

TABLE OF CONTENTS

CERTIFICATE	i
ACKNOWLEDGEMENT	ii-iii
ABSTRACT	iv-vi
TABLE OF CONTENTS	vii-ix
LIST OF TABLES	x-xi
LIST OF FIGURES	xii
LIST OF ABBREVIATIONS	xiii-xv

Chapter Title	Page No.
Chapter 1: Introduction	1
1.1 Meaning of Corporate Social Responsibility (CSR)	2
1.2 Definitions of Corporate Social Responsibility (CSR)	3
1.3 Evolution of Corporate Social Responsibility (CSR)	6
1.4 Shifting Paradigm.....	7
1.4.1 The act of performing Charity and its beginning (Pre 1850).....	7
1.4.2 Shift from Charity to Philanthropy (Period of 1850-1941)	12
1.4.3 The practice of Philanthropy (Period of 1941-1960).....	16
1.4.4 The period of crisis (unfavourable condition) (1960-1970)	19
1.4.5 The ray of hope (Period of 1970-1980).....	21
1.4.6 The shift towards Corporate Citizenship (Period of 1980-1990)	22
1.4.7 The era of Globalization and beyond (Period of 1990-2012).....	23
1.5 Milestones in the Journey of Corporate Social Responsibility	25
1.6 The Companies Act 2013.....	33
1.7 Different Emerging Terms	35
1.7.1 Triple Bottom Line	35
1.7.2 Sustainable Development	36
1.7.3 Corporate Governance.....	37
1.7.4 Business Ethics	38
1.7.5 Creating Shared Value.....	38

1.7.6	Sustainable Investment	39
1.8	Corporate Social Responsibility in Sonbhadra Region	39
1.9	Some More Issues of Environmental Degradation and Scams	44
1.10	Rationale of study	46
Chapter 2:Literature Review		48
2.1	Based on CSR Activities and Organizational Performance	48
2.2	Based on CSR Activities and Community Perspective.....	57
2.3	Based on CSR Activities and General Perspective	66
2.4	Research Gap	77
Chapter 3: Research Methodology		78
3.1	Objectives of the Study	78
3.2	Methodology adopted for First Objective	79
3.3	Methodology adopted for Second Objective.....	81
3.4	Methodology adopted for Third Objective.....	88
Chapter 4: Details of Activities undertaken by the Select Organizations		92
4.1	Organization under Government of India	93
4.1.1	Singrauli Super Thermal Power Station, Shaktinagar (NTPC- Singrauli) ..	95
4.1.2	Rihand Super Thermal Power Station, Rihandnagar (NTPC - Rihand)	96
4.1.3	Bina Project (NCL – Bina Project).....	99
4.1.4	Kakri Project (NCL – Kakri Project).....	101
4.1.5	Krishnashila Project (NCL - Krishnashila Project)	102
4.2	Organization under Government of Uttar Pradesh.....	104
4.2.1	Anpara Power Station (UPRVUNL – Anpara Power Station)	105
4.3	Organization under Private Ownership.....	106
4.3.1	Grasim Industries Limited	106
4.3.2	Hindalco Industries Limited	110
4.3.3	Renusagar Power Plant.....	113
4.3.4	Hi-Tech Carbon	115
4.4	Discussion	117
Chapter 5: Impact of CSR Activities on the Organization Performance.....		121
5.1	Demographic Profile	122
5.2	Testing Reliability and Validity	123
5.3	Assessment of Structural Model	131
5.4	Assessment of Model after Imputation	133
5.5	Hypothesis Testing and Result.....	135

Chapter 6: Perception of Community towards CSR.....	142
6.1 Demographic Profile of Respondents	143
6.2 Analysis of Data	144
6.3 Result and Interpretation	148
6.4 Hypothesis Testing.....	154
Chapter 7: Summary of Findings, Conclusion and Suggestions	163
7.1 Findings.....	163
7.1.1 On the basis of activities undertaken by the select organizations	163
7.1.2 On the basis of CSR impact on the organizational performance.....	165
7.1.3 On the basis of community perception towards CSR.....	168
7.2 Conclusion.....	171
7.3 Limitations	176
7.4 Suggestions	177
Bibliography.....	178
Annexure.....	191
Annexure ‘A’: Questionnaire for Organization	191
Annexure ‘B’: Questionnaire for Community.....	199
Annexure ‘C’: Core areas of Voluntary Guidelines	206
Annexure ‘D’: Core areas for Central Public Sector Enterprises.....	207
Annexure ‘E’: Principles of National Voluntary Guidelines.....	209
Annexure ‘F’: CSR activities under Schedule 7 of Companies Act 2013.....	210
Annexure ‘G’: Location of Sonbhadra in India.....	211
Annexure ‘H’: Major Polluting Industries of Sonbhadra.....	212
Annexure ‘I’: List of Sonbhadra Villages.....	213
Annexure ‘J’: Survey Pictures.....	216