
Impact of Corporate Social Responsibility on Corporate Image: A Study of Textile Industry

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Abstract

Corporate Social Responsibility (CSR) is emerging as one of today's most important topics for firms big or small. Especially, manufacturing firms in developing countries such as India the world's 'manufacturing floor' – are under heavy scrutiny from many parties. This paper aims to research the status of CSR activities relating to four stakeholders namely, customer, employee, environment, and community in the Indian textile industry. Literature review shows little is available on the status of stakeholder-based CSR practices in the textile industry. This paper obtains data through a survey of 10 textile companies in India. The findings reveal the emergence of CSR as corporate focus. The paper also provides suggestions on enhancement of CSR for stakeholders in the Indian textile units.

Keywords: CSR initiatives, Stakeholder, Textile industry.

1. Introduction

The concept of corporate social responsibility (CSR) is underpinned by the idea that corporations can no longer act as isolated economic entities operating in detachment from broader society. Traditional views about competitiveness, survival and profitability are being swept away. CSR is a company's commitment to operate in an economically, socially and environmentally sustainable manner whilst balancing the interests of diverse stakeholders. It seems that there is a natural fit between the idea of CSR and an organization's stakeholders (Carroll, Archie B., 1991). Experts have taken a broader view that any company with a short term in view, only maximizing profits for the shareholders, will destroy value in the long term. In India, there are efforts to identify the concerns of the significant stakeholders, the practices of many of these are voluntary (Gautam, Richa, 2010). Companies have adopted several mechanisms to engage the stakeholders, some which are mandated by law (UNDP, 2002). India has been named among the top ten Asian countries paying increasing importance towards CSR disclosure norms.

1.1 Indian Textile Industry

The textiles and clothing industry is the second most important economic activity in the country in terms of employment generation after agriculture. It is also one of the major sources of export earnings for the country. Its share in manufacturing value added is estimated currently at about 12 percent. The government is also considering measures to support the industry on which livelihood of millions of people is dependent. Textiles industry plays a pivotal role through its contribution in employment generation and export earnings for the country. According to

economic survey 2014-15 textile sector contributes 14 percent to industrial production, 5 percent to the gross domestic product, and 20 percent to the country's export earnings. It provides direct employment to over 38 million people, which includes a substantial number of economically weaker sections of the society. The textile sector came third with fifty-three companies according to the study by the Associated Chambers of Commerce and Industry of India. India has become more viable competition in the textile industry since the end of the quota system in 2005 under the Multi-Fiber Agreement Act. After the dismantling of the quota system, India's textile exports to the US went up by 34 percent and to Europe by 30 percent (CSM, 2001). CSR has become the focal point for the textile industry as the general public has become more concerned about how corporations deal with social and environmental Issues and give back to society from which they profit.

1.2 Benefits of CSR

In India, CSR aspects are referred as an important characteristic of business success (CSM, 2001). The positive outcomes that can arise to various stakeholders when business adopts CSR are manifold.

Customers: Customers are considered as the most important stakeholder (CSM, 2001). The benefits to the customers are minimization of environmental impacts arising out of product usage, ensuring of safety during usage or storage of the product, ensuring of health issues and after sales service, cause-related marketing of products, addressing of customer grievances, Effective advertisement campaigns and adopting ethics in supply chain.

Employees: After customers, employees are considered as important stakeholders (CSM, 2001). In a survey, one-third of the corporate mentioned that their responsibility to their employees is an element of CSR and majority of them stated that the success of a modern Indian company depended on HR strengths (CSM, 2001). It is believed that employees take CSR performance into account in their assessment of the company (UNDP, 2002). Awareness on company's policies, conducive environment to female employees, availability of employee guidelines concerning human relations management, motivational incentives to employees, identification of training needs of employees and assessment of employee satisfaction through surveys, prevention of labour disputes, availability of employee health care system, counseling for onsite nutritional, health and stress disorders, health seminars for employees, safety at workplace, lesser turnover rate are the benefits of employee CSR to the employees.

Environment: Majority of Indian companies referred to their responsibilities to the environment while defining CSR, especially in the form of pollution control and efficient use of fossil fuels (CSM, 2001). It is felt that the main role of corporations in the society in the coming years was protecting the environment. Environmental, health and safety issues have been integrated into CSR practice by many companies (UNDP, 2002; Times Foundation, 2008). The environmental benefits due to practice of environment CSR arise out of recycling of pollutants or waste or effluent, effective disposal of waste, proper treatment of smoke or ash, installation of equipment to protect environment, regular environmental audit, tree plantation, natural resource management,

integrated watershed development, rain water harvesting, reclaiming of waste land and environmental awareness programs in schools or colleges.

Community: The benefits to the community are proper assessment of social requirements and community needs, operation of trust or foundation, provision of key positive impacts and employee volunteer programmes and corporate involvement in community education, employment. Large proportion of Indian companies are active in the areas of education and training, followed by health care, welfare of underprivileged and rural development (Mehta, Bindi, 2003; Gautam, Richa, 2009). The main issues supported by Indian companies are health and education (IndianNGOs.com, 2002; Balasubramanian, N. K. et al., 2005; Karmayog, 2008; Times Foundation, 2008). Even a few corporate define CSR by addressing the area of education and training.

A Study on CSR Initiatives in Indian Textile Industry 179 Activities relating to education or training such as construction of school building, merit scholarship to employees or others, adult literacy classes, vocational training to women and youth, scholarships for studies, enhancing teachers' performance and funding support for higher learning are beneficial.

Benefits arising out of health related activities are medical camps, mobile medical services, pulse polio program, construction of municipal hospital, cancer or AIDS awareness, prevention and treatment, oral health awareness in schools, blood donation camps, national leprosy eradication and infant health. Activities enhancing the welfare of the underprivileged sections of society are cooperative store in tribal areas, training for women, computer literacy classes for rural people, construction of hostels for physically challenged children, free coaching classes in urban slums, construction of public toilets and funding of libraries in slums. Activities of the companies which lead to rural development are agricultural guidance, provision of drinking water, veterinary service, drip irrigation or recharging of wells, provision of rural roads and other infrastructure and promotion of rural income generation schemes.

2. Review of Literature

Centre for Social markets have conducted a survey on "Corporate Social Responsibility: Perceptions of Indian Business" (CSM, 2001) to understand modern Indian business' perceptions of, and attitudes towards, corporate social and environmental responsibility. The survey has suggested that Indian companies are aware of environmental issues around waste and pollution control; ½ of the companies have an environmental policy; 11% of companies had qualified for ISO 14000 certification; market competition and pressure were main obstacles to improving social and environmental performance (60%). Every respondent had said 'yes' for the question on whether the characteristics of a successful modern Indian company are related to a company's social and environmental performance.

"A survey on CSR 2002 – India" was commissioned jointly by the CII, the UNDP and the British Council and executed by Price Waterhouse Coopers (UNDP, 2002) during 2002. Out of 1000 approached 102 companies had replied to the questionnaire. 76% of respondents have defined environmental requirements. Approximately three out of every four respondents had reported

that they integrated environmental, health and safety issues into their CSR practice as a method of “pro-actively” dealing with regulatory requirements.

The 2006 Global CSR study was conducted by the world’s largest automotive research company, TNS Automotive (TNS, 2006) across 16 countries from 16,000 consumers to understand the general public’s perception of the automotive sector in regard to compliance and contribution towards corporate, social, environmental, and philanthropic activities. The study showed that consumers across the world are very likely to accept or reject a corporation based on its reputation for social and environmental responsibility. In India, eight out of ten consumers indicated that they have purchased a product or service specifically because it was produced in a responsible, ethical, or environmentally friendly way.

Times Foundation, the CSR wing of the Bennett, Coleman & Co. Ltd., in partnership with TNS India and IRRAD undertook a national survey on “Corporate Social Responsibility Practices in India” (Times Foundation, 2008) to understand the underlying dynamics of CSR and the current situation in India, amongst leading business organizations from various sectors. The survey highlights that most of the companies implement CSR projects through their own CSR project management divisions, with just about 29 per cent involving voluntary organizations and over one-tenth of the companies giving financial support directly to community or community based organisations. Almost all respondents see CSR initiatives as a catalyst in bringing about positive social change. The findings of the survey place education, health and environment as three of the most popular areas of intervention for companies as part of their CSR initiatives.

3. Rationale for the Study

Reviewing the various studies on CSR, it was felt that there was no specific study in the textile industry focusing on the CSR initiatives towards stakeholders in India. This research paper focuses on the extent of stakeholder-based CSR initiatives present in the textile companies in India.

4. Objectives

The following are the objectives with which this study has been taken up

- To analyses the CSR related to stakeholders namely, employees, customers, environment, community and corporate governance in the textile units in India.
- To study the relationship between CSR initiatives for all stakeholders among textile companies.
- To suggest on enhancement of CSR initiatives in textile industry.

5. Research Methodology

The study was an empirical study and the study was conducted on the textile companies in India. Survey method has been used. There are about 641 textile companies in India. The questionnaire was sent across to the top 20 companies and only 10 companies which have responded to the

questionnaire have been included in the study. A structured questionnaire has been designed to collect the data from the sample units in the study area. The 5-point Likert scale format used to measure CSR (1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree). Responses to several Likert questions have been summed up and the scores have been used to analyse and interpret the data. A highly positive score indicates high level CSR activities. Similarly, a low positive score indicates a low level CSR activity. The secondary data are collected from books, journals, company annual reports, reports on CSR. The collected data are analyzed by using statistical tools such as Crosstabs test using SPSS ver.17.0.

6. Analysis

6.1 Customer CSR of the textile units has been displayed in the following table according to the extent to which it has been practiced.

Table 1: Customer CSR in Textile Industry (Frequency of Respondents) (N=10)

Customer CSR	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean value	Rank
Safety usage and storage of products	0	0	0	3	7	4.70	1
Address customer grievances	0	0	0	4	6	4.60	2
Ethics in supply chain	0	0	0	8	2	4.20	4
Ensures after sale services	0	1	2	6	1	3.70	7
Ensures health issues	0	0	2	5	3	4.10	5
Product related controversy	0	0	0	5	5	4.50	3
Cause -related marketing	0	0	4	2	4	4.00	6

Source: Primary data

Table 1 show that the corporate social responsibility variables regarding customers adopted by top 10 textile companies in India. Result shows that when asked the respondents about which type of corporate social responsibility adopted by you regarding customers. The answer of the respondents is that all top most textiles companies give first rank to safety usage and storage of products(mean value 4.70) and give second rank to customer grievance (mean value 4.60) and give third rank product related controversy (mean value 4.50) and most of the companies give seventh rank to ensure after sale service (mean value3.70). So we can say safety usage and storage

of products for customers are most prefer CSR by all top most textiles companies and customers grievances are least prefer CSR adopted by all textile companies.

Table 2: Customer CSR in Textile Industry (N=10)

Customer CSR	Gender	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total (N=10)
Safety usage and storage of products	Male	0	0	0	3	4	7
	Female	0	0	0	0	3	3
	Total	0	0	0	3	7	10
Address customer grievances	Male	0	0	0	2	5	7
	Female	0	0	0	2	1	3
	Total	0	0	0	4	6	10
Ethics in supply chain	Male	0	0	0	6	1	7
	Female	0	0	0	2	1	3
	Total	0	0	0	8	2	10
Ensures after sale services	Male	0	1	1	4	1	7
	Female	0	0	1	2	0	3
	Total	0	1	2	6	1	10
Ensures health issues	Male	0	0	2	3	2	7
	Female	0	0	0	2	1	3
	Total	0	0	2	5	3	10
Product related controversy	Male	0	0	0	3	4	7
	Female	0	0	0	2	1	3
	Total	0	0	0	5	5	10
Cause -related marketing	Male	0	0	4	1	2	7
	Female	0	0	0	1	2	3
	Total	0	0	4	2	4	10

Source: Primary data

From above table 2, it is observed that out of ten respondents there are seven males and three females. It has been observed from the table when the respondent has been asked about the safety usage and storage of product majority of the respondents (7) agreed for the same, 5 of the respondents agree that customer grievance is a tool they use for corporate social responsibility. However when they asked about cause related market the responses are not as strong when

compare to previous question. Most of the respondents Neutral with that. No one respondents are disagree with customer CSR.

6.2 Employee CSR of the textile units has been displayed in the following table according to the extent to which it has been practiced.

Table 3: Employee CSR in Textile Industry (Frequency of Respondents) (N=10)

Employee CSR	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean value	Rank
Company policy awareness	0	0	2	4	4	4.20	4
Conducive environment to female employees	0	0	2	2	6	4.40	2
Employee HRM guidelines available	0	0	3	6	1	3.80	6
Motivational incentives	0	2	1	7	0	3.50	8
Identifies tanning needs	0	0	1	5	4	4.30	3
Employee satisfaction survey	0	2	2	4	0	3.60	7
Employ dispute	2	0	2	4	2	3.40	9
Safety at workplace	0	0	0	3	7	4.70	1
Employee health care system available	0	0	4	2	4	4.00	5

Source: Primary data

Table 3 show that the corporate social responsibility variables regarding employee adopted by top 10 textile companies in India. When asked the respondents about which type of corporate social responsibility adopted by you regarding employee The answer of the respondents is that all top most textiles companies give first rank to safety at workplace (mean value 4.70) and give second rank to conducive environment to female employees (mean value 4.40) and give third rank Identifies tanning needs (mean value 4.30) and most of the companies give ninth rank to ensure employee dispute (mean value 3.40). So we can say safety at workplace for employee are most prefer CSR by all top most textiles companies and employee dispute are least prefer CSR adopted by all textile companies.

Table 4: Employee CSR in Textile Industry

1	Gender	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total (N=10)
Company awareness policy	Male	0	0	2	2	3	7
	Female	0	0	0	2	1	3
	Total	0	0	2	4	4	10
Conducive environment to female employees	Male	0	0	2	0	5	7
	Female	0	0	0	2	1	3
	Total	0	0	2	2	6	10
Employee HRM guidelines available	Male	0	0	2	4	1	7
	Female	0	0	1	2	0	3
	Total	0	0	3	6	1	10
Motivational incentives	Male	0	2	0	5	0	7
	Female	0	0	1	2	0	3
	Total	0	2	1	7	0	10
Identifies tanning needs	Male	0	0	1	3	3	7
	Female	0	0	0	2	1	3
	Total	0	0	1	5	4	10
Employee satisfaction survey	Male	0	2	2	2	1	7
	Female	0	0	0	2	1	3
	Total	0	2	2	4	2	10
Employ dispute	Male	2	0	0	3	2	7
	Female	0	0	2	1	0	3
	Total	2	0	2	4	2	10
Safety at workplace	Male	0	0	0	3	4	7
	Female	0	0	0	0	3	3
	Total	0	0	0	3	7	10
Employee health care system available	Male	0	0	4	1	2	7
	Female	0	0	0	1	2	3
	Total	0	0	4	2	4	10

Source: Primary data

From above table it is observed that out of ten respondents there are seven males and three females. It has been observed from the table when the respondent has been asked about the company policy awareness majority of the respondents (8) agreed for the same and 2 respondents Neutral with that. When asked the respondents about employee satisfaction survey result show that out of ten respondents 6 are agree and 2 are disagree with that. The majority of the 10 respondents are agree that safety at workplace is a tool they use for corporate social responsibility.

6.3 Community CSR of the textile units has been displayed in the following table

Table 5: Community CSR in Textile industry

Community CSR	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean value	Rank
Health activities	0	0	3	3	4	4.10	1
Welfare activities for underprivileged	0	2	2	5	1	3.50	3
Rural development activities	0	0	6	4	0	3.40	4
Education activities	0	0	3	5	2	3.90	2
Encouraging employees community involvement	1	2	4	2	1	3.00	7
Community benefits	1	1	4	3	1	3.20	5
Assessment of community needs	2	1	2	4	1	3.10	6

Source: Primary data

Table 5 show that the corporate social responsibility variables regarding community adopted by top 10 textile companies in India. The above table show that that all top most textiles companies give first rank (4.10) to health activities and give second rank (3.90) to education activities and most of the companies give seventh rank (3.00) to encouraging employees community involvement. So health activities and education activities are most preferred by all respondents.

Table 6: Community CSR in Textile Industry

Community CSR	Gender	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total (N=10)
Health activities	Male	0	0	3	3	1	7
	Female	0	0	0	3	0	3
	Total	0	0	3	6	1	10
Welfare activities for underprivileged	Male	0	2	2	2	1	7
	Female	0	1	0	0	2	3
	Total	0	3	2	2	3	10
Rural development activities	Male	0	0	7	0	0	7
	Female	0	0	1	2	0	3
	Total	0	0	8	2	0	10
Education activities	Male	0	0	6	1	0	7
	Female	0	0	1	0	2	3
	Total	0	0	7	1	2	10
Encouraging employees community involvement	Male	1	1	3	2	0	7
	Female	1	0	0	2	0	3
	Total	2	1	3	4	0	10
Community benefits	Male	1	0	2	4	0	7
	Female	1	0	0	2	0	3
	Total	2	0	2	6	0	10
Assessment of community needs	Male	0	0	3	4	0	7
	Female	0	0	1	2	0	3
	Total	0	0	4	6	0	10

Source: Primary data

It has been observed from the table when the respondent has been asked about the Health activities majority of the respondents (7) agreed for the same and 3 respondents Neutral with that. However when they asked about rural development activities responses are not as strong when compare to previous question. Most of the respondents (8) Neutral with that only 2 respondents are agree with that. According to community needs the responses that 6 are agree and 4 are neutral with that.

6.4 The extent of effectiveness of environment CSR activities undertaken by the Textile units.

Table 7: Environment CSR Activities (Frequency of Respondents) (N=10)

Environment CSR	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean value	Rank
Installation of waste	0	0	1	5	4	4.30	1
Environmental audit	0	0	6	3	1	3.50	5
Tree plantation	0	0	4	5	1	3.70	3
Natural resources management	3	0	2	3	2	3.40	6
Rain water harvesting	1	1	4	2	2	3.30	7
Environmental awareness programme	1	2	1	4	2	3.20	8
Recycling of pollutants	1	1	1	5	2	3.60	4
Disposal of waste	0	0	3	3	4	4.10	2

Source: Primary data

Table 7 shows the extent of effectiveness of environment CSR activities undertaken by the Textile units. Table 7 show that the corporate social responsibility variables regarding the extent of effectiveness of environment CSR activities undertaken by the textile units The answer of the respondents is that all top most textiles companies give first rank to installation of waste (mean value (4.30) and give second rank (mean value 4.10) to disposal of waste and give eight rank (mean value 3.20) to environmental awareness programme. So we can say installation of waste and disposal of waste are most prefer CSR by all top most textiles companies for effective of environment.

Table 8: Effectiveness of environment CSR activities undertaken by the Textile units

Environment CSR	Gender	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total (N=10)
Installation of waste	Male	0	0	1	5	1	7
	Female	0	0	0	0	3	3
	Total	0	0	1	5	4	10
Environmental audit	Male	0	0	6	1	0	7
	Female	0	0	0	2	1	3
	Total	0	0	6	3	1	10
Tree plantation	Male	0	0	4	3	0	7
	Female	0	0	0	2	1	3
	Total	0	0	4	5	1	10
Natural resources management	Male	0	3	1	2	1	7
	Female	0	0	1	1	1	3
	Total	0	3	2	3	2	10
Rain water harvesting	Male	1	1	4	0	1	7
	Female	0	0	0	2	1	3
	Total	1	1	4	2	2	10
Environmental awareness programme	Male	1	2	1	2	1	7
	Female	0	0	0	2	1	3
	Total	1	2	1	4	2	10
Recycling of pollutants	Male	1	1	1	3	1	7
	Female	0	0	0	2	1	3
	Total	1	1	1	5	2	10
Disposal of waste	Male	0	0	3	3	1	7
	Female	0	0	0	0	3	3
	Total	0	0	3	3	4	10

Source: Primary data

It has been observed from the table when the respondent has been asked about the installation of waste majority of the respondents (9) agreed for the same and only 1 respondents Neutral with that. When asked the respondents about environmental awareness programme 4 respondents are agree and three respondents are disagree with that.

7. Findings

- A majority of the textile units strongly agree with safety usage and storage of product (7), Ethics in supply chain (8) and customer grievance (6) as a tool they use for corporate social responsibility for customers.
- A majority of the textile units strongly agree with conducive environment to female employees (7) and safety at workplace for employee (7).
- A majority of the textile units have strongly agree with health activities (6), education activities (6) and rural development activities (8) for community.
- A majority of the textile units strongly agree with Installation of waste (6), tree plantation (6), and Disposal of waste (7) for make the environment effective.

8. Conclusion

The most significant stakeholder who determines the CSR of textile units was 'employee CSR' and 'customer CSR'. CSR of the textile units have been effective due to the positive Influence of their activities towards employee and customer. CSR relating to all stakeholders, namely, customer, employee, environment, community are different among the textile units. High ranking CSR factors are safety usage and storage of product, ethics in supply chain and customer grievance (for customers CSR), conducive environment to female employees, safety at workplace for employee (for employee CSR), health activities, education activities, rural development activities (for community CSR), Installation of waste, tree plantation, and disposal of waste (for environment CSR), have been executed by the textile units. Firms are responsible for their ethical conduct of their operations and impact on stakeholders now and in the future. Undertaking CSR activities will go a long way in enhancing the textile industry.

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