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## Corporate Social Responsibility a Case Study with Special Reference to Sun Shine Pipe Industries, Velappaya

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### **Abstract:**

*Corporate social responsibility has assumed considerable importance nowadays because a business firm cannot sustain long period without considering society, customers, employees and government. Evidence shows that corporate social responsibilities are capable of increasing employee performance, customer satisfaction and strong support from the society etc. likewise organizations with weak CSR policy find it difficult to sustain in the society. The study helps to know corporate social responsibility policy of sunshine industry. The findings and suggestions of this study will help the company to make improvement in their CSR policy.*

**Keywords:** *Corporate social responsibility, Customer satisfaction, Corporate Social Responsibility Policy*

### **1. Introduction**

The plastic industry in India has made significant achievement in the country ever since. It made a modest but promising beginning by commencing production of polystyrene in 1957. The term "plastic" encompasses a broad range of materials. In addition, each has its own special properties and variations when it comes to properties such as hardness, heat tolerance, and resiliency. Nonetheless, each of them is made of organic condensation or addition polymers and can be made into fibers, films, or objects. The plastic processing sector comprises over 30000 units involves in producing a variety of items through injection, molding, blow molding extrusion and calendaring. The capacities build in most segments of this industry coupled with inherent capabilities have made us capable of servicing the overseas market. The economic returns launched in India since 1991 have added further fillip to the Indian Plastic Industry. Sunshine Industries was established in 1996 by well experienced personnel by taking into consideration of increasing demand of PVC pipes. The site selected for the units is in survey number 297/2, Valappaya village of Mullurkkara Grama Panchayath. The important processes engaged by the firm are production and marketing of PVC pipes, Suctions and delivery Hoses. The firm's marketing activity is through distributors and retailers that cover all the districts of Kerala and branches at Bangalore, Madras and Nagari. 'Solar Industries' maintaining a quality standard in over all management's production testing methods as per ISO9001:2000 Certification.

#### *1.1. Statement of the Problem*

As far as sunshine pipe industry is concerned, the existing corporate social responsibility is satisfactory to employees, management and society. The main question is that whether they are able to maintain a strong corporate social responsibility in order to motivate employees and is there any problem in CRS policy of the company.

Therefore, this aims to understand the effectiveness of corporate social responsibility prevailing in the sunshine pipe industries and how it beneficial to employee.

#### *1.2. Objectives of the Study*

- i. To study the factors influencing corporate social responsibility of sunshine industry.
- ii. To study current CSR initiative taken by the company.
- iii. To give suggestion based on the findings of the study.

### 1.3. Research Methodology

In this study descriptive type of research is followed by gathering information from various sources. Both primary and secondary data were used for the purpose of the study. Primary data were collected from the managers and employees of the company by administering questionnaire. Secondary data were collected from the records of the company and from websites.

### 1.4. Sample Size

The study includes all managerial and non managerial employees working in “sunshine pipe industry”. That is 60 employees were taken for the purpose of the study.

### 1.5. Tools for Analysis

1. Percentage method
2. Rank Correlation

## 2. Results and Discussions

Factors	Frequency	Percentage	Cumulative Percentage
Very clear	7	11.67	11.67
Clear	18	30	41.67
Indifferent	15	25	66.67
Not clear	12	20	86.67
Not clear at all	8	13.33	100
total	60	100	

Table 1: Clarity of CSR policies  
Source: Primary data

### 2.1. Interpretation

Table 1 shows that 11.67% of employees have very clear knowledge about the CSR policy of the firm. 25% of employees' indifferent opinion about this. 30% of employees clearly know CSR actions taken by the company. But 20% of employees do not have a clear knowledge about the CSR policies taken by the firm.

Factors	Frequency	Percentage	Cumulative Percentage
Increase salary	1	1.66	1.66
Safety and welfare measure	20	33.33	35
Increase in training and development programme	19	31.66	68.66
Improve employer and employee relation	18	30	98.66
Create self satisfaction	2	3.33	100
total	60	100	

Table 2: The main CSR factors motivated the employee

	Frequency	Percentage	Cumulative Percentage
Strongly agree	15	25	25
Agree	22	36.66	61.66
Neutral	13	21.66	83.33
Disagree	8	13.33	96.66
Strongly disagree	2	3.33	100
Total	60	100	

Table 3: The company involves its employees in decision making

### 2.2. Interpretation

The above table shows 36.66% employees agree that the company is involving its employees in decision making. 25% of employee strongly agrees with this statement. 21.6% of employees' neutral to this. 13.33% of employees disagree and remaining employees strongly disagree with this statement.

Factors	Frequency	Percentage	Cumulative Percentage
Strongly agree	5	8.33	8.33
Agree	16	26.66	34.99
Neutral	21	35	69.99
Disagree	10	16.66	86.7
Strongly disagree	8	13.33	100
Total	60	100	

Table 4: Initiative for training and development programme for its employees

### 2.3. Interpretation

The table 4 shows that 26.66% of employees agree that company is taking initiative for training and development programme. 8.33% of employees strongly agree with this. 35% of employees are neutral to this. 16.66% of employees disagree and 13.33% of employees strongly disagree with this statement.

	Frequency	Percentage	Cumulative Percentage
Highly satisfied	3	5	5
Satisfied	13	21.7	26.7
Neutral	16	26.7	53.3
Dissatisfied	20	33.33	86.7
Highly dissatisfied	8	13.33	100
Total	60	100	

Table 5: Satisfaction regarding the wages provided by the company

### 2.4. Interpretation

The above table shows that only 33.33% of employees are dissatisfied with the wages provided by the company. 26.67% of employees have an average opinion about this. 21.67% of employees are satisfied with this. But 13.33% of employees are highly dissatisfied with this. Only 5% of the employees are highly satisfied with this statement.

Factors	Frequency	Percentage	Cumulative Percentage
Rest room	9	15	15
Recreation facility	1	1.66	16.66
Toilet (separately for men and women)	50	83.33	100
Baby sitting policy	0	0	100
total	60	100	

Table 6: Company provides adequate infrastructure facility for its employees.

### 2.5. Interpretation

The above table shows that 83.33% of employees say that company may provide adequate toilet facility separately for men and women. 15% of employees says company may provide adequate rest room for its employees. Only 1.66% of employees are satisfied with the recreation facility provided by the company.

	Frequency	Percentage	Cumulative Percentage
Very good	10	16.7	16.7
Good	21	35	51.7
Average	16	26.7	78.3
Poor	7	11.7	90
Very poor	6	10	100
total	60	100	

Table 7: Opinion about job security

### 2.6. Interpretation

The above table shows that, 35% of employees have a good opinion about job security. 26.67% of employees have an average opinion about this. 16.67% of employees have very good opinion and 11.67% of employees have poor opinion and remaining 10% of employees have very poor opinion about this.

2.6.1. Main Factors Influencing Corporate Social Responsibility

	Opinion of management		Opinion of office staff		Opinion of factory workers	
	frequency	rank	frequency	rank	frequency	rank
Organization culture	0	4	0	5	1	5
Competition	1	1.5	10	2	8	1
Govt. policy	0	4	8	3.5	2	4
Customer demand	1	1.5	12	1	5	2
Employees demand	0	4	8	3.5	4	3
total	2		38		20	

Table 8: Rank correlation

Opinion of management	Opinion of office staff	Rank difference(D)	D2
4	5	1	1
1.5	2	0.5	0.25
4	3.5	0.5	0.25
1.5	1	0.5	0.25
4	3.5	0.5	0.25

Table 9: Opinion about the management and office staff

- Rank correlation  $n = \frac{1-6\sum D}{n(n^2-1)} = 0.9$

Opinion of office staff	Opinion of factory workers	Rank difference(D)	D2
5	5	0	0
2	1	1	1
3.5	4	0.5	.25
1	2	1	1
3.5	3	0.5	0.25

Table 10: Opinion about office staff and factory workers

- Rank correlation  $= \frac{1-6\sum D^2}{n(n^2-1)} = .875$

Opinion of management	Opinion of factory workers	Rank difference	D2
4	5	1	1
1.5	1	0.5	.25
4	4	0	0
1.5	2	0.5	0.25
4	3	1	1

Table 11: Opinion about management and factory workers

- Rank correlation  $= \frac{1-6\sum D^2}{n(n^2-1)} = 0.875$

2.7. Interpretation

The rank correlation coefficient in the case of management and office staff is greater than the other two pairs. Therefore, management and office staff have highest similarity of thought, that is customer demand is the most important factor influencing corporate social responsibility and competition is second important factor influencing CSR of the company

3. Findings

- 33.33% of the employees say that company’s safety and welfare measure is the main factor motivated to the employees.
- 35% of employees have an average opinion about training and development program taken by the company.
- 36.67% of the employees agree that the management involves them in the decision making process. 25% of the employees strongly agree with this.
- 30% of the employees have clear understanding of the CSR policy of the firm.
- 26.66% of the employees agree that the company is taking initiative for the training and development programme of its employees.
- 33.33% of the employees are dissatisfied with the wages provided by the company.

- 35% of employees have a good opinion about job security

#### 4. Suggestions

- Existing salary pattern should be revised
- The company should check the satisfaction level of the employees frequently and should take corrective steps.
- Participate employees in decision making process in order to get innovative and creative ideas.
- While formulating CSR policy government policy should also be considered.

#### 5. Conclusion

Corporate social responsibility is a form of corporate self regulation integrated into a business model. CSR policy functions as a self regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms. Now CSR not only refers to the compliance of human right standard, labour and social security but also the fight against climate change, sustainable management of natural resource and consumer protection.

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