



CONTRIBUTION OF CORPORATE SOCIAL RESPONSIBILITY IN THE FIELD OF EDUCATION, ART AND CULTURE IN UDAIPUR DIVISION

Commerce

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ABSTRACT

Education is the backbone of every society. Overall growth, development and progress of any society depend on the mass which is educated as development of an individual leads to the development of the society as a whole.

Art and culture acts as the mirror of the past, present and future expectations of the society. It is the basic means to preserve the heritage.

Enterprises operating in the society understand the importance of education, art and culture. And make their contribution in these areas for the betterment of society. But what do they understand by the term education, art and culture is an important question to be asked. Do they consider education as knowledge or they consider it as distribution of books and stationery. Do they consider development of art and culture as development of skill and talent or it is considered as conduct of galas. Thus, how far these activities are actually benefiting the people in the society and how far the efforts and money are going in-vain are important questions to be taken under consideration.

KEYWORDS

education, art and culture, growth, heritage, knowledge, skill and talent.

Introduction:

From the very day we are born we are taught that how to socialize with people, how to live in society, how to be a part of it, how to behave in it and how to contribute towards it. We very well understand our duties and our role that we have to play in the delicate structure of the society, as we spend most of our childhood learning about our society, its traditions, culture, structure and its necessities. And then somewhere between understanding the meaning of Our and Mine we all grow up. And that's the beginning of the phase of our life where we start watching our life as a profit and loss statement. All our decisions are based on the logic of profit and loss. We are scared to do anything which reduces our profit. We are all set to extract as much as we can without leaving a single ounce for anybody else. We become the leaches who suck resources from society but don't contribute anything in return. We forget that we belong to the society as much as society belongs to us. We start taking society and its resources for granted. We forget that existence of this society and the elements which it is made of is much more extensive than any of us. It has been there for ages back. Even when we were not born it was there. It belonged to our ancestors as much as it belongs to us today. They used it wisely, preserved it for us and made their contribution to society to return the favour. Today, it is our duty to make best use of resources and hand over the same to our coming generations because they have equal right on these resources like we have and like our ancestors had. Society and its resources are our heritage. We are supposed to respect it and preserve it. We have no right to exploit it to the verge of extinction. We may come, we may go but the environment and the society will go on till eternity. Thus, emerged the concept of corporate social responsibility.

Review of Literature:

"Companies have to participate to politics as they are part of the society": Morell Heald, 1970.^[1]

"The firm's consideration of and response to issues beyond the narrow economic, technical and legal requirements of the firm": Davis, 1973.^[2]

"The theoretical basis of Corporate Social Responsibility lies in the functional, Marxist and Critical theories in sociology": Allan G. Johnson, 2000.^[3]

"The roots of the concept of CSR as it is known today have a long history which indicates that business people have paid increasing attention to the concerns of the society": Carroll, 2004.^[4]

Research Objectives:

Objectives are like compass, they give direction to task in process. They provide the basic structure for successful attainment of final result. This Research aims to study the contribution of corporate social responsibility in the field of education, art and culture. During the said research efforts were made with the objective of CSR evaluation in Udaipur Division during the last five year.

Research Methodology:

Data were collected through primary and secondary sources. Geographical area of the study was confined to Udaipur Division including Udaipur, Banswara, Pali, Pratapgarh and Chittorgarh districts. 5 large corporate namely, Birla Corporation Limited, Hindustan Zinc, Rajasthan State Mines and Minerals Limited, Wonder Cement Limited, Secure Meters were taken as sample industries from Udaipur division for the study. Judgment sampling method (non-probability sampling method) was used for selecting sample for the study. To test each hypothesis 50 respondents of different age group from each city were interviewed and structured questionnaires were filled.

Hypotheses Tested:

Following hypotheses were tested in the study -

$H_{1,0}$ There is no significant impact of CSR on creation of opportunities for providing education.

$H_{1,1}$ There is significant impact of CSR on creation of opportunities for providing education.

$H_{2,0}$ There is no significant impact of CSR on maintenance of opportunities for providing education.

$H_{2,1}$ There is significant impact of CSR on maintenance of opportunities for providing education.

$H_{3,0}$ There is no significant impact of CSR towards art and culture.

$H_{3,1}$ There is significant impact of CSR towards art and culture.

Statistical Tools - Percentage Analysis, Mean, Standard Deviation and z test were used for the study.

Data Analysis:

1 Creation of opportunities for education in the society:

Table 1

Creating opportunities for Education in the society by selected Companies under Corporate Social Responsibility

District	Highly Satisfied	Satisfied	Somewhat Satisfied	Dissatisfied
Udaipur	14	24	10	2
Banswara	12	19	15	4
Pratapgarh	15	18	10	7
Chitorgarh	11	23	13	3
Pali	10	17	18	5

From the view point of general public and employees it is evident that companies are contributing open heartedly towards creating opportunities for education in the society in the area of their operation. Portion as huge as 40.40% of the respondents were satisfied and 24.80% of the respondents were highly satisfied with the efforts made towards creating opportunities for education in the society, in the area of operation of selected companies. 26.40% of the respondents were somewhat satisfied and only 8.40% of the respondents were dissatisfied with the efforts made towards creating opportunities for education in the society, in the area of operation of selected companies. It is even clearer from the chart 4.1 that the companies under consideration have made considerable effort towards creating opportunities for education in the society, in the area of their operation.

2 Maintenance of opportunities for education in the society:

Table 2
Maintenance of opportunities for Education in the society by selected Companies under Corporate Social Responsibility

District	Highly Satisfied	Satisfied	Somewhat Satisfied	Dissatisfied
Udaipur	18	24	7	1
Banswara	11	21	13	5
Pratapgarh	9	23	11	7
Chitorgarh	14	27	6	3
Pali	10	22	14	4

From the view point of general public and employees it is evident that companies are contributing open heartedly towards maintenance of opportunities for education in the society in the area of their operation. Portion as huge as 46.80% of the respondents were satisfied and 24.80% of the respondents were highly satisfied with the efforts made towards maintenance of opportunities for education in the society, in the area of operation of selected companies. 20% of the respondents were somewhat satisfied and only 9.20% of the respondents were dissatisfied with the efforts made towards maintenance of opportunities for education in the society, in the area of operation of selected companies. It is even clearer from the chart 4.2 that the companies under consideration have made considerable effort towards maintenance of opportunities for education in the society, in the area of their operation.

To ascertain the significance of contribution of corporate social responsibility on providing education to the society Z test was conducted.

$$|Z| = \frac{P_1 - P_2}{\sqrt{p_0q_0(\frac{1}{n_1} + \frac{1}{n_2})}} \quad |Z| = \frac{0.684 - 0.316}{\sqrt{0.5 \times 0.5 (\frac{1}{250} + \frac{1}{250})}} \quad |Z| = 8.23$$

As the calculated value of Z is 8.23 which is higher than the table value of Z, i.e., 1.96 (at 5% level of significance) which indicates that respondents who consider that CSR is impactful in providing education to the society are significantly higher than those who consider CSR as insignificant. Hence, sixth hypothesis is fully rejected and its alternate is accepted. It can be concluded that there is a significant impact of CSR on providing education to the society.

3 Contribution of selected large scale companies in the field of art and culture in the society under Corporate Social Responsibility.

Table 3
Activities conducted in the field of art and culture in the society by selected Companies under Corporate Social Responsibility

District	Highly Satisfied	Satisfied	Somewhat Satisfied	Dissatisfied
Udaipur	13	28	7	2
Banswara	9	19	15	7
Pratapgarh	11	23	11	5
Chitorgarh	15	30	4	1
Pali	8	21	13	8

From the view point of general public and employees it is evident that companies are contributing open heartedly towards activities conducted in the field of art and culture in the society in the area of their operation. Portion as huge as 48.40% of the respondents were satisfied

and 22.40% of the respondents were highly satisfied with the efforts made for the activities conducted in the field of art and culture in the society, in the area of operation of selected companies. 20.40% of the respondents were somewhat satisfied and only 8% of the respondents were dissatisfied with the efforts made for the activities conducted in the field of art and culture in the society, in the area of operation of selected companies. It is even clearer from the chart 4.3 that the companies under consideration have made considerable efforts for the activities conducted in the field of art and culture in the society, in the area of operation of selected companies.

To ascertain the significance of contribution of corporate social responsibility in the field of art and culture to the society Z test was conducted.

$$|Z| = \frac{P_1 - P_2}{\sqrt{p_0q_0(\frac{1}{n_1} + \frac{1}{n_2})}} \quad |Z| = \frac{0.708 - 0.292}{\sqrt{0.5 \times 0.5 (\frac{1}{250} + \frac{1}{250})}} \quad |Z| = 9.30$$

As the calculated value of Z is 9.30 which is higher than the table value of Z, i.e., 1.96 (at 5% level of significance) which indicates that respondents who consider that CSR is impactful in the field of art and culture to the society are significantly higher than those who consider CSR as insignificant. Hence, seventh hypothesis is fully rejected and its alternate is accepted. It can be concluded that there is a significant impact of CSR in the field of art and culture to the society.

Findings, Suggestions and Conclusion:

1. From the analysis study it has become evident that in aggregate the respondents who are satisfied with corporate social responsibility on providing education to the society discharged by the companies under study are 68.40%, whereas, respondents who are dissatisfied are merely 31.60%.
2. From the analysis study it has become evident that in aggregate the respondents who are satisfied with corporate social responsibility in the field of art and culture to the society discharged by the companies under study are 70.80%, whereas, respondents who are dissatisfied are merely 29.20%.

All companies are making their contribution in the area of education and it is evident that they are spending a handsome amount for the achievement of this cause. But some of the expense incurred is going in-vain due to being contributed in the circuits which are not connected to the main machinery.

Companies should not think that they have discharged their duty merely by financing. They should also pay attention that whether the funds have been applied efficiently.

Companies should refrain from investing in trivial activities like constructing pathways, providing stationery, sweaters, sports kit, distributing scholarship and distributing awards. As these activities either does not contribute anything for the education of society or they aid only a small segment.

Art and culture are the backbone of any society. It is suggested that instead of carrying out Hast Shilp Mela, companies should establish a proper market for the cottage industry based hand made goods and should popularise them through online shopping sites. This will not only promote and popularise the art and culture but will also provide these local craftsmen true value for their creation on a wider platform. Due to lack of knowledge understanding and literacy of computer and online system, they are unable to do this themselves.

It is suggested that the activities should not be conducted for appeasement of anyone or as a publicity tool. They should genuinely be directed towards betterment of society.

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