

A Study on CSR Activities During Covid-19 in Tirunelveli City

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Abstract: *The purpose of the study is to spread information about CSR (corporate social responsibility) activities during COVID-19. This study helps to look into the psychological, social, cultural, and economic effects of a lockdown. The current scenario and the emergence of a brand-new field in management research are both examples of CSR. It includes not only what businesses or companies do with their profits but also how they come up with them. In India, numerous businesses have initiated CSR practices that have accommodated a variety of societal requirements. This study focuses on how corporate social responsibility was carried out during Covid-19 in accordance with the circumstances and requirements of the time.*

Keywords: COVID-19, pandemic, corporate social responsibility, time

I. INTRODUCTION

Corporate social responsibility (CSR) is the voluntary adoption of social and ecological responsibilities by businesses. A company that practises responsible behaviour toward its clients, suppliers, employees, business partners, shareholders/investors, government, and environment has a longer lifespan. The World Health Organization was notified by China of a cluster of pneumonia cases in Wuhan City, Hubei Province, on December 31, 2019, which led to the discovery of the coronavirus pandemic. Corporate entities use funds for a variety of purposes in the interim, such as contributions to the “PM CARES Fund.” According to item no. (viii) of Schedule VII of the Companies Act of 2013, it shall qualify as CSR expenditure; this has been further defined.

II. STATEMENT OF THE PROBLEM

The concept of “corporate social responsibility,” which has been hotly debated since its creation, has garnered interest on a worldwide scale as the global economy becomes more linked. Corporate social responsibility (CSR), albeit not a recent idea, is becoming into a universal standard. The Ministry of Corporate Affairs requires business to engage in socially responsible practises. Unfortunately, the COVID 19 does significant harm to both people and industries. The Indian Government has announced a more than 40-day lock down for all industries to safeguard citizens from the Corona virus. It renders the economy unsound, especially for medium-sized, small, and very small industries.

III. REVIEW OF THE LITERATURE

- Beam, Dr. Sarbpriya et.al. (2012)¹ in their research paper on “A Close Look into Corporate Social Responsibility in India” has focused on the theme of CSR developed amid most recent couple of years from simple philanthropic activities to integrating the interest of the business with that of the communities in which it operates. In this paper, they have tried to feature objective evaluation of the CSR and related business practices with ethics that are being adopted by large corporate houses in India.
- Wendy Chapple and Jeremy Moon (2005)² in their article entitled Corporate Social Responsibility (CSR) in Asia: A Seven-Country Study of CSR Web Site Reporting. This article addresses four hypotheses: (a) that corporate social responsibility (CSR) in Asia is not homogeneous but varies among countries, (b) that the variation is explained by stages of development, (c) that globalization enhances the adoption of CSR in Asia, and (d) that national business systems structure the profile of multinational corporations’ CSR. These

hypotheses are investigated through analysis of Web site reporting of 50 companies in seven Asian countries: India, Indonesia, Malaysia, the Philippines, South Korea, Singapore, and Thailand.

- Jamali, D., Mirshak, R. (2005)³ Corporate Social Responsibility (CSR): Theory and Practice in a Developing Country Context, this research critically examines the CSR approach and philosophy of eight companies that are considered active in CSR in the Lebanese context. The findings suggest the lack of a systematic, focused, and institutionalized approach to CSR and that the understanding and practice of CSR in Lebanon are still grounded in the context of philanthropic action. The findings are qualified within the framework of existing contextual realities and relevant implications drawn accordingly.

IV. OBJECTIVES OF THE STUDY

1. To discuss the corporate social responsibility practises of Indian industries.
2. To evaluate the CSR strategies used by businesses to combat the COVID 19 outbreak.

V. METHODOLOGY

Secondary data has been gathered with the end goal of our examination from various web sources, and a descriptive report has been created to highlight the key CSR practises used by businesses operating in Tirunelveli during COVID 19 and their dedication to the community.

5.1 Corporate Social Responsibility Practices By Industries Against COVID 19

There are many CSR strategies out there, and different industries may choose one depending on convenience. According to the analysis, industries during the study period employed CSR efforts to combat COVID 19. Common CSR practises include employing environmentally friendly technology, conserving energy, ensuring the quality, sponsoring and donating to education, providing access to healthcare, and more. However, in the midst of an epidemic, CSR strategies are developed in response to needs.

Table 1: Demographic Analysis

AGE	RESPONDENTS	TOTAL
Below 20	13	15.29
20-30	19	22.35
30-40	15	17.64
40-50	21	24.70
Above 50	17	20
TOTAL	85	100
GENDER		
Male	47	47.95
Female	51	52.04
TOTAL	98	100
EDUCATIONAL QUALIFICATION		
School Level	11	11.95
Graduate	15	16.30
Diploma	23	25
Other	43	46.73
TOTAL	92	100
OCCUPATION		
Government Employee	18	26.08
Private Employee	11	15.94
Business	21	30.43
Other	19	27.53

TOTAL	69	100
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Source: Primary data

The above table:1 shows that majority 21(24.70%) of the respondents are in the age group of 40-50; 19(22.35%) of the respondents are in the age group of 20-30; 17(20%) of the respondents are in the age group of Above 50; 15(17.64%) of the respondents are in the age group of 30-40; 13(15.20%) of the respondents are in the age group of Below 20. Hence, it can be concluded that majority of the respondents are in the age group of 40-50.

The above table:1 shows that majority 51(52.04%) of the respondents are in the gender group of Female; 47(47.95%) of the respondents are in the gender group of Male. Hence, it can be concluded that majority of the respondents are in the gender group of Female.

The above table:1 shows that majority 43(46.13%) of the respondents are in the educational qualification group of Other; 23(25%) of the respondents are in the educational qualification group of Diploma; 15(16.30%) of the respondents are in the educational qualification group of Graduate; 11(11.95%) of the respondents are in the educational qualification group of School level. Hence, it can be concluded that majority of the respondents are in the educational qualification group of Other.

The above table:1 shows that majority 21(30.43%) of the respondents are in the occupation group of Business; 19(27.53%) of the respondents are in the occupation group of Other; 18(26.08%) of the respondents are in the occupation group of Government Employee; 11(15.94%) of the respondents are in the occupation group of Private Employee. Hence, it can be concluded that majority of the respondents are in the occupation group of Business.

Table 2: Corporate Social Responsibility Practices By Industries Against COVID 19

S. No.	Particulars	Accepted	Percentage
1.	PM CARES Fund	13	35.13
2.	Masks making and Sanitizers contributing funds	7	18.91
3.	Offering hospital bed facilities	5	13.51
4.	Supporting the hospital and helps the health care sector	3	8.10
5.	Care facilities for temporary use	9	24.32
	TOTAL	37	100

Source: Secondary data

It can be determined that among the five joint CSR revitalization industries undertaken in response to COVID-19, all have made a unique contribution to the PM CARES Fund.

VI. FINDINGS

- It has been discovered that out of 85 respondents, majority 21(24.70%) of the respondents are in the age group of 40-50.
- It has been discovered that out of 98 respondents, majority 51(52.04%) of the respondents are in the gender group of Female.
- It has been discovered that out of 92 respondents, majority 43(46.13%) of the respondents are in the educational qualification group of Other.
- It has been discovered that out of 69 respondents, majority 21(30.43%) of the respondents are in the occupation group of Business.
- All industries consciously or unconsciously accepted the CSR practices and donate PM CARES for COVID-19.
- Majority of the industries have accepted the CSR practices of care facilities for temporary use, mask making and sanitizers contributing funds.

VII. SUGGESTION

CSR during COVID-19 helps the employees by fulfilling their needs. CSR brings benefits to the companies. They bring good relationship with stake holders. It helps the companies in building a brand image. It motivates the employees. CSR helps the industries to earn a huge profit. The great effects of CSR initiatives guide to a succession of beneficial



effects, like an increase in stakeholder reciprocation. Results of the research support the idea that an organization's internal CSR policies are positively acknowledged by its staff because of their shared commitment to the organisation.

VIII. CONCLUSION

Corporate social responsibility (CSR) has become a global standard and new models of global governance have emerged to improve access to collective decision-making on transnational issues. The survey shows how the industry is taking necessary actions with the government in the midst of this pandemic. For many companies, it can be difficult to know where to start and where to end with their responsibilities to build infrastructure, create economic opportunity and deliver essential services such as health care, education and poverty reduction. The company's CSR activities during the COVID-19 outbreak have created good images, reputation and name for its Customers and will attract new customers in the future.

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