

To Study the Social Contribution of Punjab National Bank through CSR activities in Sitapur city

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Abstract : *Social responsibility refers to the obligation of an organisation to seek actions that protect and improve the welfare of society along with its own interests. This research paper study the various activities and benefits given by The Punjab national bank to society with the help of CSR policy. Bank performed lots of activities with helps upliftment of the society because Its responsibility of every organization to protect and improve the welfare of society along with its interests. In this paper I also find out the organization practices to improve employee welfare and labour relation. This research conducted on Punjab national Bank at sitapur city.*

Keywords: *CSR Practices, PNB, PNB Centenary Rural Development Trust, self-help Group etc*

I. INTRODUCTION

CSR is about capacity building for sustainable livelihoods. It respects cultural differences and finds the business opportunities in building the skills of employees, the community and the Government. CSR is the continuing commitment by the 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 at large. CSR is a means of matching corporate operations with stakeholder values and demands, at a time when these values and demands are constantly evolving.

Approaches to Corporate Social Responsibility

Ranging from lowest to highest degree of socially responsible practices, four approaches to social responsibility are discussed below:

- a) Social Obstruction
- b) Social Obligation
- c) Social Response
- d) Social Contribution

Principles of Corporate Social Responsibility

Companies must adhere to the following principles while assuming CSR

- a) Supply Chain Responsibilities
- b) Stakeholder Involvement
- c) Transparency and Reporting
- d) Independent Verification

Dimensions of Corporate Social Responsibility

Business is the creation of society and must give back to society what it wants. Management should set examples by developing values towards society. The society comprises of various stakeholders like shareholders, employees, customer government etc.

Business organizations are responsible to the following groups:

1. Shareholders
2. Employees
3. Customers
4. Community
5. Organizations
6. Government

Reserve Bank of India (RBI) has asked the banks to pay special attention towards integration of social and environmental concerns in their business operations. Stressing the need for Corporate Social Responsibility (CSR), RBI pointed out that these initiatives by the banks are vital for sustainable development. Issues such as global warming and climate change pose a great risk to the environment and can be quite damaging to the business models of companies. Only a scenario in which the quality of environment and social systems synergize with business models, can lead to sustainable development.

Punjab National Bank views Corporate Social Responsibility (CSR) as a commitment to operate in an economically, socially and environmentally sustainable manner, while recognizing the interests of its stakeholders including investors, customers, employees, business partners, local communities, the environment and society at large and contribute to the quality of life of the society. At the heart of this strategy is our bank's unwavering commitment to build vibrant communities across our global footprints. This commitment comes to life through our investment in institutions and programmes to support and enhance Community development in a sustainable fashion.

PNB is also a big player of Banking Sector under Public Sector which has contributed in a lot in CSR strategies like Sustainability, Corporate volunteering, social investment, health, collaboration, and green initiatives. At the march 2011, credit to Micro Small & Medium Enterprises sector stood at RS 45, 296 crores. Bank has financed 6400 rickshaw amount disbursed was RS 629 lakh in the year 2010. This Bank has been awarded "Golden Peacock Award" for CSR for the year 2011 by Institute of Director (IOD).

Social Responsibility (CSR activity)

Bank is promoting welfare in Rural / semi Urban Areas as a part of Corporate Social Responsibility through its Trust / Centre's as under;

- a) PNB Farmer Welfare Trust,
- b) PNB Centenary Rural Development Trust,
- c) Financial Literacy Centre.

We lever We leverage our core competencies in following ways:

Sustainability

PNB intends to be a catalyst for change that benefits present and future generations. Sustainability is an integral part of PNB's activities – in our core business and beyond.

Corporate Volunteering

The message that we give to our staff regarding CSR is that whatever we do today will have an impact on future generations.

Social Investments

Being a socially responsible organization, we contribute to society through the PNB Farmers Welfare Trust, PNB Centenary Rural Development Trust, PNB Prerna, Farmers' Training Centres, Financial Literacy & Credit Counseling Centres, Rural Self Employment & Training Institutes and other such initiatives.

Health

We strongly endorse the view that healthy mind and healthy body in a healthy environment is essential for overall growth of society and the nation.

Green Initiatives

We have implemented some quick win “Green practices” to conserve resources be it electricity, water, paper, etc.

Collaboration

The bank engages with local agencies so as to offer facilities as per the local needs and requirements. We are working closely with local people as Business Correspondents and Business Facilitators for improved reach. The Bank also collaborates with local Panchayats / Self Help groups for facilitating better acceptability and dovetailing products as per requirements of local populace.

Promotion of Sports

The Bank continued in its efforts to promote sports and nurturing young talents as a part of CSR activity. The Bank has set up Hockey Academy in Sept. 2002 for junior hockey players in the age group of 14 to 17 years with sanctioned strength of 25 players. Subsequently, in April 2004, the Bank formed its senior hockey team.

Similarly Junior Hockey team of the Bank also participated in various tournaments and were winner of Jawahar Lal Nehru Junior Hockey Tournament, 2015, TVS Gold Cup Akhil Bhartiya Hockey Tournament, Lalitpur (Feb., 2015), Late Athar Gold cup Hockey Tournament, Moradabad held on (Dec., 2015), Pre Nehru Hockey Qualifying Tournament played at Delhi – Sep. 2015, Delhi Hockey League, Delhi – Oct. 2015 and Senior Ashok Vajpai Gold Cup Hockey Tournament Pilibhit UP.

Smt. Usha Ananthasubramanian, MD & CEO, Sh. Gauri Shankar, Sh. K V Brahmaji Rao and Dr. Ram S Sangapure, Executive Directors with players of Senior Hockey team while felicitating the team on winning the coveted 120th Beighton Cup, Kolkata,



Activities in Zonal Office, Lucknow

- As part of bank's CSR activities, 9 Medical health check-up camps were organized in which 1520 persons were benefitted.
- As a part of Green initiative, 4 tree plantation programmes were organized and total no. of 265 trees were planted.
- CO Kanpur organized free medical camp on the occasion of Prakash Parv of Sh. Guru Nanak Dev.
- CO Faizabad provided school dresses to the students in the adopted village Deeh Pure Birbal as part of CSR activities.
- CO Gorakhpur provided the clothes for dresses for inmates of Missionaries of charity, Mother Teresa Home as part of CSR activities.
- CO Allahabad provided solar lamps to students under PNB Ladli scheme.

II. Review of Literature

This section provides a review of the theoretical literature on CSR activities of Punjab national bank sector in India and in other countries. Sharma (2011) made an attempt to analyse CSR practices and CSR reporting in India with special reference to banking sector and concluded that banking sector in India is showing interest in integrating sustainability into their business models but its CSR reporting practices are far away from satisfaction. Ventura and Vieira (2007) made a study to understand the dynamics of institutionalizing corporate social responsibility in the field of Banking Organizations in Brazil and found that from being an isolated marginal action, CSR in the past ten years is now a structured action in banking organizations.

Sharma (2011) has given a list of core thrust areas for reporting CSR activities by the Indian banks as: children welfare, community welfare, education, environment, healthcare, poverty eradication, rural development, vocational training, women's empowerment, and protection to girl child, employment. The rating of the CSR activities of Indian banking sector has also been done by Karmayog, an NGO. As per the report of the Karmayog two third of surveyed 36 banks couldn't even secure a rating of 3 at a scale of 0 to 5, only one bank could attain level 5.

Sanjay Kanti Das (2012), in his study presented that development of Corporate Social Responsibility (CSR) is very slowly in India though it was started a long time ago. In his view CSR has been assuming greater importance in the corporate world, including the banking sector.

Kvasnickova Stanislavska L., Margarisova K., Stastna, K(2012), defined concept of Corporate Social Responsibility on a theoretical level, They focuses on its development, its present form and the influence on financial performance of the company.

III. Objectives

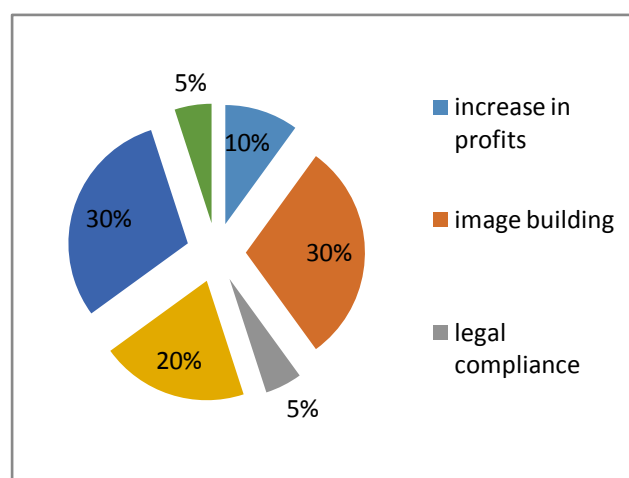
Objectives of research are shown below: -

- a) To know the organisation's awareness about CSR.
- b) To find out the ranking of main drivers of CSR activities
- c) To find out the major practice which the organisation has adopted in order to improve employee welfare and labour relations.
- d) To find out the programmes which are introduced by the organisation to assist employees, their family members or community members.

IV. Research Methodology

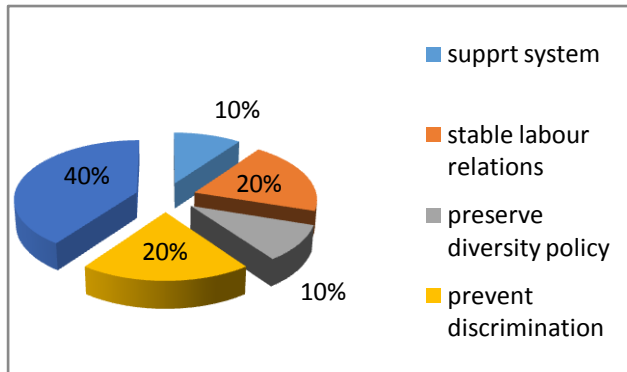
Research study methodology gives a clear picture of suitable classification and sequence of different stage of study as to arrive at proper manifestation of the objective, scope and limitations of the study. Sample area of this research is Sitapur. Sample unit is 1 because research conducted on Punjab national bank of sitapur. Sampling methodology is convenient (A non-probability sampling techniques that attempts to obtain a sample of convenient elements). The data was collected from both primary and secondary sources. Percentage and graphs are used to show the data more clearly. For collection of primary data using questionnaire method. For this study the secondary data was collected from the following source. Websites related to CSR, books and journal

Main drivers of CSR activities



From this pie chart it is clear increase in profits and increasing awareness are the major drivers of CSR.

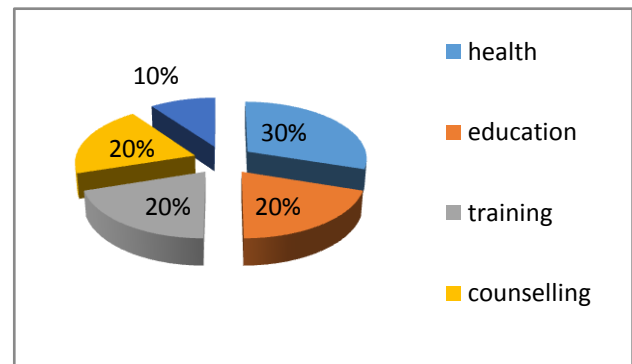
The major practice which the organisation has adopted in order to improve employee welfare and labour relations.



From this pie chart it is clear that health programmes, education programmes, training programmes etc are introduced by the organisation to assist employees, their family members or community members.

From this pie chart it is clear friendly office layout is the major practice which the organisation has adopted in order to improve employee welfare and labour relations'

The programmes which are introduced by the organisation to assist employees, their family members or community members.



Findings

- The organisation was aware of corporate social responsibility
- The major practice which the organisation has adopted in order to improve employee welfare and labour relations is the friendly office layout.
- Main drivers of CSR activities image building and increasing awareness.
- the programmes which are introduced by the organisation to assist employees, their family members or community members are health, education, counselling, training etc.

Suggestion

- There is need to enhance the initiatives through CSR by Indian companies especially in the education and environment protection.
- CSR initiatives will help in enhancing brand image.
- Through CSR it is possible to presents an opportunity to demonstrate corporate values distinctiveness and employee brand as well as deliver governance.
- Some incentives or awards must be provided to the organisations which are engaged in CSR activities in order to appreciate them as well as to motivate others.
- Banks should improve online and digital products.

V. Conclusion

CSR activities adopted by the organisation helps in building image, retention of employees, supporting work life balance, motivating and improving employee's morale etc and the major driver Which results in CSR activities is increase in profits. PNB intends to be a catalyst for change that benefits present and future generations. Sustainability is an integral part of PNB's activities – in our core business and beyond. Thus, we believe in being responsible to our shareholders, clients, employees, society and the environment. the Bank continued to proactively undertake diversified and extensive social responsibilities by participating in a diverse

range of activities covering poverty alleviation, financial inclusion, education, environmental protection and carbon reduction as well as sports and culture.

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