

INITIATIVE TAKEN BY CORPORATIONS: A STUDY WITH REFERENCE TO O.P JINDAL HOSPITAL, HISAR

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Abstract: Present study was done to know the perception of people about CSR afford of a company with reference to the O.P Jindal Hospital Hisar. This hospital is a CSR afford of the Jindal Steel and Power Limited. 60% of respondents know that the O.P. Jindal Hospital is a CSR afford of Jindal Steel and Power Limited, while 40% don't know it and 58% respondents think that a company or corporate CSR afford affect the people toward its. 16% responses are opposite of it while 26% respondents say that they can't say anything about this.

Keywords: Corporate Social Responsibility, Corporation, OP Jindal Hospital, Employers

1.0 Introduction

Corporate social responsibility (CSR) also known as a self-regulatory corporate model that helps a company be publicly accountable—to itself, its partners, and the general public. Companies who conduct corporate social responsibility, also known as corporate citizenship, should be aware of their effects on all areas of society, including the economic, social, and environmental. CSR suggests that a corporation acts in ways that favor society and the world rather than damaging them in the ordinary course of business. Corporate social responsibility is a vague term that can take on several different forms depending on the business and market. Businesses can support society while building their brands through CSR services, philanthropy, and volunteer efforts. CSR is advantageous to both the community and the organization. CSR activities can help employees and businesses develop closer relationships, increase productivity, and make both employees and employers feel more connected to the world around them. To be socially conscious, a corporation must first be accountable to itself and its owners. Companies who incorporate CSR systems often have expanded their industries to the point where they can contribute back to society. As a result, CSR is mainly a business policy. Furthermore, the more recognizable and competitive a company is, the more responsibility it has to set ethical guidelines for its colleagues, competitors, and business.

2.0 Social Corporate Responsibility in India

CSR has been recognized as social duty or welfare in India since ancient times, though its existence has changed over time. Social and environmental problems have strong roots in the history of industry, dating back to the origins of business, which contributes to surplus income. Since the late 1800s, India has had a long history of corporate philanthropy and industrial welfare. CSR is recognized as an essential role that contributes to the overall growth of a country. India, as the world's second most populous country and home to the greatest number of people in need of basic needs, necessitates more intense efforts as part of such interventions in the nation's healthcare room. Along with their shareholder-wealth maximization aim, Indian corporations are now required to meet their stakeholder commitments and societal obligations.

3.0 About The Jindal Steel and Power limited

Jindal Steel and Power Limited (JSPL) is a steel and power company headquartered in New Delhi, India. With revenue of approximately 40000 crores, JSPL is a subsidiary of the Jindal Group, a conglomerate worth approximately 130000 crores. In India, JSPL is a market leader in steel, electricity, mines, oil and gas, and infrastructure. Backward incorporation from its own captive coal and iron-ore mines allows the company to manufacture steel and electricity. It is a third largest steel producer in India.

4.0 About The OP Jindal Hospital

Since 1968, the hospital has been in service. NCJIMCARE & OPJICACRE is a 580-bed multi-specialty hospital that serves the medical needs of millions of people in rural Haryana, Punjab, and surrounding areas of Rajasthan. It is spread over 15.5 acres with many lush green lawns and a patient-friendly ecosystem in Hisar, Haryana. For over 4.5 decades of devoted operation, continuous upgrades and extension to keep up with evolving medical research, NCJIMCARE & OPJICACRE has earned the community's confidence. Everyone comes to the hospital with trust and they want ethical, affordable, dependable, and high-quality health-care facilities.

5.0 Review of Literature related to Study

According to a comparative study conducted by Khan and Atkinson(1987) on managerial attitudes toward social responsibility in India and Britain, most Indian executives accepted that CSR was important to business and that businesses had obligations not only to shareholders and staff, but also to consumers, vendors, society, and the economy.

According to a survey conducted by TERI-Europe and ORG-MARG (2001) in many Indian cities, more than 60% of people believe that businesses should be kept accountable for closing the wealth gap, eliminating human rights violations, resolving social issues, and rising economic stability.

Conway (2003) found that many major mining firms had their own programmes for environmental and social growth in his research on the iron ore mining industry in Goa. However, an organised CSR policy and preparation is lacking, especially among the industry's small and medium-sized players.

Shashank Shah and Sudhir Bhaskar (2010) conducted a case study of Bharat Petroleum Corporation Ltd. (a public sector organisation in India). They discovered a deep connection between the company and society. The group used societal tools such as people and materials to deliver services to the community. The report also showed that BPCL has undertaken a number of projects to benefit society.

6.0 Objective of the Study: -

Broad objective:- To know the perception of people about CSR Afford done by JSPL.

Other Objectives: - 1. To know the Happiness level of the consumer regarding availing facilities from CSR afford of JSPL. (O. P. Jindal Hospital, Hisar)

7.0 Research Methodology: -

Researcher conduct a survey for collecting the data from O.P Jindal Hospital, Hisar. A close ended questionnaire was given to the visitor/patient. Total 50 respondents were taken on the basis of purposive sampling.

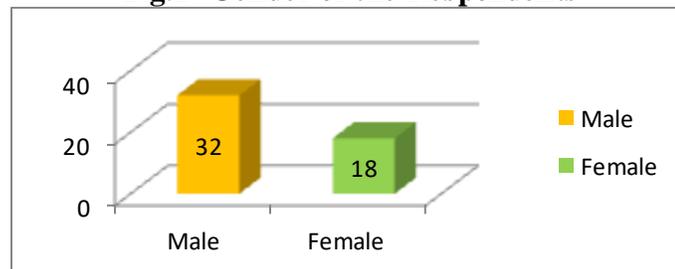
Sample Size: - 50 Respondents were chosen for complete this study.

Sampling Technique: - Purposive sampling was the technique for the study.

8.0 Analysis of the Data

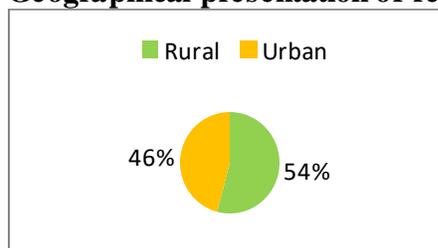
1. Demographic profile of the respondents

Fig.1- Gender of the Respondents



According to the data there are 32 male respondents and 18 are female out of 50.

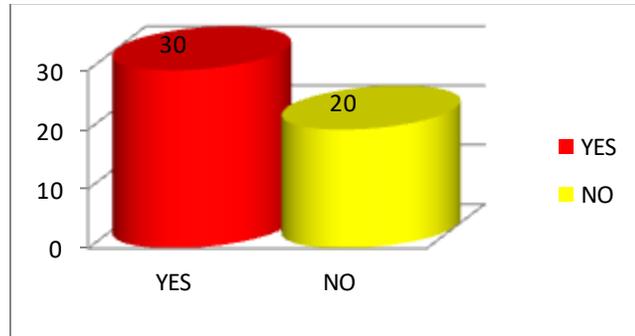
Fig.1 (B) Geographical presentation of respondents



The above figure represents the geographical presentation of the respondents. According to the data there are 56% urban respondents and 46% rural respondents during the survey.

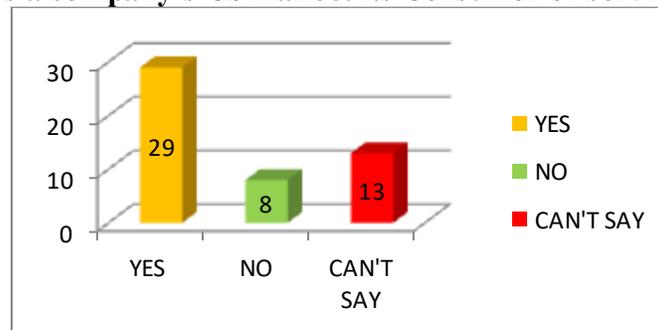
2. Screening Question in the questionnaire

Fig.2 Do you know that this Hospital is a CSR afford of JSPL.



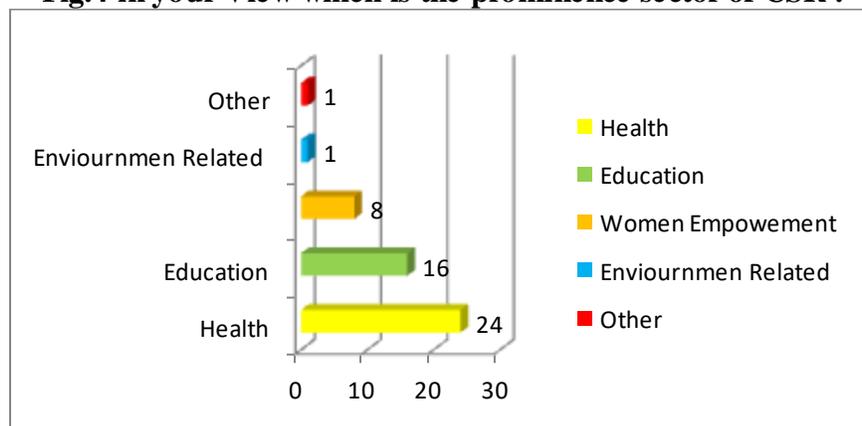
When the respondents were asked that they know that hospital is a CSR afford of the JSPL. 60% responses in the favor of this and 20% responses are opposite of it. 30 respondents out of 50 say yes and 20 respondents out of 50 say no in the survey form.

Fig. 3 Is a company's CSR affect its Consumer or service taker.



According to the data there are 58% of response are in the favor of this, that a company's CSR afford affect its consumer/customers. Only 16% responses are opposite of it while 26% respondents say that they can't say anything about this. The figure 3 is representing the data of this.

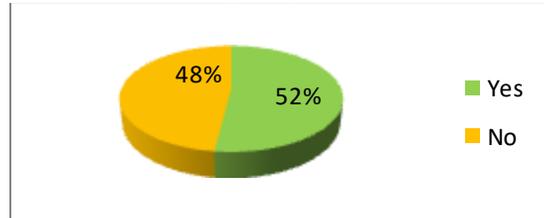
Fig.4 in your View which is the prominence sector of CSR .



In the figure 4 data shows the best area of CSR. According to the majority of respondents Health is a best sector to serve the community. After that education is the second option. There are 48% respondents are in the favor of health, 32% are in the favor of education, 16% are in the favor of women empowerment while only 1% choose

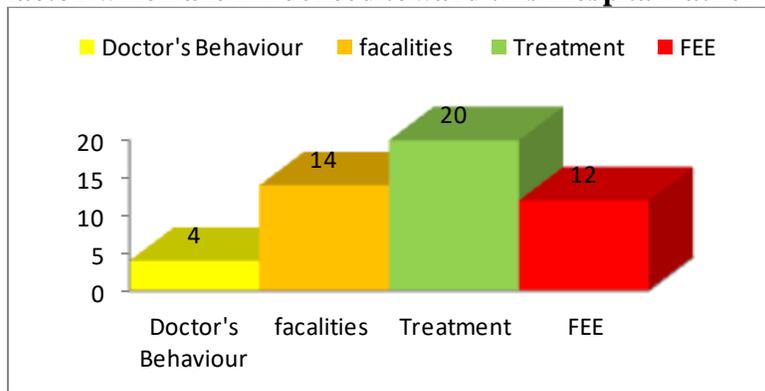
environment safety related works and remaining 1% chose other in the survey form. On the basis of this answer researcher found that health is a prominence area of the Social Corporate responsibility.

Fig. 5 Have you use any other service from CSR excepted this Hospital (O.P. Jindal Hospital, Hisar)



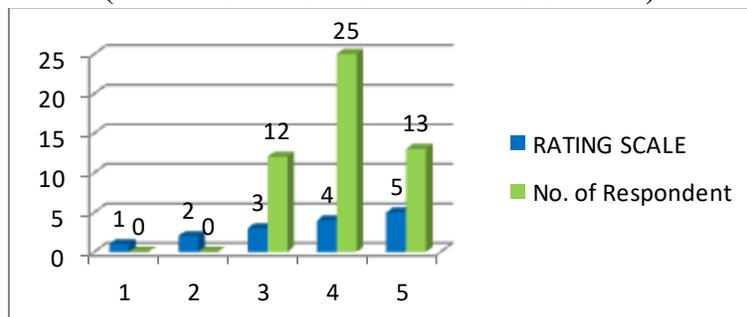
There are 48% respondents who never use any other service from CSR. 52% respondent say that they used services from CSR expected this Hospital.

Fig.6 The factor which are influenced toward this Hospital rather than other.



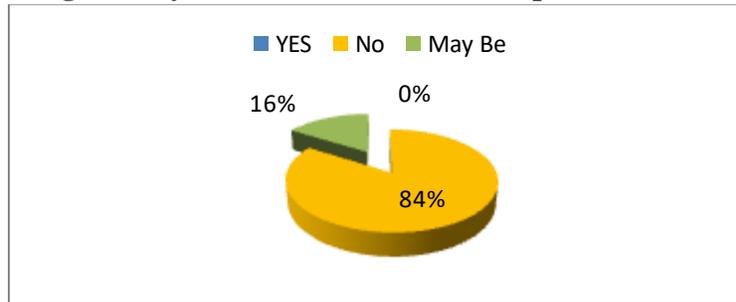
The figure-6 shows the data of factor which influenced people towards this hospital. According to data there are 40% of respondents are those who say that they are influenced by treatment of this hospital while 28% said that they are influenced by facilities provided by this hospital. 24% respondents said that are influenced by the fee of this hospital. Rest of 8% respondents said that doctor’s behavior is a factor of influence towards this hospital.

Fig.7 what is your happiness level regarding service of this hospital. (RATING 1 TO 5 ON RATING SCALE).



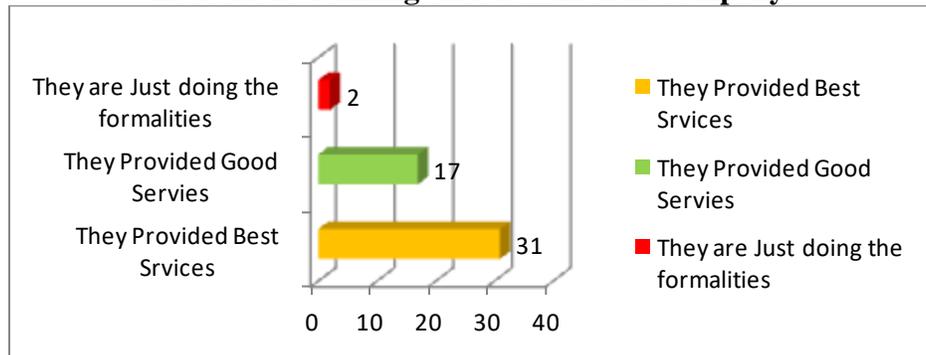
The figure 7 shows the happiness level of the visitors or service taker of the O.P. Jindal hospital, Hisar. There is no single response in the favor of rating one and rating 2. On the rating scale there are 12 respondents in the favor of rating 3, 25 responses in the favor of 4 and 13 responses in the favor of 5.

Fig. 8 are you recommended this hospital to others



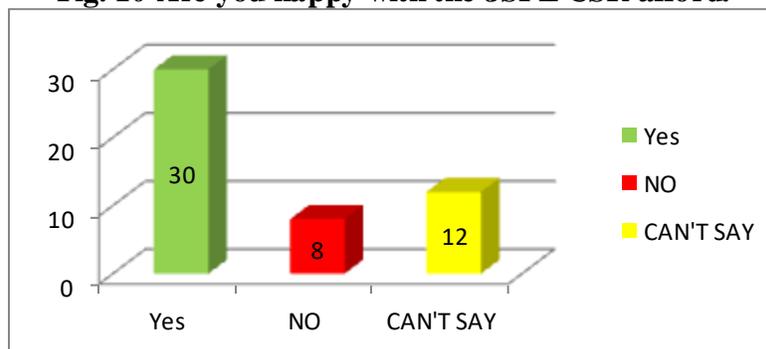
According to the data there are 84% respondents who recommended this hospital to other while 16% respondents response May be in the survey form, there is no single response that represent not recommended.

Fig.9 After using the service here what you think about the services, provided by institutions running under CSR of A Company.



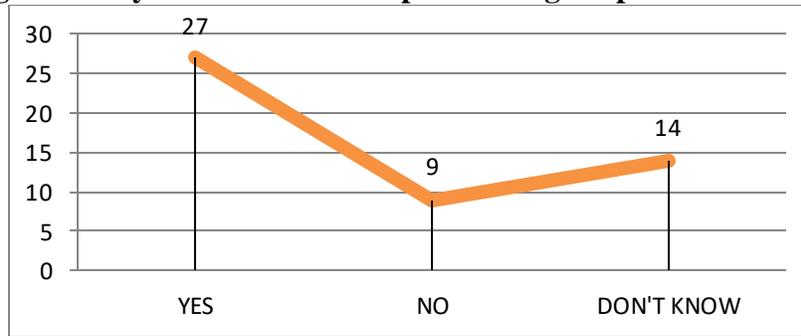
According to the data there are 62% respondents who think that services provided by institutions running under CSR affords of a company are best while 34% respondents say that these services are good , there are only 4 % respondents who feel that these institutions are just doing formalities on the name of CSR.

Fig. 10 Are you happy with the JSPL CSR afford.



When the respondents were asked that are they happy with the CSR afford of JSPL, then the 60% respondents say yes and 16% respondents say No. other 24% respondents say they Can't say thing about this .

Fig.11 what you think that Companies image depends on its CSR.



There are 54% respondents who felt that the image of a company pr corporate depends upon its CSR. While 18% respondents said that its not depends upon CSR. 28% respondents fill they don't know about this in the survey form.

9.0 Limitations of the Study

The main limitation of the study is that the study is done for only one corporate and with only one CSR afford. This type of study also can be done with more corporate or company with more CSR work. Only 50 respondents were taken for this study this is also a limitation of this study.

10.0 Findings

- 60% of respondents know that the O.P. Jindal Hospital is a CSR afford of Jindal Steel and Power Limited, while 40% don't know it.
- 58% respondents think that a company or corporate CSR afford affect the people toward its. 16% responses are opposite of it while 26% respondents say that they can't say anything about this.
- 48% respondents think that Health is a prominence sector for the CSR while 32% are in the favor of Education sector 16% are in the favor of women empowerment while only 1% chooses environment safety related works and remaining 1% chose other in the survey form.
- There are 48% respondents who never use any other service from CSR. 52% respondent say that they used services from CSR expected this Hospital.
- 40% of respondents are those who say that they are influenced by treatment of O.P jindal hospital while 28% said that they are influenced by facilities provided by this hospital. 24% respondents said that are influenced by the fee of this hospital. Rest of 8% respondents said that doctor's behavior is a factor of influence towards this hospital.
- On the rating scale 1 to 5 there are 24% respondents who gave rating 3 to the CSR afford of JSPL. While 50% respondents gave rating 4 on rating scale to this afford. 26% respondents gave rating 5 to this afford. No single respondents gave rating 1 and rating 2 to this Afford of JSPL.
- 84% respondents who recommended this hospital to other while 16% respondents response May be in the survey form, there is no single response that represent not recommended.
- According to the data there are 62% respondents who think that services provided by institutions running under CSR affords of a company are best while 34% respondents say that these services are good , there are only 4 % respondents who feel that these institutions are just doing formalities on the name of CSR
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