

A STUDY ON CORPORATE SOCIAL RESPONSIBILITY OF SINGARENI COLLIERIES COMPANY LIMITED KOTHAGUDEM

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ABSTRACT

Corporate Social Responsibility (CSR) is a developing stage where researchers, practitioners and entrepreneurs are presenting their interest in both theory level and practice level. In the current situation some of the organizations are voluntarily contributing their efforts in terms of service towards the society and the well-being of public. CSR means to give back to society, take part in philanthropic causes, and grant positive social value. According to the Act, certain class of profitable organization is required to spend at least 2 percent of their three year annual average net profit on CSR activities which leads to the development of the society. Corporate Social Responsibility believes that organizations should pursue a deeper purpose beyond simply maximizing profits. The organizations are very much accountable to the society and the public where it operates. The main concern and challenge of Government of India is how to raise standard of living and decrease dissimilarity. To overcome from economic variation and to raise the standard of living government of India time to time introduced new polices, rules and regulation, law, scheme, etc. through which they can achieve their sustainable development goal. The main objective is to introduce CSR law in companies' act 2013 is for sustainable development of society. The new CSR provision and its proper implementation can take India toward next level of development. Introduction of CSR provision in the Companies Act 2013 in India is a clear indication of the significance of CSR in present scenario; it will certainly engage companies to seriously contemplate social responsibility. The present study is done in Singareni Collieries Company Limited Kothagudem (SCCL). This study is related to CSR activities undertaken by SCCL; it is based on primary and secondary data. For this purpose the researcher has taken 195 respondents to collect the opinions of employees of SCCL and beneficiaries of the society where CSR is implemented by the SCCL.

KEYWORDS: Corporate Social Responsibility, sustainable development, SCCL, Accountability