

# A Study on Challenges Faced By CSR Company Employees Work From Home During Lockdown

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## ABSTRACT

The Companies Act, 1956 is replaced with The Companies Act, 2013 and 'corporate social responsibilities' (CSR) has been made mandatory for a particular class of companies. There has to be an all-inclusive growth of the society with the growth of the companies. In this article, we offer some initial examination on how Covid-19 pandemic can influence the developments of CSR and marketing. We argue that Covid-19 pandemic offers a great opportunity for businesses to shift towards more genuine and authentic CSR and contribute to address urgent global social and environmental challenges. We also discuss some potential directions of how consumer ethical decision making will be shifted to due to the pandemic. In our discussion of marketing, we outline how we believe marketing is being affected by this pandemic and how we think this will change, not only the context of marketing, but how organizations approach their strategic marketing efforts. We end the paper with a identifying a number of potentially fruitful research themes and directions.

**Keywords:** Covid-19, Corporate social responsibility, Marketing, Consumer ethical decision making, Marketing philosophy, Business ethics

## 1. INTRODUCTION:

The importance of CSR emerged significantly in the last decade. Over the time, CSR expanded to include both economic and social interests. Along with this it also broadened to cover economic as well as social interests. Companies have become more transparent in accounting and display public reporting due to pressures from various stakeholders. It is possible for companies to behave in the desired ethical and responsible manner towards consumers, employees, communities, stakeholders and environment. They have started incorporating their CSR initiative in their annual reports. CSR is an entry point for understanding a number of firm-related and societal issues and responding to them in a firm 's business strategy. However, there is a universal and prominent view on protecting the environment and stakeholders' interests. We do know is that the world has changed. Like other global events with planet-wide impact, Covid-19 could potentially change how we see the world, the ways in which we think, and how we conduct our lives.

### 1.1. CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY:

The word responsibility implies that business organization has some kind of obligation towards the society in which they function to deal with social problems and contribute more than just economic services. Corporate social responsibility means conducting business in an ethical way and in the interests of the wider community and responding positively to emerging societal priorities and expectations. It is a willingness to act ahead of regulatory confrontation and balancing shareholder interests against the interests of the wider community for becoming a good citizen.

### 1.2. ISSUES OF CSR

- The Shrinking Role of Government
- Demands For Greater Disclosure
- Increased Customer Interest
- Growing Investor Pressure
- Competitive Labour Markets
- Supplier Relations

**1.3. CHALLENGES OF CSR**

- Lack of Community Participation in CSR Activities
- Need to Build Local Capacities
- Issues of Transparency
- Non-availability of Well Organized Non-Governmental Organizations
- Visibility Factor
- Narrow Perception towards CSR Initiatives
- Non-availability of Clear CSR Guidelines
- Lack of Consensus on Implementing CSR Issues

**2. REVIEW OF LITERATURE:****How companies can maintain employee mental health in the time of Covid-19: June 13, 2020**

Corporates have always had a critical role to play in India's development and progress. In these testing times of the Covid-19 pandemic and the resulting lockdown, the contribution of corporates has become even more invaluable if we are to bounce back stronger as a nation. However, organisations are now having to deal with an entirely new spectrum of issues, much of it having to do with the mental health of their employees. Unfortunately, isolation from society, the inflow of bleak coronavirus-related information, the fear of contracting Covid-19, the looming economic recession.

**3. METHODOLOGY****SPECIFIC OBJECTIVES:**

- To study the CSR status in India.
- To understand the meaning and various models of CSR.
- To study the policies governing CSR in India.
- To study the issues & challenges faced by CSR in India.
- To make suggestions for accelerating CSR initiatives.

**RESEARCH DESIGN: DESCRIPTIVE RESEARCH DESIGN**

**SAMPLING DESIGN:** Non-Probability Sampling Method (Convenience Sampling)

**SAMPLING SIZE:**25

**SAMPLING CRITERIA:**

The data will be collected from the corporate employee in Chennai

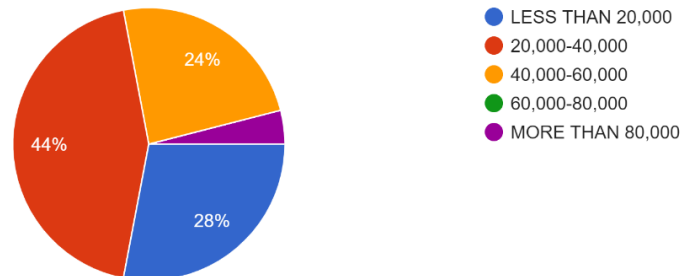
**4. DATA TABLES & ANALYSIS****TABLE:1**

S.NO	INCOME BEFORE LOCKDOWN	FREQUANCY	PERCENTAGE
1	LESS THAN 20,000	7	28
2	20,000-40,000	11	44
3	40,000-60,000	6	24
4	60,000-80,000	0	0
5	MORE THAN 80,000	1	4
	TOTAL	25	100

From the above Table:10 it is clear that the majority of the employee income response belong to 20,000-40,000 during lockdown 44%

**FIG:1**

INCOME BEFORE THE LOCKDOWN  
25 responses



From the above Fig:10 it is clear that the majority of the employee income response belong to 20,000-40,000 before lockdown 44%

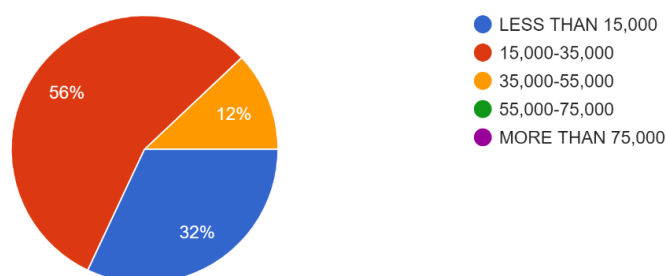
**TABLE:2**

S.NO	INCOME AFTER LOCKDOWN	FREQUENCY	PERCENTAGE
1	LESS THAN 15,000	8	32
2	15,000-35,000	14	56
3	35,000-55,000	3	12
4	55,000-75,000	0	0
5	MORE THAN 75,000	0	0
	TOTAL	25	100

From the above Table 11 it is clear that the majority of the employee income response belong to 15,000-35,000 after lockdown 56%

**FIG:2**

INCOME AFTER THE LOCKDOWN  
25 responses



From the above Fig 11 it is clear that the majority of the employee income response belong to 15,000-35,000 after lockdown 56%

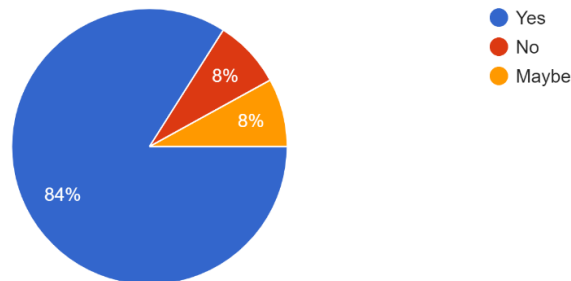
**TABLE:3**

S.NO	DUE TO COVID AFFECTED ECONOMICALLY	FREQUENCY	PERCENTAGE
1	YES	21	84
2	NO	4	8
3	MAY BE	4	8
	TOTAL	25	100

From the above Table 12 it is clear that the majority of the responses affected economically due to covid belong to 84%

**FIG:3**

DUE TO COVID YOU AFFECTED ECONOMICALLY  
25 responses



From the above Fig 12 it is clear that the majority of the responses affected economically due to covid belong to 84%

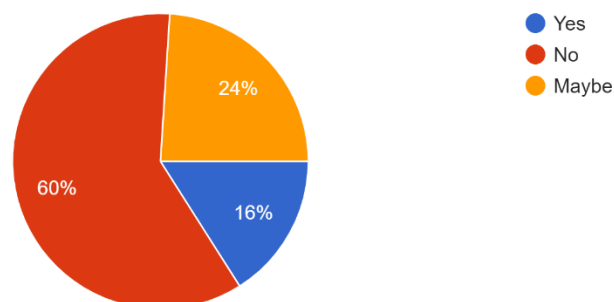
**TABLE:4**

S.NO	DID YOU GOT UNEMPLOYMENT DUE TO COVID	FREQUENCY	PERCENTAGE
1	YES	4	16
2	NO	15	60
3	MAYBE	6	24
	TOTAL	25	100

From the above Table 13 it is clear that the majority of the response Not got unemployment due to covid belong 60%

**FIG:4**

DID YOU GOT UNEMPLOYMENT DUE TO COVID  
25 responses



From the above Fig 13 it is clear that the majority of the response Not got unemployment due to covid belong 60%

## 5. FINDINGS

- The majority of the employee income response belong to 20,000-40,000 during lockdown 44%
- The majority of the employee income response belong to 15,000-35,000 after lockdown 56%
- The majority of the responses affected economically due to covid belong to 84%
- The majority of the response Not got unemployment due to covid belong 60%
- The majority of the response have Not spent time for them belong to 56%
- The majority of the employee emotionally feels stress after working more time belong to 52%
- The majority of the response had heavy work in this pandemic belong to 48%
- The majority response belongs to 40% of CSR company have introduced new policies during lockdown



### SUGGESTIONS:

- Companies can set a network of activities to be taken up in a consortium to tackle major environmental issues.
- It would also provide an opportunity to learn from each other. Everyone in the organization needs to recognize their own role in promoting CSR. Companies should provide wider professional development activities.
- Training, conferences and seminars could be organized by companies to disseminate and generate new knowledge and information in this sector.
- A strong budgetary support would definitely help to grow this sector and research related to respective industry would enhance their organization 's contribution further.
- Government regulations which are supporting in this direction could attract more response from organizations. All this would also lead to benchmark CSR activities.
- Companies need to involve their stakeholders in order to build meaningful and long-term partnerships which would lead to creating a strong image and brand identity.
- It is also suggested to review existing policies in order to develop more meaningful visions for the companies and broaden their contributions to reach to local communities.

### CONCLUSION:

The concept of corporate social responsibility is now firmly rooted on the global business agenda. But in order to move from theory to concrete action, many obstacles need to be overcome. A key challenge facing business is the need for more reliable indicators of progress in the field of CSR, along with the dissemination of CSR strategies. Transparency and dialogue can help to make a business appear more trustworthy, and push up the standards of other organizations at the same time.

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