

"Social Accounting & Reporting By Business Enterprises For Societal Benefits"

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I. Introduction

Traditionally the primary focus of corporate reporting has been on disclosure through corporate annual reports to the shareholders. In recent years, however, the scope of corporate reporting has undergone a remarkable change. It is now widely agreed that a company is a socio-economic entity. Accordingly, a company enters into a legal and a social agreement with the society. The social contract theory states that a company is under an obligation to justify its existence in society in terms of both these agreements. Thus, the accountability of a company in the new regime has two distinct aspects. One is legal and other is social. Importantly, in the new regime, the accountability of a company extends to such other publics as employees, suppliers, customers, government and the society at large. In short, a company is at present accountable for its performance and affairs not only to the shareholders but also to the other stakeholders. In alternative terms, companies are now obliged to serve the additional informational needs of the aforesaid public even though not mandated under the law.

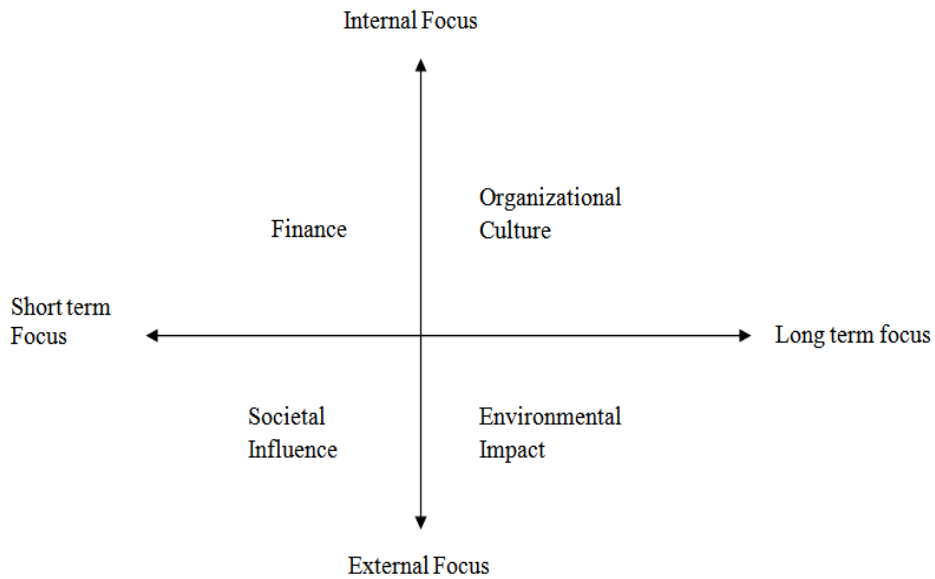
There are many terms that are currently used for reporting of society related activities undertaken by business enterprises such as social audit, social accounting, socio-economic accounting, social responsibility accounting and social reporting, etc. These terms can be used conversely with each other as they seem to be synonymous. In spite of the fact that the terminology is not much important, its use should characterise appropriate and generally accepted conceptual framework. The term 'social audit' has been much utilized yet then also few argue that this is not auditing at all but a frame of social report. CSR activity is difficult to define because of the surroundings uncertainty. It is therefore not easy to be certain about any such activity. There are three basic principles of CSR activity and these are:

Sustainability

One of the three CSR principle- sustainability. This is one factor that is becoming crucial these days. From the very small firm to the large firms, organizations, companies etc. want to have a proper and systematic plan that contributes to CSR, that sustainability plan can give them or at least claim to have such a plan.

Sustainability has become common for the business and society. Hence, the relationship between the businesses or organizations with that of a society has become a debate whether it contributes to the environment positively? Whether it is beneficial for the society? Is stakeholders are affected by this? But sustainability in CSR defines to do the right things, removing all the negatives and incoming all positives. Hence, CSR sustains the resources and helps the society including their health and welfare, protects the environment and enhance the quality of life.

Model of Corporate Sustainability (Aras and Crowther 2007b):



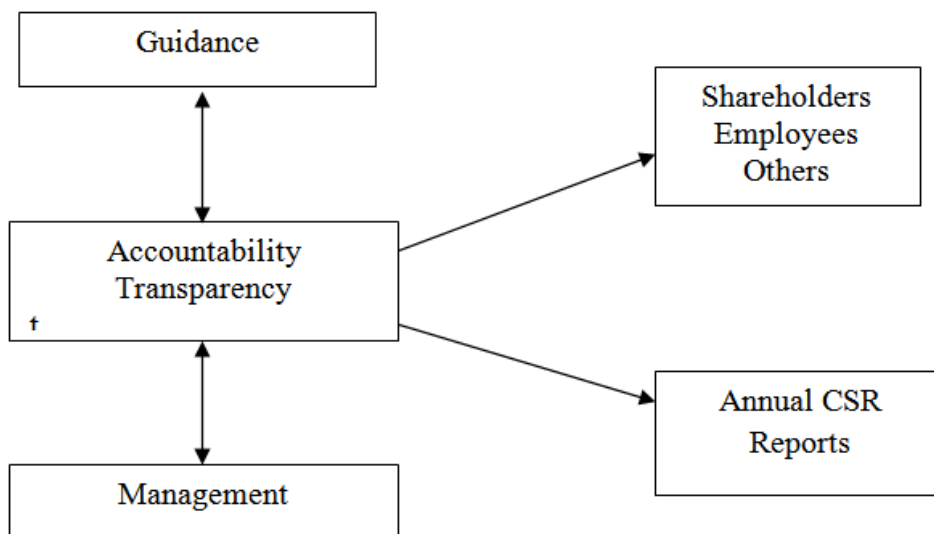
Accountability

Accountability means preparation of accounts. Corporate accountability not only deals financially but in non-financial areas also such as environment, society etc. Financial performance of the company is important but it doesn't states that it is the company's only goal and stakeholders are not involved. Stakeholders such as employees, shareholders and other members also need accountability. Internal and external environment both are affected by their performances done in an organisation. So actions should be appropriate and up to mark. Effective and efficient work to be done for the development. This will benefit the organisation. Accountability is based on some characteristics:

- Knowledge of concerned parties.
- Appropriate information to the users.
- Consistency among parties and other firms or organisations.
- Qualitative facts, judgemental and reliable information required for the preparation of reports.

Although it has a problem there but this leads to better performance of an organisation. Hence, accountability is the blueprint that ensures the proper guidance of the organisation, effective and efficient performance by the management and the benefit to the stakeholders.

[Main Elements of Accountability]



Transparency

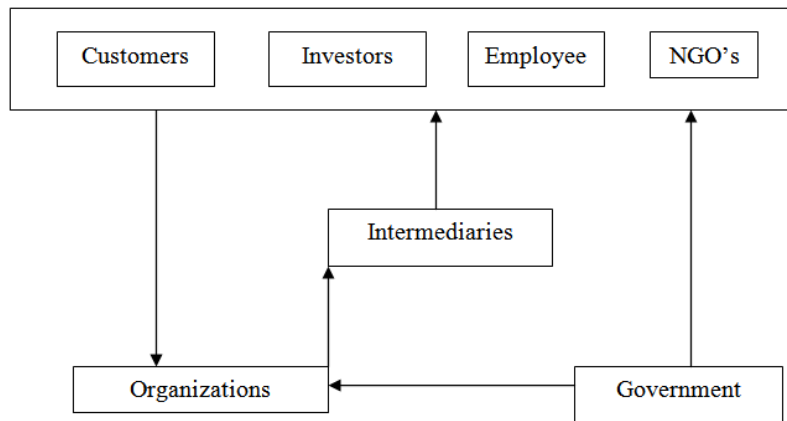
Transparency is the solution to all the problems that sustainability and accountability have. “A sustainability report ensured a significant view of the entire sustainability impacts of a company, reported for one period, in one place, in a structured way. A company which produces sustainability report and ensures that all sustainability information is easily accessible and navigable on the corporate website that achieves optimum transparency in our view.”

CSR is closely related to transparency. Transparency is a weapon that provides information in such a way that every member can take the issue into consideration that belongs to them. Transparency is a necessary condition in CSR.

- Relevant information to the user.
- Comparable and helpful in decision making process.
- The information disclosed in a proper manner which leads to be economical.

Transparency is a framework which includes all consumers, investors, workers, government, organization etc.

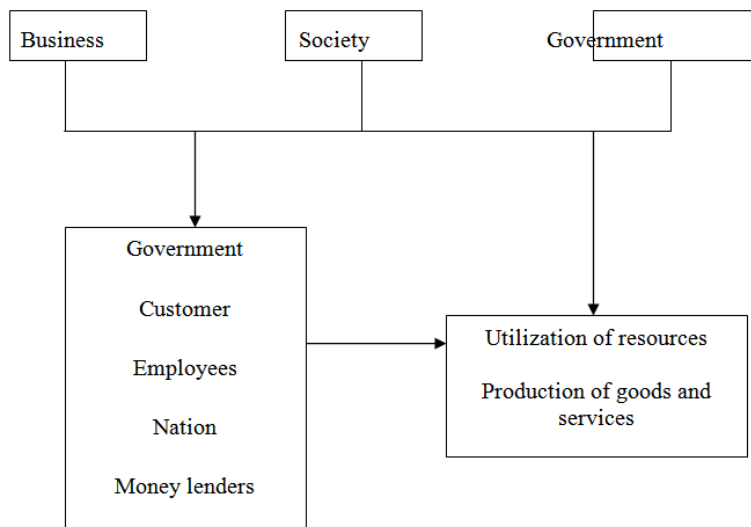
[A framework of transparency policy of government]



Government intervention is required may it be organizations or intermediaries. Intermediaries are the persons who care about the issues concerned to the information of an organization.

Businessman being an important part of society, it is very essential for him to know what will be his reporting and responsibility towards different section of the society. It can easily be understood with the help of the following diagram:

Reporting To Whom And For What



From the above chart it is clear that business has a social responsibility and reporting towards different sections of the society. Business is conducted by the society, for the society and with the co-operation of the society.

Social Benefits

Any benefits to society (or to any elements of society), whether economic or non economic, internal or external is known as social benefits. These social benefits include those benefits provided by an entity for which it is compensated as well as those external economics and bargains for which no compensation (or inadequate compensation) is received. The term 'social benefits' include the following benefits: -

- Product and services provided
- Payments to other elements of society
- Additional direct employees benefits
- Staff, equipment and facility services donated
- Environmental improvement

Social Costs: -

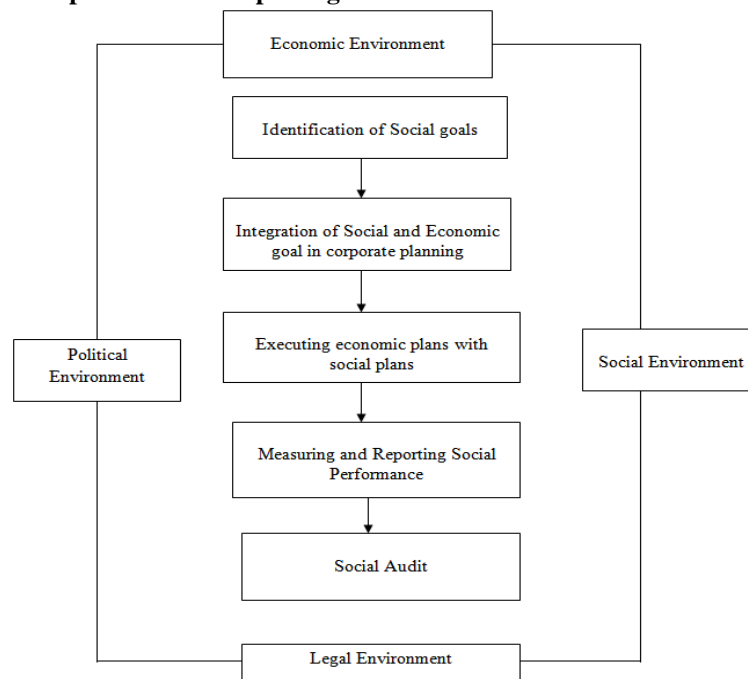
Any costs or sacrifice to society (or any elements of society), whether economic or non economic, internal or external is known as social costs. Social costs include sacrifices for which compensation is made (such as human services used and paid for) as well as detriments not paid for such as air pollution; any payments are treated separately as benefits to society. Social costs, generally, include the following costs: -

- Goods and materials required
- Building and equipment purchase
- Labour and services used
- Work related injuries and illness
- Public services and facilities used
- Environmental damages
- Payment for other elements of society

Approaches to Social Accounting and Reporting

Social information of business enterprises is mainly useful to the management, shareholders, other investors, government and society as a whole and it has a great impact on the share price of the company. In a company the top management especially the chief executive officers need social information to answer the various questions by shareholders and to ensure that policies adopted by the company are properly followed. The director's of the company need to know 'what sort of social programmes the company is having and what result it is getting'. They also need complete information about the effects of the company on society. This information can be obtained from social accounting and reporting. Several techniques through which the social information can be reported are: -

Continuous process of Corporate Social Reporting



Internal Users

As far as the internal audience of corporate social reporting is concerned, there are mainly three groups of users, i.e. the top management, employees and the labour unions. The expectations of the society in general are changing and the company should keep pace with them in order to survive. The top management needs to be kept informed about the effects of the business activities on society. They will have to inform about the shady areas of the business environment. Also they will have to get prepared to counter the queries of pressure groups like environmentalist, social workers, trade unions/ labour unions and customers. Thus there arises a need to prepare a social report for the top management. On the other hand labour unions can also seek social performance information. They need to know about discrimination in work place, protection in work place, benefits accruing to them and also major decisions like their involvement in decision to control industrial pollution etc. Social reporting is also being considered as one of the critical means for bargaining while drawing up of agreements.

External Users

The main objective of accounting is to measure the business income and communicate it to the various categories of users of information. In order to achieve this objective, it has become essential to prepare financial statement. Also, one of the major objectives of financial statement is external to the business. The external users of financial statement include shareholders and potential investors, trade unions, financial institution, creditors, bankers, government and the society.

The Sanchar Committee observed that the company must function and act as a responsible member of the society just like an individual. This implies that the claim of various interests will have to be balanced not only on the narrow ground of what is best for the shareholders but also from the point of view of what is best for the community at large. The organization must accept its obligation to be socially responsible and for the benefits of the community. This suggests, primarily company without public sanction should cease to function and secondly, social responsibility is an infrastructural foundation for the prosperity of their companies, thus, could not be neglected.

Review of Literature

Present scenario is full of knowledge which leads to frequent changes. It increases with the passage of time. Hence, it becomes necessary to bring those changes in the study. Due to this reason, the researcher needs to do a thorough study from the available materials and also clear its concept from different websites, research papers, books, journals, newspapers and magazines. So, the researcher has made an attempt to view all those changes which are associated with social responsibility, social accountability, social reporting or any other specified area of CSR.

World Bank defines CSR as "The dedication of business to contribute to sustainable economic development by working with employees, their families, the local community and society at large to enhance their lives in ways that are useful for business and for development."

Cooper and Sheres (1984) state, "Not only is accounting policy necessarily political in that it derives from the political struggle in society at large but also the outcomes of accounting policy are essentially political in that they operate for the benefit of some group in society and to the detriment of other".

A speech conveyed by Mr. Fredrick Ma, secretary for financial services, related to CSR organized by the British department. The speaker explored the idea of Social Responsibility which consists of 1500 business leaders attending the world economic forum in bevos. From which 5% leaders expressed that Social responsibility is necessary for businesses to achieve its goals, whereas 24% said that it wasn't necessary rather shareholder's interest is the priority for the companies. But for the speaker, CSR and corporate governance are correlative to each other. Corporate governance is a medium of driving CSR among corporate. Assist the speaker additionally discussed part of government in CSR and also for not registered organizations. He added that according to his perception Social responsibility should be a part of organization's targets.

M. E. Murphy distinguishes between social accounting (national) and business accounting as, "A system of social accounts provides a historical record of a country's economic operations, measures the efficiency with which its economy capacities and manages a periodic stock, that is, an indication of the financial position of a nation. These three functions correspond to those of business accounting, the chief difference being that business accounting is conducted exclusively on one level set by the legal structure of the locale"

Brammer and Pavelin (2006) disclose that firms in the C&P and Construction industry reveals more facts related to environment in comparison to other industries.

Vaaland, Heide (2008), paper is concerned with a case study. Its objective's to deal with the social issues and use this engagement in implementing the CSR exercises. It was inferred that social responsibility should be managed by taking care of sudden situations, long term reduction of gap amongst

shareholders, their desires and company's performance and at last having a good relationship with general public through interaction among employees, assets and activities.

According to Linowes, social responsibility accounting is "The estimation and analysis of the social and economic outcomes of governmental and business actions on the public sector".

Bedford lists the following five categories of activities for which corporations "appear" to have accountability on responsibility:

1. The economic development of society;
2. Leadership in civil rights and manpower development;
3. Conservation pollution reduction and recreational facilities;
4. Contribution to culture and arts, education, and
5. For helping government attain non-corporate goals.

Bedford also describes what he believes should be measured and included in each of these categories; for example, an accountability and responsibility for contribution to education, culture & arts would be included direct financial support to school, art institutions and the performing arts, disclosure of information on corporate activities for academic research and education. Bedford proposes that measure of performance in each area be publicly disclosed under certification of a qualified auditor.

Shah, Bhaskar (2010), in this study considers PSUs i.e. BPCL (Bharat Petroleum Corporation Ltd.). The study examined that there is an expansive connection between the firm and general public. An organization or a firm has its existence just with the society. A company utilized the resources/contributions of the general public like resources and humans. In return, the firm serves the society. BPCL case discovered that organization has taken a lot of steps for the benefit of the society.

Brammer, Jackson and Matten (2012), examined that "CSR and its theory named institutional theory: new point of view on private sector" in Social economic review which shows that Corporate Social Responsibility isn't just a voluntary action but beyond that. In the current research, CSR is characterized under institutional theory which states that CSR activities are not just voluntary activities but also a concern between society and business. Regulation plays a vital role in improving the activities done by businesses by social reporting. The institutional theory recommended that how organizations should adopt its responsibilities towards society.

Brummet defines accounting as the measurement and communication of social and economic information and proposes the following measurement taxonomy:-¹⁰

Total performance is National income (add or subtract) Human Resource Contribution, Public Contribution, Environmental Contribution, Product and Service Contribution. Brummet details what he believes should be measured and included in each of these performance elements; for example, in the product or service contribution category would be included product safety, product life durability, product utility, maintainability or serviceability, customer satisfaction, truthfulness in advertising, clarity of labelling and research & development and so on.

Mallen (2012), the study depicts that there is a change between business and society. This is due to the frequent changes from the last number of years. The researcher of the study has clarified this in three essential points about the change in trend and these are as follows:

- Firstly, due to some social and environmental issues all over the world, the relationship between business and society has changed as they came closer.
- Secondly, new product development by a businessman: his ideas, concept, strategy, tools and techniques are affected and this reflects in their product and services.
- Lastly, other parties such as stakeholders and the organizational goals are also affected by their activities.

The Economic Times (11 Jan. 2013), news shows about the company Dell's methodology of motivating its workers and other members to initialize CSR. The news highlighted that company's powers are their employees; they prove to be the asset of the organization by which the company is forced to serve the society. Company is engaged in CSR activities with its employees in different fields like education, society's benefits and welfare facilities. Beside Dell Company, there was news about other companies such as Maruti & Godrej that these companies run induction training programs for their employees to prepare them for community services. Maruti Company runs a program: e-parivartan that has started to make their employees aware about the issues and providing the solutions for the same.

Objectives of the study

The main objectives of the present study are: -

1. To evaluate the social reporting practices followed by Indian corporate sector.
2. To analyse the management perceptions related to corporate social reporting.
3. To identify the problems related to corporate social reporting and suggesting remedies for the same.

Research Methodology

To accomplish the objectives of the study, a suitable methodology was framed as follows:

a.) Sample data:-

One may use either primary data or secondary data or a combination of two types of data for any research study. The current study uses both primary and secondary information.

- 1. Primary Information:** The information which is gathered specifically for the research work in hand. Thus, it must be gathered by the researcher himself since it has not been compiled and published in any accessible forum for the public. Such data is unique and hence relates directly to the study, it may be collected using interviews, surveys, questionnaires etc.
- 2. Secondary Information:** The information which is not gathered by the party himself rather summoned it up anytime in the past for any other research study. When such data is used for any other research study. Then it becomes secondary data. Such data may be sourced from company reports, news articles, past research reports, books, journals, websites etc.

In this study the primary data has been collected using questionnaire and observation. The secondary data has been sourced from company reports, journals, websites etc.

b.) Sample size:-

The study covered top 20 companies out of which 10 from public sector enterprises and 10 from private sector enterprises of India which may or may not initiate CSR activities in their organizations.

Selection of sample: -

Selection has been done by equal proportionate of industries.

Number of selected sample in Public and Private sector

INDUSTRY	SAMPLE		
	PSEs	PTSEs	TOTAL
I&S	3	3	6
C&P	4	4	8
O&P	3	3	6
TOTAL	10	10	20

Annual reports of the selected enterprises for 2 years from 2015-16 to 2016-17 has been analysed to draw conclusion. A survey with the help of questionnaire has been carried out from 60 executives belonging to the selected enterprises. Selection of the executives from an organization would be used on random sampling in the way on an average of 3 executives from each selected enterprises.

d.) Statistical techniques: -

Percentage, Average and Weightage Average have been adopted as a statistical technique in the present study.

Corporate Social Reporting in Public Sector Enterprises

Public sector enterprises (PSEs) occupy a commanding place in Indian economy and over the years it has grown enormously and has covered almost every corner of industrial activity. Traditionally the role of business is to earn profit only but today the scenario has totally changed. The changing need of investors, customers, employees and the community has become an important factor in managerial decision-making process. Now, society expects business to answer social responsibility because they are seen as creatures of society and such responsibility is now considered a moral obligation on the part of business corporations.

Sample size of PSEs

CLASSIFICATION OF INDUSTRY	NUMBER OF PSEs IN THE SAMPLE
1. IRON & STEEL (I&S)	3
2. CHEMICALS AND PHARMACEUTICAL (C&P)	4
3. OIL AND PETROLEUM (O&P)	3
TOTAL	10

Reporting of Social performance in PSEs

There was a growing awareness among corporations about their social role, as there was no particular measure adopted for measuring and reporting of social programmes. In India, Cement Corporation of India Limited (CCI) started measuring their social performance by preparing the social income statement and social balance sheet followed by Steel Authority of India Limited (SAIL). The social income statement is based on

measuring the social cost benefit analysis. A new approach to measuring social performance was also introduced and is being practised by various PSEs by preparing Value Added Statement (VAS).

Corporate Social Reporting in Private Sector Enterprises (PTSEs)

India is a big country which is inhabited by many poor people who deserves more contribution from the corporate world. This has now become mandatory for the businesses to bridge the gap between the poor and the corporate. Traditionally the objective was profit maximization but now it has been changed to wealth maximization, creating wealth of its stakeholders by selling its products or services to the rich and poor both.

Sample size of Private Sector Enterprises

CLASSIFICATION OF INDUSTRY	NUMBER OF PSEs IN THE SAMPLE
1. IRON & STEEL (I&S)	3
2. CHEMICALS AND PHARMACEUTICAL (C&P)	4
3. OIL AND PETROLEUM (O&P)	3
TOTAL	10

Reporting of Social performance in PTSEs

There is no standard framework set which helps in determining the corporate contribution towards different parties and their development towards society. Hence, to measure and preparing reports is a critical task for the one to be done.

Importance of Social Reporting towards Various Parties

The study considers five parties to analyze Social Reporting done by different industries. Social Reporting with employees, shareholders, government, society and consumers plays a crucial role for the growth of an organization.

1. Social reporting towards Employees:It improves employees' relationships, improves retention and organizational commitment, better employees performance and increased creativity.

2. Social reporting towards Shareholders: A few benefits of an organization are attracting and retaining partners,maintain loyalty, reducing operating costs and strengthening supply chain.

3. Social reporting towards Consumers: Consumers are the king of the market and if they are benefited it will benefit the organization as well.

4. Social reporting towards Government:It improves company's financial performance, enhanced brand image and reputation, increased sales and customer loyalty, greater productivity and quality, reduced regulatory oversight, access to capital, workforce diversity, decreased liabilityand product safety.

5.Social reporting towards Society:It improvescustomer appreciation, brand reinforcement, support for new business, improvement in productivity,avoidance of business risk, creation of goodwill towards politicians and other decisionmakers, creation of competitive advantage, support of recruiting, increase in company's spirit and understanding of the business.

Analysis of CSR activities

In the following analysis the researcher has taken various factors to determine the CSR done by the companies towards various parties and the analysis has been done on this factor basis showing what factors are followed by different industries.

Company's involvement in CSR activities

To analyze whether there is any vision/mission statement in the Organization related to CSR or not. The following diagram is based on the taken three industries of public and private sectors.i.e. I&S, C&P, O&P.

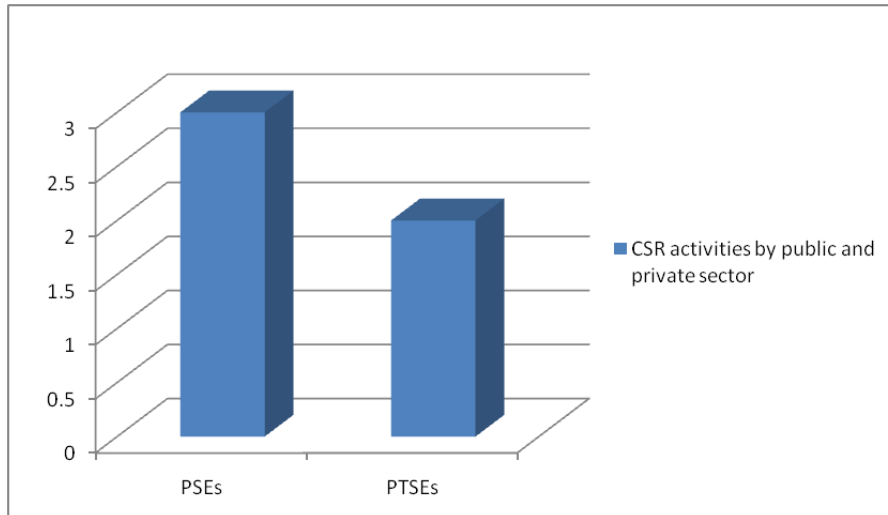


Figure 4.01

Above figure 4.01 shows that both public and private sectors have involved themselves in CSR activities. They all have their mission/ vision statements related to CSR except the one from private industry i.e. Essar Oil Ltd. from O&P.C&P focuses basically on health and providing medicines at reasonable rates whereas I&S and O&P mainly focus on education and environment.

CSR initiatives taken by Organizations

It includes the following points:

- Health
- Environment
- Social Inequalities
- Sanitation
- Education
- Women empowerment
- Swatch Bharat Abhiyan
- Rural development
- Rehabilitation & Resettlement
- HIV/ AIDS
- Charity
- Livelihood

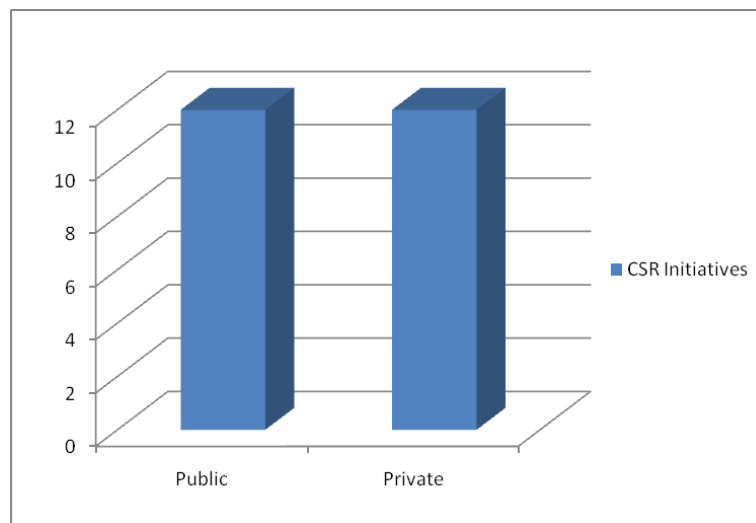


Figure 4.02

Figure 4.02 depicts that mainly all factors of health, environment, social inequalities, sanitation, education, women empowerment, Swatch Bharat Abhiyan, rural development, rehabilitation & resettlement, HIV/ AIDS, charity, livelihood are considered by both public and private sectors in respect of social reporting.

Organization’s concern toward employees, government, society, shareholders and others

The researcher has categorized the below figure as PSEs and PTSEs where different parties are concerned by different organizations. Here, three industries are taken i.e. I&S, C&P and O&P.

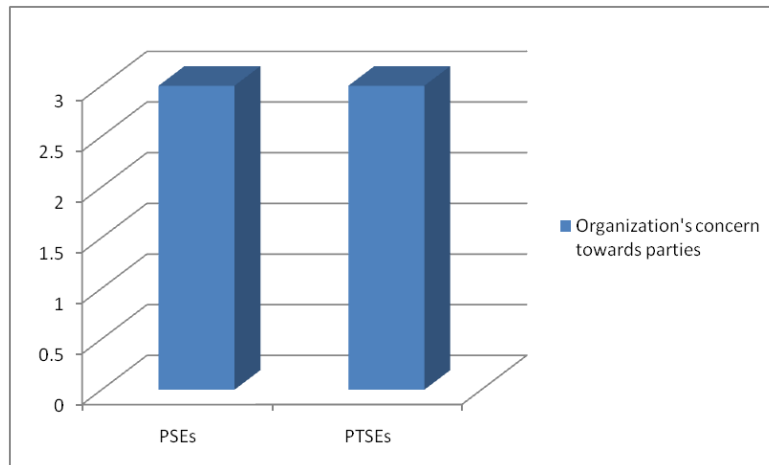


Figure 4.03

Figure 4.03 shows that both PSEs and PTSEs have a lot of concern towards consumers, employees, government, society, shareholders, and suppliers/creditors. It happens that their preferences may change but their responsibilities don't.

Corporate Social Reporting towards Employees

The following factors are considered while analyzing CSR towards Employees:

- Pension
- Payment of Gratuity
- Insurance
- Training & Development programs
- Education
- Personnel policies
- Welfare facilities
- Children education welfare
- Medical facilities
- Transport facilities
- Bonus to employees

CSR towards employees in PSEs

Industries	Yes	No
I&S	8	3
C&P	9	2
O&P	7	4

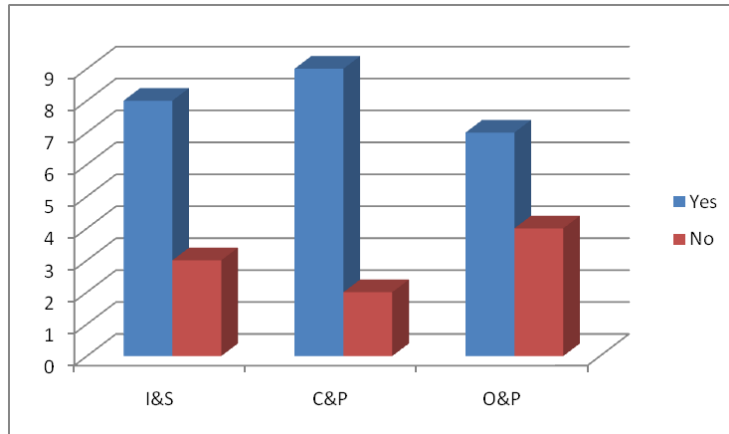


Figure 4.04

Figure 4.04 shows that the maximum involvement of CSR with employees is done by C&P industry reporting all factors except personnel policies, training & development programs. I&S don't cover personnel policies, training & development programs and bonus to employees whereas the least for the same is done by O&P industry as compared to the other ones. In addition to personnel policies, training & development programs and bonus to employees it also doesn't report to transport and welfare facilities.

CSR towards employees in PTSEs

Industries	Yes	No
I&S	7	4
C&P	8	3
O&P	7	4

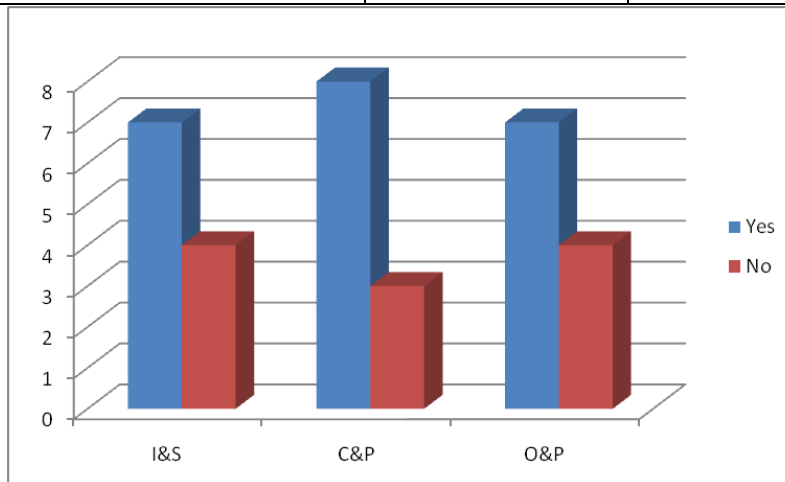


Figure 4.05

Above figure 4.05 depicts that I&S don't report towards children education welfare, personnel policies, welfare facilities and gratuity. The factors that O&P don't cover are children education welfare, personnel policies, training and development programs and gratuity whereas C&P report towards one more factor apart from all this and i.e. fair and non-discriminating grievance system.

Corporate Social Reporting towards Shareholders

The following factors are considered while analyzing CSR towards Shareholders:

- Fair & adequate rate of return
- Regular & up-date information of the company
- Maximum disclosure about progress of company
- Steady capital appreciation
- Information about achievement of the company

CSR towards shareholders in PSEs

Industries	Yes	No
I&S	4	1
C&P	4	1
O&P	3	2

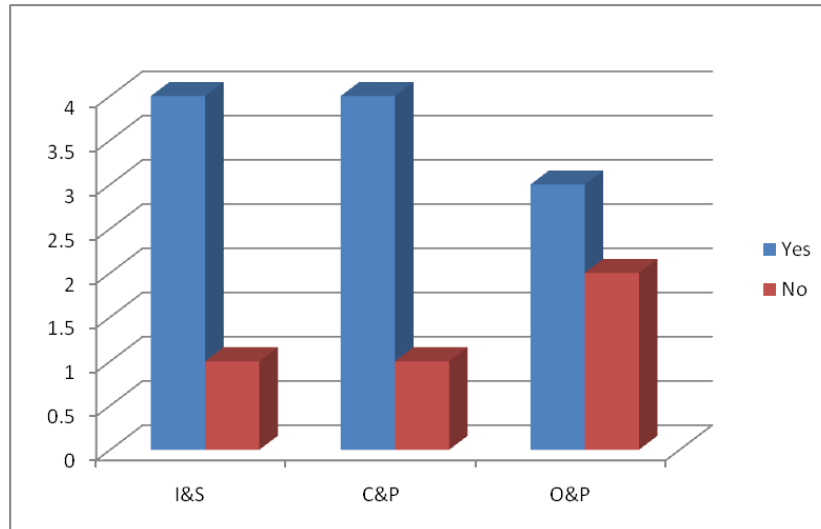


Figure 4.06

Figure 4.06 shows that I&S and C&P industries are reporting towards all factors except capital appreciation but I&S has its command of maintaining good relations. O&P covers fair and adequate rate of return, regular and up-date information of the company and maximum disclosure about progress of company.

CSR towards shareholders in PTSEs

Industries	Yes	No
I&S	3	2
C&P	4	1
O&P	2	3

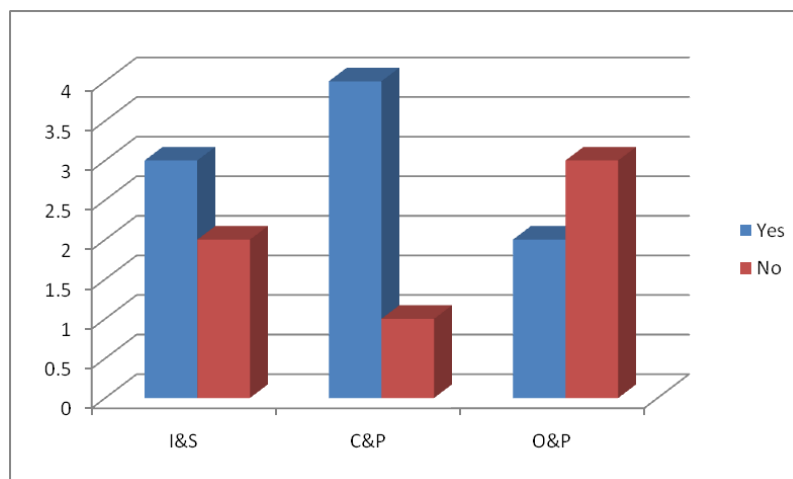


Figure 4.07

Above figure 4.07 shows that I&S report towards fair & adequate rate of return, regular and up-date information of the company and maximum disclosure about progress of company whereas C&P is lacking with maximum disclosure about the progress of company and O&P reports to fair & adequate rate of return, regular & up-date information of the company.

Corporate Social Reporting towards Government & Nation

The following factors are considered while analyzing CSR towards Government and Nation:

- Payment of tax
- Abate pollution
- Optimum utilization of natural resources
- Energy conservation
- Off-forestation
- Natural calamities

CSR activities towards Government & Nation in PSEs

Industries	Yes	No
I&S	6	0
C&P	4	2
O&P	5	1

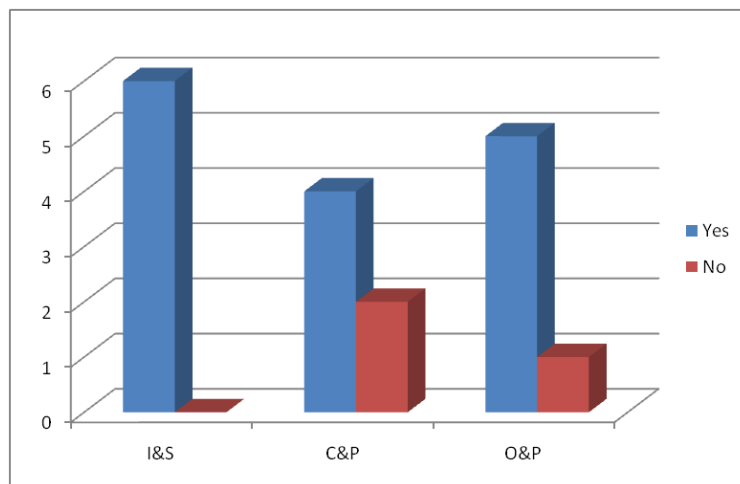


Figure 4.08

Figure 4.08 depicts that I&S reports all the factors whereas the least is reported by C&P industry and coverspayment of tax, abate pollution, optimum utilization of natural resources and energy conservation. O&P don't report to off-forestation.

CSR activities towards Government & Nation in PTSEs

Industries	Yes	No
I&S	5	1
C&P	6	0
O&P	5	1

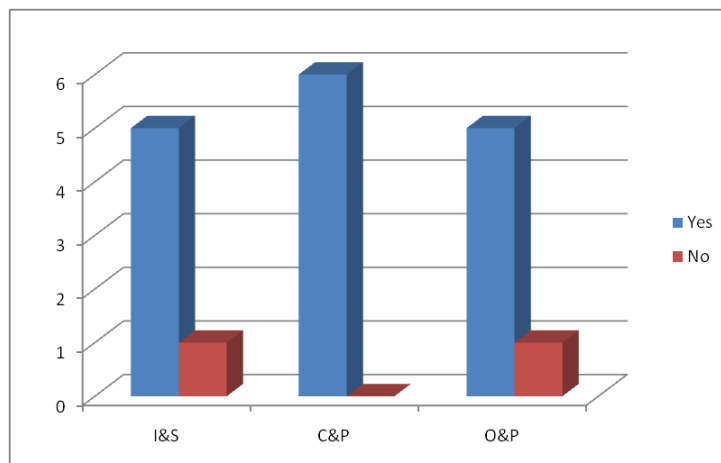


Figure 4.09

Figure 4.09 shows that C&P industry reporting towards payment of tax, abate pollution, optimum utilization of natural resources, energy conservation, off-forestation and natural calamities. I&S don't report to natural calamities whereas C&P don't report towards off-forestation.

Corporate Social Reporting towards Creditors and Suppliers

The following factors are considered while analyzing CSR towards Creditors and Suppliers:

- Fair & trustworthy transactions
- Disclosure of all information about company's activities
- Promptly dealing of dues
- Ensure business activities are free from litigation

CSR activities towards Creditors and Suppliers in PSEs

Industries	Yes	No
I&S	4	0
C&P	3	1
O&P	2	2

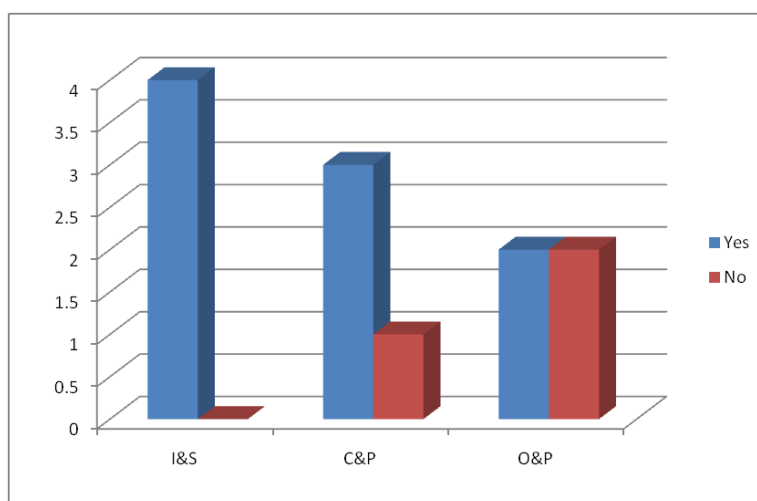


Figure 4.10

Above figure 4.10 depicts that I&S industry is reporting towards fair & trustworthy transactions, disclosure of all information about company's activities, promptly dealing of dues, ensuring business activities are free from litigation whereas O&P doesn't report to promptly dealing of dues, ensure business activities are free from litigation.

CSR activities towards Creditors and Suppliers in PTSEs

Industries	Yes	No
I&S	3	1
C&P	3	1
O&P	2	2

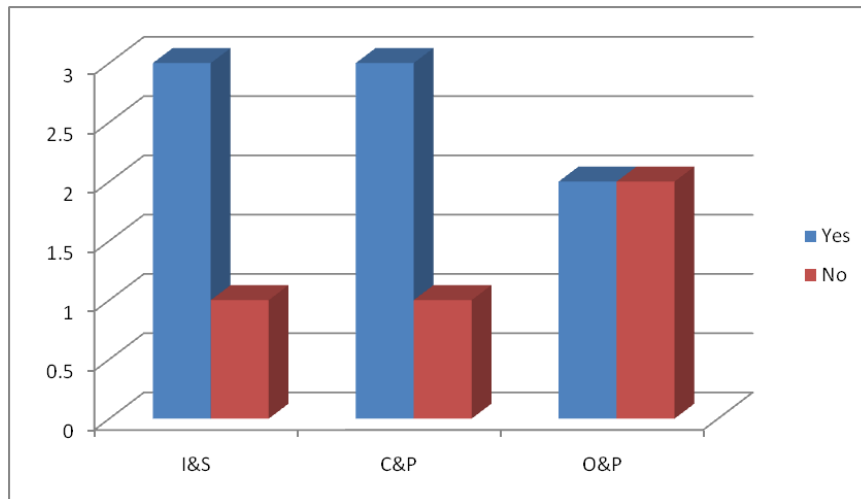


Figure 4.11

Above figure shows that I&S donot report towards disclosure of all information about company's activities whereas and the least reporting is done by O&P. C&P don't report towards dealing of dues.

Corporate Social Reporting towards Society

The following factors are considered while analyzing CSR towards Society:

- Respect of Human Rights
- Harmonious Relations
- Educational facilities
- Medical facilities
- Quality goods & services
- Drinking water facilities
- Recreational facilities
- Natural Disasters
- Family welfare program
- Environment protection
- Contribution to local social organizations

CSR activities towards society in PSEs

Industries	Yes	No
I&S	8	3
C&P	10	1
O&P	7	4

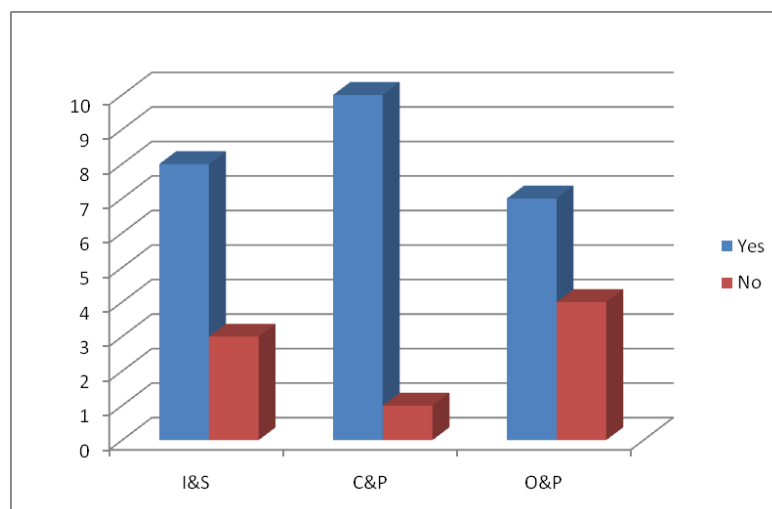


Figure 4.12

It is concluded from the above figure 4.12 that the maximum involvement of CSR towards Society is done by C&P industry as it covers respect of human rights, harmonious relations, educational facilities, medical facilities, quality goods & services, drinking water facilities, recreational facilities, natural disasters, family welfare program and environment protection whereas the least for the same is done by O&P which does not cover recreational facilities, natural disasters, family welfare program and harmonious relations.

CSR activities towards society in PTSEs

Industries	Yes	No
I&S	8	3
C&P	9	2
O&P	7	4

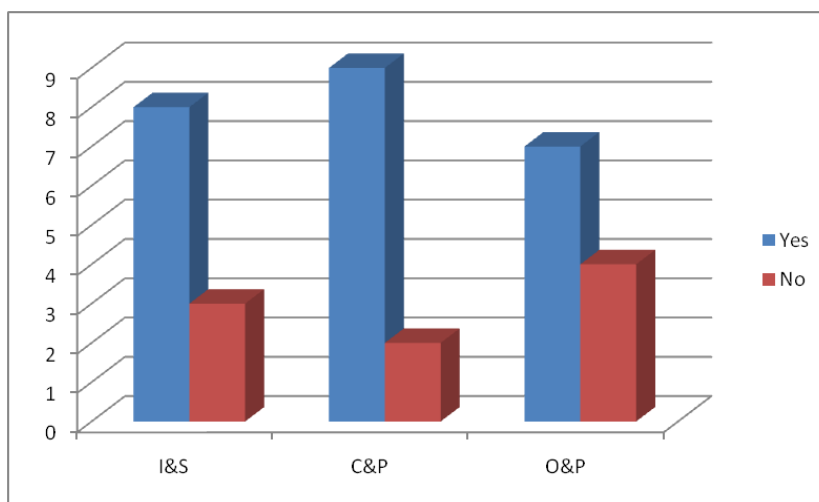


Figure 4.13

Above figure 4.13 shows that C&P reports to all factors except recreational facilities and family welfare program whereas least is reported by O&P industry which covers respect of human rights, harmonious relations, educational facilities, medical facilities, quality goods & services, drinking water facilities, and environment protection.

Corporate Social Reporting towards Consumers

The following factors are considered while analyzing CSR towards Consumers:

- Good/prompt quality products
- Provide standardized products (ISI)
- Fair cost of product
- Maintaining relationship with customers
- Grievances

CSR activities towards consumers in PSEs

Industries	Yes	No
I&S	4	1
C&P	5	0
O&P	4	1

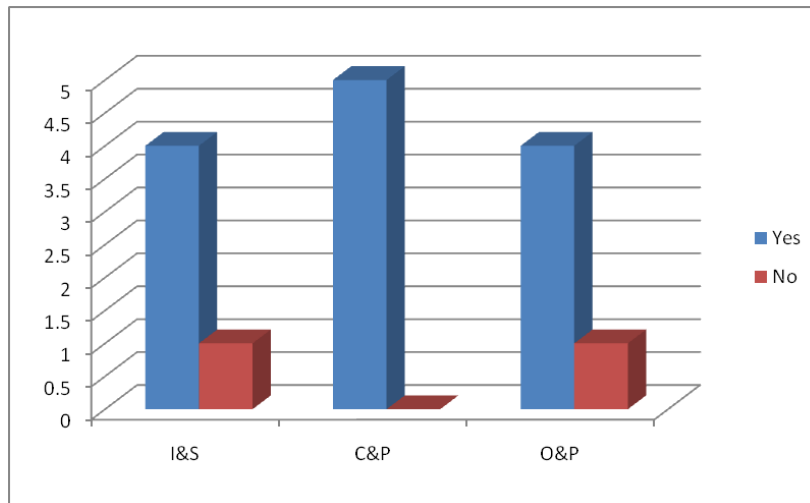


Figure 4.14

Figure 4.14 depicts that C&P industry reports to all factors i.e. good/prompt quality products, provide standardized products, fair cost of product, maintaining relationship with customers and grievances whereas I&S does not reports to providing standardized products and O&P doesn't reports to grievances.

CSR activities towards consumers in PTSEs

Industries	Yes	No
I&S	4	1
C&P	5	0
O&P	3	2

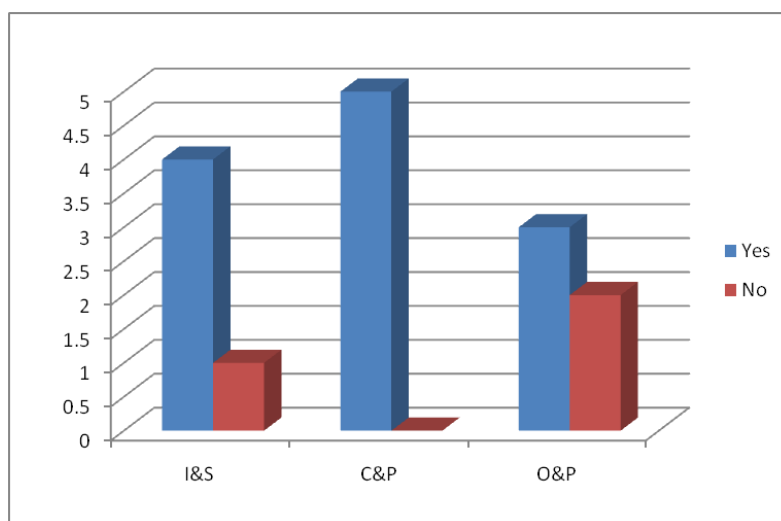


Figure 4.15

Above figure shows that C&P reports to all the above factors whereas the least reporting is done by O&P industry which covers fair cost of product and good/prompt quality products. And I&S doesn't cover grievances factor.

Social auditing of Corporate Social Reporting in organizations

There are three industries taken in this study to determine whether social reporting should be there in an organization.

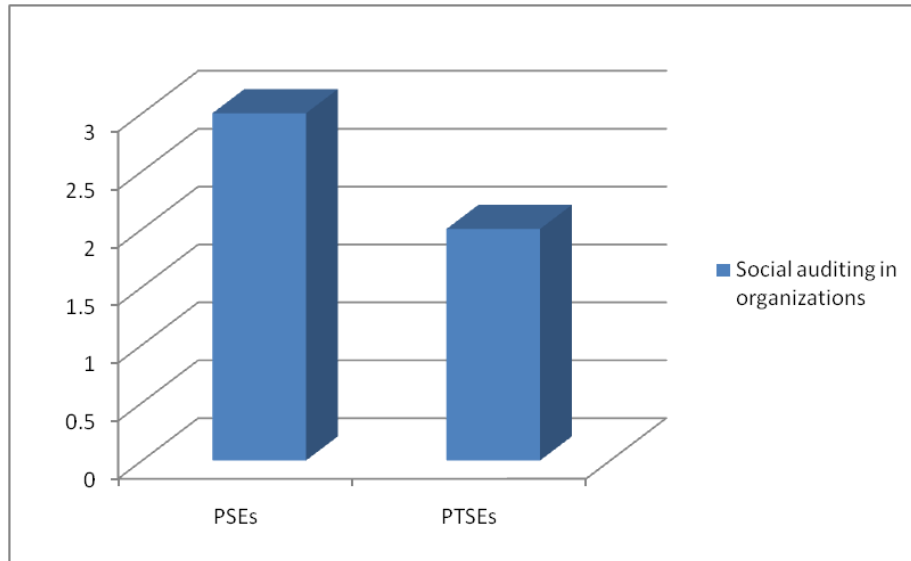


Figure 4.16

Above figure depicts that according to PSEs social audit should be made compulsory in the organizations for effective Corporate Social Reporting as it has been the important part of an organizations whereas two industries (I&S and C&P) of PTSEs agree for this.

Development of Accounting Standards in an organization

To analyze that whether accounting standards should be there in organizations.

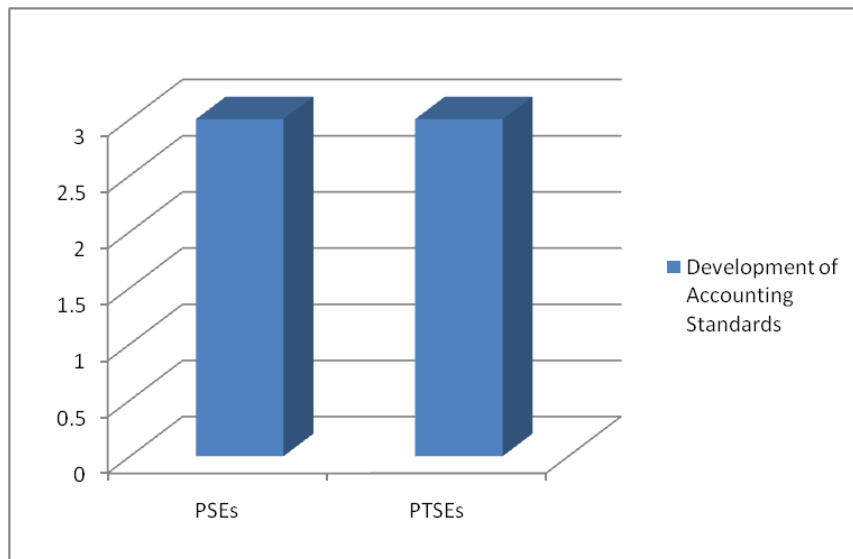


Figure 4.17

It is concluded that all the three industries (I&S, C&P and O&P) agrees that there should be proper accounting standards maintained for the efficiency of the work.

Establishment of institution in respect of CSR

To analyze the company's perception regarding establishment of an institution in an organization in respect of social reporting.

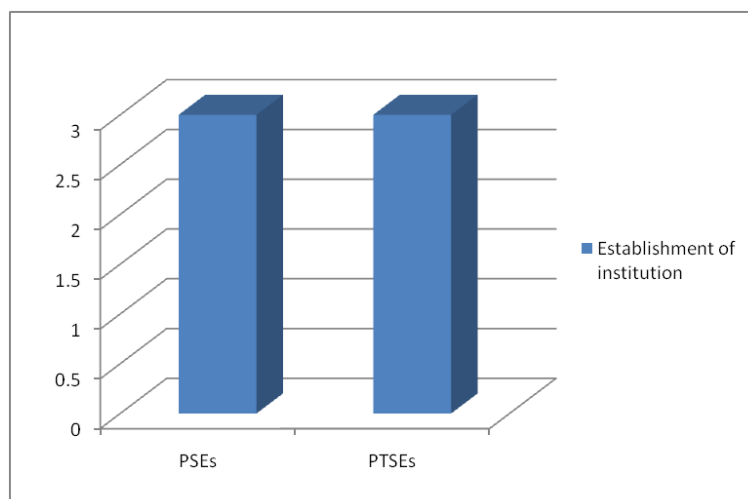


Figure 4.18

Above figure depicts that there should be an institution for the purpose of rating the companies as regard to CSR. This helps in betterment and development of an organization.

II. Conclusion

CSR is a widely used term which means that everyone whether it is a person or organisation or any company have their own social responsibilities that may vary from one to another. Many companies have involved themselves in social responsibilities. The organizations are concerned with employees, customers, shareholders, government and society at large. Hence, in this study the researcher has taken these five concerned parties to show activities done by different enterprises towards them. Some may consider employees the most and some society and so on.

The study considers three industries i.e. I&S, C&P, O&P and this is further classified into public and private to show how efficiently they are involved in social reporting. After the analysis the researcher has concluded it as:

Firstly, all the three industries have indulged themselves in CSR activities. Although their motive is different but they are involved in one way or the other. From the analysis it can be said that C&P industry has the maximum involvement in CSR towards Employees, Society, Consumers and Shareholders whereas the least for the same is done by O&P. I&S industry is moderate towards Employees, Society, and Consumers but in case of Creditors and Suppliers, Government and Nation it has the maximum involvement. The researcher has also analysed that PSEs are more involved as compared to PTSEs as former focuses more on sanitation, education and environmental protection.

III. Recommendations

- Qualitative information is disclosed by the enterprises but to get accurate and correct analysis quantitative information should also be provided.
- Although the financial statements prepared by the companies are understandable but if proper accounting standards should be followed it makes the statement more understandable, comparable and interpretable. Hence accounting standards for social reporting should be done.
- To have a check on CSR activities social audit should be done regularly.
- Each and every company has involved themselves in CSR activities and to know their performances proper institution/organization should be established.
- Enterprises should get ISO certification as this will improve the consistency of their operations.