

ASSESSMENT OF WOMEN INVOLVEMENT TOWARDS CORPORATE SOCIAL RESPONSIBILITY

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Abstract:

The role of women in the corporate world is increasing day by day. The corporate face pressures from shareholders and government to improve involvement of women in top management. This study analysis improvement of women's participation in all stages of corporate social responsibility initiatives, improve the program quality, provide better results and analysis the role of women in as driving forces behind the sustainability of corporate social responsibility programmes.

In this study, we also analysis the gender diversity is much important for better result of social project planning to implement phase to do so. For carrying out an emphatically study, a data collection sample variety of companies where women are working with the important role of any stage of corporate social responsibility initiative. The result supports the hypotheses that more women's involvement in corporate social responsibility has a positive influence on sustainable development and women talent in sustainable practices is playing a strategic role in all overdevelopment of society.

Keywords

Corporate Social Responsibility, Women Involvement, Performance, Perception, Trust

1. Introduction

Women have a great role altogether over development in family society, they're also doing an excellent work across the industries. The response in exceptional with different study of the many social research and it's an awfully necessary to check a deeper role of women in corporate social responsibility. Women operating in the social consultant responsibility field at different stages as an administrator, worker, manager, consumer, supplier, beneficiary and alternative half that directly or indirectly belongs to CSR initiative. Women empower is associate with power that is offer power to them in several international and national rules and regulation. Woman is that the splendid creation of god, a multi-faceted temperament with the facility of benevolence, integrity and tolerance. She is companion of man, talented with equal facility, a protector and provider, the embodiment tenderness and affection.

Women, United Nations Agency area unit generally sensible communicators and capable of fellow feeling, will aid within the quest to make a CSR vision that's at the core of a business's goals and strategies." Men still dominate CSR, a minimum of at the upper levels. Green Biz's 2011 salary survey found that simple fraction of VP of property roles at massive organizations is a unit control by men and it'll surprise few readers to search out that there was a twenty percent pay gap between men and women at the best levels of the property. Yet, the affiliation between gender diversity and CSR runs deep. Study once an analysis study has found that merely having a government team with gender diversity is much related to with having a powerful performance even once those women aren't working in CSR. And of course, despite the statistics, we have come across a number of inspirational women

slowly but steadily inspiring sustainable changes. Here are 35 of them to keep things cheap we have a tendency to restrict ourselves to CSR leaders among organizations those women cranking out the CSR strategy and CSR reports whose you do not get to listen to from very often. We conjointly threw in a very few thought leaders to spherical out the list. There are many more, of course. Over the past decade, women empowerment is recognized nationally and international level in all field social, economic, and political. Day by day women's involvement in every field, but it is involvement ratio may be high or low role in different political, economic, cultural framework of society However, discrimination against them manifest in notary traditional society, but also in modern society.

2. Literature Reviewed

Continuously growing body of literature on CSR, that has arrived with Bowen's book "Social Responsibilities of Businessman" (1953), and connected ideas, keep demonstrating the fact, pointed out in a decade.

Garriga and Mele, (2004). "defining CSR is not as easy as it might at first appear" Up until currently from the broadest general that means CSR is known as of what goes on the far side the law. More exactly, the overall thought of CSR as voluntary initiative had been planned by the European Commission in 2006 and has been specified recently in its new policy on CSR.

Christopher Meyer and Julia Kirby, (2010) "The responsibility of enterprises for his or her impacts on society", stating the way of how companies should fully meet their social responsibility. It integrates social, environmental, ethical human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders". In stating the multidimensional nature of CSR, the European Commission had self-addressed gender problems joined of actual labour and employment practices that the visibility and dissemination of fine practices ought to be enhanced.

Grosser and Moon (2005) investigated the potential and actual contribution of CSR to gender equality in a very framework of gender mainstreaming. They introduce gender mainstreaming as combining technical systems (monitoring, reporting, evaluating) with political processes (women's participation in decision-making) and considers the ways in which this is compatible with CSR agendas. They had examined the inclusion of gender equality criteria among three connected CSR tools: human capital management reportage, socially accountable investment criteria on worker and variety problems.

Grosser (2009) had examined however progress on gender equality within the field of CSR may contribute to broader EU gender and property objectives. She focuses on companies and citizenship and on company stakeholder relations in particular. The aim is to increase our understanding of CSR as a possible policy instrument to advance gender equality.

Bernardi and Threadgill (2010) had research of fortune five hundred companies to determine whether companies with a higher proportion of women on their boards of directors are more socially responsible. Their expectation was that gender diversity can increase socially accountable behavior by an organization.

Setó-Pamies (2013) also found that the results supported the hypothesis on gender diversity's positive influence upon CSR: female talent can play a strategic role in enabling firms to manage their social responsibility and sustainable practices appropriately.

3. Research Methodology

The aim of this study to show relationship between women performance, women's perception and women's trust in CSR and to test the hypothesis about which factors are contributing significantly relationship with women's role in CSR. A questionnaire survey was carried out to collect the responses of consumers on women's involvement in the corporate social responsibility and the study aims to

examine the important role of women in corporate social responsibility initiative. The study micro in nature and data were collected from Rajasthan district. Every effort was taken to make sure that all the areas of Rajasthan district were calculated.

3.1. Objectives

1. To find out the role of women in corporate social responsibility.
2. To find out the impact of women involvement in corporate social responsibility work.

3.2. Hypothesis

H0 There is no significant relationship between women performance, perception and trust in corporate social responsibility.

H1 There is a significant relationship between women performance, perception and trust in corporate social responsibility.

3.3. Universe

Total population of women consumers of Rajasthan district.

3.4. Sampling Method and Size

Various strategies can be used to collect quantitative data. However in this study, stratified sampling was carried out. A sample size of 100 women consumers were interviewed to find out their views on women role in CSR equal.

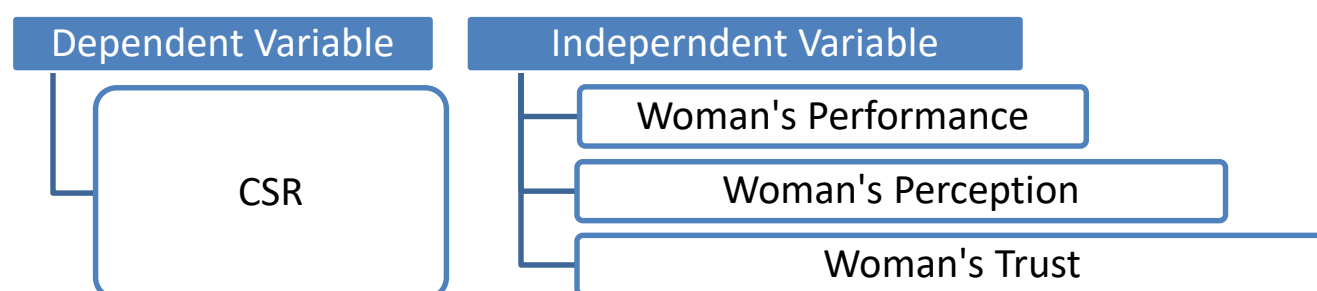
3.5. Sources of Data Collection

The method of data collection adopted for the study is primary and secondary. The Primary data collected, is through questionnaire, which was collected from women consumers. The tools used for data collection is schedule and questionnaire. This was pre-tested by conducting a pilot study through which primary data was collected from 100 respondents. Analysis was done and changes were made in the schedule to overcome the errors. In the schedule for women role in CSR, question numbers 1-12 deal with women performance factors of the respondents, question numbers 13-24 deal with the women perception, question numbers 25-31 deal with women trust of the respondents. Secondary data collected by books, articles, research papers, websites etc.

3.6. Validity and Reliability

The content validity of the questionnaire was tested by a panel pilot sampling. The validity of responses was tested using SPSS. The reliability of the study was tested using Cronbach Coefficient Alpha. The Cronbach Coefficient Alpha is in a scale of 0 to +1. The higher the coefficient the better the measuring instrument. Cronbach's Alpha based on standardized items for the schedule for significant relationship between womens performance, perception aand trust is 0.668.

3.7. Variables



Source: Self-occupied

3.7.1. Women Performance

Model summary of multiple regression analysis - Table –I

<i>Regression Statistics</i>	
Multiple R	0.742792443
R Square	0.551740613
Adjusted R Square	0.506914675
Standard Error	0.205544271
Observations	12
a. Predictor (Constant): Corporate Social Responsibility	
b. Dependent Variable: Women Performance	

Source: Primary Data

The R square (coefficient of determination) is a portion of the total variation in the dependent variable that is explained by the variation in the independent variables. According to the model summary, R square is equal to 0.551, which is less than 1. This indicates that there is a weak linear relationship between CSR and women’s performance approximately 55.1% of variance in all the CSR can significantly explain women performance. The finding suggests that aside from CSR, there are many other factors that might also influence women performance. An analysis of variance (ANOVA) is used to test whether there is a significant linear relationship between the CSR and women performance. According to Table I, the p-value is .000, indicating that the CSR significantly influence women performance.

Table II ANOVA

ANOVA					
	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Sig. F</i>
Regression	1	0.520016	0.520016	12.31	0.005647
Residual	10	0.422484	0.042248		
Total	11	0.9425			
a. Predictor (Constant): Corporate Social Responsibility					
b. Dependent Variable: Women Performance					

Source: Primary Data

A table is another important table to explain the relationship between the CSR and women performance. Based on the significance (Sig.) column in Table II, the p-value for each CSR component is less than 0.05, which indicates that all the CSR have a significant relationship with women performance.

Table III Coefficients

<i>Ti</i>	<i>Coefficients</i>	<i>Std. Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.01614906	1.580532	0.6429	0.5347	-4.53779	2.505496	-4.53779	2.505495798

	8		2					
X	1.13664596	0.3239	3.5083	0.005				1.8585254
Variable 1	3	83	49	6	0.414767	1.858525	0.414767	2

a. Dependent Variable: Women Performance

Source: Primary Data

Coefficients table showed the relationship between CSR and women performance. Since sig. is less than .05, hence it is statistically at 5% level. The signs between variables are also expected in the term statically significant between women’s performance in CSR.

3.7.2. Women Perception

Table IV Model Summary

<i>Regression Statistics</i>	
Multiple R	0.62086
R Square	0.38547
Adjusted R Square	0.32402
Standard Error	0.18702
Observations	12
a. Predictor (Constant): Corporate Social Responsibility	
b. Dependent Variable: Women Perception	

Source: Primary Data

The R square (coefficient of determination) is a portion of the total variation in the dependent variable that is explained by the variation in the independent variables. According to the model summary, R square is equal to 0.385, which is less than 1. This indicates that there is a weak linear relationship between CSR and women’s perception approximately 38.5% of variance in all the CSR components can significantly explain women’s perception. The finding suggests that aside from CSR, there are many other factors that might also influence women perception. An analysis of variance (ANOVA) is used to test whether there is a significant linear relationship between CSR components and women perception. According to Table 4, the p-value is .000, indicating that the CSR components significantly influence women perception.

Table V ANOVA

ANOVA					
	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Sig. F</i>
Regression	1	0.2194	0.2194	6.27264	0.0312
Residual	10	0.34977	0.03498		
Total	11	0.56917			
a. Predictor (Constant): Corporate Social Responsibility					
b. Dependent Variable: Women Perception					

Source: Primary Data

A coefficient table is another important table to explain the relationship between the CSR and women’s perception. Based on the significance (Sig.) column in Table V, the p-value for each CSR component is less than 0.05, which indicates that all the CSR components have a significant relationship with women’s perception.

Table VI Coefficients

	<i>Coefficients</i>	<i>std. Error</i>	<i>Stat</i>	<i>- value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
In tercept	.64031 9716	1 .2594196	.30 244	.2219 6	- 1.1658	.44648	1.1658 42	.44648 13
X Variable 1	.68383 659	0 .2730405	.50 452	.0312	0 .07546	.29221	.07546 43	.29220 88

a. Dependent Variable: Women Perception

Source: Primary Data

Coefficients table VI showed the relationship between CSR and women’s perception. Since sig. is less than .05, hence it is statistically at 5% level. The signs between variables are also expected in the term statically significant between women’s perception in CSR.

3.7.3. Women Trust

Table VII Model Summary

<i>Regression Statistics</i>	
Multiple R	0.85839508
R Square	0.73684211
Adjusted R Square	0.68421053
Standard Error	0.04588315
Observations	7
a. Predictor (Constant): Corporate Social Responsibility	
b. Dependent Variable: Women Trust	

Source: Primary Data

The R square (coefficient of determination) is a portion of the total variation in the dependent variable that is explained by the variation in the independent variables. According to the model summary, R square is equal to 0.736, which is less than 1. This indicates that there is a weak linear relationship between CSR and women trust approximately 73.6% of variance in all the CSR components can significantly explain women trust. The finding suggests that aside from CSR, there are many other factors that also influence women’s Trust. An analysis of variance (ANOVA) is used to test whether there is a significant linear relationship between the combination of the CSR and women’s trust. According to Table VII, the p-value is .000, indicating that the CSR components significantly influence women’s trust.

Table VIII ANOVA

ANOVA					
	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Sig. F</i>
Regressi	1	0.02947	0.02947	14	0.01341

on					
Residual	5	0.01053	0.00211		
Total	6	0.04			
a. Predictor (Constant): Corporate Social Responsibility					
b. Dependent Variable: Women Trust					

Source: Primary Data

A table is another important table to explain the relationship between the CSR and women's trust. Based on the significance (Sig.) column in Table VIII, the p-value for each CSR is less than 0.05, which indicates that CSR have a significant relationship with women's trust.

Table IX Coefficients

	<i>Coefficients</i>	<i>Std. Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	.3842105	.93979	.47289	.201	1.031	3.800029	1.031608	.8000286
X Variable 1	.7368421	.19693	.74166	.013	.2306	1.243065	.230619	.2430651

a. Dependent Variable: Women Trust

Source: Primary Data

Coefficients table 9 showed the relationship between CSR and women trust. Since sig. is less than .05, hence it is statistically at 5% level. The signs between variables are also expected in the term statically significant between women's trust in CSR.

4. Women role in Corporate Social Responsibility

Corporate social responsibility deals with as a responsibility of corporate towards the society. Corporate work under the rule, but out the rule for total development of society they have measure interest in sustainable development. Now corporates recognize women in every field and utilizes for better development of society. Company coverage on gender equality was for several years confined to the policies, along with some program information. CSR initiatives that promote gender impact so that companies will improve their understanding of gender in their business and put in place more effective systems to strengthen their business benefits.

These initiatives additionally get to boost of the company transparency with relevance gender impacts, enabling stakeholders to better engage with corporate on these issues. Reporting offers a way to boost watching and analysis efforts, identify opportunities for continuous improvement, and directly access some of these business benefits.

1. The Market – including consumers, investors, business customers, and labor market pressures
2. Governments – including regulatory requirements and compliance with equal rights legislation and supplier diversity requirements for government contracts.
3. Civil Society – including those that look to maximize shared benefits to the corporation and community stakeholders, as well as media pressure.

Today women are better known for change maker in corporate world for given opportunity. There are list of top females CEO : Chanda Kochhar (CEO, ICICI), Vinita Bali(MD Britannia Industries LTD), Kalpana Morparia (CEO J.P.Morgan), Kiran Majundarshaw, (Chairman and MD, Biocon Limited), Mallik Shrinivasan(Chairman and CEO of TAFE), Naina Lal Kidwai (Group GM country head, HDFC, India), Nelam Dhawan (MD Hewlett-Packard India), Dr. Preetha Reddy (MD Apollo Hospitals Enterprices), Roopakudva (MD and CEO CRISIL, Suljja Firodia Motwani (managing director of kinetic engineering Ltd), Swati Piramal (Director Piramal Healthcare) and Sikha Sharma (Managing Director

and CEO of Axis Bank Ltd), are play a very important role as a team leader in his field. There is much scope of women in participation as a vender / supplier / dealer of product and service not only developed countries but also developing countries. According to research conducted by we connect internationally, globally women-owned business earns less than 1% of the money spent on the product and service by large corporate and government.

There is also associate approach to gender and CSR coverage that views gender equality as a right with business advantages.

4.1.1. Women as Executive In Board of Director:

Many studies prove that a participative of women's in board of director good for business development. Another study from Grant Thornton a global accounting firm found that involvement of at least one educated women in BOD perform better than a board of male educative. Women play a major role in enabling better decision making at the corporate level, creative sustainable company philanthropy contribution. There are so many examples in the corporate world that see women as the real change maker at all levels.

In general, a diversity of individuals generates a various set of opinions that impacts and improves the decision-making method. Our expectation was that gender diversity can increase socially accountable behavior by an organization. The results of this study make sure our analysis question; association was found between the amount of women administrators on company boards and also the incidence of corporate social behavior recognition of employee benefits.

In an important statement announced by Ms. Christine Lagarde international monetary fund (IMF) that “if it was Lehman Sisters. It would be a different world, she also more explains that male dominant of banking could head lead to another financial crisis, it’s indicated that women play an important role not only organization level, but also at the social and economic level of society.

Research from the international monitoring fund (IMF) concludes a higher proportion of women's involvement in boards of banking and financial agencies is great stability. In the CSR point of view greater diversity at all stages leads to more prudence and less of reckless decision making that provoked the crisis.

4.1.2. Woman as Corporate Social Responsibility Employee/Managers:

CSR is a valuable tool creating gender equality in workplaces. Day by day increases percentage of women in all fields of companies it also sees the effect in corporate social responsibility. Diversity and equality are the basic pillars of CSR and companies also address the gender quality agenda in their CSR initiative. As per reports of CSR maximum companies are working in the field of education and health in India, both fields already proved that women are given a better performance compare to men as per Indian social environment.

The inclusion of a gender perspective in CSR can play a dynamic role in achieving gender quality in the work place through women involvement in planning, strategy and policies and access job equality. Women empowerment is of “POWER” Enables the women to define themselves. These days, women are working other sectors of corporate field: Finance, manufacturing, legal and marketing and they prove their talent in every field. The constitution of India guarantees women protection for discrimination in different section of the following:-

- Equality to all (Article 14).
- No discrimination by the state (Article 15).
- Equality of opportunity (Article 16).
- Equal pay for equal work (Article 39).
- Special provision to be made by the state in favor of women.
- Children (Article 15(3)).
- Renounces practices derogatory to dignity of women (Article 51(A) (e)).
- Allows for provision to be made by state for securing just and humane condition of work for maternity relief (Article 42 I).

Companies seeking to economically empower women can look beyond their core business activities and value chains to understand how their philanthropic and community investment programs can also enable women to build their leadership potential, their technical and business skills, and their health, safety and wellness. A company might define its area of impact as a community that has significance to the company's operations, or any location in the world where the company recognizes a need. It may engage in individual action or cross-sector partnerships to help improve women's potential to be a community leader, entrepreneur or consumer through interventions that include leadership training, education and skills coaching, and health, and safety programs.

4.1.3. Women as Corporate Social Responsibility Consultant

There are so many women CSR practitioners who play an important role in social responsibility and inspires others women to find out their sustainability in their lives. Women CSR consultant is a professional women consultants and small business owners advise their client for build strong CSR planning and implementation. They provide best practices; expertise, advice and resource with work tighter on project for better sustainability on field level. There are many successful women who play their important role as a CSR consultant worldwide level. They consult their client at all level of CSR activities with creative and innovative ideas. They works full time as well as independent consultant of leading corporate client. They are Tamara "TJ" Dicaprio (Sr. Director, Carbon and Energy, Microsoft Corporation), Karen Hamilton, Vice President, Sustainability, Unilever, Catherine Gunsbury (Director of Corporate Social Responsibility, General Mills), Hannah Jones(VP of Sustainable Business & Innovation, Nike, Inc.), Gail Klintworth (CSO, Unilever), Beatriz Perez (Chief Sustainability Officer, The Coca-Cola Company), Agata Ramallo Garcia (Senior Director, Sustainable Business & Innovation, Nike Inc.), Beth Sauerhaft (Director, Global Environmental Sustainability, Pepsico).

4.1.4. Woman as a Beneficiary

Involvement of women in CSR as a beneficiary is an approach of bottom-line. The evidence is clear that women leadership increase in all levels of corporate, world decreases the risk and increases the profit. According to eye- Peterson research that companies have over 30% of women in leadership they can improve the profit more than 6%. Many research reports indicate that women invest the majority of their income back into their families and communities, so helping to evaluate women economically raises the quality of life for them, their families and their communities. Corporate social responsibility (CSR) has been hailed as a brand new suggests that to handle gender difference, particularly by facilitating women's empowerment. Women square measure oftentimes and forcefully positioned as saviors of economies or communities and proponents of property.

It is argued that a woman focus Indian reading of power as relative and productive will facilitate justify this since those measure engaged in the current processes of resistance and self-making. This raises regarding questions about the assumptions created about women and what it that such CSR programmes aim to empower them 'from' or 'to.' Empowerment, when viewed as an ethic of look after the self, is better understood as a self-directed process, rather than a corporate-led strategy. This has implications for the way we are able to imagine the accomplishment of gender equality through CSR.

4.1.5. Woman as Supplier/ Vendor/Retailer

Most of corporate of worldwide are sourcing and service directly or indirectly in multiple country whole the year. They focused on vender consolidation are implementing approaches that gives them better opportunity for selection of world best suppliers. Research reports of The Hackett Group show that a multinational corporation expending the goal and activities in promotion of supplier diversity program, they can access new market and more beneficiary supplier partnerships. There is significant global research find out the evidence on the important of women economic empowerment throw hiring women or owned business, Mckinsey Global institute report found that \$ 12 trillion could be added to the globe GDP 2025 by advancing women's equality and another report of National Women Business Council disclose that 34% of companies said working with women owned supplier had increased profits. The international organization UNICEF show its report " Gender Equality-The Big picture in 2007 disclose that women performance 66 % of the

world's work in agriculture and produce 50% of the food, but earn only 10% of the income and own very little of the world's private property. Many CSR foundation and NGO's are select women vendor for their regular suppliers in CSR project. The promote women SHG groups, farmer producer company as a supplier to the long term sustainability of project.

Multinational corporations engage with thousands of other companies as their suppliers, contractors, distributors, retailers, and, in some industries, joint venture business partners. These ecosystems of business relationships provide an unprecedented platform not only for direct value creation for a company and its partners, but also for spreading standards, technologies, expertise and good practices. These may be distributed each across completely different industries among one geographic location or globally across national boundaries. Working with business partners to promote women economic empowerment can be especially effective in countries where local government policies and regulations or cultural norms are not conducive to equal rights, treatment and economic opportunities for women.

4.2. Remarkable Corporate Social Responsibility Initiative for Women Empowerment

There are so many corporate are designed and implement of CSR companion especially for women. These types of companion directly implement by their function and support the others national and international community based organization which gives a better impact of grass root level.

Table X Initiatives

Name of Company	CSR Initiative	Project Budget	Activities
Bajaj Auto Ltd	Women Empowerment and Support to Orphanages	26.52	Multiple initiatives for women empowerment, orphanages, Girls' Hostel and corpus for scholarship, For constructing of hall of residence for girl students, Awareness and educating people against trafficking and child sexual abuse, Rehabilitation orphan children, children of sex workers, needy, poor and disadvantaged children.
ITC Ltd	Economic Empowerment of Women	12.85 Cr.	Poor women supported with financial assistance by way of loans and grants.
Oil and Natural Gas Corporation Ltd (ONGC)	Women Empowerment & Reducing inequalities CSR Projects	11.33 Cr.	Women Empowerment & Reducing inequalities CSR Projects.
Inter Globe Aviation Limited	Women Empowerment	10.00 Cr.	Facilitating the running of Women Collective Action Towards Environment Rejuvenation (WATER)
Oil India Limited	Sustainable Livelihood for Women & Youth	6.09 Cr.	Training of self Help Groups for youth and women, Economic activities, agro based industry, self-employment and rural entrepreneurship.
Goldman Sachs (India) Securities Private Limited	Women Startup Programme	5.34 Cr.	Women curriculum to develop a low cost, high impact program that combines online and classroom sessions for women entrepreneurs, Trainings
Sobha Developers Ltd	Women Empowerment	5.01 Cr.	Rehabilitation Programme, continue education and trained to take up proper employment, Dowry free social wedding for Girls.

Infosys Ltd	Rehabilitation of Homeless and Orphans	5.00 Cr.	Rehabilitation of Homeless and Orphans
Housing Development Finance Corporation Ltd (HDFC)	Skilling & Livelihood For women	4.19 Cr.	Skill development and livelihood enhancement, skilling of non-traditional livelihood options for women, livelihood support for a section of Kutch artisans, skilling of Auxiliary Midwife Nurses
Northern Coalfields Limited	Gender Equality Welfare of SC ST	3.06 Cr.	Women Empowerment and support to old aged people and upliftment of socially and economically backward people.
Bayer Crop Science Limited	Promoting Gender Equality	2.73 Cr.	Research & Prevention Center on Sexual Violence against Women & Children.
Mphasis Limited	KickStart - a Cab Service for Senior Citizens and Persons with Disabilities	2.65 Cr.	Help disables and senior citizens .
Standard Chartered Global Business Services Private Limited	Women Empowerment	2.50 Cr.	Self Help Groups (SHGs), safety and socio-economic issues.

Source: Secondary data (CSR box .com)

4.3. Next for Women in Corporate Social Responsibility

Gender equality has great important for all over the development of the society, it creates many new as on the opportunity in and economic level of a country. India is a fastest economy in the world with a GDP rate more than 7 percent during XII plan period. It is essential for maintaining highest level of growth more women's involvement in economic development of our society. A research report also indicates that women become equal partner in development process give better results in men dominated area.

As per the government of India promotion policies to women in corporate world there are some provision and sections of improvement of women participation at top management. As per company Act 2013 U/S 149(1) have following instrument for public and private sector companies.

- After Implementation Company Act 2013, every listed company shall appoint at least one woman in their BOD.
- Every public sector company which have paid up share capital 100 Caror or more or turnover rupees 300 Caror or more the last audited financial statement shall also appointed a women director with in one year.

As per the rule 3 of the companies “ Appointment and qualification of director” Rule 2014 clearly indicate vacancy in past of women director which post must be field up 3 months or next board meeting whichever is earlier. There are other corporate monitoring agency like MCA, national stock exchange, BSE and ROC instructor issue show cause notices promoter and directors for more involvement of women director in board.

The future of women is bright in CSR. They play a responsible role not only as a CSR manager or practitioner, they also involve in all over stages of CSR initiatives. Most of the corporate, many government international organization also invest in women involvement CSR initiative. According to corporate gender report brought out the world economic forum India has a lowest percentage of employee 23% women. Followed by Japan 24%, Turkey 26%, Australia 29%, and the other side of highest women employee I USA 52% Common Spain 48% Canada 46% and Finland 44%. Now a day's company are promoting and directing their CSR program for women involvement in every part of CSR. Women play an important role as a member/ director of BOD, As a CSR consultation, supplier, consumer and CSR beneficiary. Many business groups give a good example in their CSR modal. In the another study find that CSR related women's involvement find that large corporations are more transparent to compare with small corporate in gender equality. The diversification of every level of CSR management with more participation of women gives better result in limited resources. Many researches find out that increase representation of women in senior leadership affects more comparatively junior level and their involvement are more socially responsible on CSR.

5. Findings and Conclusions

The aim of this study was to find out the relationship between involvement their and effect of women in CSR practice in all stages. The women play their role as a board member, CSR consultant, employees, managers, vendors and the beneficiary are important to better utilization of CSR fund with effective implement social initiative. In this empirical study data are collected from various sources with different location were analysis and result drawn on since major findings and presented as below:

- Most of women consumers who have a higher education level are more aware of CSR comparatively less educated/knowledge.
- Urban women more aware about charity and corporate responsibility world compare to same educated rural.
- Results shows that women perception is positively towards components of CSR.
- Above SPSS results tell about women performance is best in components of CSR
- Results also describe that women trust increases towards CSR.
- After company Act 2013, one woman in BOD improves gender balance. All over CSR project which gives better resource utilization with proper CSR, gender balance as manager companies can reflect the better public image and create excellent performance in management level.
- If companies give proper position in the selection of beneficiary without any discrimination there is no debt their position will be improved in social and economic level and they earn more respect in the family and society.
- Maximum respondent believe that gender balance in CSR initiative give more improving women to be economically and self-dependent is vital for Indians future.

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