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CORPORATE SOCIAL RESPONSIBILITY (CSR) SCENCE IN INDIA WITH REFERANCE TO COMPANY ACT-2013

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INTRODUCTION

In the last years, the call for increased social responsibility, by governments, investors and corporations, was distinctive and urgent due to the global crises that took a central role. Financial market breakdowns, severe economic declines and food shortages required immediate responses. It seemed that climate change finally received due attention, with growing recognition of critical consequences without a significant change in the course. More and more entities are using corporate non-financial reporting, encompassing the social, environmental and economic impact of the company's operations, not just as an accountability tool but to drive strategy, unlocking new sources of revenue and growth. Companies are not turning to sustainability for altruistic reasons. Profitability and growth are at the heart of their reasons for building sustainability tools into their business strategy. When people make decisions about the natural resources usage they must take into consideration the processes which are used to get these resources, and who has access to them. The next generations will still have enough resources and the environment will be left, as you know it today or even better in order to be normal living conditions? For these questions, the decision makers should find answers (Bodea, et al., 2010).

Even since the beginning of 2000's, the demand for disclosure of most important listed companies has dramatically increased and the failures of large companies listed on the most important stock exchanges have placed extra pressure on them and on standard setters for the increase in the quality of corporate reporting (Beretta and Bozzolan, 2004). During this period, most world companies reported a hard to manage financial environment and many

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business difficulties. A strong commitment to all areas of sustainability was generally reported, with the emphasis on the fact that sustainability is not a nice-to-have, but an essential component of doing business. Many companies also have board-committees that take responsibility for, and oversee, sustainability on the board's behalf. Most companies, furthermore, complied with a voluntary reporting framework and disclosed adequate adherence to the related principles.

As of 2008, there has been an increase in the quality and effectiveness of the social and environmental information reported. Mammatt, et al. (2010) assert that there are companies reporting a large volume of data (with a difficulty in identifying relevant information for stakeholders), but, also, companies reporting poor information (with a difficulty in commitment to sustainability).

The criticism about social and environmental reporting argues about the increasing of corporate social responsibility (CSR) and the limited amount of disclosures (Solomon and Lewis, 2002). In other cases some organizations that label themselves, as corporate social reporters do not behave in a responsible way concerning sustainability (Moneva, et al., 2006). It is also criticized that organizations often have good intentions in sustainability, but they cannot transform those intentions into actions and results. Expectations about the responsible role of business in society are increasing and the recent research on corporate social responsibility discourse shows that there have been developments of a variety of instruments that aim to improve, evaluate and communicate socially responsible practices (Golob and Bartlett, 2007).

The latest studies refer the recent accounting scandals that look different from the perspectives of the political/regulatory process and of the market regarding corporate governance and financial reporting (Ball, 2009). Although researchers referred to a wide range of theoretical perspectives, they have consistently speculated that larger, more profitable firms, and those in more socially and environmentally sensitive industries can be expected to make greater use of the (typically voluntary) disclosure of information about their social and environmental activities (Gray, et al., 2001). Almost all prior studies of environmental disclosure indicate that the extent of disclosure is significantly related to company’s size (Cho and Patten, 2007; Patten, 1992, 2002). Their conclusion was that larger companies tend to disclose social and environmental information more extensive.

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The main drivers for CSR have been the shrinking role of government, demands for greater disclosure, increased customer interest, growing investor pressure, competitive labor markets, and supplier relations. The companies enjoy several benefits like improved financial performance, lower operating costs, enhanced brand image and reputation, increased sales and customer loyalty, product safety, material recyclability, and greater use of renewable resources etc.

CODES / STANDARDS / PRINCIPLES ON CSR

Universal Declaration of Human Rights: Adopted by United Nations, this declaration paved way for many international human rights standards for all sectors entities. UN Global Compact: An international multi-constituent, voluntary initiative based on internationally accepted ten principles in pursuit of a more sustainable inclusive global economy.

The ten principles covers human rights forced labor, child labor, environmental challenges and responsibility, non discrimination, freedom of associations, collective bargaining, corruption, etc.

Global Reporting Initiative (GRI): Since its founding in 1997, the GRI has been addressing the need for standardized approaches to corporate sustainability reporting. In 2006, GRI published

Version 3.0 (G3) of its Sustainability Reporting Guidelines emphasizing performance indicators, which contain a separate section titled “Human Rights” with nine performance indicators.

Organization for Economic Co-operation and Development (OECD): OECD guidelines contains recommendations on core labor, environmental standards, human rights, competition, taxation, science and technology combating corruption and safe guarding, consumer rights.

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Social Accountability 8000:'SA 8000' standard for social accountability, created in 2000 by the Council on Economic Priorities Accreditation Agency (CEPAA). SA8000 developed by an international coalition of businesses, trade unions and non-governmental organizations (NGOs) on the basis of International Labor Organization (ILO) conventions - the Universal Declaration of Human Rights and the UN convention on the Rights of the Child. The SA8000 code of practice is broken down into nine key areas child labor, management systems, working hours, compensation, disciplinary practices, forced labor, health & safety, freedom of association & collective bargaining and discrimination.

Principles for Responsible Investment (PRI): A set of global best practice principles for responsible investment. It provides a framework for achieving better long term investment returns and more sustainable markets. Equator Principle: Equator principle is a set of environmental and social benchmarks for managing environmental and social issues in development project finance globally. They were developed by private sector banks- led by Citigroup, ABN AMRO, Barclays and WestLB and were launched in June 2003.

Role of International Labor Organization (ILO): ILO seeks the promotion of social justice and internationally recognized human and labor rights. It formulates international labor standards in the form of conventions and recommendations setting minimum standards of basic labor rights.

International Organization for Standardization (ISO) 26000: ISO an International Standard setting body is developing a new standard on Social Responsibility namely ISO 26000 to be published in Nov., 2009. ISO 26000 is intended for use by all types of organizations and in all countries and to assist organization to operate in a socially responsible manner.

Occupational Health & Safety Advisory Services (OHSAS) Standard: OHSAS 18001 is applicable to any organization which aims to establish a health and safety management system at work.

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CSR IN INDIA

India has a long rich history of close business involvement in social causes for national development. In India, CSR is known from ancient time as social duty or charity, which through different ages is changing its nature in broader aspect, now generally known as CSR. From the origin of business, which leads towards excess wealth, social and environmental issues have deep roots in the history of business. India has had a long tradition of corporate philanthropy and industrial welfare has been put to practice since late 1800s. Historically, the philanthropy of business people in India has resembled western philanthropy in being rooted in religious belief.

Business practices in the 1900s that could be termed socially responsible took different forms: philanthropic donations to charity, service to the community, enhancing employee welfare and promoting religious conduct. Corporations may give funds to charitable or educational institutions and may argue for them as great humanitarian deeds, when in fact they are simply trying to buy community good will. The ideology of CSR in the 1950s was primarily based on an assumption of the obligation of business to society.

In initial years there was little documentation of social responsibility initiatives in India. Since then there is a growing realization towards contribution to social activities globally with a desire to improve the immediate environment (Shinde, 2005). It has also been found that to a growing degree companies that pay genuine attention to the principles of socially responsible behavior are also favored by the public and preferred for their goods and services. This has given rise to the concept of CSR.

After Independence, JRD Tata who always laid a great deal of emphasis to go beyond conducting themselves as honest citizens pointed out that there were many ways in which industrial and business enterprises can contribute to public welfare beyond the scope of their normal activities. He advised that apart from the obvious one of donating funds to good causes which has been their normal practice for years; they could have used their own financial, managerial and human resourced to provide task forces for undertaking direct relief and reconstruction measures. Slowly, it began to be accepted, at least in theory that business had to share a part of the social overhead costs of. Traditionally, it had discharged its responsibility to society through benefactions for education, medical facilities, and scientific research among other objects. The important change at that time was that industry accepted social responsibility as part of the management of the enterprise itself. The community development and social welfare program of the premier Tata Company, Tata Iron and Steel Company was started the concepts of “Social Responsibility.” (Gupta, 2007)

The term corporate social performance was first coined by Sethi (1975), expanded by Carroll (1979), and then refined by Wartick and Cochran (1985).In Sethi’s 1975 three-level model, the concept of corporate social performance was discussed, and distinctions made between various corporate behaviors. Sethi’s three tiers were ‘social obligation (a response to legal and market constraints); social responsibility (congruent with societal norms); and social responsiveness (adaptive, anticipatory and preventive) (Cochran, 2007). The last decade of the twentieth century witnessed a swing away from charity and traditional philanthropy towards more direct engagement of business in mainstream development and concern for disadvantaged groups in the society. This has been driven both internally by corporate will and externally by increased governmental and public expectations (Mohan, 2001). This was evident from a sample survey conducted in 1984 reporting that of the amount companies spent on social development, the largest sum 47 percent was spent through company programs, 39 percent was given to outside organizations as aid and 14 percent was spent through company trusts (Working Document of EU India CSR, 2001). In India as in the rest of the world there is a growing realization that business cannot succeed in a society which fails. An ideal CSR has both ethical and philosophical dimensions, particularly in India where there exists a wide gap between sections of people in terms of income and standards as well as socio-economic status (Bajpai, 2001).

According to Infosys founder, Narayan Murthy, ‘social responsibility is to create maximum shareholders value working under the circumstances, where it is fair to all its stakeholders, workers, consumers, the community, government and the environment’. Commission of the European Communities 2001 stated that being socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing ‘more’ into human capital, the environment and the relation with stakeholders(Bajpai, 2001). Over the time four different models have emerged all of which can be found in India regarding corporate responsibility (Kumar et al., 2001).

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REVIEW OF LITERATURE

The pace of increase in knowledge moves towards rapid changes. It grows more and more than the passage of time. Therefore, a researcher has to be conscious about the changes and developments in the field of his/her study. For this purpose, the researcher has to survey the available literature like novels, reports, researches, books, articles, newspapers and journals in order to add knowledge in its study.

Windsor (2001), article examined the future of Corporate Social Responsibility or the relationship between business and society in long run. The researcher tried to find out that whether the organization and society will come closer to each other in future or not and what will be the changing phase of CSR. With the help of history or past trend of CSR, Carroll's model analysis and in global context, the researcher found three emerging alternatives of CSR i.e. conception of responsibility, global corporate citizenship, stakeholder management practices.

Nigel Sarbutts (2003), the paper explored the way of doing CSR by small and medium sized companies. The research depicted that a structured approach to managing corporate reputation and profit maximization of SMEs through CSR. The societal activities of small and medium sized companies is based on their cost is Benefit Analysis. Small Corporation always struggle for more reputation and minimization of risk. In such a situation, CSR comes as hope for these companies. Large companies have so many resources for implementing CSR activities but SME‟s have less resource. It can be a barrier for them to stay in the market. So, in that situation by imparting much information, proper utilization of resources, doing well for businesses, SME‟s can minimize their risk and manage CSR. A speech delivered by Mr. Fredrick Ma, secretary for financial services, based on Corporate Social Responsibility (2004) organized by the British consulate. The speaker explored the concept of CSR on the basis of survey of 1500 business leader attending the world economic forum in bevos. In which 5% leaders said that CSR is important for the success of business, while 24% said CSR is not important but the shareholder's interest is most important for the businesses. But for the speaker, CSR and corporate governance are complementary to each other. Corporate governance is a medium of driving CSR among corporate. Further the speaker also talked about the role of government in CSR, SME‟s as well as for unlisted companies. It was also included in their views that CSR should be a part of company's objective.

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Moon (2004), paper examined the role of government in driving corporate social responsibility among the corporate. The study explained that the drivers of CSR are related with business and society. Business includes its reputation, corporation itself, employee's relation knowledge, goals etc. further, the study cleared that government is driver of CSR by making this relationship true and fair through making through making policies and regulations. The study also embarked other's country's situation that how their government entered into businesses for driving CSR.

Samuel O. Idowu (2007), with their study of twenty companies in U.K., propounded that the U.K. companies has now become ethical in the content of social responsibility as companies disclose its CSR with a view of public benefits, government request and issue information to stakeholders because the companies think that stakeholders of twenty first century are better educated them past.

Gond, Crane (2008), made an analysis on the distortion of corporate social performance concept. The research analyzed that the past researches and found some reason of emerging fall in the interest of corporate social performance research among the scholars. The paper also suggested models on the basis of which the researcher explained that why the CSP concept has lost its importance and development. Further, the researcher depicted some model which the researcher can used in their research related to corporate social performance. The paper argued that tensions and contradictions are the starting point to develop the CSP concept. CSP has an umbrella of activities which need to measure differently in order to move the researches from a simple concept to development.

Truscott, Bartlett, Trwoniak (2009), paper "The reputation of Corporate Social Responsibility industry in Australia" in Australian marketing journal, based on case study methodology. On the basis of the interview of key persons of industries in Australia, the term CSR has been explained. The industrialist revealed that CSR increasingly has become significant. They shared their views of CSR in economic, legal and ethical roles of business in society. Beside this, the industrialist viewed CSR as a model of corporate reputation.

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Shah, Bhaskar (2010), has taken a case study of public sector undertaking i.e. Bharat Petroleum Corporation Ltd. in their research work. The research has discussed that there is a broad relationship between the organization and society. Organization has its existence only with the society. Organization used the resources/inputs of the society like material and human etc. In reverse, the organization provides services to the society. From the case study of the BPCL, it was found that company has taken a lot of initiatives in order to serve the society.

Mc William & S. Seigal (2010) provided the importance of CSR as a strategy of enhancing reputation of companies. The study indicated that firms selling convincing goods which comes under the umbrella of CSR activities, leads to consumer loyalty and increased revenue. Further the study also indicated the importance of advertising for providing information to consumers about the social welfare activities of the firm. Beside this the study also included the importance of media and T.V etc. in order to aware the consumers about firm’s activities and increasing as well damaging the reputation. In this way the study concluded about the reputation of firm through CSR.

Hartman (2011), article “Corporate social Responsibility in the food sector” in European review of agriculture economics journal, analyzed the importance of CSR in food sector, particularly those companies which have high brand. CSR is an important part of these companies. But SME‟s are less capable in discharging their obligation towards society. Further, the research found that food sector always tries to improve the controlling and discharging its services towards consumers. Consumers also prefer those brands or food firms which give preference to

CSR activities and provide good product and services.

Borogonovi, Veronica (2011), article in knowledge@ Wharton, stated that today, CSR has different meaning for different companies. Some termed CSR in the sense of social issues while other for environmental issues. But there are not any mandatory guidelines for CSR so that the problem of areas of CSR can be sort out. In addition to this, the researcher discussed about various views and plans of government and other authorized institution like union corporate minister like Mr. Murli Deora, Companies act 1956, Companies bill 2008 and 2009, Dhaval udani (CEO of non-governmental organization), FICCI etc. All these institution and persons presented their ideas and bills about CSR requirement. The paper also

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differentiates the term CSR from other one like Corporate Philanthropy, CSV (creating Share Value) etc. CSR has defined in such a way that how the businesses are conducting their activities in society marked at the place.

Brammer, Jcakson & Matten (2012), study entitled as "Corporate Social Responsibility and institutional theory: new perspective on private governance" in Social economic review depicted that CSR is not only a voluntary action but beyond that. In this study, CSR had defined under institutional theory. The institutional theory stated that corporate social activities are not only voluntary activities but it is a part of interface between business and society. Regulation/ governance are necessary for enhancing the corporate performance of businesses through CSR.

The theory also suggested that in what form companies should take its social responsibilities whether historical, political or legal form.

Mallen (2012), in this article the researcher depicted that how the trends of CSR have changed from last so many years. This change has affected both the society and business. The researcher explained three basic things about the changes in trend. These are:

Firstly, the relationship between business and society has changed. This is happening because of social and environmental problem around the world. Because of these conditions, business and society came closer.

Second, the businessman's strategy of developing business also affected society a lot. Businesses new ideas, concept, developments also came with CSR management that reflects in their product and services.

Third, the other parties like outside agencies and firm's own goals also interfere the firm's activity.

Bhattacharyya & Chaturvedi (2012), article entitled "CSR looks set to emerge as an independent stream with measurable output" on India CSR site, stated about the proposed bill of CSR that how the bill will affect the company's policies. The researchers presented their views and said that due to this bill, company's activities will change a lot the companies who

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has not engaged in CSR activities till now, will start investing on society. Further, who has already engaged in these areas will get a strong foundation or bond with the society.

Bansal, Parida, Kumar (2012), paper entitled "Emerging trends of Corporate Social Responsibility in India" in KAIM Journal of Management and Research analyzed 30 companies of 11 sectors listed in the Bombay Stock Exchange with the help of their annual reports. Some of these sectors were Transport Equipment sector, Finance and Metal Mining sector, IT & Power, Capital goods, Telecom, Housing, FMCG, Oil & Gas and Cipla. The paper considered the nature and areas of society in which the companies are investing. By considering all those areas it was concluded in the paper that today companies are not working only to earn profit but also have realized the importance of being social friendly. So, on the basis of the paper it can be said that social responsibility has now started taking a turn in the new direction.

CSR UNDER COMPANIES ACT 2013

REPORTING FOR CSR

Rule 8 of the CSR Rules provides that the companies, upon which the CSR Rules are applicable on or after 1st April, 2014 shall be required to incorporate in its Board's report an annual report on CSR containing the following particulars:

•A brief outline of the company's CSR Policy, including overview of projects or programs proposed to be undertaken and a reference to the web link to the CSR policy and projects or programs;

•The composition of the CSR Committee;

•Average net profit of the company for last three financial years;

•Prescribed CSR Expenditure (2% of the amount of the net profit for the last 3 financial years);

•Details of CSR Spent during the financial year;

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•In case the company has failed to spend the 2% of the average net profit of the last three financial year, reasons thereof;

ROLE OF CSR COMMITTEE

The CSR Committee constituted in pursuance of Section 135 of the Companies Act, 2013 shall be required to carry out the following activities:

a) Formulate and recommend to the Board, a Corporate Social Responsibility Policy which shall indicate the activities to be undertaken by the company as specified in Schedule VII;

b) Recommend the amount of expenditure to be incurred on the activities referred to in clause (a); and

c) Monitor the Corporate Social Responsibility Policy of the company from time to time.

CSR ACTIVITIES

The Policy recognizes that corporate social responsibility is not merely compliance; it is a commitment to support initiatives that measurably improve the lives of underprivileged by one or more of the following focus areas as notified under Section 135 of the Companies Act 2013 and Companies (Corporate Social Responsibility Policy) Rules 2014:

i. Eradicating hunger, poverty & malnutrition, promoting preventive health care & sanitation & making available safe drinking water;

ii. Promoting education, including special education & employment enhancing vocation skills especially among children, women, elderly & the differently unable & livelihood enhancement projects;

iii. Promoting gender equality, empowering women, setting up homes & hostels for women & orphans, setting up old age homes, day care centers& such other facilities for senior citizens & measures for reducing inequalities faced by socially & economically backward groups;

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iv. Reducing child mortality and improving maternal health by providing good hospital facilities and low cost medicines;

v. Providing with hospital and dispensary facilities with more focus on clean and good sanitation so as to combat human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases;

vi. Ensuring environmental sustainability, ecological balance, protection of flora & fauna, animal welfare, agro forestry, conservation of natural resources & maintaining quality of soil, air & water;

vii. Employment enhancing vocational skills

viii. Protection of national heritage, art & culture including restoration of buildings & sites of historical importance & works of art; setting up public libraries; promotion & development of traditional arts & handicrafts;

ix. Measures for the benefit of armed forces veterans, war widows & their dependents;

x. Training to promote rural sports, nationally recognized sports, sports & Olympic sports;

xi. Contribution to the Prime Minister‘s National Relief Fund or any other fund set up by the Central Government for socio economic development & relief & welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities & women;

xii. Contributions or funds provided to technology incubators located within academic institutions, which are approved by the Central Government;

xiii. Rural development projects, etc

xiv. Slum area development.

The Above list is illustrative not exhaustive. All activities under the CSR activities should be environment friendly and socially acceptable to the local people and Society. Contribution towards C.M relief fund shall be a part of CSR activities above 2% of Net profit other than the activities mentioned above. Further Ministry of Corporate Affairs vides Notification

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dated 24.10.2014 increased the scope of contribution made towards Corporate Social Responsibility Activities namely:

(i) In item (i), after the words "and sanitation", the words including contribution to the Swach Bharat Kosh setup by the Central Government for the promotion of sanitation shall be inserted;

(ii) In item (iv), after the words "and water", the words including contribution to the Clean Ganga Fund setup by the Central Government for rejuvenation of river Ganga shall be inserted. Annual spends/Allocation of Funds Annual spends/Allocation of Funds

1 The Company would spend not less than 2% of the average Net Profits of the Company made during the three immediately preceding financial years. The surplus arising out of the CSR activity will not be part of business profits of the Company. The Corpus would thus include the 2% of average net profits, as aforesaid, any income arising there from and surplus arising out of CSR activities.

2 The Company may build CSR capacities of its personnel and/or those of its implementing agencies through Institutions with established track records of at least three financial years but such expenditure shall not exceed five percent of total CSR expenditure of the Company in one financial year.

3 However if the Company ceases to be covered under sub section (1) of Section 135 of the

Act for three financial years, then it shall not be required to, comply with the provisions laid down under sub section (2) to (5) of the said section, till such time it meets the criteria specified in sub section (1) of the Act.

CSR COMMITTEE

The CSR Committee will consist of four Directors, who shall meet at least twice in a year to discuss and review the CSR activities and policy. The quorum shall be two members are required to be present for the proceeding to take place.

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ADVANTAGES

Corporate Social Responsibility, while they may be emotional, personal, mental, physical, and spiritual in nature, the advantages of working in the nonprofit sector far outnumber the disadvantages. Perhaps the best advantage is that it simply feels right to you, right now, to work for something you believe in deeply.

• **Nonprofits employ interesting people**. It is a common misconception that nonprofits have to settle for only those employees willing to work long hours for low pay. On the contrary, nonprofits often get to choose between the best and the brightest candidates and can afford to be picky about who they choose to employ. There is something to be said for working with people who have chosen to work toward a higher goal.

• **Unparalleled growth opportunities exist.** While three corporate employees may be assigned to one project, one nonprofit employee may find himself assigned to three projects. This can lead to faster career development and more varied job responsibilities for those looking to get ahead quickly.

•**Employees can shift skill sets quickly**. The nonprofit sector loves a generalist. With fewer staff slots than necessary for the work to be done, nonprofits look to employees to multi-task, and multi-task big time. Because of that, nonprofits offer the opportunity for employees to learn new skills and gain experience in areas they have yet to tackle.

•**The opportunity to change the world is around every corner**. Nonprofits have become much more sophisticated. They increasingly look like corporations, eager and able to nimbly respond to opportunities presented by the market. Whether it is a natural disaster half the world away, or a donor down the street who wants the organization to think bigger about its programs, many nonprofits have employed new thinking, technological advances, and a more entrepreneurial approach to become more agile, adept, and prepared.

•**Nonprofits value business skills**. The nonprofit sector is being flooded with people who have spent a day, a year, or a whole career in the for-profit sector and have decided that now is the time for change. The lines between corporate and community are shrinking, and the value of those from each sector is rapidly being understood and capitalized upon by the other.

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DISADVANTAGES

•**Work environments can be frustrating**. From antiquated technology to bureaucratic red tape, working at a nonprofit can be downright exasperating. Employees are asked to do more work with fewer resources, create miracles on a daily basis, and satisfy competing interests. The pace of change is often slower than it is in a for-profit environment, given that so many opinions must be considered and the bottom line is not as clear.

•**The level of burnout is high.** Those who enter the nonprofit workforce with a specific mission and goal in mind do so with great purpose. This great purpose often places a heavy weight on the shoulders of those doing the work.

•**The stakes are higher.** A bad day in a corporate job is unlikely to resemble a bad day in a nonprofit job. Consider the difference between losing a few percent off your stock price and losing a mentored young person to drugs. The stakes are simply higher when you are dealing with a cause close to your heart.

•**There is a constant focus on fundraising.** Nonprofit executives wake up every morning and go to bed every night worrying about the location of their next fundraised dollar. This constant pressure leads to certain internal issues going unaddressed until a crisis emerges, takes the chief executive away from the office for long periods of time, and can lend itself to mission drift.

CONCLUSION

Companies must generate awareness to the various stakeholders regarding its contribution to corporate social responsibility through its affiliation with social cause through event management (Mumbai marathon events) & company websites as it is directly related to increase in sales and brand loyalty. India being a developing country with over 250 million strong middle class families has a large potential for any marketer & at the same time it can support quiet a good number of causes which benefits the society at large. e.g. due to operation of CRY' a NGO 89244 children lives were permanently transformed 1013 communities experienced 100% school enrollment, 159 primary health centers began

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functioning and long term rehabilitation program were initiated in almost 100 tsunami affected villages in Tamil Nadu, Andhra Pradesh and Kerala and earth quake relief & rehabilitation programs were initiated in 11villages in Jammu & Kashmir. So we can conclude that corporate social responsibility and cause related marketing is beneficial both for company and the society.

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