

A Study on Employee Awareness of Corporate Social Responsibility in Reliance Retail Ltd

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ABSTRACT

Corporate Social Responsibility (CSR) has emerged as a vital aspect of business operations, reflecting an organization's commitment to social, environmental, and economic well-being. This study, titled “A Study on Employee Awareness of Corporate Social Responsibility in Reliance Retail Ltd.”, aims to examine the level of awareness and understanding of CSR initiatives among employees and assess their perceptions regarding the company's social responsibility activities. Reliance Retail Ltd., being one of India's leading retail organizations, undertakes various CSR programs focused on education, healthcare, environmental sustainability, rural development, and community welfare. The effectiveness of these initiatives largely depends on employee awareness, participation, and support. The study investigates whether employees are familiar with the organization's CSR policies, objectives, and activities and evaluates the extent to which they contribute to or engage in such programs. Primary data is collected through structured questionnaires administered to employees, while secondary data is gathered from company reports, journals, and other relevant sources. The analysis focuses on understanding employees' attitudes toward CSR and identifying factors that influence their awareness levels. The findings reveal that most employees have a positive perception of CSR and recognize its significance in enhancing corporate image, stakeholder relationships, employee satisfaction, and societal development. However, the study also identifies the need for improved communication, regular training programs, and greater employee involvement to strengthen awareness and participation.

Keywords: Corporate Social Responsibility (CSR), Employee Awareness, Reliance Retail Ltd, CSR Initiatives, Employee Participation, Social Responsibility, Employee Perception, CSR Communication, Sustainable Business Practices, Organizational Development.

1.INTRODUCTION

Corporate Social Responsibility (CSR) is a business approach through which organizations integrate social, environmental, and ethical concerns into their operations and interactions with stakeholders. It reflects a company's commitment to contributing positively to society while achieving its business objectives. CSR

activities generally include community development, environmental protection, education, healthcare, employee welfare, and sustainable business practices. In today's competitive business environment, CSR has become an important aspect of corporate strategy, helping organizations build a positive image and strengthen relationships with customers, employees, investors, and society. Effective implementation of CSR initiatives not only enhances corporate reputation but also contributes to long-term organizational sustainability and growth. CSR enables organizations to create value not only for their business but also for the communities in which they operate. By addressing social and environmental challenges, companies can improve stakeholder trust, strengthen brand loyalty, and promote responsible business practices. As businesses continue to expand their role in society, CSR has become an essential component of organizational success and sustainable development.

Over the years, the importance of Corporate Social Responsibility has increased significantly due to growing public awareness, stakeholder expectations, and regulatory requirements. Employees play a crucial role in the success of CSR initiatives, as their awareness, understanding, and participation directly influence the effectiveness of such programs. Organizations that actively promote CSR awareness among employees often experience higher levels of engagement, improved workplace culture, and stronger commitment toward social responsibilities. Employee awareness helps ensure that CSR initiatives are effectively communicated and successfully implemented throughout the organization. Reliance Retail Ltd, one of India's leading retail organizations, undertakes various CSR initiatives aimed at supporting community development, environmental sustainability, and social welfare. Understanding the level of employee awareness regarding these initiatives is important for assessing the effectiveness of CSR communication and implementation within the organization.

1.1 NEED FOR THE STUDY

Organizations today are expected to contribute not only to business growth but also to social and environmental well-being. The success of such efforts depends greatly on how well employees understand and support the initiatives undertaken by their organization. Differences in awareness levels among employees can influence participation and the overall impact of social responsibility activities.

As business organizations continue to expand their role in community development and sustainable practices, understanding employee perspectives becomes increasingly relevant. This study is carried out to examine the awareness of employees regarding social responsibility initiatives in Reliance Retail Ltd.

1.2 OBJECTIVES OF THE STUDY

- To study in what way or manner best the society growth actions begun as any of Corporate Social Responsibility advance the tenable tumor of the arranging.

- To study by what method far the goals of the projected Corporate Social Responsibility is sent for one institution through society incident projects.
- To study the act of officer in preparation and executing allied public blame pushes usually and in Reliance Retail exceptionally.
- To label the benefits namely being given apiece guest to all.
- To suggest measures for improving employee awareness and participation in Corporate Social Responsibility activities.

1.3 SCOPE OF THE STUDY

Corporate Social Responsibility activities are generally implemented through a structured framework that includes planning, setting objectives, defining timelines, and monitoring progress. Organizations may collaborate with external agencies, community groups, and other stakeholders to carry out social responsibility programs effectively. Adequate resources are allocated to support the successful execution of these initiatives. The study covers various areas of social responsibility, including community welfare, education, healthcare, environmental sustainability, sanitation, and other initiatives aimed at improving the quality of life in society.

1.4 LIMITATIONS OF THE STUDY

The players were not sufficiently experienced / cognizant on the idea of CSR.

- A breach was seen 'tween twofold answers like Yes/No, Agree/argue. The break seemingly wanted few hypothetical reasons for one parties.
- A sense of bias apparently towards the arranging was sensed with the players in solving the questions, still their biased unintelligence on the subject.
- If not the cost, restraints momentary were indeed sensed.
- Time is too a big restraint.

2. REVIEW OF LITERATURE

Philip Kotler and Nancy Lee “An obligation to develop society well-being through unrestricted trade practices and offerings of allied money”

MallenBaker “A habit associations survive killing processes to produce an overall helpful affect institution.”

RESEARCH GAP

Existing studies on Corporate Social Responsibility have largely concentrated on CSR practices, stakeholder perceptions, organizational performance, and the social impact of CSR initiatives. Several researchers have

examined employee perceptions and participation in CSR activities across different industries. However, limited attention has been given to assessing the level of employee awareness of CSR initiatives within the retail sector, particularly in the context of Reliance Retail Ltd.

3. RESEARCH METHODOLOGY

Research is a systematic process undertaken to obtain reliable information and find solutions to specific problems or questions.

It involves the collection, organization, analysis, and interpretation of data to draw meaningful conclusions.

Research helps in testing assumptions, evaluating facts, and generating knowledge that supports informed decision-making.

3.1 SOURCES OF DATA

The data for the study was collected from both primary and secondary sources.

- Questionnaire survey conducted among employees.
- Personal discussions and interactions with employees.
- Company records and official website.
- Books, journals, and magazines.
- Research articles and published reports.

3.2 SAMPLE DESIGN

Sample design refers to the process of selecting a representative group from the total population for the purpose of conducting a study. It helps in obtaining relevant information and drawing meaningful conclusions about the population under investigation. For the present study, a sample of 50 employees was selected from Reliance Retail Ltd. The respondents were chosen to gather information regarding their awareness, understanding, and perceptions of Corporate Social Responsibility activities undertaken by the organization. The selected sample was considered adequate for collecting the required data and achieving the objectives of the study.

3.3 PERIOD OF THE STUDY

The study was conducted for a period of 45 days. During this time, the required data was collected, organized, and analyzed to achieve the objectives of the study. The duration was sufficient to gather relevant information and complete the research successfully.

3.4 TOOLS AND TECHNIQUES FOR THE ANALYSIS

The collected data was analyzed using the following tools and techniques:

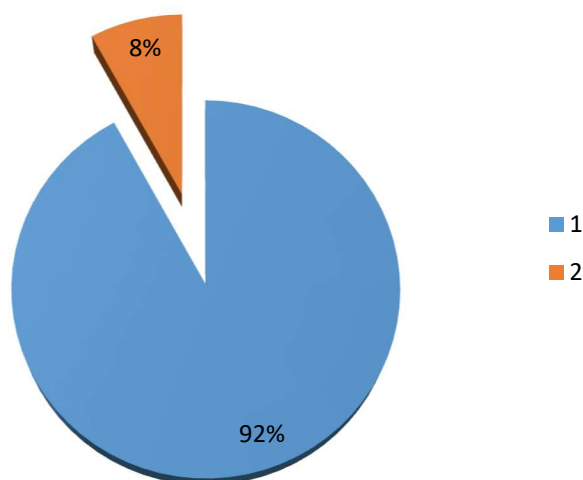
- Percentage Analysis
- Tabular Presentation
- Bar Charts
- Pie Charts
- Graphical Representation

4.DATA ANALYSIS AND INTERPRETATION

4.1 REPRESENTING THE DOES YOUR COMPANY UNDERTAKE CSR ACTIVITIES?

S.No	Particulars	Number of Respondents	Percentage of Respondents
1	Yes	92	92%
2	No	8	8%
	Total	100	100%

percentage of Respondents

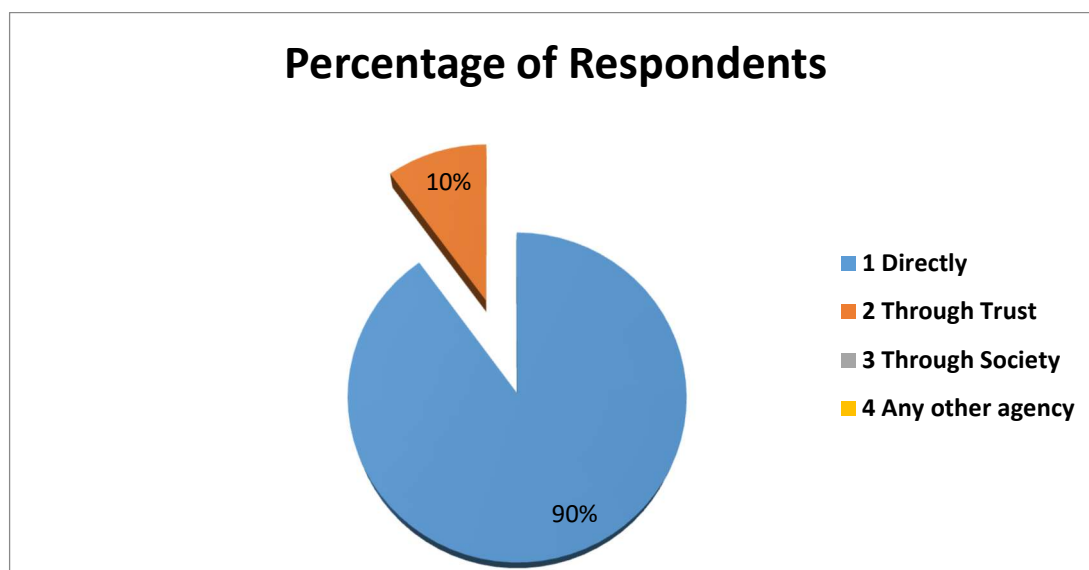


INTERPRETATION

From the same diagram, we can reply 92% of the accused concur that party attempts CSR endeavors and 8% of the accused view that association doesn't attempt CSR projects. Finally above study we can decide that the guest is attractive a most in administering CSR endeavors.

4.2 REPRESENTING THE HOW THE CSR ACTIVITIES ARE HAVE BEEN UNDERTAKEN ?

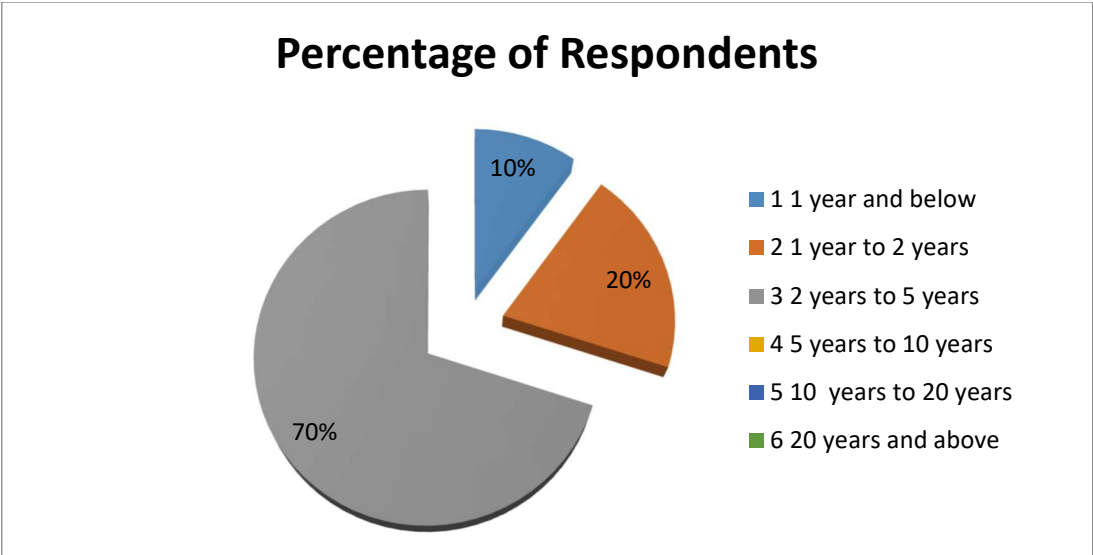
S.No	Particulars	Number of Respondents	Percentage of Respondents
1	Directly	90	90%
2	Through Trust	10	10%
3	Through Society	0	0%
4	Any other agency	0	0%
	Total	100	100%

**INTERPRETATION**

From duplicate diagram, we can voice that 90% accused pronounced that association straightforwardly attempts CSR ventures and 10% accused pronounced that party attempts CSR endeavors through Trust . Finally from above study we can decide that the guest is communicable a main part in administering CSR exercises straightforwardly.

4.3 REPRESENTING THE HOW MANY YEARS , DOES YOUR COMPANY PRACTISING CSR ?

S. No	Particulars	Number of Respondents	Percentage of Respondents
1	1 year and below	10	10%
2	1 year to 2 years	20	20%
3	2 years to 5 years	70	70%
4	5 years to 10 years	0	0%
5	10 years to 20 years	0	0%
6	20 years and above	0	0%
	Total	100	100%

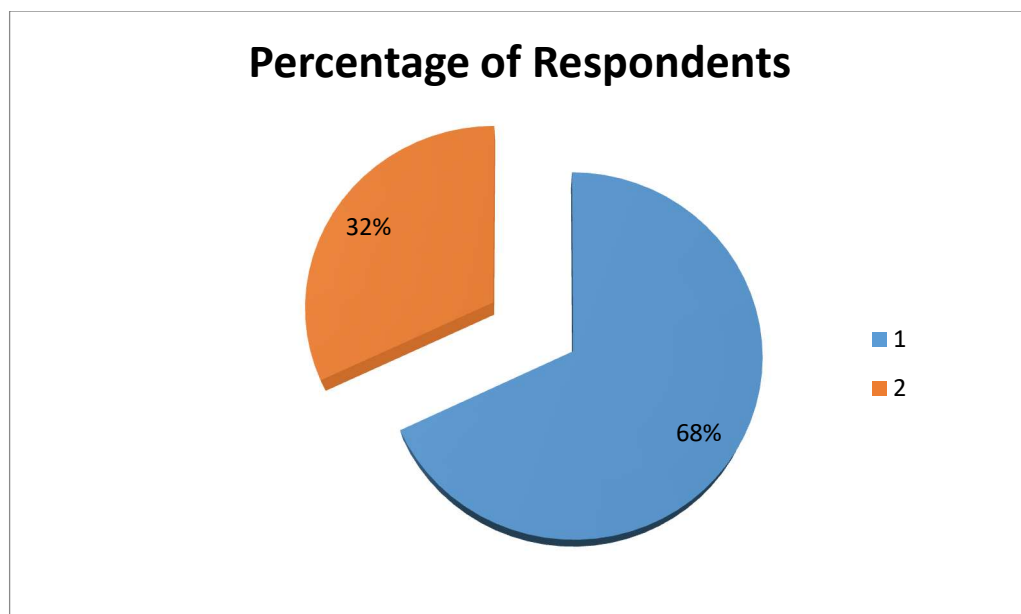


INTERPRETATION

From duplicate diagram, we can suggest that the 70% accused pronounced that party is undertaking CSR 'tween 2-5 age. 20% pronounced that association is undertaking CSR 'tween 1-2 age and 10% accused pronounced guest has happened undertaking for individual old age or inferior individual old age. Finally from above reasoning we can decide that the party undertaking CSR main part in 'tween 2 age to 5 age.

4.4 REPRESENTING THE DOES THE COMPANY HAS A SAPERATE DEPARTMENT/CELL FOR THE CSR INITIATIVES?

S. No	Particulars	Number of Respondents	Percentage of Respondents
1	Yes	68	68%
2	No	32	32%
	Total	100	100%



INTERPRETATION

From the same diagram, we can announce that the 68% accused pronounced their guest has different area/container for CSR drives and rest of the accused (32%) distanced as skilled is no separate area/container for CSR actions. From the same diagram, we can announce that the 68% accused pronounced their guest has different area/container for CSR drives and rest of the accused (32%) distanced as skilled is no separate area/container for CSR actions.

5.FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- 92% mention their party attempts CSR endeavours and 90% society pronounced their guest straightforwardly attempts CSR exercises.
- 68% accused pronounced their association has different area/container for CSR pushes and 80% accused pronounced their guest has additional CSR tactics and rest of the accused
- 92% accused pronounced their party attempts CSR ventures accompanying the own budget of the guest and 40 % of moment of truth they will take our approvals in distribution of budget to CSR ventures.
- 94% accused pronounced CSR actions link to their allied blueprint 60% accused pronounced their party's CSR endeavours will produce tenable change between benefits.
- 70% accused pronounced their party is undertaking betwixt 2-5 age.

5.2 SUGGESTIONS

- ❖ Every country concede possibility take advantage of the unusual idea of things and trades making an alliance to support friendly causes. In the framework of India, specific an alliance has massive potential for toughening humankind.
- ❖ Corporate friendly accountability and volunteerism have no confines and are not forced by race, colour, or ritual. Sadly, concern for the society is frequently wrong for communism.
- ❖ On the contrary, commercialism mushrooms only when all resident is an advantage in business-related action and has space to accomplish. Corporate public blame is a civilization and understood contract accompanying the society. This hidden breeding can shape sunnier futures for countries with its own government.
- ❖ Some would discuss that it is self-clearly “good” that trades concede possibility inquire to underrate some negative friendly and incidental impact developing from their financial exercise.
- ❖ Some commentators are nonbelieving about businesses’ assurance to CSR and Sustainable Development and announce that the plan of an “Ethical association” is a turn of expression.

5.3 BIBLIOGRAPHY

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