



## **AN IMPACT OF CSR ACTIVITIES AT SHANTHI GEAR LIMITED AT COIMBATORE CITY**

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### **ABSTRACT**

Corporate Social Responsibility (CSR) has become an integral part of business strategy for organizations striving to make a positive social and environmental impact. This study focuses on evaluating the impact of CSR initiatives undertaken by Shanthi Gears Limited, a prominent gear manufacturing company based in Coimbatore City. The research explores the various CSR programs implemented by the company, including initiatives in education, health, environment, and community development. Through primary and secondary data collection, the study assesses the awareness, effectiveness, and benefits of these activities among local stakeholders, including employees, beneficiaries, and community members. The findings reveal that Shanthi Gears Limited has actively contributed to sustainable development in the region, enhancing its corporate image and strengthening community relations. The study concludes by highlighting the importance of aligning CSR efforts with community needs to achieve long-term social impact and business sustainability.



## 1. INTRODUCTION

Corporate social responsibility entails social and moral responsibility of the businesses towards community and planet at large. Corporate Social Responsibility or CSR of a corporation means obligation to act in a manner, which will serve the best interests of the society and which leads in the direction of positive contributions to human betterment. It means that they are not doing business merely for maximizing their profits or to make their shareholders happy. The CSR policy aims to promote Economic, Social, Environmental and Cultural growth of the public at large in an equitable and sustainable manner. The Goal of the Company is to protect and nourish the interests of all its stakeholders and contribute to sustainable development. Ethics, Values and Transparency will underpin all its interactions within the area in which it operates. All its activities serve social aspirations & needs of the Country and these will be carried out with integrity, honesty, dignity and decorum.

CSR means a business entity through its actions; programmes projects should be responsible and accountable towards society, state or country in which it operates and use resources such as natural or human. An entity should be considered as Corporate Citizen and as a human as Citizen of a Citizen of a country. In the same way a Corporate Citizen is responsible to return back to its society and the country through which it is maximizing its profit.

## 2. LITERATURE OF MAIN CONTENTS

### 2.1 OBJECTIVES OF STUDY

- To study about socio economic background of the respondent.
- To Evaluate the impact of Social Responsibility of Shanthy Gears Limited.
- To Know the disclosure of CSR activities of Shanthy Gears Limited.



## **2.2 SCOPE OF STUDY**

The purpose of the study is to deal with view to analyse the impact of CSR activities of Shanthi Gears Limited with a hypothetical factor providing learning centres for girl children, contribution to the national development.

## **2.3 STATEMENT OF PROBLEM**

A socially responsible company should supersede its main objective of maximizing its shareholder's wealth. It extends its mandate by undertaking social and environmental activities in society within which it carries out its operation through initiatives such as environmental conservations, improving the quality of life of its employees and society.

## **2.4 RESEARCH AND METHODOLOGY**

Research methodology is a way to systematically solve the research problem and is the backbone of the study and is primarily based on the primarily based on primary data collected through questionnaire from the peoples.

## **2.5 COLLECTION OF DATA**

The data was collected through questionnaire.

- The sample size was 100.
- The area of study was Coimbatore.
- Data's used in this study was both primary and secondary data's.

## **3. ANALYSIS AND DISCUSSION**

### **TABLE: 3.1**



**TABLE SHOWING THE AWARE OF CSR ACTIVITIES OF THE RESPONDENTS**

S.NO	ARE YOU AWARE OF CSR ACTIVITIES	NUMBER OF RESPONDENTS	PERCENTAGE
1	Yes	97	97%
2	No	3	3%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

**SOURCE:** Primary Data

**INTERPRETATION:** The above table indicates that 97% of the respondents are aware of CSR Activities and 3% of the respondents are not aware of the CSR Activities.

**INFERENCE:** Majority 97% percentage consume CSR Activities.

**CHART NO: 3.1**

**CHART SHOWING THE AWARE OF CSR ACTIVITIES OF THE RESPONDENTS**



**TABLE: 3.2**

**TABLE SHOWING THE KEY AREA BENEFITED BY CSR INITIATIVES OF THE RESPONDENTS**

S.NO	KEY AREA THAT BENEFITED IN SHANTHI GEAR OF RESPONDENTS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Education and skill development	25	25%
2	Environment sustainability	29	29%
3	Tree plantation drives	22	22%
4	Blood donation camps	15	15%
5	Any other	9	9%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

**SOURCE:** Primary Data

**INTERPRETATION:** From the above table states that 29% of the respondents are benefited in the field of Environment sustainability, 25% of the respondents are benefited in the field of

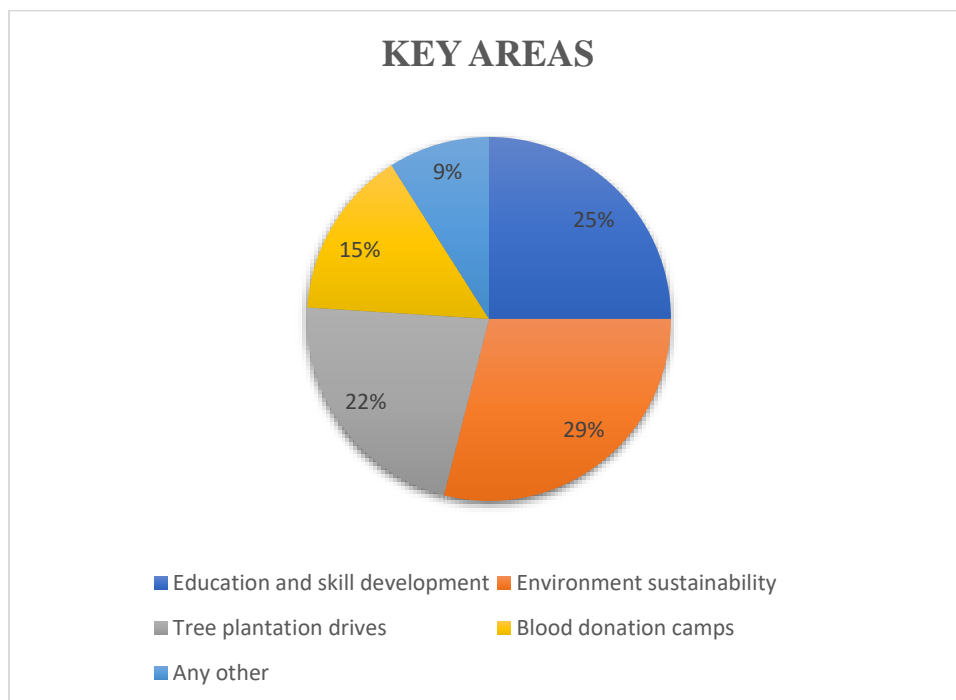


Education and skill development,22% of the respondents are benefited in the field of Tree plantation drives,15% of the respondents are benefited in the field of Blood donation camps,9% of the respondents are benefited in the field of any other.

**INFERENCE:** Majority 29% of the respondents are benefited in the field of Environment sustainability.

**CHART NO: 3.2**

**CHART SHOWING THE KEY AREA BENEFITED BY CSR INITIATIVES OF THE RESPONDENTS**



**RANKING ANALYSIS**

**TABLE SHOWING THE RATING FOR THE SOCIAL ASPECTS OF CSR ACTIVITIES**



CSR ACTIVITY	MOST IMPORTANT (5)	IMPORTANT (4)	NEUTRAL (3)	LEAST IMPORTANT (2)	VERY LEAST IMPORTANT (1)	MEAN SCORE	RANK
Eradicating hunger	50	41	7	1	1	4.38	3
Healthcare	65	30	3	-	2	4.56	1
Childcare development	55	31	12	-	2	4.37	4
Scholarship for students	54	24	17	1	4	3.72	5
Low-price canteen	60	32	3	4	1	4.46	2

**INTERPRETATION:**

The above table depicts about the ranking analysis of social aspects of CSR activities shows that the 4.56 of the respondents are given their first preference for Healthcare facilitates, 4.46 of the respondents followed by Low price canteen as second preference, 4.38 of the respondents next followed by Eradicating hunger at third preference, the fourth preference by the 4.37 of the



respondents is for Childcare development and least preference was given for Scholarship for students.

**CHI – SQUARE ANALYSIS**

**TABLE SHOWING THE RELATIONSHIP BETWEEN GENDER AND TIME RANGE OF PARTICIPATION IN CSR ACTIVITIES**

**HYPOTHESIS:**

- H0 There is no significant relationship between Gender and participation in CSR activities.
- H1 There is significant relationship between Gender and participation in CSR activities.

GENDER	TIME RANGE OF PARTICIPATION IN CSR ACTIVITIES				TOTAL
	FREQUENTLY	OCCASSIONALLY	RARELY	WHENEVER REQUIRED	
MALE	7	21	12	2	42
FEMALE	7	29	15	7	58
TOTAL	14	50	27	9	100

O	E	(O-E)	(O-E) ^2	(O-E) ^ 2/E
7	5.88	1.12	1.2544	0.213333333
7	8.12	-1.12	1.2544	0.154482759
21	21	0	0	0





29	29	0	0	0
12	11.34	0.66	0.4356	0.038413
15	15.66	-0.66	0.4356	0.027816
2	3.78	-1.78	3.1684	0.838201058
7	5.22	1.78	3.1684	0.606921933
<b>TOTAL</b>	<b>100</b>			<b>1.87921933</b>

**Chi – Square Value  $\chi^2 = \sum(O-E)^2/E$**

$$= 1.879$$

**Degree of Freedom = (row – 1) (column – 1)**

$$= (2-1) * (4-1)$$

$$= (1) * (3)$$

$$= 3$$

Significance level = 0.05

**Table Value = 1.879**

X Calculated value > X Tabular value

**INTERPRETATION:**

In the above analysis the calculated value (1.879) is the higher than table value (1.879) at the level of 0.05 significance. Hence there is significant relationship between Gender and time range of participation in CSR activities.



#### 4. CONCLUSION

In conclusion, this study has examined the impact of CSR activities undertaken by Shanthi Gear Ltd. in Coimbatore. A positive correlation between Shanthi Gear CSR initiatives and community perceptions, or that specific CSR activities have yielded measurable improvements in a particular area like education, healthcare, low price canteen, environmental sustainability. My study on focused primarily or community perceptions and didn't assess the long-term financial impact of CSR, or the sample size might limit applicability, the research highlights the importance of strategically designed and implemented CSR activities in contributing to both community well-being and a company's reputation.

Subsequent research could explore the effectiveness of different CSR samples, or investigate the impact of CSR on employee morale and retention within Shanthi Gears. Instead, a comparative study with other companies in the region could provide valuable insights. Consequently, this study contributes to a better understanding of the role and impact of CSR in a local context, specifically within the manufacturing sector in Coimbatore.

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