

CHAPTER - 5

FINDINGS & CONCLUSIONS

PART A

This chapter presents findings of Part I (Simple frequency Distribution) based on the tabular, graphical presentation and interpretations of the Data Analysis Chapter

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1. Familiarity with the Term Corporate Social Responsibility

With reference to familiarity of respondents with the term Corporate Social Responsibility it is found that 65 (55.56) are thoroughly aware about corporate social responsibility 47(40.17%) are aware to a little extent and 5 (4.27%) are not aware.

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 business76 (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 weight age 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.

It can be concluded that respondents have high awareness and familiarity to the term CSR

2. Terms used for Corporate Social Responsibility

It is found that 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, With reference to 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%.

It can be concluded that corporate social responsibility is understood and equated to Corporate Accountability to a greater extent followed by Corporate Citizenship to some extent and Business ethics to a lesser extent

2.1 Focus of CSR in the company

With reference to the focus of CSR in the company it is founded that the majority 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 companys contribution in addressing the environmental and social issues to positively impact the surrounding environment .

In cab be concluded that in majorities companies focus is both on environmental and social aspects however the environment focus is little higher.

3. Company Contribution to Community & Social Development programmes

It is found 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

At a glance status of experiencewise Chi Square analysis [OVERALL POSITIVENESS IN DESCENDING ORDER]

Table : 12

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	C - I1	Performance indicators [work place]	0.953	27.74	80.34	
3	C - I3	Performance indicators [environment]	3.262	42.86	76.92	
4	A - K	To what extent corporate upholds	8.23	61.66	76.07	Experience 2 - 14 years
5	A - T	Need to draw CSR code [scandals]	0.027	-8.26	76.07	
6	A - Z2	Imperatives in your opinion	3.841	44.12	74.36	
7	D - C	Main causes of poor beneficiary resp	6.602	54.49	73.5	Experience 2 - 14 years
8	A - D	The focus of CSR function	0.132	-11.98	73.5	
9	A - Y	Your perceptions	2.204	35.32	70.94	
10	C - I2	Performance indicators [market place]	1.13	24.95	69.23	
11	A - Z1	Your perceptions	4.207	42.82	68.38	Experience 2 - 14 years
12	A - X1	Focus [internal dimension]	4.107	41.78	66.67	Experience 2 - 14 years
13	D - F	Poor responses by functionaries	20.7	77.39	65.81	Experience 2 - 14 years
14	B - G	Major difficulties faced [stages]	3.315	37.93	65.81	
15	D - K	Image enhancement	2.013	33.35	64.1	
16	D - J	Specific gains obtained by benefc	2.575	33.5	63.25	
17	D - D	Beneficiary gain is noticed by	1.492	26.62	63.25	
18	C - Z1	Agencies not keen to develop linkages	0.098	-9.66	63.25	
19	B - F	Major difficulties encountered	0.005	5	61.54	
20	D - H	Nature of training strategies	3.161	36.02	60.68	
21	C - R	Problems of training staff & functu	0.07	8.56	60.68	
22	D - G	Programme accomplishment	0.689	19.04	59.83	
23	C - K1	Do professionals, specialists collabor	0.411	15.49	58.97	
24	C - Q	Nature of training strategies	72.08	98.55	57.26	Experience 2 - 14 years
25	A - J	The basic goal of your company	3.104	35.26	57.26	
26	A - Z3	Needs for codification	3.18	-35.56	56.41	
27	A - M	Factors motivating company	0.007	-1.98	56.41	
28	A - F[a]	Need and emergence	1.919	28.62	55.56	
29	C - I4	Performance indicators [comm deve]	11.75	60.17	47.86	Experience 2 - 14 years
30	A - E	Company's contribution	3.792	37.99	47.86	
31	D - M	Accountability	0.075	-8.47	47.86	
32	B - O1	Impact area measure [quantitative]	10.54	57.78	47.01	Experience 2 - 14 years
33	C - T	Preferences of co functu wrt CSR pr	2.462	-31.66	47.01	
34	A - H	Company's guiding philosophy	17.47	69.65	46.15	Experience 2 - 14 years
35	A - W	Rating bottom line benefits	16.02	67.68	45.3	Experience 2 - 14 years
36	D - A	Response by beneficiaries to CSR pr	0.007	-5.01	45.3	
37	B - L	To what extent process were used	28.23	81.36	44.44	Experience 2 - 14 years
38	C - I5	Performance indicators [Ethics]	0.226	12.26	44.44	
39	B - H	Indirect positive impact noticed	9.593	56.24	42.74	Experience 2 - 14 years
40	A - F[b]	Factors leading to the emergence	2.018	29.49	41.88	
41	C - H	CSR consti clearly defined for eff dep	38.09	89.61	39.32	Experience 2 - 14 years
42	A - L	The approach of co wrt social resp	16.4	-69.46	39.32	Experience 15 - 40 years
43	D - E	Response on functionaries	0.005	2.22	38.46	
44	C - V	CSR planning is done by involving	19.04	74.72	35.9	Experience 2 - 14 years
45	A - G	CSR initiative is attributed	19.5	76.21	34.19	Experience 2 - 14 years
46	B - O2	Impact area measure [qualitative]	8.163	55.18	34.19	Experience 2 - 14 years
47	C - F1	Preferred needs of people	8.163	55.18	34.19	Experience 2 - 14 years
48	C - W	Communicating plan details to staff	34.83	92.29	31.62	Experience 2 - 14 years
49	C - M	Agency uses support of mass media	9.724	60.4	31.62	Experience 2 - 14 years
50	B - E	Rate impact of Community prg	3.837	42.01	29.91	
51	C - Z2	Professional and occupational groups	13.25	70.33	28.21	Experience 2 - 14 years
52	A - Z	Areas for future CSR focus	2.361	-36.02	25.64	
53	C - I6	Performance indicators [human rights]	0.645	21.62	24.79	
54	D - I	Evaluation of programmes	0.003	-5.72	24.79	
55	C - J	Stakeholder interest in CSR	20.24	86.19	23.93	Experience 2 - 14 years
56	C - K	Potential stakeholders issues factored	24.15	95.01	21.37	Experience 2 - 14 years
57	A - X2	Focus [external dimension]	4.872	52.37	21.37	Experience 2 - 14 years
58	C - X	Modes of communication	18.52	88.67	20.51	Experience 2 - 14 years
59	B - A	Community scenario in pre int	0.041	11.02	17.09	
60	C - Y	Monitoring of implementation	0.087	-14.09	15.38	
61	C - U	CSR planning & imple of serv & prg	11.03	100	10.26	Experience 2 - 14 years
62	C - Z	Ext linkages [development agencies]	7.352	85.78	10.26	Experience 2 - 14 years
63	C - L	Mass media	0.129	-22.68	8.55	
64	C - N	Pressure group	1.153	52.04	6.84	
65	A - O	Aware of external standards	0.116	-0.92	6.84	
66	C - G	Capabilities to meet preferred needs	0.0005	14.29	5.98	
67	B - P	Incidence of social prb [decline]	0.241	50.66	3.42	

welfare programmes etc. Majority of the industries are 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 are 59(50.43%) to a great extent and 22 (18.0%) to a moderate extent. It was observed that responses are 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.

It can be concluded that amongst the Major areas of Corporate Social Responsibility majority of the companies contribute to community and social development programmes through supporting one or several areas viz primary health care, infrastructure support, education, vocation training, agricultural practises etc.

4. Need and Emergence

With reference to the time span and total period with the number of years the corporate has contributed to CSR to understand the processes and impact it is found that majority of the industries with 47(40.17%)are into CSR for less than five years but minimum two 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.

It can be concluded the time span of contribution in different areas of CSR varies from company to company however majority of them have contributed for past five years and few of them have significantly contributed for more than 15 years , thus much of the learning and experiences can be drawn from these companies as they have evolved structured approach and mechanism for CSR functions like the development of Tata Index for Sustainable Development in collaboration with UNDP is a unique CSR measuring and reporting framework and guideline.

5. Factors which led to the Emergence of the need for community based programme

It is found that 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..

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.

It can be concluded that labour and community welfare, improvement and development were the major factors which led to the emergence of community based programmes

6. CSR Initiative of Companies

With respect to the initiative of CSR in various companies it is found that majority of the respondents opined that it is attributed to the top management with 68(58.12%) to a very great extent and 20 (17.09%) to a moderate extent ,followed by the board of directors with 58(49.57%) to a very great extent and 20 (17.09%) to a moderate extent ,initiatives due to professional staff was the third category with 16(13.68%) to a very great extent category and 17(14.53%) to a moderate category ,however about 36(30.77%) opined that it is not attributed to professional staff, similarly CSR initiative due to govt rules and regulations is 15(12.82%) to a very great extent and 8(6.84%) to a moderate extent ,responses for the govt category are more negative than positive with 39(33.33%) in the not at all category and 15(12.82%) to some extent.

It can be concluded that CSR initiative in majority companies is attributed to Top Management

7. Company's guiding philosophy in rendering social services

It is found that the company's guiding philosophy behind CSR 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.

It is concluded that the company's guiding philosophy behind CSR is welfare, development and empowerment oriented than mere charity philanthropy based

8. Company Beliefs and CSR Programmes

It is found that 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, 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 can be concluded that the basic belief through CSR programmes of companies is to enhance quality of lives and improvement in basic infrastructure.

9. The basic goal of your company in rendering its contribution to society

With reference to different goals of the company it is found 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 weight age 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 are 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. ***It can be concluded that majority companies undertake CSR due to compliance with statutory rules as the single most reasons followed by reasons like better alignment of corporate goals and building market image***

10. Corporate Values and CSR Practises

It is found that majority of the respondents gave 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. Amongst other values upheld are 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 peoples 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(4.70%) ***It can be concluded majority of the company's uphold values like honesty, integrity, transparency, commitment and acceptance of people as the major values for CSR practises***

11. Approach of the Company for CSR

It is found that with respect to the approach of the company majority of them responded that it is modern with 69(8.98%) 30(25.64%) responded that it is traditional about 18(15.38%) gave no response. ***It can be concluded that majority of the company's adopted a modern approach towards CSR***

12. Views on CSR function of the Company

With respect to various factors it is found 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 people 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. ***It can be concluded that w.r.t. to company views on CSR majority of the respondents opined that the company has good image and corporate and community relations have strengthened over the years etc and 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.***

13. Motivational factors for CSR

Amongst the major factors which has motivated the companies to undertake CSR activities are it is found that majority of the respondents opined improving long term company profit positively 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. ***It can be concluded that the motivational factors***

for companies to undertake CSR are improving long term profit followed by societal expectation and other moral reasons

14. Opinion on Factors driving the move towards CSR

With reference to the factors driving the move towards CSR it is found 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 rank wise 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. ***It can be concluded that factors driving the move towards CSR are transparency of business and new concerns and expectations from citizens and consumers.***

15. Awareness on External Standards in CSR

It is found 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 and 40-42% did not respond due to the same. Amongst the various standards majority of the respondents are 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, Keidanren charter for good behaviour etc was minimal. ***It can be concluded that company's had a low awareness on external standards in CSR, amongst the various standards majority were aware about SA8000 social accountability standard.***

16. Information on ISO Standards

With reference to ISO standards 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 ***It can be concluded that quite a few companies were ISO certified however due to absence of adequate details no major conclusions can be made***

17. Opinion on advantages of ISO Standards

With reference to ISO standards it is found 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 are enhancement of company's image 93(79.49%),and indirect business returns with 90(76.92%),the negative responses are to the extent of an average of 4(3.42%) , the no response category varied from 11(9.40%)to 23(19.66%). ***It can be concluded that majority of the company's have opined very positively about the advantages of ISO standards particularly in enabling more efficient production and manufacturing and boost in exports and domestic sales***

18. Company's details on Quality Assurance Standards

It is found that 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. ***It can be concluded that quality assurance standards of majority of the Company are established Indian standards followed by international standards.***

19. Opinion on pressure from Buyers in Exports

With reference to what extent the buyers insist or pressurize industries for adoption of various standards , it is found 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. ***It can be concluded that there is insistence on adoption of special social standards on company's through Buyers .***

20. Views on Need to draw a CSR Code (after recent scandals)

With respect to drawing CSR code and the extent of its possibility/feasibility , desirability and value whether it is worth it is found 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. ***It can be concluded majority of the company have given importance to the value and worth of CSR code however there is a low response as far as possibility and feasibility of such a code is concerned due to different scale and range of activities adopted by company under CSR depending upon its capabilities resources size and market performance and also the social and environmental issues affecting the communities.***

22. Views on agency best suited to draw CSR code

With reference to drawing a CSR code the opinion of the respondents with respect to which agency is best suited to draw the CSR code and monitor the CSR code it is found that majority of the respondents opined that International Organization for Standardization (ISO) and Bureau of Indian Standards (BIS) are 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 are 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 Organization for Standardization with 29(24.78%), any Indian organization with 26(22.22%) and World Trade Organisation with 18(15.38%) amongst others are United Nations Cooperation for trade and industries (UNCTAD), Bureau of Indian Standards with 15(12.82%), Indian govt min of comm. & ind with 14(11.96%) and others viz. UNEP, UNIDO etc. ***It can be concluded ISO (International Organization for Standardization and BIS (Bureau of Indian Standards) have been responded by majority companies as agency to draw the CSR standards and ILO (International Labour Organization) ISO and other International organizations as agencies to monitor the standards ,have Thus a clear difference was observed between the agencies suggested for drawing the standards and those for monitoring the standards.***

23. Opinion on Key Developments for growing importance to CSR

With reference to the extent to which the various key developments can be attributed for growing importance to CSR by corporate it is found that majority of the respondents opined 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. ***It can be concluded that Global market pressures and LPG scenario are key developments attributed to CSR followed by public and various stakeholder expectations.***

24. Rating on Bottom Line Benefits of Socially Responsible Company

With reference to the ratings of respondents on the bottom line benefits of CSR in company it is found 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. ***It can concluded that majority of the companies rated increased productivity and increased ability to attract customers as bottom line benefits of socially responsible company followed by enhanced brand image and reputation***

25. Focus of the Company w.r.t. Internal & External Dimensions of CSR

25.1 Internal Dimension

Amongst the internal dimension it is found that CSR focus has been 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 are minimal.

25.2 External Dimension

As far as the external dimension is concerned it is found that 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. ***It can be concluded that w.r.t. internal and external dimensions majority of the companies have a greater focus on internal dimensions such as employee welfare and respect, health and safety at work ,HR etc and comparatively less focus on the external dimensions such as global environmental concerns , local communities and human development .***

26. Views on Corporate Social Responsibility

It is found that 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.

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. ***It can be concluded that w.r.t. views on CSR majority companies opined that CSR is looking beyond shareholders to a broader vision of stakeholder corporation in conducting and expanding business,***

27. Views on Company's Focus for CSR in Future

With reference to the areas company shall focus with respect to CSR it is found 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 area 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 are 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. ***It can be concluded that majority of company opined that the focus area for CSR in the future will be social and educational enhancement followed by economic enhancement and vocational training support and income supplementation***

28. Views on Relevance of Social Work and HR Education

With reference to the opinion of respondents with respect to these to relevance of professional social work and HR education for CSR it is found that majority of them responded 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 all.

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 all.

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. ***It is concluded that Social Work and HR profession and education have a great relevance for CSR.***

29. Views on CSR Imperatives

With reference to the opinion of respondents on CSR imperatives it is found 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 instils 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%). ***It can be concluded that majority of companies felt most important imperatives for CSR are employees should be made more aware of realities of society and environment followed by opining that CSR initiative bridges the gap between business and the factors that support business and that CSR instils symbiotic feelings and helps business and society enter into a mutually rewarding relationship.***

30. Views on Need for CSR Codification in Company

With reference to the need for CSR codification it is found 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%). It can

be concluded that majority of the companies opined that CSR needs to be codified in the vision of the company.

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%). It can be concluded that majority of the companies opined that CSR code should ensure every employee is sensitive of societal and environmental concerns and dedicates his efforts to support the same.

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%). It can be concluded that majority of the companies opined that CSR needs to formalise as a discipline in individuals work life which offer him weighted benefits in performance review

With respect to the statement that there should be a uniform CSR code to be followed by companies mixed responses are 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%). ***It can be concluded that majority of the companies opined that there should not be a uniform CSR code for companies.***

31. Years of Company's Contribution in CSR

With reference to the company's contribution in CSR that is founded 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.

It can be concluded that majority of the companies have been contributing for a period of 2-5 years, followed by contributions in CSR as per needs in the past five years i.e during natural

calamities, genuine needs of the community, sponsoring programmes , offering vocational training and guidance etc

32. Status of Community scenario in Pre Intervention Stage

With reference to the community scenario in the pre intervention stage w.r.t. 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 found that housing conditions are 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 are 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.

Similarly in the education status responses in very poor category are 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 are 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%). ***It can be concluded that majority of the companies opined that the community scenario in the pre intervention stage w.r.t. to housing, health, education and economic and public infrastructure was very poor .***

33. Extent of Base Line Surveys conducted prior to Interventions

With reference to the responses with reference to base line survey undertaken by the companies prior to interventions it is found 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. ***It can be concluded that majority of the companies did not conduct base line surveys prior to community interventions.***

34. Agencies hired for assistance in CSR

With reference to the agency hire for assistance in CSR it was founded 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.

It can be concluded that amongst the agencies hired for assistance in CSR and conducting Base Line surveys majority of the companies opined academics followed by internal assistance from companies and NGOs.

35. Focus areas of Corporate Social Responsibility

With reference to major focus areas of the company it was founded 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.

It can be concluded that amongst the various areas of CSR majority of the company's were working in the field of education, training and awareness, health awareness, medical camps and health education, Vocational training and capacity building and environment protections and conservation as the major focus areas.

36. Adoption of CSR Tools and Guidelines by Companies

With reference to data regarding specific CSR tools and guidelines adopted by companies for implementation it is found 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. ***It can be concluded that majority of the companies did not adopt specific tools and guidelines for CSR implementation***

37. Rating on Impact of Community Programmes

With reference to 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.

It is found 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 brining 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. ***It can be concluded that majority of the company's made a major impact in the areas of improvement in health services and health status, improvement in human***

development status, improvement in environmental issues and provision of new opportunities, infrastructure and quality of lives .

38. Major Difficulties encountered in Process of CSR

With reference to the major difficulties encountered it is found 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 are 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 are 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 are 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. ***It can be concluded that majority of the companies faced difficulty of working with communities due to rigidity in thinking and communities resistance for cooperation followed by poor participation of the beneficiaries.***

39. CSR stages where major difficulties are faced

With reference to different CSR stages where major difficulties were faced as far as CSR planning is concerned it is found that majority of the respondents 52(44.44%) opined that there are 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 great 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 are 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. ***It can be concluded w.r.t. to CSR stages where major difficulties are faced majority of the companies opined that difficulties were faced in CSR implementation, CSR monitoring, CSR evaluation, reporting and benchmarking as compared to CSR planning and communication.***

40. Areas of Indirect Positive Impact through CSR

With respect to the areas of indirect positive impact it is found that majority of the respondents opined community response and workers attitude with 53(45.30%) to a great extent in both categories, 28(23.93%) 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 are other areas of indirect positive impact 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 are areas of indirect positive impact 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 areas of indirect positive impact are 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 .***It can be concluded that majority of the companies opined community response, workers attitude, workers motivation and productivity as areas of indirect positive impact through CSR***

41. Suggestions for Support in Areas of CSR

As far as suggestions of the respondents to the extent of support which could be provided it is found 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. ***It can be concluded that majority of the companies have agreed to suggestions viz .supporting education through technical assistance, enhancing CSR function, supporting entrepreneurship training and community capacity building as the major areas for extending CSR support***

42. CSR Planning and Implementation by Companies

With reference to the company's planning and implementation in the area of CSR it is found that majority of the respondents opined that CSR planning and implementation is 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%)are the no response

answers in the respective three categories. ***It can be concluded that majority of the respondents opined CSR planning w.r.t. Community development is done through overview of the situation and general understanding as well as scientific need assessment***

43. Use of CSR Indicators, performance standards, strategies ,training, reporting guidelines by Companies

With reference to 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. It is found 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 above. ***It can be concluded that majority of the companies had evolved CSR objectives, short term and long term goals , indicators, performance standards to a greater extent but extent of CSR policies, strategies for implementation, CSR training, reporting , use of external standards and incorporation of CSR as a business agenda was done by comparatively few companies.***

44. Processes used in CSR by Companies

With reference to the extent to which various above mentioned processes are used it is found that majority of the respondents opined that profiling and scoping of community needs and issues are

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 are 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 are 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 are conducting stakeholder need analysis, ensuring stakeholder involvement and information dissemination as observed from the responses in the great extent and moderate extent category. ***It can be concluded that majority of the companies used various processes viz profiling and scoping of community needs and issues, holding community interactions and meetings, acceptance of intervention plans by the people , organizing consultative meets for mobilization of peoples support, development of faith, trust and positive attitude in people for programme interventions and transparency and clarity in communication process***

45. Major areas of CSR Impact by Companies

With reference to the major impact of CSR by companies it is founded that there 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 .

It can be concluded that amongst the various areas of CSR major areas of company's impact was in the field of education, training and awareness, health awareness, medical camps and health education, Vocational training and capacity building and environment protections and conservation . Sector wise analysis reveal that engineering companies made more impact in different areas like need based community programmes, health interventions, assistance in employment /job opportunities ,enhancement of it is, multiskilling of workers ,training education etc. whereas chemical and pharmaceutical companies made a major impact in providing assistance for employment opportunities, provision of clean drinking water, medical camps, HIV AIDS awareness, equipment distribution ,social and cultural programmes and disaster management and rehabilitation. Areas where petrochemical industries made a major impact were almost similar to chemical and pharmaceutical companies with additional areas viz. welfare of women, community interactions and public infrastructure. The areas where the service industries made a major impact were fire training, disaster management, health and posture training etc. Amongst the manufacturing and other industries major areas of impact were education, community development, collaborative programmes with NGO/ academics for welfare and awareness, environment, supporting village economy, employment assistance and vocational training, distribution of equipments, health and medical interventions etc.

46. CSR Evaluation and Impact by Companies

With reference to whether the impact can be quantified and measured it is found that (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.

Another major area is with reference to whether CSR function has impacted the bottom line performance of the company it is found that majority i.e 74(63.2%)responded yes and 13(11.1%)responded no, and about 30(25.6%) did not respond. ***It can be concluded that majority of the company have not evaluated the impact of CSR programmes and only few companies opined***

that the impact can be quantified and measured. One major positive conclusion drawn is that majority of the companies responded that CSR function has impacted the bottom line performance of their companies.

47. Areas of CSR Impact in Quantitative and Qualitative Areas

With reference to what extent can the impact in various quantitative areas be measured it is found 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 are 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. ***It can be concluded that majority companies opined that there was a significant impact in the quantitative areas particularly improvement in economic status, health status and community infrastructure.***

48. Qualitative

With reference to what extent can the impact in various qualitative areas be measured it is found 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. ***It can be concluded that majority companies opined that there was a significant extent of impact in the qualitative areas viz decision making skills, quality of life ,standard of living and behaviour modification of people of communities.***

49. Incidence of Decline in Social Problems

With reference to what extent a decline is observed with respect to above mentioned problems it is found 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. ***It is concluded that majority of the companies opined that a decline in the incidence of social problems is observed but to a very low extent.***

50. CSR Constitution

With reference to details about the constitution it is found that 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. ***It can be concluded that majority of the companies are undertaking CSR programme though many companies do not have a clear CSR policy.***

51. CSR Policy

As far as a written policy on CSR is concerned it is found 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. ***It is concluded that majority of the companies do not have a written CSR Policy***

52. CSR Programme Execution

With respect to the implementation of CSR it is found 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 are observed since many companies are found working directly, through their corporate NGOs and many a times in collaboration with voluntary trust. ***It can be concluded that majority of the companies execute CSR programmes directly by the company.***

53. CSR Structure & Functions

With reference to data on CSR structure in that it is found 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 . It can be concluded that majority of the organizations do not have a CSR structure however functionaries from various depts are in charge of this function however few organizations do have a clear CSR structure

With reference to the data whether the company has an ethic /social responsibility committee on their boards it is found 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 findings 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. It can be concluded that majority of the organizations have an ethic/social responsibility committee on their boards to review plans and assess progress.

With reference to identification of the code to be used by companies it is found that 48(41.03%)responded yes,35(29.91%)responded no, about 29(24.79%)did not respond and about

5(4.27%) are not applicable . It can be concluded that majority of the companies had identified CSR code of conduct

To the question are CSR indicators an integral part of running Business Operations it is found about 40(34.19%) responded yes, 45(38.46%) responded no, about 26(22.22 %) did not respond and about 6(5.13%) are not applicable It can be concluded that majority of the companies had CSR indicator as an integral part of running Business Operations.

To the question is the company consistent in the implementation of principles of ethical conduct it is found about 48(41.03%) responded yes, 42(35.90%) responded no, about 27(23.07 %) did not respond. It can be concluded that majority of the companies responded positively w.r.t. consistent implementation of principles of ethical conduct.

To the question have a few vital indicators been identified to ensure that CSR goals are met it is found 41(35.04%) responded yes, 38(32.48%) responded no, about 29(24.79 %) did not respond about 9(7.69%) are not applicable . It can be concluded that majority of the companies responded had identified few vital indicators to ensure that CSR goals are met.

With reference to what extent the indicators are based on the needs of stakeholders interest it is found that 36(30.77%)responded yes ,47(40.17 %)responded no, about 27(23.08 %) did not respond about 7(5.98%) are not applicable .It can be concluded that majority of the companies opined that CSR indicators are based on the needs of stakeholders interest to a low extent .

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. ***It is concluded that majority of the companies opined that stakeholders are representative for the business the company operates to a very small extent.***

54. Department /organizational arrangement for CSR Function

With reference to data through which dept in the organization is CSR function coordinated it is found 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 . ***It can be concluded that majority of the companies opined that CSR function is managed and coordinated by the HR dept in the Organisation.***

55 Annual Budget on CSR

With reference to the annual budget on CSR it was founded 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 .

It can be concluded that majority of the company did not adequately respond to the question however amongst those who responded majority opined annual budget is between 1-3 lacs, and .5-one lacs ,some opined .6-1%of total profit few responded it is need based ,There was a distinct response from company's like Tata and Birla where the annual budget is around one crore.

56. Annual Financial Expenditure on CSR

With reference to the Annual Financial Expenditure on CSR it was founded 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.

It can be concluded that majority of the company did not adequately respond to the question however amongst those who responded majority opined financial expenditure is between 1-3 lacs, and .5-one lacs ,some opined ..75-.85%of total profit few responded it is not fixed, Table :here was a distinct response from company's like Tata and Birla where the financial expenditure is around one crore.

57. Details on CSR Structure

With reference to the CSR structure. It is found 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 are in the not applicable category .***It can be concluded that majority of the companies did not have the CSR structure audited however few companies had.***

58. Management Buy in for CSR

The findings reveals 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 are in the not applicable category. ***It can be concluded that majority of the companies did not have a management buy in for CSR.***

59. Presentation of Business case for CSR

With reference to presenting a business case it is clearly found 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 are in the not applicable category. ***It can be concluded that majority of the companies did not have business case prepared /presented for CSR.***

60. Formal Documentation of CSR Process

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. ***It can be concluded that majority of the companies did not have a formal documentation of CSR process.***

61. Management of CSR Function in Company

The management of CSR function in the company reveals multiple responses and it is found that 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. ***It can be concluded that w.r.t. management of CSR function majority of the companies opined that it is through general body, executive committee etc.***

62. Action Plan adopted

The findings reveal important developments and related information in the area of CSR in that it is found 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. ***It can be concluded that majority of the companies have an action plan adopted /approved for CSR structure which is a very positive sign of growth and positioning of CSR function in the organisation.***

63. Cross reference with Strategic Plans

It is found that with reference to the CSR Plan being 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. ***It can be concluded that majority of companies had CSR plans cross referenced with strategic plans.***

64. Setting Targets

It is found 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. ***It can be concluded that majority of the companies had set CSR targets which is again a positive indication***

65. CSR Monitoring

It is found that 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. ***It can be concluded that majority of the companies had CSR monitoring mechanisms /plan to monitor performance against the set targets.***

66. Development of CSR Policies

It is found that 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. ***It can be concluded that majority of the companies opined that CSR policies had not been development an area which needs to be immediately addressed.***

67. Review of CSR Policies and Overall responsibility of CSR in Companies

With reference to the review of policy and over all responsibility of CSR in the organization it is revel that majority of the responsibility lies with HR 22 (18.80%) department followed by P& A dept with 10 (8.55%) responses and top management and others.

It can be concluded that in majority companies overall responsibility of CSR lies with HR dept followed y P& A dept and Top management further followed by CSR cell in organizations.

67.2 Training in CSR

With reference to training received by management on CSR issues it is found that 59(50.43%) responded that management had received the training, about 25(21.37%)responded negatively and about 24(20.51%)did not respond

It is found that reference to the type of training majority of the respondents opined that training was in-house with 50(42.74%) whereas by an outside specialist are about 22(18.80%) however about 31(26.50%)did not respond. ***It can be concluded that majority of the companies had received training and orientation to CSR and most of the training were in-house training programmes.***

67.3 Frequency of training

It can be concluded that majority of the companies opined that training programmes have been organized frequently.

67.4 Perception and Understanding of Managers/management on CSR

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%). ***It can be concluded that there is extremely positive and high extent of response w.r.t. management /managers perception and understanding on CSR.***

67.5 CSR Reporting

With reference to 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. ***It can be concluded that majority of the companies did not have proper/adequate CSR reporting which is another area of improvement and significantly important for corporate image and societal response.***

67.6 Special Activities

With reference to data on whether the organization has undertaken any type of activity that has aided the community or protected the environment in that only 24 (20.51%)responded yes and only 4(3.42%) responded no, majority of them i.e84(71.79%)did not respond. ***It can be concluded that majority of the organizations had not undertaken any special activities for community or environment. However it is important to note that though a small number undertook such special activities these companies had significant impact such as HIV/AIDS support activities of GACL and organization of more than 100 surgeries for cleft palate problems in rural communities through companies like Birla Cellulosic.***

67.7 Adoption of any National / International CSR guidelines for CSR reporting

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

67.8 Reviews undertaken by the Organization

Further with reference to undertaking a review on how this may have impacted upon their reputation it is found that 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. ***It can be concluded that majority of the companies had undertaken review exercises by the organization in the area of CSR.***

68. Areas of Preferred Need of Community

With reference to the preferred needs of the people of the community it is found 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. 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. ***It can be concluded that majority of the companies opined education and training, vocational training and guidance and self development followed by awareness development, raw materials and physical facilities as areas of preferred needs of community.***

69. Capabilities of the Company to meet preferred needs

With reference to the capabilities of the company to meet the preferred needs it is found that majority of the respondents opined 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%) are neutral, 2 (1.71%) opined it was to a moderate extent and about 7 (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%) are 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. ***It can be concluded that majority of the companies opined that the capabilities of the company to meet the preferred needs are adequate and not restricted.***

70. CSR Constituents defined for effective Deployment in Organization

With reference to which CSR constituents have been clearly defined for effective deployment across the organization it is found 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%) and 13(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. ***It can be concluded that majority of the companies opined health and safety, environment, compliance with regulations, employee welfare as the major constituents of CSR deployed in the company and other as mentioned above.***

71. Performance Indicators practised by Company

With reference to data on performance indicators as practised by various companies it is found 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. ***It can be concluded that majority of the companies 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 of CSR as practised by the company.***

72. Stakeholders bearing interest in Company's CSR performance

With reference to which stakeholder process/groups have an interests in the corporations CSR performance it is found 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 grievance redressal 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 are customer meets, corporate advisory panel on CSR followed by supplier complaint register, supplier meets, customer complaints and investors survey among important stakeholder process /groups . ***It can be concluded that majority of the companies opined community panels, annual general meeting groups etc as stakeholder groups having an interest in company's CSR performance.***

73. Consideration of Stakeholder issues into Investment Decisions.

With reference to responses with references to factors influencing investment decisions it is found 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 are NGO activists opposition, charitable contributions, strategic investments in causes, National community opposition, human rights condition in the firm, and global community opposition . ***It can be concluded that a low response was generated from majority of the companies as far as consideration of stakeholder issues into investment decision is concerned.***

74. Collaboration of Professionals /Specialists with Company

With reference to whether professionals /specialist /experts collaborate with corporate it is found 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 are professionals/experts have not been identified and approached

Amongst those who did not respond and opined negatively major reasons cited are professionals/experts have not been identified and approached. ***It can be concluded that majority of the company's had poor collaboration with professional/specialists groups.***

75. Use of Mass Media

With reference to data on mass media generally used by the company it is found 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 are 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. ***It can be concluded that majority of the company's opined use of mass media to a very low extent .***

76. Reasons for Use of Mass Media

With reference to reasons why companies are using support of mass media it is found 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. ***It can be concluded that amongst those companies that used the support of mass media majority opined that it is to enhance image followed by spreading awareness of activities.***

77. Strategies employed to deal with Pressure Groups

With reference to strategies employed to deal with pressure group it is found 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. ***It can be concluded that majority of the companies employed different strategies to deal with pressure groups most common strategies are giving a patient hearing and negotiating.***

78. Trends in Employee Strength in CSR over past years

With reference 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. ***It can be concluded that employee strength in CSR over the past few years have been increasing which is a positive indicator.***

79. Determination of Training Needs of Functionaries

With reference to determination of CSR training needs and nature of training strategies for staff and functionaries it is found that 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. ***Thus it can be concluded that a poor response is generated by majority of the companies as far as determination of training needs of functionaries are concerned.***

With respect to the nature of training strategies provided it is found that 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. ***It can be concluded that majority of the companies provide multiple modes and nature of training programmes and strategies revealing a positive response.***

81. Problems associated with training of Staff and Functionaries

With reference problems associated with training staff and functionaries of CSR it is found that a higher number of respondents responded in the not at all and no response category revealing positive response, major problems highlighted are 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. ***It can be concluded that majority of the companies opined problems associated with the training are less to lack of resources or lack of technical expertise but more due to reasons like poor follow up, low priority to training function and involvement of the staff.***

82. Need for Improving mobilization Strategies in CSR for Community Support

The data on whether it is necessary to use or improve the mobilization strategies in CSR for community support it is found that 77(74.76%)responded yes and only 5(4.85%) responded no, about 35(33.98%)did not respond. ***It can be concluded that majority of the companies opined that there***

is an intense need for improving mobilization strategies in CSR for community support which is again pointing to the input required by social work and HR practitioners.

83. Preferences of Company Functionaries w.r.t. CSR Programmes and Services

With reference to the preferences of the company functionaries with regards to CSR programmes is concerned it is found 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 are in areas of cultural activities, sports, community infrastructure health and hygiene improvement followed by education literacy and social action. ***It can be concluded that majority of companies opined that w.r.t. preferences of the company functionaries towards CSR programmes and services is concerned it is protection of environment followed by income generation and vocational training.***

84. CSR Process Details

With reference to CSR planning and implementation of services and programmes it is found that 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 to some extent. ***It can be concluded that majority of the companies responded to a very low extent and details about CSR process yielded a poor response.***

85. Details of CSR Planning

With reference of CSR planning it is found 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. ***It can be concluded that majority of the companies opined that CSR planning is done by involving the community at large , beneficiaries etc.***

86. CSR Communication

With reference to the communication plan it is found 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.

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 .***It be concluded that majority of the companies opined positively with respect to CSR communication across the organization***

87. Modes of communication for facilitating CSR function

With reference to different modes of communication for facilitating CSR function in that it is found 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. ***It can be concluded that majority of the companies opined meetings and discussions as the main source of CSR communication.***

88. CSR Monitoring and Follow Up

With reference to 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 extent 24(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. ***It can be concluded that majority of the respondents provided details about activities and task during CSR monitoring and follow up however the CSR monitoring function in many companies is found to be poor .***

89. External Linkages with Development Agencies

With reference to external linkages with development agencies it is found that 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. ***It can be***

concluded that majority of the companies had poor external linkages with development agencies which needs to be significantly strengthened.

90. Reasons for Poor Linkages

With reference to reasons on why the linkages with significant external agencies are weak it is found 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. ***It is concluded that majority companies had poor linkages since new and innovative approaches were required and other reasons like agencies not being accessible , interaction mechanism and interface being weak***

91. Professional and occupational groups involved in programmes and projects

With reference to professional and occupational groups involved in the project it is found 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 . ***It can be concluded that majority of the companies opined that amongst the professional and occupational groups involved majority of them are social workers followed by technical experts / specialists.***

92. Response On Beneficiaries

With reference to the information of the beneficiaries to CSR programmes and services it is found 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. ***It can be concluded that there is an extremely positive response of companies w.r.t. feedback and response of beneficiaries as perceived by the functionaries on the community and welfare programmes undertaken by the companies.***

93. Degree of Response of Beneficiaries (as perceived by Functionaries)

With reference to the response of the beneficiaries as perceived by the respondents in various aspects of the programme it is found 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. ***It can be concluded that majority of the beneficiaries response as perceived by the functionaries is high w.r.t. to need identification, design of strategies, implementation and review of work of corporate .***

94. Reasons for Poor Beneficiary Response

With reference to the main causes of poor beneficiary response it is found 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 are 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 are competition from another development agency, local prejudice, local politics and progress of the programme being too slow. ***It can be concluded that majority of the companies opined lack of involvement of beneficiaries as a major reason for poor beneficiary response and lack of openness of the beneficiaries competition from another development agency, local prejudice, local politics and progress of the programme being too slow as other few reasons.***

95. Areas of Beneficiary Gains

With reference to the opinion of respondents with respect to beneficiary gain it is found 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 with 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. ***It can be concluded that majority of the companies gave an extremely positive response w.r.t. areas of beneficiary gains as cited above which is a very positive indicator.***

96. Response on Functionaries

With reference details of sources through which the response of the beneficiaries to various programmes and activities is determined it is found 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 are information from other

functionaries and heads of divisions. ***It is concluded that majority of companies use a variety of methods to gather details on beneficiaries and response of functionaries through cross checks ,self appraisals records and document referrals etc.***

97. Reasons for Poor Beneficiary Response

With reference to reasons for poor response by functionaries it is found 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 companys programmes. ***It can be concluded that majority of the companies responded that reasons for poor beneficiary response are poor programme and strategy selection and very limited programme and service mix and scope for functionary involvement***

98. Programme Accomplishment

With reference to highlights details on programme accomplishment it is found 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. ***It can be concluded that majority of the companies have responded positively w.r.t. programme accomplishment which is based on evaluation of services and programmes , community and beneficiary participation, extent of which programme objectives are accomplished and others as mentioned above***

99. Evaluation of Nature of Training Strategies

With reference to the nature of training strategies for staff and functionaries it is found 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. ***It is concluded that majority of the companies critically evaluated the nature of training strategies and highlighted its need for development of future programmes***

100. Evaluation of CSR Programmes

With reference to the process of evaluation of programmes it is found 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 through executive or group of representatives other process of evaluation includes social auditing, evaluation of external agency, evaluation by a specially appointed committee and external standards employed for CSR. ***It is concluded that majority of the companies s opined positively with reference to Evaluation of CSR programmes by giving response to the various details***

101. Specific Gains from Beneficiaries groups

With reference to the specific gains obtained by beneficiaries group from programmes and services of the agency it is found 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 are 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 are in the form of problem solving skills, obtaining direct economic benefits etc. ***It is concluded that majority of the companies responded very positively w.r.t. to specific gains noticed in the beneficiaries group w.r.t. awareness understanding exposure and chances for growth and development.***

102. Strategies employed for image enhancement

With reference to 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. ***It is concluded that majority of the companies employ variety of strategies for image enhancement as cited above.***

103. Resource Utilization

With reference to the extent of resource utilization it is found that 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. ***It can be concluded that majority of the companies responded very positively w.r.t. utilization of resources for CSR.***

104. Accountability

With reference to the accountability of CSR functions it is found 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. ***It can be concluded that majority of the companies take good initiatives for greater accountability of CSR functions through circulation of reports , holding annual general meeting, field visits etc which is again a very positive indicator.***

FINDINGS & CONCLUSIONS

PART B

1.1 Respondents Age And Knowledge About Basic Information

Majority of the respondents i.e 81.20%(95) scored 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

It is found 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.

1.2 Respondents Designation And Basic Information On CSR

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

It is found that Chi Square value 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.

1.3 Respondents Experience And Basic Information on CSR

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

It is found that Chi Square is not significant. Hence there exists no association between respondents experience and response with reference to basic information on CSR.

2.1 Respondents Age And Terms Used For Corporate Social Responsibility

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.

It is found that Chi Square is highly significant .Hence there exists a strong association between the respondents age and extent of response w.r.t terms used for CSR.

2.2 Respondents Designation And Terms Used For Corporate Social Responsibility

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

It is found that Chi Square is not significant .Hence there exists no association between respondents designation and response with reference to different terms used for CSR

2.3 Respondents Experience And Terms Used For Corporate Social Responsibility

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

It is found 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

3.1 Respondents Age And Knowledge About Company's Contribution To Community And Social Development

Majority of the respondents i.e 52.14%(61) scored high revealing a high extent of response w.r.t company's contribution to Community and Social Development and 47.86 (56) have scored low revealing low extent of response w.r.t company's contribution to Community and Social Development.

It is found that Chi Square table it can be seen that It is found that Chi Square is highly significant .Hence there exists a very strong association between the respondents age and response on Company's contribution to Community and Social Development

3.2 Respondents Designation And Company's Contribution To Community And Social Development

It is found that 53.85% (21) respondents in the senior managers and above group have scored high and 44.87%(35) respondents in the managers group have scored high

In the lower count 46.15 %(18) respondents in the senior managers and above group have scored low and 55.13% (43) respondents in the managers group have scored low.

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation and company's contribution to community and social development

3.3 Respondents Experience And Company's Contribution To Community And Social Development

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.

4.1 Respondents Age & And Time Span For CSR

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.

It is found 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

4.2 Respondents Designation And Time Span For CSR

There is a significant difference in the number of counts in between 3-8 years with a higher count in the managers group as compared to the senior managers group whereas there is no significant difference in the responses of senior managers and above and managers for time span above 8 years.

It is found that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a strong association between the respondent's designation and company's time span for CSR.

4.3 Respondent Experience And Time Span Of CSR

It is found that Chi Square is not significant at 0.05% level of confidence. Hence there is no association between the respondents experience and time span of CSR

5.1 Respondents Age & Factors Which Led To The Emergence Of The Need For Community Based Programme

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

It is found 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

5.2 Respondents Designation & Factors Which Led To The Emergence Of The Need For Community Based Programme

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

It is found 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

5.3 Respondents Experience And Emergence Of The Need For Community Based Programmes

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

It is found 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

6.1 Respondents Age And Corporate Social Responsibility Initiative In Company

Majority of the respondents i.e 65.81%(77) have scored low revealing a low extent of response w.r.t about Company's contribution to Community and Social Development and 34.19 (40) have scored high revealing positive extent of response w.r.t Company's contribution to Community and Social Development

It is found that Chi Square is highly significant. Hence there exists a strong association between the two age groups and Knowledge about Corporate Social Responsibility initiative in company

6.2 Respondents Designation And Corporate Social Responsibility Initiative In Company

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

It is found 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.

6.3 Respondents Experience And Corporate Social Responsibility Initiative In Company .

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

It is found 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 initiative for Corporate Social Responsibility. Respondents Designation and company's guiding philosophy in rendering its social service.

7.1 Respondents Age And Company's Guiding Philosophy In Rendering Its Social Service

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.

It is found 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.

7.2 Respondents Designation And Company's Guiding Philosophy In Rendering Its Social Service

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

It is found 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 company's guiding philosophy behind CSR

7.3 Respondents Experience And Company's Guiding Philosophy In Rendering Its Social Service

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

It is found 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

8.1 Respondents Age And Basic Goal Of Your Company In Rendering Its Contribution To Society

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

It is found 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.

8.2 Respondents Designation And Knowledge About Basic Goal Of Your Company In Rendering Its Contribution To Society

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

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation and company's guiding philosophy behind CSR.

8.3 Respondents Designation And Basic Goal Of Your Company In Rendering Its Contribution To Society

Majority of the respondents 57.26%(67) 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

It is found 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

9.1 Respondents Age And Belief And Practice Of Corporate Values For CSR Practices

Majority of the respondents i.e 76.07%(89) 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

It is found 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

9.2 Respondents Designation And Belief And Practice Of Corporate Values For CSR Practices

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

It is found 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

9.3 Respondents Experience And Belief And Practice Of Corporate Values For CSR Practices

Majority of the respondents i.e 76.07%(89) 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

It is found 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.

10.1 Respondents Age And Approach Of The Company With Respect To Social Responsibilities

Majority of the respondents i.e 60.68%(71) 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

It is found 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

10.2 Respondents Designation And Knowledge About The Approach Of The Company With Respect To Social Responsibilities

Majority of the respondents 60.68%(71) 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

It is found 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 Responsibility

10.3 Respondents Experience And Approach Of The Company With Respect To Social Responsibilities

Majority of the respondents i.e 60.68%(71) 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

It is found 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

11.1 Respondents Age And Motivational Factors For Involvement In Corporate Social Responsibility

Majority of the respondents i.e 56.41%(66) have scored high revealing a high extent of response w.r.t motivational factor for company's involvement in Corporate Social Responsibility and 43.59 (51) have scored low revealing low extent of response w.r.t motivational factor for company's involvement in Corporate Social Responsibility

It is found 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 company's involvement in Corporate Social Responsibility

11.2 Respondents Designation And Knowledge About Motivational Factors For Involvement In Corporate Social Responsibility

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

It is found 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

11.3 Respondents Experience And Motivational Factors For Involvement In Corporate Social Responsibility

Majority of the respondents 56.41%(66) 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 company's involvement in Corporate Social Responsibility

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response with reference to motivational factors for company's involvement in Corporate Social Responsibility

12.1 Respondents Age And Awareness Of The External Standards In CSR.

Majority of the respondents 93.16%(109) 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.

It is found 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

12.2 Respondents Designation And Awareness Of The External Standards In CSR.

Majority of the respondents 93.16%(109)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.

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation and awareness about external standards on CSR

12.3 Respondents Experience And Awareness Of The External Standards In CSR.

Majority of the respondents 6.84%(8) 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.

It is found 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

13.1 Respondents Age And Need To Draw CSR Code

Majority of the respondents 76.07%(89) 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 .

It is found 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

13.2 Respondents Designation And Need To Draw CSR Code

Majority of the respondents 76.07%(89) 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.

It is found 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.

13.3 Respondents Experience And Need To Draw CSR Code

Majority of the respondents 76.07%(89) have scored high revealing high and positive response and 23.93%(51) have scored low revealing a low and negative response with reference to need to draw CSR code.

It is found 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

14.1 Respondents Age And Bottom Line Benefits Of A Socially Responsible Company

Majority of the respondents 54.70%(64) 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

It is found 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.

14.2 Respondents Designation And Response On Bottom Line Benefits Of A Socially Responsible Company

Majority of the respondents 54.70%(64) 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.

It is found 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

14.3 Respondents Experience And Response On Bottom Line Benefits Of A Socially Responsible Company

Majority of the respondents i.e 54.70 %(64) 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

It is found 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

15.1 Respondents Age And CSR Focus With Respect To Internal Dimension

Majority of the respondents 66.67%(78) 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.

It is found 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

15.2 Respondents Designation And CSR Focus With Respect To Internal Dimension

Majority of the respondents 66.67%(78) 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

It is found 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

15.3 Respondents Experience And CSR Focus With Respect To Internal Dimension

Majority of the respondents i.e 66.67%(78) 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

It is found 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

16.1 Respondents Age And Knowledge About CSR Focus With Respect To External Dimension

Majority of the respondents 78.63%(92) 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.

It is found 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

16.2 Respondents Designation CSR Focus With Respect To External Dimension

Majority of the respondents 78.63%(92) 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

It is found 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

16.3 Respondents Experience And CSR Focus With Respect To External Dimension

Majority of the respondents i.e 78.63%(92) 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

It is found 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

17.1 Respondents Age And Concept Of Corporate Social Responsibility

Majority of the respondents 70.94%(83) 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.

It is found that Chi Square is not significant .Hence there exists no association between the respondents age and knowledge about CSR concept.

17.2 Respondents Designation And Knowledge About The Concept Of Corporate Social Responsibility

Majority of the respondents 70.94%(83) 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

It is found 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

17.3 Respondents Experience And Knowledge About The Concept Of Corporate Social Responsibility

The number of high count is significantly higher in respondents with experience of 2-14 years Majority of the respondents 70.94%(83) 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.

It is found 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

18.1 Respondents Age And Company's Focus For CSR In The Future

Majority of the respondents 74.36%(87) 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

It is found 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

18.2 Respondents Designation And Knowledge About Company's Focus For CSR In The Future

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

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation and response about company's focus on CSR in the future

18.3 Respondents Experience And Company's Focus For CSR In The Future

Majority of the respondents 74.36%(87) 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

It is found 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

19.1 Respondents Age And Perceptions About Relevance Of Social And Hr Education For CSR

Majority of the respondents 68.38%(80) 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

It is found 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

19.2 Respondents Designations And Perceptions About Relevance Of Social And Hr Education For CSR.

Majority of the respondents 68.38%(80) have scored high revealing a positive and higher response about company's focus on CSR in the future and 31.62 % (37) respondents have scored low revealing a negative and low response about company's focus on CSR in the future

It is found 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

19.3 Respondents Experience And Perceptions About Relevance Of Social And Hr Education For CSR

Majority of the respondents i.e 60.38%(80) 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.

It is found 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.

20.1 Respondents Age And CSR Imperatives For Companies

Majority of the respondents 74.36%(87) 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

It is found that Chi Square is not significant .Hence there exists no association between the respondents age and knowledge about CSR imperatives for companies.

20.2 Respondents Designation And CSR Imperatives For Companies

It is found that 61.54%(24) respondents in the senior managers and above group have Majority of the respondents 74.36%(87) 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

It is found 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

20.3 Respondents Experience And CSR Imperatives For Companies

Majority of the respondents i.e 74.36%(87) 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

It is found 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

21.1 Respondents Age And Need For CSR Codification

Majority of the respondents 56.41%(66) 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

It is found that Chi Square is significant .Hence there exists a strong association between respondents age and knowledge about the need for CSR codification.

21.2 Respondents Designation And Need For CSR Codification

Majority of the respondents 56.41%(66) 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

It is found 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

21.3 Respondents Experience And Need For CSR Codification

Majority of the respondents 56.41%(66) 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.

It is found that Chi Square is not significant. Hence there exists no association between respondents experience and response w.r.t need for CSR codification

22.1 Respondents Age And Community Scenario In The Pre Interventions Stage

Majority of the respondents 82.91%(97) 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

It is found that Chi Square is not significant .Hence there exists no association between the respondents age groups community scenario in the pre intervention stage

22.2 Respondents Designation And Community Scenario In The Pre Interventions Stage

Majority of the respondents 82.91%(97) 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

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation response about community scenario in the pre intervention stage

22.3 Respondents Experience And Community Scenario In The Pre Interventions Stage

Majority of the respondents 82.91%(77) 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

It is found 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

23.1 Respondents Age And CSR Impact

Majority of the respondents 70.09%(82) 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.

It is found that Chi Square is significant. Hence there exists a strong association between the respondents age and response on the CSR impact.

23.2 Respondents Designation And CSR Impact

Majority of the respondents 70.09%(82) 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.

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation and CSR Impact

23.3 Respondents Experience and CSR Impact

Majority of the respondents 70.09%(82) 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

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t w.r.t CSR Impact

24.1 Respondents Age And Major Difficulties Encountered & Addressed In The Process Of CSR

Majority of the respondents 61.54%(72) 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

It is found 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

24.2 Respondents Designation And Major Difficulties Encountered & Addressed In The Process Of CSR

Majority of the respondents 61.54%(72) 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

It is found 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

24.3 Respondents Experience And Major Difficulties Encountered & Addressed In The Process Of CSR

Majority of the respondents 61.54%(72) 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

It is found 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

25.1 Respondents Age And CSR Stages Where Difficulties Were Faced

Majority of the respondents 61.81%(77) 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

It is found 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.

25.2 Respondents Designation And CSR Stages Where Difficulties Were Faced

Majority of the respondents 65.818%(77) 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

It is found 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

25.3 Respondents Experience And CSR Stages Where Difficulties Were Faced

Majority of the respondents 65.81%(77) 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

It is found 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.

26.1 Respondents Age And Extent Of Positive CSR Impact

Majority of the respondents 57.26%(67) 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

It is found that Chi Square is not significant .Hence there is no association between respondents age and response w.r.t extent of positive impact

26.2 Respondents Designation And Extent Of Positive Impact

Majority of the respondents 57.26%(67) 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.

It is found 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

26.3 Respondents Experience And Extent Of Positive Impact

Majority of the respondents i.e 57.26%(67) 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

It is found 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

27.1 Respondents Age And CSR Process

Majority of the respondents 55.56%(65) 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

It is found that Chi Square is highly significant .Hence there exists a strong association between Respondents age and CSR process

27.2 Respondents Designation And CSR Process

Majority of the respondents 55.56%(65) 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 .

It is found 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.

27.3 Respondents Experience And CSR Process

Majority of the respondents i.e 55.56%(65) 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

It is found 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

28.1 Respondents Age And Quantitative Measurement Of Impact Of CSR.

Majority of the respondents 52.99%(62) 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

It is found that Chi Square is highly significant .Hence there exists a strong association between the respondent age and quantitative measurement of the impact of CSR.

28.2 Respondents Designation And Quantitative Measurement Of Impact Of CSR.

Majority of the respondents 52.99%(62) 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

It is found 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

28.3 Respondents Experience And Quantitative Measurement Of Impact Of CSR.

Majority of the respondents i.e 52.99%(62) 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.

It is found 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.

29.1 Respondents Age And Qualitative Measurement Of Impact Of CSR

Majority of the respondents 65.81%(77) 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

It is found that Chi Square is highly significant .Hence there exists a strong association between the respondent age and w.r.t qualitative measurement of CSR

29.2 Respondents Designation And Qualitative Measurement Of Impact Of CSR

Majority of the respondents 65.81%(77) 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

It is found 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

29.3 Respondents Experience And Qualitative Measurement Of Impact Of CSR

Majority of the respondents i.e 65.81%(77) 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

It is found 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

30.1 Respondents Age And Incidence Of Social Problems

Majority of the respondents 96.58%(113) have scored low revealing high extent of negative response and 43.59%(51) have scored high revealing a very low extent of positive response with reference to decline in the incidences of social problems.

It is found 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.

30.2 Respondents Age And Incidence Of Social Problems

Majority of the respondents 96.58%(113) 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.

It is found 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.

30.3 Respondents Experience And Incidence Of Social Problems

Majority of the respondents i.e 96.58%(113) 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

It is found 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

31.1 Respondents Age And Preferred Needs Of The Community

Majority of the respondents 65.81%(77) 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

It is found 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

31.2 Respondents Designation And Preferred Needs Of The Community

Majority of the respondents 65.81%(77) 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.

It is found 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.

31.3 Respondents Experience And Preferred Needs Of The Community .

Majority of the respondents i.e 65.81%(77) 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

It is found 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

32.1 Respondents Age And Extent Of Capabilities Of The Company To Meet Preferred Needs

Majority of the respondents 94.02%(110)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

It is found 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

32.2 Respondents Age Extent Of Capabilities Of The Company To Meet Preferred Needs

Majority of the respondents 65.81%(77) 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

It is found 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

32.3 Respondents Experience Extent Of Capabilities Of The Company To Meet Preferred Needs

Majority of the respondents 94.02%(110) 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

It is found 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

33.1 Respondents Age And Deployment Of CSR Constituents Across The Organization

Majority of the respondents 60.68%(71) have scored low revealing higher extent of negative response and 39.32%(46) have scored high revealing a low extent of positive response with reference to reference to deployment of CSR constituents across the organization

It is found that Chi Square is highly significant at 0.05% level of confidence. Hence there exists a very strong association between the respondents age and extent of response with reference to deployment of CSR constituents across the organization

33.2 Respondents Designation And Deployment Of CSR Constituents Across The Organization

Majority of the respondents 60.68%(71) 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

It is found 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

33.3 Respondents Experience And Deployment Of CSR Constituents Across The Organization

Majority of the respondents 60.68%(71) 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

It is found 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

34.1 Respondents Age And Work Place Performance Indicators

Majority of the respondents 80.34%(94) have scored high .revealing higher extent of positive response and 19.66%(23) have scored low revealing a low extent of negative response with reference to work place performance indicators

It is found that Chi Square is not significant .Hence there is no association between the respondents designation and extent of response with reference to work place performance indicators

34.2 Respondents Designation And Work Place Performance Indicators

Majority of the respondents 80.34%(94) 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

It is found 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

34.3 Respondents Experience And Work Place Performance Indicators

Majority of the respondents 80.34%(94) 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

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect to Work Place Performance Indicators

35.1 Respondents Age And Marketplace Performance Indicators

Majority of the respondents 69.23%(81) have scored high revealing higher extent of positive response and 30.77%(36) have scored low revealing a low extent of negative response with reference to market place performance indicators

It is found that Chi Square is not significant .Hence there exists no association between the Respondents age and response with reference to market place performance indicators

35.2 Respondents Designation And Market Place Performance Indicators

Majority of the respondents 69.23%(81) 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

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation and response with reference to market place performance indicators

35.3 Respondents Experience And Market Place Performance Indicators

Majority of the respondents 69.23%(81) 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.

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect to market Place Performance Indicators

36.1 Respondents Age And Environment Performance Indicators

Majority of the respondents 76.92%(90) have scored high revealing higher extent of positive response and 23.08%(27) have scored low revealing a low extent of negative response with reference to environment performance indicators

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect to market Place Performance Indicators

36.2 Respondents Designation And Environment Performance Indicators

Majority of the respondents 76.92%(90) 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

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation and response with reference to environment place performance indicators

36.3 Respondents Experience And Environment Performance Indicator

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

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect to environment

37.1 Respondents Age And Community Development Performance Indicators

Majority of the respondents 52.14%(61) have scored low revealing higher extent of negative response and 47.86%(56) have scored high revealing a moderate extent of positive response with reference to environment performance indicators

It is found that Chi Square is highly significant at 0.05% level of confidence .Hence there exists strong association between respondents age and response with respect community development Performance Indicators

37.2 Respondents Designation And Community Development Performance Indicators

Majority of the respondents 52.14%(61) 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

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation and response with reference to community development performance indicator.

37.3 Respondents Experience And Community Development Performance Indicators

Majority of the respondents in both the experience groups 52.14%(61) 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.

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect to community development performance indicator

38.1 Respondents Age And Ethical Performance Indicators

Majority of the respondents 55.56%(65) have scored low revealing higher extent of negative response and 44.44%(52) have scored high revealing a moderate extent of positive response with reference to ethical performance indicators

It is found that Chi Square is not significant .Hence there exists no association between respondents age and response with respect to ethical performance indicator

38.2 Respondents Designation And Ethical Performance Indicators

Majority of the respondents 55.56%(65) 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

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation and response with reference to ethical performance indicators.

38.3 Respondents Experience And Ethical Performance Indicators

Majority of the respondents in both the experience groups 55.56%(65) 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

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect ethical performance indicator

39.1 Respondents Age And Human Rights Performance Indicators

Majority of the respondents 75.21%(88) have scored low revealing higher extent of negative response and 24.79%(29) have scored high revealing a moderate extent of positive response with reference to ethical performance indicators

It is found that Chi Square is highly significant at 0.05% level of confidence .Hence there exists strong association between respondents age and response with respect human rights Performance Indicators

39.2 Respondents Designation And Human Rights Performance Indicators

Majority of the respondents 75.21%(88) 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

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation and response with reference to human rights performance indicators.

39.3 Respondents Experience And Human Rights Performance Indicators

Majority of the respondents in both the experience groups 75.21%(88) 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

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response with respect human rights performance indicator

40.1 Respondents Age And Stakeholders Interests In Company CSR Performance

It is found that Chi Square is highly significant .Hence there exists a strong association between the two age groups and response of stakeholder interests in company's CSR performance

40.2 Respondents Designation And Stakeholders Interests In Company CSR Performance

Majority of the respondents 76.07%(89) scored low revealing a lower extent of response w.r.t stakeholders interests in company's CSR performance and 23.93% (28) respondents have scored high revealing higher extent of response w.r.t stakeholders interests in company's CSR performance

It is found that Chi Square is highly significant .Hence there exists a strong association between the respondents designation and response on extent of stakeholder interests in company's CSR performance

40.3 Respondents Experience And Stakeholders Interests In Company CSR Performance

Majority of the respondents i.e 76.07%(89) 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

It is found 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

41.1 Respondents Age And Views On Stakeholders Issues Consideration In Investment Decisions

It is found that Chi Square is highly significant .Hence there exists a strong association between the two age groups and respondents views on consideration of stakeholders issues in investments decisions is concerned

41.2 Respondents Designation And Views On Stakeholders Issues Consideration In Investment Decisions

Majority of the respondents 78.63%(92) 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

It is found that Chi Square is highly significant .Hence there exists a strong association between the respondents designations and respondents views on consideration of stakeholders issues in investments decisions

41.3 Respondents Experience And Views On Stakeholders Issues Consideration In Investment Decision

Majority of the respondents i.e 78.63%(92) 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.

It is found 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

42.1 Respondents Age And Collaboration With Specialists And Professionals

It is found that Chi Square is not significant .Hence there is no association between age and respondents views on professionals/experts collaboration with the corporate.

42.2 Respondents Designation And Collaboration With Specialists And Professionals

Majority of the respondents 58.97%(69) 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

It is found that Chi Square is not significant .Hence there is no association between designation and respondents views on professionals/experts collaboration with the corporate.

42.3 Respondents Experience And Collaboration With Specialists And Professionals

Majority of the respondents 58.97%(69) 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

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t collaboration with Specialists and Professionals

43.1 Respondents Age And Mass Media Used For Promoting CSR Programmes

It is found that Chi Square is significant .Hence there exists a strong association between the two age groups and focus of CSR function in the company.

43.2 Respondents Designation And Mass Media Used For Promoting CSR Programmes

Majority of the respondents 91.45%(107) 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

It is found 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

43.3 Respondents Experience And Mass Media For Promoting CSR Programmes

Majority of the respondents 91.45%(107) 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

It is found 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

44.1 Respondents Age And Support Of Mass Media

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

It is found that Chi Square is significant .Hence there exists a strong association between the two age groups and focus of CSR function in the company.

44.2 Respondents Designation And Areas Of Mass Media Support

Majority of the respondents 68.38%(80) 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

It is found 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

44.3 Respondents Experience And Areas Of Mass Media Support

Majority of the respondents i.e 68.38%(80) 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

It is found 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

45.1 Respondents Age And Pressure Group

It is found that Chi Square is not significant .Hence there exists no association between the two age groups and strategies deployed to deal with pressure groups

45.2 Respondents Designations And Strategies Employed To Deal With Pressure Group

Majority of the respondents 93.16%(109) 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.

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation and company's contribution to community and social development

45.3 Respondents Experience And Strategies Employed To Deal With Pressure Group

Majority of the respondents 93.16%(109) 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

It is found that Chi Square table it can be seen that It is found 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

46.1 Respondents Age And Nature Of Training Strategies

It is found that Chi Square is highly significant .Hence there exists a strong association between the two age groups and response on the nature of training strategies.

46.2 Respondents Designation And Nature Of Training Strategies

Majority of the respondents 57.26%(67) 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

It is found 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

46.3 Respondents Experience And Nature Of Training Strategies

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

It is found 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

47.1 Respondents Age And Problems Associated With Training Staff & Functionaries Of CSR

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

It is found that Chi Square is not significant .Hence there exists no association between the two age groups and problems associated with training

47.2 Respondents Designation And Problems Associated With Training Staff & Functionaries Of CSR

Majority of the respondents 60.68%(71) 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

It is found 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

47.3 Respondents Experience And Problems Associated With Training Staff & Functionaries Of CSR

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 problems associated with training of staff and functionaries of CSR

It is found 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

48.1 Respondents Age And Preferences Of Company Functionaries To CSR Programmes

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

It is found that Chi Square is not significant .Hence there exists no association between the two age groups and preferences of the company functionaries with respect to the CSR programmes.

48.2 Respondents Designation And Preferences Of Company Functionaries To CSR Programmes

Majority of the respondents 52.99%(62) 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

It is found 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

48.3 Respondents Experience And Preferences Of Company Functionaries To CSR Programmes

Majority of the respondents 52.99%(62) 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

It is found 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

49.1 Respondents Age And CSR Planning & Implementation Of Services And Programmes .

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

It is found that Chi Square is not significant hence there exists no association between the respondents age group and CSR planning and implementation of services and programmes

49.2 Respondents Designation And CSR Planning & Implementation Of Services And Programmes

Majority of the respondents 89.74%(105) 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

It is found 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

49.3 Respondents Experience And CSR Planning & Implementation Of Services And Programmes

Majority of the respondents i.e 89.74%(71) 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

It is found 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

50.1 Respondents Age And Involvement Of Stakeholders In CSR Planning

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

It is found that Chi Square is highly significant .Hence there exists a strong association between respondents age and extent of involvement of different stakeholders in CSR Planning

50.2 Respondents Designation And Involvement Of Stakeholders In CSR Planning

Majority of the respondents 64.10%(75) 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

It is found 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

50.3 Respondents Experience And Involvement Of Stakeholders In CSR Planning

Majority of the respondents i.e 64.10%(75) 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

It is found 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

51.1 Respondents Age And CSR Communication To Implementing Staff

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

It is found that Chi Square is highly significant .Hence there exists a strong association between the respondents age group and extent of CSR communication to the implementing staff.

51.2 Respondents Designation And CSR Communication To Implementing Staff

Majority of the respondents 68.38%(80) 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

It is found 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.

51.3 Respondents Experience And CSR Communication To Implementing Staff

Majority of the respondents i.e 68.38%(80) 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

It is found 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

52.1 Respondents Age And Modes Of Communication For Facilitating CSR Function

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.

It is found 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 modes of communication for facilitating CSR function

52.2 Respondents Designation And Modes Of Communication For Facilitating CSR Function

Majority of the respondents 79.49%(93) 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

It is found 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

52.3 Respondents experience And Modes Of Communication For Facilitating CSR Function

Majority of the respondents i.e 79.49%(93) 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

It is found 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

53.1 Respondents Age And CSR Monitoring

It is found that Chi Square is not significant at 0.05% level of confidence .Hence there exists no association between the respondents age and CSR monitoring.

53.2 Respondents Designation And CSR Monitoring

Majority of the respondents 84.62%(99) 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

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation extent of response with reference to CSR Monitoring

53.3 Respondents Experience And CSR Monitoring

Majority of the respondents 84.62%(99) 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

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t CSR Monitoring

54.1 Respondents Age And External Linkages With Development Agencies

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. external linkages with development agencies

It is found that Chi Square is not significant at 0.05% level of confidence .Hence there exists no association between the respondents age and external linkages of company with development agencies.

54.2 Respondents Designation And External Linkages With Development Agencies

Majority of the respondents 89.74%(105) 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 external linkages with development agencies

It is found 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

54.3 Respondents Experience And External Linkages With Development Agencies

Majority of the respondents i.e 10.26%(12) 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

It is found 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

56.1 Respondents Age And Reasons For Poor Linkages

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.

It is found that Chi Square is significant at 0.05% level of confidence. Hence there exists a strong association between the respondents age and response for poor beneficiary response

56.2 Respondents Designations And Reasons For Poor Linkages

Majority of the respondents 63.25%(74) respondents have 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.

It is found 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.

56.3 Respondents Experience And Reasons For Poor Linkages

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 Reasons for Poor Linkages

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t Reasons for Poor Linkages

Table : 57.1 Respondents Age and Response by beneficiaries to CSR programmes & services

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

It is found that Chi Square is not significant .Hence there exists no association between the Respondents age and extent of response of beneficiaries

57.2 Respondents Designation and Response by beneficiaries to CSR programmes & services

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

It is found that Chi square is not significant .Hence there exists no association between the Respondents designation and extent of response of beneficiaries

57.3 Respondents Experience and Response by beneficiaries to CSR programmes & services

Majority of the respondents 54.70%(67) 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

It is found 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

58.1 Respondents Age and Involvement of professional and occupational groups

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

It is found 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

57.2 Respondents Designation and Involvement of professional and occupational groups

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.

It is found 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.

57.3 Respondents Experience and Involvement of professional and occupational groups

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

It is found 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

58.1 Respondents age and reasons for poor beneficiary response

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

It is found 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

58.2 Respondents Designation and reasons for poor beneficiary response

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

It is found 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

58.3 Respondents Experience and reasons for poor beneficiary response

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

It is found 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

59.1 Respondents age and Beneficiary gains

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

It is found 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.

59.2 Respondents Designation and Beneficiary gains

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

It is found 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.

59.3 Respondents Experience and Beneficiary gains

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

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t beneficiary gains.

60.1 Respondents age and response on functionaries

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

It is found 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.

60.2 Respondents Designation and response on functionaries

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

It is found 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

60.3 Respondents Experience and response on functionaries

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

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t response on functionaries

61.1 Respondents age and Reasons for Poor functionary response

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

It is found 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

61.2 Respondents Designation and Reasons for Poor functionary response

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

It is found 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

61.3 Respondents Experience and Reasons for Poor functionary response

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.

It is found 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

62.1 Respondents age and Programme Accomplishment

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.

It is found 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

62.2 Respondents Designation and Programme Accomplishment

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

It is found 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

62.3 Respondents Experience and Programme Accomplishment

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

It is found that Chi Square is not significant. Hence there exists no association between respondents experience and response w.r.t. programme accomplishment

63.1 Respondents age and Nature of Training strategies for staff and Functionaries

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.

It is found 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.

63.2 Respondent Designation and Nature of Training strategies for Staff and functionaries

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 .

It is found 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.

63.3 Respondent Experience and Nature of Training strategies for staff and functionaries.

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.

It is found 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

64.1 Respondents age and Evaluation of Programmes

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

It is found that Chi Square is not significant .Hence there exists no association between the Respondents age and extent of response w.r.t. programme evaluation.

64.2 Respondents Designations and Evaluation of Programmes

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

It is found that Chi Square is not significant .Hence there exists no association between the Respondents designation and extent of response w.r.t. programme evaluation.

64.3 Respondents Experience and Evaluation of Programmes

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.

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t evaluation of programmes

65.1 Respondents age and Specific Beneficiary gains from programmes and Services

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

It is found 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.

65.2 Respondents Designation and Specific Beneficiary gains from programmes and Services

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

It is found 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.

65.3 Respondents Experience and Specific Beneficiary gains from programmes and Services

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

It is found that Square is not significant .Hence there exists no association between respondents experience and response w.r.t Specific Beneficiary gains from programmes and Services

66.1 Respondents age Image Enhancement

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.

66.2 Respondents Designation & Image Enhancement

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

It is found 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

66.3 Respondents Experience & Image Enhancement

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

It is found that Chi Square is not significant .Hence there exists no association between respondents experience and response w.r.t strategies employed for image enhancement.

67.1 Respondents age and Accountability

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

It is found 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

67.2 Respondents Designation and Accountability

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

It is found 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

67.3 Respondents Experience and Accountability

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

It is found that hi Square is not significant .Hence there exists no association between respondents experience and response w.r.t accountability.