



Gap Analysis in CSR with reference to Educational Institution in Madurai

AUTHOR: Mrs. G. Vasuki, Research Scholar, Madurai Kamaraj University.

ABSTRACT: Educational institutions today are not expected to only play their conventional role of service providing and profit making but also have to force to act in an economically, socially and environmentally smart way. In this significance, Corporate Social Responsibility refers to make sure the success and sustainability of an institution by the insertion of social and environmental considerations into their functions. This study aims to analyze the Higher Educational Institutions in the context of Corporate Social Responsibility. The objectives of the study are to find the the expectations of beneficiaries and the actual CSR practices and also the gap with regard to Higher Educational Institutions in Madurai. The researcher group the CSR practise of the Higher Educational Institutions in to six groups, Environmental care, Education, Health Care, Community involvement ,Peripheral Development and Special Focus on CSR activities. Out of which Health Care and Community Involvement has negative deviations.

KEY WORDS: Corporate Social Responsibility, Higher Educational Institution, Beneficiaries

INTRODUCTION: Most of the institutions tend to focus only on teaching social responsibility in terms of corporate social responsibility initiatives and do not go beyond this by attempting to improve their communities. CSR may be considered as an investment rather than an expense to any Institution. CSR and its consequences cannot be felt immediately but it is almost like a seed planted once will try to give the fruits in the near future and try to provide an environment for the institution to grow and sustain in a synergetic way, a harmonious growth, a growth with the society in a pivotal role, focus shifted to society than individuals.

OBJECTIVES:

- To study and measure the actual benefits arrived by the beneficiaries through CSR of Higher Educational Institutions in Madurai

- To find the expectations of the beneficiaries towards the CSR in Higher Educational Institutions in Madurai
- To identify the gap between the satisfaction level of actual benefits and the expectations of Beneficiaries

NEED FOR THE STUDY: The researcher identify the research gap in the implementation of Corporate Social Responsibility practices in Higher Educational Institution in the previous researches. Dr.K.Parthasarathy¹ , Kakade Shubhangi² , R. Jayanthi³, Mundhe⁴ and Bhakare Sharayu Pandhare⁵ has emphasis the need for future research in Corporate Social Responsibility in Educational Industry as it is going to be the key way to the sustainability of any Institution in Education Industry.

CSR in Higher Education:

India's higher education system is the third largest in the world, next to the United States and China. The main governing body at the tertiary level is the University Grants Commission, which enforces its standards, advises the government, and helps to coordinate between the centre and the state. Accreditation for higher learning is overseen by 12 autonomous institutions established by the University Grants Commission. Higher education as tool of development and progress of individual and society is a well recognized fact of modern economy of every country. Thus, in modern time there is a heavy investment in higher education and there is a tremendous growth and development of higher education all over the whole world with the rapid increase in the number of students who opt for higher education.

The UGC has recognized extension as the third dimension in addition to teaching and research. This extension plays an important role the development of youth as a part of extra-curricular activities. This study aims to analyze the Higher Educational Institutions in the context of social responsibility practices. In order to find the contributions of the educational institutions towards their society this study includes two autonomous colleges.

CSR Activities or practices of Higher Educational Institutions: The activities carried out by the Higher Educational Institutions under Corporate Social Responsibility are grouped under six headings. They are,

1. **Environmental Care:** Pollution control, Solid waste Management, Development of Green belt, Energy Saving, Rain water harvesting, Safety and Environment initiatives taken by the institution has improved awareness among the people, Does your institution has grown trees which improved greenery, water levels and general Environment

2. **Education:** Support to Primary / Secondary Education, Scholarships to students, Infrastructure to Schools/Colleges, Furniture, Play equipment etc. to schools / Colleges, Trainings to students, Provide Hostel Buildings to students, Special School buildings to Physically Challenged Persons
3. **Health Care:** Health checkup camps, Treated water supply, Provide Hospital buildings, Provide Blood Banks, Mobile clinics, Support & Associate to Special Care hospitals
4. **Community Involvement:** Safety / Quality, Interaction with people, Community Welfare Centers, Multipurpose Halls, Tech. Improvements, Placement linked trainings, Socio-Cultural development, encourages sports among nearby people by encouraging and sponsoring sports programmes / events, training programmes for men and women like Computers, tailoring or making paper bags etc
5. **Peripheral Development:** Roads, Water Tanks, Bridges, Drainages, Overall your institution's presence made a positive difference to the society
6. **Special Focus on CSR activities:**
Any Special Focus on development of deprived / down trodden sections of society like SC/ST etc.

RESEARCH METHODOLOGY: Research Design: the researcher has utilized exploratory and survey methods. **Data collections:** primary data are collected through structure questionnaire method and secondary data are collected through books, websites, journals and newspapers. **Study units:** People living in and around the Higher Educational Institutions in Madurai. **Sampling Technique:** Purposive sampling technique was used to identify the respondents for this study. **Sample size:** population of Madurai city is 10.2 lakhs, out of which only 5 percent of the people were benefited by the CSR Activities of Higher Educational Institution in Madurai. Out of which the researcher have chosen 0.5% of them as sample due to the time and other constrains. Thus the sample size arrived to 255. **Methodology:** Weighted Average method is used to measure the average satisfaction and expectation levels of Beneficiaries which is used in the radar analysis to explicit the gap between the actual level of satisfaction and expectation of the Beneficiaries.

ANALYSIS AND INTERPRETATIONS:

The beneficiaries are asked to mark their satisfaction level according to the usefulness in a five point scale indicating 5 for Excellently Beneficial , 4 for Beneficial, 3 for Not Applicable, 2 for Some What beneficial and 1 for Not at all Beneficial.

Satisfaction level of the Respondents towards the CSR Practices

Satisfaction level CSR Practices	Excellently beneficial		Beneficial		Not applicable		Somewhat beneficial		Not at all beneficial		Total	Weighted average
	No. Res.	%	No. Res.	%	No. Res.	%	No. Res.	%	No. Res.	%		
Environmental Care	102	40	59	23.1	51	20	43	16.9	0	0	255	197

Education	27	10.6	94	36.9	58	22.7	76	29.8	0	0	255	99.6
Health Care	68	26.7	103	40.4	34	13.3	41	16.1	9	3.5	255	189
Community Involvement	18	7.1	45	17.7	57	22.4	93	36.5	42	16.5	255	136.4
Peripheral Development:	27	10.6	59	23.1	67	26.3	77	30.2	25	9.8	255	101.4
Special Focus on CSR activities:	19	7.5	34	13.3	67	26.3	97	38	38	14.9	255	125.6

No. Res.- Number of respondents %- Percentage of Respondents

Inference: 40% of Beneficiaries were said that they are Excellently Benefited by the Environmental Care, CSR practices and none of the respondents marked the CSR Practices under Environmental care was not at all Beneficial. 36.9% of Beneficiaries were said that they are Benefited by the Educational, CSR practices and none of the respondents marked the CSR Practices under Education was not at all Beneficial. 40.4 % of Beneficiaries were said that they are Benefited by the Health Care, CSR practices and 3.5% of the respondents marked the CSR Practices under Health care was not at all Beneficial. 36.5% of Beneficiaries were said that they are Some what Benefited by the Community Involvement CSR practices and 7.1% of the respondents marked the CSR Practices under Community Involvement was Excellently Beneficial and 30.2% of Beneficiaries were said that they are some what Benefited by the Peripheral Development, CSR practices and 9.8% of the respondents marked the CSR Practices under peripheral Development care was not at all Beneficial.38 % of Beneficiaries were said that they are Excellently Benefited by the Special Focus on CSR Activities, CSR practices of the and 7.5 % of the respondents marked the CSR Practices under Environmental care was Excellently Beneficial.

The Weighted Average of each group of CSR Practices were calculated and are 197 for Environmental care, 99.6 for Education, 189 for Health Care, 136.4 for Community involvement 101.4 for Peripheral Development and 125.6 for Special Focus on CSR practices.

Expectation level of the Respondents towards the CSR Practices

Satisfaction Level CSR Practices	Greatly exceed expectations		Exceed expectations		Matched expectations		Less than expected		Much less than expected		Total	Weighted average
	No. Res.	%	No. Res.	%	No. Res.	%	No. Res.	%	No. Res.	%		
Environmental Care	19	7.5%	34	13.3%	67	26.3%	83	32.5%	52	20.4%	255	130
Education	0	0%	18	7.1%	49	19.2%	91	35.7%	97	38%	255	167.4
Health Care	34	13.3%	27	10.6%	38	14.9%	62	24.3%	94	36.9%	255	122

Community Involvement	22	8.6%	35	13.7%	84	32.9%	66	25.9%	48	18.8%	255	133.8
Peripheral Development:	20	7.8%	32	12.5%	88	34.5%	49	19.2%	66	25.9%	255	150.2
Special Focus on CSR activities:	28	11%	33	12.9%	57	22.4%	48	18.8%	89	34.9%	255	132.8

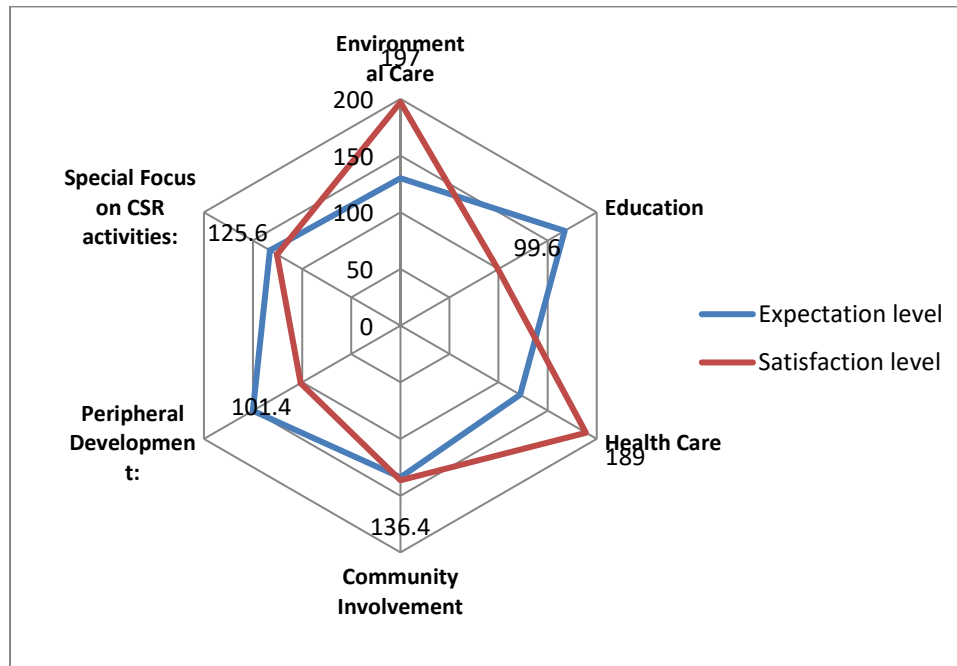
No. Res.- Number of respondents %- Percentage of Respondents

Inference: 32.5 % of Beneficiaries were said that the Environmental Care, CSR practices are Less than Expected and 7.5% of the respondents marked the CSR Practices under Environmental care was Greatly exceed expectations. 38 % of Beneficiaries were said that they are much less than Expected in the Educational CSR practices and none of the respondents marked the CSR Practices under Education was Exceed Expectations. 36.9 % of Beneficiaries were said that they are much less than Expected by the Health Care CSR practices and 10.6 % of the respondents marked the CSR Practices under Health care was exceeded their level of expectations. 32.9 % of Beneficiaries were said that their level of Expectations are matched with the Satisfaction level of the actual Performance of the, Community Involvement CSR practices and 8.6% of the respondents marked the CSR Practices under Community Involvement was Greatly Exceed their Expectation. 34.5% of Beneficiaries were said that their Expectations are matched with the Actual activities of Peripheral Development, CSR practices and 7.8% of the respondents marked the CSR Practices under peripheral Development care was Greatly Exceeds their Expectation. 34.9 % of Beneficiaries were said that the Special Focus on CSR Activities are Much Less Than the Expectations of CSR practices and 11 % of the respondents marked the CSR Practices under Environmental care was Greatly Exceeds their Expectations.

The Weighted Average of each group of CSR Practices were calculated and are 130 for Environmental care, 167.4 for Education, 122 for Health Care, 133.8for Community involvement 150.2 for Peripheral Development and 132.8 for Special Focus on CSR activities.

Gap Between the Levels of Satisfaction and Expectations of the Beneficiaries towards the CSR practices

CSR Practices	Satisfaction level	Expectation level	Gap b/w actual and expectations
Environmental Care	197	130	67
Education	99.6	167.4	67.8
Health Care	189	122	-67
Community Involvement	136.4	133.8	-2.6
Peripheral Development:	101.4	150.2	48.6
Special Focus on CSR activities:	125.6	132.8	7.2



Inference: The Gap Between the Satisfaction level of the Beneficiaries and the Expectation level of them are positive in four groups of CSR Activities Provided by the Higher Educational Institutions in Madurai. Out of which Environmental Care and the Education has the maximum of 67 and 67.8 respectively. The other two group of CSR activities having Negative Gap are Health Care and Community Involvement out of which the deviation is more in Health care about -67

Major Findings:

- The Weighted Average of each group of CSR Practices were found as 197 for Environmental care, 99.6 for Education, 189 for Health Care, 136.4 for Community involvement 101.4 for Peripheral Development and 125.6 for Special Focus on CSR activities.
- The Weighted Average of each group of CSR Practices were found as 130 for Environmental care, 167.4 for Education, 122 for Health Care, 133.8 for Community involvement 150.2 for Peripheral Development and 132.8 for Special Focus on CSR activities.
- The Gap Between the Satisfaction level of the Beneficiaries and the Expectation level of them were positive in four groups of CSR Practices. Out of which Environmental Care and the Education has the maximum of 67 and 67.8 respectively. The other two group of CSR practices was Negative Gap are Health Care and Community Involvement out of which the deviation is more in Health care about -67
- The researcher found that the expectations of the beneficiaries recording Health care and Community involvement were not met by the Higher Educational Institutions through their CSR Practices since the gap found was negative

Suggestions:

- The Higher Educational Institutions are highly in need of Proper follow up after the Health care Practices of CSR in order to meet Beneficiaries expectations.
- The Beneficiaries Expect an awareness camp about the new upcoming dangerous flues. During the happening of that the CSR Health care camps can be arranged by them.
- In order to increase the level of expectations, the Higher Educational Institutions can conduct free Exhibitions for the school children in and around their campus.

Conclusion:

Corporate Social Responsibility Practices of the Higher Educational Institution is the key to the success and sustainability. This will increase the overall image of the Educational Institution among the general public and which in turn reflect the increase in name and fame in future. Corporate Social Responsibility Practices cannot be avoided by the Educational Institutions.

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