

## **CORPORATE SOCIAL RESPONSIBILITY AT JOSEPH EYE HOSPITAL IN TIRUCHIRAPPALLI CITY, TAMIL NADU**

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### **Abstract**

In India, there are many acts and policies to promote the business and economic activities especially for corporate social responsibility (CSR). However the Companies Act, 2013 gets a historical importance since it includes the CSR mandate as an attempt to supplement the government's efforts towards the country's development. Accordingly most of the organizations implement CSR activities for the welfare of employees and society at large. The CSR implemented by health care organizations gets significant importance since which is based on life saving activities. In this line the present study was planned to investigate the corporate social responsibility at Joseph Eye Hospital in Tiruchirappalli city, Tamil Nadu. The primary data were collected among 40 employees of this organization. The major findings of the study reveal that this eye hospital has implemented many health related CSR activities. The employees of this hospital under study are well aware of its CSR activities and having positive opinion on CSR activities of their organization.

**Key words : Philanthropy Corporate Social Responsibility Health Care Organizations**

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## 1. Introduction

India has grown to be one of the largest economic countries in the world but it is still having the largest number of people suffering from social and economic inequalities, absolute poverty, unemployment and underemployment. The uneven distribution of the quality of life of the people is the major root cause of social unrest. The corporate sectors today face increasing trends for social responsibility which leads to involve in charitable activities in order to remove the social and economic problems in India. The concept of Corporate Social Responsibility (CSR) is gaining significant importance in the private and public sector companies at national and global level. Under CSR the companies consider the demands of the society and thereby implement notable activities for the welfare of employees, customers, shareholders and communities. **Carroll** (2000) says that CSR is a multi-layer concept consisting of four inter-related aspects such as economic, legal, ethical, and philanthropic. The CSR is defined by the **World Business Council for Sustainable Development** as the continuing commitment by business for improving the quality of life of the employees and their families and society at large.

### Corporate Social Responsibility in India

Traditionally CSR in India has been seen as a charitable and philanthropic activity. Hence CSR is not a new concept in India. It has been increasingly growing in the Indian corporate history since companies have realized that CSR is vital to build trustworthy and continuous relationships with the society at large. In India, there are many acts and policies to promote the business and economic activities especially for CSR. However the Companies Act, 2013 gets a historical importance since it includes the CSR mandate as an attempt to supplement the government's efforts towards the country's development. Schedule VII of the Act lists out the CSR activities and suggests communities to be the focal point. Realizing the importance of the Act, the organizations including hospitals in India are involving in the CSR activities not only for the benefit of their employees but also community at large.

### Need for the study

The various activities listed in Schedule VII of the Companies Act 2013, are promotion of education, eradication of extreme hunger and poverty, gender equity and women empowerment,

reducing child mortality and improving maternal health, combating HIV-AIDS, malaria and other diseases, environmental sustainability, social business projects, contribution to Prime Minister's relief fund and other such state and central funds, employment enhancing vocational skills and such other matters as may be prescribed. From the above it is clear that the promotion of health and combating killer diseases gets a prominent task in CSR activities. Accordingly different types of hospitals including eye hospitals are rendering their health care services to the needy people in India at free of cost. It is necessary to find out the impact of CSR activities implemented by the hospitals in the country. In general a large number of studies are available in CSR at global and national level. **Anil Prasad Bandela and R.D. Sampath Kumar** conducted a study on CSR in two industries in Andhra Pradesh during the year 2013 and found that more than three fourths of the employees were aware about CSR activities and 42% of the employees were satisfied with the way CSR programs are being implemented. However studies on CSR activities implemented by the hospitals in India are rarely available. Hence the present study is emerged to study the Corporate Social Responsibility at Joseph Eye Hospital in Tiruchirappalli City, Tamil Nadu.

The Joseph Eye Hospital(JEH), established during the year 1936 in Tiruchirappalli city, Tamil Nadu, South India, offers services to the unaffordable segment of the community over eight decades. Every year JEH achieves new heights in its services. The demand for quality eye care services is always on the rise. Today JEH caters to the needs of around 4.5 million people and provides surgical treatment to more than 24,000 people. Most of the patients are the unaffordable segment of the community. Free treatment is also provided to the deserving patients. In addition to that the CSR activities are also being carried out by this hospital.

### **Objectives**

1. To study the socio-economic and demographic characteristics of respondents in Joseph Eye Hospital, Tiruchirappalli city, Tamil Nadu.
2. To find out the nature and types of CSR programmes implemented by the hospital
3. To ascertain the opinion of respondents towards the implementation of various CSR activities by the hospital.

## 2. Research Method

The present study has been conducted among the employees of Joseph Eye Hospital in Tiruchirappalli city, Tamil Nadu. There are 273 employees working in this hospital. Out of 273, 40 employees such as OT assistant, Receptionist, pharmacist, Accountant, staff nurse are included in the study.

## Limitations of the Study

The study is confined to the employees of Joseph Eye Hospital, Tiruchirappalli city who are the CSR beneficiaries.

The findings of the study are relevant to the respondents only and cannot be generalized.

## 3. Results and Analysis

The computed data were converted into Statistical Package for Social Sciences and processed. After getting the processed data, percentage and other statistical measurement were derived. The demographic details of the respondents are presented in the following table.

**Table 1: Demographic details of the respondents**

Variables	Frequency(F)	Percentage(P)
<b>Gender</b>		
a) Male	17	42.5
b) Female	23	57.5
<b>Age</b>		
a) Below 25 years	2	5
b) 25-35	20	50
c) 36-45	11	27.5
d) Above45 years	7	17.5
<b>Occupation</b>		
a) OT assistants	10	25
b) Receptionist	7	17.5
c) Pharmacist	7	17.5

d)	Accountant	3	7.5
e)	staff nurse	4	10
f)	HR	3	7.5
g)	Relationship officer	6	15
<b>Qualification</b>			
a)	UG	16	40
b)	PG	24	60

The above table indicates that more than half of the respondents (57.5%) are females. Fifty percent of the respondents are in the age group of 25-35 years. The respondents of the study are OT assistants (25%), Receptionists (17.5%), Pharmacists (17.5%), Accountants (7.5%), Staff nurses (10%) and 15% are HR Relationship officers. The table also shows that 40% of the respondents are undergraduates and 60% are postgraduates.

**Table 2: Services launched under CSR**

Variables	Dissatisfied		Neutral		Satisfied	
	F	P	F	P	F	P
Pollution control	0	0	0	0	40	100
Rain water harvesting	8	20	0	0	32	80
Greenery	6	15	2	5	32	80
Scholarship to students	2	5	4	10	34	85
Infrastructure to educational institutions	5	12.5	4	10	31	77.5
Training to students	7	17.5	3	7.5	30	75
Hostel	7	17.5	1	2.5	32	80
Eye check-up camps	0	0	0	0	40	100
Treatment for eye diseases	0	0	0	0	40	100
Providing eye optical	0	0	0	0	40	100
Eye operation at concession	0	0	0	0	40	100
Care after eye operations	0	0	0	0	40	100

Community welfare centres	2	5	2	5	36	90
Multipurpose halls	1	2.5	4	10	35	87.5
Placement linked trainings	2	5	5	12.5	33	82.5

The above table reveals that all the employees (100%) are satisfied with the implementation of CSR activities such as pollution control, eye check up camps, treatment for eye diseases, providing eye optical, eye operation at concession and care after eye operations by the hospital under study. The table also shows that most of the respondents are satisfied with other CSR activities of the hospital.

**Table 3: Perceptions of respondents about CSR**

variables	Agree		Neutral		Disagree	
	F	P	F	P	F	P
CSR is an unconditionally accepted obligation of business	20	50	12	30	8	20
CSR should be the responsibility of every company	21	52.5	15	37.5	4	10
Government should provide training to companies on implementing CSR	17	42.5	14	35	9	22.5
Public recognition to be given to the companies doing well in the area of CSR	18	45	11	27.5	11	27.5
CSR activities undertaken by your company is highly useful to society	14	35	15	37.5	11	27.5

The above table shows that 50% of the respondents agreed that CSR is an unconditionally accepted obligation of business. More than half of the respondents opined that CSR should be the responsibility of every company. Seventeen respondents (42.5%) agreed that Government should provide training to the companies on implementing CSR. Forty five percent of the respondents opined that public recognition to be given to the companies doing well in the area of CSR. More than one third of the respondents have the opinion that the CSR activities undertaken by their company is highly useful to society

**Table 4: Gender Vs Opinion of respondents on CSR statements**

It is observed from the above table that there is significant association between male and female respondents and their opinions on the CSR statements 1, 2, 4, and 5. However there is no significant association between male and female respondents and their opinion on the CSR statements No. 3.

Statement	Agree	Neutral	Disagree	Total	Chi square
1. CSR is an unconditionally accepted obligation of business	20(50%)	12(30%)	8(20%)	40(100%)	.934 Significant
2. Implementing CSR should be the responsibility of every company	21(52%)	15(37%)	4(10%)	40(100%)	.682 Significant
3. Government should provide training to companies to help them to implement CSR	17(42%)	14(35%)	9(22%)	40(100%)	0.22 Not significant
4. There should be more public recognition given to companies doing well in the area of CSR	18(45%)	11(27%)	11(27%)	40(100%)	.473 Significant

5. CSR activities undertaken by your company is highly useful to society	14(35%)	15(37%)	11(27%)	40(100%)	.557 Significant
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**Table 5: Educational qualification Vs Opinion of respondents on CSR statements**

Statement	Agree	Neutral	Disagree	Total	Chi square
1. CSR is an unconditionally accepted obligation of business	20(50%)	12(30%)	8(20%)	40(100%)	0.50 Significant
2. Implementing CSR should be the responsibility of every company	21(52%)	15(37%)	4(10%)	40(100%)	.298 Not significant
3. Government should provide training to companies to help them to implement CSR	17(42%)	14(35%)	9(22%)	40(100%)	.909 Significant
4. There should be more public recognition given to companies doing well in the area of CSR	18(45%)	11(27%)	11(27%)	40(100%)	.506 Significant
5. CSR activities undertaken by your company is highly useful to society	14(35%)	15(37%)	11(27%)	40(100%)	.135 Not significant

It is evident from the above table that that there is significant association between educational qualification of the respondents and their opinion on CSR statements 1, 3, and 4. However there is no significant association between educational qualification of the respondents and their opinion on the CSR statements No. 2 and 5.



#### 4. Conclusion

The present study was conducted on the CSR activities implemented by Joseph Eye Hospital, Tiruchirappalli City, Tamil Nadu. The primary data were collected among 40 employees of this organization. As per the findings of the study this eye hospital has implemented various CSR activities like health care, environmental care, pollution control, development of green belt, rainwater harvesting, scholarship to students, infrastructure to schools/colleges, trainings to students, hostel building to students, free eye check up, supply of optical, eye operation etc., The employees of this hospital under study are well aware of its CSR activities and having positive opinion on the CSR activities of their organization. It is a common statement that '**Health is Wealth**'. Realizing the need and importance of health care activities, the present study is concluded that the health service organizations especially the different kinds of hospitals may extend their CSR activities for the poor and needy people such as health check up, blood check up for identification of diseases, free treatment and operation, post health care, supply of health and hygienic food etc. in order to achieve health for all in India. Micro level and macro level studies to be undertaken in order to assess the impact of CSR activities implemented by health care organizations.

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