

ABSTRACT

Changing contour of Indian economy settled down toward the Liberalization, Privatization and Globalization as an alternative for the socialist oriented mix economy. In the current era of cut-throat competition, Corporate Social Responsibility emerged as a vital tool for achieving success in the widely spread market arena. Journey of CSR in India lies in the deep routes of religious and moral social value system; sense of cooperation, indulgence and trusteeship made it a civil value. The term CSR is not a new concept in India rather it has been a tendency of Indian society to invest for social causes. Philanthropic activities contributed in the development of the notion, trusteeship concept of Ghandhiji provoke towards the *sawraj*, voluntary guidelines for the responsiveness towards the community and finally mandatory provision of the Corporate Social Responsibility by the Company Act 2013 made it possible. The regulatory mode of the state CSR is most optimal hope for this prevalent dialectical economic situation. At present, there is a shift from the philosophical-ethical notion of CSR (Corporate Social Responsibility) to action-oriented managerial notion of CSR (Corporate Social Responsiveness). Companies are pressurized to behave ethically and to follow the CSR practices which are mandatory in new Companies Act 2013.

In the current study the researcher tried to explore the journey of the CSR from evolution to implementation, from directives to enactment and experiments of responsiveness of the corporate under the new CSR compulsion. The highly industrialized region of Sonhadra has a great challenge towards the environmental protection. The growing threat of environmental deterioration through mercury pollution compels the researcher to undertake the area specific study in assessing the role of organizations under the umbrella of Corporate Social Responsibility.

There are several studies on various aspects in Sonbhadra region regarding mercury pollution but there is no study which focuses on the role of companies operating in the Sonbhadra as a part of their responsibility towards the betterment and development of the region. So, there is a need of study focusing on Corporate Social Responsibility aspect at the Sonbhadra district of Uttar Pradesh. The research was inclined towards the three motives as: understanding the phenomenon and coverage of CSR, assessment of CSR impact on the organization performance and realization of community perception towards CSR.

For the study 10 organizations, from different sectors constituting both public and private organizations, were selected. Various statistical tools like Structural Equation Modeling, Factor analysis, t-test, ANOVA are used in the research study for the analysis of the data. This research present both qualitative and quantitative data regarding Corporate Social Responsibility scenario in India and tried to find out the management role for better CSR practices.

The result of the study depicts that the organizations in the Sonbhadra region have high social sensitivity with the implementation of the mandatory regulatory provision under Companies Act 2013. The organizations consider themselves more committed towards the economic and social well-being of the society. The major areas of CSR intervention by the organizations in Sonbhadra includes education facility, healthcare facility, sustainable livelihood, purified drinking water facility, infrastructure development, sanitation and other social activities which mainly focuses towards the broad area of societal development activities under the umbrella of Corporate Social Responsibility. The biggest environmental threat in the Sonbhadra district is from the mercury plant and coal based power plant, which has been minimised to some extent by the installation of zero environmental pollution control system at the plant. The local community of the

Sonbhadra were aware and supporting towards the CSR practices undertaken by the organizations in the nearby villages. The broad CSR activities as Environmental practices, Societal developmental practices, Ethical practices and Operating practices at workplace shows a significant positive impact on the organization performance. There found no difference in the CSR activities undertaken by the organizations of different sectors at Sonbhadra. Every organization irrespective of its ownership is fulfilling CSR activities in the Sonbhadra district of Uttar Pradesh. The community in the Sonbhadra region was able to easily recognize and understand the activities undertaken by the organization for their overall development. In the Sonbhadra region, the organizations are more inclined towards the philanthropic responsibility for the development of local people. There is a visible change towards the socially responsible behaviour of the business communities. The growing social consciousness among the educated people brought a new concept of 'development' to replace the age old tradition of 'daan' for the social good. Mandatory provisions of the CSR are enhancing the trust, welfare and social responsiveness in the Sonbhadra region at signifying grounds. The results of the current research find positive impact of the CSR activities in the region.

The findings of the study have a practical implication for the manager of various organizations in the Sonbhadra district. The organizations are required to re-strategize their CSR activities undertaken by them so as to further improve social and environmental issues of the region. Organizations in collaboration with the government can wisely handle the issue of the local people through proper CSR framework.

Keywords: 'Corporate Social Responsibility, Sustainable Development, Social Welfare, Organizational Performance'.