>54</b>	<b>8</b>	<b>62</b>
	Row %	87.10%	12.90%	100%
	Column %	60.67%	28.57%	
Age 41 to 67 years	Count	<b>35</b>	<b>20</b>	<b>55</b>
	Row %	63.64%	36.36%	100%
	Column %	39.33%	71.43%	
<b>Total</b>	Count	<b>89</b>	<b>28</b>	<b>117</b>
	Row %	76.07%	23.93%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>7.57</b>	<b>1</b>	<b>0.00593</b>	

Majority of the respondents i.e 76.07%(89) in both the age group have scored high revealing a high extent of response w.r.t. belief and practice of Corporate Values for CSR practices and 23.93 (28) have scored low revealing low extent of response w.r.t. belief and practice of Corporate Values for CSR practices

Referring to the above Chi square table it can be seen that Chi Square is significant .Hence there exists a strong association between the respondents age and knowledge about belief and practice of Corporate Values for CSR practices

**Table : 26 Respondents Designation and belief and practice of Corporate Values for CSR practices**

		High	Low	Total
Senior managers & above	Count	<b>26</b>	<b>13</b>	<b>39</b>
	Row %	66.67%	33.33%	100%
	Column %	29.21%	46.43%	
Managers	Count	<b>63</b>	<b>15</b>	<b>78</b>
	Row %	80.77%	19.23%	100%
	Column %	70.79%	53.57%	
<b>Total</b>	Count	<b>89</b>	<b>28</b>	<b>117</b>
	Row %	76.07%	23.93%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>2.119</b>	<b>1</b>	<b>0.145</b>	

Majority of the respondents 76.07%(89) in both the designation group scored high revealing a higher extent of response about corporate beliefs and practices of corporate values for CSR practice

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of response about corporate beliefs and practices of corporate values for CSR practice

**Table : 27 Respondents Experience and belief and practice of Corporate Values for CSR practices**

		High	Low	Total
Experience 2 to 14 years	Count	<b>52</b>	<b>7</b>	<b>59</b>
	Row %	88.14%	11.86%	100%
	Column %	58.43%	25.00%	
Experience 15 to 40 years	Count	<b>37</b>	<b>21</b>	<b>58</b>
	Row %	63.79%	36.21%	100%
	Column %	41.57%	75.00%	
<b>Total</b>	Count	<b>89</b>	<b>28</b>	<b>117</b>
	Row %	76.07%	23.93%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>8.23</b>	<b>1</b>	<b>0.00412</b>	

Majority of the respondents i.e 76.07%(89) in both the experience group have scored high revealing high and positive response and 23.93%(28) have scored low revealing a low and negative with reference to belief and practice of Corporate Values for CSR practices

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. belief and practice of Corporate Values for CSR practices.

**Table : 28 Respondents age and approach of the company with respect to social responsibilities**

		High	Low	Total
Age 25 to 40 years	Count	<b>12</b>	<b>50</b>	<b>62</b>
	Row %	19.35%	80.65%	100%
	Column %	26.09%	70.42%	
Age 41 to 67 years	Count	<b>34</b>	<b>21</b>	<b>55</b>
	Row %	61.82%	38.18%	100%
	Column %	73.91%	29.58%	
<b>Total</b>	Count	<b>46</b>	<b>71</b>	<b>117</b>
	Row %	39.32%	60.68%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>20.28</b>	<b>1</b>	<b>0.000067</b>	

Majority of the respondents i.e 60.68%(71) in both the age group have scored low revealing a low extent of response w.r.t. approach of the company with respect to social responsibilities and 39.32 (46) have scored high revealing high extent of response w.r.t. approach of the company with respect to social responsibilities

Referring to the above Chi square table it can be seen that Chi Square is significant .Hence there exists a strong association between the respondents age extent of response w.r.t. approach of the company with respect to social responsibilities

**Table : 29 Respondents Designation and Knowledge about the approach of the company with respect to social responsibilities**

		High	Low	Total
Senior managers & above	Count	<b>12</b>	<b>27</b>	<b>39</b>
	Row %	30.77%	69.23%	100%
	Column %	26.09%	38.03%	
Managers	Count	<b>34</b>	<b>44</b>	<b>78</b>
	Row %	43.59%	56.41%	100%
	Column %	73.91%	61.97%	
<b>Total</b>	Count	<b>46</b>	<b>71</b>	<b>117</b>
	Row %	39.32%	60.68%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>1.294</b>	<b>1</b>	<b>0.255</b>	

Majority of the respondents 60.68%(71) in both the designation group scored low revealing lower extent of response about approach of company towards its corporate Social responsibility and 39.32%(46) scored high revealing higher extent of response about approach of the company towards corporate social responsibility

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of response towards approach of company towards its corporate Social

**Table : 30 Respondents Experience and approach of the company with respect to social responsibilities**

		High	Low	Total
Experience 2 to 14 years	Count	<b>12</b>	<b>47</b>	<b>59</b>
	Row %	20.34%	79.66%	100%
	Column %	26.09%	66.20%	
Experience 15 to 40 years	Count	<b>34</b>	<b>24</b>	<b>58</b>
	Row %	58.62%	41.38%	100%
	Column %	73.91%	33.80%	
<b>Total</b>	Count	<b>46</b>	<b>71</b>	<b>117</b>
	Row %	39.32%	60.68%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>16.4</b>	<b>1</b>	<b>0.00005</b>	

Majority of the respondents i.e 60.68%(71) in both the experience group have scored low revealing low and negative response and 39.32%(46) have scored high revealing a high and positive response with reference approach of the company with respect to social responsibilities

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. approach of the company with respect to social responsibilities



**Table : 31 Respondents age and Motivational factors for involvement in Corporate Social Responsibility**

		High	Low	Total
Age 25 to 40 years	Count	<b>36</b>	<b>26</b>	<b>62</b>
	Row %	58.06%	41.94%	100%
	Column %	54.55%	50.98%	
Age 41 to 67 years	Count	<b>30</b>	<b>25</b>	<b>55</b>
	Row %	54.55%	45.45%	100%
	Column %	45.45%	49.02%	
<b>Total</b>	Count	<b>66</b>	<b>51</b>	<b>117</b>
	Row %	56.41%	43.59%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.039</b>	<b>1</b>	<b>0.844</b>	

Majority of the respondents i.e 56.41%(66) in both the age group have scored high revealing a high extent of response w.r.t. motivational factor for companys involvement in Corporate Social Responsibility and 43.59 (51) have scored low revealing low extent of response w.r.t. motivational factor for companys involvement in Corporate Social Responsibility

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the two age groups and Respondents age and extent of response w.r.t. motivational factor for companys involvement in Corporate Social Responsibility

**Table : 32 Respondents Designation and Knowledge about Motivational factors for involvement in Corporate Social Responsibility**

		High	Low	Total
Senior managers & above	Count	<b>16</b>	<b>23</b>	<b>39</b>
	Row %	41.03%	58.97%	100%
	Column %	24.24%	45.10%	
Managers	Count	<b>50</b>	<b>28</b>	<b>78</b>
	Row %	64.10%	35.90%	100%
	Column %	75.76%	54.90%	
<b>Total</b>	Count	<b>66</b>	<b>51</b>	<b>117</b>
	Row %	56.41%	43.59%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>4.732</b>	<b>1</b>	<b>0.0296</b>	

Majority of the respondents i.e 56.42%(66) in both the designation group scored high revealing a high extent of knowledge about Motivational factors for involvement in Corporate Social Responsibility and 43.59%(51) scored low

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response on Motivational factors for involvement in Corporate Social Responsibility

**Table : 33 Respondents experience and Motivational factors for involvement in Corporate Social Responsibility**

		High	Low	Total
Experience 2 to 14 years	Count	33	26	59
	Row %	55.93%	44.07%	100%
	Column %	50.00%	50.98%	
Experience 15 to 40 years	Count	33	25	58
	Row %	56.90%	43.10%	100%
	Column %	50.00%	49.02%	
<b>Total</b>	Count	<b>66</b>	<b>51</b>	<b>117</b>
	Row %	56.41%	43.59%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.007</b>	<b>1</b>	<b>0.916</b>	

Majority of the respondents 56.41%(66) in both the experience group have scored high revealing high and positive response and 43.59%(51) have scored low revealing a low and negative response with reference to motivational factors for companys involvement in Corporate Social Responsibility

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response with reference to motivational factors for companys involvement in Corporate Social Responsibility

**Table : 34 Respondents age and awareness of the external standards in CSR.**

			High	Low	Total
Age 25 to 40 years	Count		<b>2</b>	<b>60</b>	<b>62</b>
	Row %		3.23%	96.77%	100%
	Column %		25.00%	55.05%	
Age 41 to 67 years	Count		<b>6</b>	<b>49</b>	<b>55</b>
	Row %		10.91%	89.09%	100%
	Column %		75.00%	44.95%	
<b>Total</b>	Count		<b>8</b>	<b>109</b>	<b>117</b>
	Row %		6.84%	93.16%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>1.629</b>	<b>1</b>			<b>0.201</b>

Majority of the respondents 93.16%(109) in both the age group have scored low revealing poor extent of response w.r.t. awareness of the external standards in CSR.6.84%(8) have scored high revealing a high extent response with reference to awareness of the external standards in CSR.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no strong association between respondents age and extent of awareness of the external standards in CSR

**Table : 35 Respondents Designation and awareness of the external standards in CSR.**

			High	Low	Total
Senior managers & above	Count		<b>4</b>	<b>35</b>	<b>39</b>
	Row %		10.26%	89.74%	100%
	Column %		50.00%	32.11%	
Managers	Count		<b>4</b>	<b>74</b>	<b>78</b>
	Row %		5.13%	94.87%	100%
	Column %		50.00%	67.89%	
<b>Total</b>	Count		<b>8</b>	<b>109</b>	<b>117</b>
	Row %		6.84%	93.16%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.419</b>	<b>1</b>			<b>0.517</b>

Majority of the respondents 93.16%(109) in both the designation group have scored low revealing very low awareness on external standards in CSR and only 6.84%(8) have scored high revealing high extent of awareness in both the designation groups.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and awareness about external standards on CSR

**Table : 36 Respondents Experience and awareness of the external standards in CSR.**

		High	Low	Total
Experience 2 to 14 years	Count	4	55	59
	Row %	6.78%	93.22%	100%
	Column %	50.00%	50.46%	
Experience 15 to 40 years	Count	4	54	58
	Row %	6.90%	93.10%	100%
	Column %	50.00%	49.54%	
<b>Total</b>	Count	<b>8</b>	<b>109</b>	<b>117</b>
	Row %	6.84%	93.16%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.116</b>	<b>1</b>	<b>0.733</b>	

Majority of the respondents 6.84%(8) in both the experience group have scored high revealing high and positive response and 93.16%(109) have scored low revealing a low and negative response with reference to extent of awareness on external standards in CSR

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t extent of awareness on external standards in CSR

**Table : 37 Respondents age and need to draw CSR code**

			High	Low	Total
Age 25 to 40 years	Count		44	18	62
	Row %		70.97%	29.03%	100%
	Column %		49.44%	64.29%	
Age 41 to 67 years	Count		45	10	55
	Row %		81.82%	18.18%	100%
	Column %		50.56%	35.71%	
<b>Total</b>	Count		89	28	117
	Row %		76.07%	23.93%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>1.336</b>	<b>1</b>			<b>0.248</b>

Majority of the respondents 76.07%(89) in both the age group have scored high revealing high and positive response w.r.t. need to draw CSR code and 23.93%(28) have scored low revealing a low and negative response w.r.t. need to draw CSR code. The extent of awareness about the need to draw CSR code is higher in both the age groups .

Referring to the above Chi square table it can be seen that Chi Square is significant .Hence there exists a strong association between the respondents age extent of response w.r.t. need to draw CSR code

**Table : 38 Respondents Designation and Knowledge about need to draw CSR code**

			High	Low	Total
Senior managers & above	Count		27	12	39
	Row %		69.23%	30.77%	100%
	Column %		30.34%	42.86%	
Managers	Count		62	16	78
	Row %		79.49%	20.51%	100%
	Column %		69.66%	57.14%	
<b>Total</b>	Count		89	28	117
	Row %		76.07%	23.93%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.992</b>	<b>1</b>			<b>0.319</b>



Majority of the respondents 76.07%(89) in both the designation group have scored high revealing a very high extent of response w.r.t. to the need for drawing a CSR code. and only 23.93%(28) have scored low revealing low extent of response w.r.t. to the need for drawing a CSR code.

Referring to the above Chi square table it can be seen that Chi Square is not significant. Hence there exists no association between the Respondents designation extent of response w.r.t. to the need for drawing a CSR code.

**Table : 39 Respondents Experience and Need to draw CSR code**

		High	Low	Total
Experience 2 to 14 years	Count	44	15	59
	Row %	74.58%	25.42%	100%
	Column %	49.44%	53.57%	
Experience 15 to 40 years	Count	45	13	58
	Row %	77.59%	22.41%	100%
	Column %	50.56%	46.43%	
<b>Total</b>	Count	<b>89</b>	<b>28</b>	<b>117</b>
	Row %	76.07%	23.93%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.027</b>	<b>1</b>	<b>0.869</b>	

Majority of the respondents 76.07%(89) in both the experience group have scored high revealing high and positive response and 23.93%(28) have scored low revealing a low and negative response with reference to need to draw CSR code

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t basic goal of your company in rendering its contribution to society

**Table : 40 Respondents age and Bottom line benefits of a socially responsible company**

			High	Low	Total
Age 25 to 40 years	Count		<b>37</b>	<b>25</b>	<b>62</b>
	Row %		59.68%	40.32%	100%
	Column %		69.81%	39.06%	
Age 41 to 67 years	Count		<b>16</b>	<b>39</b>	<b>55</b>
	Row %		29.09%	70.91%	100%
	Column %		30.19%	60.94%	
<b>Total</b>	Count		<b>53</b>	<b>64</b>	<b>117</b>
	Row %		45.30%	54.70%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>9.804</b>	<b>1</b>			<b>0.00174</b>

Majority of the respondents 54.70%(64) in both the age group have scored low revealing low and negative extent of response w.r.t. Bottom line benefits of a socially responsible company and 45.30%(53) have scored high revealing a high extent of response with reference to Bottom line benefits of a socially responsible company

Referring to the above Chi square table it can be seen that Chi Square is highly significant .Hence there exists a strong association between the respondents age and extent of response w.r.t. bottom line benefits of a socially responsible company.

**Table : 41 Respondents Designation and Response on bottom line benefits of a socially responsible company**

			High	Low	Total
Senior managers & above	Count		<b>12</b>	<b>27</b>	<b>39</b>
	Row %		30.77%	69.23%	100%
	Column %		22.64%	42.19%	
Managers	Count		<b>41</b>	<b>37</b>	<b>78</b>
	Row %		52.56%	47.44%	100%
	Column %		77.36%	57.81%	
<b>Total</b>	Count		<b>53</b>	<b>64</b>	<b>117</b>
	Row %		45.30%	54.70%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>4.143</b>	<b>1</b>			<b>0.0418</b>

Majority of the respondents 54.70%(64) in both the designation group scored low revealing a low extent of response on bottom line benefits of a socially responsible company and 45.30 % (53) have scored high revealing a high extent of response on bottom line benefits of a socially responsible company.

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and response on bottom line benefits of a socially responsible company

**Table : 42 Respondents Experience and Response on bottom line benefits of a socially responsible company**

		High	Low	Total
Experience 2 to 14 years	Count	<b>38</b>	<b>21</b>	<b>59</b>
	Row %	64.41%	35.59%	100%
	Column %	71.70%	32.81%	
Experience 15 to 40 years	Count	<b>15</b>	<b>43</b>	<b>58</b>
	Row %	25.86%	74.14%	100%
	Column %	28.30%	67.19%	
<b>Total</b>	Count	<b>53</b>	<b>64</b>	<b>117</b>
	Row %	45.30%	54.70%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>16.02</b>	<b>1</b>	<b>0.000063</b>	

Majority of the respondents i.e 54.70 %(64) in both the experience group have scored low revealing low and negative rating and 45.30%(53) have scored high revealing a high and positive rating with reference to rating on bottom line benefits of a socially responsible company practices

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response with reference to rating on bottom line benefits of a socially responsible company practices

**Table : 43 Respondents age and CSR focus with respect to internal dimension**

			High	Low	Total
Age 25 to 40 years	Count		45	17	62
	Row %		72.58%	27.42%	100%
	Column %		57.69%	43.59%	
Age 41 to 67 years	Count		33	22	55
	Row %		60.00%	40.00%	100%
	Column %		42.31%	56.41%	
Total	Count		78	39	117
	Row %		66.67%	33.33%	100%
	Column %		100%	100%	
	Value	d.f.	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>1.548</b>	<b>1</b>			<b>0.213</b>

Majority of the respondents 66.67%(78) in both the age group have scored high revealing high and positive response and 33.33%(39) have scored low revealing a low and negative response with reference to CSR focus with respect to internal dimension.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the respondents age group and extent of response about CSR focus with respect to internal dimension

**Table : 44 Respondents Designation and CSR focus with respect to internal dimension**

			High	Low	Total
Senior managers & above	Count		27	12	39
	Row %		69.23%	30.77%	100%
	Column %		34.62%	30.77%	
Managers	Count		51	27	78
	Row %		65.38%	34.62%	100%
	Column %		65.38%	69.23%	
Total	Count		78	39	117
	Row %		66.67%	33.33%	100%
	Column %		100%	100%	
	Value	d.f.	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>0.043</b>	<b>1</b>			<b>0.835</b>

Majority of the respondents 66.67%(78) in both the designation group scored high revealing a greater extent of response on CSR focus with respect to internal dimension and 33.33 % (39) have scored low revealing a low extent of response on CSR focus with respect to internal dimension

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of response on CSR focus with respect to internal dimension

**Table : 45 Respondents Experience and CSR focus with respect to internal dimension**

		High	Low	Total
Experience 2 to 14 years	Count	<b>45</b>	<b>14</b>	<b>59</b>
	Row %	76.27%	23.73%	100%
	Column %	57.69%	35.90%	
Experience 15 to 40 years	Count	<b>33</b>	<b>25</b>	<b>58</b>
	Row %	56.90%	43.10%	100%
	Column %	42.31%	64.10%	
<b>Total</b>	Count	<b>78</b>	<b>39</b>	<b>117</b>
	Row %	66.67%	33.33%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>4.107</b>	<b>1</b>	<b>0.0427</b>	

Majority of the respondents i.e 66.67%(78) in both the experience group have scored high revealing high and positive response and 33.33%(39) have scored low revealing a low and negative response w.r.t. focus of CSR company in the internal dimension

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. focus of CSR company in the internal dimension



**Table : 46 Respondents age and Knowledge about CSR focus with respect to external dimension**

		High	Low	Total
Age 25 to 40 years	Count	16	46	62
	Row %	25.81%	74.19%	100%
	Column %	64.00%	50.00%	
Age 41 to 67 years	Count	9	46	55
	Row %	16.36%	83.64%	100%
	Column %	36.00%	50.00%	
Total	Count	25	92	117
	Row %	21.37%	78.63%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>1.036</b>	<b>1</b>	<b>0.309</b>	

Majority of the respondents 78.63%(92) in both the age group have scored low revealing lower extent of response and 21.37%(25) have scored high revealing a higher extent of response with reference to CSR focus with respect to external dimension.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the respondents age and extent of response about CSR focus with respect to external dimension

**Table : 47 Respondents Designation CSR focus with respect to external dimension**

		High	Low	Total
Senior managers & above	Count	14	25	39
	Row %	35.90%	64.10%	100%
	Column %	56.00%	27.17%	
Managers	Count	11	67	78
	Row %	14.10%	85.90%	100%
	Column %	44.00%	72.83%	
Total	Count	25	92	117
	Row %	21.37%	78.63%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>6.111</b>	<b>1</b>	<b>0.01344</b>	

Majority of the respondents 78.63%(92) in both the designation group scored low revealing a low extent of response on CSR focus with respect to external dimension and 21.37 % (25) have scored high revealing a high extent of response on CSR focus with respect to external dimension

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation extent of response on CSR focus with respect to external dimension

**Table : 48 Respondents Experience CSR focus with respect to external dimension**

		High	Low	Total
Experience 2 to 14 years	Count	18	41	59
	Row %	30.51%	69.49%	100%
	Column %	72.00%	44.57%	
Experience 15 to 40 years	Count	7	51	58
	Row %	12.07%	87.93%	100%
	Column %	28.00%	55.43%	
<b>Total</b>	Count	<b>25</b>	<b>92</b>	<b>117</b>
	Row %	21.37%	78.63%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>4.872</b>	<b>1</b>	<b>0.027</b>	

Majority of the respondents i.e 78.63%(92) in both the experience group have scored low revealing low and negative response revealing low and negative response w.r.t. to external dimension and 21.37%(25) have scored high revealing a high and positive response with reference to focus of CSR company in the external dimension

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence .Hence there exists a strong association between respondents experience and response w.r.t. focus of CSR company in the external dimension

**Table : 49 Respondents age and concept of corporate social responsibility**

			High	Low	Total
Age 25 to 40 years	Count		<b>47</b>	<b>15</b>	<b>62</b>
	Row %		75.81%	24.19%	100%
	Column %		56.63%	44.12%	
Age 41 to 67 years	Count		<b>36</b>	<b>19</b>	<b>55</b>
	Row %		65.45%	34.55%	100%
	Column %		43.37%	55.88%	
<b>Total</b>	Count		<b>83</b>	<b>34</b>	<b>117</b>
	Row %		70.94%	29.06%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>1.054</b>	<b>1</b>	<b>0.304</b>		

Majority of the respondents 70.94%(83) in both the age group have scored high revealing high and positive response w.r.t. concept of CSR and 29.06%(34) have scored low revealing a low extent of knowledge w.r.t. concept of CSR.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the respondents age and knowledge about CSR concept.

**Table : 50 Respondents Designation and knowledge about the concept of corporate social responsibility**

			High	Low	Total
Senior managers & above	Count		<b>24</b>	<b>15</b>	<b>39</b>
	Row %		61.54%	38.46%	100%
	Column %		28.92%	44.12%	
Managers	Count		<b>59</b>	<b>19</b>	<b>78</b>
	Row %		75.64%	24.36%	100%
	Column %		71.08%	55.88%	
<b>Total</b>	Count		<b>83</b>	<b>34</b>	<b>117</b>
	Row %		70.94%	29.06%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>1.871</b>	<b>1</b>	<b>0.171</b>		

Majority of the respondents 70.94%(83) in both the designation group have scored high revealing a greater extent of knowledge on the concept of Corporate Social Responsibility and 29.06 %

(34) respondents have scored low revealing a low extent of knowledge on the concept of Corporate Social Responsibility

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of knowledge on concept of Corporate Social Responsibility

**Table : 51 Respondents Experience and knowledge about the concept of corporate social responsibility**

		High	Low	Total
Experience 2 to 14 years	Count	<b>46</b>	<b>13</b>	<b>59</b>
	Row %	77.97%	22.03%	100%
	Column %	55.42%	38.24%	
Experience 15 to 40 years	Count	<b>37</b>	<b>21</b>	<b>58</b>
	Row %	63.79%	36.21%	100%
	Column %	44.58%	61.76%	
<b>Total</b>	Count	<b>83</b>	<b>34</b>	<b>117</b>
	Row %	70.94%	29.06%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>2.204</b>	<b>1</b>	<b>0.137</b>	

Majority of the respondents 70.94%(83) in both the experience group have scored high revealing high extent of knowledge and 29.06%(34) have scored low revealing a low extent of knowledge w.r.t. concept of corporate social responsibility

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and extent of knowledge w.r.t. concept of corporate social responsibility

**Table : 52 Respondents age and Company's focus for CSR in the future**

		High	Low	Total
Age 25 to 40 years	Count	13	49	62
	Row %	20.97%	79.03%	100%
	Column %	43.33%	56.32%	
Age 41 to 67 years	Count	17	38	55
	Row %	30.91%	69.09%	100%
	Column %	56.67%	43.68%	
<b>Total</b>	Count	<b>30</b>	<b>87</b>	<b>117</b>
	Row %	25.64%	74.36%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>1.034</b>	<b>1</b>	<b>0.309</b>	

Majority of the respondents 74.36%(87) in both the age group have scored low revealing lower extent of response w.r.t. Company's focus for CSR in the future and 25.64%(30) have scored high revealing a higher and positive extent of response with reference to Company's focus for CSR in the future

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the respondents age and extent of response w.r.t. Company's focus for CSR in the future

**Table : 53 Respondents Designation and Knowledge about Company's focus for CSR in the future**

		High	Low	Total
Senior managers & above	Count	13	26	39
	Row %	33.33%	66.67%	100%
	Column %	43.33%	29.89%	
Managers	Count	17	61	78
	Row %	21.79%	78.21%	100%
	Column %	56.67%	70.11%	
<b>Total</b>	Count	<b>30</b>	<b>87</b>	<b>117</b>
	Row %	25.64%	74.36%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>1.261</b>	<b>1</b>	<b>0.2615</b>	



Majority of the respondents 74.36%(87) in both the designation group have scored low revealing a low extent/negative response about companys focus on CSR in the future and 25.64 % (30) respondents have scored high revealing a high/positive response about companys focus on CSR in the future

Referring to the above Chi square table it can be seen that Chi Square is not significant. Hence there exists no association between the Respondents designation and response about companys focus on CSR in the future

**Table : 54 Respondents Experience and Company's focus for CSR in the future**

		High	Low	Total
Experience 2 to 14 years	Count	11	48	59
	Row %	18.64%	81.36%	100%
	Column %	36.67%	55.17%	
Experience 15 to 40 years	Count	19	39	58
	Row %	32.76%	67.24%	100%
	Column %	63.33%	44.83%	
<b>Total</b>	Count	<b>30</b>	<b>87</b>	<b>117</b>
	Row %	25.64%	74.36%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>2.361</b>	<b>1</b>	<b>0.124</b>	

Majority of the respondents 74.36%(87) in both the experience group have scored low revealing low and negative response and 25.64%(30) have scored high revealing a high and positive response with reference to Company's focus for CSR in the future

Referring to the above Chi square table it can be seen that Chi Square is not significant. Hence there exists no association between respondents experience and response w.r.t Company's focus for CSR in the future

**Table : 55 Respondents age and Perceptions about relevance of Social and HR education for CSR**

			High	Low	Total
Age 25 to 40 years	Count		<b>46</b>	<b>16</b>	<b>62</b>
	Row %		74.19%	25.81%	100%
	Column %		57.50%	43.24%	
Age 41 to 67 years	Count		<b>34</b>	<b>21</b>	<b>55</b>
	Row %		61.82%	38.18%	100%
	Column %		42.50%	56.76%	
<b>Total</b>	Count		<b>80</b>	<b>37</b>	<b>117</b>
	Row %		68.38%	31.62%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>1.532</b>	<b>1</b>	<b>0.215</b>		

Majority of the respondents 68.38%(80) in both the age group have scored high revealing high and positive response Perceptions about relevance of Social and HR education for CSR and 31.62%(37) have scored low revealing a low and negative response with reference to Perceptions about relevance of Social and HR education for CSR

Referring to the above table it can be seen that Chi Square is not significant .Hence there exists no association between the respondents age and Perceptions about relevance of Social and HR education for CSR

**Table : 56 Respondents Designations and Perceptions about relevance of Social and HR education for CSR**

			High	Low	Total
Senior managers & above	Count		<b>22</b>	<b>17</b>	<b>39</b>
	Row %		56.41%	43.59%	100%
	Column %		27.50%	45.95%	
Managers	Count		<b>58</b>	<b>20</b>	<b>78</b>
	Row %		74.36%	25.64%	100%
	Column %		72.50%	54.05%	
<b>Total</b>	Count		<b>80</b>	<b>37</b>	<b>117</b>
	Row %		68.38%	31.62%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>3.088</b>	<b>1</b>	<b>0.07887</b>		

Majority of the respondents 68.38%(80) in both the designation group have scored high revealing a positive and higher response about companys focus on CSR in the future and 31.62 % (37) respondents have scored low revealing a negative and low response about companys focus on CSR in the future.

The scores in the high and low count clearly indicate a minor difference in the designation categories however there is a significant difference in the high and low count within each designation category

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and Perceptions about relevance of Social and HR education for CSR

**Table : 57 Respondents Experience and Perceptions about relevance of Social and HR education for CSR**

		High	Low	Total
Experience 2 to 14 years	Count	<b>46</b>	<b>13</b>	<b>59</b>
	Row %	77.97%	22.03%	100%
	Column %	57.50%	35.14%	
Experience 15 to 40 years	Count	<b>34</b>	<b>24</b>	<b>58</b>
	Row %	58.62%	41.38%	100%
	Column %	42.50%	64.86%	
<b>Total</b>	Count	<b>80</b>	<b>37</b>	<b>117</b>
	Row %	68.38%	31.62%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>4.207</b>	<b>1</b>	<b>0.042</b>	

Majority of the respondents i.e 60.38%(80) in both the experience group have scored high revealing high and positive response and 31.62%(37) have scored low revealing a low and negative response with reference to perceptions on relevance of Social Work and HR Education for CSR.

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. perceptions on relevance of Social Work and HR Education for CSR.

**Table : 58 Respondents age and CSR Imperatives for Companies**

			High	Low	Total
Age 25 to 40 years	Count		48	14	62
	Row %		77.42%	22.58%	100%
	Column %		55.17%	46.67%	
Age 41 to 67 years	Count		39	16	55
	Row %		70.91%	29.09%	100%
	Column %		44.83%	53.33%	
<b>Total</b>	Count		87	30	117
	Row %		74.36%	25.64%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.351</b>	<b>1</b>			<b>0.553</b>

Majority of the respondents 74.36%(87) in both the age group have scored high revealing high and positive response w.r.t. CSR Imperatives and 25.64%(30) have scored low revealing a low and negative response with reference to CSR Imperatives

Referring to the above table it can be seen that Chi Square is not significant .Hence there exists no association between the respondents age and knowledge about CSR imperatives for companies.

**Table : 59 Respondents Designation and CSR Imperatives for Companies**

			High	Low	Total
Senior managers & above	Count		24	15	39
	Row %		61.54%	38.46%	100%
	Column %		27.59%	50.00%	
Managers	Count		63	15	78
	Row %		80.77%	19.23%	100%
	Column %		72.41%	50.00%	
<b>Total</b>	Count		87	30	117
	Row %		74.36%	25.64%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>4.085</b>	<b>1</b>			<b>0.04327</b>

Majority of the respondents 74.36%(87) in both the designation group have scored high revealing a positive and higher response about CSR imperatives for the company and 25.64 % (30)

respondents have scored low revealing a negative and low response about CSR imperatives for the company.

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and response about CSR imperatives for the company

**Table : 60 Respondents Experience and CSR Imperatives for Companies**

		High	Low	Total
Experience 2 to 14 years	Count	<b>49</b>	<b>10</b>	<b>59</b>
	Row %	83.05%	16.95%	100%
	Column %	56.32%	33.33%	
Experience 15 to 40 years	Count	<b>38</b>	<b>20</b>	<b>58</b>
	Row %	65.52%	34.48%	100%
	Column %	43.68%	66.67%	
<b>Total</b>	Count	<b>87</b>	<b>30</b>	<b>117</b>
	Row %	74.36%	25.64%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>3.841</b>	<b>1</b>	<b>0.05</b>	

Majority of the respondents i.e 74.36%(87) in both the experience group have scored high revealing high and positive response and 25.64%(30) have scored low revealing a low and negative response w.r.t. opinion on CSR Imperatives

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. opinion on CSR Imperatives



**Table : 61 Respondents age and need for CSR codification**

		High	Low	Total
Age 25 to 40 years	Count	<b>28</b>	<b>34</b>	<b>62</b>
	Row %	45.16%	54.84%	100%
	Column %	42.42%	66.67%	
Age 41 to 67 years	Count	<b>38</b>	<b>17</b>	<b>55</b>
	Row %	69.09%	30.91%	100%
	Column %	57.58%	33.33%	
<b>Total</b>	Count	<b>66</b>	<b>51</b>	<b>117</b>
	Row %	56.41%	43.59%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>5.849</b>	<b>1</b>	<b>0.0156</b>	

Majority of the respondents 56.41%(66) in both the age group have scored high revealing high and positive response w.r.t. need for CSR codification and 43.59%(51) have scored low revealing a low and negative response with reference to w.r.t. need for CSR codification

Referring to the above Chi square table it can be seen that Chi Square is significant .Hence there exists a strong association between respondents age and knowledge about the need for CSR codification.

**Table : 62 Respondents Designation and need for CSR codification**

		High	Low	Total
Senior managers & above	Count	<b>14</b>	<b>25</b>	<b>39</b>
	Row %	35.90%	64.10%	100%
	Column %	21.21%	49.02%	
Managers	Count	<b>52</b>	<b>26</b>	<b>78</b>
	Row %	66.67%	33.33%	100%
	Column %	78.79%	50.98%	
<b>Total</b>	Count	<b>66</b>	<b>51</b>	<b>117</b>
	Row %	56.41%	43.59%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>8.798</b>	<b>1</b>	<b>0.00301</b>	

Majority of the respondents 56.41%(66) in both the designation group scored high revealing a greater extent of response w.r.t. need for codification and 43.59%(51)respondents have scored low revealing lower extent of response w.r.t. need for codification

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation extent of response w.r.t. need for codification

**Table : 63 Respondents Experience and need for CSR codification**

		High	Low	Total
Experience 2 to 14 years	Count	28	31	59
	Row %	47.46%	52.54%	100%
	Column %	42.42%	60.78%	
Experience 15 to 40 years	Count	38	20	58
	Row %	65.52%	34.48%	100%
	Column %	57.58%	39.22%	
<b>Total</b>	Count	<b>66</b>	<b>51</b>	<b>117</b>
	Row %	56.41%	43.59%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>3.18</b>	<b>1</b>	<b>0.074</b>	

Majority of the respondents 56.41%(66) in both the experience group have scored high revealing high and positive response and 43.59%(51) have scored low revealing a low and negative response w.r.t. need for CSR codification.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t need for CSR codification

**Table : 64 Respondents Age and community scenario in the pre interventions stage**

Age 25 to 40 years	Count	<b>13</b>	<b>49</b>	<b>62</b>
	Row %	20.97%	79.03%	100%
	Column %	65.00%	50.52%	
Age 41 to 67 years	Count	<b>7</b>	<b>48</b>	<b>55</b>
	Row %	12.73%	87.27%	100%
	Column %	35.00%	49.48%	
<b>Total</b>	Count	<b>20</b>	<b>97</b>	<b>117</b>
	Row %	17.09%	82.91%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.876</b>	<b>1</b>	<b>0.349</b>	

Majority of the respondents 82.91%(97) in both the age group have scored low revealing poor negative and 17.09%(20) have scored high revealing a positive response with reference to community scenario in the pre intervention stage

Referring to the above table it can be seen that Chi Square is not significant .Hence there exists no association between the respondents age groups community scenario in the pre intervention stage

**Table : 65 Respondents Designation and community scenario in the pre interventions stage**

		<b>High</b>	<b>Low</b>	<b>Total</b>
Senior managers & above	Count	<b>8</b>	<b>31</b>	<b>39</b>
	Row %	20.51%	79.49%	100%
	Column %	40.00%	31.96%	
Managers	Count	<b>12</b>	<b>66</b>	<b>78</b>
	Row %	15.38%	84.62%	100%
	Column %	60.00%	68.04%	
<b>Total</b>	Count	<b>20</b>	<b>97</b>	<b>117</b>
	Row %	17.09%	82.91%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.188</b>	<b>1</b>	<b>0.6642</b>	

Majority of the respondents 82.91%(97) in both the designation group have scored low revealing a poor response about community scenario in the pre intervention stage and 17.09 % (20) respondents have scored high revealing a fair response about community scenario in the pre intervention stage

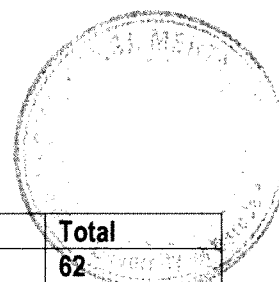
Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation response about community scenario in the pre intervention stage

**Table : 66 Respondents Experience and community scenario in the pre interventions stage**

		High	Low	Total
Experience 2 to 14 years	Count	11	48	59
	Row %	18.64%	81.36%	100%
	Column %	55.00%	49.48%	
Experience 15 to 40 years	Count	9	49	58
	Row %	15.52%	84.48%	100%
	Column %	45.00%	50.52%	
<b>Total</b>	Count	<b>20</b>	<b>97</b>	<b>117</b>
	Row %	17.09%	82.91%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.041</b>	<b>1</b>	<b>0.838</b>	

Majority of the respondents 82.91%(77) in both the experience group have scored low revealing poor response w.r.t. community scenario in the pre intervention stage 17.09%(20) have scored high revealing a high and positive response with reference to community scenario in the pre intervention stage

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t community scenario in the pre intervention stage



**Table : 67 Respondents Age and CSR Impact**

		High	Low	Total
Age 25 to 40 years	Count	<b>24</b>	<b>38</b>	<b>62</b>
	Row %	38.71%	61.29%	100%
	Column %	68.57%	46.34%	
Age 41 to 67 years	Count	<b>11</b>	<b>44</b>	<b>55</b>
	Row %	20.00%	80.00%	100%
	Column %	31.43%	53.66%	
<b>Total</b>	Count	<b>35</b>	<b>82</b>	<b>117</b>
	Row %	29.91%	70.09%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>4.015</b>	<b>1</b>	<b>0.0451</b>	

Majority of the respondents 70.09%(82) in both the age group have scored low revealing higher extent of negative response w.r.t. CSR impact and 29.91%(35) have scored high revealing lower extent of positive response with reference to CSR impact.

Referring to the above Chi square table it can be seen that Chi Square is significant .Hence there exists a strong association between the respondents age and response on the CSR impact.

**Table : 68 Respondents Designation and CSR Impact**

		High	Low	Total
Senior managers & above	Count	<b>14</b>	<b>25</b>	<b>39</b>
	Row %	35.90%	64.10%	100%
	Column %	40.00%	30.49%	
Managers	Count	<b>21</b>	<b>57</b>	<b>78</b>
	Row %	26.92%	73.08%	100%
	Column %	60.00%	69.51%	
<b>Total</b>	Count	<b>35</b>	<b>82</b>	<b>117</b>
	Row %	29.91%	70.09%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>0.617</b>	<b>1</b>	<b>0.432</b>	



Majority of the respondents 70.09%(82) in both the designation group have scored low revealing a low response about CSR impact and 29.91 % (35) respondents have scored high revealing a high response about CSR impact.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and CSR Impact

**Table : 69 Respondents Experience and CSR Impact**

		High	Low	Total
Experience 2 to 14 years	Count	<b>23</b>	<b>36</b>	<b>59</b>
	Row %	38.98%	61.02%	100%
	Column %	65.71%	43.90%	
Experience 15 to 40 years	Count	<b>12</b>	<b>46</b>	<b>58</b>
	Row %	20.69%	79.31%	100%
	Column %	34.29%	56.10%	
<b>Total</b>	Count	<b>35</b>	<b>82</b>	<b>117</b>
	Row %	29.91%	70.09%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>3.837</b>	<b>1</b>	<b>0.05014</b>	

Majority of the respondents 70.09%(82) in both the experience group have scored low revealing low and poor impact of CSR and 29.91%(35) have scored high revealing a high and positive response w.r.t. CSR Impact

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t w.r.t. CSR Impact

**Table : 70 Respondents Age and Major difficulties encountered & addressed in the process of CSR**

		High	Low	Total
Age 25 to 40 years	Count	37	25	62
	Row %	59.68%	40.32%	100%
	Column %	51.39%	55.56%	
Age 41 to 67 years	Count	35	20	55
	Row %	63.64%	36.36%	100%
	Column %	48.61%	44.44%	
Total	Count	72	45	117
	Row %	61.54%	38.46%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.062</b>	<b>1</b>	<b>0.803</b>	

Majority of the respondents 61.54%(72) in both the age group have scored high revealing higher extent of positive response w.r.t. major difficulties encountered & addressed in the process of CSR and 38.46%(45) have scored low revealing lower extent of negative response with reference to Major difficulties encountered & addressed in the process of CSR

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists a strong association between the age groups and extent of response with reference to Major difficulties encountered & addressed in the process of CSR

**Table : 71 Respondents designation and Major difficulties encountered & addressed in the process of CSR**

		High	Low	Total
Senior managers & above	Count	24	15	39
	Row %	61.54%	38.46%	100%
	Column %	33.33%	33.33%	
Managers	Count	48	30	78
	Row %	61.54%	38.46%	100%
	Column %	66.67%	66.67%	
Total	Count	72	45	117
	Row %	61.54%	38.46%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.041</b>	<b>1</b>	<b>0.84</b>	

Majority of the respondents 61.54%(72) in both the designation group have scored high revealing greater extent of difficulties encountered and addressed in the process of CSR and 38.46 % (45) respondents have scored low revealing lower extent of difficulties encountered and addressed in the process of CSR

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of difficulties encountered and addressed in the process of CSR

**Table : 72 Respondents Experience and Major difficulties encountered & addressed in the process of CSR**

		High	Low	Total
Experience 2 to 14 years	Count	<b>37</b>	<b>22</b>	<b>59</b>
	Row %	62.71%	37.29%	100%
	Column %	51.39%	48.89%	
Experience 15 to 40 years	Count	<b>35</b>	<b>23</b>	<b>58</b>
	Row %	60.34%	39.66%	100%
	Column %	48.61%	51.11%	
<b>Total</b>	Count	<b>72</b>	<b>45</b>	<b>117</b>
	Row %	61.54%	38.46%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.005</b>	<b>1</b>	<b>0.9417</b>	

Majority of the respondents 61.54%(72) in both the experience group have scored high revealing Major difficulties encountered & addressed in the process of CSR and 38.46%(45) have scored low revealing low extent of Major difficulties encountered & addressed in the process of CSR

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and extent of response w.r.t Major difficulties encountered & addressed in the process of CSR

**Table : 73 Respondents Age and CSR stages where difficulties were faced**

		High	Low	Total
Age 25 to 40 years	Count	<b>44</b>	<b>18</b>	<b>62</b>
	Row %	70.97%	29.03%	100%
	Column %	57.14%	45.00%	
Age 41 to 67 years	Count	<b>33</b>	<b>22</b>	<b>55</b>
	Row %	60.00%	40.00%	100%
	Column %	42.86%	55.00%	
<b>Total</b>	Count	<b>77</b>	<b>40</b>	<b>117</b>
	Row %	65.81%	34.19%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>1.109</b>	<b>1</b>	<b>0.292</b>	

Majority of the respondents 65.81%(77) in both the age group have scored high revealing higher extent of positive response w.r.t. CSR stages where difficulties were faced and 34.19%(40) have scored low revealing lower extent of negative response with reference to CSR stages where difficulties were faced

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists a strong association between the age groups and extent of response with reference to CSR stages where difficulties were faced.

**Table : 74 Respondents Designation and CSR stages where difficulties were faced**

		High	Low	Total
Senior managers & above	Count	<b>22</b>	<b>17</b>	<b>39</b>
	Row %	56.41%	43.59%	100%
	Column %	28.57%	42.50%	
Managers	Count	<b>55</b>	<b>23</b>	<b>78</b>
	Row %	70.51%	29.49%	100%
	Column %	71.43%	57.50%	
<b>Total</b>	Count	<b>77</b>	<b>40</b>	<b>117</b>
	Row %	65.81%	34.19%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>1.714</b>	<b>1</b>	<b>0.19045</b>	

Majority of the respondents 65.818%(77) in both the designation group have scored high revealing greater extent of difficulties in various CSR stages and 34.19 % (40) respondents have scored low revealing lower extent of difficulties in various CSR stages

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and response on extent of difficulties in various CSR stages

**Table : 75 Respondents Experience and CSR stages where difficulties were faced**

		High	Low	Total
Experience 2 to 14 years	Count	44	15	59
	Row %	74.58%	25.42%	100%
	Column %	57.14%	37.50%	
Experience 15 to 40 years	Count	33	25	58
	Row %	56.90%	43.10%	100%
	Column %	42.86%	62.50%	
<b>Total</b>	Count	77	40	117
	Row %	65.81%	34.19%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>3.315</b>	<b>1</b>	<b>0.0686</b>	

Majority of the respondents 65.81%(77) in both the experience group have scored high revealing high extent of response w.r.t. CSR stages where difficulties were faced and 34.19%(40) have scored low revealing a low extent of response w.r.t. CSR stages where difficulties were faced

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t. CSR stages where difficulties were faced

**Table : 76 Respondents Age and extent of positive CSR impact**

			High	Low	Total
Age 25 to 40 years	Count		<b>35</b>	<b>27</b>	<b>62</b>
	Row %		56.45%	43.55%	100%
	Column %		70.00%	40.30%	
Age 41 to 67 years	Count		<b>15</b>	<b>40</b>	<b>55</b>
	Row %		27.27%	72.73%	100%
	Column %		30.00%	59.70%	
<b>Total</b>	Count		<b>50</b>	<b>67</b>	<b>117</b>
	Row %		42.74%	57.26%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>8.983</b>	<b>1</b>			<b>0.00273</b>

Majority of the respondents 57.26%(67) in both the age group have scored low revealing lower extent of positive response and 42.74%(50) have scored low revealing a lower extent of negative response with reference to basic goal of your company in rendering its contribution to society w.r.t. extent of positive CSR impact

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there is no association between respondents age and response w.r.t extent of positive impact

**Table : 77 Respondents Designation and extent of positive impact**

			High	Low	Total
Senior managers & above	Count		<b>10</b>	<b>29</b>	<b>39</b>
	Row %		25.64%	74.36%	100%
	Column %		20.00%	43.28%	
Managers	Count		<b>40</b>	<b>38</b>	<b>78</b>
	Row %		51.28%	48.72%	100%
	Column %		80.00%	56.72%	
<b>Total</b>	Count		<b>50</b>	<b>67</b>	<b>117</b>
	Row %		42.74%	57.26%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>5.977</b>	<b>1</b>			<b>0.0145</b>



Majority of the respondents 57.26%(67) in both the designation group have scored low revealing low extent of positive impact. and 42.74%(50) respondents have scored high revealing high extent of positive impact . There exists a minor difference in the low and high scores.

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence .Hence there exists a strong association between the respondents designation and extent of positive impact

**Table : 78 Respondents Experience and extent of positive impact**

		High	Low	Total
Experience 2 to 14 years	Count	<b>34</b>	<b>25</b>	<b>59</b>
	Row %	57.63%	42.37%	100%
	Column %	68.00%	37.31%	
Experience 15 to 40 years	Count	<b>16</b>	<b>42</b>	<b>58</b>
	Row %	27.59%	72.41%	100%
	Column %	32.00%	62.69%	
<b>Total</b>	Count	<b>50</b>	<b>67</b>	<b>117</b>
	Row %	42.74%	57.26%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>9.593</b>	<b>1</b>	<b>0.00195</b>	

Majority of the respondents i.e 57.26%(67) in both the experience group have scored low revealing low response w.r.t. positive CSR impact and 42.74%(50) have scored high revealing a high response with reference w.r.t. positive CSR impact

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence .Hence there exists a strong association between respondents experience and extent response w.r.t. positive CSR impact

**Table : 79 Respondents age and CSR Process**

		High	Low	Total
Age 25 to 40 years	Count	41	21	62
	Row %	66.13%	33.87%	100%
	Column %	78.85%	32.31%	
Age 41 to 67 years	Count	11	44	55
	Row %	20.00%	80.00%	100%
	Column %	21.15%	67.69%	
<b>Total</b>	Count	<b>52</b>	<b>65</b>	<b>117</b>
	Row %	44.44%	55.56%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>23.28</b>	<b>1</b>	<b>0.0000014</b>	

Majority of the respondents 55.56%(65) in both the age group have scored low revealing negative response w.r.t. CSR process and 44.44%(52) have scored high revealing a positive response w.r.t. CSR process

Referring to the above Chi square table it can be seen that Chi Square is highly significant .Hence there exists a strong association between Respondents age and CSR process

**Table : 80 Respondents Designation and CSR Process**

		High	Low	Total
Senior managers & above	Count	38	1	39
	Row %	97.44%	2.56%	100%
	Column %	73.08%	1.54%	
Managers	Count	14	64	78
	Row %	17.95%	82.05%	100%
	Column %	26.92%	98.46%	
<b>Total</b>	Count	<b>52</b>	<b>65</b>	<b>117</b>
	Row %	44.44%	55.56%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>69.79</b>	<b>1</b>	<b>0.000000000000000066</b>	

Majority of the respondents 55.56%(65) in both the designation group scored low revealing a low extent of use of various CSR process and 44.44%(52)respondents have scored high revealing high

extent of use of various CSR process. Thus the difference is minor as far as extent of use of CSR process is concerned in both the categories .

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of use of various CSR process.

**Table : 81 Respondents Experience and CSR Process**

		High	Low	Total
Experience 2 to 14 years	Count	41	18	59
	Row %	69.49%	30.51%	100%
	Column %	78.85%	27.69%	
Experience 15 to 40 years	Count	11	47	58
	Row %	18.97%	81.03%	100%
	Column %	21.15%	72.31%	
<b>Total</b>	Count	<b>52</b>	<b>65</b>	<b>117</b>
	Row %	44.44%	55.56%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>28.23</b>	<b>1</b>	<b>0.00000011</b>	

Majority of the respondents i.e 55.56%(65) in both the experience group have scored low revealing low and negative response w.r.t. use of various CSR processes and 44.44%(52) have scored high revealing a high and positive response w.r.t. use of various CSR processes

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and extent of response w.r.t. use of various CSR processes

**Table : 82 Respondents age and Quantitative measurement of impact of CSR.**

		High	Low	Total
Age 25 to 40 years	Count	<b>38</b>	<b>24</b>	<b>62</b>
	Row %	61.29%	38.71%	100%
	Column %	69.09%	38.71%	
Age 41 to 67 years	Count	<b>17</b>	<b>38</b>	<b>55</b>
	Row %	30.91%	69.09%	100%
	Column %	30.91%	61.29%	
<b>Total</b>	Count	<b>55</b>	<b>62</b>	<b>117</b>
	Row %	47.01%	52.99%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>9.614</b>	<b>1</b>	<b>0.00193</b>	

Majority of the respondents 52.99%(62) in both the age group have scored low revealing negative response w.r.t. quantitative measurement of CSR and 47.01%(55) have scored high revealing a positive response w.r.t. quantitative measurement of CSR

Referring to the above Chi square table it can be seen that Chi Square is highly significant. Hence there exists a strong association between the respondent age and quantitative measurement of the impact of CSR.

**Table : 83 Respondents Designation and Quantitative measurement of impact of CSR.**

		High	Low	Total
Senior managers & above	Count	13	26	39
	Row %	33.33%	66.67%	100%
	Column %	23.64%	41.94%	
Managers	Count	42	36	78
	Row %	53.85%	46.15%	100%
	Column %	76.36%	58.06%	
<b>Total</b>	Count	<b>55</b>	<b>62</b>	<b>117</b>
	Row %	47.01%	52.99%	100%
	Column %	100%	100%	
<b>Chi-Square Test</b>				
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>3.607</b>	<b>1</b>	<b>0.0575</b>	

Majority of the respondents 52.99%(62) in both the designation group have scored revealing lower extent of positive response w.r.t. to quantitative measurement of CSR and 47.01 % (55) respondents have scored high revealing higher extent of positive response w.r.t. to quantitative measurement of CSR

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation extent of response w.r.t. to quantitative measurement of CSR

**Table : 84 Respondents Experience and Quantitative measurement of impact of CSR.**

		High	Low	Total
Experience 2 to 14 years	Count	37	22	59
	Row %	62.71%	37.29%	100%
	Column %	67.27%	35.48%	
Experience 15 to 40 years	Count	18	40	58
	Row %	31.03%	68.97%	100%
	Column %	32.73%	64.52%	
<b>Total</b>	Count	<b>55</b>	<b>62</b>	<b>117</b>
	Row %	47.01%	52.99%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>10.54</b>	<b>1</b>	<b>0.00117</b>	

Majority of the respondents i.e 52.99%(62) in both the experience group have scored low revealing low and negative response however 47.01%(55) have scored high revealing a high and positive response w.r.t. Quantitative measurement of impact of CSR.

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. Quantitative measurement of impact of CSR.

**Table : 85 Respondents age and Qualitative measurement of impact of CSR**

		High	Low	Total
Age 25 to 40 years	Count	<b>28</b>	<b>34</b>	<b>62</b>
	Row %	45.16%	54.84%	100%
	Column %	70.00%	44.16%	
Age 41 to 67 years	Count	<b>12</b>	<b>43</b>	<b>55</b>
	Row %	21.82%	78.18%	100%
	Column %	30.00%	55.84%	
<b>Total</b>	Count	<b>40</b>	<b>77</b>	<b>117</b>
	Row %	34.19%	65.81%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>6.059</b>	<b>1</b>	<b>0.0138</b>	

Majority of the respondents 65.81%(77) in both the age group have scored low revealing negative response w.r.t. qualitative measurement of CSR and 34.19%(40) have scored high revealing a positive response w.r.t. qualitative measurement of CSR

Referring to the above Chi square table it can be seen that Chi Square is highly significant . Hence there exists a strong association between the respondent age and w.r.t. qualitative measurement of CSR



**Table : 86 Respondents Designation and Qualitative measurement of impact of CSR**

		High	Low	Total
Senior managers & above	Count	18	21	39
	Row %	46.15%	53.85%	100%
	Column %	45.00%	27.27%	
Managers	Count	22	56	78
	Row %	28.21%	71.79%	100%
	Column %	55.00%	72.73%	
<b>Total</b>	Count	40	77	117
	Row %	34.19%	65.81%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>2.968</b>	<b>1</b>	<b>0.0849</b>	

Majority of the respondents 65.81%(77) in both the designation group have scored low revealing lower extent of positive response w.r.t. to qualitative measurement of CSR and 34.19 % (40) respondents have scored high revealing higher extent of positive response w.r.t. to qualitative measurement of impact of CSR

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation extent of response w.r.t. to qualitative measurement of impact of CSR

**Table : 87 Respondents Experience and Qualitative measurement of impact of CSR**

		High	Low	Total
Experience 2 to 14 years	Count	28	31	59
	Row %	47.46%	52.54%	100%
	Column %	70.00%	40.26%	
Experience 15 to 40 years	Count	12	46	58
	Row %	20.69%	79.31%	100%
	Column %	30.00%	59.74%	
<b>Total</b>	Count	40	77	117
	Row %	34.19%	65.81%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>8.163</b>	<b>1</b>	<b>0.00428</b>	

Majority of the respondents i.e 65.81%(77) in both the experience group have scored low revealing low and negative response w.r.t. Qualitative measurement of impact of CSR and 34.19%(40) have scored high revealing a high and positive response with reference Qualitative measurement of impact of CSR

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. Qualitative measurement of impact of CSR

**Table : 88 Respondents age and Incidence of Social Problems**

		High	Low	Total
Age 25 to 40 years	Count	1	61	62
	Row %	1.61%	98.39%	100%
	Column %	25.00%	53.98%	
Age 41 to 67 years	Count	3	52	55
	Row %	5.45%	94.55%	100%
	Column %	75.00%	46.02%	
<b>Total</b>	Count	4	113	117
	Row %	3.42%	96.58%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>0.399</b>	<b>1</b>	<b>0.527</b>	

Majority of the respondents 96.58%(113) in both the age group have scored low revealing high extent of negative response and 3.42%(4) have scored high revealing a very low extent of positive response with reference to decline in the incidences of social problems.

Referring to the above Chi square table it can be seen that Chi Square not significant .Hence there no association between the respondent age and extent of response w.r.t. decline in the incidence of social problems.

**Table : 89 Respondents Designation and Incidence of Social Problems**

		High	Low	Total
Senior managers & above	Count	2	37	39
	Row %	5.13%	94.87%	100%
	Column %	50.00%	32.74%	
Managers	Count	2	76	78
	Row %	2.56%	97.44%	100%
	Column %	50.00%	67.26%	
<b>Total</b>	Count	4	113	117
	Row %	3.42%	96.58%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>0.032</b>	<b>1</b>	<b>0.857</b>	

Majority of the respondents 96.58%(113) in both the designation group have scored low revealing poor extent of response as far as decline in the incidence of social problems and only 3.42 % (4) respondents have scored high revealing a high extent of response as far as decline in the incidence of social problems.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of response as far as decline in the incidence of social problems is concerned.

**Table : 90 Respondents Experience and Incidence of Social Problems**

		High	Low	Total
Experience 2 to 14 years	Count	3	56	59
	Row %	5.08%	94.92%	100%
	Column %	75.00%	49.56%	
Experience 15 to 40 years	Count	1	57	58
	Row %	1.72%	98.28%	100%
	Column %	25.00%	50.44%	
<b>Total</b>	Count	4	113	117
	Row %	3.42%	96.58%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>0.241</b>	<b>1</b>	<b>0.623</b>	

Majority of the respondents i.e 96.58%(113) in both the experience group have scored low revealing a very low and negative response w.r.t. to decline in incidence of social problems and 3.42%(4) have scored high revealing a high and positive response w.r.t. to decline in incidence of social problems

Referring to the above Chi square table it can be seen that Chi Square is not significant at 0.05% level of confidence. Hence there exists no association between respondents experience and response w.r.t. to decline in incidence of social problems

**Table : 91 Respondents age and Preferred Needs of the Community**

		High	Low	Total
Age 25 to 40 years	Count	<b>28</b>	<b>34</b>	<b>62</b>
	Row %	45.16%	54.84%	100%
	Column %	70.00%	44.16%	
Age 41 to 67 years	Count	<b>12</b>	<b>43</b>	<b>55</b>
	Row %	21.82%	78.18%	100%
	Column %	30.00%	55.84%	
<b>Total</b>	Count	<b>40</b>	<b>77</b>	<b>117</b>
	Row %	34.19%	65.81%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>6.059</b>	<b>1</b>	<b>0.0138</b>	

Majority of the respondents 65.81%(77) in both the age group have scored low revealing higher extent of negative response and 34.19%(40) have scored high revealing a low extent of positive response as far as preferred needs of the community are concerned

Referring to the above Chi square table it can be seen that Chi Square is highly significant .Hence there exists a strong association between the respondents age and response of the preferred needs of the community

**Table : 92 Respondents Designation and Preferred Needs of the Community**

			High	Low	Total
Senior managers & above	Count		<b>14</b>	<b>25</b>	<b>39</b>
	Row %		35.90%	64.10%	100%
	Column %		35.00%	32.47%	
Managers	Count		<b>26</b>	<b>52</b>	<b>78</b>
	Row %		33.33%	66.67%	100%
	Column %		65.00%	67.53%	
<b>Total</b>	Count		<b>40</b>	<b>77</b>	<b>117</b>
	Row %		34.19%	65.81%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.005</b>	<b>1</b>			<b>0.945</b>

Majority of the respondents 65.81%(77) in both the designation group have scored low revealing lower extent of response towards preferred needs of the community and 34.19 % (40) respondents have scored high revealing a higher extent of response towards preferred needs of the community.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of response towards preferred needs of the community.

**Table : 93 Respondents Experience and Preferred Needs of the Community**

			High	Low	Total
Experience 2 to 14 years	Count		<b>28</b>	<b>31</b>	<b>59</b>
	Row %		47.46%	52.54%	100%
	Column %		70.00%	40.26%	
Experience 15 to 40 years	Count		<b>12</b>	<b>46</b>	<b>58</b>
	Row %		20.69%	79.31%	100%
	Column %		30.00%	59.74%	
<b>Total</b>	Count		<b>40</b>	<b>77</b>	<b>117</b>
	Row %		34.19%	65.81%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>8.163</b>	<b>1</b>			<b>0.00428</b>

Majority of the respondents i.e 65.81%(77) in both the experience group have scored low revealing low and negative response w.r.t. preferred needs of the community and 34.19%(40) have scored high revealing a high and positive response w.r.t. preferred needs of the community

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. preferred needs of the community

**Table : 94 Respondents age and extent of capabilities of the company to meet preferred needs**

		High	Low	Total
Age 25 to 40 years	Count	3	59	62
	Row %	4.84%	95.16%	100%
	Column %	42.86%	53.64%	
Age 41 to 67 years	Count	4	51	55
	Row %	7.27%	92.73%	100%
	Column %	57.14%	46.36%	
Total	Count	7	110	117
	Row %	5.98%	94.02%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.027</b>	<b>1</b>	<b>0.87</b>	

Majority of the respondents 94.02%(110) in both the experience group have scored high revealing a very high and positive extent of response with reference to capabilities of the company to meet the preferred needs of community and only 5.98%(7)have scored low

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the respondents age and extent of response with reference to capabilities of the company to meet the preferred needs



**Table : 95 Respondents age extent of capabilities of the company to meet preferred needs**

		High	Low	Total
Senior managers & above	Count	1	38	39
	Row %	2.56%	97.44%	100%
	Column %	14.29%	34.55%	
Managers	Count	6	72	78
	Row %	7.69%	92.31%	100%
	Column %	85.71%	65.45%	
Total	Count	7	110	117
	Row %	5.98%	94.02%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.475</b>	<b>1</b>	<b>0.49</b>	

Majority of the respondents 94.02%(110) in both the designation group have scored high revealing a very high and positive extent of response with reference to capabilities of the company to meet the preferred needs of community and only 5.98%(7) have scored low

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the respondents designation and extent of response with reference to capabilities of the company to meet the preferred needs

**Table : 96 Respondents Experience extent of Capabilities of the company to meet preferred needs**

		High	Low	Total
Experience 2 to 14 years	Count	4	55	59
	Row %	6.78%	93.22%	100%
	Column %	57.14%	50.00%	
Experience 15 to 40 years	Count	3	55	58
	Row %	5.17%	94.83%	100%
	Column %	42.86%	50.00%	
Total	Count	7	110	117
	Row %	5.98%	94.02%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.0005</b>	<b>1</b>	<b>0.9813</b>	

Majority of the respondents 94.02%(110) in both the experience group have scored high revealing high and positive response with respect to capabilities of the company to meet the preferred needs and 5.98%(7) have scored low revealing a low and negative response with respect to capabilities of the company to meet the preferred needs

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect to capabilities of the company to meet the preferred needs

**Table : 97 Respondents Age and deployment of CSR constituents across the Organization**

			High	Low	Total
Age 25 to 40 years	Count		<b>38</b>	<b>24</b>	<b>62</b>
	Row %		61.29%	38.71%	100%
	Column %		82.61%	33.80%	
Age 41 to 67 years	Count		<b>8</b>	<b>47</b>	<b>55</b>
	Row %		14.55%	85.45%	100%
	Column %		17.39%	66.20%	
<b>Total</b>	Count		<b>46</b>	<b>71</b>	<b>117</b>
	Row %		39.32%	60.68%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>24.77</b>	<b>1</b>	<b>0.00000065</b>		

Majority of the respondents 60.68%(71) in both the age group scored high revealing a greater extent of response with reference to deployment of CSR constituents across the organization and 39.32%(46) respondents have scored low revealing lower extent of response with reference to deployment of CSR constituents across the organization

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a very strong association between the respondents designation and extent of response with reference to deployment of CSR constituents across the organization

**Table : 98 Respondents designation and deployment of CSR constituents across the Organization**

			High	Low	Total
Senior managers & above	Count		<b>39</b>	<b>0</b>	<b>39</b>
	Row %		100.00%	0.00%	100%
	Column %		84.78%	0.00%	
Managers	Count		<b>7</b>	<b>71</b>	<b>78</b>
	Row %		8.97%	91.03%	100%
	Column %		15.22%	100.00%	
<b>Total</b>	Count		<b>46</b>	<b>71</b>	<b>117</b>
	Row %		39.32%	60.68%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>86.52</b>	<b>1</b>	<b>0.0000000000000000000021</b>		

Majority of the respondents 60.68%(71) in both the designation group scored high revealing a greater extent of response with reference to deployment of CSR constituents across the organization and 39.32%(46) respondents have scored low revealing lower extent of response with reference to deployment of CSR constituents across the organization

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a very strong association between the respondents designation and extent of response with reference to deployment of CSR constituents across the organization

**Table : 99 Respondents Experience and deployment of CSR constituents across the Organization**

		High	Low	Total
Experience 2 to 14 years	Count	40	19	59
	Row %	67.80%	32.20%	100%
	Column %	86.96%	26.76%	
Experience 15 to 40 years	Count	6	52	58
	Row %	10.34%	89.66%	100%
	Column %	13.04%	73.24%	
<b>Total</b>	Count	<b>46</b>	<b>71</b>	<b>117</b>
	Row %	39.32%	60.68%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>38.09</b>	<b>1</b>	<b>0.0000000068</b>	

Majority of the respondents i.e 60.68%(71) in both the experience group have scored low revealing low and negative response deployment of CSR constituents across the Organization and 39.32%(46) have scored high revealing a high and positive response with reference to deployment of CSR constituents across the Organization

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence .Hence there exists a strong association between respondents experience and extent of response w.r.t. deployment of CSR constituents across the Organization

**Table : 100 Respondents Age and Work Place Performance Indicators**

		High	Low	Total
Age 25 to 40 years	Count	51	11	62
	Row %	82.26%	17.74%	100%
	Column %	54.26%	47.83%	
Age 41 to 67 years	Count	43	12	55
	Row %	78.18%	21.82%	100%
	Column %	45.74%	52.17%	
<b>Total</b>	Count	<b>94</b>	<b>23</b>	<b>117</b>
	Row %	80.34%	19.66%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.103</b>	<b>1</b>	<b>0.748</b>	

Majority of the respondents 80.34%(94) in both the age group respondents scored high revealing a greater extent of response with reference to work place performance indicators and 19.66%(23) respondents have scored low revealing lower extent of response with reference to work place performance indicators

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response with reference to work place performance indicators

**Table:101 Respondents Designation and Work Place Performance Indicators**

		High	Low	Total
Senior managers & above	Count	26	13	39
	Row %	66.67%	33.33%	100%
	Column %	27.66%	56.52%	
Managers	Count	68	10	78
	Row %	87.18%	12.82%	100%
	Column %	72.34%	43.48%	
<b>Total</b>	Count	<b>94</b>	<b>23</b>	<b>117</b>
	Row %	80.34%	19.66%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>5.689</b>	<b>1</b>	<b>0.017</b>	

Majority of the respondents 80.34%(94) in both the designation group respondents scored high revealing a greater extent of response with reference to work place performance indicators and 19.66%(23) respondents have scored low revealing lower extent of response with reference to work place performance indicators

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response with reference to work place performance indicators

**Table : 102 Respondents Experience and Work Place Performance Indicators**

			High	Low	Total
Experience 2 to 14 years	Count		<b>50</b>	<b>9</b>	<b>59</b>
	Row %		84.75%	15.25%	100%
	Column %		53.19%	39.13%	
Experience 15 to 40 years	Count		<b>44</b>	<b>14</b>	<b>58</b>
	Row %		75.86%	24.14%	100%
	Column %		46.81%	60.87%	
<b>Total</b>	Count		<b>94</b>	<b>23</b>	<b>117</b>
	Row %		80.34%	19.66%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>0.953</b>	<b>1</b>	<b>0.329</b>		

Majority of the respondents 80.34%(94) in both the experience group have scored high revealing high and positive response with respect to Work Place Performance Indicator and 19.66%(23) have scored low revealing a low and negative response with respect to Work Place Performance Indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect to Work Place Performance Indicators



**Table : 103 Respondents Age and Market Place Performance Indicators**

			High	Low	Total
Age 25 to 40 years	Count		<b>44</b>	<b>18</b>	<b>62</b>
	Row %		70.97%	29.03%	100%
	Column %		54.32%	50.00%	
Age 41 to 67 years	Count		<b>37</b>	<b>18</b>	<b>55</b>
	Row %		67.27%	32.73%	100%
	Column %		45.68%	50.00%	
<b>Total</b>	Count		<b>81</b>	<b>36</b>	<b>117</b>
	Row %		69.23%	30.77%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.054</b>	<b>1</b>	<b>0.817</b>		

Majority of the respondents 69.23%(81) in both the age group have scored high revealing a positive and higher response with reference to market place performance indicators and 30.77 % (36) respondents have scored low revealing a negative and low response with reference to market place performance indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and response with reference to market place performance indicators

**Table:104 Respondents Designation and Market Place Performance Indicators**

			High	Low	Total
Senior managers & above	Count		<b>26</b>	<b>13</b>	<b>39</b>
	Row %		66.67%	33.33%	100%
	Column %		32.10%	36.11%	
Managers	Count		<b>55</b>	<b>23</b>	<b>78</b>
	Row %		70.51%	29.49%	100%
	Column %		67.90%	63.89%	
<b>Total</b>	Count		<b>81</b>	<b>36</b>	<b>117</b>
	Row %		69.23%	30.77%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.045</b>	<b>1</b>	<b>0.831</b>		

Majority of the respondents 69.23%(81) in both the designation group have scored high revealing a positive and higher response with reference to market place performance indicators and 30.77 % (36) respondents have scored low revealing a negative and low response with reference to market place performance indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and response with reference to market place performance indicators

**Table:105 Respondents Experience and Market Place Performance Indicators**

			High	Low	Total
Experience 2 to 14 years	Count		<b>44</b>	<b>15</b>	<b>59</b>
	Row %		74.58%	25.42%	100%
	Column %		54.32%	41.67%	
Experience 15 to 40 years	Count		<b>37</b>	<b>21</b>	<b>58</b>
	Row %		63.79%	36.21%	100%
	Column %		45.68%	58.33%	
<b>Total</b>	Count		<b>81</b>	<b>36</b>	<b>117</b>
	Row %		69.23%	30.77%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>1.13</b>	<b>1</b>	<b>0.206</b>		

Majority of the respondents 69.23%(81) in both the experience group have scored high revealing high and positive response with respect to market Place Performance Indicator and 30.77%(36) have scored low revealing a low and negative response with respect to market Place Performance Indicators.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect to market Place Performance Indicators

**Table : 106 Respondents Age and Environment Performance Indicators**

			High	Low	Total
Age 25 to 40 years	Count		<b>52</b>	<b>10</b>	<b>62</b>
	Row %		83.87%	16.13%	100%
	Column %		57.78%	37.04%	
Age 41 to 67 years	Count		<b>38</b>	<b>17</b>	<b>55</b>
	Row %		69.09%	30.91%	100%
	Column %		42.22%	62.96%	
<b>Total</b>	Count		<b>90</b>	<b>27</b>	<b>117</b>
	Row %		76.92%	23.08%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>2.802</b>	<b>1</b>	<b>0.094</b>		

Majority of the respondents 76.92%(90) in both the age group have scored high revealing a positive and higher response with reference to environment performance indicators and 23.08 % (27) respondents have scored low revealing a negative and low response with reference to environment performance indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents age and response with reference to environment place performance indicators

**Table:107 Respondents Designation and Environment Performance Indicators**

			High	Low	Total
Senior managers & above	Count		<b>29</b>	<b>10</b>	<b>39</b>
	Row %		74.36%	25.64%	100%
	Column %		32.22%	37.04%	
Managers	Count		<b>61</b>	<b>17</b>	<b>78</b>
	Row %		78.21%	21.79%	100%
	Column %		67.78%	62.96%	
<b>Total</b>	Count		<b>90</b>	<b>27</b>	<b>117</b>
	Row %		76.92%	23.08%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.054</b>	<b>1</b>	<b>0.816</b>		

Majority of the respondents 76.92%(90) in both the designation group have scored high revealing a positive and higher response with reference to environment performance indicators and 23.08 % (27) respondents have scored low revealing a negative and low response with reference to environment performance indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and response with reference to environment place performance indicators

**Table:108 Respondents Experience and Environment Performance Indicators**

		High	Low	Total
Experience 2 to 14 years	Count	<b>50</b>	<b>9</b>	<b>59</b>
	Row %	84.75%	15.25%	100%
	Column %	55.56%	33.33%	
Experience 15 to 40 years	Count	<b>40</b>	<b>18</b>	<b>58</b>
	Row %	68.97%	31.03%	100%
	Column %	44.44%	66.67%	
<b>Total</b>	Count	<b>90</b>	<b>27</b>	<b>117</b>
	Row %	76.92%	23.08%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>3.262</b>	<b>1</b>	<b>0.0709</b>	

Majority of the respondents in both the experience groups 76.92%(90) have scored high revealing high and positive response with respect to environment Performance Indicator and 23.08%(27) have scored low revealing a low and negative response with respect to environment Performance Indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect to environment

**Table:109 Respondents Age and Community Development Performance Indicators**

		High	Low	Total
Age 25 to 40 years	Count	<b>39</b>	<b>23</b>	<b>62</b>
	Row %	62.90%	37.10%	100%
	Column %	69.64%	37.70%	
Age 41 to 67 years	Count	<b>17</b>	<b>38</b>	<b>55</b>
	Row %	30.91%	69.09%	100%
	Column %	30.36%	62.30%	
<b>Total</b>	Count	<b>56</b>	<b>61</b>	<b>117</b>
	Row %	47.86%	52.14%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>10.71</b>	<b>1</b>	<b>0.00107</b>	

Majority of the respondents 52.14%(61) in both the age group have scored low revealing a negative and low response with reference to community development performance indicators and 47.86 % (56) respondents have scored high revealing a positive and high response with reference to community development performance indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents age and response with reference to community development performance indicator.

**Table : 110 Respondents Designation and Community Development Performance Indicators**

		High	Low	Total
Senior managers & above	Count	<b>14</b>	<b>25</b>	<b>39</b>
	Row %	35.90%	64.10%	100%
	Column %	25.00%	40.98%	
Managers	Count	<b>42</b>	<b>36</b>	<b>78</b>
	Row %	53.85%	46.15%	100%
	Column %	75.00%	59.02%	
<b>Total</b>	Count	<b>56</b>	<b>61</b>	<b>117</b>
	Row %	47.86%	52.14%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>2.676</b>	<b>1</b>	<b>0.10188</b>	

Majority of the respondents 52.14%(61) in both the designation group have scored low revealing a negative and low response with reference to community development performance indicators and 47.86 % (56) respondents have scored high revealing a positive and high response with reference to community development performance indicators.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and response with reference to community development performance indicator.

**Table : 111 Respondents Experience and Community Development Performance Indicators**

			High	Low	Total
Experience 2 to 14 years	Count		38	21	59
	Row %		64.41%	35.59%	100%
	Column %		67.86%	34.43%	
Experience 15 to 40 years	Count		18	40	58
	Row %		31.03%	68.97%	100%
	Column %		32.14%	65.57%	
<b>Total</b>	Count		<b>56</b>	<b>61</b>	<b>117</b>
	Row %		47.86%	52.14%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>11.75</b>	<b>1</b>	<b>0.00061</b>		

Majority of the respondents in both the experience groups 52.14%(61) in both the experience group have scored low revealing low and negative response with respect to community development Performance Indicator and 47.86%(56) have scored high revealing a high and positive response with respect to community development Performance Indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect to community development performance indicator



**Table : 112 Respondents Age and Ethical Performance Indicators**

		High	Low	Total
Age 25 to 40 years	Count	<b>28</b>	<b>34</b>	<b>62</b>
	Row %	45.16%	54.84%	100%
	Column %	53.85%	52.31%	
Age 41 to 67 years	Count	<b>24</b>	<b>31</b>	<b>55</b>
	Row %	43.64%	56.36%	100%
	Column %	46.15%	47.69%	
<b>Total</b>	Count	<b>52</b>	<b>65</b>	<b>117</b>
	Row %	44.44%	55.56%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.0004</b>	<b>1</b>	<b>0.983</b>	

Majority of the respondents 55.56%(65) in both the age group have scored low revealing a negative and low response with reference to ethical performance indicators and 44.44 % (52) respondents have scored high revealing a positive and high response with reference to ethical performance indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and response with reference to ethical performance indicators.

**Table:113 Respondents Designation and Ethical Performance Indicators**

		High	Low	Total
Senior managers & above	Count	<b>14</b>	<b>25</b>	<b>39</b>
	Row %	35.90%	64.10%	100%
	Column %	26.92%	38.46%	
Managers	Count	<b>38</b>	<b>40</b>	<b>78</b>
	Row %	48.72%	51.28%	100%
	Column %	73.08%	61.54%	
<b>Total</b>	Count	<b>52</b>	<b>65</b>	<b>117</b>
	Row %	44.44%	55.56%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>1.25</b>	<b>1</b>	<b>0.263</b>	

Majority of the respondents 55.56%(65) in both the designation group have scored low revealing a negative and low response with reference to ethical performance indicators and 44.44 % (52) respondents have scored high revealing a positive and high response with reference to ethical performance indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and response with reference to ethical performance indicators.

**Table:114 Respondents Experience and Ethical Performance Indicators**

		High	Low	Total
Experience 2 to 14 years	Count	<b>28</b>	<b>31</b>	<b>59</b>
	Row %	47.46%	52.54%	100%
	Column %	53.85%	47.69%	
Experience 15 to 40 years	Count	<b>24</b>	<b>34</b>	<b>58</b>
	Row %	41.38%	58.62%	100%
	Column %	46.15%	52.31%	
<b>Total</b>	Count	<b>52</b>	<b>65</b>	<b>117</b>
	Row %	44.44%	55.56%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.226</b>	<b>1</b>	<b>0.634</b>	

Majority of the respondents in both the experience groups 55.56%(65) in both the experience group have scored low revealing low and negative response with respect to ethical Performance Indicator and 44.44%(52) have scored high revealing a high and positive response with respect to ethical Performance Indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect ethical performance indicator

**Table : 115 Respondents Age and Human Rights Performance Indicators**

			High	Low	Total
Age 25 to 40 years	Count		13	49	62
	Row %		20.97%	79.03%	100%
	Column %		44.83%	55.68%	
Age 41 to 67 years	Count		16	39	55
	Row %		29.09%	70.91%	100%
	Column %		55.17%	44.32%	
<b>Total</b>	Count		29	88	117
	Row %		24.79%	75.21%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.642</b>	<b>1</b>			<b>0.423</b>

Majority of the respondents 75.21%(88) in both the age group have scored low revealing a negative and low response with reference to human rights performance indicators and 24.79 % (29) respondents have scored high revealing a positive and high response with reference to human rights performance indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents age and response with reference to human rights performance indicators.

**Table : 116 Respondents Designation and Human Rights Performance Indicators**

			High	Low	Total
Senior managers & above	Count		8	31	39
	Row %		20.51%	79.49%	100%
	Column %		27.59%	35.23%	
Managers	Count		21	57	78
	Row %		26.92%	73.08%	100%
	Column %		72.41%	64.77%	
<b>Total</b>	Count		29	88	117
	Row %		24.79%	75.21%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.281</b>	<b>1</b>			<b>0.596</b>

Majority of the respondents 75.21%(88) in both the designation group have scored low revealing a negative and low response with reference to human rights performance indicators and 24.79 % (29) respondents have scored high revealing a positive and high response with reference to human rights performance indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant . Hence there exists no association between the Respondents designation and response with reference to human rights performance indicators.

**Table : 117 Respondents Experience and Human Rights Performance Indicators**

		High	Low	Total
Experience 2 to 14 years	Count	17	42	59
	Row %	28.81%	71.19%	100%
	Column %	58.62%	47.73%	
Experience 15 to 40 years	Count	12	46	58
	Row %	20.69%	79.31%	100%
	Column %	41.38%	52.27%	
<b>Total</b>	Count	<b>29</b>	<b>88</b>	<b>117</b>
	Row %	24.79%	75.21%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.645</b>	<b>1</b>	<b>0.421</b>	

Majority of the respondents in both the experience groups 75.21%(88) in both the experience group have scored low revealing low and negative response with respect to human rights Performance Indicator and 24.79%(29) have scored high revealing a high and positive response with respect to human rights Performance Indicators

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect human rights performance indicator

**Table : 118 Respondents age and Stakeholders interests in company CSR Performance**

			High	Low	Total
Age 25 to 40 years	Count		23	39	62
	Row %		37.10%	62.90%	100%
	Column %		82.14%	43.82%	
Age 41 to 67 years	Count		5	50	55
	Row %		9.09%	90.91%	100%
	Column %		17.86%	56.18%	
<b>Total</b>	Count		28	89	117
	Row %		23.93%	76.07%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>11.07</b>	<b>1</b>			<b>0.00088</b>

Majority of the respondents 76.07%(89) in both the age group scored low revealing a lower extent of response w.r.t. stakeholders interests in companys CSR performance and 23.93%(28)respondents have scored high revealing higher extent of response w.r.t. stakeholders interests in companys CSR performance

Referring to the above Chi square table it can be seen that Chi Square is highly significant .Hence there exists a strong association between the respondents age and response on extent of stakeholder interests in companys CSR performance

**Table:119 Respondents Designation and Stakeholders interests in company CSR performance**

			High	Low	Total
Senior managers & above	Count		23	16	39
	Row %		58.97%	41.03%	100%
	Column %		82.14%	17.98%	
Managers	Count		5	73	78
	Row %		6.41%	93.59%	100%
	Column %		17.86%	82.02%	
<b>Total</b>	Count		28	89	117
	Row %		23.93%	76.07%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>36.63</b>	<b>1</b>			<b>0.000000014</b>

Majority of the respondents 76.07%(89) in both the designation group scored low revealing a lower extent of response w.r.t. stakeholders interests in companys CSR performance and 23.93%(28)respondents have scored high revealing higher extent of response w.r.t. stakeholders interests in companys CSR performance

Referring to the above Chi square table it can be seen that Chi Square is highly significant .Hence there exists a strong association between the respondents designation and response on extent of stakeholder interests in companys CSR performance

**Table:120 Respondents Experience and Stakeholders interests in company CSR Performance**

		High	Low	Total
Experience 2 to 14 years	Count	<b>25</b>	<b>34</b>	<b>59</b>
	Row %	42.37%	57.63%	100%
	Column %	89.29%	38.20%	
Experience 15 to 40 years	Count	<b>3</b>	<b>55</b>	<b>58</b>
	Row %	5.17%	94.83%	100%
	Column %	10.71%	61.80%	
<b>Total</b>	Count	<b>28</b>	<b>89</b>	<b>117</b>
	Row %	23.93%	76.07%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>20.24</b>	<b>1</b>	<b>0.000068</b>	

Majority of the respondents i.e 76.07%(89) in both the experience group have scored low revealing low and negative response w.r.t. Stakeholders interests in company CSR performance and 23.93%(28) have scored high revealing a high and positive response with reference to Stakeholders interests in company CSR performance

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. Stakeholders interests in company CSR performance



**Table : 121 Respondents age and views on stakeholders issues consideration in investment decisions**

		High	Low	Total
Age 25 to 40 years	Count	<b>23</b>	<b>39</b>	<b>62</b>
	Row %	37.10%	62.90%	100%
	Column %	92.00%	42.39%	
Age 41 to 67 years	Count	<b>2</b>	<b>53</b>	<b>55</b>
	Row %	3.64%	96.36%	100%
	Column %	8.00%	57.61%	
<b>Total</b>	Count	<b>25</b>	<b>92</b>	<b>117</b>
	Row %	21.37%	78.63%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>17.48</b>	<b>1</b>	<b>0.000029</b>	

Majority of the respondents i.e 78.63%(92) in both the age group have scored low revealing low and negative response and 21.37%(25) have scored high revealing a high and positive response with reference to views on stakeholders issues consideration in investment decisions

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents age and response w.r.t. approach of the company with respect to social responsibilities.

**Table: 122 Respondents Designation and views on stakeholders issues consideration in investment decisions**

		High	Low	Total
Senior managers & above	Count	<b>22</b>	<b>17</b>	<b>39</b>
	Row %	56.41%	43.59%	100%
	Column %	88.00%	18.48%	
Managers	Count	<b>3</b>	<b>75</b>	<b>78</b>
	Row %	3.85%	96.15%	100%
	Column %	12.00%	81.52%	
<b>Total</b>	Count	<b>25</b>	<b>92</b>	<b>117</b>
	Row %	21.37%	78.63%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>36.68</b>	<b>1</b>	<b>0.000000003</b>	

Majority of the respondents 78.63%(92) in both the designation group have scored low revealing very low response of response w.r.t. consideration of stakeholder issues in investment decision and 21.37%(25)respondents have scored high revealing higher extent of response w.r.t. consideration of stakeholder issues in investment decision

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents designation and response w.r.t. approach of the company with respect to social responsibilities.

**Table : 123 Respondents Experience and views on stakeholders issues consideration in investment decisions**

		High	Low	Total
Experience 2 to 14 years	Count	<b>24</b>	<b>35</b>	<b>59</b>
	Row %	40.68%	59.32%	100%
	Column %	96.00%	38.04%	
Experience 15 to 40 years	Count	<b>1</b>	<b>57</b>	<b>58</b>
	Row %	1.72%	98.28%	100%
	Column %	4.00%	61.96%	
<b>Total</b>	Count	<b>25</b>	<b>92</b>	<b>117</b>
	Row %	21.37%	78.63%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>24.15</b>	<b>1</b>	<b>0.00000089</b>	

Majority of the respondents i.e 78.63%(92) in both the experience group have scored low revealing low and negative response and 21.37%(25) have scored high revealing a high and positive response with reference to views on stakeholders issues consideration in investment decisions

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. approach of the company with respect to social responsibilities

**Table : 124 Respondents Age and collaboration with Specialists and Professionals**

		High	Low	Total
Age 25 to 40 years	Count	<b>37</b>	<b>25</b>	<b>62</b>
	Row %	59.68%	40.32%	100%
	Column %	53.62%	52.08%	
Age 41 to 67 years	Count	<b>32</b>	<b>23</b>	<b>55</b>
	Row %	58.18%	41.82%	100%
	Column %	46.38%	47.92%	
<b>Total</b>	Count	<b>69</b>	<b>48</b>	<b>117</b>
	Row %	58.97%	41.03%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>0.006</b>	<b>1</b>	<b>0.98</b>	

Referring to the above table it is clear that 59.68%(37) in both the age group respondents in the age group of 25 to 40 years and 58.18%(32) respondents in the age group of 41-67 years have scored high.

In the lower count 45.32 %(25) respondents in the age group of 25 to 40 years and 41.82%(23) respondents in the age group of 41-67 years have scored low.

The number of high count is significantly higher in both the age groups and number of low count is comparatively low in both the age groups revealing no major difference in the response with respect to the age category.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there is no association between age and respondents views on professionals/experts collaboration with the corporate.

**Table : 125 Respondents Designation and Collaboration with Specialists and Professionals**

		High	Low	Total
Senior managers & above	Count	17	22	39
	Row %	43.59%	56.41%	100%
	Column %	24.64%	45.83%	
Managers	Count	52	26	78
	Row %	66.67%	33.33%	100%
	Column %	75.36%	54.17%	
Total	Count	69	48	117
	Row %	58.97%	41.03%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>4.809</b>	<b>1</b>	<b>0.01675</b>	

Majority of the respondents 58.97%(69) in both the designation group scored high revealing a greater extent of response with reference to collaboration of specialists and professionals and 41.03%(48) respondents have scored low revealing lower extent of response with reference to collaboration of specialists and professionals

**Table : 126 Respondents Experience and collaboration with Specialists and Professionals**

		High	Low	Total
Experience 2 to 14 years	Count	<b>37</b>	<b>22</b>	<b>59</b>
	Row %	62.71%	37.29%	100%
	Column %	53.62%	45.83%	
Experience 15 to 40 years	Count	<b>32</b>	<b>26</b>	<b>58</b>
	Row %	55.17%	44.83%	100%
	Column %	46.38%	54.17%	
<b>Total</b>	Count	<b>69</b>	<b>48</b>	<b>117</b>
	Row %	58.97%	41.03%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.411</b>	<b>1</b>	<b>0.521</b>	

Majority of the respondents 58.97%(69) in both the experience group have scored high revealing high and positive response and 41.03%(48) have scored low revealing a low and negative response with reference to collaboration with Specialists and Professionals

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t collaboration with Specialists and Professionals

**Table : 127 Respondents age and Mass Media**

		High	Low	Total
Age 25 to 40 years	Count	<b>3</b>	<b>59</b>	<b>62</b>
	Row %	4.84%	95.16%	100%
	Column %	30.00%	55.14%	
Age 41 to 67 years	Count	<b>7</b>	<b>48</b>	<b>55</b>
	Row %	12.73%	87.27%	100%
	Column %	70.00%	44.86%	
<b>Total</b>	Count	<b>10</b>	<b>107</b>	<b>117</b>
	Row %	8.55%	91.45%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>1.421</b>	<b>1</b>	<b>0.233</b>	

Majority of the respondents 91.45%(107) in both the age group have scored low revealing poor extent of employment of mass media for promoting CSR programme and 8.55 % (10) respondents

have scored high revealing a revealing high extent of employment of mass media for promoting CSR programme

Referring to the above Chi square table it can be seen that Chi Square is not significant . Hence there exists no association between the Respondents age and extent of employment of mass media for promoting CSR programme

**Table : 128 Respondents Designation and Mass Media used for promoting CSR Programmes**

		High	Low	Total
Senior managers & above	Count	<b>3</b>	<b>36</b>	<b>39</b>
	Row %	7.69%	92.31%	100%
	Column %	30.00%	33.64%	
Managers	Count	<b>7</b>	<b>71</b>	<b>78</b>
	Row %	8.97%	91.03%	100%
	Column %	70.00%	66.36%	
<b>Total</b>	Count	<b>10</b>	<b>107</b>	<b>117</b>
	Row %	8.55%	91.45%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.014</b>	<b>1</b>	<b>0.907</b>	

Majority of the respondents 91.45%(107) in both the designation group have scored low revealing revealing poor extent of employment of mass media for promoting CSR programme and 8.55 % (10) respondents have scored high revealing a revealing high extent of employment of mass media for promoting CSR programme

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of employment of mass media for promoting CSR programme



**Table : 129 Respondents Experience and Mass media for promoting CSR Programmes**

		High	Low	Total
Experience 2 to 14 years	Count	<b>4</b>	<b>55</b>	<b>59</b>
	Row %	6.78%	93.22%	100%
	Column %	40.00%	51.40%	
Experience 15 to 40 years	Count	<b>6</b>	<b>52</b>	<b>58</b>
	Row %	10.34%	89.66%	100%
	Column %	60.00%	48.60%	
<b>Total</b>	Count	<b>10</b>	<b>107</b>	<b>117</b>
	Row %	8.55%	91.45%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.129</b>	<b>1</b>	<b>0.7196</b>	

Majority of the respondents 91.45%(107) in both the experience group have scored low revealing low and negative response and 8.55%(10) have scored high revealing a high and positive response with reference to mass media for promoting CSR Programmes

Referring to the above Chi square table it can be seen that Chi Square is not significant . Hence there exists no association between respondents experience and response w.r.t basic goal of your company in rendering its contribution to society

**Table : 130 Respondents age and support of mass media**

		High	Low	Total
Age 25 to 40 years	Count	<b>26</b>	<b>36</b>	<b>62</b>
	Row %	41.94%	58.06%	100%
	Column %	70.27%	45.00%	
Age 41 to 67 years	Count	<b>11</b>	<b>44</b>	<b>55</b>
	Row %	20.00%	80.00%	100%
	Column %	29.73%	55.00%	
<b>Total</b>	Count	<b>37</b>	<b>80</b>	<b>117</b>
	Row %	31.62%	68.38%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>5.511</b>	<b>1</b>	<b>0.0189</b>	

Majority of the respondents 68.38%(80) in both the age group have scored low revealing a low and negative response about extent of mass media support in different areas for various programmes and 31.62 % (37) respondents have scored high revealing a positive response about extent of mass media support in different areas for various programmes

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents age and extent of mass media support in different areas for various programmes

**Table : 131 Respondents Designation and mass media support**

			High	Low	Total
Senior managers & above	Count		12	27	39
	Row %		30.77%	69.23%	100%
	Column %		32.43%	33.75%	
Managers	Count		25	53	78
	Row %		32.05%	67.95%	100%
	Column %		67.57%	66.25%	
<b>Total</b>	Count		<b>37</b>	<b>80</b>	<b>117</b>
	Row %		31.62%	68.38%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.005</b>	<b>1</b>	<b>0.944</b>		

Majority of the respondents 68.38%(80) in both the designation group have scored low revealing a low and negative response about extent of mass media support in different areas for various programmes and 31.62 % (37) respondents have scored high revealing a positive response about extent of mass media support in different areas for various programmes

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of mass media support in different areas for various programmes

**Table : 132 Respondents Experience and areas of mass media support**

		High	Low	Total
Experience 2 to 14 years	Count	27	32	59
	Row %	45.76%	54.24%	100%
	Column %	72.97%	40.00%	
Experience 15 to 40 years	Count	10	48	58
	Row %	17.24%	82.76%	100%
	Column %	27.03%	60.00%	
<b>Total</b>	Count	<b>37</b>	<b>80</b>	<b>117</b>
	Row %	31.62%	68.38%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>9.724</b>	<b>1</b>	<b>0.00182</b>	

Majority of the respondents i.e 68.38%(80) in both the experience group have scored low revealing low and negative response and 31.62%(37) have scored high revealing a high and positive response with respect to areas of mass media support

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. areas of mass media support

**Table : 133 Respondents Age and strategies to deal with pressure group**

		High	Low	Total
Age 25 to 40 years	Count	4	58	62
	Row %	6.45%	93.55%	100%
	Column %	50.00%	53.21%	
Age 41 to 67 years	Count	4	51	55
	Row %	7.27%	92.73%	100%
	Column %	50.00%	46.79%	
<b>Total</b>	Count	<b>8</b>	<b>109</b>	<b>117</b>
	Row %	6.84%	93.16%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.037</b>	<b>1</b>	<b>0.848</b>	

Majority of the respondents 93.16%(109) in both the age group have scored low revealing a poor and negative extent of strategies deployed to deal with the pressure group and 6.84 % (8) respondents have scored high revealing a positive and high response w.r.t. to extent of strategies employed to deal with the pressure group.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents age and companys contribution to community and social development

**Table : 134 Respondents Designations and strategies to deal with pressure group**

		High	Low	Total
Senior managers & above	Count	3	36	39
	Row %	7.69%	92.31%	100%
	Column %	37.50%	33.03%	
Managers	Count	5	73	78
	Row %	6.41%	93.59%	100%
	Column %	62.50%	66.97%	
<b>Total</b>	Count	<b>8</b>	<b>109</b>	<b>117</b>
	Row %	6.84%	93.16%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.017</b>	<b>1</b>	<b>0.897</b>	

Majority of the respondents 93.16%(109) in both the designation group have scored low revealing a poor and negative extent of strategies deployed to deal with the pressure group and 6.84 % (8) respondents have scored high revealing a positive and high response w.r.t. to extent of strategies employed to deal with the pressure group.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and companys contribution to community and social development

**Table : 135 Respondents Experience and strategies to deal with pressure group**

		High	Low	Total
Experience 2 to 14 years	Count	6	53	59
	Row %	10.17%	89.83%	100%
	Column %	75.00%	48.62%	
Experience 15 to 40 years	Count	2	56	58
	Row %	3.45%	96.55%	100%
	Column %	25.00%	51.38%	
<b>Total</b>	Count	8	109	117
	Row %	6.84%	93.16%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>1.153</b>	<b>1</b>	<b>0.282</b>	

Majority of the respondents 93.16%(109) in both the experience group have scored low revealing low and negative response and 6.84%(8) have scored high revealing a high and positive response with reference strategies employed to deal with pressure group

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t strategies employed to deal with pressure group

**Table : 136 Respondents age and nature of Training Strategies**

		High	Low	Total
Age 25 to 40 years	Count	57	5	62
	Row %	91.94%	8.06%	100%
	Column %	85.07%	10.00%	
Age 41 to 67 years	Count	10	45	55
	Row %	18.18%	81.82%	100%
	Column %	14.93%	90.00%	
<b>Total</b>	Count	67	50	117
	Row %	57.26%	42.74%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>61.8</b>	<b>1</b>	<b>0.0000000000000084</b>	

Majority of the respondents 57.26% (67) in both the age group scored high revealing a greater extent of towards the nature of training strategies employed for staff and functionaries and 42.74%(50) respondents have scored low revealing a very low extent of response towards nature of training strategies employed for staff and functionaries

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response towards nature of training strategies employed for staff and functionaries

**Table : 137 Respondents Designation and nature of Training Strategies**

			High	Low	Total
Senior managers & above	Count		<b>36</b>	<b>3</b>	<b>39</b>
	Row %		92.31%	7.69%	100%
	Column %		53.73%	6.00%	
Managers	Count		<b>31</b>	<b>47</b>	<b>78</b>
	Row %		39.74%	60.26%	100%
	Column %		46.27%	94.00%	
<b>Total</b>	Count		<b>67</b>	<b>50</b>	<b>117</b>
	Row %		57.26%	42.74%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>27.25</b>	<b>1</b>	<b>0.00000018</b>		

Majority of the respondents 57.26% (67) in both the designation group scored high revealing a greater extent of towards the nature of training strategies employed for staff and functionaries and 42.74%(50) respondents have scored low revealing a very low extent of response towards nature of training strategies employed for staff and functionaries

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response towards nature of training strategies employed for staff and functionaries



**Table : 138 Respondents Experience and nature of Training Strategies**

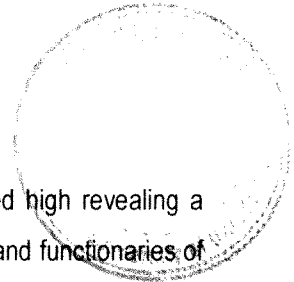
		High	Low	Total
Experience 2 to 14 years	Count	57	2	59
	Row %	96.61%	3.39%	100%
	Column %	85.07%	4.00%	
Experience 15 to 40 years	Count	10	48	58
	Row %	17.24%	82.76%	100%
	Column %	14.93%	96.00%	
<b>Total</b>	Count	67	50	117
	Row %	57.26%	42.74%	100%
	Column %	100%	100%	
<b>Chi-Square Test</b>				
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>72.08</b>	<b>1</b>	<b>0.000000000000000021</b>	

Majority of the respondents i.e 57.26%(67) have scored high revealing high and positive response and 42.74%(50) have scored low revealing w.r.t. nature of training strategies for staff & functionaries by the corporate

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. nature of training strategies for staff & functionaries by the corporate

**Table:139 Respondents Age and Extent of Problems associated with training of staff and functionaries of CSR**

		High	Low	Total
Age 25 to 40 years	Count	41	21	62
	Row %	66.13%	33.87%	100%
	Column %	57.75%	45.65%	
Age 41 to 67 years	Count	30	25	55
	Row %	54.55%	45.45%	100%
	Column %	42.25%	54.35%	
<b>Total</b>	Count	71	46	117
	Row %	60.68%	39.32%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>1.19</b>	<b>1</b>	<b>0.27</b>	



Majority of the respondents 60.68%(71) in both the age group have scored high revealing a positive and higher response reference to problems associated with training of staff and functionaries of CSR and 39.92 % (46) respondents have scored low revealing low extent of response with reference to problems associated with training of staff and functionaries of CSR

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents age and extent of response with reference to problems associated with training of staff and functionaries of CSR

**Table : 140 Respondents Designation and Extent of Problems associated with training of staff and functionaries of CSR**

			High	Low	Total
Senior managers & above	Count		<b>21</b>	<b>18</b>	<b>39</b>
	Row %		53.85%	46.15%	100%
	Column %		29.58%	39.13%	
Managers	Count		<b>50</b>	<b>28</b>	<b>78</b>
	Row %		64.10%	35.90%	100%
	Column %		70.42%	60.87%	
<b>Total</b>	Count		<b>71</b>	<b>46</b>	<b>117</b>
	Row %		60.68%	39.32%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>0.757</b>	<b>1</b>	<b>0.384</b>		

Majority of the respondents 60.68%(71) in both the designation group have scored high revealing a positive and higher response reference to problems associated with training of staff and functionaries of CSR and 39.92 % (46) respondents have scored low revealing low extent of response with reference to problems associated with training of staff and functionaries of CSR

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of response with reference to problems associated with training of staff and functionaries of CSR

**Table : 141 Respondents Experience and Problems associated with training of staff and functionaries of CSR**

		High	Low	Total
Experience 2 to 14 years	Count	<b>37</b>	<b>22</b>	<b>59</b>
	Row %	62.71%	37.29%	100%
	Column %	52.11%	47.83%	
Experience 15 to 40 years	Count	<b>34</b>	<b>24</b>	<b>58</b>
	Row %	58.62%	41.38%	100%
	Column %	47.89%	52.17%	
<b>Total</b>	Count	<b>71</b>	<b>46</b>	<b>117</b>
	Row %	60.68%	39.32%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.07</b>	<b>1</b>	<b>0.792</b>	

Majority of the respondents 60.68%(71) in both the experience group have scored high revealing high and positive response and 39.32%(46) have scored low revealing a low and negative response with reference to problems associated with training of staff and functionaries of CSR

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t problems associated with training of staff and functionaries of CSR

**Table : 142 Respondents Age and Preferences of Company functionaries to CSR Programmes**

		High	Low	Total
Age 25 to 40 years	Count	<b>24</b>	<b>38</b>	<b>62</b>
	Row %	38.71%	61.29%	100%
	Column %	43.64%	61.29%	
Age 41 to 67 years	Count	<b>31</b>	<b>24</b>	<b>55</b>
	Row %	56.36%	43.64%	100%
	Column %	56.36%	38.71%	
<b>Total</b>	Count	<b>55</b>	<b>62</b>	<b>117</b>
	Row %	47.01%	52.99%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>2.972</b>	<b>1</b>	<b>0.0847</b>	

Majority of the respondents 52.99%(62) in both the age group scored low revealing low extent of response with reference to preferences of the company functionaries w.r.t. CSR programmes and services and 47.01%(55)respondents have scored high revealing high extent of response with reference to preferences of the company functionaries w.r.t. CSR programmes and services

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response with reference to preferences of the company functionaries w.r.t. CSR programmes and services

**Table:143 Respondents Designation and Preferences of Company functionaries to CSR Programmes**

		High	Low	Total
Senior managers & above	Count	9	30	39
	Row %	23.08%	76.92%	100%
	Column %	16.36%	48.39%	
Managers	Count	46	32	78
	Row %	58.97%	41.03%	100%
	Column %	83.64%	51.61%	
<b>Total</b>	Count	<b>55</b>	<b>62</b>	<b>117</b>
	Row %	47.01%	52.99%	100%
	Column %	100%	100%	
	<b>Value</b>	d.f.	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>12.05</b>	<b>1</b>	<b>0.00052</b>	

Majority of the respondents 52.99%(62) in both the designation group scored low revealing low extent of response with reference to preferences of the company functionaries w.r.t. CSR programmes and services and 47.01%(55)respondents have scored high revealing high extent of response with reference to preferences of the company functionaries w.r.t. CSR programmes and services

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response with reference to preferences of the company functionaries w.r.t. CSR programmes and services

**Table : 144 Respondents Experience and Preferences of Company functionaries to CSR Programmes**

		High	Low	Total
Experience 2 to 14 years	Count	<b>23</b>	<b>36</b>	<b>59</b>
	Row %	38.98%	61.02%	100%
	Column %	41.82%	58.06%	
Experience 15 to 40 years	Count	<b>32</b>	<b>26</b>	<b>58</b>
	Row %	55.17%	44.83%	100%
	Column %	58.18%	41.94%	
<b>Total</b>	Count	<b>55</b>	<b>62</b>	<b>117</b>
	Row %	47.01%	52.99%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>2.462</b>	<b>1</b>	<b>0.1166</b>	

Majority of the respondents 52.99%(62) in both the experience group have scored low revealing low and negative response and 47.01%(55) have scored high revealing a high and positive response with reference to Preferences of Company functionaries to CSR Programmes

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t Preferences of Company functionaries to CSR Programmes

**Table:145 Respondents Age and CSR Planning & implementation of services and programmes**

		High	Low	Total
Age 25 to 40 years	Count	<b>10</b>	<b>52</b>	<b>62</b>
	Row %	16.13%	83.87%	100%
	Column %	83.33%	49.52%	
Age 41 to 67 years	Count	<b>2</b>	<b>53</b>	<b>55</b>
	Row %	3.64%	96.36%	100%
	Column %	16.67%	50.48%	
<b>Total</b>	Count	<b>12</b>	<b>105</b>	<b>117</b>
	Row %	10.26%	89.74%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>3.678</b>	<b>1</b>	<b>0.05515</b>	

Majority of the respondents 89.74%(105) in both the age group scored low revealing a low extent of response with reference to CSR planning and implementation of services and 10.26%(12)respondents have scored high revealing a high extent of response with reference to CSR planning and implementation of services

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response with reference to CSR planning and implementation of services.

**Table : 146 Respondents Designation and CSR Planning & implementation of services and programmes**

		High	Low	Total
Senior managers & above	Count	<b>10</b>	<b>29</b>	<b>39</b>
	Row %	25.64%	74.36%	100%
	Column %	83.33%	27.62%	
Managers	Count	<b>2</b>	<b>76</b>	<b>78</b>
	Row %	2.56%	97.44%	100%
	Column %	16.67%	72.38%	
<b>Total</b>	Count	<b>12</b>	<b>105</b>	<b>117</b>
	Row %	10.26%	89.74%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>12.64</b>	<b>1</b>	<b>0.00038</b>	



Majority of the respondents 89.74%(105) in both the designation group scored low revealing a low extent of response with reference to CSR planning and implementation of services and 10.26%(12) respondents have scored high revealing a high extent of response with reference to CSR planning and implementation of services

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response with reference to CSR planning and implementation of services

**Table : 147 Respondents Experience and CSR Planning & implementation of services and programmes**

		High	Low	Total
Experience 2 to 14 years	Count	12	47	59
	Row %	20.34%	79.66%	100%
	Column %	100.00%	44.76%	
Experience 15 to 40 years	Count	0	58	58
	Row %	0.00%	100.00%	100%
	Column %	0.00%	55.24%	
<b>Total</b>	Count	12	105	117
	Row %	10.26%	89.74%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>11.03</b>	<b>1</b>	<b>0.0009</b>	

Majority of the respondents i.e 89.74%(105) in both the experience group have scored low revealing low and negative response w.r.t. CSR Planning & implementation of services and programmes and 10.26%(12) have scored high revealing a high and positive response with reference to CSR Planning & implementation of services and programmes

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. CSR Planning & implementation of services and programmes

**Table:148 Respondents age and Involvement of Stakeholders in CSR Planning**

		High	Low	Total
Age 25 to 40 years	Count	<b>33</b>	<b>29</b>	<b>62</b>
	Row %	53.23%	46.77%	100%
	Column %	78.57%	38.67%	
Age 41 to 67 years	Count	<b>9</b>	<b>46</b>	<b>55</b>
	Row %	16.36%	83.64%	100%
	Column %	21.43%	61.33%	
<b>Total</b>	Count	<b>42</b>	<b>75</b>	<b>117</b>
	Row %	35.90%	64.10%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>15.65</b>	<b>1</b>	<b>0.000076</b>	

Majority of the respondents 64.10%(75) in both the age group scored low revealing low extent of involvement of stakeholders in CSR Planning and 35.90% (42) respondents have scored high revealing higher extent of response w.r.t. involvement of stakeholders in CSR Planning

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response w.r.t. involvement of stakeholders in CSR Planning

**Table : 149 Respondents Designation and Involvement of Stakeholders in CSR Planning**

		High	Low	Total
Senior managers & above	Count	31	8	39
	Row %	79.49%	20.51%	100%
	Column %	73.81%	10.67%	
Managers	Count	11	67	78
	Row %	14.10%	85.90%	100%
	Column %	26.19%	89.33%	
<b>Total</b>	Count	<b>42</b>	<b>75</b>	<b>117</b>
	Row %	35.90%	64.10%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>45.5</b>	<b>1</b>	<b>0.000000000015</b>	

Majority of the respondents 64.10%(75) in both the designation group scored low revealing low extent of involvement of stakeholders in CSR Planning and 35.90% (42) respondents have scored high revealing higher extent of response w.r.t. involvement of stakeholders in CSR Planning

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response w.r.t. involvement of stakeholders in CSR Planning

**Table : 150 Respondents Experience and Involvement of Stakeholders in CSR Planning**

		High	Low	Total
Experience 2 to 14 years	Count	33	26	59
	Row %	55.93%	44.07%	100%
	Column %	78.57%	34.67%	
Experience 15 to 40 years	Count	9	49	58
	Row %	15.52%	84.48%	100%
	Column %	21.43%	65.33%	
<b>Total</b>	Count	<b>42</b>	<b>75</b>	<b>117</b>
	Row %	35.90%	64.10%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>19.04</b>	<b>1</b>	<b>0.000013</b>	

Majority of the respondents i.e 64.10%(75) in both the experience group have scored low revealing low and negative response w.r.t. Involvement of Stakeholders in CSR Planning and 35.90%(42) have scored high revealing a high and positive response with reference to Involvement of Stakeholders in CSR Planning

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. Involvement of Stakeholders in CSR Planning

**Table:151 Respondents age and CSR Communication to implementing staff**

			High	Low	Total
Age 25 to 40 years	Count		31	31	62
	Row %		50.00%	50.00%	100%
	Column %		83.78%	38.75%	
Age 41 to 67 years	Count		6	49	55
	Row %		10.91%	89.09%	100%
	Column %		16.22%	61.25%	
<b>Total</b>	Count		<b>37</b>	<b>80</b>	<b>117</b>
	Row %		31.62%	68.38%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>18.83</b>	<b>1</b>	<b>0.000014</b>		

Majority of the respondents 68.38%(80) in both the age group have scored low revealing a lower extent of response w.r.t. CSR communication to implementing staff and 31.62%(37) respondents have scored high revealing higher extent of response w.r.t. CSR communication to implementing staff

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response w.r.t. CSR communication to implementing staff.

**Table : 152 Respondents Designation and CSR Communication to implementing staff**

		High	Low	Total
Senior managers & above	Count	30	9	39
	Row %	76.92%	23.08%	100%
	Column %	81.08%	11.25%	
Managers	Count	7	71	78
	Row %	8.97%	91.03%	100%
	Column %	18.92%	88.75%	
Total	Count	37	80	117
	Row %	31.62%	68.38%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>52.42</b>	<b>1</b>	<b>0.00000000000045</b>	

Majority of the respondents 68.38%(80) in both the designation group have scored low revealing a lower extent of response w.r.t. CSR communication to implementing staff and 31.62%(37)respondents have scored high revealing higher extent of response w.r.t. CSR communication to implementing staff

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response w.r.t. CSR communication to implementing staff.

**Table : 153 Respondents Experience and CSR Communication to implementing staff**

		High	Low	Total
Experience 2 to 14 years	Count	<b>34</b>	<b>25</b>	<b>59</b>
	Row %	57.63%	42.37%	100%
	Column %	91.89%	31.25%	
Experience 15 to 40 years	Count	<b>3</b>	<b>55</b>	<b>58</b>
	Row %	5.17%	94.83%	100%
	Column %	8.11%	68.75%	
<b>Total</b>	Count	<b>37</b>	<b>80</b>	<b>117</b>
	Row %	31.62%	68.38%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>34.83</b>	<b>1</b>	<b>0.0000000036</b>	

Majority of the respondents i.e 68.38%(80) in both the experience group have scored low revealing low and negative response w.r.t. CSR Communication to implementing staff and 31.62%(37) have scored high revealing a high and positive response with reference to CSR Communication to implementing staff

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. CSR Communication to implementing staff

**Table:154 Respondents age and Modes of communication for facilitating CSR function**

		High	Low	Total
Age 25 to 40 years	Count	<b>19</b>	<b>43</b>	<b>62</b>
	Row %	30.65%	69.35%	100%
	Column %	79.17%	46.24%	
Age 41 to 67 years	Count	<b>5</b>	<b>50</b>	<b>55</b>
	Row %	9.09%	90.91%	100%
	Column %	20.83%	53.76%	
<b>Total</b>	Count	<b>24</b>	<b>93</b>	<b>117</b>
	Row %	20.51%	79.49%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>7.035</b>	<b>1</b>	<b>0.008</b>	



Majority of the respondents 79.49%(93) in both the age group have scored low revealing lower extent of response w.r.t. mode of communication for facilitating CSR function and 20.51%(24)respondents have scored high revealing higher extent of response w.r.t. mode of communication for facilitating CSR function.

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response w.r.t. to mode of communication for facilitating CSR function

**Table:155 Respondents Designation and Modes of communication for facilitating CSR function**

		High	Low	Total
Senior managers & above	Count	19	20	39
	Row %	48.72%	51.28%	100%
	Column %	79.17%	21.51%	
Managers	Count	5	73	78
	Row %	6.41%	93.59%	100%
	Column %	20.83%	78.49%	
Total	Count	24	93	117
	Row %	20.51%	79.49%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>26.01</b>	<b>1</b>	<b>3.4E-07</b>	

Majority of the respondents 79.49%(93) in both the designation group have scored low revealing lower extent of response w.r.t. mode of communication for facilitating CSR function and 20.51%(24)respondents have scored high revealing higher extent of response w.r.t. mode of communication for facilitating CSR function

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response w.r.t. to mode of communication for facilitating CSR function

**Table : 156 Respondents Experience and Modes of communication for facilitating CSR function**

			High	Low	Total
Experience 2 to 14 years	Count		<b>22</b>	<b>37</b>	<b>59</b>
	Row %		37.29%	62.71%	100%
	Column %		91.67%	39.78%	
Experience 15 to 40 years	Count		<b>2</b>	<b>56</b>	<b>58</b>
	Row %		3.45%	96.55%	100%
	Column %		8.33%	60.22%	
<b>Total</b>	Count		<b>24</b>	<b>93</b>	<b>117</b>
	Row %		20.51%	79.49%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>18.52</b>	<b>1</b>	<b>0.000017</b>		

Majority of the respondents i.e 79.49%(93) in both the experience group have scored low revealing low and negative response w.r.t. Modes of communication for facilitating CSR function and 20.51%(24) have scored high revealing a high and positive response with reference Modes of communication for facilitating CSR function

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. Modes of communication for facilitating CSR function

**Table : 157 Respondents age and CSR Monitoring**

			High	Low	Total
Age 25 to 40 years	Count		<b>9</b>	<b>53</b>	<b>62</b>
	Row %		14.52%	85.48%	100%
	Column %		50.00%	53.54%	
Age 41 to 67 years	Count		<b>9</b>	<b>46</b>	<b>55</b>
	Row %		16.36%	83.64%	100%
	Column %		50.00%	46.46%	
<b>Total</b>	Count		<b>18</b>	<b>99</b>	<b>117</b>
	Row %		15.38%	84.62%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>0.004</b>	<b>1</b>	<b>0.984</b>		

Majority of the respondents 84.62%(99) in both the age group have scored low revealing a low extent of response with reference CSR Monitoring and 15.38 % (18) respondents have scored high revealing a high extent of response with reference to CSR Monitoring Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents age extent of response with reference to CSR Monitoring

**Table : 158 Respondents Designation and CSR Monitoring**

		High	Low	Total
Senior managers & above	Count	7	32	39
	Row %	17.95%	82.05%	100%
	Column %	38.89%	32.32%	
Managers	Count	11	67	78
	Row %	14.10%	85.90%	100%
	Column %	61.11%	67.68%	
<b>Total</b>	Count	<b>18</b>	<b>99</b>	<b>117</b>
	Row %	15.38%	84.62%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>0.074</b>	<b>1</b>	<b>0.785</b>	

Majority of the respondents 84.62%(99) in both the designation group have scored low revealing a low extent of response with reference CSR Monitoring and 15.38 % (18) respondents have scored high revealing a high extent of response with reference to CSR Monitoring

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation extent of response with reference to CSR Monitoring

**Table : 159 Respondents Experience and CSR Monitoring**

			High	Low	Total
Experience 2 to 14 years	Count		8	51	59
	Row %		13.56%	86.44%	100%
	Column %		44.44%	51.52%	
Experience 15 to 40 years	Count		10	48	58
	Row %		17.24%	82.76%	100%
	Column %		55.56%	48.48%	
Total	Count		18	99	117
	Row %		15.38%	84.62%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>0.087</b>	<b>1</b>	<b>0.767</b>		

Majority of the respondents 84.62%(99) in both the experience group have scored low revealing high and positive response w.r.t. CSR Monitoring and 15.38%(18) have scored high revealing a high and positive response with reference to CSR Monitoring

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t CSR Monitoring

**Table : 160 Respondents Age and External Linkages with Development Agencies**

			High	Low	Total
Age 25 to 40 years	Count		9	53	62
	Row %		14.52%	85.48%	100%
	Column %		75.00%	50.48%	
Age 41 to 67 years	Count		3	52	55
	Row %		5.45%	94.55%	100%
	Column %		25.00%	49.52%	
Total	Count		12	105	117
	Row %		10.26%	89.74%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>1.709</b>	<b>1</b>	<b>0.191</b>		

Majority of the respondents 89.74%(105) in both the age group have scored lower revealing a low extent of response w.r.t. external linkages with development agencies and 10.26%(12)respondents

have scored high revealing higher extent of response w.r.t. w.r.t. external linkages with development agencies

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response w.r.t. external linkages with development agencies

**Table:161 Respondents Designation and External Linkages with Development Agencies**

		High	Low	Total
Senior managers & above	Count	9	30	39
	Row %	23.08%	76.92%	100%
	Column %	75.00%	28.57%	
Managers	Count	3	75	78
	Row %	3.85%	96.15%	100%
	Column %	25.00%	71.43%	
Total	Count	12	105	117
	Row %	10.26%	89.74%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>8.462</b>	<b>1</b>	<b>0.00463</b>	

Majority of the respondents 89.74%(105) in both the designation group have scored lower revealing a low extent of response w.r.t. external linkages with development agencies and 10.26%(12)respondents have scored high revealing higher extent of response w.r.t. w.r.t. external linkages with development agencies

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response w.r.t. external linkages with development agencies

**Table:162 Respondents Experience and External Linkages with Development Agencies**

		High	Low	Total
Experience 2 to 14 years	Count	11	48	59
	Row %	18.64%	81.36%	100%
	Column %	91.67%	45.71%	
Experience 15 to 40 years	Count	1	57	58
	Row %	1.72%	98.28%	100%
	Column %	8.33%	54.29%	
<b>Total</b>	Count	12	105	117
	Row %	10.26%	89.74%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>7.352</b>	<b>1</b>	<b>0.0067</b>	

Majority of the respondents i.e 10.26%(12) in both the experience group have scored high revealing high and positive response and 89.74%(105) have scored low revealing a low and negative response with reference External Linkages with Development Agencies

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. External Linkages with Development Agencies

**Table : 163 Respondents Age and Reasons for Poor Linkages**

		High	Low	Total
Age 25 to 40 years	Count	23	39	62
	Row %	37.10%	62.90%	100%
	Column %	69.70%	46.43%	
Age 41 to 67 years	Count	10	45	55
	Row %	18.18%	81.82%	100%
	Column %	30.30%	53.57%	
<b>Total</b>	Count	33	84	117
	Row %	28.21%	71.79%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>4.258</b>	<b>1</b>	<b>0.039</b>	

Majority of the respondents 71.79%(84) respondents have in both the age group scored low revealing a greater extent of negative response w.r.t. various reasons for poor linkages and 28.21%(33) respondents have scored low revealing lower extent of response w.r.t. various reasons for poor linkages.

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response w.r.t. various reasons for poor linkages.

**Table : 164 Respondents Designations and Reasons for Poor Linkages**

			High	Low	Total
Senior managers & above	Count		19	20	39
	Row %		48.72%	51.28%	100%
	Column %		25.68%	46.51%	
Managers	Count		55	23	78
	Row %		70.51%	29.49%	100%
	Column %		74.32%	53.49%	
Total	Count		74	43	117
	Row %		63.25%	36.75%	100%
	Column %		100%	100%	
	Value	d.f.	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>4.417</b>	<b>1</b>	<b>0.03558</b>		

Majority of the respondents 63.25%(74) respondents have in both the designation group scored high revealing a greater extent of response w.r.t. various reasons for poor linkages and 36.75%(43) respondents have scored low revealing lower extent of response w.r.t. various reasons for poor linkages.

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response w.r.t. various reasons for poor linkages.



**Table : 165 Respondents Experience and Reasons for Poor Linkages**

		High	Low	Total
Experience 2 to 14 years	Count	<b>36</b>	<b>23</b>	<b>59</b>
	Row %	61.02%	38.98%	100%
	Column %	48.65%	53.49%	
Experience 15 to 40 years	Count	<b>38</b>	<b>20</b>	<b>58</b>
	Row %	65.52%	34.48%	100%
	Column %	51.35%	46.51%	
<b>Total</b>	Count	<b>74</b>	<b>43</b>	<b>117</b>
	Row %	63.25%	36.75%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.098</b>	<b>1</b>	<b>0.754</b>	

Majority of the respondents 63.25%(74) in both the experience group have scored high revealing high and positive response and 36.75%(43) have scored low revealing a low and negative response with reference to Reasons for Poor Linkages

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t Reasons for Poor Linkages

**Table : 166 Respondents Age and Response by beneficiaries to CSR programmes & services**

		High	Low	Total
Age 25 to 40 years	Count	<b>32</b>	<b>30</b>	<b>62</b>
	Row %	51.61%	48.39%	100%
	Column %	60.38%	46.88%	
Age 41 to 67 years	Count	<b>21</b>	<b>34</b>	<b>55</b>
	Row %	38.18%	61.82%	100%
	Column %	39.62%	53.13%	
<b>Total</b>	Count	<b>53</b>	<b>64</b>	<b>117</b>
	Row %	45.30%	54.70%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>1.614</b>	<b>1</b>	<b>0.204</b>	

Majority of the respondents 54.70%(64) have in both the age group scored low revealing a low extent of response of beneficiaries and 45.30 % (53) respondents have scored high revealing a positive and high extent of response of beneficiaries

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents age and extent of response of beneficiaries

**Table:170 Respondents Designation and Response by beneficiaries to CSR programmes & services**

		High	Low	Total
Senior managers & above	Count	<b>13</b>	<b>26</b>	<b>39</b>
	Row %	33.33%	66.67%	100%
	Column %	24.53%	40.63%	
Managers	Count	<b>40</b>	<b>38</b>	<b>78</b>
	Row %	51.28%	48.72%	100%
	Column %	75.47%	59.38%	
<b>Total</b>	Count	<b>53</b>	<b>64</b>	<b>117</b>
	Row %	45.30%	54.70%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>2.695</b>	<b>1</b>	<b>0.10068</b>	

Majority of the respondents 54.70%(64) have in both the designation group scored low revealing a low extent of response of beneficiaries and 45.30 % (53) respondents have scored high revealing a positive and high extent of response of beneficiaries

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of response of beneficiaries

**Table : 171 Respondents Experience and Response by beneficiaries to CSR programmes & services**

			High	Low	Total
Experience 2 to 14 years	Count		<b>26</b>	<b>33</b>	<b>59</b>
	Row %		44.07%	55.93%	100%
	Column %		49.06%	51.56%	
Experience 15 to 40 years	Count		<b>27</b>	<b>31</b>	<b>58</b>
	Row %		46.55%	53.45%	100%
	Column %		50.94%	48.44%	
<b>Total</b>	Count		<b>53</b>	<b>64</b>	<b>117</b>
	Row %		45.30%	54.70%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>0.007</b>	<b>1</b>	<b>0.9329</b>		

Majority of the respondents 54.70%(64) have scored high revealing high and positive response and 45.30%(53) have scored low revealing a low and negative response with reference to Response by beneficiaries to CSR programmes & services

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t Response by beneficiaries to CSR programmes & services

**Table : 168 Respondents Age and Involvement of professional and occupational groups**

			High	Low	Total
Age 25 to 40 years	Count		<b>23</b>	<b>39</b>	<b>62</b>
	Row %		37.10%	62.90%	100%
	Column %		69.10%	46.43%	
Age 41 to 67 years	Count		<b>10</b>	<b>45</b>	<b>55</b>
	Row %		18.18%	81.82%	100%
	Column %		30.30%	53.57%	
<b>Total</b>	Count		<b>33</b>	<b>84</b>	<b>117</b>
	Row %		28.21%	71.79%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>13.25</b>	<b>1</b>	<b>0.00027</b>		

Majority of the respondents i.e 71.79%(84) have in both the age group scored low revealing low and negative response and 28.21%(33) have scored high revealing a high and positive response with reference to Involvement of professional and occupational groups

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents age and response w.r.t. Involvement of professional and occupational groups

**Table : 167 Respondents Designation and Involvement of professional and occupational groups**

		High	Low	Total
Senior managers & above	Count	25	14	39
	Row %	64.10%	35.90%	100%
	Column %	75.76%	16.67%	
Managers	Count	8	70	78
	Row %	10.26%	89.74%	100%
	Column %	24.24%	83.33%	
<b>Total</b>	Count	<b>33</b>	<b>84</b>	<b>117</b>
	Row %	28.21%	71.79%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>34.62</b>	<b>1</b>	<b>0.00000004</b>	

Majority of the respondents 71.79%(84) have scored low revealing low extent of involvement of professional and occupational groups and 28.21%(33)respondents have scored high revealing higher extent of involvement of professional and occupational groups.

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of involvement of professional and occupational groups.

**Table : 168 Respondents Experience and Involvement of professional and occupational groups**

		High	Low	Total
Experience 2 to 14 years	Count	26	33	59
	Row %	44.07%	55.93%	100%
	Column %	78.79%	39.29%	
Experience 15 to 40 years	Count	7	51	58
	Row %	12.07%	87.93%	100%
	Column %	21.21%	60.71%	
<b>Total</b>	Count	<b>33</b>	<b>84</b>	<b>117</b>
	Row %	28.21%	71.79%	100%
	Column %	100%	100%	
<b>Chi-Square Test</b>				
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>13.25</b>	<b>1</b>	<b>0.00027</b>	

Majority of the respondents i.e 71.79%(84) have scored low revealing low and negative response and 28.21%(33) have scored high revealing a high and positive response with reference to Involvement of professional and occupational groups

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. Involvement of professional and occupational groups

**Table : 169 Respondents age and reasons for poor beneficiary response**

		High	Low	Total
Age 25 to 40 years	Count	51	11	62
	Row %	82.26%	17.74%	100%
	Column %	59.30%	35.48%	
Age 41 to 67 years	Count	35	20	55
	Row %	63.64%	36.36%	100%
	Column %	40.70%	64.52%	
<b>Total</b>	Count	<b>86</b>	<b>31</b>	<b>117</b>
	Row %	73.50%	26.50%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>4.277</b>	<b>1</b>	<b>0.038</b>	

Majority of the respondents 73.50%(86) have scored high revealing a positive and higher response w.r.t. reasons for poor beneficiary response and 26.50 % (31) respondents have scored low revealing a negative and low response w.r.t. reasons for poor beneficiary response

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents age and extent of response w.r.t. to reasons for poor beneficiary response

**Table : 173 Respondents Designation and reasons for poor beneficiary response**

		High	Low	Total
Senior managers & above	Count	28	11	39
	Row %	71.79%	28.21%	100%
	Column %	32.56%	35.48%	
Managers	Count	58	20	78
	Row %	74.36%	25.64%	100%
	Column %	67.44%	64.52%	
<b>Total</b>	Count	<b>86</b>	<b>31</b>	<b>117</b>
	Row %	73.50%	26.50%	100%
	Column %	100%	100%	
<b>Chi-Square Test</b>				
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.005</b>	<b>1</b>	<b>0.94</b>	

Majority of the respondents 73.50%(86) have scored high revealing a positive and higher response w.r.t. reasons for poor beneficiary response and 26.50 % (31) respondents have scored low revealing a negative and low response w.r.t. reasons for poor beneficiary response

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of response w.r.t. to reasons for poor beneficiary response

**Table: 174 Respondents Experience and reasons for poor beneficiary response**

		High	Low	Total
Experience 2 to 14 years	Count	50	9	59
	Row %	84.75%	15.25%	100%
	Column %	58.14%	29.03%	

Experience 15 to 40 years	Count	<b>36</b>	<b>22</b>	<b>58</b>
	Row %	62.07%	37.93%	100%
	Column %	41.86%	70.97%	
<b>Total</b>	Count	<b>86</b>	<b>31</b>	<b>117</b>
	Row %	73.50%	26.50%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>6.602</b>	<b>1</b>	<b>0.01019</b>	

Majority of the respondents i.e 73.50%(86) have scored high revealing high extent of response w.r.t. reasons for poor beneficiary response and 26.50%(31) have scored low revealing low extent of response with reference reasons for poor beneficiary response Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. reasons for poor beneficiary response

**Table : 172 Respondents age and Beneficiary gains**

		<b>High</b>	<b>Low</b>	<b>Total</b>
Age 25 to 40 years	Count	<b>44</b>	<b>18</b>	<b>62</b>
	Row %	70.97%	29.03%	100%
	Column %	59.46%	41.86%	
Age 41 to 67 years	Count	<b>30</b>	<b>25</b>	<b>55</b>
	Row %	54.55%	45.45%	100%
	Column %	40.54%	58.14%	
<b>Total</b>	Count	<b>74</b>	<b>43</b>	<b>117</b>
	Row %	63.25%	36.75%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>2.712</b>	<b>1</b>	<b>0.0996</b>	

Majority of the respondents 63.25%(74) have scored high revealing a greater extent of response w.r.t. beneficiary gain and 36.75%(43) respondents have scored low revealing lower extent of response w.r.t. beneficiary gain



Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response w.r.t. beneficiary gain.

**Table : 176 Respondents Designation and Beneficiary gains**

			<b>High</b>	<b>Low</b>	<b>Total</b>
Senior managers & above	Count		<b>19</b>	<b>20</b>	<b>39</b>
	Row %		48.72%	51.28%	100%
	Column %		25.68%	46.51%	
Managers	Count		<b>55</b>	<b>23</b>	<b>78</b>
	Row %		70.51%	29.49%	100%
	Column %		74.32%	53.49%	
<b>Total</b>	Count		<b>74</b>	<b>43</b>	<b>117</b>
	Row %		63.25%	36.75%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>4.417</b>	<b>1</b>	<b>0.03558</b>		

Majority of the respondents 63.25%(74) have scored high revealing a greater extent of response w.r.t. beneficiary gain and 36.75%(43) respondents have scored low revealing lower extent of response w.r.t. beneficiary gain

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response w.r.t. beneficiary gain.

**Table : 177 Respondents Experience and Beneficiary gains**

			<b>High</b>	<b>Low</b>	<b>Total</b>
Experience 2 to 14 years	Count		<b>41</b>	<b>18</b>	<b>59</b>
	Row %		69.49%	30.51%	100%
	Column %		55.41%	41.86%	
Experience 15 to 40 years	Count		<b>33</b>	<b>25</b>	<b>58</b>
	Row %		56.90%	43.10%	100%
	Column %		44.59%	58.14%	
<b>Total</b>	Count		<b>74</b>	<b>43</b>	<b>117</b>
	Row %		63.25%	36.75%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>1.492</b>	<b>1</b>	<b>0.222</b>		

Majority of the respondents 63.25%(74) have scored high revealing high and positive response w.r.t. beneficiary gain and 36.75%(43) have scored low revealing a low and negative response with reference to beneficiary gain

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t beneficiary ga Respondents

**Table : 175 Respondents age and response on functionaries**

			<b>High</b>	<b>Low</b>	<b>Total</b>
Age 25 to 40 years	Count		<b>24</b>	<b>38</b>	<b>62</b>
	Row %		38.71%	61.29%	100%
	Column %		53.33%	52.78%	
Age 41 to 67 years	Count		<b>21</b>	<b>34</b>	<b>55</b>
	Row %		38.18%	61.82%	100%
	Column %		46.67%	47.22%	
<b>Total</b>	Count		<b>45</b>	<b>72</b>	<b>117</b>
	Row %		38.46%	61.54%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.017</b>	<b>1</b>	<b>0.895</b>		

Majority of the respondents 61.54%(72) scored high revealing a greater extent of response w.r.t. functionaries and 38.46%(45)respondents have scored low revealing lower extent of response w.r.t. response on functionaries

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response w.r.t. to functionaries.

**Table : 179 Respondents Designation and response on functionaries**

		High	Low	Total
Senior managers & above	Count	8	31	39
	Row %	20.51%	79.49%	100%
	Column %	17.78%	43.06%	
Managers	Count	37	41	78
	Row %	47.44%	52.56%	100%
	Column %	82.22%	56.94%	
Total	Count	45	72	117
	Row %	38.46%	61.54%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>6.866</b>	<b>1</b>	<b>0.00879</b>	

Majority of the respondents 61.54%(72) scored high revealing a greater extent of response w.r.t. functionaries and 38.46%(45)respondents have scored low revealing lower extent of response w.r.t. response on functionaries

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response w.r.t. to functionaries

**Table : 180 Experience and response on functionaries**

			High	Low	Total
Experience 2 to 14 years	Count		23	36	59
	Row %		38.98%	61.02%	100%
	Column %		51.11%	50.00%	
Experience 15 to 40 years	Count		22	36	58
	Row %		37.93%	62.07%	100%
	Column %		48.89%	50.00%	
<b>Total</b>	Count		45	72	117
	Row %		38.46%	61.54%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.005</b>	<b>1</b>	<b>0.941</b>		

Majority of the respondents 61.54%(72) have scored low revealing low and negative response w.r.t. to response on beneficiaries and 38.46%(45) have scored high revealing a high and positive response with reference to response on functionaries

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t response on functionaries

**Table : 178 Respondents age and Reasons for Poor functionary response**

			High	Low	Total
Age 25 to 40 years	Count		51	11	62
	Row %		82.26%	17.74%	100%
	Column %		66.23%	27.50%	
Age 41 to 67 years	Count		26	29	55
	Row %		47.27%	52.73%	100%
	Column %		33.77%	72.50%	
<b>Total</b>	Count		77	40	117
	Row %		65.81%	34.19%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>14.34</b>	<b>1</b>	<b>0.00015</b>		

Majority of the respondents 65.81%(77) have scored high revealing a greater extent of response w.r.t. reasons for poor functionary response and 34.19%(40)respondents have scored low revealing lower extent of response w.r.t. reasons for poor functionary response

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents and extent of response w.r.t. reasons for poor functionary response

**Table : 182 Respondents Designation and Reasons for Poor functionary response**

			High	Low	Total
Senior managers & above	Count		32	7	39
	Row %		82.05%	17.95%	100%
	Column %		41.56%	17.50%	
Managers	Count		45	33	78
	Row %		57.69%	42.31%	100%
	Column %		58.44%	82.50%	
Total	Count		77	40	117
	Row %		65.81%	34.19%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>5.817</b>	<b>1</b>	<b>0.01587</b>		

Majority of the respondents 65.81%(77) have scored high revealing a greater extent of response w.r.t. reasons for poor functionary response and 34.19%(40)respondents have scored low revealing lower extent of response w.r.t. reasons for poor functionary response

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response w.r.t. reasons for poor functionary response

**Table : 183 Respondents Experience and Reasons for Poor functionary response**

		High	Low	Total
Experience 2 to 14 years	Count	<b>51</b>	<b>8</b>	<b>59</b>
	Row %	86.44%	13.56%	100%
	Column %	66.23%	20.00%	
Experience 15 to 40 years	Count	<b>26</b>	<b>32</b>	<b>58</b>
	Row %	44.83%	55.17%	100%
	Column %	33.77%	80.00%	
<b>Total</b>	Count	<b>77</b>	<b>40</b>	<b>117</b>
	Row %	65.81%	34.19%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>20.7</b>	<b>1</b>	<b>0.000054</b>	

Majority of the respondents i.e 65.81%(77) have scored high revealing high and positive response and 34.19%(40) respondents have scored low revealing a low and negative response with reference to reasons for poor beneficiary response.

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between respondents experience and response w.r.t. reasons for poor beneficiary response

**Table : 181 Respondents age and Programme Accomplishment**

		High	Low	Total
Age 25 to 40 years	Count	<b>43</b>	<b>19</b>	<b>62</b>
	Row %	69.35%	30.65%	100%
	Column %	61.43%	40.43%	
Age 41 to 67 years	Count	<b>27</b>	<b>28</b>	<b>55</b>
	Row %	49.09%	50.91%	100%
	Column %	38.57%	59.57%	
<b>Total</b>	Count	<b>70</b>	<b>47</b>	<b>117</b>
	Row %	59.83%	40.17%	100%
	Column %	100%	100%	
<b>Chi-Square Test</b>				
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>4.172</b>	<b>1</b>	<b>0.041</b>	

Majority of the respondents 59.83%(70) have in both the age group scored high revealing a greater extent of response w.r.t. programme accomplishment and 40.17%(47) respondents have scored low revealing lower extent of response w.r.t. programme accomplishment.

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response w.r.t. programme accomplishment

**Table : 185 Respondents Designation and Programme Accomplishment**

			<b>High</b>	<b>Low</b>	<b>Total</b>
Senior managers & above	Count		<b>16</b>	<b>23</b>	<b>39</b>
	Row %		41.03%	58.97%	100%
	Column %		22.86%	48.94%	
Managers	Count		<b>54</b>	<b>24</b>	<b>78</b>
	Row %		69.23%	30.77%	100%
	Column %		77.14%	51.06%	
<b>Total</b>	Count		<b>70</b>	<b>47</b>	<b>117</b>
	Row %		59.83%	40.17%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>7.473</b>	<b>1</b>	<b>0.00626</b>		

Majority of the respondents 59.83%(70) have in both the designation group scored high revealing a greater extent of response w.r.t. programme accomplishment and 40.17%(47) respondents have scored low revealing lower extent of response w.r.t. programme accomplishment

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response w.r.t. programme accomplishment



**Table : 186 Respondents Experience and Programme Accomplishment**

			High	Low	Total
Experience 2 to 14 years	Count		38	21	59
	Row %		64.41%	35.59%	100%
	Column %		54.29%	44.68%	
Experience 15 to 40 years	Count		32	26	58
	Row %		55.17%	44.83%	100%
	Column %		45.71%	55.32%	
<b>Total</b>	Count		70	47	117
	Row %		59.83%	40.17%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.689</b>	<b>1</b>			<b>0.406</b>

Majority of the respondents 59.83%(70) have in both the experience group scored high revealing high and positive response and 40.17%(47) have scored low revealing a low and negative response with reference programme accomplishment

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t programme accomplishment

**Table:184 Respondents age and Nature of Training strategies for staff and Functionaries**

			High	Low	Total
Age 25 to 40 years	Count		42	20	62
	Row %		67.74%	32.26%	100%
	Column %		59.15%	43.48%	
Age 41 to 67 years	Count		29	26	55
	Row %		52.73%	47.27%	100%
	Column %		40.85%	56.52%	
<b>Total</b>	Count		71	46	117
	Row %		60.68%	39.32%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>2.161</b>	<b>1</b>			<b>0.141</b>

Majority of the respondents 60.68%(71) have scored high revealing a greater extent of response w.r.t. nature of training strategies and 39.32%(46)respondents have scored low revealing lower extent of response w.r.t. nature of training strategies .

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response w.r.t. nature of training strategies.

**Table: 185 Respondent Designation and Nature of Training strategies for Staff and functionaries**

		High	Low	Total
Senior managers & above	Count	17	22	39
	Row %	43.59%	56.41%	100%
	Column %	23.94%	47.83%	
Managers	Count	54	24	78
	Row %	69.23%	30.77%	100%
	Column %	76.06%	52.17%	
<b>Total</b>	Count	<b>71</b>	<b>46</b>	<b>117</b>
	Row %	60.68%	39.32%	100%
	Column %	100%	100%	
<b>Chi-Square Test</b>				
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>6.13</b>	<b>1</b>	<b>0.01329</b>	

Majority of the respondents 60.68%(71) have scored high revealing a greater extent of response w.r.t. nature of training strategies and 39.32%(46)respondents have scored low revealing lower extent of response w.r.t. nature of training strategies .

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response w.r.t. nature of training strategies.

**Table : 189 Respondent Experience and Nature of Training strategies for staff and functionaries.**

		High	Low	Total
Experience 2 to 14 years	Count	41	18	59
	Row %	69.49%	30.51%	100%
	Column %	57.75%	39.13%	
Experience 15 to 40 years	Count	30	28	58
	Row %	51.72%	48.28%	100%
	Column %	42.25%	60.87%	
<b>Total</b>	Count	71	46	117
	Row %	60.68%	39.32%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>3.161</b>	<b>1</b>	<b>0.075</b>	

Majority of the respondents 60.68%(71) have scored high revealing high and positive response and 39.32%(46) have scored low revealing a low and negative response with reference to nature of training strategies for staff and functionaries.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t Nature of Training strategies for staff and functionaries

**Table : 187 Respondents age and Evaluation of Programmes**

			High	Low	Total
Age 25 to 40 years	Count		<b>16</b>	<b>46</b>	<b>62</b>
	Row %		25.81%	74.19%	100%
	Column %		55.17%	52.27%	
Age 41 to 67 years	Count		<b>13</b>	<b>42</b>	<b>55</b>
	Row %		23.64%	76.36%	100%
	Column %		44.83%	47.73%	
<b>Total</b>	Count		<b>29</b>	<b>88</b>	<b>117</b>
	Row %		24.79%	75.21%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>0.003</b>	<b>1</b>			<b>0.954</b>

Majority of the respondents 75.21%(88) have scored low revealing negative and lower response w.r.t. evaluation of programmes and 24.79 % (29) respondents have scored high revealing a positive and high response w.r.t. evaluation of programmes

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents age and extent of response w.r.t. programme evaluation.

**Table : 191 Respondents Designations and Evaluation of Programmes**

			High	Low	Total
Senior managers & above	Count		<b>6</b>	<b>33</b>	<b>39</b>
	Row %		15.38%	84.62%	100%
	Column %		20.69%	37.50%	
Managers	Count		<b>23</b>	<b>55</b>	<b>78</b>
	Row %		29.49%	70.51%	100%
	Column %		79.31%	62.50%	
<b>Total</b>	Count		<b>29</b>	<b>88</b>	<b>117</b>
	Row %		24.79%	75.21%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>2.069</b>	<b>1</b>			<b>0.15034</b>

Majority of the respondents 75.21%(88) have scored low revealing negative and lower response w.r.t. evaluation of programmes and 24.79 % (29) respondents have scored high revealing a positive and high response w.r.t. evaluation of programmes

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of response w.r.t. programme evaluation.

**Table : 192 Respondents Experience and Evaluation of Programmes**

		High	Low	Total
Experience 2 to 14 years	Count	14	45	59
	Row %	23.73%	76.27%	100%
	Column %	48.28%	51.14%	
Experience 15 to 40 years	Count	15	43	58
	Row %	25.86%	74.14%	100%
	Column %	51.72%	48.86%	
<b>Total</b>	Count	<b>29</b>	<b>88</b>	<b>117</b>
	Row %	24.79%	75.21%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.003</b>	<b>1</b>	<b>0.957</b>	

Majority of the respondents 75.21%(88) have scored low revealing low and negative and 24.79%(29) have scored high revealing positive extent of response with reference to evaluation of programmes.

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t evaluation of programmes

**Table : 190 Respondents age and Specific Beneficiary gains from programmes and Services**

		High	Low	Total
Age 25 to 40 years	Count	<b>46</b>	<b>16</b>	<b>62</b>
	Row %	74.19%	25.81%	100%
	Column %	62.16%	37.21%	
Age 41 to 67 years	Count	<b>28</b>	<b>27</b>	<b>55</b>
	Row %	50.91%	49.09%	100%
	Column %	37.84%	62.79%	
<b>Total</b>	Count	<b>74</b>	<b>43</b>	<b>117</b>
	Row %	63.25%	36.75%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>5.833</b>	<b>1</b>	<b>0.0157</b>	

Majority of the respondents 63.25%(74) have scored high revealing a greater extent of response w.r.t. specific beneficiary gains from programmes and services and 36.75%(43) respondents have scored low revealing lower extent of response w.r.t. specific beneficiary gains from programmes and services

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response w.r.t. specific beneficiary gains from programmes and services.

**Table : 194 Respondents Designation and Specific Beneficiary gains from programmes and Services**

		<b>High</b>	<b>Low</b>	<b>Total</b>
Senior managers & above	Count	<b>17</b>	<b>22</b>	<b>39</b>
	Row %	43.59%	56.41%	100%
	Column %	22.97%	51.16%	
Managers	Count	<b>57</b>	<b>21</b>	<b>78</b>
	Row %	73.08%	26.92%	100%
	Column %	77.03%	48.84%	
<b>Total</b>	Count	<b>74</b>	<b>43</b>	<b>117</b>
	Row %	63.25%	36.75%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)	
<b>Pearson Chi-Square</b>	<b>8.498</b>	<b>1</b>	<b>0.00355</b>	

Majority of the respondents 63.25%(74) have scored high revealing a greater extent of response w.r.t. specific beneficiary gains from programmes and services and 36.75%(43) respondents have scored low revealing lower extent of response w.r.t. specific beneficiary gains from programmes and services

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response w.r.t. specific beneficiary gains from programmes and services.



**Table : 195 Respondents Experience and Specific Beneficiary gains from programmes and Services**

		High	Low	Total
Experience 2 to 14 years	Count	42	17	59
	Row %	71.19%	28.81%	100%
	Column %	56.76%	39.53%	
Experience 15 to 40 years	Count	32	26	58
	Row %	55.17%	44.83%	100%
	Column %	43.24%	60.47%	
<b>Total</b>	Count	74	43	117
	Row %	63.25%	36.75%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>2.575</b>	<b>1</b>	<b>0.10859</b>	

Majority of the respondents 63.25%(74) have scored high revealing high and positive response and 36.75%(43) have scored low revealing a low and negative response with reference to Specific Beneficiary gains from programmes and Services

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t Specific Beneficiary gains from programmes and Services

**Table : 193 Respondents age and Image Enhancement**

		High	Low	Total
Age 25 to 40 years	Count	42	20	62
	Row %	67.74%	32.26%	100%
	Column %	56.00%	47.62%	
Age 41 to 67 years	Count	33	22	55
	Row %	60.00%	40.00%	100%
	Column %	44.00%	52.38%	
<b>Total</b>	Count	75	42	117
	Row %	64.10%	35.90%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.46</b>	<b>1</b>	<b>0.4976</b>	

Majority of the respondents with 64.10%(75) high score responded positively to the strategies employed for image enhancement

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between the respondents age and image enhancement.

**Table : 197 Respondents Designation & Image Enhancement**

		High	Low	Total
Senior managers & above	Count	<b>17</b>	<b>22</b>	<b>39</b>
	Row %	43.59%	56.41%	100%
	Column %	22.67%	52.38%	
Managers	Count	<b>58</b>	<b>20</b>	<b>78</b>
	Row %	74.36%	25.64%	100%
	Column %	77.33%	47.62%	
<b>Total</b>	Count	<b>75</b>	<b>42</b>	<b>117</b>
	Row %	64.10%	35.90%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>9.402</b>	<b>1</b>	<b>0.00217</b>	

Majority of the respondents 64.10%(75) have scored high revealing a greater extent of response w.r.t. strategies for image enhancement and 35.90%(42) respondents have scored low revealing lower extent of response w.r.t. strategies for image enhancement

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response w.r.t. strategies for image enhancement

**Table : 198 Respondents Experience & Image Enhancement**

			High	Low	Total
Experience 2 to 14 years	Count		<b>42</b>	<b>17</b>	<b>59</b>
	Row %		71.19%	28.81%	100%
	Column %		56.00%	40.48%	
Experience 15 to 40 years	Count		<b>33</b>	<b>25</b>	<b>58</b>
	Row %		56.90%	43.10%	100%
	Column %		44.00%	59.52%	
<b>Total</b>	Count		<b>75</b>	<b>42</b>	<b>117</b>
	Row %		64.10%	35.90%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>2.012</b>	<b>1</b>			<b>0.1561</b>

Majority of the respondents 64.10%(75) have scored high revealing high and positive response and 35.90%(42) have scored low revealing a low and negative response with reference to strategies employed for image enhancement

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t strategies employed for image enhancement.

**Table : 196 Respondents age and Accountability**

			High	Low	Total
Age 25 to 40 years	Count		<b>32</b>	<b>30</b>	<b>62</b>
	Row %		51.61%	48.39%	100%
	Column %		57.14%	49.18%	
Age 41 to 67 years	Count		<b>24</b>	<b>31</b>	<b>55</b>
	Row %		43.64%	56.36%	100%
	Column %		42.86%	50.82%	
<b>Total</b>	Count		<b>56</b>	<b>61</b>	<b>117</b>
	Row %		47.86%	52.14%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>		
<b>Pearson Chi-Square</b>	<b>0.458</b>	<b>1</b>			<b>0.498</b>

Majority of the respondents 52.14%(61) have scored low revealing a lower extent of response w.r.t. accountability and 47.86%(56) respondents have scored high revealing higher extent of response w.r.t. accountability

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and extent of response w.r.t. accountability

**Table : 199 Respondents Designation and Accountability**

			High	Low	Total
Senior managers & above	Count		13	26	39
	Row %		33.33%	66.67%	100%
	Column %		23.21%	42.62%	
Managers	Count		43	35	78
	Row %		55.13%	44.87%	100%
	Column %		76.79%	57.38%	
<b>Total</b>	Count		<b>56</b>	<b>61</b>	<b>117</b>
	Row %		47.86%	52.14%	100%
	Column %		100%	100%	
	<b>Value</b>	<b>d.f.</b>	Assymp. Sig. ( 2 sided)		
<b>Pearson Chi-Square</b>	<b>4.114</b>	<b>1</b>	<b>0.04252</b>		

Majority of the respondents 52.14%(61) have scored low revealing a lower extent of response w.r.t. accountability and 47.86%(56) respondents have scored high revealing higher extent of response w.r.t. accountability

Referring to the above Chi square table it can be seen that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondents designation and extent of response w.r.t. accountability

**Table : 200 Respondents Experience and Accountability**

		High	Low	Total
Experience 2 to 14 years	Count	27	32	59
	Row %	45.76%	54.24%	100%
	Column %	48.21%	52.46%	
Experience 15 to 40 years	Count	29	29	58
	Row %	50.00%	50.00%	100%
	Column %	51.79%	47.54%	
Total	Count	56	61	117
	Row %	47.86%	52.14%	100%
	Column %	100%	100%	
	<b>Value</b>	<b>d.f.</b>	<b>Assymp. Sig. ( 2 sided)</b>	
<b>Pearson Chi-Square</b>	<b>0.075</b>	<b>1</b>	<b>0.784</b>	

Majority of the respondents 52.14%(61) have scored low revealing negative response and 47.86%(56) have scored high revealing a positive response with reference to accountability

Referring to the above Chi square table it can be seen that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t accountability.

## VARIABLE UNDER THE STUDY

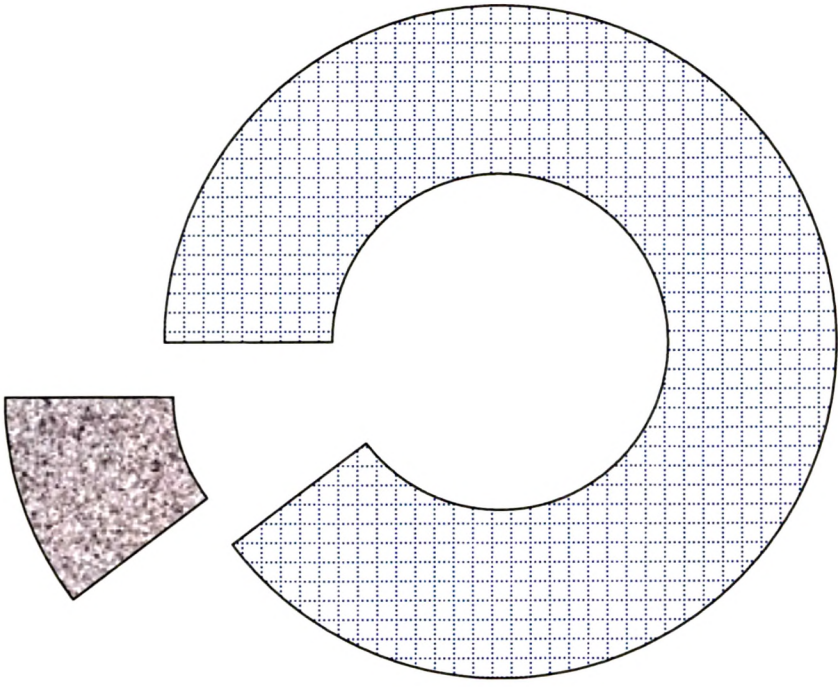
Sl. No.	Brief description of parameter
1	Meaning of CSR
2	The focus of CSR function
3	Company's contribution
4	Need and emergence
5	Factors leading to the emergence
6	CSR initiative is attributed
7	Company's guiding philosophy
8	The basic goal of your company
9	To what extent corporate upholds
10	The approach of co wrt social resp
11	Factors motivating company
12	Aware of external standards
13	Need to draw CSR code [scandals]
14	Rating bottom line benefits
15	Focus [ internal dimension ]
16	Focus [ external dimension ]
17	Your perceptions
18	Areas for future CSR focus
19	Your perceptions
20	Imperatives in your opinion
21	Needs for codification
22	Community scenario in pre int
23	Rate impact of Community prg
24	Major difficulties encountered
25	Major difficulties faced [stages ]
26	Indirect positive impact noticed
27	To what extent process were used
28	Impact area measure [quantitative]
29	Impact area measure [qualitative]
30	Incidence of social prb [ decline ]
31	Preferred needs of people
32	Capabilities to meet preferred needs
33	CSr consti clearly defined for eff dep
34	Performance indicators [work place ]
35	Performance indicators [market place]
36	Performance indicators [environment]
37	Performance indicators [comm deve]
38	Performance indicators [Ethics]
39	Performance indicators [human rights]
40	Stakeholder interest in CSR
41	Potential stakeholders issues factored
42	Do professionals, specialists collabor
43	Mass media

44	Agency uses support of mass media
45	Pressure group
46	Nature of training strategies
47	Problems of training staff & functu
48	Preferences of co functu wrt CSR pr
49	CSR planning & imple of serv & prg
50	CSR planning is done by involving
51	Communicating plan details to staff
52	Modes of communication
53	Monitoring of implementation
54	Ext linkages [ development agencies]
55	Agencies not keen to develop linkages
56	Professional and occupational groups
57	Response by beneficiaries to CSR pr
58	Main causes of poor beneficiary resp
59	Beneficiary gain is noticed by
60	Response on functionaries
61	Poor responses by functionaries
62	Programme accomplishment
63	Nature of training strategies
64	Evaluation of programmes
65	Specific gains obtained by benefic
66	Image enhancement
67	Accountability



Parameterwise split up of significant chi square tables for agewise analysis

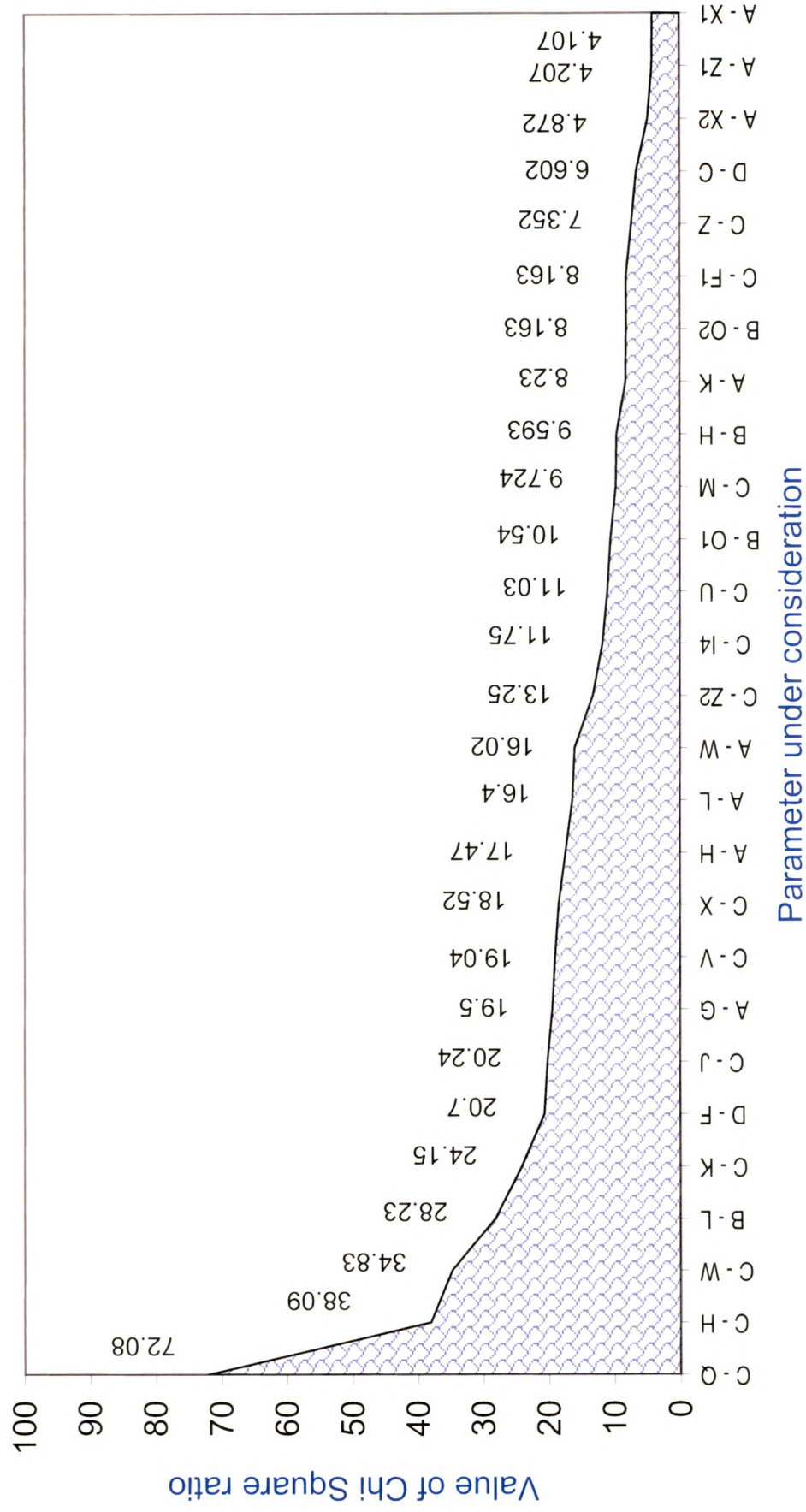
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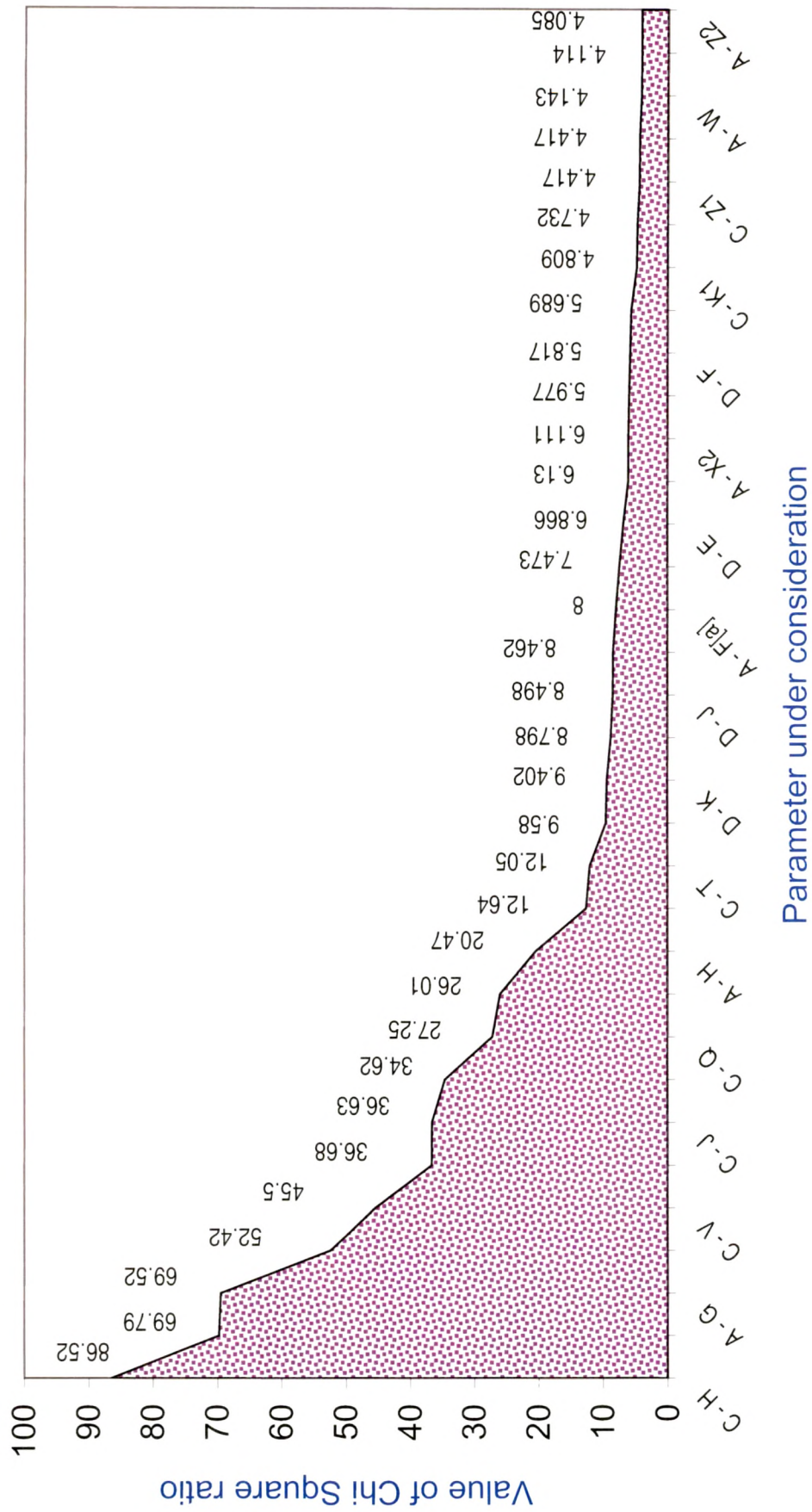
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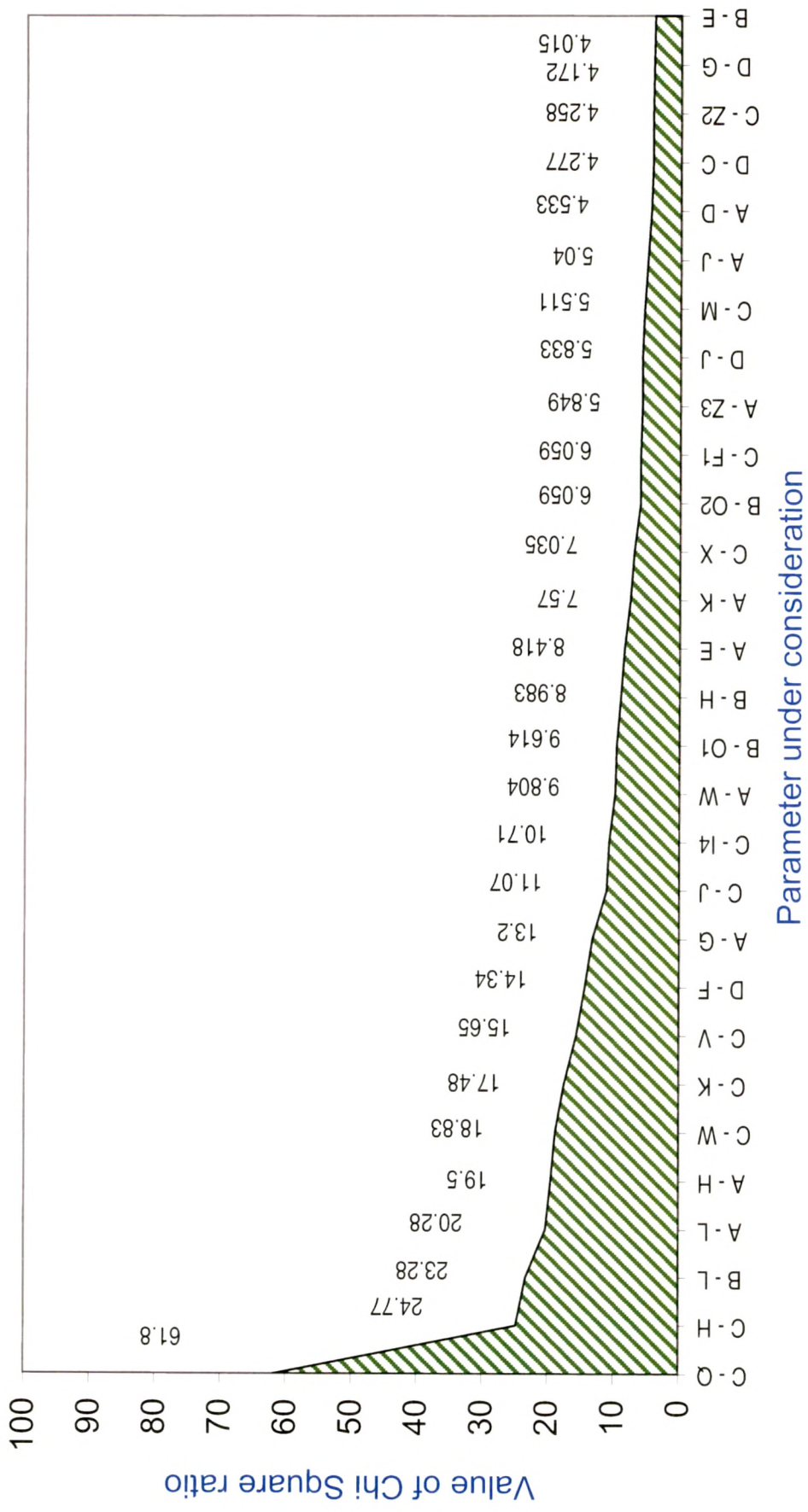
Area chart for Chi Square values above 3.841 [ Significant ] [ Experiencewise ]



Area chart for Chi Square values above 3.841 [ Significant ] [ Designationwise ]

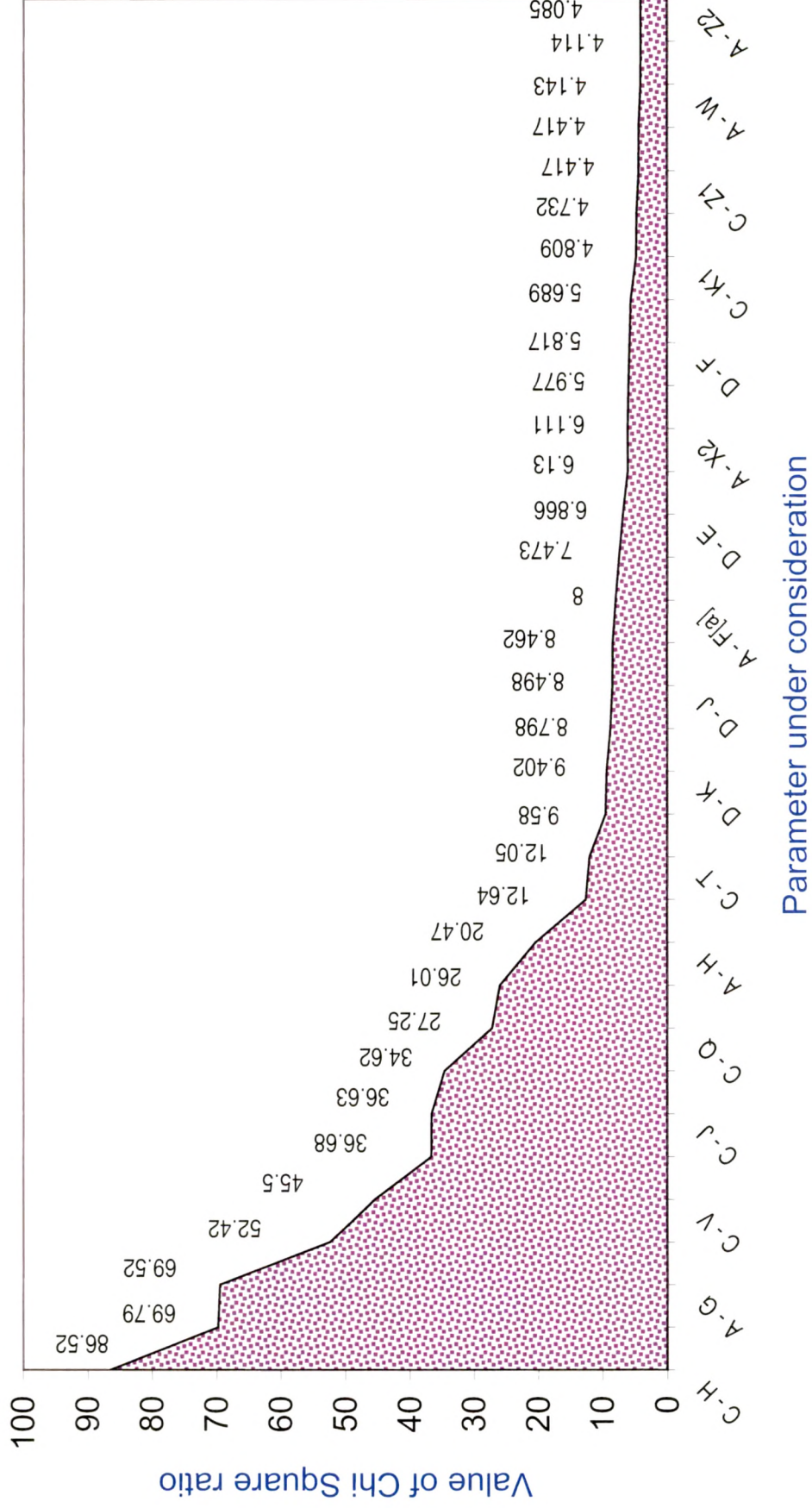


Area chart for Chi Square values above 3.841 [ Significant ] [ Age wise ]

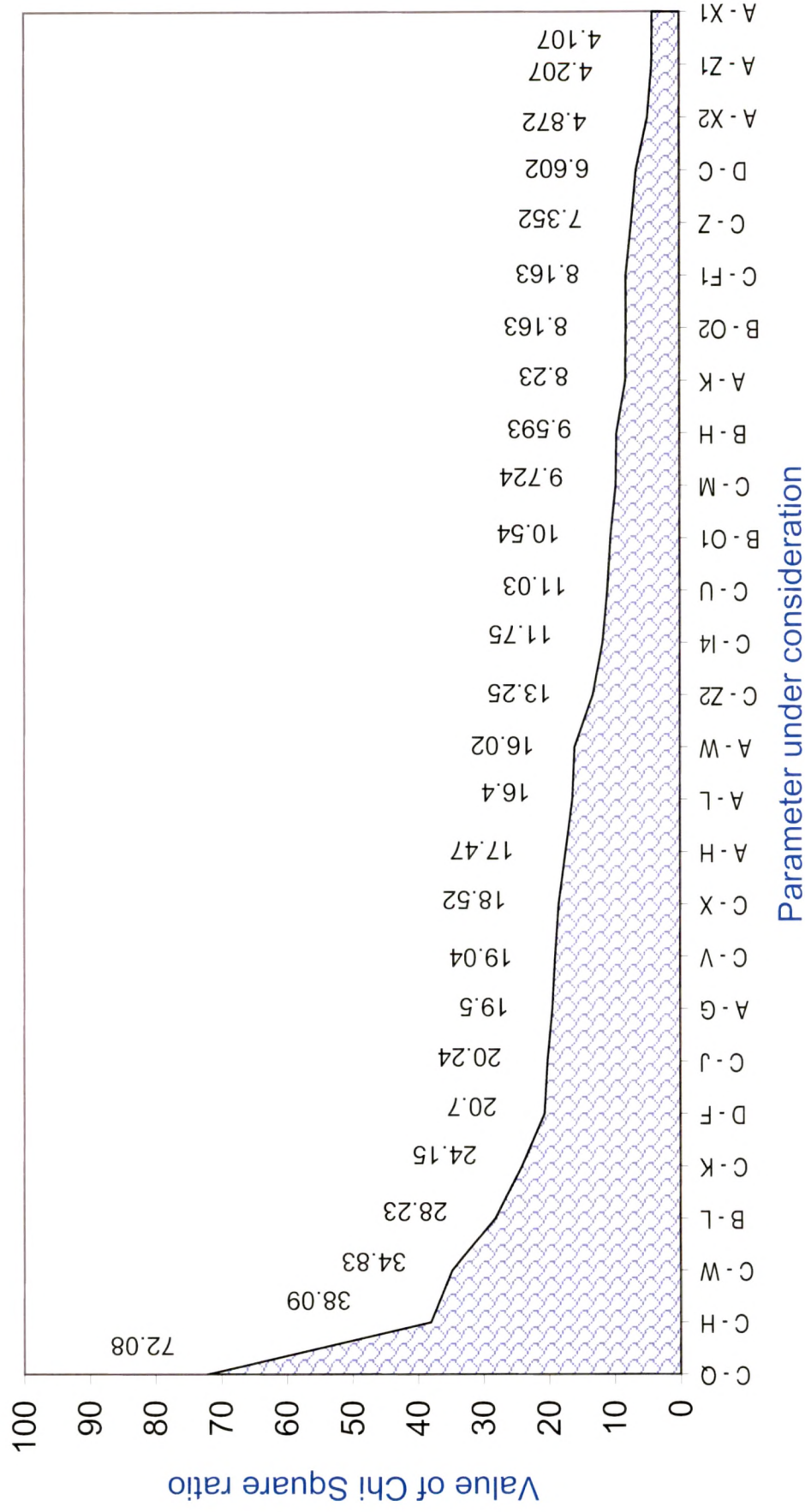




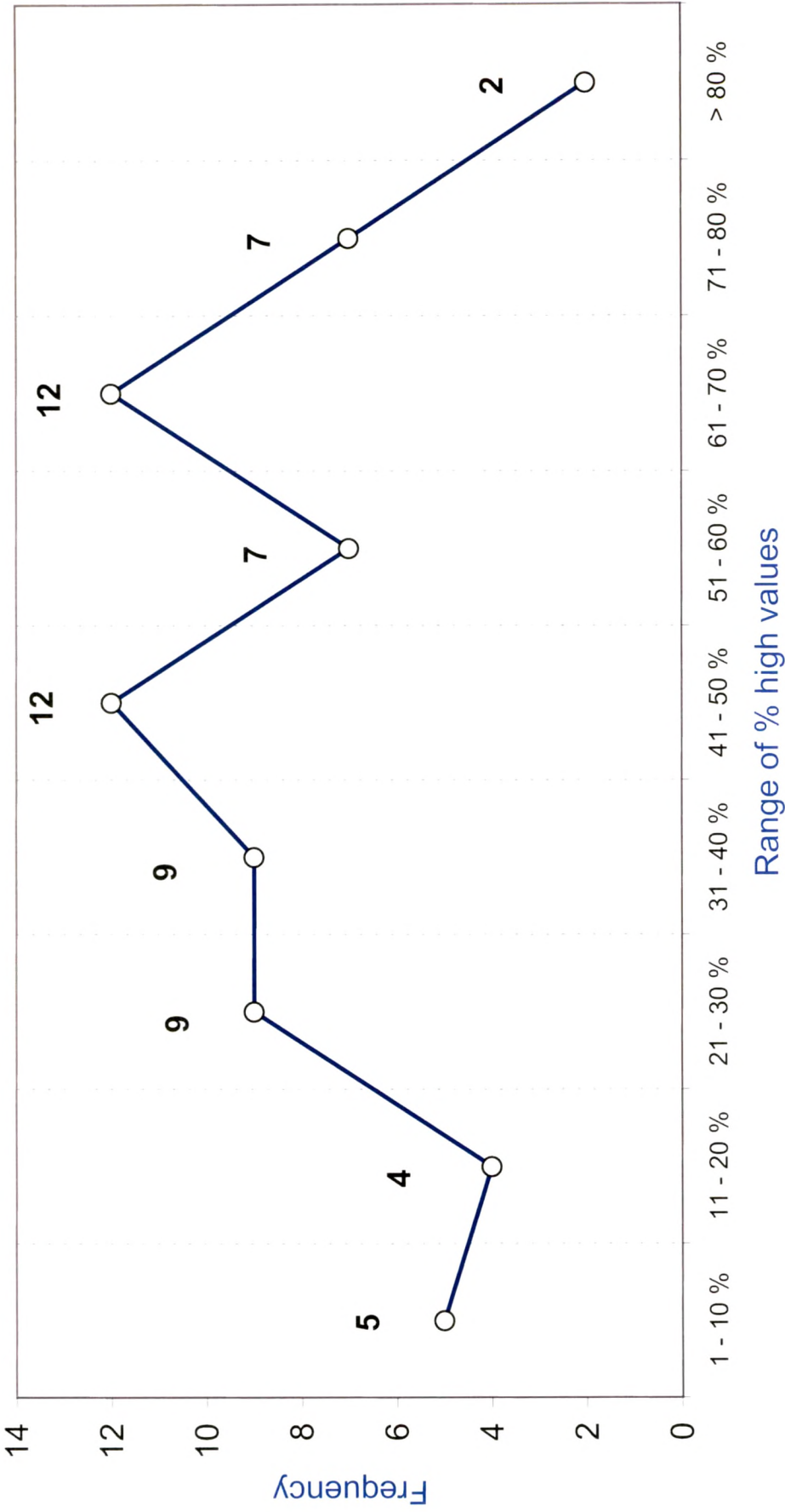
Area chart for Chi Square values above 3.841 [ Significant ] [ Designationwise ]



Area chart for Chi Square values above 3.841 [ Significant ] [ Experiencewise ]



At a glance status of Overall high % values of Chi Square tables





**At a glance status of age wise Chi Square analysis**

Sl. No.	Area	Brief description of parameter	Chi Square value	Coeff of Association	Overall % positive	Significant positiveness observed [ when chi square is above 3.841 ]
1	A - C	Meaning of CSR	0.159	-15.11	81.2	
2	A - D	The focus of CSR function	4.533	-47.52	73.5	Age group 41 - 67 years
3	A - E	Company's contribution	8.418	52.99	47.86	Age group 25 - 40 years
4	A - F[a]	Need and emergence	0.587	17.6	55.56	
5	A - F[b]	Factors leading to the emergence	0.332	14.29	41.88	
6	A - G	CSR initiative is attributed	13.2	67.27	34.19	Age group 25 - 40 years
7	A - H	Company's guiding philosophy	19.5	72.83	46.15	Age group 25 - 40 years
8	A - J	The basic goal of your company	5.04	43.18	57.26	Age group 25 - 40 years
9	A - K	To what extent corporate upholds	7.57	58.82	76.07	Age group 25 - 40 years
10	A - L	The approach of co wrt social resp	20.28	-74.18	39.32	Age group 41 - 67 years
11	A - M	Factors motivating company	0.039	7.14	56.41	
12	A - O	Aware of external standards	1.629	-57.21	6.84	
13	A - T	Need to draw CSR code [scandals]	1.336	-29.6	76.07	
14	A - W	Rating bottom line benefits	9.804	56.59	45.3	Age group 25 - 40 years
15	A - X1	Focus [ internal dimension ]	1.548	27.66	66.67	
16	A - X2	Focus [ external dimension ]	1.036	28	21.37	
17	A - Y	Your perceptions	1.054	24.63	70.94	
18	A - Z	Areas for future CSR focus	1.034	-25.55	25.64	
19	A - Z1	Your perceptions	1.532	27.95	68.38	
20	A - Z2	Imperatives in your opinion	0.351	16.89	74.36	
21	A - Z3	Needs for codification	5.849	-46.15	56.41	Age group 41 - 67 years
22	B - A	Community scenario in pre int	0.876	29.06	17.09	
23	B - E	Rate impact of Community prg	4.015	43.28	29.91	Age group 25 - 40 years
24	B - F	Major difficulties encountered	0.062	-8.36	61.54	
25	B - G	Major difficulties faced [stages ]	1.109	23.94	65.81	
26	B - H	Indirect positive impact noticed	8.983	55.12	42.74	Age group 25 - 40 years
27	B - L	To what extent process were used	23.28	77.3	44.44	Age group 25 - 40 years
28	B - O1	Impact area measure [quantitative]	9.614	55.94	47.01	Age group 25 - 40 years
29	B - O2	Impact area measure [qualitative]	6.059	49.38	34.19	Age group 25 - 40 years
30	B - P	Incidence of social prb [ decline ]	0.399	-55.74	3.42	
31	C - F1	Preferred needs of people	6.059	49.38	34.19	Age group 25 - 40 years
32	C - G	Capabilities to meet preferred needs	0.027	-21.34	5.98	
33	C - H	CSR consti clearly defined for eff dep	24.77	80.59	39.32	Age group 25 - 40 years
34	C - I1	Performance indicators [work place ]	0.103	12.81	80.34	
35	C - I2	Performance indicators [market place]	0.054	8.64	69.23	
36	C - I3	Performance indicators [environment]	2.802	39.87	76.92	
37	C - I4	Performance indicators [comm deve]	10.71	58.25	47.86	Age group 25 - 40 years
38	C - I5	Performance indicators [Ethics]	0.0004	3.09	44.44	
39	C - I6	Performance indicators [human rights]	0.642	-21.46	24.79	
40	C - J	Stakeholder interest in CSR	11.07	71	23.93	Age group 25 - 40 years
41	C - K	Potential stakeholders issues factored	17.48	87.97	21.37	Age group 25 - 40 years
42	C - K1	Do professionals, specialists collabor	0.006	3.09	58.97	
43	C - L	Mass media	1.421	-48.29	8.55	
44	C - M	Agency uses support of mass media	5.511	48.57	31.62	Age group 25 - 40 years
45	C - N	Pressure group	0.037	-6.42	6.84	
46	C - Q	Nature of training strategies	61.8	96.16	57.26	Age group 25 - 40 years
47	C - R	Problems of training staff & functu	1.19	23.87	60.68	
48	C - T	Preferences of co functu wrt CSR pr	2.972	-34.32	47.01	
49	C - U	CSR planning & imple of serv & prg	3.678	67.19	10.26	
50	C - V	CSR planning is done by involving	15.65	70.77	35.9	Age group 25 - 40 years
51	C - W	Communicating plan details to staff	18.83	78.18	31.62	Age group 25 - 40 years
52	C - X	Modes of communication	7.035	63.09	20.51	Age group 25 - 40 years
53	C - Y	Monitoring of implementation	0.004	-7.07	15.38	
54	C - Z	Ext linkages [ development agencies]	1.709	49.28	10.26	
55	C - Z1	Agencies not keen to develop linkages	0.012	-1.58	63.25	
56	C - Z2	Professional and occupational groups	4.258	45.26	28.21	Age group 25 - 40 years
57	D - A	Response by beneficiaries to CSR pr	1.614	26.66	45.3	
58	D - C	Main causes of poor beneficiary resp	4.277	45.2	73.5	Age group 25 - 40 years
59	D - D	Beneficiary gain is noticed by	2.712	34.15	63.25	
60	D - E	Response on functionaries	0.017	1.12	38.46	
61	D - F	Poor responses by functionaries	14.34	67.59	65.81	Age group 25 - 40 years
62	D - G	Programme accomplishment	4.172	40.24	59.83	Age group 25 - 40 years
63	D - H	Nature of training strategies	2.161	30.62	60.68	
64	D - I	Evaluation of programmes	0.003	5.83	24.79	
65	D - J	Specific gains obtained by benefic	5.833	46.98	63.25	Age group 25 - 40 years
66	D - K	Image enhancement	0.46	16.87	64.1	
67	D - M	Accountability	0.458	15.89	47.86	

**At a glance status of designationwise Chi Square analysis**

Table : 02

Sl. No.	Area	Brief description of parameter	Chi Square value	Coeff of Association	Overall % positive	Significant positiveness observed (when chi square is above 3.841 )
1	A - C	Meaning of CSR	9.58	-66.1	81.2	Designation Manager
2	A - D	The focus of CSR function	0.269	-15.97	73.5	
3	A - E	Company's contribution	0.518	17.81	47.86	
4	A - F[a]	Need and emergence	8	-54.26	55.56	Designation Manager
5	A - F[b]	Factors leading to the emergence	0.215	13.03	41.88	
6	A - G	CSR initiative is attributed	69.52	97.58	34.19	Designation Sr Mgr & above
7	A - H	Company's guiding philosophy	20.47	76.47	46.15	Designation Sr Mgr & above
8	A - J	The basic goal of your company	2.309	-32.69	57.26	
9	A - K	To what extent corporate upholds	2.119	-35.48	76.07	
10	A - L	The approach of co wrt social resp	1.294	-26.97	39.32	
11	A - M	Factors motivating company	4.732	-43.93	56.41	Designation Manager
12	A - O	Aware of external standards	0.419	35.78	6.84	
13	A - T	Need to draw CSR code [scandals]	0.992	-26.53	76.07	
14	A - W	Rating bottom line benefits	4.143	-42.72	45.3	Designation Manager
15	A - X1	Focus [ internal dimension ]	0.043	8.72	66.67	
16	A - X2	Focus [ external dimension ]	6.111	54.66	21.37	Designation Sr Mgr & above
17	A - Y	Your perceptions	1.871	-31.99	70.94	
18	A - Z	Areas for future CSR focus	1.261	28.42	25.64	
19	A - Z1	Your perceptions	3.088	-38.29	68.38	
20	A - Z2	Imperatives in your opinion	4.085	-44.83	74.36	Designation Manager
21	A - Z3	Needs for codification	8.798	-56.25	56.41	Designation Manager
22	B - A	Community scenario in pre int	0.188	17.33	17.09	
23	B - E	Rate impact of Community prg	0.617	20.63	29.91	
24	B - F	Major difficulties encountered	0.041	0	61.54	
25	B - G	Major difficulties faced [stages ]	1.714	-29.77	65.81	
26	B - H	Indirect positive impact noticed	5.977	-50.65	42.74	Designation Manager
27	B - L	To what extent process were used	69.79	98.86	44.44	Designation Sr Mgr & above
28	B - O1	Impact area measure [quantitative]	3.607	-40	47.01	
29	B - O2	Impact area measure [qualitative]	2.968	37.14	34.19	
30	B - P	Incidence of social prb [ decline ]	0.032	34.51	3.42	
31	C - F1	Preferred needs of people	0.005	5.66	34.19	
32	C - G	Capabilities to meet preferred needs	0.475	-52	5.98	
33	C - H	CSR consti clearly defined for eff dep	86.52	100	39.32	Designation Sr Mgr & above
34	C - I1	Performance indicators [work place ]	5.689	-54.55	80.34	Designation Manager
35	C - I2	Performance indicators [market place]	0.045	-8.91	69.23	
36	C - I3	Performance indicators [environment]	0.054	-10.61	76.92	
37	C - I4	Performance indicators [comm deve]	2.676	-34.14	47.86	
38	C - I5	Performance indicators [Ethics]	1.25	-25.83	44.44	
39	C - I6	Performance indicators [human rights]	0.281	-17.62	24.79	
40	C - J	Stakeholder interest in CSR	36.63	90.9	23.93	Designation Sr Mgr & above
41	C - K	Potential stakeholders issues factored	36.68	94	21.37	Designation Sr Mgr & above
42	C - K1	Do professionals, specialists collabor	4.809	-44.26	58.97	Designation Manager
43	C - L	Mass media	0.014	-8.39	8.55	
44	C - M	Agency uses support of mass media	0.005	-2.97	31.62	
45	C - N	Pressure group	0.017	9.77	6.84	
46	C - Q	Nature of training strategies	27.25	89.96	57.26	Designation Sr Mgr & above
47	C - R	Problems of training staff & functu	0.757	-20.97	60.68	
48	C - T	Preferences of co functu wrt CSR pr	12.05	-65.47	47.01	Designation Manager
49	C - U	CSR planning & imple of serv & prg	12.64	85.82	10.26	Designation Sr Mgr & above
50	C - V	CSR planning is done by involving	45.5	91.87	35.9	Designation Sr Mgr & above
51	C - W	Communicating plan details to staff	52.42	94.25	31.62	Designation Sr Mgr & above
52	C - X	Modes of communication	26.01	86.55	20.51	Designation Sr Mgr & above
53	C - Y	Monitoring of implementation	0.074	14.25	15.38	
54	C - Z	Ext linkages [ development agencies]	8.462	76.47	10.26	Designation Sr Mgr & above
55	C - Z1	Agencies not keen to develop linkages	4.417	-43.14	63.25	Designation Manager
56	C - Z2	Professional and occupational groups	34.62	87.97	28.21	Designation Sr Mgr & above
57	D - A	Response by beneficiaries to CSR pr	2.695	-35.59	45.3	
58	D - C	Main causes of poor beneficiary resp	0.005	-6.51	73.5	
59	D - D	Beneficiary gain is noticed by	4.417	0.03558	63.25	Designation Sr Mgr & above
60	D - E	Response on functionaries	6.866	-55.53	38.46	Designation Manager
61	D - F	Poor responses by functionaries	5.817	54.05	65.81	Designation Sr Mgr & above
62	D - G	Programme accomplishment	7.473	-52.77	59.83	Designation Manager
63	D - H	Nature of training strategies	6.13	-48.87	60.68	Designation Manager
64	D - I	Evaluation of programmes	2.069	-39.39	24.79	
65	D - J	Specific gains obtained by benefic	8.498	-55.68	63.25	Designation Manager
66	D - K	Image enhancement	9.402	-57.92	64.1	Designation Manager
67	D - M	Accountability	4.114	-42.15	47.86	Designation Manager

**At a glance status of experiencewise Chi Square analysis**

Table : 03

Sl. No.	Area	Brief description of parameter	Chi Square value	Coeff of Association	Overall % positive	Significant positiveness observed [ when chi square is above 3.841 ]
1	A - C	Meaning of CSR	1.296	-32.08	81.2	
2	A - D	The focus of CSR function	0.132	-11.98	73.5	
3	A - E	Company's contribution	3.792	37.99	47.86	
4	A - F[a]	Need and emergence	1.919	28.62	55.56	
5	A - F[b]	Factors leading to the emergence	2.018	29.49	41.88	
6	A - G	CSR initiative is attributed	19.5	76.21	34.19	Experience 2 - 14 years
7	A - H	Company's guiding philosophy	17.47	69.65	46.15	Experience 2 - 14 years
8	A - J	The basic goal of your company	3.104	35.26	57.28	
9	A - K	To what extent corporate upholds	8.23	61.66	76.07	Experience 2 - 14 years
10	A - L	The approach of co wrt social resp	16.4	-69.46	39.32	Experience 15 - 40 years
11	A - M	Factors motivating company	0.007	-1.96	56.41	
12	A - O	Aware of external standards	0.116	-0.92	6.84	
13	A - T	Need to draw CSR code [scandals]	0.027	-8.26	76.07	
14	A - W	Rating bottom line benefits	16.02	67.68	45.3	Experience 2 - 14 years
15	A - X1	Focus [ internal dimension ]	4.107	41.78	66.67	Experience 2 - 14 years
16	A - X2	Focus [ external dimension ]	4.872	52.37	21.37	Experience 2 - 14 years
17	A - Y	Your perceptions	2.204	35.32	70.94	
18	A - Z	Areas for future CSR focus	2.361	-36.02	25.64	
19	A - Z1	Your perceptions	4.207	42.82	68.38	Experience 2 - 14 years
20	A - Z2	Imperatives in your opinion	3.841	44.12	74.36	
21	A - Z3	Needs for codification	3.18	-35.56	56.41	
22	B - A	Community scenario in pre int	0.041	11.02	17.09	
23	B - E	Rate impact of Community prg	3.837	42.01	29.91	
24	B - F	Major difficulties encountered	0.005	5	61.54	
25	B - G	Major difficulties faced [stages ]	3.315	37.93	65.81	
26	B - H	Indirect positive impact noticed	9.593	56.24	42.74	Experience 2 - 14 years
27	B - L	To what extent process were used	28.23	81.36	44.44	Experience 2 - 14 years
28	B - O1	Impact area measure [quantitative]	10.54	57.78	47.01	Experience 2 - 14 years
29	B - O2	Impact area measure [qualitative]	8.163	55.18	34.19	Experience 2 - 14 years
30	B - P	Incidence of social prb [ decline ]	0.241	50.66	3.42	
31	C - F1	Preferred needs of people	8.163	55.18	34.19	Experience 2 - 14 years
32	C - G	Capabilities to meet preferred needs	0.0005	14.29	5.98	
33	C - H	CSR consti clearly defined for eff dep	38.09	89.61	39.32	Experience 2 - 14 years
34	C - I1	Performance indicators [work place ]	0.953	27.74	80.34	
35	C - I2	Performance indicators [market place]	1.13	24.95	69.23	
36	C - I3	Performance indicators [environment]	3.262	42.86	76.92	
37	C - I4	Performance indicators [comm deve]	11.75	60.17	47.86	Experience 2 - 14 years
38	C - I5	Performance indicators [Ethics]	0.226	12.26	44.44	
39	C - I6	Performance indicators [human rights]	0.645	21.62	24.79	
40	C - J	Stakeholder interest in CSR	20.24	86.19	23.93	Experience 2 - 14 years
41	C - K	Potential stakeholders issues factored	24.15	95.01	21.37	Experience 2 - 14 years
42	C - K1	Do professionals, specialists collabor	0.411	15.49	58.97	
43	C - L	Mass media	0.129	-22.68	8.55	
44	C - M	Agency uses support of mass media	9.724	60.4	31.62	Experience 2 - 14 years
45	C - N	Pressure group	1.153	52.04	6.84	
46	C - Q	Nature of training strategies	72.08	98.55	57.26	Experience 2 - 14 years
47	C - R	Problems of training staff & functu	0.07	8.56	60.68	
48	C - T	Preferences of co functu wrt CSR pr	2.462	-31.66	47.01	
49	C - U	CSR planning & imple of serv & prg	11.03	100	10.26	Experience 2 - 14 years
50	C - V	CSR planning is done by involving	19.04	74.72	35.9	Experience 2 - 14 years
51	C - W	Communicating plan details to staff	34.83	92.29	31.62	Experience 2 - 14 years
52	C - X	Modes of communication	18.52	88.67	20.51	Experience 2 - 14 years
53	C - Y	Monitoring of implementation	0.087	-14.09	15.38	
54	C - Z	Ext linkages [ development agencies]	7.352	85.78	10.26	Experience 2 - 14 years
55	C - Z1	Agencies not keen to develop linkages	0.098	-9.66	63.25	
56	C - Z2	Professional and occupational groups	13.25	70.33	28.21	Experience 2 - 14 years
57	D - A	Response by beneficiaries to CSR pr	0.007	-5.01	45.3	
58	D - C	Main causes of poor beneficiary resp	6.602	54.49	73.5	Experience 2 - 14 years
59	D - D	Beneficiary gain is noticed by	1.492	26.62	63.25	
60	D - E	Response on functionaries	0.005	2.22	38.46	
61	D - F	Poor responses by functionaries	20.7	77.39	65.81	Experience 2 - 14 years
62	D - G	Programme accomplishment	0.689	19.04	59.83	
63	D - H	Nature of training strategies	3.161	36.02	60.68	
64	D - I	Evaluation of programmes	0.003	-5.72	24.79	
65	D - J	Specific gains obtained by benefic	2.575	33.5	63.25	
66	D - K	Image enhancement	2.013	33.35	64.1	
67	D - M	Accountability	0.075	-8.47	47.86	

At a glance status of age wise Chi Square analysis [ DESCENDING ORDER OF CHI SQUARE ]

Table : 04

Sl. No.	Area	Brief description of parameter	Chi Square value	Coeff of Association	Overall % positive	Significant positiveness observed [ when chi square is above 3.841 ]
1	C - Q	Nature of training strategies	61.8	96.18	57.26	Age group 25 - 40 years
2	C - H	CSR consti clearly defined for eff dep	24.77	80.59	39.32	Age group 25 - 40 years
3	B - L	To what extent process were used	23.28	77.3	44.44	Age group 25 - 40 years
4	A - L	The approach of co wrt social resp	20.28	-74.18	39.32	Age group 41 - 67 years
5	A - H	Company's guiding philosophy	19.5	72.63	46.15	Age group 25 - 40 years
6	C - W	Communicating plan details to staff	18.83	78.18	31.82	Age group 25 - 40 years
7	C - K	Potential stakeholders issues factored	17.48	87.97	21.37	Age group 25 - 40 years
8	C - V	CSR planning is done by involving	15.65	70.77	35.9	Age group 25 - 40 years
9	D - F	Poor responses by functionaries	14.34	67.59	65.81	Age group 25 - 40 years
10	A - G	CSR initiative is attributed	13.2	67.27	34.19	Age group 25 - 40 years
11	C - J	Stakeholder interest in CSR	11.07	71	23.93	Age group 25 - 40 years
12	C - I4	Performance indicators [comm deve]	10.71	58.25	47.86	Age group 25 - 40 years
13	A - W	Rating bottom line benefits	9.804	56.59	45.3	Age group 25 - 40 years
14	B - O1	Impact area measure [quantitative]	9.614	55.94	47.01	Age group 25 - 40 years
15	B - H	Indirect positive impact noticed	8.983	55.12	42.74	Age group 25 - 40 years
16	A - E	Company's contribution	8.418	52.99	47.86	Age group 25 - 40 years
17	A - K	To what extent corporate upholds	7.57	58.82	76.07	Age group 25 - 40 years
18	C - X	Modes of communication	7.035	63.09	20.51	Age group 25 - 40 years
19	B - O2	Impact area measure [qualitative]	6.059	49.38	34.19	Age group 25 - 40 years
20	C - F1	Preferred needs of people	6.059	49.38	34.19	Age group 25 - 40 years
21	A - Z3	Needs for codification	5.849	-46.15	56.41	Age group 41 - 67 years
22	D - J	Specific gains obtained by benefic	5.833	46.98	63.25	Age group 25 - 40 years
23	C - M	Agency uses support of mass media	5.511	48.57	31.82	Age group 25 - 40 years
24	A - J	The basic goal of your company	5.04	43.18	57.26	Age group 25 - 40 years
25	A - D	The focus of CSR function	4.533	-47.52	73.5	Age group 41 - 67 years
26	D - C	Main causes of poor beneficiary resp	4.277	45.2	73.5	Age group 25 - 40 years
27	C - Z2	Professional and occupational groups	4.258	45.26	28.21	Age group 25 - 40 years
28	D - G	Programme accomplishment	4.172	40.24	59.83	Age group 25 - 40 years
29	B - E	Rate impact of Community prg	4.015	43.28	29.91	Age group 25 - 40 years
30	C - U	CSR planning & imple of serv & prg	3.678	67.19	10.26	
31	C - T	Preferences of co functu wrt CSR pr	2.972	-34.32	47.01	
32	C - I3	Performance indicators [environment]	2.802	39.87	76.92	
33	D - D	Beneficiary gain is noticed by	2.712	34.15	63.25	
34	D - H	Nature of training strategies	2.161	30.62	60.88	
35	C - Z	Ext linkages [ development agencies]	1.709	49.28	10.26	
36	A - O	Aware of external standards	1.629	-57.21	6.84	
37	D - A	Response by beneficiaries to CSR pr	1.614	26.66	45.3	
38	A - X1	Focus [ internal dimension ]	1.548	27.66	66.67	
39	A - Z1	Your perceptions	1.532	27.95	68.38	
40	C - L	Mass media	1.421	-48.29	8.55	
41	A - T	Need to draw CSR code [scandals]	1.336	-29.6	76.07	
42	C - R	Problems of training staff & functu	1.19	23.87	60.68	
43	B - G	Major difficulties faced [stages ]	1.109	23.94	65.81	
44	A - Y	Your perceptions	1.054	24.63	70.94	
45	A - X2	Focus [ external dimension ]	1.036	28	21.37	
46	A - Z	Areas for future CSR focus	1.034	-25.55	25.64	
47	B - A	Community scenario in pre int	0.876	29.06	17.09	
48	C - I6	Performance indicators [human rights]	0.642	-21.46	24.79	
49	A - F[a]	Need and emergence	0.587	17.6	55.56	
50	D - K	Image enhancement	0.46	16.67	64.1	
51	D - M	Accountability	0.458	15.89	47.86	
52	B - P	Incidence of social prb [ decline ]	0.399	-55.74	3.42	
53	A - Z2	Imperatives in your opinion	0.351	16.89	74.36	
54	A - F[b]	Factors leading to the emergence	0.332	14.29	41.88	
55	A - C	Meaning of CSR	0.159	-15.11	81.2	
56	C - I1	Performance indicators [work place ]	0.103	12.81	80.34	
57	B - F	Major difficulties encountered	0.062	-8.36	61.54	
58	C - I2	Performance indicators [market place]	0.054	8.64	69.23	
59	A - M	Factors motivating company	0.039	7.14	56.41	
60	C - N	Pressure group	0.037	-6.42	6.84	
61	C - G	Capabilities to meet preferred needs	0.027	-21.34	5.98	
62	D - E	Response on functionaries	0.017	1.12	38.46	
63	C - Z1	Agencies not keen to develop linkages	0.012	-1.58	63.25	
64	C - K1	Do professionals, specialists collabor	0.006	3.09	58.97	
65	C - Y	Monitoring of implementation	0.004	-7.07	15.38	
66	D - I	Evaluation of programmes	0.003	5.83	24.79	
67	C - I5	Performance indicators [Ethics]	0.0004	3.09	44.44	

**At a glance status of designationwise Chi Square analysis [ DESCENDING ORDER OF CHI SQUARE ]**

Table : 05

Sl. No.	Area	Brief description of parameter	Chi Square value	Coeff of Association	Overall % positive	Significant positiveness observed [ when chi square is above 3.841 ]	
1	C - H	CSr consti clearly defined for eff dep	-86.52	100	39.32	Designation	Sr Mgr & above
2	B - L	To what extent process were used	69.79	98.86	44.44	Designation	Sr Mgr & above
3	A - G	CSR initiative is attributed	69.52	97.58	34.19	Designation	Sr Mgr & above
4	C - W	Communicating plan details to staff	52.42	94.25	31.62	Designation	Sr Mgr & above
5	C - V	CSR planning is done by involving	45.5	91.87	35.9	Designation	Sr Mgr & above
6	C - K	Potential stakeholders issues factored	36.68	94	21.37	Designation	Sr Mgr & above
7	C - J	Stakeholder interest in CSR	36.63	90.9	23.93	Designation	Sr Mgr & above
8	C - Z	Professional and occupational groups	34.62	87.97	28.21	Designation	Sr Mgr & above
9	C - Q	Nature of training strategies	27.25	89.98	57.26	Designation	Sr Mgr & above
10	C - X	Modes of communication	26.01	86.55	20.51	Designation	Sr Mgr & above
11	A - H	Company's guiding philosophy	20.47	76.47	46.15	Designation	Sr Mgr & above
12	C - U	CSR planning & imple of serv & prg	12.64	85.82	10.26	Designation	Sr Mgr & above
13	C - T	Preferences of co functu wrt CSR pr	12.05	-65.47	47.01	Designation	Manager
14	A - C	Meaning of CSR	9.58	-66.1	81.2	Designation	Manager
15	D - K	Image enhancement	9.402	-57.92	64.1	Designation	Manager
16	A - Z3	Needs for codification	8.798	-56.25	56.41	Designation	Manager
17	D - J	Specific gains obtained by benefic	8.498	-55.68	63.25	Designation	Manager
18	C - Z	Ext linkages [ development agencies ]	8.462	76.47	10.26	Designation	Sr Mgr & above
19	A - F[a]	Need and emergence	8	-54.26	55.56	Designation	Manager
20	D - G	Programme accomplishment	7.473	-52.77	59.83	Designation	Manager
21	D - E	Response on functionanes	6.866	-55.53	38.46	Designation	Manager
22	D - H	Nature of training strategies	6.13	-48.87	60.68	Designation	Manager
23	A - X2	Focus [ external dimension ]	6.111	54.66	21.37	Designation	Sr Mgr & above
24	B - H	Indirect positive impact noticed	5.977	-50.65	42.74	Designation	Manager
25	D - F	Poor responses by functionaries	5.817	54.05	65.81	Designation	Sr Mgr & above
26	C - I1	Performance indicators [work place ]	5.689	-54.55	80.34	Designation	Manager
27	C - K1	Do professional, specialists collabor	4.809	-44.26	58.97	Designation	Manager
28	A - M	Factors motivating company	4.732	-43.93	56.41	Designation	Manager
29	C - Z1	Agencies not keen to develop linkages	4.417	-43.14	63.25	Designation	Manager
30	D - D	Beneficiary gain is noticed by	4.417	0.03558	63.25	Designation	Sr Mgr & above
31	A - W	Rating bottom line benefits	4.143	-42.72	45.3	Designation	Manager
32	D - M	Accountability	4.114	-42.15	47.86	Designation	Manager
33	A - Z2	Imperatives in your opinion	4.085	-44.83	74.36	Designation	Manager
34	B - O1	Impact area measure [quantitative]	3.607	-40	47.01		
35	A - Z1	Your perceptions	3.088	-38.29	68.38		
36	B - O2	Impact area measure [qualitative]	2.968	37.14	34.19		
37	D - A	Response by beneficiaries to CSR pr	2.695	-35.59	45.3		
38	C - I4	Performance indicators [comm deve]	2.676	-34.14	47.86		
39	A - J	The basic goal of your company	2.309	-32.69	57.26		
40	A - K	To what extent corporate upholds	2.119	-35.48	76.07		
41	D - I	Evaluation of programmes	2.069	-39.39	24.79		
42	A - Y	Your perceptions	1.871	-31.99	70.94		
43	B - G	Major difficulties faced [stages ]	1.714	-29.77	65.81		
44	A - L	The approach of co wrt social resp	1.294	-26.97	39.32		
45	A - Z	Areas for future CSR focus	1.261	28.42	25.64		
46	C - I5	Performance indicators [Ethics]	1.25	-25.83	44.44		
47	A - T	Need to draw CSR code [scandals]	0.992	-26.53	76.07		
48	C - R	Problems of training staff & functu	0.757	-20.97	60.68		
49	B - E	Rate impact of Community prg	0.617	20.63	29.91		
50	A - E	Company's contribution	0.518	17.81	47.86		
51	C - G	Capabilities to meet preferred needs	0.475	-52	5.98		
52	A - O	Aware of external standards	0.419	35.78	6.84		
53	C - I6	Performance indicators [human rights]	0.281	-17.62	24.79		
54	A - D	The focus of CSR function	0.269	-15.97	73.5		
55	A - F[b]	Factors leading to the emergence	0.215	13.03	41.88		
56	B - A	Community scenario in pre int	0.188	17.33	17.09		
57	C - Y	Monitoring of implementation	0.074	14.25	15.38		
58	C - I3	Performance indicators [environment]	0.054	-10.61	76.92		
59	C - I2	Performance indicators [market place]	0.045	-8.91	69.23		
60	A - X1	Focus [ internal dimension ]	0.043	8.72	66.67		
61	B - F	Major difficulties encountered	0.041	0	61.54		
62	B - P	Incidence of social prb [ decline ]	0.032	34.51	3.42		
63	C - N	Pressure group	0.017	9.77	6.84		
64	C - L	Mass media	0.014	-8.39	8.55		
65	C - M	Agency uses support of mass media	0.005	-2.97	31.62		
66	C - F1	Preferred needs of people	0.005	5.66	34.19		
67	D - C	Main causes of poor beneficiary resp	0.005	-6.51	73.5		

**At a glance status of experiencewise Chi Square analysis [ DESCENDING ORDER OF CHI SQUARE ]**

Table : 06

Sl. No.	Area	Brief description of parameter	Chi Square value	Coeff of Association	Overall % positive	Significant positiveness observed [when chi square is above 3.841 ]
1	C - Q	Nature of training strategies	72.08	98.55	57.26	Experience 2 - 14 years
2	C - H	CSR consti clearly defined for eff dep	38.09	89.61	39.32	Experience 2 - 14 years
3	C - W	Communicating plan details to staff	34.83	92.29	31.62	Experience 2 - 14 years
4	B - L	To what extent process were used	28.23	81.36	44.44	Experience 2 - 14 years
5	C - K	Potential stakeholders issues factored	24.15	95.01	21.37	Experience 2 - 14 years
6	D - F	Poor responses by functionaries	20.7	77.39	65.81	Experience 2 - 14 years
7	C - J	Stakeholder interest in CSR	20.24	86.19	23.93	Experience 2 - 14 years
8	A - G	CSR initiative is attributed	19.5	76.21	34.19	Experience 2 - 14 years
9	C - V	CSR planning is done by involving	19.04	74.72	35.9	Experience 2 - 14 years
10	C - X	Modes of communication	18.52	88.67	20.51	Experience 2 - 14 years
11	A - H	Company's guiding philosophy	17.47	69.65	46.15	Experience 2 - 14 years
12	A - L	The approach of co wrt social resp	16.4	-69.46	39.32	Experience 15 - 40 years
13	A - W	Rating bottom line benefits	16.02	67.68	45.3	Experience 2 - 14 years
14	C - Z2	Professional and occupational groups	13.25	70.33	28.21	Experience 2 - 14 years
15	C - I4	Performance indicators [comm deve]	11.75	60.17	47.86	Experience 2 - 14 years
16	C - U	CSR planning & imple of serv & prg	11.03	100	10.26	Experience 2 - 14 years
17	B - O1	Impact area measure [quantitative]	10.54	57.78	47.01	Experience 2 - 14 years
18	C - M	Agency uses support of mass media	9.724	60.4	31.62	Experience 2 - 14 years
19	B - H	Indirect positive impact noticed	9.593	56.24	42.74	Experience 2 - 14 years
20	A - K	To what extent corporate upholds	8.23	61.66	76.07	Experience 2 - 14 years
21	B - O2	Impact area measure [qualitative]	8.163	55.18	34.19	Experience 2 - 14 years
22	C - F1	Preferred needs of people	8.163	55.18	34.19	Experience 2 - 14 years
23	C - Z	Ext linkages [ development agencies]	7.352	85.78	10.26	Experience 2 - 14 years
24	D - C	Main causes of poor beneficiary resp	6.602	54.49	73.5	Experience 2 - 14 years
25	A - X2	Focus [ external dimension ]	4.872	52.37	21.37	Experience 2 - 14 years
26	A - Z1	Your perceptions	4.207	42.82	68.38	Experience 2 - 14 years
27	A - X1	Focus [ internal dimension ]	4.107	41.78	66.67	Experience 2 - 14 years
28	A - Z2	Imperatives in your opinion	3.841	44.12	74.36	
29	B - E	Rate impact of Community prg	3.837	42.01	29.91	
30	A - E	Company's contribution	3.792	37.99	47.86	
31	B - G	Major difficulties faced [stages ]	3.315	37.93	65.81	
32	C - I3	Performance indicators [environment]	3.262	42.86	76.92	
33	A - Z3	Needs for codification	3.18	-35.56	56.41	
34	D - H	Nature of training strategies	3.161	36.02	60.68	
35	A - J	The basic goal of your company	3.104	35.26	57.26	
36	D - J	Specific gains obtained by benefic	2.575	33.5	63.25	
37	C - T	Preferences of co functu wrt CSR pr	2.462	-31.66	47.01	
38	A - Z	Areas for future CSR focus	2.361	-36.02	25.84	
39	A - Y	Your perceptions	2.204	35.32	70.94	
40	A - F[b]	Factors leading to the emergence	2.018	29.49	41.88	
41	D - K	Image enhancement	2.013	33.35	64.1	
42	A - F[a]	Need and emergence	1.919	28.62	55.56	
43	D - D	Beneficiary gain is noticed by	1.492	26.62	63.25	
44	A - C	Meaning of CSR	1.296	-32.08	81.2	
45	C - N	Pressure group	1.153	52.04	6.84	
46	C - I2	Performance indicators [market place]	1.13	24.95	69.23	
47	C - I1	Performance indicators [work place ]	0.953	27.74	80.34	
48	D - G	Programme accomplishment	0.689	19.04	59.83	
49	C - I6	Performance indicators [human rights]	0.645	21.62	24.79	
50	C - K1	Do professionals, specialists collabor	0.411	15.49	58.97	
51	B - P	Incidence of social prb [ decline ]	0.241	50.66	3.42	
52	C - I5	Performance indicators [Ethics]	0.226	12.26	44.44	
53	A - D	The focus of CSR function	0.132	-11.98	73.5	
54	C - L	Mass media	0.129	-22.68	8.55	
55	A - O	Aware of external standards	0.116	-0.92	6.84	
56	C - Z1	Agencies not keen to develop linkages	0.098	-9.66	63.25	
57	C - Y	Monitoring of implementation	0.087	-14.09	15.38	
58	D - M	Accountability	0.075	-8.47	47.86	
59	C - R	Problems of training staff & functu	0.07	8.56	60.88	
60	B - A	Community scenario in pre int	0.041	11.02	17.09	
61	A - T	Need to draw CSR code [scandals]	0.027	-8.26	76.07	
62	D - A	Response by beneficiaries to CSR pr	0.007	-5.01	45.3	
63	A - M	Factors motivating company	0.007	-1.98	56.41	
64	D - E	Response on functionaries	0.005	2.22	38.46	
65	B - F	Major difficulties encountered	0.005	5	61.54	
66	D - I	Evaluation of programmes	0.003	-5.72	24.79	
67	C - G	Capabilities to meet preferred needs	0.0005	14.29	5.98	

At a glance status of age wise Chi Square analysis [ OVERALL POSITIVENESS IN DESCENDING ORDER ]

Table : 10

Sl No.	Area	Brief description of parameter	Chi Square value	Coeff of Association	Overall % positive	Significant positiveness observed [ when chi square is above 3.841 ]
1	A - C	Meaning of CSR	0.159	-15.11	81.2	
2	C - I1	Performance indicators [work place ]	0.103	12.81	80.34	
3	C - I3	Performance indicators [environment]	2.802	39.87	76.92	
4	A - K	To what extent corporate upholds	7.57	58.82	76.07	Age group 25 - 40 years
5	A - T	Need to draw CSR code [scandals]	1.336	-29.6	76.07	
6	A - Z2	Imperatives in your opinion	0.351	16.89	74.36	
7	A - D	The focus of CSR function	4.533	-47.52	73.5	Age group 41 - 67 years
8	D - C	Main causes of poor beneficiary resp	4.277	45.2	73.5	Age group 25 - 40 years
9	A - Y	Your perceptions	1.054	24.63	70.94	
10	C - I2	Performance indicators [market place]	0.054	8.64	69.23	
11	A - Z1	Your perceptions	1.532	27.95	68.38	
12	A - X1	Focus [ internal dimension ]	1.548	27.66	66.67	
13	D - F	Poor responses by functionaries	14.34	67.59	65.81	Age group 25 - 40 years
14	B - G	Major difficulties faced [stages ]	1.109	23.94	65.81	
15	D - K	Image enhancement	0.46	16.67	64.1	
16	D - J	Specific gains obtained by benefic	5.833	46.98	63.25	Age group 25 - 40 years
17	D - D	Beneficiary gain is noticed by	2.712	34.15	63.25	
18	C - Z1	Agencies not keen to develop linkages	0.012	-1.58	63.25	
19	B - F	Major difficulties encountered	0.062	-8.36	61.54	
20	D - H	Nature of training strategies	2.161	30.62	60.68	
21	C - R	Problems of training staff & functu	1.19	23.87	60.68	
22	D - G	Programme accomplishment	4.172	40.24	59.83	Age group 25 - 40 years
23	C - K1	Do professionals, specialists collabor	0.006	3.09	58.97	
24	C - Q	Nature of training strategies	61.8	96.18	57.26	Age group 25 - 40 years
25	A - J	The basic goal of your company	5.04	43.18	57.26	Age group 25 - 40 years
26	A - Z3	Needs for codification	5.849	-46.15	56.41	Age group 41 - 67 years
27	A - M	Factors motivating company	0.039	7.14	56.41	
28	A - F[a]	Need and emergence	0.587	17.6	55.56	
29	C - I4	Performance indicators [comm deve]	10.71	58.25	47.86	Age group 25 - 40 years
30	A - E	Company's contribution	8.418	52.99	47.86	Age group 25 - 40 years
31	D - M	Accountability	0.458	15.89	47.86	
32	B - O1	Impact area measure [quantitative]	9.614	55.94	47.01	Age group 25 - 40 years
33	C - T	Preferences of co functu wrt CSR pr	2.972	-34.32	47.01	
34	A - H	Company's guiding philosophy	19.5	72.63	46.15	Age group 25 - 40 years
35	A - W	Rating bottom line benefits	9.804	56.59	45.3	Age group 25 - 40 years
36	D - A	Response by beneficiaries to CSR pr	1.614	26.66	45.3	
37	B - L	To what extent process were used	23.28	77.3	44.44	Age group 25 - 40 years
38	C - I5	Performance indicators [Ethics]	0.0004	3.09	44.44	
39	B - H	Indirect positive impact noticed	8.983	55.12	42.74	Age group 25 - 40 years
40	A - F[b]	Factors leading to the emergence	0.332	14.29	41.88	
41	C - H	CSR consti clearly defined for eff dep	24.77	80.59	39.32	Age group 25 - 40 years
42	A - L	The approach of co wrt social resp	20.28	-74.18	39.32	Age group 41 - 67 years
43	D - E	Response on functionaries	0.017	1.12	38.46	
44	C - V	CSR planning is done by involving	15.65	70.77	35.9	Age group 25 - 40 years
45	A - G	CSR initiative is attributed	13.2	67.27	34.19	Age group 25 - 40 years
46	B - O2	Impact area measure [qualitative]	6.059	49.38	34.19	Age group 25 - 40 years
47	C - F1	Preferred needs of people	6.059	49.38	34.19	Age group 25 - 40 years
48	C - W	Communicating plan details to staff	18.83	78.18	31.62	Age group 25 - 40 years
49	C - M	Agency uses support of mass media	5.511	48.57	31.62	Age group 25 - 40 years
50	B - E	Rate impact of Community prg	4.015	43.28	29.91	Age group 25 - 40 years
51	C - Z2	Professional and occupational groups	4.258	45.26	28.21	Age group 25 - 40 years
52	A - Z	Areas for future CSR focus	1.034	-25.55	25.64	
53	C - I6	Performance indicators [human rights]	0.642	-21.46	24.79	
54	D - I	Evaluation of programmes	0.003	5.83	24.79	
55	C - J	Stakeholder interest in CSR	11.07	71	23.93	Age group 25 - 40 years
56	C - K	Potential stakeholders issues factored	17.48	87.97	21.37	Age group 25 - 40 years
57	A - X2	Focus [ external dimension ]	1.036	28	21.37	
58	C - X	Modes of communication	7.035	63.09	20.51	Age group 25 - 40 years
59	B - A	Community scenario in pre int	0.876	29.06	17.09	
60	C - Y	Monitoring of implementation	0.004	-7.07	15.38	
61	C - U	CSR planning & imple of serv & prg	3.678	67.19	10.26	
62	C - Z	Ext linkages [ development agencies]	1.709	49.28	10.26	
63	C - L	Mass media	1.421	-48.29	8.55	
64	A - O	Aware of external standards	1.629	-57.21	6.84	
65	C - N	Pressure group	0.037	-6.42	6.84	
66	C - G	Capabilities to meet preferred needs	0.027	-21.34	5.98	
67	B - P	Incidence of social prb [ decline ]	0.399	-55.74	3.42	



**At a glance status of designationwise Chi Square analysis [ OVERALL POSITIVENESS IN DESCENDING ORDER ]**

Table : 11

Sl. No.	Area	Brief description of parameter	Chi Square value	Coeff of Association	Overall % positive	Significant positiveness observed [ when chi square is above 3.841 ]
1	A - C	Meaning of CSR	9.58	-66.1	81.2	Designation Manager
2	C - I1	Performance indicators [work place ]	5.689	-54.55	80.34	Designation Manager
3	C - I3	Performance indicators [environment]	0.054	-10.61	76.92	
4	A - K	To what extent corporate upholds	2.119	-35.48	76.07	
5	A - T	Need to draw CSR code [scandals]	0.992	-26.53	76.07	
6	A - Z2	Imperatives in your opinion	4.085	-44.83	74.36	Designation Manager
7	A - D	The focus of CSR function	0.269	-15.97	73.5	
8	D - C	Main causes of poor beneficiary resp	0.005	-6.51	73.5	
9	A - Y	Your perceptions	1.871	-31.99	70.94	
10	C - I2	Performance indicators [market place]	0.045	-8.91	69.23	
11	A - Z1	Your perceptions	3.088	-38.29	68.38	
12	A - X1	Focus [ internal dimension ]	0.043	8.72	66.67	
13	D - F	Poor responses by functionaries	5.817	54.05	65.81	Designation Sr Mgr & above
14	B - G	Major difficulties faced [stages ]	1.714	-29.77	65.81	
15	D - K	Image enhancement	9.402	-57.92	64.1	Designation Manager
16	D - J	Specific gains obtained by benefic	8.498	-55.68	63.25	Designation Manager
17	C - Z1	Agencies not keen to develop linkages	4.417	-43.14	63.25	Designation Manager
18	D - D	Beneficiary gain is noticed by	4.417	0.03558	63.25	Designation Sr Mgr & above
19	B - F	Major difficulties encountered	0.041	0	61.54	
20	D - H	Nature of training strategies	6.13	-48.87	60.68	Designation Manager
21	C - R	Problems of training staff & functu	0.757	-20.97	60.68	
22	D - G	Programme accomplishment	7.473	-52.77	59.83	Designation Manager
23	C - K1	Do professionals, specialists collabor	4.809	-44.26	58.97	Designation Manager
24	C - Q	Nature of training strategies	27.25	89.98	57.26	Designation Sr Mgr & above
25	A - J	The basic goal of your company	2.309	-32.69	57.26	
26	A - Z3	Needs for codification	8.798	-56.25	56.41	Designation Manager
27	A - M	Factors motivating company	4.732	-43.93	56.41	Designation Manager
28	A - F[a]	Need and emergence	8	-54.26	55.56	Designation Manager
29	D - M	Accountability	4.114	-42.15	47.86	Designation Manager
30	C - I4	Performance indicators [comm deve]	2.676	-34.14	47.86	
31	A - E	Company's contribution	0.518	17.81	47.86	
32	C - T	Preferences of co functu wrt CSR pr	12.05	-65.47	47.01	Designation Manager
33	B - O1	Impact area measure [quantitative]	3.607	-40	47.01	
34	A - H	Company's guiding philosophy	20.47	76.47	46.15	Designation Sr Mgr & above
35	A - W	Rating bottom line benefits	4.143	-42.72	45.3	Designation Manager
36	D - A	Response by beneficiaries to CSR pr	2.695	-35.59	45.3	
37	B - L	To what extent process were used	69.79	98.86	44.44	Designation Sr Mgr & above
38	C - I5	Performance indicators [Ethics]	1.25	-25.83	44.44	
39	B - H	Indirect positive impact noticed	5.977	-50.65	42.74	Designation Manager
40	A - F[b]	Factors leading to the emergence	0.215	13.03	41.88	
41	C - H	CSr const: clearly defined for eff dep	86.52	100	39.32	Designation Sr Mgr & above
42	A - L	The approach of co wrt social resp	1.294	-26.97	39.32	
43	D - E	Response on functionaries	6.866	-55.53	38.46	Designation Manager
44	C - V	CSR planning is done by involving	45.5	91.87	35.9	Designation Sr Mgr & above
45	A - G	CSR initiative is attributed	69.52	97.58	34.19	Designation Sr Mgr & above
46	B - O2	Impact area measure [qualitative]	2.968	37.14	34.19	
47	C - F1	Preferred needs of people	0.005	5.66	34.19	
48	C - W	Communicating plan details to staff	52.42	94.25	31.62	Designation Sr Mgr & above
49	C - M	Agency uses support of mass media	0.005	-2.97	31.62	
50	B - E	Rate impact of Community prg	0.617	20.63	29.91	
51	C - Z2	Professional and occupational groups	34.62	87.97	28.21	Designation Sr Mgr & above
52	A - Z	Areas for future CSR focus	1.261	28.42	25.64	
53	D - I	Evaluation of programmes	2.069	-39.39	24.79	
54	C - I6	Performance indicators [human rights]	0.281	-17.62	24.79	
55	C - J	Stakeholder interest in CSR	36.63	90.9	23.93	Designation Sr Mgr & above
56	C - K	Potential stakeholders issues factored	36.68	94	21.37	Designation Sr Mgr & above
57	A - X2	Focus [ external dimension ]	6.111	54.66	21.37	Designation Sr Mgr & above
58	C - X	Modes of communication	26.01	86.55	20.51	Designation Sr Mgr & above
59	B - A	Community scenario in pre int	0.188	17.33	17.09	
60	C - Y	Monitoring of implementation	0.074	14.25	15.38	
61	C - U	CSR planning & imple of serv & prg	12.64	85.82	10.26	Designation Sr Mgr & above
62	C - Z	Ext linkages [ development agencies]	8.462	76.47	10.26	Designation Sr Mgr & above
63	C - L	Mass media	0.014	-8.39	8.55	
64	A - O	Aware of external standards	0.419	35.78	6.84	
65	C - N	Pressure group	0.017	9.77	6.84	
66	C - G	Capabilities to meet preferred needs	0.475	-52	5.98	
67	B - P	Incidence of social prb [ decline ]	0.032	34.51	3.42	