

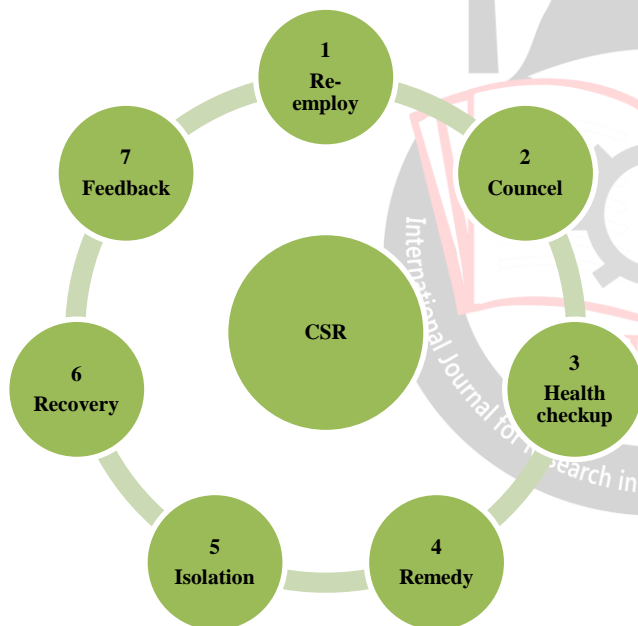
Lockdown & Corporate Social Responsibility (CSR) - A Study of Maharashtra

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Abstract - In the crunch situation like corona lockdown, it is the primary responsibility of every employer is to protect their employee in all respect. It is only because of the hard work of employee, employer enjoys profit. Now it is the duty of every employer to create belongingness, job security with regular payment, safe workspace, and safe workplace with all the reasonable precautions. Now it is our prime responsibility to safeguard their interest by performing the task of social responsibility by implementing employee wellness programme. For the study purposes following conceptual framework is designed which enforced that employee is necessary for economic development on one side whereas taking their due care in all respect is too necessary on the other. The prime objective of this research is to examine & evaluate impact of lockdown on employees those who lost their jobs.

Keywords:, CSR, Employees, Lockdown, Workplaces, Workspace, Wellness.



responsibility towards employee by creating belongingness, job security with regular payment, safe workspace, and safe workplace with all the reasonable precautions in this crucial moment. Even our Prime Minister Narendra Modiji also makes appeal to corporate sector regarding job security with regular payment in the lockdown period. It really sounds good but in practicality it is possible or not only time will tell the story. Therefore the present research designed & structured in such a manner to investigate CSR & employee wellness programmes with respect to employee those who lost their job due to corona virus lockdown in Maharashtra.



I. INTRODUCTION

The Novel Corona virus (COVID-19) has affected almost every country in the world and India is no exception. To control the spread, the Indian government has imposed a mandatory countrywide lockdown from March 24, 2020. Many establishments closed down their operations till next order. Moreover large number of employees lost their job in this crunch situation. Now time has come to repay. Primary responsibility of every employer is to protect their employee in all respect. It is only because of the hard work of employee, employer enjoys profit. Now it is the need of hour that corporate sector must adopt their social

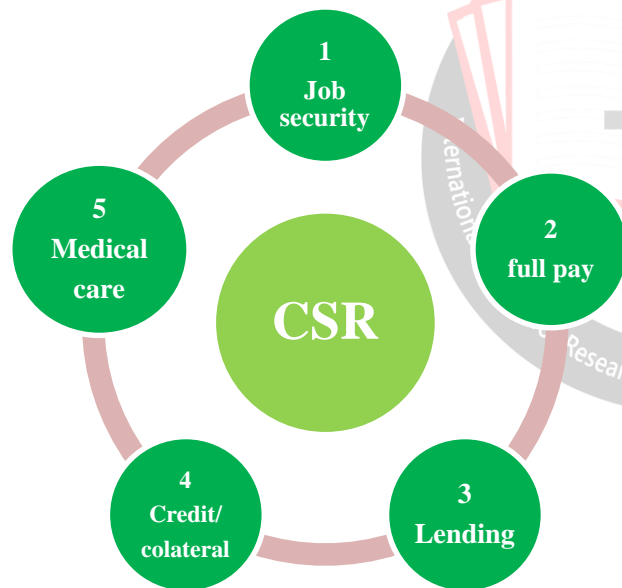
Statement of the problem:

Lockdown has affected very seriously almost every employee in all respect. Fear of uncertainty of job lost, salary imposed tremendous pressure on employee. The impact of lockdown is so painful which ultimately result in fear, stress, anxiety & depression causes number of health problems. Employees is an important asset of every

organization hence due care of him must be taken. First and foremost responsibility of every employer is primarily concerned with creating job security with regular payment, safe workspace, with all the reasonable precautions that can be taken. The principle behind CSR can help to maintain social accountability to employee and the broader community while ensuring the best possible business performance. This research tries to investigate the darker & realistical side of employee those who lost their jobs in this difficult situation & whether corporate sector vigorously follows their social responsibilities or not.

Objectives of the research:

- To identify current situation in terms of job security and regular salary.
- To know whether adequate workspace & workplace is provided to worker or not.
- To know level of adequate reasonable precaution taken with respect to employees.
- To identify whether CSR activities vigorously followed or not.
- To suggest some development models & avenues for overwhelming this situation of lockdown
- To suggest some remedial measures regarding how to protect & safeguard employees.



Hypotheses:

- H₀** – Adequate job security & regular salary is not given to employee
- H₁** – Adequate job security & regular salary is given to employee
- H₀** – Adequate workspace & workplace is not provided to employee.
- H₁** – Adequate workspace & workplace is provided to employee.
- H₀**– Adequate reasonable precaution is not taken.
- H₁**. Adequate reasonable precaution is taken.
- H₀** – Health care services is inadequate.

H₁ – Health care services is adequate.

H₀ –Social responsibility & employee wellness programme is not implemented.

H₁ – Social responsibility & employee wellness programme is implemented satisfactorily.

II. REVIEW OF LITERATURE

COVID-19 has clearly illustrated who should be regarded as the most ‘essential’ stakeholders of business. Frontline workers in healthcare, food service, delivery, and public transportation, for example, have been widely recognized as critical for delivering healthcare and keeping the economy going during the pandemic. Despite being widely applauded, however, such workers have also often been exposed to infection without necessary protections and remain poorly paid and economically vulnerable. It is predicted that COVID-19 will exacerbate inequalities and lead to continued growth in precarious work even among ostensibly ‘essential’ workers. Also, with huge swathes of the labour force working from home there has been greater recognition of how much economic value creation relies on overlooked and unrewarded labor in the home and in schools, such as teaching, childcare and elder care (Andrew Crane & Dirk Matten).

To formulate a successful CSR strategy, firms must understand that the benefits of CSR are dependent on mediating variables and situational contingencies which illustrate the role of trust as a mediating variable which shapes the relationship between CSR activities and firm performance. Further it was advocate to set out the construct of stakeholder influence capacity, which illustrates how situational contingencies may affect the impact of CSR activities on firm financial performance. A contingency perspective would allow the development of justifications for the lack of a positive relationship between CSR and firm financial performance in certain circumstances. In addition it would provide a defense for the business case for CSR in environments where the business case is argued to have failed (Archie B. Carroll & Kareem M. Shabana).

With a long history, large population, rapid economic growth, and major social transformation in recent years and the launch of the Belt and Road Initiative, China has increasingly become an important global player. However, the negative social and environmental consequences of such a fast and extensive economic expansion are becoming significant. A series of measures have been taken to tackle the current problems faced by the country, including the issuing of new laws and regulations, and the most recent is China’s ban on plastic waste imports. However, there is a significant gap between Chinese laws and their implementation. Therefore, more people are putting their hope in a combination of legislation and Corporate Social Responsibility (CSR) to help address the current social and

environmental problems faced by the country. This paper discusses the drivers of CSR in China and compares them to the drivers of CSR in the West. The paper also explores the extent to which CSR can make a contribution to solving the sustainable development challenges faced by China and discusses possible solutions if the current CSR pattern fails (Dongyong Zhang, Stephen Morse & Qiaoyun Ma).

CSR will be effective when company's help their laid-off employees above and beyond what is required or expected will be remembered and repaid in increased loyalty, higher productivity, and lasting reputational benefit for many years to come. Continuing to pay wages, even at less than full pay, is one option. This is essential not only as a matter of corporate responsibility & it will also substantially reduce the costs of rehiring employees when the economy returns to normal. Lending money to employees is another option. Corporations should use their corporate credit and collateral to arrange low or no-interest loans to their employees. Employees can pay the loans back over the next year out of their salaries when they return to work. In all likelihood, very few of a company's employees will actually require medical care, but if they have no insurance, that too can bankrupt them. Companies should offer to cover the medical expenses of all non-insured and companies can negotiate with their insurer an additional premium to cover them (Kramer, 2020).

Corporate India may be wallowing in forced inactivity but its publicity machinery remains as active as the Covid-19 virus. The provocation for this PR pandemic is the government's decision to allow Covid-19-related expenditure within permitted corporate social responsibility (CSR) activity under the terms of the six-year-old mandate. The March 23 announcement included donations to the prime minister's national relief fund (PMNRF) within allowable CSR spending. Five days later, Prime Minister Narendra Modi offered companies an even better option in the clumsily labeled CSR opportunity (Datta, 2020).

Many companies are eliminating employee travel and offering work from home opportunities to their office workers. You can also use this opportunity to think critically about how your company should be supporting contractors and gig workers who may be without sick leave and paid time-off. How are your corporate peers responding? What can you learn from their responses, and what's worth emulating? Amtrak and others crafted thoughtful customer cancellation policies. Video conference and messaging companies are providing free trials and extending free services to support remote workers. Lush Cosmetics invited anyone to come into their stores to wash their hands. Starbucks took precautions with extra sanitizing measures in their stores. Think about how you should alter your company's core business practices to respond responsibly to COVID-19 (Neill, 2020).

Even now, without a full accounting of its effects, the impact of the outbreak of the corona virus cannot be overstated. Our lives, both personal and professional, have come to a standstill while authorities take on the challenge of stopping and then reversing the spread of the epidemic. While previous challenges to effective CSR typically affected a certain brand or vertical, the current crisis is unlike anything we have seen before. There is literally no business, no sector and no economy beyond the reach of the devastating influence this epidemic. And while every business is faced with navigating the new economic landscape for its long-term survival, there are also short-term challenges and opportunities that can be addressed using the values of CSR (Srinivas, 2020).

Up to half of people are unable to work from home during corona virus lockdown, figures suggest amid fears for the economic impact of social distancing measures. Those in high income jobs and living in London and the south east are most likely to have been able to adapt, analysis shows as the number of businesses needing Government support to pay staff is much higher than expected. Many parents working from home are now also struggling to juggle childcare with researchers warning that the "economic harms of school closures are high (Hayley, 2020).

Scope & Methodology:

Scope:

Employee: job security, regular payment, safe workspace, safe workplace, belongingness, reasonable precautions, insurance, better working condition.

Employer: reduced labor turnover, reduce labor hiring, increase productivity, profit maximization, loyalty, goodwill, reduction in unrest.

Society: economical development, sound & healthy atmosphere.

Government: Extra revenue in terms of taxes, increase productivity, improves good relations, employment generation.

III. RESEARCH METHODOLOGY

As the review suggested many establishments closed down their operations till next order due to corona virus. So many employees lost their job in this crunch situation. Since Maharashtra & Gujarat are the two major industrial states which affects more in terms of lockdown as compared to other state in all respect. For research study purposes selected 25 companies & 300 employees among them were selected as a sample under study those who lost their jobs due to corona virus lock down in Maharashtra.

Sample Size:

Sr. No.	Companies	Total	Employees		Total
			Male	Female	
01	25	25	150	150	300
Total	25	25	150	150	300

Data Collection:

Primary Data:

Primary data is collected through pre tested structured questionnaires & personal interviews of employers, employees, trade unions, welfare organizations, NGOs etc. The questionnaire contained various aspects regarding job security, regular salary, adequate workspace & workplace, working condition, health care services, corporate social responsibility & wellness programme.

Secondary Data:

Secondary data is collected through annual report, books, journals, magazines, trade unions, welfare offices, research papers and other related literature.

Data Analysis:

Basic Statistical Technique such as Percentage, Standard Deviation, Rank Order Method (Henry Garret Ranking Method) and Chi square test is used for analysis of data.

Limitations of research:

- Sample Size has been restricted to 25 companies & 300 employees for in-depth analysis.
- The study is confined only to employees who lost their job in lockdown exclusively working in Maharashtra.
- The study relies more heavily on primary as well as on secondary data.
- The details furnished by the respondents are considered as true and the study results are based on this assumption.
- The result arises from the research may or may not be applicable to other parts of the state or country.

Data Analysis:

Table 1: Age & Gender:

Sr. No.	Age	Gender		Total	%
		Male	Female		
01	18-30	109(61.59)	68(38.41)	177	59
02	31-40	39(61.90)	24(38.10)	63	21
03	41-50	23(56.09)	18(43.91)	41	13.64
04	51-60	11(57.89)	08(42.11)	19	06.36
	Total	182(60.67)	118(39.33)	300	100.00

(Source: Primary Data)

Above table indicate age & gender of the respondents working in IT industries. It was observed that as high as 61.59 % male & 38.41 % female were observed to be amongst the age group of 18 to 30 years. Thus it was

observed that majority of the employees were from a age group of 18-30 years which is healthy & energetic sign for organization because this group can be easily mould as per the requirement.

Table 2: Education:

Sr. No.	Education	Gender		Total	%
		Male	Female		
01	Graduation	21(63.63)	12(36.37)	33	11
02	P.G.	53(67.94)	25(32.06)	78	26
03	Technical	128(67.72)	61(32.28)	189	63
Total		202(67.33)	98(32.67)	300	100.00

(Source: Primary Data)

Educational qualification occupies important role in development of respondents & IT industries. It was noticed that as high as 67.72 % male & 32.28 % female were acquire the higher technical educational qualification. Since it organizations are technical in nature so mainly employ only technical personnel for effective & smooth running of operations.

Table 3: Job security:

Sr. No.	Gender	Job security			Total	%
		Satisfied	Not satisfied	Neutral		
01	Male	21(11.54)	143(78.57)	18(09.29)	182	60.66
02	Female	23(19.49)	87(73.73)	08(06.79)	118	39.34
Total		44(14.67)	230(76.67)	26(08.67)	300	100.00

(Source: Primary Data)

Job security during the Covid – 19 occupies the foremost importance. Mostly it was noticed that as high as 78.57 % male & 73.73 % female respondents expressed dissatisfaction and expressed their concern in this regard. Further it was observed that only some part of the payment is given in this period against full work from home, needs to be care taken off. On the other darker side so many employees were deliberately terminated from their regular job without consent.

Table 4: Payment:

Sr. No.	Gender	Payment			Total	%
		Satisfied	Not satisfied	Neutral		
01	Male	163(89.56)	13(07.14)	06(03.29)	182	60.66
02	Female	98(83.05)	17(14.40)	03(02.54)	118	39.34
Total		261(87.00)	30(10.00)	09(03.00)	300	100.00

(Source: Primary Data)

Mostly it was observed that regular payment is given by the employer during this period which is an incredible thing done by employer in this period. But at the same time due care must be taken to call back immediately after the work started with full hygienic & better working condition.

Table 5: Better working condition:

Sr. No.	Gender	Better working condition			Total	%
		Satisfied	Not satisfied	Neutral		
01	Male	143(78.57)	29(15.93)	10(05.49)	182	60.66
02	Female	76(64.41)	24(20.34)	18(15.25)	118	39.34
Total		219(73.00)	53(17.67)	28(09.33)	300	100.00

(Source: Primary Data)

Better working condition is provided in this period of crunch situation by the employer which is quiet incredible. But some more care advisable by the employee such as full insurance protection, frequent health checkups & motivational campaign to overcome this crunch situation.

Table 6: Safe workspace & workplace:

Sr. No.	Gender	Safe workspace & workplace			Total	%
		Satisfied	Not satisfied	Neutral		
01	Male	117	49	16	182	60.66
02	Female	71	38	09	118	39.34
Total		188	87	25	300	100.00

(Source: Primary Data)

Safe work space & workplace is provided by the employer in this period is so satisfactory as far as the workplace is concern.

Table 7: CSR & implementation of wellness programme:

Sr. No.	Gender	CSR & wellness programme			Total	%
		Satisfied	Not satisfied	Neutral		
01	Male	21(11.54)	143(78.57)	18(09.29)	182	60.66
02	Female	23(19.49)	87(73.73)	08(06.79)	118	39.34
Total		44(14.67)	230(76.67)	26(08.67)	300	100.00

(Source: Primary Data)

CSR & implementation of wellness programme during the Covid – 19 occupy the foremost importance. Mostly it was noticed that as high as 78.57 % male & 73.73 % female respondents expressed dissatisfaction and expressed their concern in this regard. CSR activity must be adopted

vigorously for the betterment & wellness programme must be introduced and implement at a rapid pace.

IV. CONCLUSION

In the crunch situation like corona virus lockdown & health issues arises from it, it is the primary responsibility of every industry employer to protect their employee in all respect. The absolute top priority should be given in ensuring employee job security, regular payment, better working condition, safe workspace, safe workplace, belongingness, with vigorous implementation of wellness programme with all the reasonable precautions.

V. SUGGESTIONS

The Corona virus has affected almost every country in the world and India is no exception. By performing the task of CSR & employee wellness programme, industry is giving something back to the society. Now it is the need of hour that industrial unit must adopt their social responsibility towards employee with them and implement wellness campaign at rapid pace in this crucial moment. Since employees are the important ingredient of society & in profit maximization it is imperative to take due care of them. This corona virus lock down issues can be solved by taking a few crucial measures. Company managements must consult trade unions in all such decisions. The social dialogue will pre-empt issues concerning employment, income rationing, workload determination and such. Assuming that this is a short-run arrangement, a wage-salary fund could be created at the firm level and progressive income cuts could be taken by employees/workers, which will leave more disposable wage funds to ensure income protection for low-income earning workers, irrespective of their actual employment. Workers who are outside these permissible economic activities, especially migrant workers, the government must provide direct cash benefit equivalent to the prevalent minimum wages. This is important to avoid social unrest.

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