

“Contemporary Corporate Social Responsibility Practices Status in Western Maharashtra Region”

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Abstract: CSR has gotten progressively conspicuous in the Indian corporate situation since associations have understood that other than developing their organizations it is likewise crucial to manufacture reliable and maintainable associations with the network on the loose. This is one of the key drivers of CSR programs. In this paper, an endeavor is made to know, the current status of contemporary corporate social responsibility practices in western Maharashtra.

Objectives of the study:

- To Know the current status of CSR practices in western Maharashtra
- To understand the contemporary CSR practices adopted by industrial organisations in western Maharashtra region

Research Design And Methodology:

- Research design: The present study is explorative in nature
- Sources of data: The study primarily used secondary sources of data
- Nature of the study: An overview of expenditure on CSR in western Maharashtra region.

Introduction and Review of literature: CSR is not a new concept in India. corporate social responsibility comprises the actions and duty made by business to add to financial and social improvement of the neighborhood group and society on the loose. Corporate social responsibility is known as corporate citizen. The definition of CSR varies in the view point of many researchers, however some definitions of the corporate social responsibility listed as below.

Author & year	Definition and meaning of CSR
Carroll (1979)	“Business encompasses legal ethical and discretionary expectations that society has of organization at a given point in time.”
Federick (1960)	“Social responsibility means that businessman should oversee the operation of economic system that fulfills the expectation of the people.”
The world business	“Corporate social responsibility is the continuing commitment by

council for sustainable development (WBCSD) (1998)	business to behave ethically and contribute to economic development which improving the quality of life of the work forces and their families as well as of the local community and society at large.”
Business dictionary	“CSR as a company’s sense of responsibility towards the community and environment.”
International Labour organisation (ILO, 2007)	Corporate social responsibilities is a way in which enterprise give consideration to the impact of their operations on society and affirm the principles and values both in their own internal methods and processes and in their attraction with other actors. CSR is a voluntary, enterprise driven and refers to activities that are considered to exceed compliance with the law.
World Bank	“Companies are realizing that it is in their business interest to ‘do the right thing’ everywhere they operate. Global firms are keenly aware that their long-term investment goals can only be achieved within a stable, healthy and free of social and financial environment. But companies alone cannot solve the challenges associated with social responsibility. They must work in cooperation with governments, civil society groups, development institutions, and citizens.”
European Commission (2011)	Corporate Social Responsibility (CSR) is.....a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis.
Mallanbaker (2004)	CSR is about how companies manage the business processes to produce an overall positive impact on society.

Western Maharashtra is known as ‘Desh’ and region of western Maharashtra state it includes Pune, Sangli, Kolhapur, Satara and Solapur. Its administrative division is Pune, famous for agriculture production and industry atmosphere. Western Maharashtra considered as highly developed area of Maharashtra. Pune is the main center of this region. The basic objective of CSR in these days is to maximize the company's overall impact on the society and stakeholders. A more comprehensive method of development is adopted by some corporations of western Maharashtra region.

The current status of CSR expenditure from 2014 to 2019 in western Maharashtra given as below.

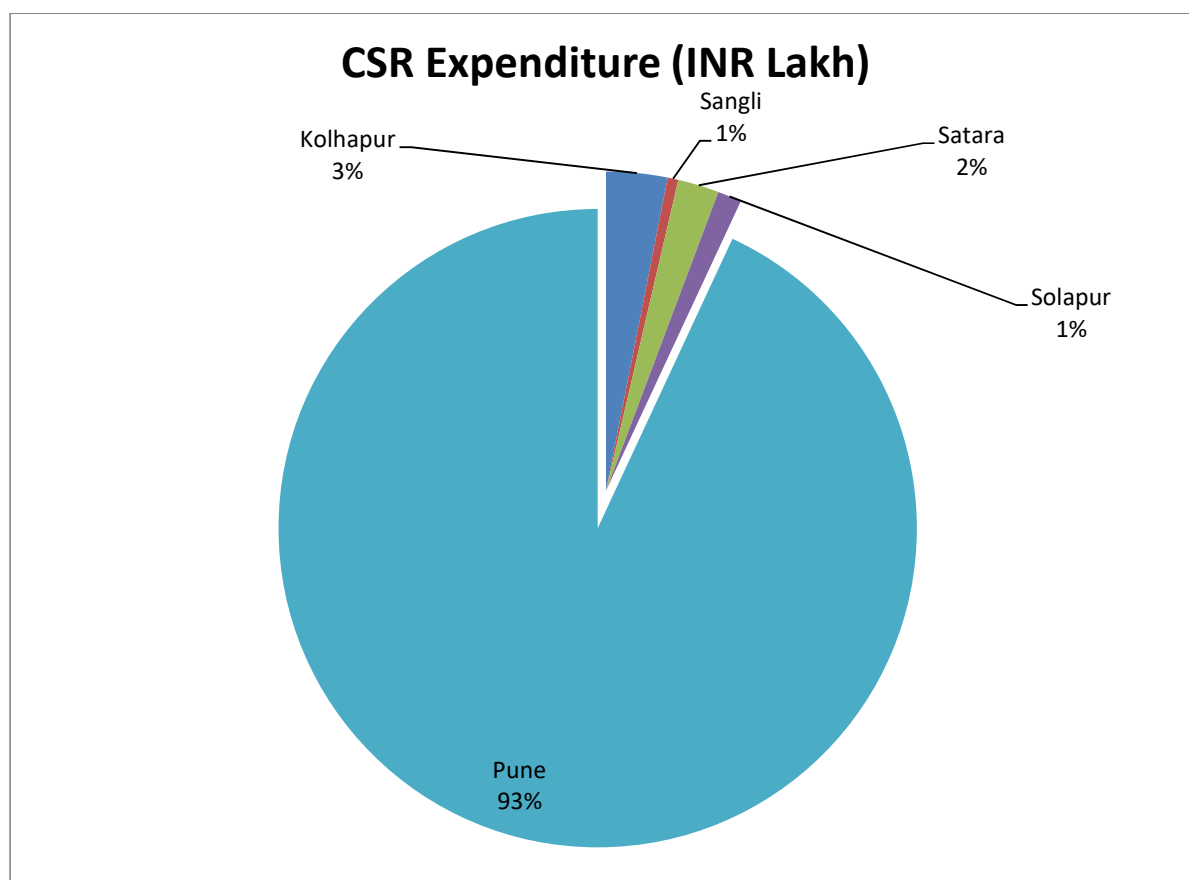
**Western Maharashtra CSR
Expenditure District and Sector
Wise 2014-2019**

Amount in Lakhs

Sr. No	CSR Expenditure on Sector / Year	Kolhapur	Sangli	Satara	Solapur	Pune	Total
1	Education	803	235	874	267	48620	50799
2	Livelihood Enhancement Projects	98	0	118	101	1769	2086
3	Vocational skills	347	49	6	0	2218	2620
4	Special education	66	0	0	0	1294	1360
5	Training to promote sports	32	16	2	0	1231	1281
6	Environmental sustainability	354	120	86	20	5744	6324
7	Animal welfare	5	0	1	15	206	227
8	Conservation of natural resources	46	8	28	31	460	573
9	Agro forestry	0	0	21	50	12	83
10	Senior citizens' welfare	3	1	9	0	155	168
11	Setting Up Homes And Hostels For Women, Including orphanages	8	0	115	14	1609	1746
12	Women empowerment	31	0	30	3	918	982
13	Gender equality	0	0	0	0	137	137
14	Socio-economic inequalities	0	3	32	58	1178	1271
15	Poverty Eradicating Hunger Malnutrition	6	0	11	2	1512	1531
16	Health care	583	56	353	435	13667	15094
17	Safe drinking water	101	1	27	6	579	714
18	Sanitation	72	0	102	9	1207	1390
19	Art and culture	10	1	0	3	200	214
20	Technology incubators	0	0	0	0	154	154
21	Armed Forces Veterans War Widows/ Dependent's	1	0	0	0	184	185
22	Prime Minister's National Relief Fund	0	0	0	0	538	538
23	Rural Development Projects	151	15	134	131	3455	3886
24	Slum area development	0	0	0	0	321	321
25	Swachh Bharat Kosh	74	0	16	0	152	242
26	Other Central Government Funds	145	0	3	0	292	440
27	NEC/ Not Mentioned	0	16	4	0	474	494
	Grand Total (INR Lakh)	2936	521	1972	1145	88286	94860

(Source: Ministry of corporate affairs)

The following pie-chart showing the district wise industries contribution towards the corporate social responsibility practices.



Source: Own elaboration

The above pie-chart of CSR expenditure percentage in western maharashtra regions districts. Pune district industries made highest expenditure as compare to Kolhapur, sangli, satara and solapur district.

The contemporary CSR practices adopted by industrial organisations in western Maharashtra region

The nature as well as scope of CSR practices of Western Maharashtra regions described as below.

CSR practices in industrial units of Western Maharashtra region have focus on various social development sectors which contains education, environment, health Care, rural development, gender equality, vocational skill development, senior citizen welfare, art and culture, livelihood enhancement, poverty and eradicating hunger, sanitation, women empowerment, agricultural conservation and needy person as well as social organisation of the society. Recent companies act and its amendment regards to social development expenditure highly impacted on the company's CSR practices.

As a part of CSR initiatives, the company's for sustainable development and environment protection companies follows social initiatives like tree plantation, water sanitation, pollution control, soiled waste management, development of Green belt, energy saving initiatives, rainwater harvesting, safety and environment initiatives, programs on awareness among the people towards the safety and environment to improve greenery, water resource and agriculture conservation.

Healthcare is a vital social initiatives in social development sector company spends under CSR for community by arranging health check up camps, treated water supply i.e safe drinking water supply, provide hospital building and equipments, machines, medicines, provide blood bank through blood donation camps, mobile clinic and also support to special care hospitals by providing points with the help of NGOs.

In CSR development sector education is another important social development sector which followed by the companies. Educational support towards the society company standpoint on primary education, secondary education, vocational training for the strengthen education facilities, in an additional companies giving donation, provide scholarship to student, infrastructure to school and colleges, furniture, sports equipment, training to students on important skills, construction of hospital building to the students, special infrastructure and equipment to the physically challenged students, skill development training for tribal youth and provide free books to students. Companies also spend on construction of toilet blocks as well as support to anganwadis primary school through the implementing through the agencies.

As a part of social development of society companies start community involvement practices which include provide goods and service for a safety with quality of product, interaction with people through the welfare, festival functions, start community welfare centres, construction of multi purpose building, slum improvement program, technical involvement, placement linked training program rehabilitation and resettlement activities as a part of disaster management, socio-cultural development near by the company, self employed training with financial support in development of youths, sponsoring sports events and provide training programs for men women like computer paper bag making, tailoring etc.

The company's CSR activities towards its stakeholders, infrastructural daw development as well as basic amenities which is needful for the stakeholders, command in the companies CSR practice in way of construction of roads, provide water tankers, construction of bridge, improvement of drainage, microfinance, beautification and land spacing in and around the company area.

In contemporary CSR practices companies also make expenditure as a part of social expenditure company undertakes special focus CSR activities which included development schemes for deprived, downtrodden sections of society like SC/ST or backward communities, special initiatives for armed forces war widows, retired person from defence and their dependent, women empowerment programmes, water supply schemes in drought area for tribal area, protection of of national heritage, art and culture, setting up public libraries and also support to them, promotion and development of traditional arts and handicrafts, contribution to to prime minister national relief fund as well as contribution in the fund set up by the central or state

government for the development of relief prevention and welfare for the famine and epidemic diseases.

Conclusion: In contemporary CSR practices there is an imbalance within western Maharashtra districts in CSR expenditure position. While performing contemporary CSR practices companies distinguish CSR target groups which are covered through the social leadership commitments. From the above discussion it is clear that, the industrial organisations of Western Maharashtra has following contemporary corporate social responsibility practices which covers social development sectors such as education, environment protection and conservation, health Care, gender equality, rural development, senior citizen welfare, live hood enhancement, sanitation, skill development and initiatives which is helpful for the society at large. The influence on the social initiatives of the companies is statutory obligations provided by the legalizations provision.

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