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**CONTENTS OF PART - II**

Sr.No.	Name & Author Name	Page No.
1	Investigations on Paddy Residues as Carrier Materials for Starter Cultures Forrapid Composting Moses Kolet	1-9
2	Impact of Information Literacy Skills on Usage of Information from the Internet of Things (IOT) in the Context of the Libraries: A Study Dr. Sangaraj M. Hosamani	10-14
3	Plight of Bidi Workers: Unorganised Buisness in Solapur (Maharashtra) Dr. Rekha Gore	15-22
4	Literature & Culture (With Reference to Uttarakhand) Dr. Sudama Singh Bhandari	23-28
5	Estimates and Analysis of Farm Productions in Haryana, 2004-2005 to 2014-2015 Chhotu Ram	29-34
6	TQM Culture Innovation & Customer Satisfaction Dr. Purushottam Wadje	35-41
7	Clash of the Titans: Flipkart v/s Amazon Deepak R. Gupta	42-50
8	An Analytical Study of District-Wise Status of Woman Empowerment in Uttar Pradesh (BIMARU State) Dr. Vikas Yadav Prof. Shivdayal Singh	51-58
9	An Overview on the CSR: Gas Authority of India Ltd. Dr. Madhuri P. Kamble	59-65
10	E-Commerce - An ERA of New Commerce Prof. Pooja A. Basu	66-73
11	Tribal Development and Limitations Dr. B. Basu	74-83
12	A Survey on Sensors at Fluid Control in Aviation Karthikeyan R.	84-88
13	A Survey of Awareness about Digital modes of Payment Dr. Shrima Banerjee	89-98

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9. An Overview on the CSR: Gas Authority of India Ltd.

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Abstract :

Corporate Social Responsibility (CSR) refers to strategic corporations or firms conduct their business in a way that is ethical, society friendly and beneficial to community in terms of development. Corporate social responsibility strategy and competitive advantage are important issues for the contemporary discussion on corporations in society when taking into account social and environmental impacts. Empirically, we can see that social responsibility strategies are associated with competitive advantages, such as attracting valuable employees as well as enhancing the company image and reputation.

This paper presents an overview on the objectives CSR of GAIL, a model is proposed for formulation of social strategies, which are explained based on their elements and adaptation to societal expectations. This article seeks to enrich the strategic management of social responsibility as Public-Sector Units.

Key Words : Corporate social responsibility, CSR management, Public Sector Units.

Introduction :

Corporate Social Responsibility refers to the obligations of business entities to pursue those policies, to make those policies, to make those decisions or to follow those lines of action which are desirable in terms of the objectives and values of our society. Thus, Corporate Social Responsibility may be defined as the obligation of the companies to protect and enhance the norms and values held by the society within which it operates.

It is the unexpressed commitment of business entities to contribute to sustainable economic development working with employees and their families, the local community and society at large to improve the quality of life. In India there are few companies which practice corporate social responsibility. These Companies are associated with social development activities in the communities. India's largest and internationally we-known companies TATAs and BIRLAs endorsed the principle of business being a "TRUSTEE OF SOCIETY'S WEALTH"

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inspired by Mahatma Gandhiji and have led the way in making corporate social responsibility an integral part of their business. Jamshedpur, a city in the State of Bihar in India' is also known as Tata Nagar and stands as a precedent for other companies to follow. J.R.D. Tata' was instrument in inducing social change through his tremendous efforts observed, "While profit motive no doubt provides main spark for any economic activity, any enterprise which is not motivated by consideration of urgent services to the community becomes outmoded soon and cannot fulfil its real role in modern society".

Reviews :

In the words of Keith Davis and Robert Blomstorm (1975), "Social Responsibility refers to a person's obligation to evaluate in the decision-making process the effects of both his personal and institutional decisions and action on the whole social system".

According to Joseph Mc Guire (1963), "the idea of social responsibilities supposes that the corporation has not only economic and legal obligations, but also certain responsibilities to society which extend beyond these obligations".

Applicability :

The Corporate Social Responsibility provision within the Act is applicable to companies.

1. With an annual turnover of 1,000 crore INR and more; or
2. Net worth of 500 crore INR and more; or
3. A net profit of five crore INR and more during any financial year shall constitute a Corporate Social Responsibility Committee of the Board consisting of three or more directors, out of which at least one director shall be an independent director.

CSR Committee :

The new rule, which will be applicable from the year 2014-2015 onward, also required companies to set-up a CSR committee consisting of at least 3 board members, including at least 1 independent director. The CSR committee will be responsible for preparing CSR policy, a detailed plan on CSR activities, including the amount of expenditure, the type of activities, roles and responsibilities of various stakeholders and monitoring the CSR policy regularly.

Public Sector Undertakings (PSU's)

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Meaning :

In India, a government owned company and their subsidiary companies is termed as a Public-Sector Undertaking (PSU) like Air India Limited, Bharat Heavy Electricals Limited, Coal India Limited, Food Corporation of India, Hindustan Aeronautics Limited, India Trade Promotion Limited, National Thermal Power Corporation, etc.

PSU of India is used to refer to companies in which the government (either the federal Union Central Government or the many state or territorial governments, or both) own a majority (51 percent or more) of the company equity.

According to A. H. Hansen, a public enterprise denotes "state ownership and operation of industrial, agricultural, financial and commercial undertakings".

According to N. N. Malaya, "Public enterprises are autonomous or semi-autonomous corporations and companies established, owned and controlled by the state and engaged in industrial and commercial undertakings".

Maharatna/Navratna/Miniratna Status For Public Sector Undertakings :

The status of Maharatna, Navratna, Miniratna to CPSEs is conferred by the Department of Public Enterprises- External website that opens in a new window to various Public Sector Undertakings. These prestigious titles provide them greater autonomy to compete in the global market.

Maharatna :

A company qualifying for the Maharatna- External website that opens in a new window status should have an average annual turnover of Rs 20,000 crore during the last three years against Rs 25,000 crore prescribed earlier. The average annual net worth of the company should be Rs 10,000 crore.

The Maharatna status empowers mega CPSEs to expand their operations and emerge as global giants. The coveted status empowers the boards of firms to take investment decisions up to Rs 5,000 crore as against the present Rs 1,000 crore limit without seeking government approval. The Maharatna firms would now be free to decide on investments up to 15% of their net worth in a project, limited to an absolute ceiling of Rs 5,000 crore.

Navratna :

The Central Public Sector Enterprises (CPSEs) fulfilling the following criteria are eligible to be considered for grant of Navratna- External website that opens in a new window status :

- Having Schedule 'A' and Miniratna Category-1 status.
- Having at least three 'Excellent' or 'Very Good' Memorandum of Understanding (MOU) ratings during the last five years.

For detailed information on criteria for Navratna status click here- External website that opens in a new window.

The Navratna status empowers PSEs to invest up to Rs. 1000 crore or 15% of their net worth on a single project without seeking government approval. In a year, these companies can spend up to 30% of their net worth not exceeding Rs. 1000 cr. They also enjoy the freedom to enter joint ventures, form alliances and float subsidiaries abroad.

Miniratna Category :

For Miniratna category I status, the CPSE should have made profit in the last three years continuously, the pre-tax profit should have been Rs. 30 crores or more in at least one of the three years and should have a positive net worth. For category II, the CPSE should have made profit for the last three years continuously and should have a positive net worth.

Miniratnas can enter into joint ventures, set subsidiary companies and overseas offices but with certain conditions. This designation applies to PSEs that have made profits continuously for the last three years or earned a net profit of Rs. 30 crores or more in one of the three years.

Miniratna Category-II CPSEs

Category II miniratnas have autonomy to incurring the capital expenditure without government approval up to Rs. 300 crores or up to 50% of their net worth whichever is lower.

Importance of Corporate Social Responsibility in present scenario :

In 2013 many companies are starting the New Year by examining exactly how effective their branding is and how they are perceived by their customers and the general public. With all else being equal, companies that take an active role in promoting their corporate social responsibility programs are generally viewed more favourably than those that do not have highly visible programs. Having goals and a vision for your company that go beyond products and profits definitely provides a warmer image of your business that consumers will be more eager to engage with.

Trends in Corporate Social Responsibility

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1. Transparency in Business
2. Building Trust
3. Community participation in business
4. Accessing new markets responsibly
5. Accessing new markets responsibly

Objectives :

- To study the GAIL's CSR management.
- To study how the GAIL implement the CSR policy.

Gas Authority of India Ltd. :

GAIL India Limited is a premier flagship integrated Energy Company of India and is placed in coveted 'Navratna' category of Indian public sector companies. The Navratna Companies are the brightest face of Indian public sector. It is a group of the most profitable and efficient central public-sector undertakings having more financial and administrative autonomy. Erstwhile it was known as Gas Authority of India Limited.

GAIL (India) Limited, with a turnover of 72 billion US \$ (40281 crores) is India's largest natural gas company and ranked as the top gas utility in Asia. Recently, GAIL, has been conferred with Maharatna status, an honour which is recognition of GAIL's commitment to its values and a privilege enjoyed only by six other organisations in this country. But GAIL is more than just a gas company. As a corporate citizen of the world, we carry greater responsibilities and have even greater opportunities to make a real difference. We believe that it is responding to the needs of people, benefitting communities, and protecting the environment that will ultimately determine the sustainability of our continued progress.

Funding & Allocation :

GAIL allocates 2% of the avg. net profit (PBT) of the preceding 03 financial years towards achieving its CSR objectives through implementation of meaningful & sustainable CSR programmes. The same is in alignment with the provisions of Section 135 of the Companies Act, 2013.

CSR initiatives at GAIL cover a wide spectrum of welfare and developmental activities spanning across various focus areas and are mostly undertaken in and around our major work centers.

Findings :

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1631

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Keeping these aspects in view, GAIL has set for itself the following corporate goals –

1. **Literacy Enhancement & Education** : A peep into village school in Vijaypur, Madhya Pradesh.
2. **Utkarsh Aiming for Excellence** : Beaming future engineers of the nation benefitted by Gail,sUtkarsh Initiative
3. **Padho Aur Badho** : Advancing through Education
4. **Skill Development/Empowerment** : A tribal woman in Jhabua, Madhya Pradesh covered by Project Anhad Gram, shows off her embroidery skills.
5. **Swavalambh** : Promoting Self-reliance
6. **Garima** : Empowerment through Skills - Village women in Vijaipur, Madhya Pradesh find income generation avenues through tailoring/sewing skills/jewellery making/organic spices.
7. **Anhad Gram** : Finding Viable Solutions - A farmer in Jhabua, Madhya Pradesh, reaping his rich harvest after using organic vermicompost, covered by Project Anhad Gram
8. **Drinking Water and Sanitation** : Access to portable drinking water made possible by GAIL's endeavours in the area of Healthcare/Medical Facility
9. **Village Devrai Ka Purwa, Auraiya** : Addressing Health and Hygiene – Dropout rate of adolescent girls from schools has decreased in the villages of Pata, Uttar Pradesh, because of availability of better health and sanitation facilities.
10. **Environment Protection** : Afforestation initiatives of GAIL have resulted in restoration of habitats of avifauna.
11. **Infrastructure** : A linkroad in Pata, Uttar Pradesh, constructed by GAIL under the Infrastructure Development thrust area
12. **Health/Medicine** : An aurally impaired (hearing disability) village person attends a screening camp organized by District Disability rehabilitation Centre in Jhabua, Madhya Pradesh. This centre set up by GAIL in collaboration with the District Administration has received much laurels and has been appreciated as one of the best government run physiotherapy centres in the country.
13. **Project Aarogya** : Extending Healthcare Outreach A doctor examines a young patient in a village in Pata, Uttar Pradesh. GAIL's Mobile Medical Units set up in collaboration

with Wockhardt Foundation provide basic healthcare in remote villages near Pata in Uttar Pradesh and Vijaipur in Madhya Pradesh

14. **Community Development :** For sustainable and holistic development, GAIL is guided by the triple bottom line i.e. people (community), profit (business), planet (environment) and clearly recognizes that society's economic competitiveness is interlinked to its social and environmental health which is feasible only by strengthening it at the grassroots level.
15. Rural electrification remains a distant dream. GAIL's solar lighting initiative has helped remove darkness from people's lives, if not totally at least partially.

Conclusion :

CSR is playing a big role in progress of GAIL. CSR policies help RCFL for making their status Maharatna status.

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10. E-Commerce - An ERA of New Commerce

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Introduction :

The main opportunity presented by e-commerce is that customers can access their simulated mammoth mailing at their own ease where ever they may be located and buy the latest products on the day of launch, at the best prices at a click of a button. The gaining of e-commerce has happened over the past few years where it has gained momentum among the big players as well as the consumers. The trend of e-commerce is fast and is said to have a lasting impact on the economy. The changes in shopping habits in Indian consumers are seen due to the revolution brought about by e-commerce. The websites offer reasonable valuing, deals offered, variety of online goods that no offline store can provide and accessibility has altered the buying experience of individuals. Individuals all over the biosphere and not only in India are adopting E-commerce. Nine out of ten Indians prefer to shop online. This means that without participating a large figure of overheads or large boundaries dealing with store fronts that any online player is getting access to consumers in the top 20 cities in India. E-commerce has innumerable constructive effects on a developing economy. But with the finest worldwide practices, mechanization of warehouses and unconventional logistics team are some of the ingenuities taken by the larger e-commerce businesses. The chain of supply and logistics followed by the e-commerce companies will be shortly picked up by developing industries in the times to come. (NASSCOM, 2017)

E - Commerce, the Revolution Period :

The revolution of e-commerce has been seen in fresheras and has become a trend worldwide. In 2005, the expansion of more than 23% of online consumer sales were seen to an estimated \$142 - \$172 billion. (eMarketer, Inc., 2005a; Shop.org and Forrester Research, 2005). The number of users (individuals) online in 2004 was about 170 million and it rose up to 175 million in the year 2005 in the United States of America. (300 million is the population in the United States of America in 2005.) (eMarketer, Inc., 2005b; U.S. Census Bureau, 2005). In the United States of America out of the total number of households i.e. 112 million households ,