

CHAPTER III

RESEARCH METHODOLOGY

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CHAPTER III

RESEARCH METHODOLOGY

3.SIGNIFICANCE OF STUDY:-

World Business Council for Sustainable Development defines Corporate Social Responsibility (CSR) as “The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.” The European Commission advocates CSR as “Being socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing more into human capital, the environment and relations with stakeholders.”

Corporate Social Responsibility is an emerging concept in the Indian corporate world. The socio-economic changes and particularly because of the Liberalization Privatization and Globalization era, there have been several challenges to the corporate world. Each and every corporate are expected not only to make profit for them but also they have some social responsibility towards the public. The corporate today not only earn but also enable the public to enjoy some of the social service and social welfare services to the people provided to them through a part of their profit. The concept of CSR may be viewed from the angle of providing certain fringe benefits not only for their own employee but also to other stake holders who are outside the purview of the organization.

Till the last 19th century, the mission of business firms was exclusively economic. Today, partly due to interdependencies of many groups in society, the social involvement of business has increased. The business organization is an integral part of the society and is heavily dependent upon the man and natural resources of the country. The organization cannot be explained in the terms of only shareholders, employees, and customers alone. Thus it is the moral obligation of the business firm to do something for the betterment of the community in which it exists. The public expects businesses to behave ethically and contribute to economic development, while improving the quality of life of the workforce, their families and society.

CSR activities in India have grown manifold because of the statutory provisions made by the government. The CSR activities range from donating money for specific cause, old clothes drive, blood donation camps, and medical camps, sponsoring meals for school children, building schools and hospitals and so on. The corporate now have development activities by way of adopting a select community, a location usually close to the company and addresses some specific community needs. At a higher end, it is addresses large social issues like education and health in a systematic basis & trying to make a fundamental difference. Today CSR activities are also seen as a measure of brand building exercise through which it tries significantly to enhance the credibility of the company.

As already pointed out the Corporate Social Responsibility encompasses the sectors like health, education, employment, income and enhancement of quality of life of the people and the community. It is also binding on the corporate sector to work on the above aspects, which are thought to be primary social indicators. They have enough money to nurture the community in the best possible way. Thus Corporate Social Responsibility has come to be accepted as an emerging discipline globally. Many business organizations have also accepted their social responsibility voluntarily. Some others have adopted to keep up a corporate image while others to get a competitive edge among others.

The companies Bill 2013 makes it mandatory that all corporate having a net worth of RS.500 cores or more or with a turnover of RS.1000 cores during any financial year must spend two percent of average net profit as corporate social responsibility. These mandatory requirements added with an increasing realization among business organization that they need to contribute for social development of the people. This has also enabled them to venture into social entrepreneurship activities and not merely perform economic activities. Significance of CSR in India has ethical and philosophical dimensions. There exists wide gap between people in terms of income, living standards and social status. Thus CSR is a step towards building the nation through social activities.

With the above view points, the researcher has chosen the topic on “Corporate Social Responsibility Perceived by stakeholders of Amul Dairy, Anand. This study highlights the CSR practices of the Amul Dairy, the strategies adopted to implement CSR, major issues and challenges associated with the implementation, and the

corporate social disclosure practices. This study focuses on the concept and practices of CSR by the Amul which spreads across the Anand District of Gujarat.

3.1. OBJECTIVES:-

The objectives of the studies are as follows.

1. To find out initiatives under taken by the organization as part of CSR for society's betterment.
2. To study the demographical profile of various stakeholders involved in CSR.
3. To explore the level of awareness, utilization & satisfaction of CSR as perceived by the stakeholders.
4. To study the change in the lives of various stakeholders after the CSR initiatives.
5. To suggest an intervention plan to enhance the functioning of CSR

3.2. QUESTIONS TO BE ANSWERED:

Some of the important questions to be answered by this study are as follows:

1. What types of activities/ services AMUL is providing for the upliftment of beneficiaries under CSR.
2. What are the socio-economic and other impacts of CSR activities of AMUL?
3. What is the level of awareness among the community members/beneficiaries about the CSR activities of the AMUL?
4. What is the usefulness and utility of programs and activities?
5. What is the level of satisfaction among the beneficiaries?
6. What is the utility of training programs conducted by the AMUL for its beneficiaries?
7. What is the impact of Self Managing Leadership Programme?
8. What types of loan facilities are provided by the AMUL?
9. How much effectively the concept of Total Quality Management is implemented by the AMUL in its services?
10. How the AMUL is ensuring and promoting Women empowerment through CSR activities?
11. How much CSR activities are promoted by the AMUL through its general policy?
12. How AMUL ensuring and promoting the participation and involvement of various stakeholders in its CSR Activities?
13. How the CSR activities of the AMUL are affecting the Brand Image?

14. How the CSR activities are affecting the quality of life of the community members?
15. How much sustainability is ensured by the AMUL through its programme and services?

3.3 RESEARCH DESIGN:-

The research design of the study is descriptive in nature. The study is descriptive because an effort has been made to study the current status, prevailing practices, point of view/opinion, processes and the nature of activities and programme initiated by the organization in the field of CSR and Employee Perceptions on CSR.

3.4 UNIVERSE OF STUDY:-

The universe of study consist the beneficiaries of all the villages (350) of Anand District in which CSR activities/Programmes have been initiated by AMUL. It also includes two main stakeholders

1. Villagers Included, Farmers - Cooperative dairy chairman & Secretary.
2. Employees Included Amul Dairy Manager, Officer, Executives, Employees, Project Heads, Implementers,

3.5 SAMPLE:

In the present descriptive study multistage sampling method has been adopted for the selection of respondents. The following table shall present the stages for drawing this sample.

Sr. No	Talukas	Total No. of Villages	No of Selected Villages	Total No of Beneficiaries	Rejected	Total No of beneficiaries Interviewed(50 %)
1	Anand	39	1	125	11	57
2	Anklav	31	1	110	06	52
3	Borsad	64	1	145	09	68
4	Khambhat	57	1	73	03	35

5	Petlad	56	1	69	04	33
6	Sojitra	25	1	117	07	55
7	Tarapur	42	1	132	11	60
8	Umreth	36	1	82	02	40
Total	08	350	08	853	53	400

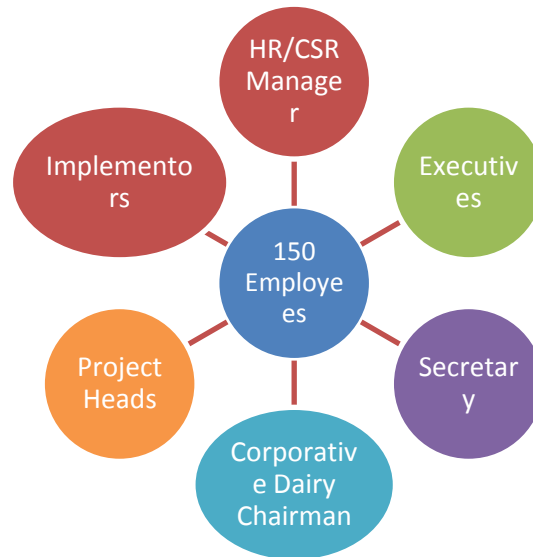
At the first stage AMUL Dairy was purposely selected for the study keeping in view the records and milestones of AMUL in the field of CSR.

At the second stage all the Taluks (08 Taluka) of Anand district of Gujarat were selected for the study.

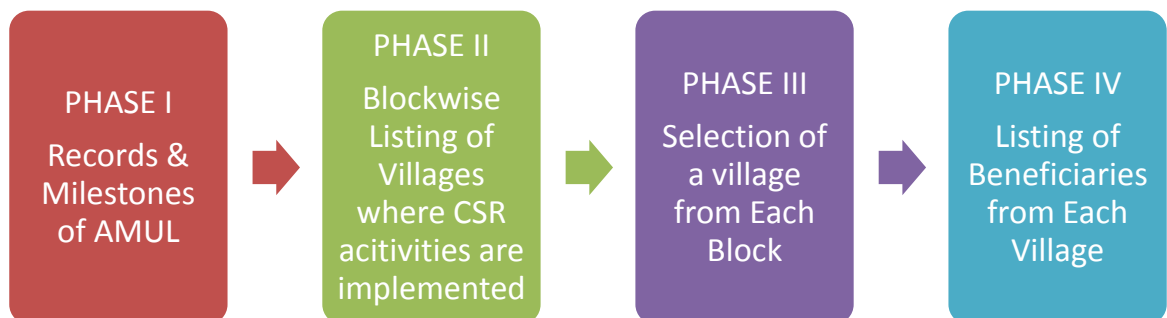
At the third stage one village from each selected taluka was selected by using random sampling procedure. Thus the total villages selected for the study were eight in numbers.

At the next stage a list of beneficiaries from each selected village was prepared with the help of office bears, social workers and field staff and after that 50 beneficiary from each selected villages were chosen randomly by using stratified random sampling method. Thus the total sample size consists of 400 beneficiaries for the purpose of the study.

Besides the 400 beneficiaries, 150 officials out of 300 closely associated with the planning & implementations of CSR activities were selected by using random sampling procedure. The officials selected from the list were from the rank of the HR/CSR Manager, officer, Executives, Project Heads, Implementers, Cooperative dairy Chairman & Secretary and employees.



Thus the total sample size of the study consists of 400 beneficiaries, and 150 officials of Amul Dairy.



3.6 METHODS OF DATA COLLECTION:

Sources of Data:

This study is based on both types of sources of data, primary and secondary. The primary data are those which are collected a fresh and for the first time and thus happen to be the original in character. The secondary data on the other hand, are that which have already been collected by someone else and which have already been passed through the statistical process.

In the present study the primary data was collected from the villagers and the officials involved in CSR activities. The secondary data was collected from the office records such as annual reports of the agency, booklets, case studies, newspaper journals and magazines and other published, non-published sources.

3.7. TOOLS & TECHNIQUES OF DATA COLLECTION:

Interview schedule had been used as the main tool for data collection. The interview schedule were prepared in consultation with the help of experts and all due care in comprehensiveness before its use.

As the use of techniques in research is based on the nature of information and the field of study selected, in the present study the techniques of interviewing formed the main basis, because it could provide the researcher with an opportunity to have the desired information elicited from the respondents, through interviews accorded by appointment, contacting them on their own terms and conditions.

3.8PRE-TESTING OF THE INTERVIEW SCHEDULE

The interview schedule thus prepared was pre-tested on 40 beneficiaries & 5 office bearers for across eight villages and the organization. These villages were small to medium in size and have presence of middle and lower class people belonging to different castes. Before administering the schedule, the subjects were contacted and the purpose of the survey was explained to them. In many cases, it was difficult to interview the subjects individually because of doubt over the purpose of questions; and therefore, the interview was conducted in the presence of significant others. Questions were asked freely and whenever the respondents showed hesitation, the questions were either left out for second session or repeated with explanation. The answers were noted on the schedule itself.

After collecting data from 45 respondents the data was tabulated and analyzed. This helped to amend and modify the schedule. Some questions were reframed, some were dropped as they elicited similar responses and many were added as many of the areas were not adequately covered.

3.9ANALYSIS OF THE DATA:

After the fieldwork data collection process was over, all the schedules were checked and some of the information written here and there on the schedules was rewritten against the appropriate choices of particular questions so as to facilitate subsequent

analysis of this data. After that the data was feed into computer for further tabulation and interpretation. For analyzing and interpreting the data, the researcher adopted the simple percentage as a statistical technique. The statistical analysis was carried out using computer programme statistical package for social sciences (SPSS)

3.10 DEFINITIONS OF TERMS USED:

Corporate Social Responsibility: A concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment. A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. **(European Commission)**

Beneficiaries: “A beneficiary is any person who gains an advantage and/or profits from something” **(INVOSPEDIA).**

Stakeholders: Stakeholders as those without whom an organization could not survive, those in whom the organization had a stake’ and asserted that this ‘represents a radical shift from those who affect the organization to those who are affected by it’ (e.g., labour, shareholders, NGOs and the constituencies they represent). **(Sternberg (1997))**

Participation: ‘A social process whereby specific groups with shared needs living in a defined geographic area actively pursue identification of their needs, take decisions and establish mechanisms to meet these needs’ **(Ndekha, Hansen et al. 2003)**

“A process whereby those with a legitimate interest in a project influence decisions which affect them’ **(Eyben and Ladbury 1995)**

Impact: “The term impact describes all the changes which are expected to happen due to the implementation and application of a given policy option/intervention. Such impacts may occur over different timescales, affect different actors and be relevant at different scales (local, regional, national and EU). In an evaluation context, impact refers to the changes associated with a particular intervention which occur over the longer term.’ **European Commission (EC)** “An impact is the action of one object hitting another, or the force with which one object hits another” **(COBUILD Advanced English Dictionary).**

Satisfaction: “An evaluation rendered that the (consumption) experience was at least as good as it was supposed to be”(Engel and Blackwell, 1982)

3.11LIMITATION OF THE STUDY:

1. The study was limited to study CSR initiatives of AMUL Dairy only.
2. The study was limited to study the concept of CSR perceived by the stakeholders.
3. The study was limited to the selected villages covered under the CSR activities of AMUL.
4. The study was limited to the 400 beneficiaries only and 150 employees

3.12CHAPTERISATION:

To present the findings and its discussions in systematic way, the following chapter plan has been followed.

Chapter – I Introduction

Chapter—II Review of Literature

Chapter – III Research Methodology

Chapter – IV Research Setting

Chapter – V Data Analysis and Interpretation

Chapter –VI Major Findings, Suggestions and Conclusion