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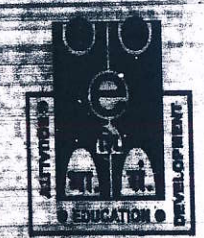
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Sustainable Development through CSR: A Study on CSR Initiatives by Hotel Industry in India

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Abstract:

Corporate Social Responsibility (C.S.R) is sum of ethics and responsibility which involves organizations impact on stakeholders and the society. In general, C.S.R. means taking care and developing the overall society by the business organizations by sponsoring funds in the form of donations, charity etc. CSR activity is enforced by Government of India to business units to make the world a better planet for survival. Companies should understand that government alone is not responsible for the overall growth of the society. CSR concept started in the year 1950. According to Carrol (1983) any business will earn profit, provided that it follows legal, social and ethical norms. In India, CSR is in infant stage. This concept is not properly understood by the business world. In reality it is not a new concept for business giants like Tata, Birla, Infosys and others. In recent years, the concept of CSR is followed and adopted by maximum of business houses. According to Indian Companies Act 2013, it is mandatory on all the corporate entities to contribute 2% of their profits for the welfare of the society. Till date, this concept was not clear to all business units, so they are reluctant to participate in CSR activities. Hence, government should take initiatives in creating awareness about the concept of CSR.

Hotel industry is a major service industry in the world, which provides food, accommodation, clean and hygienic environment to its customers (guests). This industry adopts several precautionary measures starting from construction of hotels till the disposal of waste. This shows that hotels are already contributing to the concept of CSR. This paper is an attempt made by the researcher, to highlight the various dimensions of Corporate Social Responsibility (C.S.R.) by hotel industry in India.

Keywords: CSR (Corporate Social Responsibility), Hotel Industry

Introduction:

CSR stands for Corporate Social Responsibility. In general, we assume CSR as donations or charity. The term CSR is appropriately defined by United Nations Industrial Development Organization (UNIDO), as a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is also known as Triple Bottom Line Approach through which a company balances economic, social and environmental factors by considering the expectations of stakeholders.

At present the Corporate Social Responsibility is the contribution of companies

towards the welfare and development of society in general and under privileged in particular. CSR was started in 1850 in the form of charity and philanthropy by some of the merchants for the development of the society. Later during Gandhi period, it turned to trusteeship, where a group of rich people donated for the betterment of the society.

The Mixed economy structure of India is a combination of public Sector Undertakings and Government where government acts as the owner. In order to protect labor class and general public of the country, Government introduced a new platform of CSR by amending Company Act. At this juncture, Government and corporate entities realized that CSR is the key factor for the welfare of the country. Developed countries like USA, UK, Germany and other countries were already practicing the concept of CSR. Hence, Government of India decided to make it mandatory under Company Law 2013, each and every private and public sector should contribute towards CSR for the development of the society.

Significance:

CSR is the contribution of funds at large scale by industries, entrepreneurs, hoteliers as a routine work. The money shared today will have longer impact on the public. If, CSR funds are utilized for infrastructural developments, which will provide shelter for poor and needy people of India. With such initiative we are trying for growth and development of every citizen of the country. Many hoteliers have concentrated on maintenance and retaining of ecological balance, nature's beauty, green scene and saving of natural resources through their CSR activities. The awareness about CSR should be created among industrialists.

Scope:

CSR is considered as very important concept among corporate sector and it should be understood by everyone in right direction. CSR contributed by business units is properly used for the sustainable development of Indian human resources. Many of the hotel industries are educating the orphans and children of their employees, by which they are trying to carve the future of India by educating and upgrading the skills and knowledge.

Objectives of the Study:

This study is conducted:

1. To understand about Corporate Social Responsibility.
2. To know the different dimensions of corporate social responsibility in hotel industry in India.
3. To understand the Corporate Social Responsibility Practices and its impact on hotel industry.

Research Methodology:

Researcher has used both primary and secondary data for this research paper. Telephonic interviews were conducted with managers of well-known chain hotels of India. Related data is collected through secondary sources by visiting to the respective hotel's websites and through internet. The theoretical part of the paper is based on the information from earlier research papers, books and electronic media.

Review of Literature:

Yoon et al (2006) state that, CSR activities of a company; expand the company's image among customers.

Francesco et al. (2008) opines that companies adopt different levels of strategies and diverse management systems and tools to implement CSR along their supply chain.

Kabir (2011) identified the major reasons for CSR practices, by the companies is to develop and maintain a favorable corporate image to understand company as a social organization. Under CSR, community involvement is higher than other categories.

Brooks (2012) suggest that CSR is an aggregate of ethics and responsibilities of an organization and its impact on society and other stakeholders. Here ethics and responsibilities are nothing but acceptable norms in civilized societies.

Denis et al (2012) states that policy, vision, mission, environment, workforce etc., are major factors to be considered for the success of CSR. Here, environment, vision and mission play very significant role in public's preference to pay, willingness to pay and perception of brand image and service quality.

In present competitive business world, the role of CSR is entirely different. Business world has understood the significance of CSR. They are aware that with the help of CSR practices, they can achieve competitive advantage, enhanced access to capital and markets, improved productivity and quality, improved brand image and reputation, increase in customer loyalty, ability to bear risks, increased sales and profits etc.

The main driving force behind CSR is that the businesses should not survive only to earn profits, they should remember the fact that they are part of the society and are surrounded by various stakeholders and all of these stakeholders are guiding the business for its smooth working. Hence, it is a binding on the business to share a part of their profits in the form of Corporate Social Responsibility (CSR).

Socially Responsible Investment Fund (SRIF) movement evaluates measures, assesses and appreciates the CSR initiatives of each and every corporate entity and also considers the track records of a company before funding. Huge number of Indian companies are part of the United Nations Global Compact, a voluntary alliance of companies committed towards implementing human rights, anti corruption, labor rights etc. Social responsibility is something which should be felt from within but not to be enforced by law. Hence, CSR should not be made legally compulsory rather it should be contributed on their will and wish.

Corporate Social Responsibility (CSR) and Hotel Industry:

Definition of Hotel: The term 'hotel' is based on the French word *hôte*, which means host and referred to a townhouse with frequent visitors. Till 14th century the term 'inn' was used, later in 18th century the term 'hotel' was used.

For the first time the word hotel was used by the Fifth Duke of Devonshire to name a lodging property at London in AD 1760. In past, a townhouse was the residence of peer or an aristocrat in the major cities of United Kingdom, Ireland and other countries. The word house is also taken from the term 'hostel' which means a place to

stay for travelers. Thus, hotel or inn is a place where a traveler can get food and shelter by paying money. Therefore, hotel must provide food, beverages and stay facility for the traveler.

Hotel industry is purely dependent on natural environment for its routine operations. As survival and growth are based on natural environment and at the same time the natural calamities may destruct hotel industry to the larger extent. Here, both growth of hotel and destruction of hotel industry is based on nature. So the, hotel industry should create a sustainable environment by participating in various conservation and humanitarian activities.

According to Indian Companies Act 2013, "the companies which are registered under companies Law with a Net worth of Rs. 500 Crores or more, Turnover of Rs. 1000 crore or more and net profit of Rs. 5 crore or more during any financial year should spend 2% of their profits for the purpose of CSR". A corporate entity can participate as part of CSR in different activities like hunger and poverty eradication, promotion of education, gender equality and women empowerment, eradication of HIV, AIDs etc. The law also specifies different activities for CSR contribution and proper utilization of the same for eradicating hunger and poverty, promotion of gender equality, promotion of education, women empowerment, reduction of child mortality and improvement of maternal health, enhancement of vocational skills helpful for employment, contribution to Prime Minister's or Chief minister's funds for socio – economic development etc.

CSR Committee:

Business units who are liable to contribute towards CSR need to have a CSR Committee of the board members consisting of three or more directors, and one of the members should be an independent director of the board. The major responsibilities of this committee are to formulate the CSR policy which shall indicate activities to be undertaken as per Sec. 135, Schedule VII of the act. Committee also recommends the expenditure to be incurred on CSR activities and inform the same to board. This committee plays key role in deciding different CSR activities to be undertaken by the company and regularly monitors the progress of the same. This committee ensures that the company spends at least two percent of average net profits of the company and discloses the contents of the CSR policy in its annual report and should be disclosed on the website of the company. If company does not fulfill this clause of disclosure of CSR contribution, in such cases Board of Directors should give the reasons regarding the same in company's financial statements.

Penalty:

If company fails to disclose the pattern of CSR spending, then company is punishable with a minimum fine of Rs. 50,000 and to the extent of Rs. 25 lakhs. Every officer of the company who is in position shall be imposed with a penalty between Rs. 50,000 to Rs. 5, 00,000 or both or imprisonment for period of 3 or more years.

CSR Practices in Indian Hotel Industry:

In general hotel industry by catering food and stay facility for the travelers is contributing towards social responsibility. No doubt it charges for these facilities

because, the business definition of hotels is to provide food and stay facility. Apart from the business, it distributes food for poor and needy people. Many of the hotels have kept the big refrigerators at the entry level and store the excess food, which can be taken over by beggars, poor and orphans. It is also found that, on the occasion of national festivals or religious festivals hotels donate food to orphanages and to beggars. Hotels without making discrimination about caste, religion and sex donate the charity during festivals and other auspicious days.

Researcher in this paper has selected some of the domestic chain hotels and the information is gathered from the reports of the leading hotels to understand the CSR initiatives by Indian hoteliers. Following examples narrate about CSR initiatives by Indian hotels and their role in developing natural and social environment.

1. Most popular Leela Palace Hotels and Resorts in different parts of India are committed towards protection of environment by dedicating 30 % of their hotel's land area for 'Green Heavens'. It also supported 'Billion Tree' Campaign organized by United Nations Environment Program.

2. The Lemon Tree Hotels across 52 cities in India, contributed towards CSR by providing job opportunity to People with Disabilities (PWDs) and it has made a record in last three years it has trained and employed 120 such people.

3. Recently, few leading hotels in Mumbai have partnered with Youth Career Initiative (YCI) to provide career training programs for youths from underprivileged section of the society. The classified hotel industry in India is also supporting Ministry of Tourism's ambitious program 'Hunar se Rozgar Tak', to impart skill development to underprivileged youth.

1. The Orchid, flagship hotel of the Company has adopted following initiatives:

A. the Orchid Hotel in Mumbai has adopted and maintained gardens for the purpose of beautification of the city and for overall improvement of the environment. It has also celebrated World Environment Week and distributed more than 2500 packets of vermi compost and basil seed packs and spread the message of the need to combat global warming, the importance of planting trees and managing solid waste. Also, interesting documentaries on wildlife were screened and several fun eco games were organized for the kids.

B. Municipal Corporation of Mumbai in association with The Orchid has started the 'Nirmalya Project' wherein Nirmalya (waste) generated during the Ganesh festival is collected, segregated and converted into valuable vermi compost to ensure that the Nirmalya is not dumped.

C. To celebrate World Sparrow Day on March 20th, every year it converts old plastic cans into nest boxes and conserve the sparrows. These boxes are also gifted to employees and guests to protect the sparrows at larger scale. The Green Team members of Orchid hotel conduct a silent rally every year before Diwali festival to urge the public to not burn crackers by which air pollution and noise pollution can be reduced.

D. As a CSR initiative, every year Hotel Orchid invites more than 300 students from schools and colleges to have a glimpse of its premises to educate and spread awareness

about different measures adopted for energy efficiency, water conservation and preservation, water saving measures, solid waste management and other environmental practices. It also observes 'Earth Hour', by switching off non essential lights of the hotel.

E. Hotel Orchid is proud about its recruitment policy by providing employment opportunity to the Physically challenged people.

2. Shangri-La's – Eros Hotel, New Delhi's CSR policy includes regular contributions, such as Earth Day, which is celebrated four times a year and continuous participation in the Cancer Support Walk. For the past ten years, employees have generously donated books and clothes to poor children every year. Proper measures are taken towards a green and eco-friendly hotel by keeping a card on bed that asks guests to let the staff know if they would want their bed linen not to be changed every day so as to conserve resources. Biodegradable material is used for packing the bathroom amenities and switch off lights whenever it is possible. In an initiative to conserve electricity, hotel use solar panels to heat water and a treatment plant has been installed that allows recycling of wastewater from the kitchen and laundry for gardening and flushing. To save the electric power, this hotel has setup of automatic turn off of lights in public washrooms after exiting. This hotel also uses an organic waste converter to convert kitchen waste into manure, which is then used in the gardens and eco-friendly fuels are used to generate electricity and water.

Findings:

Hotel industry basically provides food and stay facilities to the needy people, which enhances and encourages services towards the society. Hotels are second home to the travelers which are trying to give comfortable feel of home for tourists. This research paper found the significance of social responsibility of hotel industry in India. Before government made CSR as mandatory, the hotels were contributing for the welfare of their employees, their children and other stakeholders of the society. With the help of this paper researcher have found that no doubt chain hotels in India have earned reputation and excess profits, but at the same time they have realized their duty towards the environment and people whose standard of living is below average. Many of the hotels have given priority for upliftment of disabled and while other hotels treat education as their primary objective. Thus, each and every hotel in India is contributing for the sustainable development of the country.

Suggestions:

After going through the literature related to CSR, researcher would like to suggest that contribution for CSR is really great decision by Government of India and Companies Act 2013. Even Indian mythology states the same thing that rich should help to poor and needy. CSR also follows the same concept of donation/contribution by industries for the betterment of society as a whole. All the industrialists should adopt CSR practices without the force of government by which maximum benefits can be provided.

Conclusion:

Busy schedule of people and migration to other places, have increased the

significance of hotels. In order to fulfill the customer needs, hotels are incorporating innovation and technology to the maximum by which they are earning good profits and are voluntarily helping for the growth of the mankind by contributing to CSR. At present hotel industry has accepted CSR as one of the routine activities. It is not a waste investment by hospitality industry because it focuses on fuller utilization of available resources by which effect on environment and society can be minimized and can create a positive image of the industry among public. At this juncture CSR is brining sustainable development and effective growth of all levels of people and country in total. It is also observed that there is a need to create awareness about CSR among companies as well as among general public to reap the benefits from the same.

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Role and Contribution of Bank of Maharashtra in the Development of Primary Sector

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Abstract:

Government of India started Priority sector loan scheme. All Commercial banks granting to 40% of their total loans to borrowers to priority sectors as per RBI norms Priority means to give preference and advantages to Priority sector loans scheme is a policy of supplying a describe segment of bank loan to the important part of the economy. Small scale industries, cottage sector, tiny sector, export sector and other firm are included in Priority sector. This paper provides a path to know the role and contribution of priority sector loans of Bank of Maharashtra. The research has based on secondary information related to above topic. The information composed is realized by using tables and examination was done by using percentage, analysis and statistical instrument is used.

Keywords: Priority Sector advances, Targets Achieved, Issues, Strategies

Introduction:

Bank is a monetary organization that carry out various activity like received deposits, providing loans and advances thus helps in agriculture sector and rural growth area. In the economic growth of the country Bank plays a necessary role. No country can have a healthful economy, without an impression and efficient banking system. It is compulsory to motivate people to deposit their excess savings with the banks. For productive investments these savings are used for providing loans and advance to the various sectors to making. Bank attaches those who have capital with those who need capital it is the most significant role of a bank. India is emerging economic immense and also the world's largest independent democracy India's banking system has several notable achievements by past 30 years. This is one of the most important reasons of India's growth procedure. According to joint report construct by KPMG-federation of Indian Industry, Indian banking sector is balance to become 5th largest by 2020. The report besides states that bank credit is expected to expand at a combination annual growth rate of 17 % in coming years. Afterward economic there has been an important effect on the banking company through liberalization and globalization.

Priority sector loan scheme is a providing identifies part of bank loans to the important sections of the economy. It includes small scale industries, agriculture, tiny industry cottage industry, export sector and other firms. The RBI was first to take action on priority sector loan plan in India. The Reserve bank of India implemented priority sector loans program has since 1947. Agriculture sector, indirect agricultural loans, small

