

CORPORATE SOCIAL RESPONSIBILITY OF BHEL IN TIRUCHIRAPPALLI DISTRICT

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Abstract: Corporate social responsibility is one of the responsibility concept in all over the developed business enterprises. Now-a-days the government of India regulate the business aspect to contribute some of the CSR activities in all over the country. It is divided into the Navaratna status companies and Navaratna status companies. In this type of business forums to full fill the CSR activity throughout underdeveloped villages. In Bharat Heavy Electrical Limited (BHEL) is one of the famous business venture in Tiruchirappalli district, it is contributed some of the csr activities between these district people. In particularly in this company to provide village well wisher activities and running schools, hospitals, and other service sectors to very successfully running under the CSR activities in Tiruchirappalli district. In this paper will explain the corporate social responsibility of BHEL in Tiruchirappalli district.

Keywords: CSR, Navaratna status, Maharatna status, Karmayog Rating, Social Responsibility, CSR Policy Statement

Introduction

Corporate social responsibility is a reality of recent decades. It is the commitment to improve community wellbeing through discretionary business practices and contributions of corporate resources. It is a form of corporate self-regulation integrated into a business model. It is also called corporate citizenship, corporate philanthropy, corporate giving, corporate community involvement, community relations, community affairs, community development, corporate responsibility, global citizenship and corporate social marketing. It is the continuing commitment business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society. It represents one of the pillars of an organization's business excellence and is a concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment.

Research relating to the corporate social responsibility is one of the emerging aspects, which help to understand the commitment of corporate sector towards the society. Public sector undertakings are more responsible to render services to the society because they are established by the public money. BHEL is one of the leading public sector undertakings, which commenced its plant in Tiruchirappalli in 1964. BHEL in Tiruchirappalli is one of the

landmarks of Tiruchirappalli, which provides huge employment, assists ancillary industries and is contributing to the progress of the society through corporate social responsibility initiatives. Hence, this research would be very useful and relevant to measure the performance of corporate social responsibility activities of BHEL and its effectiveness.

Objective

1. To derive an overview of corporate social responsibility in general.
2. To examine the trend and progress of corporate social responsibility by central public sector enterprises with respect to Maharatna and Navaratna companies.
3. To measure the performance of corporate social responsibility by BHEL.

Review of Literature

Corporate social responsibility is an important business strategy because, wherever possible consumers want to buy products from companies they trust; Suppliers want to form business partnerships with companies they can rely on; Employees want to work for companies they respect and Non Government Organizations, increasingly want to work together with companies seeking feasible solutions and innovations in areas of common concern. Corporations should consider three dimensions of corporate social responsibility for running successfully in their competitive world.¹ This part deals with the general studies related to the corporate social responsibility and its implementation.

S. No.	Author & Year	Focused Area	Results Found
1.	Alexander Dahlsrud. (2008)	Developed five dimensions of the corporate social responsibility through a content analysis	Corporate social responsibility is socially constructed in a specific context
2.	Anupam Sharma and Ravi Kiran. (2013)	Changing developments of corporate social responsibility practices	Implicit and explicit corporate social responsibility factors should be considered for a holistic approach
3.	Anupama Mohan. (2001)	Current practice of both indigenous and foreign businesses in India in order to examine the trends of corporate citizenship	The traditional philanthropy or merchant charity of business in India has changed over time to become social responsibility of business and corporate citizenship

¹ Mohammed Belal Uddin, Md. Riad Hssan and Kazi Md. Tarique. (2008). Three Dimensional Aspects of Corporate Social Responsibility. Daffodil International University Journal of Business and Economics, Vol. 3, No. 1, pp 199-212.

4.	Archie B. Carroll. (1999)	Evolution of the corporate social responsibility construct beginning in the 1950s	Corporate social responsibility concept will remain as an essential part of business language and practice
5.	Ariane Berthoin Antal and Andre Sobezak. (2007)	How the cultural, socio-economic, and legal traditions influence the corporate social responsibility	Because of global influences such as the international academic discourse, the international practices of multinational companies, non government organizations and trade unions and initiatives of supranational organizations
6.	Arno Kourula and Minna Halme. (2008)	Different corporate responsibility actions into three types of philanthropy, corporate responsibility integration and corporate responsibility innovation	Develop and improve indicators for business and societal outcomes
7.	Arun Maira. (2013)	Mandatory expenditure of two percent of profit to corporate social responsibility	Several formats for reporting the impact of businesses have been developed
8.	Chetan D. Lakhani. (2011)	Leading corporations across the world promoting their brands of corporate image	Education, health and the environment are the top priorities and they will continue
9.	Chong Wei Nurn and Gilbert Tan. (2010)	How corporate social responsibility leads to the tangible benefits	Attracting better employees, reduced turnover rate, greater efficiency and reduced operating
10.	David A Waldman, Mary Sully de Luque, Nathan Washburn, and Robert J House. (2006)	Cultural and leadership variables associated with corporate social responsibility	Cultural dimension of institutional collectivism and power distance predict social responsibility values on the part of top management team members

Methodology

The present research study is quantitative in nature by using secondary data, which are collected mainly from the published reports of the concerned authorities. The relevance and originality of the data lie with the responsible agencies. Secondary data relating to BHEL, Tiruchirappalli unit has been collected with the help of Right to Information Act 2005.

Maharatna Status

In 2009 the government established the Maharatna status, which raises a company's investment ceiling from Rs. 1,000 crores to Rs. 5,000 crores. The Maharatna firms would now be free to decide on investments up to 15 percent of their net worth in a project. In order

to qualify as a Maharatna, a company must have, three years with an annual net profit of over Rs. 5000 crores, Net worth of Rs. 15,000 crores and turnover of Rs. 25,000 crores.

Navratna Status

The Navratna status is offered to central public sector enterprises, which gives a company enhanced financial and operational autonomy and empowers it to invest up to Rs. 1000 crores or 15 percent of their net worth on a single project without seeking government approval. In a year, these companies can spend up to 30 percent of their net worth not exceeding Rs. 1000 crores.

Karmayog Rating

Karmayog is an organization based out of Mumbai, India. It has evolved as an internet platform for non-profits and supporters to inform others about themselves and their needs and offers. The Karmayog corporate social responsibility ratings of Indian companies were undertaken to explore and understand the role that corporate are playing and can play in finding meaningful solutions to the problems facing India today.

Social Responsibility

Social responsibility is an ethical framework which suggests that an entity, be it an organization or individual, has an obligation to act for the benefit of society. It pertains not only to business organizations but also to everyone whose action impacts the environment.

Table No. 1
The World's Best Companies for CSR 2013

S.No.	Company Name	CSR Rep Trak Score	Category
1.	Microsoft	72.97	I
2.	The Walt Disney Company	72.83	
3.	Google	72.71	
4.	BMW	72.14	
5.	Daimler (Mercedes-Benz)	70.65	
6.	Sony	69.49	II
7.	Intel	69.32	
8.	Volkswagen	69.29	
9.	Apple	69.21	
10.	Nestle	69.00	
11.	Lego Group	68.77	III
12.	Rolex	68.45	
13.	Canon	68.02	
14.	Kellogg Company	67.90	IV
15.	Johnson & Johnson	67.80	
16.	Colgate-Palmolive	67.62	
17.	DANONE	67.25	

18.	IBM	67.09	V
19.	Philips Electronics	67.03	
20.	Honda Motor	67.03	
21.	Toyota	66.96	
22.	Adidas Group	66.90	
23.	Michelin	66.75	
24.	L'Oreal	66.66	
25.	Hewlett-Packard	66.51	
26.	Samsung Electronics	66.50	
27.	The Coca-Cola Company	66.43	
28.	Amazon.com	66.26	
29.	Procter & Gamble	66.16	
30.	Ferrero	66.15	

Table No. 2
Maharatna companies and their corporate social responsibility spent during the years
2009-10 to 2013-14

(Rs. in Crores)

S.No	Maharatna Companies	Year	Gross Turn over	Profit After Tax	CSR Spending	Percentage to PAT
1.	Coal India Limited	2009-10	25794	9622	43.81	0.46
2.		2010-11	33305	10867	262.28	2.41
3.		2011-12	40441	14788	553.33	3.74
4.		2013-14	48461	17356	595.74	3.43
5.		2014-15	42392	15112	409.37	2.71
6.	Indian Oil Corporation Limited	2009-10	271095	10221	37.69	0.37
7.		2010-11	328652	7445	131.11	1.76
8.		2011-12	373926	3955	95.60	2.42
9.		2012-13	414909	5005	78.97	1.58
10.		2013-14	457553	7019	81.91	1.17
11.	National Thermal Power Corporation Limited	2009-10	46450	8728	16.74	0.19
12.		2010-11	55063	9103	72.37	0.79
13.		2011-12	62052	9224	45.52	0.49
14.		2012-13	65674	12619	69.24	0.55
15.		2013-14	72019	10975	109.77	1.00
16.	Oil and Natural Gas Corporation Limited	2009-10	61983	16768	322.52	1.92
17.		2010-11	68649	18924	335.35	1.77
18.		2011-12	76887	25123	378.48	1.51
19.		2012-13	83309	20926	261.57	1.25
20.		2013-14	84203	22095	341.25	1.54
21.	Steel Authority of India Limited	2009-10	43935	6754	80.00	1.18
22.		2010-11	47041	4905	94.00	1.92
23.		2011-12	50348	3543	64.00	1.81
24.		2012-13	49350	2170	42.00	1.94
25.		2013-14	51866	2616	40.00	1.53
26.	Gail India	2009-10	24996	3140	55.91	1.78

27.	Limited	2010-11	32459	3561	59.90	1.68
28.		2011-12	40281	3654	82.77	2.27
29.		2012-13	47333	4022	92.00	2.29
30.		2013-14	57245	4375	91.00	2.08
31.	Bharat Heavy Electricals Limited	2009-10	34154	4311	4.01	0.09
32.		2010-11	43337	6011	21.55	0.36
33.		2011-12	49510	7040	36.47	0.52
34.		2012-13	50156	6615	37.96	0.57
35.		2013-14	40338	3461	46.54	1.35

Source: annual report 2009-10 to 2013-2014

Table No. 3

Navratna Companies and their corporate social responsibility spent during the years 2009-10 to 2013-14

(Rs. in Crores)

S.No	Navratna Companies	Year	Gross Turn over	Profit After Tax	CSR Spending	Percentage to PAT
1.	Bharat Electronics Limited	2009-10	5219	721	2.59	0.36
2.		2010-11	5529	862	2.08	0.24
3.		2011-12	5704	829	2.36	0.29
4.		2012-13	6012	889	4.21	0.47
5.		2013-14	6174	932	10.55	1.13
6.	Bharat Petroleum Corporation Limited	2009-10	127884	1538	14.72	0.96
7.		2010-11	154886	1547	22.00	1.42
8.		2011-12	203866	1311	7.73	0.59
9.		2012-13	229796	2643	17.88	0.68
10.		2013-14	253492	4061	34.38	0.85
11.	Container Corporation of India Limited	2009-10	3886	787	-	-
12.		2010-11	4032	876	2.93	0.34
13.		2011-12	4377	878	2.18	0.25
14.		2012-13	4743	940	4.38	0.47
15.		2013-14	5356	985	10.38	1.05
16.	Engineers India Limited	2009-10	1994	435	6.88	1.58
17.		2010-11	2823	522	8.70	1.67
18.		2011-12	3699	636	15.36	2.42
19.		2012-13	2506	628	5.97	0.95
20.		2013-14	1824	479	6.48	1.35
21.	Hindustan Aeronautical Limited	2009-10	13489	1967	No specific allocation for CSR	
22.		2010-11	16451	2114	1.79	0.09
23.		2011-12	12693	2539	5.81	0.23
24.		2012-13	14202	2997	11.01	0.37
25.		2013-14	15867	2692	9.19	0.34
26.	Hindustan Petroleum Corporation Limited	2009-10	114889	1301	15.00	1.15
27.		2010-11	142396	1539	15.00	0.98
28.		2011-12	188131	911	30.78	3.38
29.		2012-13	215666	905	21.76	2.40
30.		2013-14	232188	1734	23.74	1.37
31.	Mahanagar Telephone Nigam Limited	2009-10	36561	2611	Since MTNL is in losses, no specific allotment is made under CSR Head	
32.		2010-11	36739	2802		
33.		2011-12	33732	4109		
34.		2012-13	34287	5321		
35.		2013-14	33917	7825		
36.	National	2009-10	5311	814	12.72	1.56

37.	Aluminum Company Limited	2010-11	6370	1069	26.77	2.50
38.		2011-12	6500	850	34.22	4.30
39.		2012-13	7247	593	30.09	5.23
40.		2013-14	7024	642	29.00	4.52
41.	National Building Construction Corporation Limited	2009-10	2982	116	1.65	1.42
42.		2010-11	3127	140	1.72	1.23
43.		2011-12	3429	190	2.21	1.16
44.		2012-13	3187	207	1.83	0.88
45.		2013-14	4009	247	5.75	2.33
46.	National Mineral Development Corporation Limited	2009-10	6239	3447	80.00	2.32
47.		2010-11	11369	6499	81.56	1.26
48.		2011-12	11262	7265	80.13	1.10
49.		2012-13	10704	6342	72.38	1.14
50.		2013-14	12058	6420	152.85	2.38
51.	Neyveli Lignite Corporation Limited	2009-10	4121	1247	5.90	0.47
52.		2010-11	4296	1298	12.47	0.46
53.		2011-12	4867	1411	13.00	0.92
54.		2012-13	5590	1460	14.26	0.98
55.		2013-14	5967	1502	26.30	1.75
56.	Oil Limited India	2009-10	8860	2611	20.00	0.77
57.		2010-11	9194	2888	25.00	0.87
58.		2011-12	11309	3447	50.00	1.45
59.		2012-13	9948	3589	49.63	1.38
60.		2013-14	9613	2981	43.90	1.47
61.	Power Finance Corporation Limited	2009-10	8077	2357	-	-
62.		2010-11	10161	2620	11.89	0.45
63.		2011-12	13037	3032	13.24	0.44
64.		2012-13	17272	4420	16.30	0.37
65.		2013-14	21537	5418	63.23	1.17
66.	Power Grid Corporation of India Limited	2009-10	7504	2041	12.67	0.62
67.		2010-11	9099	2697	20.41	0.76
68.		2011-12	10785	3255	24.93	0.77
69.		2012-13	13329	4235	21.84	0.52
70.		2013-14	15721	4497	21.66	0.48
71.	Rashtriya Ispat Nigam Limited	2009-10	10765	797	12.75	1.60
72.		2010-11	11616	658	15.40	2.34
73.		2011-12	14570	751	12.00	1.60
74.		2012-13	13565	353	15.99	4.53
75.		2013-14	13431	366	20.31	5.55
76.	Rural Electrification Corporation Limited	2009-10	6708	2001	3.18	0.16
77.		2010-11	8495	2569	5.00	0.20
78.		2011-12	10509	2817	12.85	0.46
79.		2012-13	13599	3818	14.19	0.37
80.		2013-14	17121	4684	38.18	0.82
81.	The Shipping Corporation of India Limited	2009-10	3896	377	9.41	2.50
82.		2010-11	4020	567	3.77	0.67
83.		2011-12	4500	-428	5.84	1.36
84.		2012-13	4496	-114	3.12	2.74
85.		2013-14	4539	-275	1.24	0.45

Source: Annual Report 2009-10 to 2013-14

In the year 2012-13, gross turnover amounted to Rs. 4539 crores of which profit after tax was Rs. -275 crores. Rs. 1.24 crores was spent for corporate social responsibility

activities, which shows 0.45 percent of profit after tax.

Providing financial and other assistance to students who belong to socially weaker sections supporting efforts for community health in slums and area inhabited by weaker sections supporting the programmes and efforts for environment protection and enhancement promoting, encouraging and supporting the social and cultural heritage and traditions of our society taking proactive measures for the well being of society, as per needs are the activities undertaken.

Central public sector enterprises are playing a major role in the field of socio economic development of the country with some as employment generation as well as industrial employment. Both Maharatna and Navaratna companies are significantly known through their efficiency. These companies are contributing funds to the corporate social responsibility activities liberally and concentrating on key area in corporate social responsibility according to the needs of the local conditions. This chapter discusses the central public sector enterprises, eligibility or criteria for granting Ratna status, top public sector undertakings' spending on corporate social responsibility, and Maharatna companies and Navratna companies.

History of Bharath Heavy Electricals Limited

BHEL was one of the largest engineering and manufacturing enterprises in India. It was one of the leading international companies in the field of power equipment measures. BHEL owned by government of India is a power plant equipment manufacturer and operates as engineering and manufacturing company based in New Delhi, India. The planning board felt the requirement for electrical machinery in India in the year 1947. In the year 1948, J.C. Ghosh was the first to set up heavy electrical generating equipment factory. In January 1955, S.A Gadkary committee restated the need for heavy electrical factory. In the year 1956, Heavy Electrical private limited was incorporated which was later renamed as Heavy Electrical (India) Limited.²

The first plant of BHEL was set up at Bhopal in 1956. In November 1964, three more BHEL were established and plants at Haridwar, Hyderabad and Tiruchirappalli were set up. The unique speciality of BHEL was that it had a well-recognized track record of performance making profits continuously since 1971-72 and paying dividends since 1976-77. BHEL has added to its high pressure boiler plant, a seamless steel tube plant at

² [www.history of bhel](http://www.historyofbhel.com)

Tiruchirappalli, boiler auxiliaries' plant at Ranipet in the state of Tamil Nadu, a piping centre at Chennai in Tamil Nadu and an industrial valve plant at Goindwal in the northern state of Punjab.

Corporate Social Responsibility policy in BHEL

Corporate social responsibility in BHEL is a continuing commitment to behave ethically and contribute to harmonious and sustainable development of society and planet through business, while improving the quality of life of the community and the society. Corporate social responsibility is therefore the organization's commitment to operate in an economically, socially and environmentally sustainable manner while recognizing the interest of its stakeholders.³

CSR Policy Statement

BHEL, a global engineering enterprise providing solutions for a better tomorrow is committed towards holistic welfare of the society by undertaking corporate social responsibility activities within the ambit of schedule-VII of the companies Act 2013 as amended from time to time. However thrust areas for corporate social responsibility activities will be:

Inclusive India: Mitigation of hunger and poverty through livelihood promotion or augmenting income generation, imparting vocational skills

Healthy India: Promoting health care and sports

Clean India: Sanitation and making available safe drinking water, cleaning and preserving the rivers, clean toilets in schools especially for girls

Educated India: Promoting education with thrust on informal education to reduce dropouts at primary school level, value education and digital education

Responsible India: Women Empowerment, setting up old age homes, day care centres and such other facilities for senior citizens, rural development projects and slum development projects

Green India: Ensuring environmental suitability with emphasis on projects based on solar energy

Heritage India: Protection of national heritage, art and culture

³ Bharat heavy electrical limited, new delhi (december,2014)corporate social responsibility csr policy

Table No. 4
Completed CSR Projects of BHEL

S.No	Thrust Area	Coordinating BHEL Unit/ Region Division	Sanctioned Amount in Rs. Lakhs
1.	Community Development	Bhopal	13.58
2.		HERP, Varanasi	37.94
3.		PSER, Kolkata	145.00
Total			196.52
4.	Education	HPBP Trichy	17.00
5.		HPBP Trichy	200.00
6.		ISH Bangalore	104.62
7.		PEM, Noida	28.33
8.		PEM Noida	17.31
9.		PSER Kolkata	34.00
10.		SSBG Noida	32.69
11.		SSBG Noida	16.59
12.		R&D Hyderabad	7.44
Total			457.98
13.	Environment Protection	HPBP, Trichy	107.20
14.		HPBP, Trichy	20.00
Total			127.20
15.	Health Management	EMRP, Mumbai	336.81
16.		Jhansi	35.50
17.		PSER Kolkata	100.00
18.		PSNR, New Delhi	59.42
19.		PSSR, Chennai.	50.00
20.		TBG, New Delhi	72.00
Total			653.73
21.	Infrastructure Development	PSSR Chennai	19.00
Total			19.00
22.	Vocational Training	Jhansi	5.00
23.		Jhansi	4.00
24.		PEM Noida	5.97
25.		Jhansi	4.30
26.		Jhansi	5.70
Total			24.97

Source: www.bhel csr thrust area, bhel hr department

Suggestions

- Corporate social responsibility is one of the vibrant parts of the corporate sector in the 20th century which is not only giving back to the society but also it lies with building the reputation of the corporate sectors. Therefore, corporate social responsibility becomes

popular in the recent corporate filed which is also considered as a mandatory mechanism as per the new companies Act 2013.

- The present study attempts to understand the basic concept of the corporate social responsibility with respect to its historical perspectives, in the Indian environment.
- This study appeals to business enterprises to contribute something to the stakeholders in the form of business responsibility. With the impact of new economic policy in India, corporate sector transforms the existing business ethics practices into corporate social responsibility.
- Government has given a restriction to implement the corporate social responsibility by corporate sectors through its legal amendments in companies Act and then it is treated as mandatory provisions of the corporate social responsibility by corporate sectors through its legal amendments in companies Act and then it is treated as mandatory provisions of the corporate sectors.
- With these aspects, every company is responsible to concentrate on corporate social responsibility.
- In India, central public sector undertakings are maintaining their own provisions regarding corporate social responsibility of which BHEL is one of the leading central public sector undertakings, which spends adequate amount to its corporate social responsibility activities.
- As for BHEL, it has achieved and contributed significantly to the society. But in the real sense, there is a need of more concentration in their adopted areas.
- As for BHEL, Tiruchirappalli unit corporate social responsibility activities are successfully implemented but when compared to its profitability, the amount spent for corporate social responsibility is not sufficient.
- In donating the equipment to the society, there is a need of wealth creation through corporate social responsibility, which is an emerging need of the society, which will make a sustainable growth in their targeted area.

Conclusion

In the early period, business was restricted with a particular community, which was treated as a traditional occupation and it became a service-oriented activity with reasonable margin. People believe in the businesses that are truly rendering services at an affordable price and business men also trust the value of money which is paid by the people. Concept of the business ethics had been slowly reducing its identity in the business activities. Again,

the attitude of the business men from profitability to sustainability is remaining evolved. Hence, they realize that sustainability is more valuable than profitability. Therefore, this study concludes that the performance of BHEL with respect to corporate social responsibility is significant on the whole. With respect to the particular unit of BHEL, Tiruchirappalli, its corporate social responsibility activities are more in the fields of infrastructure facilities to educational institutions, community development, skill development, sports activities, women empowerment and health care activities. Efficiency of the corporate social responsibility activities of the BHEL, Tiruchirappalli unit during the study period is significantly good but there should be a detailed evaluation study to measure the outreach of corporate social responsibility activities. Therefore, BHEL should take necessary steps to assess the effectiveness of corporate social responsibility in a systematic manner and that is recommended through this research study.

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