

A Study on Employees' Perception about Corporate Social Responsibility (CSR) in Nag Yang Shoes (P) Ltd

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Abstract: As globalization accelerates and large corporations serve as global providers, these corporations have progressively recognized the benefits of providing Corporate Social Responsibility (CSR) programs in their various locations. Corporate Social Responsibility (CSR) is a set of programs initiated by the corporations that fairly balances the claims of all key stakeholders by complying with the legal, ethical, commercial and other expectations of the society from a business endeavor. The question is: whether all the companies are fulfilling their responsibilities as good business entities and citizen or not. This study throws light on the perception of employees' about Corporate Social Responsibility (CSR) along with its impacts on employees' attitude, their level of knowledge in it, employees' social responsibility and the ways in promoting CSR in Leather Industry as supplementary to it. This descriptive type study was undertaken in NAG Yang Shoes (P) Ltd, with 125 samples, and the statistical tools used are percentage analysis, chi-square method, correlation coefficient and ANOVA method. It is found that the social responsibility of corporates positively impact on employees' attitude, performance level, their commitment and their satisfaction level; the company is fulfilling the social and business obligations; the CSR in leather industry can get success with volunteerism and government regulations; like other profitable industries the leather industries should also get more profit and continuous development, only then the companies in this field can get more involved in CSR. It is suggested that the company and government can engage in imparting some perceptual skills and corporate management terms to the employees' which help them to develop their capabilities since most of the employees working in this leather industry are not well literate. It is concluded that the business entities must work beyond the narrow goal of profit making and should operate in the overall social interest. It not only means to catch them to engage in social responsibility, it is more than this concept that the companies should not do impairment to the society and environment. - "Where there is a will there is a way".

Keywords: Corporate Social Responsibility, Impact, Employees' Perception, Employees' Social Responsibility, Awareness Level, Leather Industry.

I. INTRODUCTION

Society has become increasingly aware of the interdependence between business and its environment for enhancing the quality of life of the society in the broadest possible way. Corporate social responsibility (CSR) is the term representing the continuing commitment by business to act in an ethical manner and to contribute in 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 wider aim of social responsibility is to create higher and higher standards of living, while preserving the profitability of the corporation, for peoples both within and outside the corporation. CSR in India has considerable potential for improving corporate environmental and social conduct. A successful organization knows the worth of their employees and their motivation. The concept of a **Triple Bottom Line**, with a business model that takes into account the inter-connectedness of financial, environmental, and social factors, has also gained much traction over the past 20 years. The triple bottom line is also sometimes referred to under the caption, "people, planet, profit". CSR is, therefore, a serious responsibility, often necessitating the use of significant human and financial resources in an endeavor in which both financial profit and a commitment to social responsibility are laudable goals. According to **Barnard** (1938), Corporate Social Responsibility (CSR) "analyses economic, legal, moral, social and physical aspects of environment". **Milton Friedman** (1970) states that, "there is one and only one social responsibility of business – to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud".

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II. OBJECTIVES OF THE STUDY:

- A. To study the employee's perception about prevailing Corporate Social Responsibility (CSR) practices by the company;
- B. To study the level of awareness or knowledge about CSR among employees;
- C. To study the various issues and challenges concerning CSR;
- D. To study how CSR impacts on employees' attitude;
- E. To study about the social responsibility of employees towards their society;
- F. To study the ways in promoting Corporate Social Responsibility in Leather Industry.

III. REVIEW OF LITERATURE

Cunha et al. (2015) has exhibited the importance of PsyCap (Psychological Capital) in their study of CSR, where psycap is a higher-order (core) construct comprising of four dimensions namely self-efficacy, optimism, hope and resilience. They stated CSR concept as the extent to which businesses meets their economic, legal, ethical and discretionary responsibilities placed on them by their various stakeholders. Their findings supports all framed hypothesis by them by stating both positive affect and sense of meaningful work partially mediates the relationship between perceptions of CSR and PsyCap.

Bashir et al. (2012) exhibited their study on the impact of CSR activities on the employees'. They determined that organizations indulgence in CSR activities impacts employees attitude positively resulting into enhancing organizational belongingness and job satisfaction which improves the productivity. Their study highlighted the foremost benefit of CSR activities to the organization is that profitable rate of return for their investment. They cited that very obscure part in their study what they found is that a sizeable number of medium size organizations employees even did not know about CSR and those who knew the information were unwilling to share it.

Iqbal et al. (2012) has explored their study on CSR impact on employees' job attitude and performance with their perception towards it. They mentioned that the perception of employees and their reactions towards CSR will be different from other countries; there is need to examine or study their involvement in CSR as well as its impact on them. Their findings highlights that the good image of a responsible employer is respecting the employees' rights, providing fair wages and work safety.

Imran Ali et al. (2010) analyzed the multifaceted influence of CSR on employees' organizational commitment and organizational performance and they found there are positive relationships between CSR actions and employees' organizational commitment; CSR and organizational performance; employees' organizational commitment and organizational performance. They also mentioned the important aspect from previous studies which suggests that CSR increases the employees' commitment level with the organization, since CSR interventions includes the activities for the welfare of employees and their families also.

Vivek Wankhade (2014) exhibits his study on CSR spending by the Indian companies and from their study the author depicts that CSR spending is less than 2% of profit after tax of the Indian companies and also there is no significant differences in the CSR spending and transparency score of the Public sector companies and Private sector companies.

Subramanyam (2015) has explored his study in CSR and the practices of Indian companies and they referred CSR as the set of policies, practices and programs integrated into the business operations, supply chains and decision-making processes throughout the organization. The author stated that CSR in India is not well balanced between internal and external stakeholders and also highlighted the National Voluntary Guidelines (NVG's) on social, environmental and economic responsibilities of business which have been laid by the Ministry of Corporate Affairs in order to provide companies with guidelines to become responsible entities.

Bauman and Skitka (2012) explored their study about CSR and employee satisfaction: as CSR is a source for getting employees' satisfied. They identified four different ways through which CSR may affect employees' relationship with their company with correspond to four universal psychological needs such as security, self-esteem, belongingness and a meaningful existence.

Fatima et al. (2014) has analyzed the impact of rewards and CSR on employees' motivation and they revealed that there is significant relationships between extrinsic rewards, external CSR (local communities), external CSR (business partners) and employee motivation and also significant relationship between employee motivation and organizational commitment.

Cynthia et al. (2006) has examined the employees' reactions towards CSR. They specifically portrays that employees make distinct judgements about their organizations CSR efforts, those perceptions provides evidences regarding the fulfillment of psychological needs and acts of social responsibility or irresponsibility on the part of the organization can trickle down to affect employees' subsequent attitudes and behaviors. They stated CSR as: the corporates engagement with society, also termed as corporate social responsibility which refers to one process by which an organization expresses and develops its 'corporate culture' and social

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consciousness.

Sanjay and Ranjan (2010) made an attempt in exploring the CSR practices particularly in the context of rural development. They specified that social responsibility is regarded as an important business issue of Indian companies irrespective of size, sector and business goal, hence CSR actions have positive impacts not only on development of rural community and also in their businesses.

Renu and Garg (2013) have explored their study on CSR and its issues and challenges in Indian context. The authors explained about: main objective of CSR is to maximize the company's overall impact on the society and stakeholders in the way to consider its important for protecting the goodwill and reputation, defending attacks and increasing business competitiveness; the partnerships between companies, NGO's and the government should also be smoothed to get a combination of their skills such as expertise, strategic thinking, manpower and money to initiate the widespread social change which place the socio-economic development of India on a fast path.

IV. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. This study is based on descriptive research type and the research design used is "descriptive research design" which means it is the description of state of affairs, as it exists at present. The data was collected with the help of both primary data - questionnaires and secondary data - books, journals, various website. The area of the study was Nag Yang Shoes (P) Ltd, Serkadu. The sample size of the study is 125. The questions were asked by focusing the objectives about the company's social responsibility, employee's social responsibility, impact of company's social responsibility activities on employees' attitude and the level of awareness among them. The statistical tools used are percentage analysis which represents the proportion of differences among the variables resulting out of 100, chi square method which shows the significant association between the variables, correlation coefficient which shows the positive or negative relationship between the variables and ANOVA which shows the significant difference among the variables.

A. Data analysis and hypothesis testing

1) Percentage Analysis

Table No. 1: Demographic Profile

S. No	Factors	No. of Respondents	Percentage
1	AGE:		
	20 yrs. & Below	33	27
	21 – 30 yrs.	59	47
	31 – 40 yrs.	19	15
	41 – 50 yrs.	14	11
2	GENDER:		
	Male	54	43
	Female	71	57
3	MARITAL STATUS:		
	Married	44	35
	Unmarried	81	65
4	EDUCATIONAL QUALIFICATION:		
	Below 10 th Std.	76	61
	10 th – 12 th Std.	35	28
	U.G.	10	8
	Diploma	1	1
	P.G.	3	2
5	NATURE OF JOB:		
	Accountant	2	2
	H.R	2	2
	Planning Assistant	1	1

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	In-charge	3	2
	Worker	111	89
	Supervisor	6	4
6	EXPERIENCE:		
	1 yr. & Below	31	25
	2 – 5 yrs.	73	58
	6 – 9 yrs.	19	15
	10 yrs. & Above	2	2

Source: Primary Data.

From the above table it revealed that 47% of respondents belong to 21 – 30 yrs. of age, 57% are female, 65% are unmarried, 61% are below 10th std. of educational qualification, 89% are workers and 58% are belongs to 2 – 5 yrs. of experience.

2) Chi-Square Test

Table No. 2: Chi-Square Test

Sl. No.	Variables	C.V.	D.O.F	N	S. L.
1	Experience & Maintaining Good Relationship with Outsiders.	0.0715	3	125	NS
2	Experience & Extending the responsible activities outside the premises.	0.4167	9	125	NS
3	Experience & Cause for Companies Acting Socially Responsible in General.	1.2339	12	125	NS
4	Experience & Responsible Practices leads to Increase Employees Satisfaction Level.	0.2557	6	125	NS
5	Qualification & No Usage of Smoking & Alcohol in Public Places.	0.052	12	125	NS
6	Qualification & How Well Employees Know About the CSR.	1.2593	12	125	NS
7	Nature of Job & Responsible Practices leads to Increase Employees Satisfaction Level.	1.428	10	125	NS
8	Age & Volunteer for Society Support.	0.572	9	125	NS
9	Qualification & Comply with in Following Traffic Rules.	0.2779	12	125	NS
10	Nature of Job & Effective Control Measures Regarding the Pollution.	0.0699	10	125	NS

Source: Primary Source. Denotations: C.V. – Calculated Value; D.O.F – Degree of Freedom; N – Number of respondents; S. L. – Significant Level; S – Significant; NS – No Significant.

From the above table it is revealed that: there is no significant association between the Experience & Maintaining Good Relationship with Outsiders; there is no significant association between the experience & extending the responsible activities outside the premises; there is no significant association between the experience & cause for companies acting socially responsible in general; there is no significant association between the experience & responsible practices leads to increase employees' satisfaction level; there is no significant association between the qualification & no usage of smoking & alcohol in public places; there is no significant association between the qualification & how well employees know about the CSR; there is no significant association between the nature of job & responsible practices leads to increase employees' satisfaction level; there is no significant association between the age & volunteer for society support; there is no significant association between the qualification & comply with in

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following traffic rules; there is no significant association between the nature of job & effective control measures regarding the pollution.

3) ANOVA

Table No. 3: ANOVA Test

S. No	Variables	Source of Variation	Sum of Squares	D.O.F	Mean Square	F	S. L.
1	Nature Of Job & Providing Equal Employment Opportunity.	Between columns	654.111	2	327.05	1.297	NS
		Between rows	3256.944	5	651.39	2.583	
		Error	2521.889	10	252.19		
		TOTAL	6432.944	17			
2	Age & Employees Gain Knowledge About CSR.	Between columns	358.72	6	59.787	4.14	S
		Between rows	174.398	3	58.133	4.03	
		Error	259.852	18	14.436		
		TOTAL	792.97	27			
3	Age & Employees Do Their Job Better.	Between columns	293.72	6	48.95	3.229	S
		Between rows	174.398	3	58.13	3.834	
		Error	272.852	18	15.16		
		TOTAL	740.97	27			

Source: Primary Source. Denotations: D.O.F – Degree of Freedom; F – Calculated Value of F ratio; S. L – Significant Level; NS – No Significant; S – Significant.

From the above table it is revealed that: there is no significant difference among the nature of job & providing equal employment opportunity; there is a significant difference among the age & employees gain knowledge about CSR; there is a significant difference among the age & employees do their job better.

4) Correlation Coefficient

Table No. 4: Correlation Coefficient

S. No.	Variables	C.V.	N	S. L.
1	To Protect and Improve the Natural Environment & Not Burning of Plastics	0.8	125	S
2	Responsible Practices Improve Employees' Positive Attitude towards the Society & Contribute to Public Welfare	0.8	125	S
3	Know Rights and Duties as a Citizen & Value and Preserve Our Culture	0.9	125	S

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4	Directing Employees to Follow Their Duties & Social Responsibility Activities & Responsible Practices Leads to Increase Employees Helping Attitude	0.9	125	S
5	Ethical Business Practices & Maintaining High Quality Standards at Reasonable Prices	-0.2	125	NS
6	Generally Company Practices Good Social Responsibility Activities & Responsible Practices leads to Increase Employees Satisfaction Level	0.9	125	S
7	Responsible Practices Improves Employees' Positive Attitude & Responsible Practices Leads to Improve Employees Performance Level	0.9	125	S

Source: Primary Source. Denotations: C.V. – Calculated Value of Chi-Square; N – Number of Respondents; S. L – Significant Level; NS – No Significant; S – Significant.

From the above table it is revealed that: there is a positive relationship between protecting and improving the natural environment & not burning of plastics; there is a positive relationship between responsible practices improving employees' positive attitude towards the society & contribute to public welfare; there is a positive relationship between know rights and duties as a citizen & value and preserve our culture; there is a positive relationship between directing employees to follow their duties & social responsibility activities & responsible practices leads to increase employees helping attitude; there is a negative relationship between ethical business practices & maintaining high quality standards at reasonable prices; there is a positive relationship between generally company practices good social responsibility activities & responsible practices leads to increase employees' satisfaction level; there is a positive relationship between responsible practices improves employees' positive attitude & responsible practices leads to improve employees' performance level.

B. Findings

The company is fulfilling the social and business obligations, by practicing ethically, eco-friendly and acting as part of society in economic development. The findings of the study are: **(a) Social Responsibility Practices of Company:** 67% of respondents are satisfied with the produced quality products; 88% of respondents are satisfied about following government regulations and paying taxes; 83% of respondents are satisfied about the well-being of employees; 95% of respondents are satisfied with maintaining good relationship with outsiders; 96% of respondents are satisfied with the paid leave for promoting social activity; 66% of respondents are satisfied with the women employment; 72% of respondents are satisfied with the opportunity of equal employment provided; 95% of respondents are satisfied with the training giving to the students; 95% of respondents are satisfied with the donations given at needy time; 92% of respondents are satisfied with the reduction of defects and wastages; 81% of respondents are satisfied with the disposal of waste in hygienic manner; 86% of respondents are satisfied with the effective utilization of resources; 77% of respondents are satisfied for not polluting the environment; 86% of respondents are satisfied with the effective control measures regarding the pollution; 93% of respondents are satisfied with the measure of rain water harvesting; 89% of respondents are satisfied with the recycling of wastages; 93% of respondents are satisfied for the production of eco-friendly products; 71% of respondents are satisfied for not hurting animals; 63% of respondents are satisfied with the plantation of trees; 78% of respondents are satisfied with the promotion and creation of awareness about the importance of clean environment and work; 54% of respondents are highly satisfied with the women safety; 93% of respondents are satisfied for following national integration activities; 90% of respondents are satisfied for the ethical business practices; 91% of respondents are satisfied for helping during natural disaster (to government or to affected area); 85% of respondents said yes to the company instructing and encouraging employees to follow their duties and social responsibility activities as a citizen of India and employee of the company; 86% of respondents said yes for the company practicing good social responsibility activities in general; 58% of respondents respond yes for the company extending their responsible activities outside the premises; 86% of respondents respond yes for maintaining high quality standards at reasonable prices; 63% of respondents respond yes for the industrial waste management undertaken; 84% of respondents respond yes for providing social responsibility awareness programs to employees; **(b) Awareness about CSR among Employees':** 41% of respondents said all given type of industries (leather, chemical, pharmaceutical, cement, tobacco, sugar, plastic) are more polluting

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the environment; 38% of respondents said all given type of pollution (air, water, soil, noise and global warming) are more dangerous to the environment; 91% of respondents respond yes for the corporates in social responsibility activities should be encouraged; 78% of respondents respond yes for the employees sharing their knowledge about social responsibility with others; 41% of respondents said Govt. regulations for getting CSR success; 39% of respondents said no idea for the cause of companies generally act socially responsible; 34% of respondents said through media the employees gain knowledge about CSR; 77% of respondents said women employments with safety, 76% of respondents said promoting hygienic environment, 68% of respondents said giving training to people, 55% of respondents said creating employment, 54% of respondents said infrastructure facilities to surrounding community, 54% of respondents said helping livelihood (like forming self-help groups), 53% of respondents said promoting health to community (medical services), 43% of respondents said providing equal employment opportunity to all, 40% of respondents said providing good education and 30% of respondents' said more than mentioned above social responsibility practices that are companies generally engaged (out of 125 respondents for each factor); 78% of respondents said lack of awareness among general public in CSR activities, 71% of respondents said non-availability of clear CSR guidelines, 58% of respondents said lack of consensus in implementing CSR, 57% of respondents said size & profit of organizations, 56% of respondents said narrow perceptions towards CSR guidelines, 54% of respondents said the visibility factor (popularizing by media), 50% of respondents said need to build local capabilities / social organizations support to act effectively, 42% of respondents said non-availability of well-organized NGO's, 26% of respondents said issue of transparency in company's account details will be the challenging factor for CSR implementation (out of 125 respondents for each factor); 39% of respondents said social organizations (NGO's) who voluntarily help during natural disasters; 31% of respondents said training & development employees do their job better; 71% of respondents said somewhat to how well they know about the CSR; 54% of respondents said all of the given options (nature (plants & trees), human beings and animals) for the meaning of environment; 86% of respondents respond yes for the corporates to get involved in socially responsible activities is important; (c) Impact of Social Responsibility Practices of Company on Employees': 86% of respondents respond yes for the social responsibility activities positively impacts on employees' attitude; 86% of respondents said yes for the responsible practices of company improves employees' positive attitude; 87% of respondents said yes for the responsible practices improves employees' positive attitude towards the society; 82% of respondents said yes for the responsible activities motivates the employees to keep the surrounding clean; 86% of respondents said yes for the good practices inside the company helps & motivates employees to maintain clean and to be good outside the premises also; 79% of respondents said yes for the social responsibility practices leads to increase the performance level of the employees; 64% of respondents said yes for the social responsibility practices leads to increase employees' job involvement; 82% of respondents said yes for the social responsibility practices leads to increase employees' helping attitude; 66% of respondents said yes for the social responsibility practices leads to increase employees' satisfaction level; 56% of respondents said yes for the social responsibility activities leads to increase employees' learning attitude; (d) Social responsibility of Employees: 54% of respondents said yes for knowing the employees' rights and duties as a citizen; 58% of respondents said yes for the volunteer for society support; 53% of respondents said yes for the contribution to public welfare; 42% of respondents said yes for the blood donation; 58% of respondents said yes for the valuing and preserving our culture; 47% of respondents' said somewhat for the protection and improving the natural environment; 82% of respondents said yes for not harming animals and other living creatures; 82% of respondents said yes for safeguarding the public property and not damaging it; 96% of respondents said yes for not taking part in violence; 73% of respondents said yes for protection of family; 75% of respondents said yes for promoting harmony and brotherhood in society; 91% of respondents said yes for not using smoke and alcohol in public places; 66% of respondents said yes for paying taxes (including municipal taxes); 62% of respondents said yes for complying with in following the traffic rules; 51% of respondents said yes for the effective utilization of resources; 57% of respondents said yes for not burning of plastics; 67% of respondents said yes for not wasting water, electricity and scarce resources; 58% of respondents said both of good citizen and good human being for what employees wish to be.

C. Suggestions

The company can develop their social responsibility accomplishments by: (i) Communicating about all social responsibility practices of company to the employees' is needed; (ii) They can extend their social responsibility practices outside the company premises, which means to the surrounding community noticeable to outsiders; (iii) In leather industry the CSR can get success with volunteerism, because earnings from other industries are more than this industry and also the hazards (pollution and illness) from this industry (green category in hazardous types of industries) are less than other industries (dairy industry, textile industry,

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pharmaceutical industries and alike). Like other profitable industries the leather industries should also get more profit and continuous development, only then the companies in this field can get more involved in CSR. The legislative measures can be undertaken by the Government effectively than at current regulations and performance since the employees' view to get CSR success is by Government and legal regulations; (iv) At the same time, many other companies from various industries acting towards CSR for hiding their business hazards to society. The companies should spend on diminishing their harms than spending in CSR which is better for everything; (v) Companies can overcome major challenging factors for implementing the CSR: lack of awareness among general public in CSR activities and non-availability of clear CSR guidelines which can not only be done by them but also the governments' involvement is essential; (vi) The employees also should make them involve in the social responsibility practices individually and with company to improve the environment as well the harmony among society. The employees also should develop their awareness level about CSR as well as their perceptual skills and the company can take necessary steps regarding it since most of the employees working in this leather industry are not well literate; (vii) The society should not depend on corporates for everything and the government also should not give more responsibilities and independent to corporates which creating like privatization, may consequence to monopoly.

V. CONCLUSION

The leather - footwear industry exist both in the traditional and modern sector. While the traditional sector is spread throughout the country with pockets of concentration catering largely to the domestic market, the modern sector is largely confined to selected centers like Chennai, Ambur, Ranipet, Agra, Kanpur and Delhi with most of their production for export. India's share in global leather footwear imports is around 1.4%. Major Competitors in the export market for leather footwear are China (14%), Spain (6%) and Italy (21%). The question is: whether all these companies are fulfilling their responsibilities as good business entities and citizen. Based on the company's perspective and their ability they will practice social responsibility activities in their extent. Only countable number of companies are following the government regulations, environment protection measures, employees' welfare and mainly maintaining cleanliness. NAG Yang Shoes Company is one among those practicing such above good activities. It is found that the social responsibility of corporates positively impact on employees' attitude, performance level, their commitment and their satisfaction level. So, the corporates should concern the CSR more in extending it to gain these benefits delighted. The important concern in this study is that the employees in Leather Industry are working for their fulfillment of daily needs with simple salary. When their standard of living increases the social responsibility practices of them will also increases because they are doing their responsibilities how much they can at present which this study reveals. In fact many companies in this leather industry also are helping to needy who approach them for their relief because of various influencing factors. The social responsibility is a good act in general with mutual sense. The further study can involve this aspect of influencing factors at various industries separable and with the help of direct interview and observation method of data collection which helps to explore the level of involvement in social responsibility by both companies and individuals.

Thus, it is concluded that the business must work beyond the narrow goal of profit making and should operate in the overall social interest. It not only means to catch them to engage in social responsibility, it is more than this concept that the companies should not do impairment to the society and environment. At the same time the society should not depend on corporates for everything and the government also should not give more responsibilities and independent to corporates which creating like privatization, may consequence to monopoly. - "Where there is a will there is a way".

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