

PERCEPTION OF LOCAL COMMUNITY TOWARDS CORPORATE SOCIAL RESPONSIBILITY: A CASE STUDY OF SHRI MATA VAISHNO DEVI SHRINE BOARD

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ABSTRACT

Corporate social Responsibility (CSR) has become part of the business today, where many companies accept responsibility for the way they impact on society (porter & Kramer, 2006). There are studies that are done in developed countries like US, UK, Germany and France, however in developing countries the study on corporate social responsibility is emerging concept. Corporate social responsibility considered as an organization's initiatives that go beyond profit seeking (McGuire 1963; Davis 1973; McWilliams, Siegel and Wright 2006; Aguilera, Rupp, Williams and Ganapati 2007; com (681) (2001), corporate social responsibility promotes good causes (e.g. protecting the natural environment) philanthropy and different socially responsible business practices that reflects the organization's ethical stance. the company net worth to be 500 crore or more turnover of the company Rs 1000 crore or more, every qualifying company requires spending of at least 2% of its average net profit for the immediately preceding 3 financial years on corporate social responsibility activities. This study aims to understand the perception of local community by way of in-depth interviews so as to determine their views and suggestions regarding corporate social responsibility. For this research study, simple random sampling technique was used to collect the primary data from the respondents, also Semi structured interviews were undertaken with local community members.

Keywords: Corporate Social Responsibility, Perception of Local Community, Shri Mata Vaishno Devi

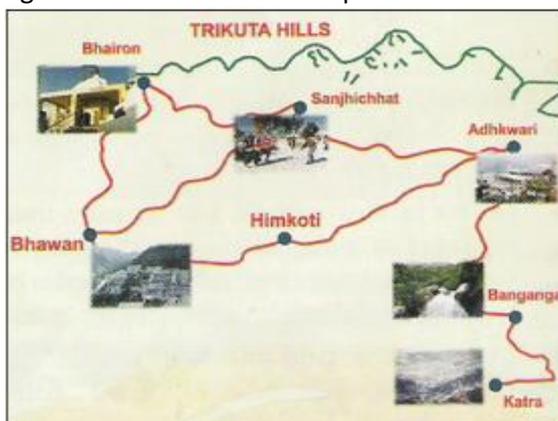
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INTRODUCTION

Every organization that is in business within a society and the relationship that it ensues the with society has already been discussed by many scholars in the context of corporate social responsibility (Carroll et al.1979). Over the years it was supposed that profitability is the only concern for organisations which has drastically changed with the changing time. Overtime, in addition to generating profitability for the community or stakeholders, the companies are also contributing to societies of which they are part (world business council for sustainable development, 1998). There are basically four types of corporate social responsibilities according to (Carroll's 1979) classic work which includes legal, economic, ethical and philanthropic/ discretionary. A strong and valid reason why organizations are motivated to invest in CSR program is from the point of stakeholder theory. Stakeholder theory provides a basic foundation for organizations regarding how their various activities affect on and are affected by other groups. The ministry of corporate affairs has notified in section 135 and schedule VII of the companies act 2013 as well as the provisions of the companies (CSR policy) rules 2014 to come into effect from April 1, 2014, every company whether it is public or private which has a net worth of Rs 500 crore turnover or 1000 crore net profit has to spent 2% Of net profit.

Shri Mata Vaishno Devi shrine board was set up in August 1986 under the provisions of the Jammu and Kashmir shri Mata Vaishno Devi shrine Act, 1988. The overall objective of this act was to serve and provide better management and governance of the holy shrine. Mata Vaishno Devi shrine board has done various kinds of CSR activities, during the past five years; the board has planted 13 lakh saplings on Trikuta Hills. It has also started raising in-house plant stock, for which it has set up a hi-tech nursery near Panthal. It would have the capacity to grow 5 lakh plants a year. Like Shri Mata institute of medical excellence (SMVDIME) katra, a multi speciality hospital which is providing all the medical facilities to pilgrims, residents of the region. Installation of new solar water heating projects on the various buildings in the shrine area. The shri Mata Vaishno Devi shrine board is sobering the progress of the emergency helipad at panchi and the A forestation work which is been done in the overall shrine area so that the shrine becomes a role model and beautiful part of katra. Which will attract more pilgrims towards shrine, various kinds of social responsibility programs which is undertaken by the shrine board is providing financial assistance to various socio- cultural organizations, Baridar families which are residing in that area around the shrine.

Figure No.1 Guide Map of Vaishno Devi Shrine from Katra (The Base Camp



REVIEW OF LITERATURE

It is widely accepted that organizations exist to make profit from investors. But organizations should perform voluntary activities which benefit the society. (Bowen, 1953) has been acknowledged as the first scholar who had written a Manuscript about corporate social responsibility (Carroll, 1979), claimed that business has the responsibility to pursue those policies or to make those decisions which are desirable of society. There is today a growing perception among organizations that business cannot grow with only profit, but instead through market-oriented yet responsible behaviour, (Mahajan, 2001). If we talk about the local community stakeholders, there are various studies which investigate residents' perception of CSR (Andereck, Nyampane, 2011), the evaluation of stakeholders and their different views regarding CSR initiatives has revealed both negative and positive perceptions, and those kinds of perceptions are often based on organizations' interaction with and awareness of CSR (Tian, Wang, & Yang, 2001).

According to European Commission, CSR is defined as a concept in which various companies integrate social and environmental concerns in their business operations and their different interaction with stakeholders on a voluntary basis. The Shri Mata Vaishno Devi Shrine Board noted that there is progress towards the completion of multipurpose sports stadium at Katra; the board also approved the establishment of Shri Mata Vaishno Devi Sports Council. Shri Mata Vaishno Devi Shrine Board recently takes initiative to introduce free online yatra registration and also endorsed the proposal to establish a photo graph based access control and verification system for the yatra. In the CSR studies, stakeholder theory plays a very important role that seems easier to manage in collecting and analyzing CSR data, corporate social performance can only be accessed in terms of organizations that meet the demands of its multiple stakeholder groups.

The term corporate social responsibility came itself into common use in the early 1970s. The last decade of the twentieth century witnessed a shift in focus from charity and traditional philanthropy towards a more direct engagement of business in mainstream development and concern for disadvantaged groups in society in India, there is realization that business cannot grow in isolation without social progress it is necessary for sustainable growth in India there is a wide gap between various sections of people in terms of income and social standards as well as socio-economic status. India has a world's richest tradition of corporate social responsibility. Corporate social responsibility in India goes through different phases, socially responsible employee relations, socially responsible production, and community engagement. Many firms seek to ensure that their employees feel attached to their organization in order to ensure a low turnover towards this end, a good corporate social responsibility reputation can generate positive attention from both current and prospective employees (Turban and Greening 1996).

RESEARCH OBJECTIVES

1. To find out the awareness level of local communities about CSR initiatives by Shri Mata Vaishno Devi Shrine Board.
2. To explore the perception of local communities towards CSR initiatives of Shri Mata Vaishno Devi Shrine Board.

RESEARCH METHODOLOGY

For this current research study, a cross sectional design of research was adopted. The only purpose of this study is to assessing the perception of local communities about CSR. Simple Random sampling technique was used for the collection of primary data from the respondents. The sample size of the study was 100 local residents. For the current study the researcher has employed standardized scale of 16 items (Maignan, 2001). The questionnaire was structured in a ranking order of 1= strongly agree to 5= strongly disagree.

Analysis

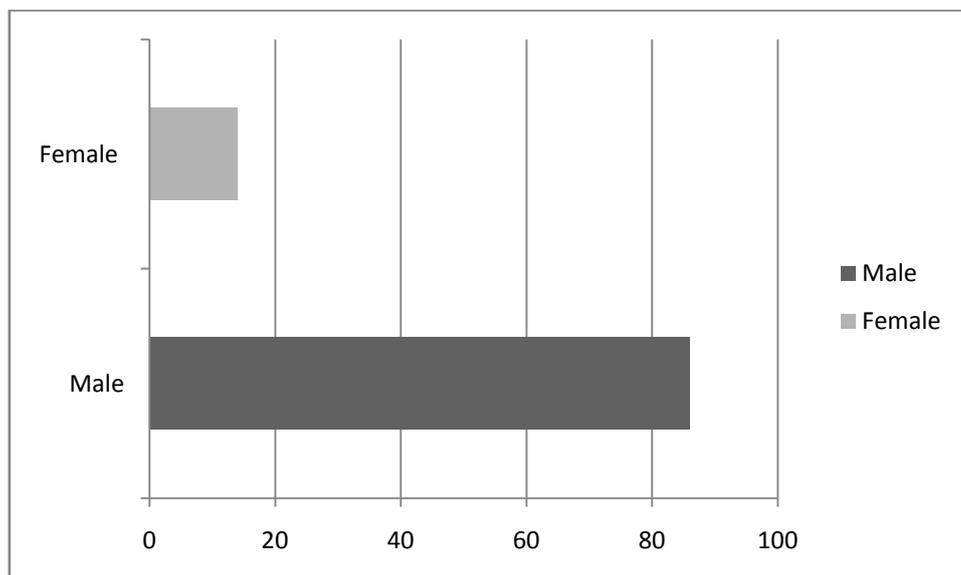
Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Average perception	100	2.5000	4.2500	3.542500	.3763528

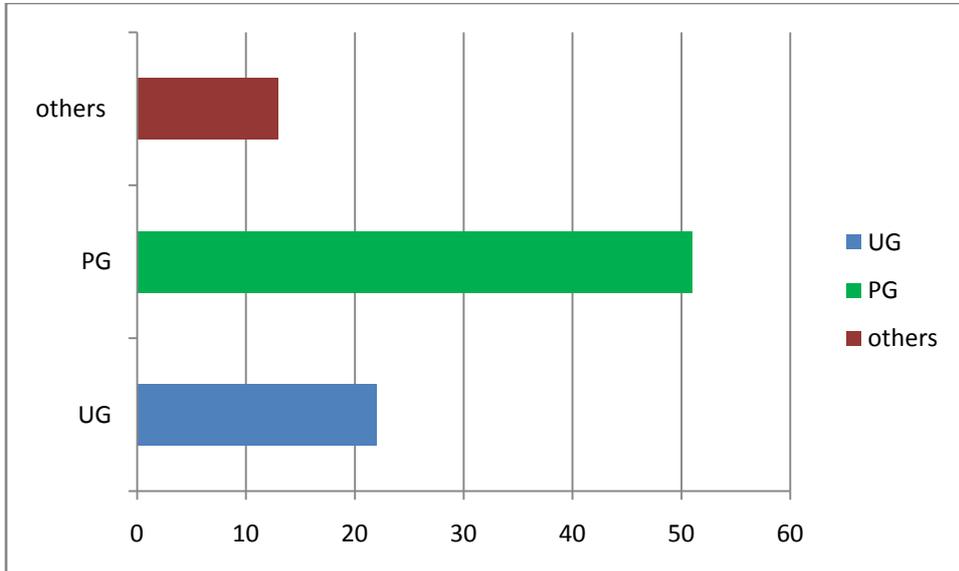
Demographics

Among respondents, there were 86 male and 14 females, which account for 86% and 14% respectively. About 60% of the respondents were between 18 and 30 years old.



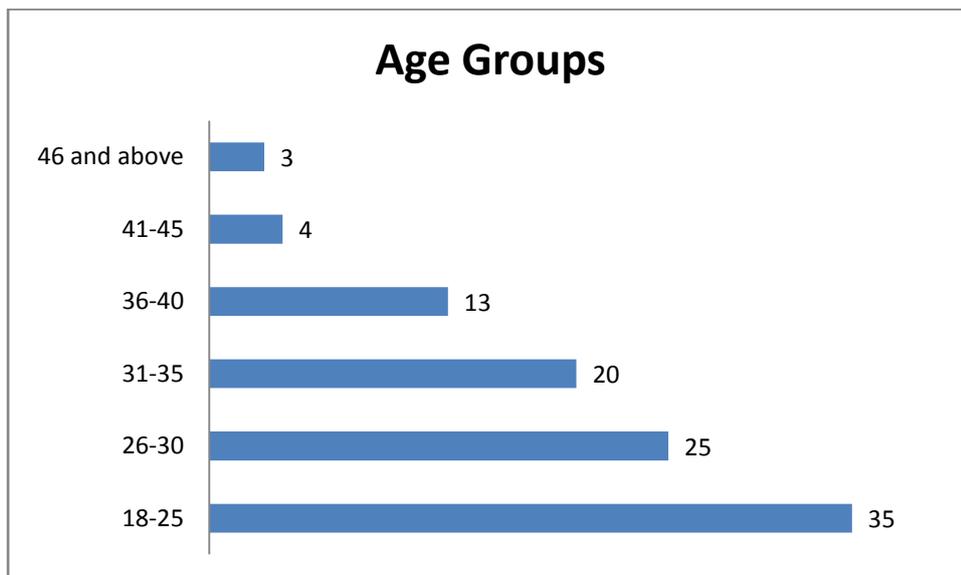
Education

Among the total respondents 55% of the respondents were Post graduate and 23% under graduate and the remaining was above post graduation.



Age

Among 60% of the respondents were between 18 and 30 years old, in which the age of 18-25.



CONCLUSION

Awareness about corporate social responsibility policies and perception may be as or more important than organizations other responsibilities. If the local community is not aware about organizations corporate social responsibility activities, the overall initiatives will have no impact on its attitudes or behaviours. If there is any kind of misconception about CSR activities that could lead to unintended effects, such as frustration that the organization is not using its resources effectively. According to the overall study the response rate about organizations CSR activities was somehow good, but there is some level of local community whose perception about those activities is still low. In this study corporate social responsibility initiative was categorized differently like sponsorship and donation, community development, helping the poor. The perception of corporate social responsibility is totally considered a multidimensional construct (Mexican center for philanthropy, 2010 ;).

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