




MAH/MUL/03051/2012
ISSN-2319 9318

Vidya Warta®

Peer Reviewed International Refereed Research Journal
Issue-32, Vol-04 Oct. to Dec. 2019



Editor

 Dr.Bapu G.Gholap

www.vidyavarta.com

MAH MUL03051/2012
ISSN: 2319 9318

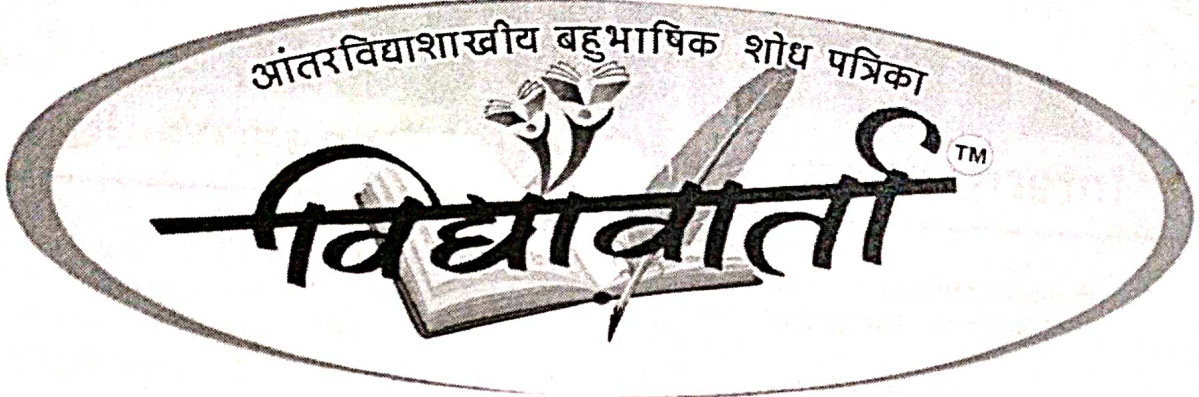
Vidyawarta[®]
Peer-Reviewed International Journal

Oct. To Dec. 2019
Issue-32, Vol-04

01

MAH/MUL/ 03051/2012

ISSN :2319 9318



Oct. To Dec. 2019
Issue-32, Vol-04

Date of Publication
01 Nov. 2019

Editor

Dr. Bapu g. Gholap

(M.A.Mar.& Pol.Sci.,B.Ed.Ph.D.NET.)

विद्येविना मति गेली, मतीविना नीति गेली
नीतिविना गति गेली, गतिविना वित्त गेले
वित्तविना शूद्र स्वचले, इतके अनर्थ एका अविद्येने केले

-महात्मा ज्योतीराव फुले

❖ विद्यावार्ता या आंतरविद्याशाखीय बहुभाषिक त्रैमासिकात व्यक्त झालेल्या मतांशी मालक, प्रकाशक, मुद्रक, संपादक सहमत असतीलच असे नाही. न्यायक्षेत्र:बीड



"Printed by: Harshwardhan Publication Pvt.Ltd. Published by Ghodke Archana Rajendra & Printed & published at Harshwardhan Publication Pvt.Ltd.,At.Post. Limbaganesh Dist,Beed -431122 (Maharashtra) and Editor Dr. Gholap Bapu Ganpat.



Reg.No.U74120 MH2013 PTC 251205
Harshwardhan Publication Pvt.Ltd.

At.Post.Limbaganesh,Tq.Dist.Beed
Pin-431126 (Maharashtra) Cell:07588057695,09850203295
harshwardhanpubli@gmail.com, vidyawarta@gmail.com

All Types Educational & Reference Book Publisher & Distributors / www.vidyawarta.com

द गॅझेट ऑफ इंडिया, १८ जुलै २०१८ को प्रकाशित किये गये राजपत्र में विश्वविद्यालय अनुदान आयोगने शिक्षकों और अन्य शिक्षक कर्मचारीयों को न्यूनतम अर्हता के बारे में विनियम जारी किया है, जिसमें पृष्ठ संख्या १०५ पर peer reviewed जर्नल्स API स्कोअर या प्रमोशन के लिए मान्य किये जाएंगे ऐसा लिखा है । ये राजपत्र निम्न लिंक पर अक्लेबल है कृपया डाउनलोड करके देखिये।

https://www.ugc.ac.in/pdfnews/4033931_UGC-Regulation_min_Qualification_Jul2018.pdf

More Details

https://www.youtube.com/watch?v=g_fzq2Mi7yM&t=4s

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REGD. NO. D. L.-33004/99



भारत का राजपत्र The Gazette of India

असाधारण

EXTRAORDINARY

भाग III—खण्ड 4

PART III—Section 4

प्राधिकार से प्रकाशित

PUBLISHED BY AUTHORITY

सं. 271]

नई दिल्ली, बुधवार, जुलाई 18, 2018/आषाढ़ 27, 1940

No. 271]

NEW DELHI, WEDNESDAY, JULY 18, 2018/ASHADHA 27, 1940

विश्वविद्यालय अनुदान आयोग

अधिसूचना

नई दिल्ली, 18 जुलाई, 2018

विश्वविद्यालय अनुदान आयोग (विश्वविद्यालय और महाविद्यालयों में शिक्षकों और अन्य शैक्षिक कर्मचारियों की नियुक्ति हेतु न्यूनतम अर्हता तथा उच्चतर शिक्षा में मानकों के रखरखाव हेतु अन्य उपाय संबंधी विनियम, 2018

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though the Level of participation typically lessens when it comes to the more violent contact sports. In the field of Games and Sports in India, women and girls have long been deprived of participation in games and sports by direct or indirect social inhibition. In India the sporting world is still men's world. Women constitute almost 50 percent of the total population but in no way equal the male athletes in number, inspite of the facilities available, being equal for every one either male or female. More measures need to be taken to increase and improve the participation of women and girls in sports for their better enhancement and empowerment.

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CORPORATE SOCIAL RESPONSIBILITIES IN INDIA

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ABSTRACT

CSR in India has traditionally been seen as a philanthropic activity and in keeping with the Indian tradition, it was an activity that was performed but not deliberated. As a result, there is limited documentation on specific activities related to this concept. However, what was clearly evident was that much of this had a national character encapsulated within it, whether it was endowing institutions to actively participating in India's freedom movement, and embedded in the idea of trusteeship.

CSR initiatives take organisations beyond compliance with legislation and leads them to honour ethical values and respect people, communities and the natural environment, CSR is sustainable-involving activities that your organization can maintain without adversely affecting your business goals. CSR is about more than environment responsibility or having a recycling policy.

Keywords : CSR, Advantages, Challenges, Institution, National

Introduction:-

The 21st century is characterized by unprecedented challenges and scope, arising from LPG, the desire for inclusive development and the imperatives of change in the climate. Business in India, which is globally viewed as a responsible component of the ascendancy of India, is poised now to take on a leadership role in the challenges of our times. It is recognized

the world over that integrating social, environmental and ethical responsibilities into the governance of businesses ensures their long term success, competitiveness and sustainability. This approach also reaffirms the view that businesses are an integral part of society, and have a critical and active role to play in the sustenance and improvement of healthy ecosystems, in fostering social inclusiveness and equity, and in upholding the essentials of ethical practices and good governance. This also makes business sense as companies with effective CSR, have image of socially responsible companies, achieve sustainable growth in their operations in the long run and their products and services are preferred by the customers.

"The WBCSD defines CSR as "the continuing commitment by business to contribute to development of economy while improving the quality of life of the workforce and their families as well as of the community and society at large."

CSR in India :-

CSR in India has traditionally been seen as a philanthropic activity and in keeping with the Indian tradition, it was an activity that was performed but not deliberated. As a result, there is limited documentation on specific activities related to this concept. However, what was clearly evident was that much of this had a national character encapsulated within it, whether it was endowing institutions to actively participating in India's freedom movement and embedded in the idea of trusteeship.

Object of Study :-

1. To know the types of CSR in India
2. To know the advantages of CSR
3. To know the Challenges of CSR in India

Types of CSR

1. Environmental Responsibility

Environmental sustainability initiatives enacted by businesses generally focus on two main areas: limiting pollution and reducing greenhouse gases. As the awareness of

environmental issues grows, businesses that take steps to reduce air, land and water pollution can increase their standing as good corporate citizens while also benefiting society as a whole. For example, Cisco Systems, a multinational technology company, has taken a variety of steps to reduce its carbon footprint, including the installation of photovoltaic systems at production facilities and developing platforms that allow employees to work from remote locations rather than commuting to the office.

2. Philanthropic Initiatives

Philanthropic initiatives include the donation of time, money or resources to charities and organizations at local, national or international levels. These donations can be directed to a variety of worthy causes including human rights, national disaster relief, clean water and education programs in under developed countries, For example, Microsoft co-founder Bill Gates has donated billions of dollars to the Bill and Melinda Gates Foundation, which supports numerous causes including education, the eradication of malaria and agricultural development. In 2014, Bill Gates was the single largest giver in the world, donating S 1.5 billion in Microsoft stock to the Bill and Melinda Gates Foundation.

3. Ethical Business Practices

The primary focus on ethics is to provide fair labor practices for businesses' employees as well as the employees of their suppliers. Fair business practices for employees include equal pay for equal work and living wage compensation initiatives. Ethical labor practices for suppliers include the use of products that have been certified as meeting fair trade standards. For example, Ben and Jerry's Ice Cream uses fair trade-certified ingredients like sugar, cocoa, vanilla, coffee and bananas.

4. Economic Responsibility

Economic responsibility focuses on practices that facilitate the long-term growth of the business, while also meeting the standards

set for ethical, environmental and philanthropic practices. By balancing economic decisions with their overall effects on society, businesses can improve their operations while also engaging in sustainable practices. An example of economic responsibility is when a company modifies its manufacturing processes to include recycled products, which could benefit the company by potentially lowering the cost of materials and also benefit society by consuming fewer resources.

Advantages of Corporate Social Responsibility

1. Satisfied employees.

Employees want to feel proud of the organization they work for. An employee with a positive attitude towards the company, is less likely to look for a job elsewhere. It is also likely that you will receive more job applications because people want to work for you. More choice means a better workforce. Because of the high positive impact of CSR on employee wellbeing and motivation, the role of HR in managing CSR projects is significant.

2. Satisfied customers

Research shows that a strong record of CSR improves customer's attitude towards the company. If a customer likes the company, he or she will buy more products or services and will be less willing to change to another brand.

3. Positive PR

CSR provides the opportunity to share positive stories online and through traditional media. Companies no longer have to waste money on expensive advertising campaigns. Instead they generate free publicity and benefit from word of mouth marketing.

4. Costs reduction

Yes, you read this correctly. A CSR program doesn't have to cost money. On the contrary. If conducted properly a company can reduce costs through CSR.

Companies reduce costs by :

- More efficient staff hire and retention
- Implementing energy savings programs

· Managing potential risks and liabilities more effectively

· Less investment in traditional advertising

5. More business opportunities

A CSR program requires an open, outside oriented approach. The business must be in a constant dialogue with customers, suppliers and other parties that affect the organization. Because of continuous interaction with other parties, your business will be the first to know about new business opportunities.

6. Long term future for your business

CSR is not something for the short term. It's all about achieving long term results and business continuity. Large business refer to : "shaping a more sustainable society"

Challenges of CSR

1. Lack of Community Participation in CSR Activities:

There is a lack of interest of the local community in participating and contributing to CSR activities of companies. This is largely attributable to the fact that there exists little or no knowledge about CSR within the local communities as no serious efforts have been made to spread awareness about CSR and instill confidence in the local communities about such initiatives, situations is further aggravated by a lack of communication between the company and the community at the grassroots.

2. Need to Build Local Capacities:

There is a need for capacity building of the local nongovernmental organizations as there is serious dearth of trained and efficient organizations that can effectively contribute to the ongoing CSR activities initiated by companies. This seriously compromises scaling up of CSR initiatives and subsequently limits the scope of such activities.

3. Lack of Transparency:

Lack of transparency is one of the key issues brought forth by the survey. There is an expression by the companies that there exists

lack of transparency on the part of the local implementing agencies as they do not make adequate efforts to disclose information on their programs, audit issues, impact assessment and utilization of funds. This reported lack of transparency negatively impacts the process of trust building between companies and local communities, which is a key to the success of any CSR initiative at the local level.

4. Non-availability of Well Organized Non-governmental Organizations:

It is also reported that there is non availability of well organized nongovernmental organizations in remote and rural areas that can assess and identify real needs of the community and work along with companies to ensure successful implementation of CSR activities. This also builds the case for investing in local communities by way of building their capacities to undertake development projects at local levels.

5. Visibility Factor:

The role of media in highlighting good cases of successful CSR initiatives is welcomed as it spreads good stories and sensitizes the local population about various ongoing CSR initiatives of companies. This apparent influence of gaining visibility and branding exercise often leads many nongovernmental organizations to involve themselves in event-based programs; in the process, they often miss out on meaningful grassroots interventions.

6. Narrow Perception towards CSR Initiatives:

Non-governmental organizations and Government agencies usually possess a narrow outlook towards the CSR initiatives of companies, often defining CSR initiatives more donor-driven than local in approach. As a result, they find it hard to decide whether they should participate in such activities at all in medium and long run.

7. Non-availability of Clear CSR Guidelines:

There are no clear cut statutory guidelines or policy directives to CSR initiatives

of companies. It is found that the scale of CSR initiatives of companies should depend upon their business size and profile. In other words, the bigger the company, the bigger is its CSR program.

8. Lack of Consensus on Implementing CSR Issues:

There is a lack of consensus amongst local agencies regarding CSR projects. This lack of consensus often results in duplication of activities by corporate houses in areas of their intervention. This results in a competitive spirit between local implementing agencies rather than building collaborative approaches on issues. This factor limits company's abilities to undertake impact assessment of their initiatives from time to time.

Conclusion:

Corporate social responsibility is concerned with treating the stakeholders of the firm ethically or in a responsible manner. "Ethically or responsible" means treating stakeholders in a manner deemed acceptable in civilized societies. Social includes economic responsibility. Stakeholders exist both within a firm and outside – the natural environment is a stakeholder for example. The wider aim of social responsibility is to create higher and higher standards of living, while preserving the profitability of the corporation, for peoples both within and outside the corporation. Successful CSR initiatives take organizations beyond compliance with legislation and leads them to honour ethical values and respect people, communities and the natural environment. CSR is sustainable – involving activities that your organization can maintain without adversely affecting your business goals. CSR is about more than environmental responsibility or having a recycling policy.

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Public Expenditure and Economic Development - A Case Study of India

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Abstract

The purpose of this paper is to analyze the impact of public expenditure on economic development in India during the period 1975 to 2013 making use of annual time series data. This study includes annual data of public expenditure and Gross Domestic product (GDP) per capita as indicator of economic development. In this study we are using econometrics model multiple regression analysis. The tool of analysis was the OLS multiple regression model specified on perceived causal relationship between Government expenditure and economic development. The major objective of this paper is to analyze the effect of Government spending on economic development in India. In an attempt to establish long run relationship between public expenditure and economic development, the result reveals that there is a positive relationship between real GDP as against the revenue and capital expenditure. Thus the public expenditure is an important factor for economic development of a country. There are various principles and policies made by government for total public expenditure that leads to economic development.