

“APPLICATION OF ENVIRONMENT SUSTAINABILITY THROUGH CSR”- AN EMPIRICAL ANALYSIS

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ABSTRACT:

“Sarva Loka Hitam” is our old philosophy, which means “the well-being of all stakeholders”. Similarly, “Sarbat da bhalo” is an important part of Sikh Prayer (Ardas), which means “may well come to all”. Thus, traces of social welfare can be found in ancient scriptures. CSR has a synergistic impact (2% contribution + 2% societal benefit = 5) Goodwill and reputation of the organization make up the gap of 1. The Corporate social responsibility concentrates on corporate goals to “give back to the society” or be converted into “agents of positive social change”. In 21st century the world has been battling the many issues out of that one of the indispensable problems is environmental sustainability. The UN SDG summit has given caution to every country for contemporary issues and taken the measures to overcome those issues, for every country should actively participate and achieve the SDGs by 2030. The study aims to analyses the perception of working employees in respective companies regarding Environment Sustainability initiatives through CSR. The study collected 107 employee’s perception of selected 5 distinguish IT companies which made environment initiatives through CSR. The study identifies the factor by using Factor analysis and KMO test Factor 1 CSR is to increase the awareness of employees about environmental issues. Factor 2 is marked as a green initiative.

Keywords: CSR, Synergy, Environment sustainability, SDG, Perception.

INTRODUCTION: With the publication of Bown's Social Responsibility of Businessmen, the term "CSR" was first used in 1953. According to the (EU), CSR is "the idea that businesses are responsible for their impact on all stakeholders." It is the ongoing commitment made by companies to act ethically and responsibly, promote economic growth, and enhance the standard of living for both employees and their families as well as for the local community and society as a whole. Due to new factors like population growth, globalization, human aspirations, etc., the government's contribution to the general welfare or development of a nation like India has not been sufficient. Companies have expanded abroad since globalization, so the government has made it a priority to. The government has been made mandatory for all companies who have fulfilled the criteria of CSR must contribute 2% out of their average net profit. So, the corporate companies can huge capacity for augmenting the society in holistically. In present era the world has been suffered vast environmental issues, it can be impacting darker side of country development. The UN summit regarding SDG gives big opportunity to corporate sector for rehabilitate the contemporary environmental issues. The present study aims to know the first and foremost impacting stakeholders of the company i.e., employee’s perception regarding respective company Environmental CSR initiatives under the banner of CSR.

LITERATURE REVIEW:

- Soomro, B.A. Elhag, G.M., Bhatti, M.K., Abdelwahed, N.A.A. and Shah, N. (2023)** The purpose of this study is to examine the development of environmental performance (EP) through sustainable practices (SPs), environmental corporate social responsibility (environmental CSR) and behavioral intentions (BIs) among Pakistan’s small and medium enterprises (SMEs). The authors used an online survey results that green practices (GPs) have a positive and significant effect on SPs and environmental CSR.
- Vikranta Kulkarni Ashish Kulkarni (2022)** In order to answer the question of whether corporate social responsibility (CSR) can meet the needs of the Sustainable Development Goals

Humanities and Social Science Studies, Vol. 13, Issue 1, No. 2, January – June: 2024 (SDGs), this report explored a variety of theories and heavily relied on secondary data. According to the study, organizations can contribute to shared fee creation, improve great impact by alleviating poverty and improving livelihoods, health, and education,

3. Madhu Bala (2018) The purpose of the study was to comprehend current CSR trends in education, their effects on CSR, as well as CSR challenges and issues. We used both primary and secondary data. Because it is one of the few strategies that can have a positive effect on a company's triple bottom line, the study found that CSR is essential to an organization's success. Since India's independence, the education system has undergone major advances.

4. Pragnesh Dalwadi and Dr. Gurudutt Japee (2023) This research paper explores the top ten CSR-contributing companies in India and their contributions toward environmental sustainability. The study analyzes the CSR spending patterns of these companies and the percentage of their CSR funds directed toward environmental sustainability. The results indicate a significant variation in CSR spending and contribution towards environmental sustainability among the top ten companies.

5. Dalwadi, P., & Sharma, P. (2022) The main aim of the study to know people's perception of CSR the descriptive research design has been used and the data has been collected from 285 individuals of Ahmedabad city through structured questionnaire using random sampling method in the month of January and February 2021. The collected data has been tabulated and analyzed using frequency count, percentage, chi- are square test, and multiple-regression. This study found that eighty five percent of the respondents aware of CSR.

OBJECTIVES:

➤ To analyses the perception of employees towards company's environmental CSR initiatives.

➤ To identify the factors which influencing on company's corporate strategy for environmental CSR initiatives.

METHODOLOGY: The study included both primary and secondary data. Primary data has collected by distinguish employees of selected companies through structured questionnaires and secondary data has extracted by companies reports, journals, websites etc.

Sampling Design: The study considered selected 5 IT (WIPRO, Infosys, TCS, HCL and MPHASIS) companies and collected 107 employee's perception for environmental initiatives of respected companies CSR.

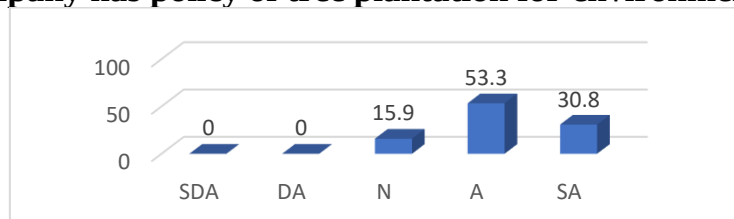
ANALYSIS AND INTERPRETATION:

Table no. 1 Company has policy of tree plantation for environmental sustainability

Opinion	No. of Respondents	Percent
SDA	0	0.0
DA	0	0.0
N	17	15.9
A	57	53.3
SA	33	30.8
Total	107	100.0

Source: Survey data

Graph no. 1 Company has policy of tree plantation for environmental sustainability



Out of a total of 107 respondents in the sample, 53.3% agreed and 30.8% strongly agreed that the company has a policy of planting trees for environmental sustainability. The mean is 4.15

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and the SD is 0.670.

Table no. 2 Green marketing/Green HR system is followed effectively in the Company

Opinion	No. of Respondents	Percent
SDA	2	1.9
DA	12	11.2
N	18	16.8
A	37	34.6
SA	38	35.5
Total	107	100.0

Source: Survey data

Graph no. 2 Green marketing/Green HR system is followed effectively in the Company

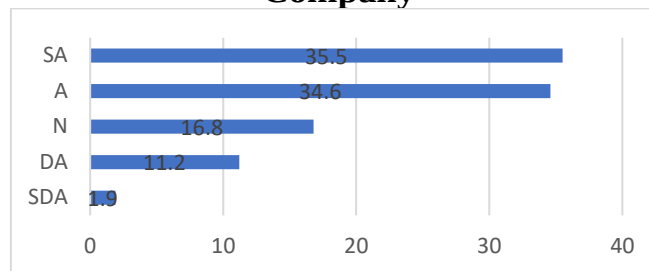


Table 4.69 explains the company effectively supports "green" marketing/green personnel management system. Out of 107 sample respondents, a large group of respondents (i.e., 35.5%) strongly agreed, Agree, the mean is 3.91 and the SD is 1.069.

Table no. 3 Energy Conservation programme is carried out as CSR initiative policy

Opinion	No. of Respondents	Percent
SDA	2	1.9
DA	1	0.9
N	17	15.9
A	56	52.3
SA	31	29.0
Total	107	100.0

Source: Survey data

Graph no. 3 Energy Conservation programme is carried out as CSR initiative policy

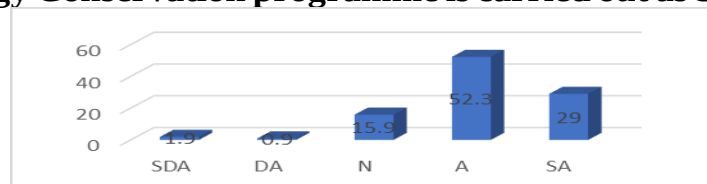


Table 4.70 shows the energy saving program is implemented as shown in Table No. CSR Action Policy. As can be seen from the table above, 52.3% of respondents agreed to implement energy saving programs as a CSR initiative policy, The mean is 4.06 and the SD is 0.811.

Table no. 4 Soil and water conservation projects are implemented to support CSR

Opinion	No. of Respondents	Percent
SDA	4	3.7
DA	6	5.6
N	16	15.0

A	68	63.6
SA	13	12.1
Total	107	100.0

Source: Survey data

Graph no. 4 Soil and water conservation projects are implemented to support CSR

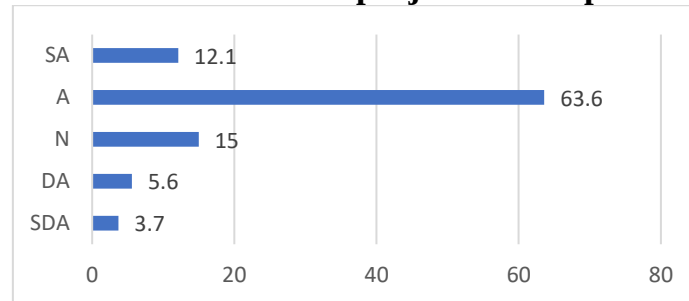


Table 4.71 shows that soil and water conservation projects are being implemented to support CSR. 5.61 It can be seen from the table above that approximately 64% of respondents agreed, the mean is 3.75 and the SD is 0.881.

Table no. 5 Recycling process of waste materials are done as a system to promote CSR

Opinion	No. of Respondents	Percent
SDA	5	4.7
DA	5	4.7
N	27	25.2
A	50	46.7
SA	20	18.7
Total	107	100.0

Source: Survey data

Graph no. 5 Recycling process of waste materials are done as a system to promote CSR

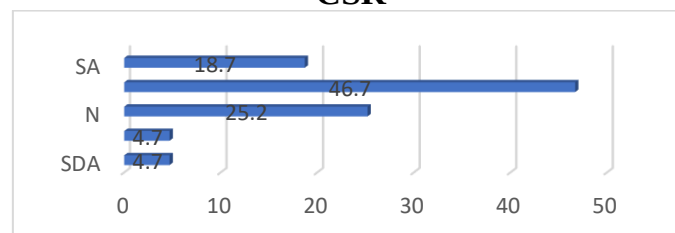


Table 4.73 explains as a mechanism for promoting CSR, we recycle waste. Of the total sample of 46.7% of the main groups of respondents, 25.2% of the respondents did not express their opinion, The mean is 3.70 and the SD is 0.983.

Table no. 6 Company maintains strategy of enhancing corporate reputation among customers

Opinion	No. of Respondents	Percent
SDA	0	0.0
DA	2	1.9
N	10	9.3
A	79	73.8
SA	16	15.0
Total	107	100.0

Source: Survey data

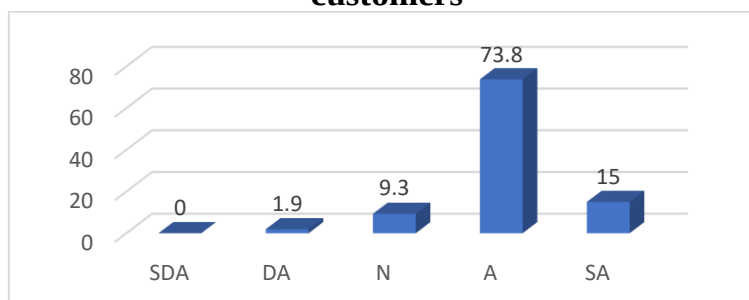
Graph no. 6 Company maintains strategy of enhancing corporate reputation among customers

Table 4.74 shows the company follows a strategy to improve the company's reputation among customers, as explained in the table. Out of a total of 107 respondents in the sample, the majority, about 74% of respondents, agreed, Mean 4.02 with a SD of 0.566.

Table no. 7 CSR in the Company is to generate awareness about environmental issues among the employees

Opinion	No. of Respondents	Percent
SDA	0	0.0
DA	2	1.9
N	10	9.3
A	72	67.3
SA	23	21.5
Total	107	100.0

Source: Survey data

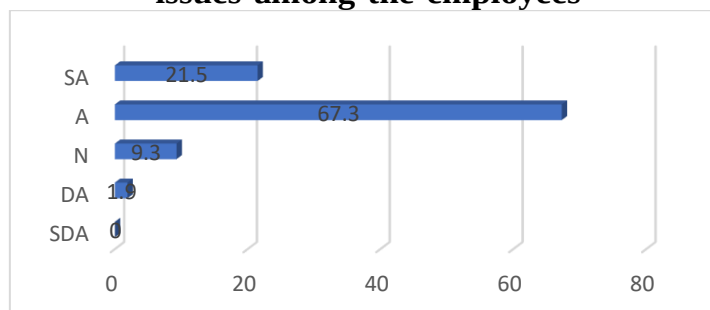
Graph no. 7 CSR in the Company is to generate awareness about environmental issues among the employees

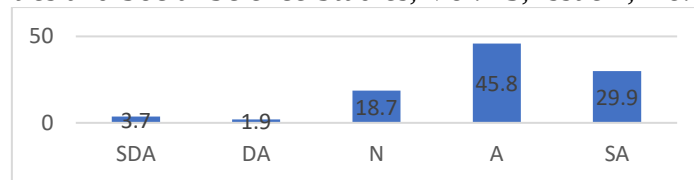
Table 4.75 shows a company's CSR is to raise awareness of environmental issues among its employees. Of the 107 respondents in the sample, 67.3% agreed and 21.5% strongly agreed the mean is 4.08 and the SD is 0.616.

Table no. 8 CSR initiatives are imposed for social and environmental requirement on customers

Opinion	No. of Respondents	Percent
SDA	4	3.7
DA	2	1.9
N	20	18.7
A	49	45.8
SA	32	29.9
Total	107	100.0

Source: Survey data

Graph no. 8 CSR initiatives are imposed for social and environmental requirement on suppliers and customers



CSR initiatives are imposed by social and environmental demands on suppliers and customers. listed in the table 4.76. Out of a total of 107 respondents in the sample, a core group of 45.8% of respondents agreed, the mean is 3.96 and the SD is 0.951.

Factor Analysis

Table no. 10 KMO and Bartlett's Test for building corporate strategies towards environmental protection

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	287.707
	Df	36
	Sig.	.000

The above table no. 10 shows the KMO and Bartlett's Test and Bartlett's Test of Sphericity for building corporate strategies towards environmental protection. The KMO Value (.751) indicates factor analysis is appropriate for the given data. Bartlett's Test of Sphericity shows the correlation matrix between the variables. The chi-square value 287.707 is significant at 5% level of significance. It indicates that the variables have considerable correlations, where data dimension reduction is applicable.

Table no. 11 (a) Total Variance Explained for building corporate strategies towards environmental protection

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.348	37.195	37.195	3.348	37.195	37.195	2.173	24.150	24.150
2	1.511	16.793	53.988	1.511	16.793	53.988	2.038	22.645	46.794
3	1.143	12.696	66.684	1.143	12.696	66.684	1.790	19.890	66.684
4	.901	10.006	76.690						
5	.545	6.055	82.745						
6	.457	5.082	87.827						
7	.421	4.681	92.507						
8	.402	4.466	96.974						
9	.272	3.026	100.000						

Extraction Method: **Principal Component Analysis.**

Table no. 11 (b) Rotated Component Matrix^a for building corporate strategies towards environmental protection

	Variables	Component		
		1	2	3

V1	Company has policy of tree plantation forenvironmental sustainability		.838	
V2	Green marketing/Green HR system is followed effectively in our Company			.756
V3	Energy Conservation programme is carriedout as CSR initiative policy		.732	
V4	Soil and water conservation projects areimplemented to support CSR.			.584
V5	Rain water harvesting system is doneeffectively as CSR activity.			.837
V6	Recycling process of waste materials are done as a system to promote CSR.	.806		
V7	Company maintains strategy of enhancing corporate reputation among customers	.824		
V8	CSR in our Company is to generate awarenessabout environmental issues among the employees		.662	
V9	CSR initiatives are imposed for social and environmental requirement on customers.	.830		

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations. Table 11(b) shows a rotated component matrix representing the correlation between each variable and component. Taking into account the variables, a minimum correlation coefficient of 0.5 was adopted. Factor 1 has a high coefficient for variable V9 with a coefficient value of 0.806. Factor 2 has a variable V1 with coefficient value of 0.838, V3 with a coefficient value of 0.732 and V8 with the coefficient value of 0.662. Thus, Factor 2, which we call CSR, is to increase the awareness of employees about environmental issues. Factor 3 represents the variable V5 with coefficient value of 0.837, V2 with coefficient value of 0.756, and V4 with coefficient value 0.584. Factor 3 is marked as a green initiative.

Findings: The study identifies the factors, Factor 2 has a variable V1 with coefficient value of 0.838, V3 with a coefficient value of 0.732 and V8 with the coefficient value of 0.662. Thus, Factor 2, which we call CSR, is to increase the awareness of employees about environmental issues. Factor 3 represents the variable V5 with coefficient value of 0.837, V2 with coefficient value of 0.756, and V4 with coefficient value 0.584. Factor 3 is marked as a green initiative.

Conclusion: The government has been made legacy to corporates for mandatory contribution to CSR. Vast no of companies has been practicing the CSR in versatile manner. Even though the Karnataka has been received second highest CSR contribution after the Maharashtra. The present study is concentrated only on one of the contemporary issues is environment sustainability. Because Environment is the root cause for existence of anything in the world. So, the study opines that the company can first contribute substantial and significant CSR to Environment sustainability, it may be leads sustain to everything in the world.

Suggestions: The company should prepare more and impactful policy for environment sustainability. The company should practice positively affected by effective and efficient means of tree planting; Planting trees can contribute dramatically to the economic activity and food production of an area. Improving the natural environment contributes to food production (nuts, seeds, etc.), stabilizes the soil to provide grazing for animals, helps to conserve water and maintain the water table, provides work

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and income opportunities, contributes to climate action and helps to restore the ecosystems.

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