

CORPORATE SOCIAL RESPONSIBILITY (CSR) IN EDUCATION SECTOR: A CASE STUDY OF PSIT, KANPUR

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ABSTRACT

This paper endeavour to investigate the role of Corporate Social Responsibility (CSR) practices, particularly in the context of Education sector. For this purpose, the campus of a renowned educational group which is actively involved in the practices of CSR has been considered. The methodology adopted for result analysis is descriptive type of research. Out of 5000 students undergoing professional education, a sample size of 500 students has been randomly taken. On the basis of Hypothesis formation and application of Chi Square test, data has been suitably analysed.

KEYWORDS: Corporate Social Responsibility (CSR), Education Sector, Development & Success

INTRODUCTION

The Corporate social responsibility (CSR) is a relatively new corporate concept. It is based on the function that whatever is received by the effluent organisations from society should be voluntarily shared with the society in terms of environment sustainability, thus leading to its welfare. In a way, CSR is a conscience of the corporate that guides them to support and enhance the social and environmental systems. CSR also helps the organisation to perk up the image of the organisations in expressions of long term sustainability of the business. CSR policy functions as a self-regulatory contrivance whereby a business organisation has to envision its active participation in a strategic manner so as to strike a balance between economic development and preservation of natural resources.

ETHICS OF CSR

The Domain of corporate social responsibility takes account of all the activities and strategies that a business needs to take so as to enhance or protect the significance of society. Few of the essential prerequisites for driving the CSR activities are appended below:

- The CSR requirement arises due to moral responsibility of the organisations towards welfare of the society.
- Selection of appropriate CSR approaches is needed to have a clear vision about the socio economic, social obligation and social responsiveness perspective.
- CSR functions not only towards the social systems but also works for consumer awareness, global warming and environmental changes and their effects.
- Proper functions have been defined for the review of accreditations and certifications. Moreover, government ethics and social audits should evenly pursue.

LITERATURE REVIEW

Geeta Rani et al. have summarized the various problems related to society and environment which are caused due to the industrial development of the country [1]. Dr. Mohammad Anees has empirically examined the relationship of CSR initiatives taken by the different selected Indian companies with their level of profitability [2]. In a CSR report by Aditya Birla Group, the active participation of the group in different fields of social development has been presented. It has been reported that the group is doing its best for the weaker sections of society by developing a model village which ensures the self-reliance in different aspects such as education, infrastructure, health care, watershed management and towards sustainable livelihood patterns of the village personnel. Ultimately, this is helping the state to raise the human development index. Amit Kumar Srivastava et al. has presented the various activities performed by Tata groups in the field of CSR such as self help groups, health care projects drives besides services which are governing the economic empowerment of the social structure and also encouraging the stabilisation of the government activities [3]. The philosophy towards CSR by Johnson & Johnson Group has also been illustrated in another CSR report. It has been reported that the CSR Committee by J&J is carrying out the functions of formulating and recommending to the Board, a CSR policy with suggestive activities to be undertaken as specified in Schedule VII of the Act, within the Industrial organisational regulation detailed by government of India. Sanjay Pradhan et al. have endeavoured to explore CSR practices, particularly in the rural development context of India [4]. The research leads to the imposition of hypothesis for the rural folks as a stakeholder Nitin Kumar [5] and the functions of different organisations towards the socio-economic up-gradation of rural people. The Zensar foundation Group has defined its profit sharing for the progress of people and planet as one of their key objectives. This is being realized by the enhancement of employability, community development and environment sustenance. ONGC India has elucidated that the functions performed as CSR have been marked by insistent commitment to several large scale key projects as well as initiation of numerous new projects identified under the focus areas of ONGC as listed below:

- Education sector including vocational courses
- Health Care sectors
- Entrepreneurship (Self-employment development) schemes
- Infrastructure sustainability near ONGC operational regions
- Environment fortification, ecological preservation
- Protection of heritage sites of India

OBJECTIVES OF THE STUDY

The objectives of present study are:

- To understand and comprehend the concept of CSR
- To explore the scope of CSR
- To cognize how the PSIT group has fulfilled its responsibility towards all stakeholders; what specific activities, programs and strategies it has set, devised and implemented for the same
- To compare the corporate social responsibility principle applying in education sector and it's utility for perusing

the services in the best interest of society.

- To determine the utility of CSR in terms of enhancement of moral and social values from student's perspective aligned with the conventional education system.

METHODOLOGY

The significant purpose of research is to discover response to questions through the submission of scientific procedures. There are different approaches available for research that can be adopted through which one can reach to the evidence as required, such as Descriptive, Analytical, Applied, Fundamental, Quantitative and Qualitative etc. In this paper measurement of CSR which is intangible in nature is carried out. As such, the Descriptive research has been most appropriately applied.

Progression of evolution for this research function is prepared through the procedure of Survey questionnaire and result is depicted and scrutinized on the basis of Chi-Square test. Chi-Square test is basically applicable to examination of difference of more than two proportions, or examination of independent attributes together with the test of 'goodness of fit.'

In order to test the findings of the study, the following hypotheses were progressed:

H1: The levels of CSR initiatives are supportive for the Growth and Success of the educational organisations.

H2: The levels of CSR initiatives of the educational organisations are independent of the type of their functioning.

ABOUT THE ORGANISATION (PSIT)

Pranveer Singh Institute of Technology (PSIT) is situated at Kanpur, Uttar Pradesh, India. PSIT that was established in 2004 is a modern educational endeavour and has the state of art infrastructure par excellence, expert teaching methodology, Research and Development initiatives and excellent placement records. The vibrant eco-friendly campus spread over 80 acres of land offers the finest facilities such as modern labs, high-tech central library, air-conditioned auditorium, hostels and transportation network that are comparable to the best in Northern India. The integration of built-form with spectacular landscape, a unique architectural splendour, creates an ideal environment conducive to the pursuit of knowledge. In fact, the lush green, eco-friendly and Wi-Fi campus has been designed to cater to the overall requirements of the students undergoing the various professional courses. The institute has established itself as a premier group for imparting quality technical education in Northern India. The group is committed to impart knowledge par excellence, motivate the learners in research, and evolve result oriented innovative techniques in Engineering, Pharmacy and Management.

PSIT & CSR

CSR is based on the Contribution towards Sustainable Development of the society with the perspective of three P's i.e. Profit, People and Planet. In the contribution of the same, the staunch commitment of PSIT towards sustainability is exhibited by the various activities being conducted on a regular basis within the premises of PSIT.

First one of the ongoing events happening in the campus is "Go Green Campaign". The motive of this event is to plant more and more of trees, in the premises of the college campus, which is about 80 acres of property. This ultimately results, not only in enhancing the aesthetic appearance of the campus, but also makes the campus environment free from

Noise and Air pollution. Second activity within this streamer is the function of “Van Mahotsav” Event, in which college Students take initiative to spread awareness regarding planting of tree through banners and posters. Along with this event, the Institution is committed for ‘Eco-Friendliness’. The Eco-Friendliness also aims to create an eco-friendly atmosphere via practices such as use of bricks that helps to save energy, Solar panel water heaters in the hostels, CNG based bus facilities and Battery operated vehicles in the campus. Use of Polythene bags in the campus is strictly prohibited. PSIT is spreading awareness to use only paper bags. The commitment to preserve nature has lead PSIT to develop a club, named as ‘Prayas’. Prayas is an eco-friendly club, which came to existence for the purpose of spreading awareness about eco-friendliness.

Another significant activity of PSIT is “UTTHAN”. It endeavours to help the unprivileged class of society who are not even getting the basic fundamental amenity. In this function, the college works for the social events such as:

- Students of the college take initiative to teach and educate the poor and needy children after the college hours within college premises.
- Donation of clothes and stationary to the poor and needy children.
- Blood Donation Camps with proper Medical Care.
- PSIT students actively participate in government of India HIV awareness program
- Blankets are distributed by the college to the labourers and Class IV workers.

The next initiative taken by the PSIT is the holistic development of the personnel of the organisation. In this series, significant activity performed by the college is concerning towards ‘Quality Policy Program’. As a part of this program, PSIT is committed to provide best quality of education. Priority function of this organisation is Personality development of the students in a congenial and competitive environment. All this is done by using sustainable resources in order to have proficient graduates and post graduates at National and Global levels. PSIT is also committed to continual improvement towards infrastructure leading to further improvement in the quality of students, faculty and staff members. For this purpose, QTP clubs have been formed by the college to motivate other students to take initiative towards these plans and to spread the awareness among themselves, along with the Responsibilities towards the society. PSIT has also taken initiatives to realize its responsibilities towards its employees by sharing with them the resources:

- Faculty members are provided with good, clean and healthy environment to operate.
- PSIT has adopted the model of cost sharing for medical insurance of all its employees.
- Faculty Development Programs are a regular feature for the growth and sustainability of the employees.
- Free Medical check-up camps are a regular feature in the campus.

DATA COLLECTION AND ANALYTICAL TOOL

A sample size of 500 students from different background and academic years was selected for the purpose of study. A questionnaire was also developed and distributed. The questionnaire was scaled on three values High, Medium, low scale. On the basis of the information provided by the respondents, the results have been depicted. The conclusion for statement first and second of questionnaire is appended in Table1.

Table 1: Questionnaire Values for Statement 1 and Statement 2

Questionnaire Values	High	Medium	Low	Total
Statement 1	185	168	147	500
Statement 2	180	169	151	500

The Chi Square test of independence has been utilized for progression and analysis of data.

FINDINGS

Statement 1: CSR programmes are independent of the levels of growth and success of the educational organisations.

In order to analytically test whether the CSR initiatives depend on the quantum of Growth and success of education sector, the following hypotheses were developed:

H0: The levels of CSR initiatives are supportive for the Growth and Success of the educational organisations.

H1: The levels of CSR initiatives are independent for the Growth and Success of the educational organisations.

By applying Chi Square test the following results have been obtained:

RESULTS AND DISCUSSIONS

In Chi-square test, commonly the statistical data is compared on the basis of specific hypothesis. In this test, two frequencies are considered i.e. Observed Frequency (O_i) and expected Frequency (E_i). On the basis of these values the Chi-square test is formulated as.

$$\chi^2 = \sum \frac{[\text{Observed frequency}(O_i) - \text{Expected frequency}(E_i)]^2}{\text{Expected frequency}(E_i)}$$

EXPRESSIONS AND CALCULATION

χ^2 = Chi- Square variable (Calculated by above mentioned formula)

Observed frequency (O_i) = Calculated on the basis of Questionnaire and other rational sources.

Expected Frequency (E_i) = this value is figured on the basis of standard value of total number of events {in this paper taken as mean of total scale values ($500/3=166.66$)}.

Degree of Freedom (d.f.) = Number of column minus one {for this paper the total number of column is 3, so the value of d.f. is 2 (i.e. $3-1=2$)}

Level of significance (alpha) = Depicted from Chi-square distribution chart, usually for 95% significance, the value alpha (ie. For 5% error or 0.05) comes out as 5.99 for degree of freedom (d.f) taken as 2 as given away in Chi-square distribution table at Appendix1.

For the statement 1 the outcomes are compared at 95% significant level of confidence for the degree of freedom as '2' (Tabulated value of Alpha is as shown in Appendix1).

The Calculated value for statement 1 is 4.329 which is Less than tabulated value (given at Appendix1) of alpha = 5.99, for corresponding 2 degree of freedom and 95% level of significance. Therefore, the null hypothesis is accepted and the alternate hypothesis is rejected.

Thus this result statistically concluded that the CSR initiatives are essential for the success and growth of educational systems with 95% confidence level.

Statement 2: CSR initiatives of the educational organisations are independent of the type of their functioning in following education.

In order to Analytical test whether the CSR initiatives of the educational organisations are independent of the type of their functioning in following education:

H₀: CSR initiatives of the educational organisations are independent of the type of their functioning in following education.

H₁: CSR initiatives of the educational organisations are dependent of the type of their functioning in following education.

By applying Chi Square test the following results have come out:

The Calculated value for the statement 2 is 2.5628 which is Less than tabulated value (given at Appendix1) of alpha = 5.99, for corresponding 2 degree of freedom and 95% level of significance. Therefore, the null hypothesis is accepted and the alternate hypothesis is rejected. (Tabulated value of Alpha is as shown in Appendix).

Thus this result statistically concluded that the CSR initiatives of the educational organisations are independent of the type of their functioning in following education with 95% confidence level.

CONCLUSIONS

This research leads to the conclusion that CSR is an essential element for the development, growth and success of any organisation, especially in education sector. The case study of PSIT, Kanpur validates the fact that the said educational institute is already active in its pursuit to give the society a moral structure and value system which essentially heads to the realization of its defined goals and objectives.

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Appendix 1: Table 2 of Chi-Square Significance test

Table 2: Tabulated Values of Alpha {Source: Plant and Soil Sciences E Library (Passel.Unl.Edu)}

Percentage Points of the Chi-Square Distribution									
Degrees of Freedom	Probability of a Larger Value of X^2								
	0.99	0.95	0.90	0.75	0.50	0.25	0.10	0.05	0.01
1	0.000	0.004	0.016	0.102	0.455	1.32	2.71	3.84	6.63
2	0.020	0.103	0.211	0.575	1.386	2.77	4.61	5.99	9.21
3	0.115	0.352	0.584	1.212	2.366	4.11	6.25	7.81	11.34
4	0.297	0.711	1.064	1.923	3.357	5.39	7.78	9.49	13.28
5	0.554	1.145	1.610	2.675	4.351	6.63	9.24	11.07	15.09

