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A Project Report on corporate social responsibility with reference to Ultratech cement

(Anantapur)

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Abstract

Corporate Social Responsibility (CSR) has emerged as a pivotal concept in contemporary business discourse, reflecting a paradigm shift towards more ethical, sustainable, and socially conscious practices among corporations. This abstract delves into the multifaceted dimensions of CSR, exploring its definition, evolution, theoretical foundations, and practical applications within the corporate landscape. Drawing on a diverse array of scholarly literature and empirical studies, it examines the motivations driving CSR adoption, ranging from ethical considerations and stakeholder pressures to strategic imperatives and competitive advantages. Furthermore, it investigates the various frameworks and models utilized by organizations to conceptualize and implement CSR initiatives, encompassing stakeholder theory, triple bottom line, shared value, and sustainable development goals. Additionally, the abstract critically assesses the challenges and opportunities associated with CSR implementation, including issues of accountability, measurement, stakeholder engagement, and global sustainability. Through a comprehensive analysis, this abstract seeks to provide insights into the transformative potential of CSR in fostering long-term value creation, societal impact, and responsible corporate citizenship in the 21st century.

Introduction

In government of India in 1976 had inserted the term “socialist “in the preamble of country’s constitution Thereby committing itself to ensuring the development Process. But post liberalization (1991) can be seen in the Context of the larger role being conscious carved for the Private sector in any economy which was earlier largely Controlled and managed by the state now, increasing Acceptance of CSR by large no of Corporate.

The idea of CSR first came up in 1853. The world business Council for sustainable development defined CSR as “the Continuing commitment by business to behave ethically and to contribute to economic development while Improving the quality of life of the workforce and their Families as well as the local community and society at Large.”

“CSR IS ABOUT HOW COMPANIES MANAGE THE BUSINESS PROCESS TO PRODUCE AN OVERALL POSITIVE IMPACT ON SOCIETY.”

Definition

“Corporate social responsibility is a management Concept whereby companies integrate social and Environmental concerns in their business operations and Interaction with their stakeholder”.

CSR is generally understood as being the way through Which the companies achieves a balance of economic, Environmental and social imperative.

Types of Corporate social Responsibility

Environmental Sustainability: This involves initiatives aimed at reducing the organization's environmental impact, such as adopting renewable energy sources, implementing waste reduction programs, and promoting sustainable resource management practices.

Philanthropy and Community Engagement: Companies often engage in philanthropic activities, such as donating to charities, sponsoring community events, or volunteering in local communities. These efforts aim to support social causes, address community needs, and enhance the company's reputation.

Ethical Labor Practices: CSR initiatives in this category focus on ensuring fair treatment of employees, promoting diversity and inclusion, providing safe working conditions, and adhering to labor laws and regulations.

Corporate Governance: Good corporate governance practices involve transparent and accountable decision-making processes, effective risk management, and compliance with legal and ethical standards. CSR efforts in this area contribute to building trust with stakeholders and maintaining long-term sustainability.

Responsible Supply Chain Management: Companies can promote CSR by ensuring that their supply chains adhere to ethical sourcing practices, respect human rights, and minimize environmental impact throughout the production and distribution process.

Objective of the Study:

1. To study the CSR projects undertaken by UltraTech Cement Ltd, and to analyse their impact on companies brand building.
2. To know how UltraTech has fulfilled its responsibility towards all society, what specific activities, programs and strategies it has set, devised and implemented.
3. To know how CSR is a part of governance and how each organization has to adhere to the rules and regulations.
4. To know the importance of business to fulfill the CSR compliance and report the CSR activities.

Review of Literature

Carroll, A. B. (1991). "The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders." *Business Horizons*, 34(4), 39-48.

Margolis, J. D., & Walsh, J. P. (2003). "Misery loves companies: Rethinking social initiatives by business." *Administrative Science Quarterly*, 48(2), 268-305.

McWilliams, A., & Siegel, D. (2001). "Corporate social responsibility: A theory of the firm perspective." *Academy of Management Review*, 26(1), 117-127.

Garriga, E., & Melé, D. (2004). "Corporate social responsibility theories: Mapping the territory." *Journal of Business Ethics*, 53(1-2), 51-71.

Waddock, S. A., & Graves, S. B. (1997). "The corporate social performance-financial performance link." *Strategic Management Journal*, 18(4), 303-319.

Porter, M. E., & Kramer, M. R. (2006). "Strategy & society: The link between competitive advantage and corporate social responsibility." *Harvard Business Review*, 84(12), 78-92.

Lee, M. D. P. (2008). "A review of the theories of corporate social responsibility: Its evolutionary path and the road ahead." *International Journal of Management Reviews*, 10(1), 53-73.

These authors have contributed significantly to the understanding of CSR, covering various dimensions such as theoretical frameworks, empirical studies, strategic perspectives, and ethical considerations.

Need of the Study:

TO understand the concept and scope of Corporate Social Responsibility and getting insight in UltraTech Cement Ltd.

Scope of the Study:

The Research will help in understanding the importance of CSR and various initiatives taken by the UltraTech Cement Ltd for promoting the welfare for the society.

Research methodology

The methodology of the study consists of Content analysis and survey research (questionnaire and personal interviewing)

Content Analysis:

Content analysis is a Qualitative research method, data has been collected with the help of Books, magazines, web information, company reports etc.

Survey Research:

Survey research is a Quantitative research method and is the most fundamental tool of all the research methodologies. It is used to ask question to a sample of respondents, using paper Questionnaire and Personal interviewing of respondents

Sample size: The sample size will be taken 50 for research

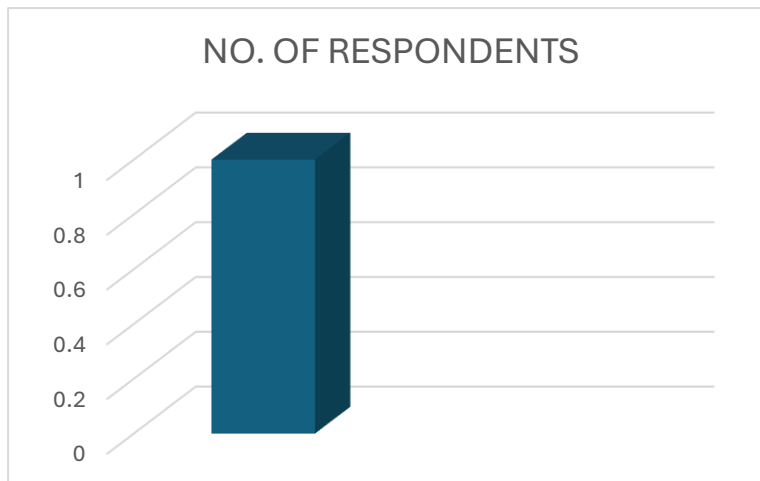
TABLE-1:

GENDER:

1. Male

2. Female

SL.NO	OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
1	MALE	1	4%
2	FEMALE	24	96%



Interpretation:

In the above analysis shows that there are 96% of women’s are working in the vikas skill centre and only 4% of men’s are working.

TABLE-2:

AGE:

1.18 - 25 years 2. 25 - 35years 3. 35 - 50 years 4.50+ years

SL.NO	OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
1	18 - 25 years	0	0%
2	25 - 35 years	13	52%
3	35 - 50 years	12	48%
4	50+years	0	0%
	TOTAL	25	

Interpretation:

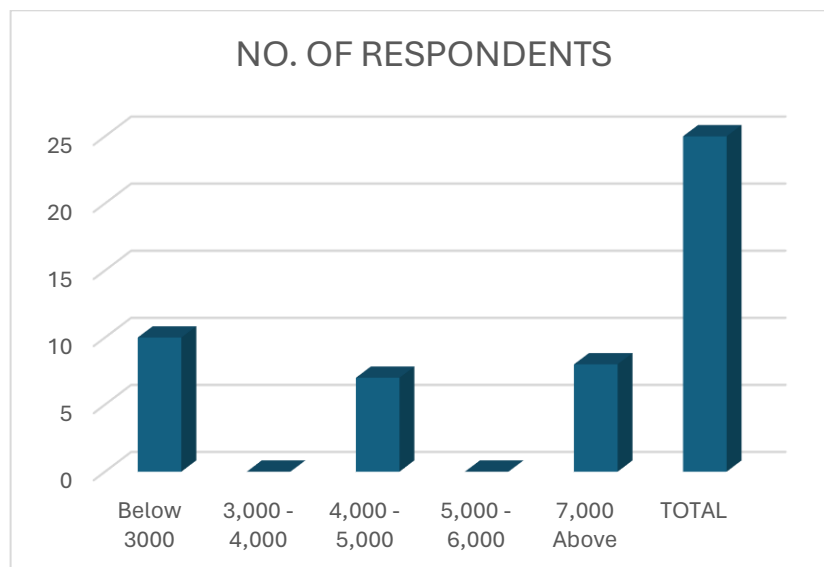
In the above analysis shows that there are 52% of 25 – 35 years of women’s are worked and 35 – 50 years 48% of women’s are working in the vikas skill centre.

TABLE – 3:

How much money did you earn before joining in the Vikas skill centre?

- 1.3,000- 4,000 2.4,000-5,000 3.5,000 -6,000 4. 7,000 above
5. Below 3000

SL .NO	OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
1	Below 3000	10	40%
2	3,000 - 4,000	0	0
3	4,000 - 5,000	7	28%
4	5,000 - 6,000	0	0
5	7,000 Above	8	32%
	TOTAL	25	



Interpretation:

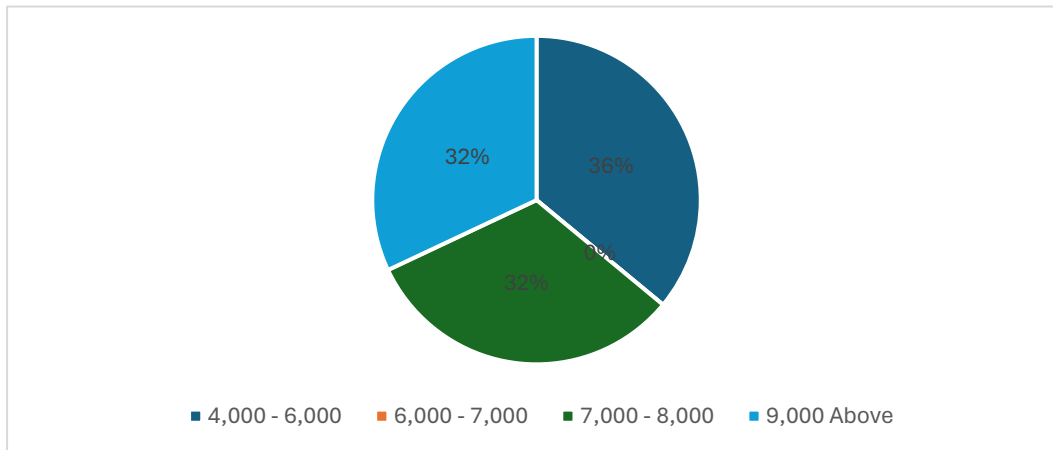
In the above analysis shows that there are 40% of women’s are earn below 3000 rupees ,28% of women’s earn 4,000 – 5,000 rupess per month and 32% of women’s only earn 7,000 above before joining in the vikas skill centre.

TABLE -4:

How much did you earn in the Vikas skill centre?

1.4,000 - 6,000 2. 6,000 - 7,000 3.7,000 - 8,000 4. 9,000 above

SL.NO	OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
1	4,000 - 6,000	9	36%
2	6,000 - 7,000	0	0
3	7,000 - 8,000	8	32%
4	9,000 Above	8	32%
	TOTAL	25	



Interpretation:

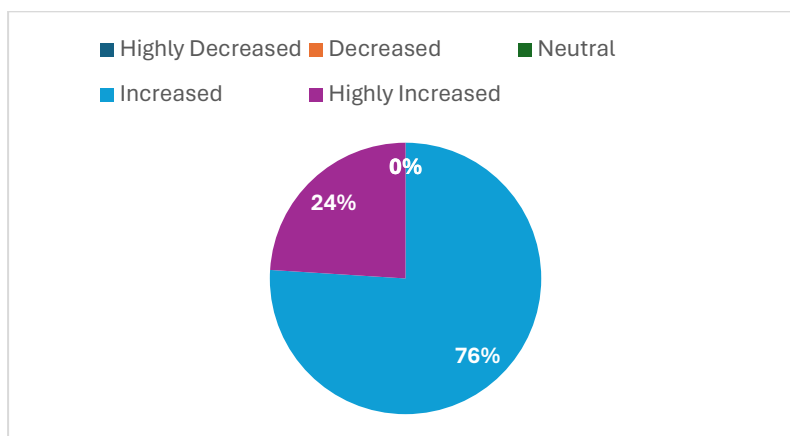
In the above analysis shows that 36% of women's earn 4,000-6,000 per month and 32% of women's are earn 7,000 – 8,000 and 32% of women's earn 9,000 above after joining in the vikas skill centre.

TABLE-5:

Is there any change in the Economic status after joining the Vikas skill centre?

- 1.Highly Decreased
- 2.Decreased
- 3.Neutral
- 4.Increased
- 5.Highly Increased

SL.NO	OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
1	Highly Decreased	0	0%
2	Decreased	0	0%
3	Neutral	0	0%
4	Increased	19	76%
5	Highly Increased	6	24%
	TOTAL	25	



Interpretation:

In the above analysis shows that 76% of women's opinion after joining in the vikas skill centre they economic status is increased and 24% of women's opinion is highly increased their economic status.

FINDINGS

The CSR Initiatives taken by the UltraTech cement Ltd (APCW) was launching the women empowerment project and established the Vikas skill centre for empowering the women.

The main findings are as follows:

- 96% of women's are working in the vikas skill centre and only 4% of men's are working.
- There are 52% of 25 – 35 years of women's are working and 35 – 50 years 48% of women's are working in the vikas skill centre.
- There are 40% of women's earn below Rs.3000 ,20% of women's earn 4,000-5,000 and there are only 32% of women's are earn above Rs.7,000 before joining in the vikas skill centre.
- After joining in the vikas skill centre 36% of women's earn Rs 4,000-6,000 ,32% of women's earn 7,000-8,000 ,32% of women's earn 9,000 above per month.
- 76% of women's opinion is after joining in the vikas skill centre their economic status is increased ,24% of women's opinion is highly increased.
- The company should not provide any incentives to the vikas skill centre working women's.
- 44% of women's opinion about the vikas skill centre working hours is neutral and other 54% of women's are satisfied about working hours.
- 24% of women's opinion is salary increment is motivated most,20% of women's opinion is work recognition ,32% of women's opinion is working area environment motivates most,36% of women's opinion is others.
- 24% of women's spend their earnings in to the children's education,36% of women's spent household accessories ,20% of women's are spent personal usage ,25% of women's spent their earnings into the investments.
- After joining in the vikas skill centre 64% of opinion is increased social status and other 36% of women's opinion is neutral.

SUGGESTIONS

- In the vikas skill centre there are only 25 women's are working. If they Increasing the employment process it should be helpful to the unemployment women's.
- Providing the incentives to the working women's it should be helpful and it acts like a motivation for developing their working skills.
- Providing other skill development courses to the working women it should be helpful their development.
- Providing transport facility to the working women it should be supportive.

Conclusion

Hence I conclude that Corporate Social Responsibility are the raising concept within the public sector units. The company in their CSR activities should give more preference for education, employment generation for women, poverty elevation programs, environmental issues, health care, roads and power etc., in order to move from theory to concrete action, many obstacles need to be overcome. A key challenging facing business is the need for more reliable indicators

of progress in the field, along with the dissemination of CSR strategies, lack of transparency is another issue which needs to be focused.

UltraTech cement Ltd (APCW) vision statement on CSR activities:

“To actively contribute to the social and economic development of the communities in which we operate. In so doing in sync with the United Nations Sustainable Development Goals, build a better, sustainable way of life for the weaker sections of society and the country’s human development Index”. (Mrs. Rajashree Birla, Chairperson, Aditya Birla centre for community initiatives and Rural Development).

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