A COMPARATIVE STUDY ON CORPORATE SOCIAL RESPONSIBILITY OF SELECT PHARMACEUTICAL PRIVATE SECTOR COMPANIES IN INDIA

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ABSTRACT

Corporate social responsibility is basically a concept whereby companies decide voluntarily to contribute to a better society and a clean environment. Corporate social responsibility is represented by the contributions undertaken by companies to society through its business activities and its social investment. This is also to connect the Concept of sustainable development to the company’s level.

Corporate Social Responsibility defined as “the ethical behaviour of a company towards the society,” CSR has become increasingly prominent in the Indian corporate scenario. This project explains about four companies including the Indian and the multinational companies
namely Apollo Pharmacy, Johnson & Johnson, Pfizer India Limited and Arvind Remedies Limited who are involved in contributing to the society and their activities. The project emphasis “Comparative Study of Corporate social responsibility of various private sector pharmaceutical companies”. The project reveals the comparison of the companies who are all involved in corporate social responsibility. The study make an understanding that the Corporate social responsibility is a non-profit activity of the companies with the motto of serving to the society. This study also gives us a clear information of the companies and their corporate social responsibility.

Key words: CSR.

OVERVIEW

Corporate Social Responsibility (CSR) is an obligation, beyond that required by the law and economics, for a firm to pursue long term goals that are good for society. The continuing commitment by business to behave ethically and contribute to economic development as well as providing better quality of life to the employees and their families and also to the society at large.

CORPORATE SOCIAL RESPONSIBILITY MEANS

✓ Conducting business in an ethical way and in the interests of the wider community.
✓ Responding positively to emerging societal priorities and expectations.
✓ A willingness to act ahead of regulatory confrontation.
✓ Balancing shareholder interests against the interests of the wider community
✓ Being a good citizen in the community
✓ Responsible Companies in the age of globalization
How a company perceives its societal responsibility depends on various factors such as the markets in which it operates, its business line and its size.

The term Corporate Social Responsibility is precise and its application differs. CSR not only refers to the compliance of human right standards, labour and social security arrangements, but also to the fight against climate change, sustainable management of natural resources and consumer protection.

DEFINITIONS

The World Business Council for sustainable Development defined CSR as the continuing commitment of business to behave ethically and contribute to economic development while improving the quality of life of their workforce and their families as well as of the local community, and society at large.

CSR can also be defined as bringing corporate behaviour up to a level where it is congruent with the prevailing social norms, value and expectations of performance.

THE CSR BENEFITS

Effective philanthropic strategies also produce important benefits for the company itself. In addition to making significant contributions to the health and vitality of communities and society strategic corporate philanthropy can:

- Position your company as a good and responsible corporate citizen and neighbour.
- Building on going relationships with community and business leaders.
- Enhance the image and visibility of your company and its products.
- Increase employee pride and loyalty.
- Increase and sustain customer loyalty and enhance business relationships.
Support your company’s ability to expand, develop and grow in both domestic and global markets.

REWARDS OF CSR INITIATIVES BY THE COMPANIES

- Companies are enabled to attract high quality employees.
- CSR helps in establishing a good Corporate Image.
- CSR helps in increasing the sales and profit of the company if it raises up to the expectations of the customer in terms of its maintaining ethical and moral values the customers get more loyal to the products and services offered by the company.

OBJECTIVES OF THE STUDY

Primary Objective

- To study and analyze the Corporate Social Responsibility of various private sector pharmaceutical companies

Secondary Objective

- To analyze the contributions of different companies to the society
- To measure the satisfaction level of society, with specific reference to CSR
- To put forth workable suggestions which can strengthen the relationship between the society and the companies
SCOPE OF THE STUDY

➤ The study gives the detail information of the leading companies and their contribution to the society,
➤ The study makes awareness to the public that companies not only look into profit but it also concerned about the society and its development.

LIMITATIONS OF THE STUDY

➤ The study makes the use of survey method of research.
➤ The survey method of research has its own limitations; the distribution of questionnaire also had a restriction.
➤ The sampled organizations have their manufacturing plants and corporate offices in Tamilnadu whereas the headquarters to these plants are located across the country.
➤ One of the Limitations of the study has been the limited resources available to the researcher in terms of money, time and research staff.

HYPOTHESIS

There is a strong relationship between business and corporate social responsibility. The companies play an inevitable role in the meaningful accomplishment of social goals.

REVIEW OF LITERATURE

1 A commitment to improve community well being through discretionary business practices and contribution of corporate resources. (Kotler and lee,2005;Page3)
2. Michel Hopkins - 2007, Corporate social responsibility and international development, Page 15 CSR is concerned with treating the stakeholders of the firm ethically or in a responsible manner. ‘Ethically or responsible’ means treating stakeholder in a manner deemed acceptable in.

3. Corporate social responsibility and international development is business CSR or, corporate social responsibility as all is about the way business takes account of their economic, social and environmental impacts in the way they operate – maximizing the benefits and minimizing and downsides (Michael Hopkins) Page .24

**RESEARCH METHODOLOGY**

**ORGANISATIONS UNDER STUDY**

Four organizations representing private sectors namely Apollo pharmacy, Pfizer India Limited, Arvind Remedies Limited, Johnson & Johnson Limited are taken for the study.

1. **PFIZER INDIA**

Pfizer Limited (India) has a turnover Rupees 1,136.46 crores, One of the highest spenders in pharmaceutical R&D globally .The Company was awarded the FICCI SEDF (Socio Economic Development Foundation) Certificate of Commendation for its social responsibility efforts. Pfizer has won several awards including that for the multinational pharmaceutical company of the year and the most respected MNC

**Vision**

- We will be recognized for meeting the diverse medical needs of patients in Emerging Markets around the world in an innovative, socially responsible and commercially viable manner.
Csr Activities Of Pfizer

- Providing access to medicines
- Support to cancer patient groups
- Providing health literacy and spreading disease awareness
- Education, training and capacity-building

2. JOHNSON AND JOHNSON

Founded in 1886 in New Brunswick, New Jersey, USA, Johnson & Johnson spread its roots into India in 1947 with the arrival of Mr. Patrick Whaley and in 1948, started marketing Johnson’s Baby Powder which was manufactured by a local company, British Drug House, in Mumbai. In September 1957, a new company - Johnson & Johnson Limited was created and registered with 12 employees on its roll. The company was licensed to manufacture a broad range of consumer and hospital products. Production began in 1959 from the earliest Johnson & Johnson plant in Mulund in Mumbai.

Csr Activities Of Johnson And Johnson

Karahal block of Sheopur district in Madhya Pradesh is one of the poorest and deprived villages in the entire country, with high incidence of malnutrition. The acute water shortage faced by the village leads to malnutrition amongst children, school drop outs due to health reasons or even migration issues.
One other project is the Nanhi Kali Project, which uses ‘education’ as the primary tool for empowerment, to break the ongoing cycle of ignorance, socio-economic discrimination and vulnerability of girls and women, leading to abuse and exploitation.

3 ARVIND REMEDIES LTD.

The Company was incorporated as Arvind Remedies Private Company in the year 1988, and later on converted into Limited Company in the year 1995. The authorized share capital of the Company has been Rs.66 Crores as on 31st March 2011, divided into 66,00,00,000 equity shares of Re.1 each with the sales turnover of Rs 436 crores 2012. The main object of the Company is to manufacture and deal in pharmaceutical products and ayurvedic products. Copy of the Memorandum of Association of the Company is annexed herewith including its certificate of incorporation.

Vision

1. “Sarve jeevah nirogyam bhavanthu”
2. To develop a Team of ARL: Right people to manufacture and market the best quality products and distribute to the suffering humanity.
3. To innovate through science, the medicines with no side effects in Ayurveda & through Novel Drug Delivery Systems, minimum side effects in Allopathy.
4. To make our employees practise – the USFDA, MHRA and WHO-GMP standards
Csr Activities Of Arvind Remedies Ltd

- ARL’s social consciousness motivates the Company to assist the Pinjrapole Veterinary Hospital and Farm. It is a shelter for more than 2500 old, disabled and abandoned cattle, providing free care and treatment.

- The Company has also adopted a Waiting Hall in the Government Children Hospital, Chennai. It is a shelter for parents of sick children from the poor sections of society. ARL plays a vital role in ensuring that the hall is well-maintained.

- We have also dug bore wells to help farmers in rural villages overcome water shortage problems and avoid unhygienic water consumption. We are now undertaking activities to educate and install rain water harvesting techniques to conserve water.

4 APOLLO PHARMACY

Mission

Apollo's vision for the next phase of development is to 'Touch a Billion Lives'.

Vision

"Our mission is to bring healthcare of International standards within the reach of every individual. We are committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity"
Csr Activities Of Apollo Pharmacy

Our mission is to touch a billion lives. We strive to reach out to people from every walk of life and do our bit to help them stay healthy. Apart from the major social initiatives and programmes that Apollo pharmacy have initiated, every individual pharmacy in the group does its bit for the community it serves. Every member of the Apollo family is committed to provide care and solace to the people in their location and in this section, we are proud to present the various community service events that take place in apollo group.

DATA COLLECTION

The data is collected from both primary and secondary sources. The primary data was collected by administering questionnaire and conducting personal interviews with HR Heads, CSR Heads, Welfare personnel, corporate communication personnel, Public relation Officers, Heads of NGOs.

SAMPLING TECHNIQUE

The sampling technique used is the Random Sampling

SAMPLE SIZE

The sample size is selected for the research is 75 executives from each company, since four companies are taken for the study the sample size is 300.
TOOLS USED

Analytical techniques used are:

- Percentage Analysis
- Weighted Average Method
- Chi-Square Analysis

### TABLE-1

**TABLE SHOWING THE AGE GROUP OF THE RESPONDENTS**

<table>
<thead>
<tr>
<th>SL NO</th>
<th>COMPANY NAME</th>
<th>AGE GROUP RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>20-25</td>
</tr>
<tr>
<td>1</td>
<td>APOLLO PHARMACY</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>PFIZER INDIA LTD</td>
<td>22</td>
</tr>
<tr>
<td>3</td>
<td>ARVIND REMEDIES</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>JOHNSON &amp; JOHNSON</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: Questionnaire

**INTERPRETATION**

From the above table it was found that all the companies have majority respondents at the age group of 31-40 and the second highest group of respondents is from the age group of 20-25 and the third group of the respondents are from the age group of 41-50 and the second lowest respondents are from the age group of 26-30 and the lowest group of respondents are from the age group of 51-60.
TABLE-2

TABLE SHOWING THE AWARENESS OF CORPORATE SOCIAL RESPONSIBILITY

<table>
<thead>
<tr>
<th>SL NO</th>
<th>COMPANY NAME</th>
<th>RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>YES</td>
</tr>
<tr>
<td>1</td>
<td>APOLLO PHARMACY</td>
<td>45</td>
</tr>
<tr>
<td>2</td>
<td>PFIZER INDIA LTD</td>
<td>46</td>
</tr>
<tr>
<td>3</td>
<td>ARVIND REMEDIES</td>
<td>44</td>
</tr>
<tr>
<td>4</td>
<td>JOHNSON &amp; JOHNSON</td>
<td>47</td>
</tr>
</tbody>
</table>

Source: Questionnaire

INTERPRETATION

Among the four companies Johnson and Johnson have 94 % of the respondents as they are aware of the company’s Corporate Social Responsibility followed by Pfizer of 92 %, Apollo pharmacy at 90% and Arvind Remedies of 88% respondents are aware of Corporate social responsibility. From this we are clear that all the public limited companies are more concerned about the CSR activities and the employees of the company also aware of the term Corporate social responsibility as more than 90% of the respondents are aware of it.

TABLE-3

TABLE SHOWING THE SATISFACTION LEVEL OF CORPORATE SOCIAL RESPONSIBILITY

<table>
<thead>
<tr>
<th>SL NO</th>
<th>COMPANY NAME</th>
<th>RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Highly satisfied</td>
</tr>
<tr>
<td>1</td>
<td>APOLLO PHARMACY</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>PFIZER INDIA LTD</td>
<td>22</td>
</tr>
<tr>
<td>3</td>
<td>ARVIND REMEDIES</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>JOHNSON &amp; JOHNSON</td>
<td>19</td>
</tr>
</tbody>
</table>

Source: Questionnaire
INTERPRETATION

Among the four companies Pfizer India is ranked 1st based on the satisfaction level of the CSR activity of the company, Followed by Johnson and Johnson as 2nd, Apollo pharmacy as 3rd and Arvind Remedies as 4th rank. Moreover all the company reaches the standard level of Satisfaction. The satisfaction level scale is of 15 and all the companies recorded an average of 13. This shows that all the companies are satisfactorily doing CSR.

TABLE-4

TABLE SHOWING THE ACHIEVEMENT OF ITS OBJECTIVE

<table>
<thead>
<tr>
<th>SL NO</th>
<th>COMPANY NAME</th>
<th>RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>YES</td>
</tr>
<tr>
<td>1</td>
<td>APOLLO PHARMACY</td>
<td>46</td>
</tr>
<tr>
<td>2</td>
<td>PFIZER INDIA LTD</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>ARVIND REMEDIES</td>
<td>46</td>
</tr>
<tr>
<td>4</td>
<td>JOHNSON &amp; JOHNSON</td>
<td>49</td>
</tr>
</tbody>
</table>

Source: Questionnaire

INTERPRETATION

In achieving the CSR objectives all the companies have a average percentage of 90% and Johnson and Johnson holds the first position with 98%, Apollo pharmacy and Arvind Remedies with 92% holds the 3rd position and Pfizer with 90% holds 4th position. From the above table it is clear that all the companies are trying to achieve its CSR objectives.
### TABLE 5

**TABLE SHOWING THE PRESENT LEVEL OF CSR**

<table>
<thead>
<tr>
<th>SL NO</th>
<th>COMPANY NAME</th>
<th>RESPONSES</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Excellent</td>
<td>Very Good</td>
<td>Good</td>
<td>Neutral</td>
<td>Bad</td>
<td>Total</td>
<td>Average</td>
</tr>
<tr>
<td>1</td>
<td>APOLLO PHARMACY</td>
<td>15</td>
<td>176</td>
<td>9</td>
<td>0</td>
<td>0</td>
<td>200</td>
<td>13.33</td>
</tr>
<tr>
<td>2</td>
<td>PFIZER INDIA LTD</td>
<td>15</td>
<td>180</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>201</td>
<td>13.40</td>
</tr>
<tr>
<td>3</td>
<td>ARVIND REMEDIES</td>
<td>20</td>
<td>176</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>202</td>
<td>13.47</td>
</tr>
<tr>
<td>4</td>
<td>JOHNSON &amp; JOHNSON</td>
<td>5</td>
<td>196</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>201</td>
<td>13.40</td>
</tr>
</tbody>
</table>

Source: Questionnaire

**INTERPRETATION**

This table shows the present level of CSR in the companies. Arvind Remedies holds the 1<sup>st</sup> rank with 13.47 points out of 15.00, Johnson and Johnson and Pfizer India holds the 2nd rank and Apollo Pharmacy with 13.33 points holds the 4<sup>th</sup> position. From the above table it is clear that companies present level of CSR is good and above the standard level since all the companies have scored above 13 points out of 15.
TABLE-6

TABLE SHOWING THE CONTRIBUTION LEVEL OF EMPLOYEES

<table>
<thead>
<tr>
<th>SL NO</th>
<th>COMPANY NAME</th>
<th>RESPONDENTS</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Highly satisfied</td>
<td>Satisfied</td>
<td>Neutral</td>
<td>Not satisfied</td>
<td>Highly dissatisfied</td>
<td>Total</td>
<td>Average</td>
</tr>
<tr>
<td>1</td>
<td>APOLLO PHARMACY</td>
<td>50</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>208</td>
</tr>
<tr>
<td>2</td>
<td>PFIZER INDIA LTD</td>
<td>50</td>
<td>152</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>210</td>
<td>14.00</td>
</tr>
<tr>
<td>3</td>
<td>ARVIND REMEDIES</td>
<td>20</td>
<td>156</td>
<td>21</td>
<td>0</td>
<td>0</td>
<td>197</td>
<td>13.13</td>
</tr>
<tr>
<td>4</td>
<td>JOHNSON &amp; JOHNSON</td>
<td>15</td>
<td>180</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>201</td>
<td>13.40</td>
</tr>
</tbody>
</table>

Source: Questionnaire

INTERPRETATION

From the above table it is clear that the Employees of the companies contribute to Social activities of the company to a greater extend, since the companies have recorded average points above the satisfaction level i.e., above 13 out of 15. Pfizer holds the first position with 14.00, Apollo Pharmacy with 13.87 holds the second position, Johnson & Johnson holds the 3rd rank with 13.40, Arvind Remedies Limited holds the 4th position with 13.13 points.
### TABLE -7
### TABLE SHOWING THE AWARENESS OF THE EMPLOYEES

<table>
<thead>
<tr>
<th>SL NO</th>
<th>COMPANY NAME</th>
<th>Highly satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Not satisfied</th>
<th>Highly dissatisfied</th>
<th>Total</th>
<th>Average</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>APOLLO PHARMACY</td>
<td>50</td>
<td>124</td>
<td>3</td>
<td>16</td>
<td>0</td>
<td>193</td>
<td>12.87</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>PFIZER INDIA LTD</td>
<td>25</td>
<td>164</td>
<td>3</td>
<td>6</td>
<td>0</td>
<td>198</td>
<td>13.20</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>ARVIND REMEDIES</td>
<td>35</td>
<td>140</td>
<td>18</td>
<td>4</td>
<td>0</td>
<td>197</td>
<td>13.13</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>JOHNSON &amp; JOHNSON</td>
<td>20</td>
<td>160</td>
<td>12</td>
<td>4</td>
<td>0</td>
<td>196</td>
<td>13.07</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: Questionnaire

### INTERPRETATION

The above table shows that the awareness of Corporate Social Responsibility is good within the employees of the company. Since majority of the employees are aware of the term Corporate Social Responsibility. Pfizer India holds 1st rank with 13.20 points, Arvind Remedies holds the 2nd rank with 13.13 points Johnson and Johnson holds 3rd rank with 13.07 points and Apollo Pharmacy with 4th rank..
TABLE 8
TABLE SHOWING THE FEEDBACK FROM THE SOCIETY

<table>
<thead>
<tr>
<th>SL NO</th>
<th>COMPANY NAME</th>
<th>RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Highly satisfied</td>
<td>Satisfied</td>
</tr>
<tr>
<td>1</td>
<td>APOLLO PHARMACY</td>
<td>35</td>
</tr>
<tr>
<td>2</td>
<td>PFIZER INDIA LTD</td>
<td>40</td>
</tr>
<tr>
<td>3</td>
<td>ARVIND REMEDIES</td>
<td>40</td>
</tr>
<tr>
<td>4</td>
<td>JOHNSON &amp; JOHNSON</td>
<td>30</td>
</tr>
</tbody>
</table>

Source : Questionnaire

INTERPRETATION

The above table shows the feedback from the society that the societies satisfaction level of the company. Johnson and Johnson holds 1st rank with 13.53, Arvind Remedies holds the 2nd rank with 13.33 points, Pfizer India 3rd rank with 13.20 points, Apollo Pharmacy 4th rank with 13.00 Points. All the companies have reached the satisfaction level of 13.00 points.
STATISTICAL TOOLS

CHI- SQUARE ANALYSIS-1

Ho; There is a significant relationship between performance and policy
H1; There is no significant relationship between performance and policy.

SHOWING THE SATISFACTION LEVEL OF THE CSR POLICY AND PERFORMANCE

<table>
<thead>
<tr>
<th>SL NO</th>
<th>COMPANY NAME</th>
<th>RESPONDENTS</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Highly satisfied</td>
<td>Satisfied</td>
</tr>
<tr>
<td>1</td>
<td>APOLLO PHARMACY</td>
<td>15</td>
<td>25</td>
</tr>
<tr>
<td>2</td>
<td>PFIZER INDIA LTD</td>
<td>26</td>
<td>51</td>
</tr>
<tr>
<td>3</td>
<td>ARVIND REMEDIES</td>
<td>13</td>
<td>28</td>
</tr>
<tr>
<td>4</td>
<td>JOHNSON &amp; JOHNSON</td>
<td>27</td>
<td>56</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>81</td>
<td>160</td>
</tr>
</tbody>
</table>

Degrees of freedom=(r-1)*(c-1)=12, T.V=5.523

X2= Summation of (O-E)^2/E

Level of significance-5%

C.V = 23

C.V>T.V

Reject the Null Hypothesis
FINDINGS SUGGESTION AND CONCLUSION

FINDINGS

The study was undertaken with a view to learn the role of business in social development. Private sector pharmaceutical Companies which are more concerned about the Corporate Social Responsibility were sampled and surveyed. Officials of the company were also approached in order to achieve the objectives of the study meaningfully.

The interaction among business organizations and society was found good but certain data are unrevealed. Corporate social responsibility is found to be an important part of the company, all the companies are looking forward for more social activities. Since it is the part of the companies social activities where they can prove them as a responsible citizen of the companies.

All the companies are publically traded and they are more concerned about the CSR activities

- The Findings are done by the questionnaire and the major respondents are mainly from the age group between 31-40 years old

- For the awareness of the employees in corporate Social responsibility among the four companies Johnson and Johnson leads all the companies and scored the first rank which shows that the performance better than other companies

- Based on Satisfaction level of the social corporate social responsibility Pfizer India has the maximum satisfaction level and ranks first
For the companies showing the achievement level of the objectives of corporate social responsibility Johnson and Johnson

For the awareness of the employees reliance is highly satisfied of the awareness of the employees.

Arvind Remedies limited possess the first rank in the satisfaction level of the Good will earned by the company than the other organizations.

Apollo hospitals Organization Culture support the company to do its Corporate Social Responsibility

Johnson and Johnson is highly satisfied with the Corporate social responsibility providing high ethical standards for the company.

Arvind Remedies is highly satisfied with the policy they have or the Corporate Social Responsibility

SUGGESTIONS

Corporate social responsibility of the companies is in the standard scale of the performance since all the companies are the active players in the social responsibility of the country. There is still a need and scope for future research into CSR issues and practices. The suggestions are indicative of the fact that CSR still requires to be put on firmer footings in India. The following workable recommendations with a view to make the CSR endeavours more meaningful for CSR stakeholders are being presented
• Based on the findings it is clearly seen that the awareness of the corporate social responsibility can be made for all the companies.

• The companies are targeting on the CSR activity which is related to their company, since Pfizer have a vast area of business it covers many Corporate social responsibility activity. Other companies can also contribute their role in developing the society by few other activities like environment cleaning, planting trees etc.

• Johnson and Johnson is much satisfied with the objectives of the CSR achieved, similarly other companies can also concentrate on achieving its objectives.

• In spite the companies thinking that corporate social responsibility as a duty or a part of business the companies can think it as a service to the society.

• All the Companies can also concentrate in protecting the environment also along with their contribution.

• The companies can concentrate on the inactive part of the society and make it active, like Poverty alleviation, providing employment etc.

CONCLUSION

India is a right example needing the intervention of the corporate sector directly in the process of development specifically the socio-economic development. Organizations operating in India appear to be concerned with their role and responsibility in the accomplishment of social goals but they differ in their approach towards CSR. Over the last
decade Companies are more concerned about the corporate social responsibility and contributing towards the society. Companies have realised that it’s their duty to contribute towards the society because based on corporate social responsibility the companies become friendly to the society and its people with a good recognition.

From the findings it is clear that all the companies are more concerned about the Corporate social responsibility. Though all the companies have different social responsibility each company is expertise in different social activities.

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A COMPARATIVE STUDY ON CORPORATE SOCIAL RESPONSIBILITY OF VARIOUS PRIVATE SECTOR COMPANIES IN INDIA

QUESTIONNAIRE

Demographic Factors:

1. Name:

2. Department:

3. Gender:

4. Age:

☐ 20-25  ☐ Between 26-30  ☐
5. Marital Status:

- Single
- Married
- Widower

6. Education Qualification:

- Under Graduate
- Post Graduate
- Researcher
- Doctorate

7. Age group of the respondents

- a) Less than 25
- b) Between 25-35
- c) Between 35-45
- d) Above 45

8. Are you aware of the term corporate social responsibility?

- a) Yes
- b) No

9. What is the satisfaction level of your company corporate social responsibility?

- a) Highly Satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

10. Is your company achieving its entire objective in corporate social responsibility?

- a) Yes
- b) No

11. Feedback from the society beneficiary’s about the CSR

- a) Highly Satisfied
b) Satisfied
c) Neutral
d) Dissatisfied
e) Highly dissatisfied

12. Are you satisfied with the company’s Corporate social responsibility Policy?
   a) Highly Satisfied
   b) Satisfied
   c) Neutral
   d) Dissatisfied
   e) Highly dissatisfied

13. Are you satisfied with the performance of your company’s corporate social responsibility?
   a) Highly Satisfied
   b) Satisfied
   c) Neutral
   d) Dissatisfied
   e) Highly dissatisfied

14. Are you satisfied with the companies CSR expansion activities?
   a) Highly Satisfied
   b) Satisfied
   c) Neutral
   d) Dissatisfied
   e) Highly dissatisfied

15. What is your contribution level of protecting the environment?
   a) Excellent
   b) Very Good
   c) Good
   d) Neutral
   e) Poor

16. What is the level of satisfaction that other companies are inspired by your CSR activity?
a) Highly Satisfied
b) Satisfied
c) Neutral
d) Dissatisfied
e) Highly dissatisfied