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### **Future of CSR of MSME IT Companies of Pune City is in The Hand of Young & Post-Graduate HR Professionals**

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#### **ABSTRACT**

This research paper will give you guidelines for age, experience and professional level of HR professional working for companies to implement CSR practices in their organization. There are many factors age, gender, educational qualification, total experience and no. of years' experience handling CSR in their organization, are studied. This research paper is focused on study of IT companies at Pune city with less than 500 employees and thinking of executive's for implementation of CSR. Willingness of management is less for hiring CSR professionals; they want to get the work done from HR professional as their KRA. Conclusion and recommendations will guide us which steps will encourage the team for better implementation of CSR in the organization.

**KEYWORD:** Corporate Social Responsibility, Pune IT companies, Role of Top Management, HR heads, HR Managers

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## **INTRODUCTION**

Human Resource Managers are well positioned to play an instrumental role in helping their organization achieve its goals of becoming a socially and environmentally responsible firm – one which reduces its negative and enhances its positive impacts on society and the environment.<sup>1</sup> Further, human resource (HR) professionals in organizations that perceive successful corporate social responsibility (CSR) as a key driver of their financial performance can be influential in realizing on that objective.

While there is considerable guidance to firms who wish to be the best place to work and for firms who seek to manage their employee relationships in a socially responsible way, there is a dearth of information for the HR manager who sees the importance of embedding their firm's corporate social responsibility values throughout the organization, who wish to assist the executive team in integrating corporate social responsibility into the company's DNA.<sup>2</sup> It's observed that 28% respondents are in the age group of 31-35 years and 44% respondents are in the age group of 26-30 years. So it's indicating that out of 150 sample size 109 respondents are in the age group of 26-35 years. It's also indicating that HR professionals working in IT companies are young.

## **MEANING OF CORPORATE SOCIAL RESPONSIBILITY**

Corporate Social Responsibility is the capacity of building sustainable livelihoods.<sup>3</sup> It respects cultural differences and finds business opportunities in building skills of the employees, the community and the government. More precisely; CSR is giving back to society what it gets from it. It is the concept that an enterprise is accountable for its impact on the stakeholders.

The Conceptual meaning of business has undergone a sea change with time. The world economic scenario has witnessed rise and fall of many superpowers. This has necessitated rescheduling of priorities by business.<sup>4</sup> Against this backdrop, business also is re-defining its attitudes and is increasingly becoming more responsive to the major components of society. Although profit is the major determining factor, business is now making an effort to strike a meaningful balance between conflicting needs of earning profit and society's needs.<sup>5</sup> In defining CSR, there is no overall agreement or consensus. There is a lack of an all-embracing definition. Moreover, there is no universal definition of CSR. As a result, there remains an uncertainty about what CSR exactly is; how it can be defined accurately or conclusively. The reason may be rooted in its interchangeable and overlapping character with other terminologies such as 'corporate citizenship', 'the ethical corporation', 'corporate governance', 'corporate sustainability', 'social responsible investment', and 'corporate accountability'.<sup>6</sup>

## **RESEARCH METHODOLOGY**

This study utilized the descriptive method of research. As widely accepted, the descriptive method of research is a fact-finding study that involves adequate and accurate interpretation of findings.<sup>7</sup> Descriptive research describes a certain present condition. Relatively, the method is appropriate to this study since it aims to describe the present and future trends of HR professionals for corporate social responsibility in IT companies. The technique that was used under descriptive method is the normative survey approach and evaluation, which is commonly used to explore opinions according to respondents that can represent a whole population. The survey is appropriate in this study because it enables the researcher in formulation of generalizations. Specifically, two types of direct-data survey are included in this study. These are questionnaire survey and interviews. Interviews with researchers, venture capital practitioners, and other colleagues in the academy were conducted to provide further insight about the results of the survey. The direct-data type of survey is a reliable source of first-hand information because the researcher directly interacts with the participants.<sup>8</sup> The questionnaire survey respondents were given ample time to assess the challenges facing the IT companies from Pune city for corporate social responsibility. Their own experiences with IT companies in CSR practice are necessary in identifying its strengths and limitations.

## **SAMPLE OF THE STUDY**

The study will have respondents directly from the chosen IT companies in Pune City. This may include Sample composition will be HR executives, Asst. Manager HR, HR Managers, Head of HR Department, VP of HR department, directors, corporate social responsibility department head, past HR managers, admin, corporate communication, CEO, sales/marketing department employees and other knowledgeable employees. All of these participants were selected through random sampling. This sampling method is conducted where each member of a population has an equal opportunity to become part of the sample. As all members of the population have an equal chance of becoming a research participant, this is said to be the most efficient sampling procedure. In order to conduct this sampling strategy, the researcher defined the population first, listed down all the members of the population, and then selected members to make the sample. For this purpose, a self-administered survey questionnaire was given to the respondents to answer.

There are about 300 IT companies at Pune District those are with strength of 50 to 500 employees. Around 150 IT companies and their HR department concern employees will be selected as sample. Herein, there were 150 participants for the questionnaire survey. The respondents were

given few days to complete the survey questionnaire upon request. After collecting the questionnaires, the responses will be tallied, computed, analysed, and recorded.

One the other hand, for the personal interviews, most of the interviewees were given time according to their convenience. Choices were given for the respondents who will answer the questions, through phone, email, online conversation, chat or personal interview. There were very few participants who were willing and/or had the chance to share their time and talk about their experience in corporate social responsibility in their organization.

## **ANALYSIS AND INTERPRETATION OF DATA**

Data collected from primary survey is presented in this chapter. The data collected for this study is collected from HR executives, Admin, Asst. HR manager, HR Manager, Head of HR Department, Directors, Past HR Managers and Sales/Marketing Department employees working in IT companies with the help of structured questionnaire.

Questionnaire has been developed to collect data from employees of IT companies working in HR department or CSR department covering various attributes.

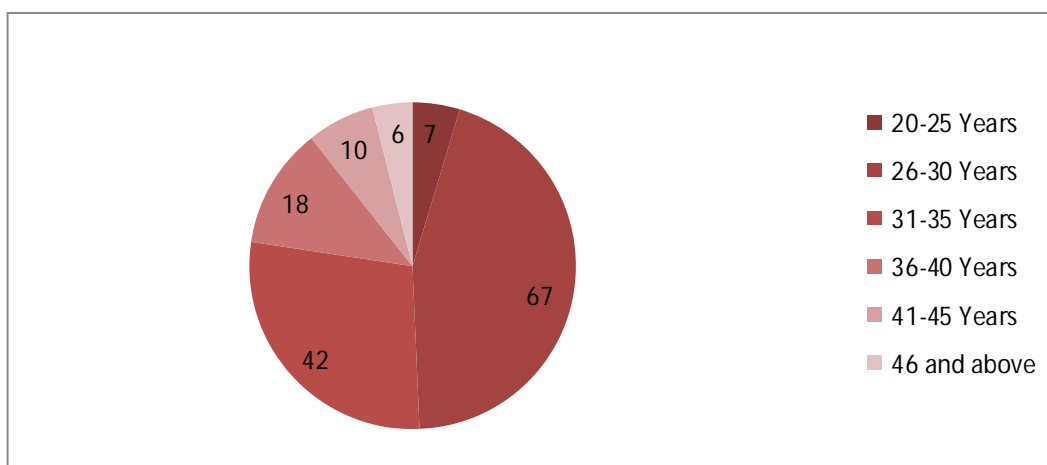
Likert scale technique is also used to design questionnaire and collection of data.<sup>9</sup> An attempt has been made to measure and evaluate the impact of corporate social responsibility activities on various performance parameters. Microsoft Excel and IBM SPSS Software are used to do the data analysis.

The analysis of primary data collected from 150 respondents suggests that there is a positive relationship between HR professional and CSR department of organizations.

**Table 1 Age of respondents**

<b>Sr. No.</b>	<b>Particulars</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1	20-25 Years	7	5
2	26-30 Years	67	44
3	31-35 Years	42	28
4	36-40 Years	18	12
5	41-45 Years	10	7
6	46 and above	6	4
	Total	150	100

(Source: from questionnaire)



**Graph 1: Distribution of Age of Respondents**

The above table and graph represents age group of the respondents and show frequency distribution for age of the respondents.

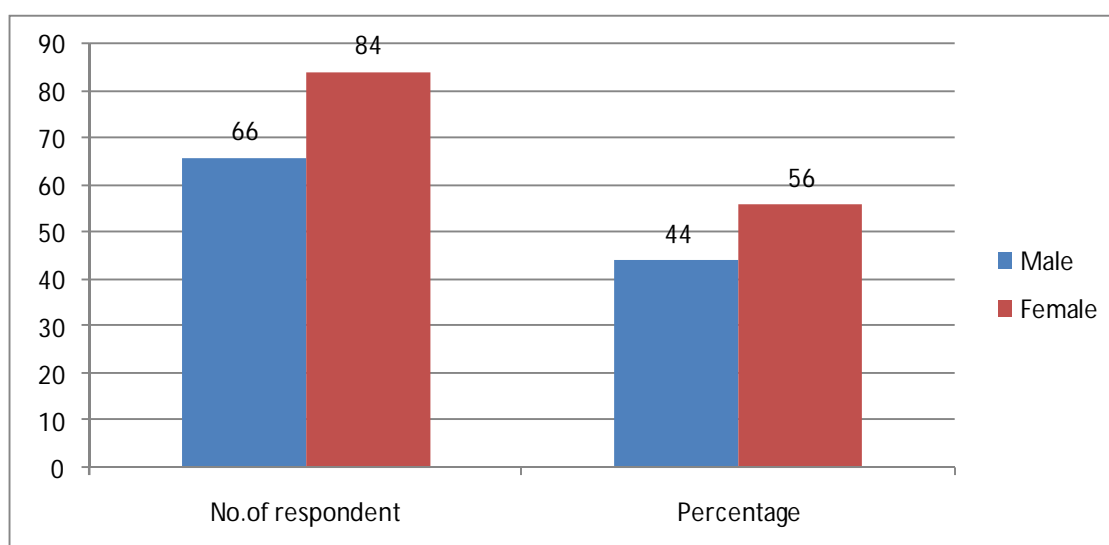
44% respondents are in the age of 26-30 years, 28% respondents are in the age of 31-35 years. Further observed that, 5% respondents are in the age group of 20-25 years, 12% in the age group of 36-40 years, 7% in the age of 41-45 years and only 4% respondents are in the age group of 46 and above.

Maximum respondents belong in the age group of 26-35 years and their percentage is 72.

**Table 2: Gender of respondents**

Sr. No.	Particulars	No. of Respondents	Percentage
1	Male	66	44
2	Female	84	56
	Total	150	100

(Source: from questionnaire.)



**Graph 2: Gender of respondent**

44% respondents of primary survey are male and 56% respondents of survey are female. Majority of respondents are female, which is 84 in number and 56 in percentage.

**Table 3- Academic qualification of respondents**

Sr. No.	Particulars	No. of Respondents	Percentage
1	Graduate	36	24
2	Post Graduate	114	76
3	Other	00	00
	Total	150	100

(Source: from questionnaire.)

The above table shows academic qualification of respondents and also shows frequency of respondents with respect to their academic qualification.

24% respondent's academic qualifications are graduate and 76% respondents of survey academic qualification are post graduate. 0% respondent is with other qualification like diploma or doctorate.

Maximum respondent's academic qualification is post graduate and their percentage is 76.

## **SUMMARY AND CONCLUSIONS**

The preliminary results obtained from the study raise some interesting points. Currently most of the IT companies from Pune city do not have a dedicated department for corporate social responsibility and managed by human resource department or corporate communication as additional responsibilities. The research study allowed me to collect information on both current and future trends of HR managers in corporate social responsibility activities of their organization.

It's observed that 28% respondents are in the age group of 31-35 years and 44% respondents are in the age group of 26-30 years. So it's indicating that out of 150 sample size 109 respondents are in the age group of 26-35 years. It's also indicating that HR professionals working in IT companies are young.

In response to gender of respondents, 56% are female and 44% are male. It's indicating gender equality for HR professional in IT industry (SME) in Pune city. Even we can say that its female oriented.

It's observed that 76% respondents are post graduates, as per qualifications of respondents is concern.

85 % respondents are with designation of Executive-HR, only 0.66% respondents are CSR head. 4% are HR Managers, so it's also indicates interest at higher level like HR managers in CSR activities is less. Even it's observed that only 1 respondent is CSR Head, so management willingness to hire CSR professional is very poor.

79.33% respondents are having 3 years or below work experience in handling CSR activities. So need of CSR knowledge based program and consulting is more in IT industry in Pune city.

This study has further confirmed as to how it is beneficial for IT companies in Pune City to spend on corporates social responsibility by indicating a positive relationship among HR professional of organization, CSR activities and performance of organization.

## **RECOMMENDATIONS TO IT COMPANIES AND GOVERNMENT**

### **1. Develop CSR Policy:**

At the outset organization and CSR professional of the organization have to develop a CSR policy based on focused goals and objectives for their organization and brainstorm amongst key directors/decision makers for inputs. After that design a CSR Implementation Strategy, want to implement directly or through network of NGO's.

### **2. Make some Law which will give benefit in the taxation:**

We know that as per company act 2013, there are some rules and regulations with certain criteria that some of the organization has to follow and need to spend 2% from their net profit on social corporate responsibility. Now here is need to mandate all corporate companies to spend some of the amount from their profit on social responsibility and give them advantage in income tax. This is encouraging management of such companies to go for corporate social responsibility.

### **3. Availability of CSR Graduates:**

Government must start some courses, which will create availability of CSR graduates in the India. Many of the companies are facing problem for availability of such graduates in the industry. If government takes initiative for this then it will also create employment opportunity in new sector. Such students and student council will also help government and policy makers to form new good policies for implementation of Corporates social responsibility in India.

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