Abstract

Corporate Social Responsibility (CSR) is becoming an increasingly important activity to businesses nationally and internationally. As globalization accelerates and large corporations serve as global players, these corporations have progressively recognized the benefits of providing CSR programs in their various locations. CSR activities are now being undertaken throughout the globe. Corporate Social Responsibility is 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. In this study an attempt is made to know how organisations are conducting the corporate social responsibilities focusing on their employees and society. For this purpose a sample one organisation is taken. Finally we can come to know after the study that how important to maintain the corporate social responsibilities for the welfare of the employees and the society.

Concept of Corporate Social Responsibility:

Corporate Social Responsibility is 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.

There are different perceptions about CSR in the context of different societies across the world. Definitions are different as CSR is about capacity building for sustainable livelihoods. It respects cultural differences and finds the business opportunities in building the skills of employees, the community and the government, though CSR is about business giving back to society. Social responsibility becomes an integral part of the wealth creation process - which if managed properly should enhance the competitiveness of business and maximise the value of wealth creation in the society. When times get hard, there is the incentive to practice CSR more and better. If it is a philanthropic exercise which is peripheral to the main business, it will always be the first thing to go when push comes to shove. Operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations towards the welfare of the society has the business of CSR.

The European Commission explains the concept of CSR in an integrated manner. It says that ‘where the companies decide voluntarily to contribute to a better society and a cleaner environment’ is the essence of CSR. It is a concept where the companies integrate social and environmental concerns with their business operations and in their interaction with their stakeholders on a voluntary basis is called CSR.

In sum, these definitions of CSR focus on (i) the impact of the management of core business on society, and on the stakeholders, and (ii) the contribution of the management to the achievement of broader societal goals.

Annexure 1

One of the most frequently asked questions is what does 'Corporate Social Responsibility' mean? Is it a stalking horse for an anti-corporate agenda? Something which, like original sin, Different organisations have framed different definitions - although there is considerable common ground between them. For the purpose of this study CSR is defined as the business process to produce an overall positive impact on society.

Companies need to answer to two aspects of their operations. 1. The quality of their management - both in terms of people and processes (the inner circle). 2. The nature of and quantity of their impact on society in the various areas.

Outside stakeholders are taking an increasing interest in the activity of the company. Most look to the outer circle - what the company has actually done, good or bad, in terms of its products and services, in terms of its impact on the environment and on local communities, or in how it treats and develops its workforce. Out of the various stakeholders, it is financial analysts who are predominantly focused - as well as past financial performance - on quality of management as an indicator of likely future performance.

OBJECTIVES OF THE STUDY

By this Study people will able to:

• Understand what is the duty of organization in maintaining corporate social responsibility and Understand the impact of corporate social responsibility in the society
• To Be clear about the organizational culture and whether it is “healthy” or “unhealthy” – in maintaining corporate social responsibility
• Recognize the benefits of assessing the situation within the organization using audits
• Have a personal action plan for immediate implementation in creating competitive advantage through CSR
• Assess risks and opportunities before making capital investments or other business decisions
• Align CSR strategies with organizational goals and capabilities to Evaluate current initiatives and consolidate efforts around key objectives
• Present a business case for CSR initiatives
• Implement CSR at all levels of the company
• Understand how CSR directly affects current and future regulatory practices
• Foster successful interaction with key internal and external stakeholders as well as governments and nongovernmental organizations (NGOs)

About the company

ITC Limited is a public conglomerate company headquartered in Kolkata, India. Its turnover is $7 billion and a market capitalization of over $33 Billion. The company has its registered office in Kolkata. It started off as the Imperial Tobacco Company, and shares ancestry with Imperial Tobacco of the United Kingdom, but it is now fully independent, and was rechristened to Indian Tobacco Company in 1970 and then to I.T.C. Limited in 1974

The company is currently headed by Yogesh Chander Deveshwar. It employs over 26,000 people at more than 60 locations across India and is listed on Forbes 2000. ITC Limited completed 100 years on 24 August 2010.

ITC has a diversified presence in Cigarettes, Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business, Packaged Foods & Confectionery, Information Technology, Branded Apparel, Personal Care, Stationery, Safety Matches and other FMCG products. While ITC is an outstanding market leader in its traditional businesses of Cigarettes, Hotels, Paperboards, Packaging and Agri-Exports, it is rapidly gaining market share even in its nascent businesses of Packaged Foods & Confectionery, Branded Apparel, Personal Care and Stationery.

ITC's aspiration to be an exemplar in sustainability practices is manifest in its status as the only company in the world of its size and diversity to be 'carbon positive', 'water positive' and 'solid waste recycling positive.' In addition, ITC's businesses have created sustainable livelihoods for more than 5 million people, a majority of whom represent the poorest in rural India.

History OF ITC LIMITED

The company was founded as Wills, Watkins & Co. by Henry Overton Wills I and his partner Watkins, who opened a shop in Castle Street, Bristol in 1786. After the retirement of his partner in 1789, it became Wills & Co…

In 1826 his two sons, William Day Wills and Henry Overton Wills took over the company. The company pioneered canteens for the workers, free medical care, sports facilities and paid holidays. In 1830, the company was renamed W.D. & H.O. Wills. Their first brand was Bristol, made at the London factory from 1871 to 1974. Three Castles and Gold Flake followed in 1878 and Woodbine ten years later.

In 1901 Sir William Henry Wills formed the Imperial Tobacco Company from a merger of W.D. & H.O. Wills with seven other British tobacco companies. Imperial remains one of the world's largest tobacco companies. Embassy was introduced in 1914 and re-launched in 1962 with coupons. The last member of the Wills family to serve the company was Christopher, the great great grandson of H.O. Wills I. He retired as sales 1969.

In FMCG, ITC has a strong presence in:

- Foods: (Kitchens of India; Ashirvaad, Minto, Sunfeast, Candyman, Bingo, Yippee, Sun feast Pasta brands in Ready to Eat, Staples, Biscuits, Confectionery, Noodles and Snack Foods);
- Apparel: (Wills Lifestyle and John Players brands);
- Personal care: (Fiama di Wills; Vivel; Essenza di Wills; Superia; Vivel di Wills brands of products in perfumes, hair care and skincare)
- Stationery: (Classmate and Paper Kraft brands)
- Safety Matches and Agarbattis: [Ship through ownership of WIMCO]; iKno; Mangaldeep; Aim brands] Other businesses include:
- Hotels: ITC's hotels (under brands including ITC Hotel Welcome Hotel) have evolved into being India's second largest hotel chain with over 80 hotels throughout the country. ITC is also the exclusive franchisee in India of two brands owned by Sheraton International Inc.- The Luxury Collection and Sheraton which ITC uses in association with its own brands in the luxury 5 star segment. Brands in the hospitality sector owned and operated by its subsidiaries include Fortune[disambiguation needed] and Welcome Heritage brands.
- Paperboard, Specialty Paper, Graphic and other Paper;
- Packaging and Printing for diverse international and Indian clientele.
- InfoTech (through its fully owned subsidiary ITC Infotech India Limited which is a SEI CMM Level 5 company)

Corporate philanthropy

- Classmate notebooks were launched with the initiative of contributing 1 rupee towards the education of poor children, from every four notebooks it sold.
- Classmate, has launched a programme called Classmate Ideas for India challenge. The programme would be a part of the company's centenary initiative. The nationwide programme would invite ideas of the youth, who have the potential to transform India. Classmate Ideas for India challenge plans to reach out to 25 lakh students across 30 cities, 500 schools and 200 colleges across the country.
Global and other Honors

- ITC is the first from India and among the first 10 companies in the world to publish its Sustainability Report in compliance (at the highest A+ level) with the G3 guidelines of the Netherlands-based Global Reporting Initiative (GRI), a UN-backed, multi stakeholder international initiative to develop and disseminate globally applicable Sustainability Reporting Guidelines.

- ITC is the first Indian company and the second in the world to win the prestigious Development Gateway Award. It won the $100,000 Award for the year 2005 for its trailblazing ITC e-Choupal initiative which has achieved the scale of a movement in rural India. The Development Gateway Award recognizes ITC's e-Choupal as the most exemplary contribution in the field of Information and Communication Technologies (ICT) for development during the last 10 years. ITC e-Choupal won the Award for the importance of its contribution to development priorities like poverty reduction, its scale and replicability, sustainability and transparency.

- ITC has won the inaugural 'World Business Award', the worldwide business award recognizing companies who have made significant efforts to create sustainable livelihood opportunities and enduring wealth in developing countries. The award has been instituted jointly by the United Nations Development Programme (UNDP), International Chamber of Commerce (ICC) and the HRH Prince of Wales International Business Leaders Forum (IBLF).

- ITC is the first Corporate to receive the Annual FICCI Outstanding Vision Corporate Triple Impact Award in 2007 for its invaluable contribution to the triple bottom line benchmarks of building economic, social and natural capital for the nation.

- ITC has won the Golden Peacock Awards for 'Corporate Social Responsibility (Asia)' in 2007, the Award for ‘CSR in Emerging Economies 2005’ and ‘Excellence in Corporate Governance' in the same year. These Awards have been instituted by the Institute of Directors, New Delhi, in association with the World Council for Corporate Governance and Centre for Corporate Governance.

- ITC Hotel Royal Gardenia, Bangalore is the first Indian Hotel and world's largest, to get the LEED Platinum rating - the highest green building certification globally.

- The Stockholm Challenge 2006 for the e-Choupal initiative. This award is for using Information Technology for the economic development of rural communities.

- United Nations Industrial Development Organization (UNIDO) Award at the international conference on Sharing Innovative Agribusiness Solutions 2008 at Cairo for ITC's exemplary initiatives in agro-business through the e-Choupal.

- The Corporate Social Responsibility Crown Award for Water Practices from UNESCO and Water Digest for its distinguished work carried out in the water sector in India. ITC also received the National Award for Excellence in Water Management 2007 in the 'beyond the fence' category from the CII Sohrabji Godrej Green Business Centre for its leadership role in implementing water and watershed management practices.

- The watershed programme also won the Asian CSR Award 2007 for Environmental Excellence given by the Asian Institute of Management. The Award recognizes and honors Asian companies for outstanding, innovative and world-class projects. The Company also received the Ryutaro Hashimoto Incentive Prize 2007 for Environment & Development from the Asia Pacific Forum. This Award aims at promoting information dissemination of good practices towards sustainable development in the Asia-Pacific region.

- The Readers' Digest Pegasus Award for corporate social responsibility, recognizing outstanding work done by socially conscious companies.

- The Corporate Award for Social Responsibility 2008 from The Energy and Resources Institute (TERI) in recognition of its exemplary initiatives in implementing integrated watershed development programmes across 7 states in India. The company also won the award in 2004 for its e-Choupal initiative. The Award provides impetus to sustainable development and encourages ongoing social responsibility processes within the corporate sector.

- The 'Enterprise Business Transformation Award' for Asia Pacific (Apac), instituted by Infosys Technologies and Wharton School of the University of Pennsylvania for its celebrated e-Choupal initiative.

- The Best Corporate Social Responsibility Practice Award 2008 jointly instituted by the Bombay Stock Exchange, Times Foundation and the NASSCOM Foundation.

- The NASSCOM – CNBC IT User Award 2008 in the Retail & Logistics category. The Company has been recognized for its pro-active and holistic approach to IT adoption and the seamless alignment of IT with business strategy. This is the fourth time that ITC has won Nasscom's Best IT User Award since it was instituted in 2003.

- The Institute of Chartered Accountants of India Award for Excellence in Financial Reporting with its Annual Report and Accounts, adjudged as a commendable entry under the Category 'Manufacturing and Trading Enterprises’.

- The Business Today Award for the Best Managed Company in recognition of its outstanding initiatives in the consumer products segment.

- Ranked no.63 in The Brand Trust Report published by Trust Research Advisory in 2011

LIMITATIONS OF THE STUDY:

- The Study aims at examining the level of job satisfaction among the employees,
• But all the units of the organization may not be covered due there are many Departments and many employees,
• There will be every possibility of deviation in the answering pattern from what the respondents really feel,
• There will be every chance of misinterpretation of some question in such a case the response might be a vague.
• The study also includes the distributors and their CSR policies of the organization.

WOW PROGRAMME OF ITC

This program is designed to help executives fully integrate social responsibility in ways that benefit both society and business. You will learn how to develop an overarching CSR strategy suited to the unique requirements of your company one that addresses the social, economic, and environmental effects as you better position your organization for immediate and future success.

Increasingly, corporate executives must find new ways to address the social, economic, and environmental effects of doing business while balancing conflicting demands on their attention, time, and resources. Emphasizing the alignment of corporate social responsibility (CSR) with business strategy, this program helps you define priorities, integrate social responsibility throughout your business, and build social and business value. You will strengthen your ability to define and implement powerful CSR strategies that position the firm, its reputation, and its way of doing business for enduring success.

Corporate Social Responsibility explores the challenges and opportunities of current CSR models, as well as the next generation of issues that business practitioners will face. New frameworks and concepts will help you sharpen your program’s focus and integrate social responsibility throughout operations in order to position your firm for higher levels of success.

This intensive program focuses on the practices of companies that have successfully created business and social value through focused, aligned, and integrated CSR programs. It provides the practical knowledge and insight you need to improve decision making, leverage partnerships, manage risk, and measure performance.

The program is specifically designed for senior executives who direct corporate social responsibility programs or oversee departments such as public affairs, philanthropy, sustainability, environmental health and safety, or community affairs. Senior officers with profit-and-loss responsibilities will benefit from attending.

Corporate Social Responsibility Practices - the survey on CSR is timely and apt. The survey is expected to facilitate formation of an alliance of CSR initiatives so that such initiatives can be further stream lined, focused and converged to a powerful force of intervention. One of the major objectives of the survey is to bring out in open the current status of CSR thereby giving both the NGOs and the common man an understanding of the various initiatives undertaken by corporates and the role that is played by the government in the field.

CSR in India is in a very nascent stage. It is still one of the least understood initiatives in the Indian development sector. It is followed by a handful of public companies as dictated by the very basis of their existence, and by a few private companies, with international shareholding as this is the practice followed by them in their respective foreign country. Thus the situation is far from perfect as the emphasis is not on social good but rather on a policy that needs to be implemented.

A lack of understanding, inadequately trained personnel, non availability of authentic data and specific information on the kinds of CSR activities, coverage, policy etc. further adds to the reach and effectiveness of CSR programmes. But the situation is changing. And CSR is coming out of the purview of ‘doing social good’ and is fast becoming a ‘business necessity’. The ‘business case’ for CSR is gaining ground and corporate houses are realising that ‘what is good for workers - their community, health, and environment is also good for the businesses.

BENEFITS AND OTHER INCENTIVES FOR THE EMPLOYEES

☐ ITC is able to produce 50 percent more salaries with compared to Government sectors and also other incentives it is able to provide benefits to many families directly or indirectly in the form of employment and other source of business
☐ Rs 20000 will be provided for every employee to purchase ITC products any where per annum
☐ Full health insurance for the whole family of the employee of the organisation will be provided by the company
☐ Distributors said that company margins are good compared to their other business

Conclusions:

So here in this study the risk has be taken is concentrating on the companies interest in maintaining corporate social responsibility. The way the individuals and organizations are about corporate social responsibility and how the management is concentrating on to maintain for the welfare of the employees and the society, everything was discussed in this ongoing study with a sample selection from the organization and as well as from the society. Finally we can come to know after the study that how important to maintain corporate social responsibilities in the society and survive the situation and sustain in the competitive world. And there are different methods adopted by the company to maintain CSR in the society and as well as in the organizations. Now I can say that this world with CSR by every business organization will be a good way of developing the society is imposing good amount of pressure we pronounce it, and we use it. Finally we can come to know after the study that how important to maintain the corporate social responsibilities for the welfare of the employees and the society. But any how to sustain we need to manage it, and are doing now.
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**Annexure**