



AN OVERVIEW OF CSR STATISTICS OF SBI

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ABSTRACT

Corporate Social Responsibility (CSR) is the compliance of social and environmental aspects throughout the operation of the organization. Business rivalries started taking heavy toll on the quality, transparency, environment and the society in general, endangering the peaceful coexistence of business and society. The business houses started realizing that they would have to rise over and above the profitability and take care of all those associated with their survival in the society directly or indirectly. This realization resulted into the concept of Corporate Social Responsibility (CSR). This research paper moves around developing an understanding about the CSR, its concept and finding out its scope taking the case study of the SBI.

KEYWORDS : Corporate Social Responsibility (CSR), Employee, Productivity, Profitability, Society, Stakeholders

INTRODUCTION:

The concept of CSR originated in the 1950's in the USA but it became prevalent in early 1970s. At that time US had lots of social problems like poverty, unemployment, pollution. Consequently a huge fall in the prices of Dollar was witnessed. During the 1980's to 2000, corporations recognized and started accepting a responsibility towards society. Corporate social responsibility (CSR) focuses on the wealth creation for the optimal benefit of all stakeholders including shareholders, employees, customers, environment and society. The term stakeholder means all those on whom an organization's performance and activities have some impact either directly or indirectly.

2. Literature Review:

- **Frederick (1960)** stated Social responsibility means that businessmen should oversee the operation of an economic system that fulfills the expectations of the people.
- **Davis (1960)** asserted that some socially responsible business decisions can be justified by a long, complicated process of reasoning as having a good chance of bringing long-run economic gain to the firm, thus paying it back for its socially responsible outlook.
- **Gray et al. (1987) and Fukukawa and Moon (2005)** discussed the issue of sustainability aims to protect the future generations through sustainable practices by business.
- According to **Wood (1991)**, CSR implies some sort of commitment through corporate policies and action.
- **Donaldson and Preston (1995) and Gray et al. (1995)** concluded that a firm should not ignore the claims of the stakeholders.
- **Bajpai (2001) and Goyder (2003)** argued that an industry in the 20th century can no longer be regarded as a private arrangement for enriching shareholders. It has become a joint enterprise in which workers, management, consumers, the locality, government and the trade union officials all play a part.
- **Fontaine et al. (2006) and Friedman and Miles (2006)** concluded that society and environment are the agents of stakeholders of an organization and the management should direct the corporation for the benefit of its stakeholders for ensuring the survival of the firm and to safeguard the long term stakes of each group.

3. Purpose of the Study

To understand the concept and scope of CSR and getting an insight in its practices.

4. Objectives of the study

To know how the SBI has fulfilled its responsibility towards all stakeholders. Also, what specific activities, programs and strategies it has set, devised and implemented for the same.

5. Research Methodology

Exhaustive literature survey regarding the topic and related concepts has been done. Secondary data inclusive of quantitative and qualitative data as well collected from various sources including books, research papers, newspapers, magazines, and websites is used for the purpose of study.

6. Classification of Social Responsibility

Following are some of the responsibilities which a business entity has towards its employees:

- Timely payment.
- Hygienic and ethical environment.
- Good and impartial behaviour.
- Health care through yoga and meditation.
- Recreational activities.
- Encouraging them to take part in managerial decisions.

7. Social Responsibility Models

There are some models which describe the evolution and scope of social orientation of companies which include Carroll's model, Halal's model and Ackerman's model.

8. SBI and CSR Statistics

- The State Bank of India (SBI) was established in 1955.
- SBI is actively involved since 1973 in non-profit activity called community services banking.
- In 2007, SBI entered a merger agreement with its seven associate banks, such as the State Bank of Bikaner and Jaipur, the State Bank of Indore, the State Bank of Patiala, the State Bank of Saurashtra, the State Bank of Travancore, the State Bank of Mysore and the State Bank of Hyderabad.
- SBI has over **16,000 branches** and over **8500 ATMs** across India.
- The Bank continues to enjoy very good market valuations and is currently ranked 8th amongst top 10 market cap companies and number one amongst **Public Sector Banks**.
- The Bank on a consolidated basis continues to be amongst the top tax payers of the country with tax payout at **7,559 crores during financial year 2012-13**.

- SBI has disbursed direct agriculture loans of **22,303 crores** during the financial year 2012-13, representing a growth of **25.85% covering 11.89 lakh new farmers.**
- SBI Cards and Payment Services Pvt. Ltd support the impressive education work of **Literacy India.**
- SBI was awarded **Pegasus Corporate Social Responsibility Award 2007** for rural community development and **Best Public Sector Bank for Rural Reach by Dun and Bradstreet.**
- SBI is a leading Credit Card issuer. Moreover, it has donated 244 computers with associated peripherals to **NASSCOM Foundation's Big Bridge Program** recently.
- Thus, SBI keeps on heading towards the fulfillment of **Corporate Social Responsibility** through the **Domestic Banking Subsidiaries and Associates.**

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