

ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY PRACTICE OF INDIAN RAILWAYS

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Abstract:

This research paper aims at analysing the corporate social responsibility communication processes of Indian Railway. The data used in the study are primary in nature which have been gathered through the issue of structured questionnaire. A sample of 100 social responsibilities of railway workers from has been selected through convenient sampling method. Simple percentage analysis, chi-square test and weighted mean score are applied to analyze the data. The study observes that majority of the marital status and educational eligibility are recognised to have significant association at five percent level whereas the variables like age, accommodation service, health and physical condition services, café services and atmosphere defense and perpetuation are found to have highly significant association at one percent level with the level of service of social responsibility railway workers. The study finds that ranking mean score is "Health and Physical condition services" has been ranked first and "Cafés services" has been ranked sixth.

Keywords: Corporate Social Responsibility – Railway Workers.

Introduction:

Corporate Social Responsibility (CSR) is also called commercial accountability, shared residency, to blame trade, communal recital, community scruples and mutual. The obedience to CSR has not only knocked the doors of group houses of urban countries but of the rising country like India too! Due to the mounting knowledge among the society a propos the lawful civil rights of masses, the commercial world-wide are bound to do something concrete and result-oriented regarding CSR obligations. Corporate Social Responsibility (CSR) are viewed as a wide-ranging set of policies, practices and Programs that are incorporated into production operations, supply cuffs, and decision-making processes right through the organization -- anywhere the society does business --and includes dependability for up to date and past measures as well as expectations impacts.

Review of Literature:

Satinder Singh Ashwarya Sharma (2015) "Corporate Social Responsibility (CSR) processes in India: Analysis of Public Companies", the purpose of this study is to examine the administrative climate for the CSR in India. This study describes the corporate social responsibility process framework for firms and investigates the public firms CSR processes.

Mr. Neelmani Jaysawal Mrs. Sudeshna SahaĀ (2015), "Corporate Social Responsibility (CSR) In India: A Review", the objective of this paper is to define different actions taken in the area of CSR by the various firms of India. In doing so, it examines the development and the key demands faced while trying to deliver the actions of CSR.

Puneeta Goel and Dr.R.S. Ramesh (2014), "Linking Corporate Social Responsibility Reporting with Corporate Performance: Evidence from Selected Companies in India", this paper investigates to explain the degree of CSR being followed and recorded by the preferred firms on the specified parameters. This study indicates that Indian firms need to execute an extensive strategy to follow CSR scheme implications and take monetary benefit of social implications in the long run.

Prof. H.R.Uma, Shruthi B.R. (2013), "An Analysis of Indian Railways Contribution towards Employment Generation", this research aimed at analysing the contribution of Indian railways towards employment opportunity. This study provides a comparative analysis of employment generation by

various portfolios of the economy and point out the significance of Indian railways among all other recruiters .

Dr. Amandeep Batra (2013), “Sustainability of Corporate Social Responsibility in India (A Study of ITC’s Initiative ‘E-Choupal’)”, this study aims to know the growth pattern of CSR processes in India. This study has recognized that these kinds of CSR activities may become the role-model in the performance of CSR objectives globally .

Vikramjit Kaur, (2012), “Corporate Social Responsibility (CSR): Overview of Indian Corporate”, the main purpose of this study is to find how CSR incorporates the society. An exploratory study method was adopted to increase a profound perception of the research topic and to access in-depth data about the study objectives.

Need of the study:

With a comprehensive network spread over the country, Indian Railways play an important part in the social and economic growth of India. In this context of Indian Railways, activities emanating from changes in such elements as ownership and system have the risk of antagonizing the three significant stakeholders - the government, the railway personnel and even the consumers – who would like to see the Indian Railways more as a not-for-profit system. But still it contributes fruitful support through corporate social responsibility to the India for the welfare of the society. This research is mainly being regulated to identify what kind of CSR processes used by the Indian Railway. This study will support in providing a good image of actual life style of India called Indian Railway.

Objectives of the Study:

In order to seek answers to the question raised above, the following objectives have been framed.

1. To know the Corporate Social Responsibility (CSR) practices of Indian Railway.
2. To analyze the Corporate Social Responsibility (CSR) communication activities of Indian Railway.

Research Methodology:

The current research is mainly based on primary data which have been gathered from the railway employees in the Dindigul zone through the issues of structured questionnaires. The questionnaire includes questions relating to the personal profile of employees, their work details and level of services in the district. The study consists of 100 samples which have been gathered from railway workers . Convenient sampling procedure was used for data collection . The data gathered from the respondents have been analyzed using simple percentage, chi-square test and weight average score.

Results and discussion

(i) Simple Percentage:

Table 1: simple percentage

CATEGORY	PARTICULARS	RESPONDENTS	PER CENT
Age	Below 35 years	10	10.00
	35-45 years	25	25.00
	Above 46 years	65	65.00
Gender	Male	43	43.00
	Female	57	57.00
Educational Qualification	Below 9 th standard	20	20.00
	10th-12th	30	30.00
	Degree	40	40.00
	Professional	10	10.00
Designation	Official	48	48.00
	Technical	28	28.00
	Clerk	24	24.00
Marital Status	Unmarried	35	35.00
	Married	43	43.00

	Widow	22	22.00
Accommodationservices	Highly satisfied	30	30.00
	Satisfied	25	25.00
	Neutral	10	10.00
	Dissatisfies	15	15.00
	Highly dissatisfied	20	20.00
Health and Physical conditionservices	Highly satisfied	25	25.00
	Satisfied	40	40.00
	Neutral	10	10.00
	Dissatisfies	10	10.00
	Highly dissatisfied	15	15.00
WellbeingReimbursement	Highly satisfied	40	40.00
	Satisfied	20	20.00
	Neutral	10	10.00
	Dissatisfies	15	15.00
	Highly dissatisfied	15	15.00
Caféservices	Highly satisfied	10	10.00
	Satisfied	20	20.00
	Neutral	25	25.00
	Dissatisfies	35	35.00
	Highly dissatisfied	10	10.00
RetirementSettlement	Highly satisfied	25	25.00
	Satisfied	35	35.00
	Neutral	10	10.00
	Dissatisfies	15	15.00
	Highly dissatisfied	15	15.00
Atmosphere defense and perpetuation	Highly satisfied	15	15.00
	Satisfied	35	35.00
	Neutral	15	15.00
	Dissatisfies	25	25.00
	Highly dissatisfied	10	10.00

(ii) **Select Variables and Level of Service:**

To examine the association between the select variables and level of services in social responsibility railway workers in Dindigul district, the Chi-square test has been employed.

Ho: There exists no relationship between the select variables and level of services towards social responsibility railway workers.

Table 2:select variables and railway workers level of services – chi-square test

Variables Considered	d.f	Calculated χ^2 Value	Table Value		Remarks
			5%	1%	
Age	4	20.638**	9.488	13.277	Significant
Gender	2	4.806	5.991	9.210	Not Significant
Marital Status	2	7.076*	5.991	9.210	Significant
Educational Qualification	2	6.775*	5.991	9.210	Significant
Designation	2	0.291	5.991	9.210	Not Significant
Accommodationservices	6	28.169**	12.592	16.812	Significant
Health and Physical conditionservices	6	21.978**	12.592	16.812	Significant
WellbeingReimbursement	2	3.658	5.991	5.991	Not Significant
Caféservices	6	38.990**	12.592	16.812	Significant

RetirementSettlement	4	2.712	9.488	13.277	Not Significant
Atmosphere defense and perpetuation	6	31.667**	12.592	16.812	Significant

* Significant at five percent level

** Significant at one percent level

Out of the total eleven variables selected for testing, two variables are found to have relationship with the level of service of social responsibility railway workers. Of which, marital status and educational qualification are found to have significant association at five percent level whereas the variables like age, accommodation service, health and physical condition services, café services and atmosphere defense and perpetuation are found to have highly significant association at one percent level with the level of service of social responsibility railway workers.

(iii) Ranking and Level of Service of social responsibility Railway Workers

Table 3 :ranking and level of service of social responsibility railway workers

S.No	Service	Score	Ranking
1	Accommodationservices	670	II
2	Health and Physical conditionservices	710	I
3	WellbeingReimbursement	650	IV
4	Caféservices	515	VI
5	RetirementSettlement	690	III
6	Atmosphere defense and perpetuation	610	V

Source: Primary Data

Form the table that “Health and Physical condition services” has been ranked first with the score of 710 points, “Accommodation services” has been ranked second with the score of 670 points, “Retirement Settlement” has been ranked third with the score 690 points, “Wellbeing Reimbursement” has been ranked fourth with the score of 950 points, “Atmosphere defense and perpetuation” has been ranked fifth with the score of 610 points, and “Café services” has been ranked sixth with the score of 515 points

Conclusion:

Indian Railways should advance their real corporate social responsibility , that should in realistic rather on portion of manuscript. The well situation of Corporate Social Responsibility (CSR) should be kept for the wellbeing of the passengers as well as of the staff. Services on Railways station should be provide to all the stations. Passenger’s services should be obtainable much more on the Railways Stations for the substantial Handicapped people and old people. Clean and hygiene environment should be there even in Train coaches. The purpose of this study is healthy achieved. Their revelation practices are much more than their definite practices. The Indian Railways (IR) is a truthfully great firm called a “being procession of the realm”. It is a universal enormous that operates gainfully, successfully and with relatively little government support. But it needs more Efficiency in their work by way of much more initiatives for the workers as well as for the Passengers happiness. So that it can make a payment more and extra in the act of kindness of the people of India.

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