

A Study On Corporate Social Responsibility Practices Towards Employees Followed By Private Sector Banks In Tirunelveli District

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Abstract

Corporate Social Responsibility Practices towards Employees Followed by Private Sector Banks in Tirunelveli District in this my study Corporate Social Responsibility is viewed as one of the most successful ways for firms to contribute to society's growth, according to a research of employee perceptions of CSR. Companies use their own employees to participate in social welfare programmes as part of their CSR efforts. Employees are given the opportunity to help create long-term employment possibilities for society's residents. Is the concept that corporations have an obligation to society in addition to their obligations to stockholders or investors.

I. INTRODUCTION:

Corporate social responsibility, or CSR, is the concept that corporations have an obligation to society in addition to their obligations to stockholders or investors. Companies are assumed to have some duty to stakeholders such as employees, customers, communities, and the environment, in addition to making profits. Corporate social responsibility (CSR) involves being fiscally responsible, improving labour practises, adopting fair trade, limiting environmental harm, giving back to the community, and raising employee happiness.

The present study deals with the analysis of the data collected for the present research. The Corporate Social Responsibility Activities of Private sector banks, Employees' perception towards CSR activities of private banks towards customers, stakeholders, employees and society and the employees' satisfaction towards CSR practices of private banks have been analyzed through One-way ANOVA technique.

II. REVIEW OF LITERATURE

Mary, J.F. (2020).¹ The analysis shows that the Indian banks are making efforts in the CSR practices. HDFC Bank and ICICI bank are being in the top ten lists in CSR Portal. Both the banks had contributed major part in rural development. HDFC bank also contributed towards education, Vocational skills and Health care. In disaster period, banks also helped the society. Hence, this analysis proves that CSR practices made by the banking sector is giving due responses to the societal contribution for the upliftment of the poor and needy.

Kumar, N. (2019)². India has a long tradition in the field of corporate social responsibility and industrial welfare has been put to practice since late 1800s. Historically, the philanthropy of businesspeople in India has resembled western philanthropy in being rooted in religious belief. Business practices in the 1900s that could be termed socially responsible took different forms: philanthropic donations to charity, service to the community, enhancing employee welfare and promoting religious conduct. The concept of CSR has evolved from being regarded as detrimental to a company's profitability, to being considered as somehow benefiting the company as a whole, at least in the long run. This paper tries to analyze the CSR status in India and focuses on the finding & reviewing of the issues and challenges faced by CSR activities in India.

Pratihari, S.K., & Uzma, S.H. (2019)³. The purpose of this paper is to understand the perception of the bankers towards an integrated approach to corporate social responsibility (CSR) initiatives in a strategic way of achieving sustainable growth of the banking sector. The paper additionally provides insights into different CSR initiatives and their implementation process in the context of scheduled commercial banks (SCB) of India.

The study reveals that the bankers perceive CSR as a moral obligation for the benefit of the society, beyond the regular banking operations. Further, the study comprehends that the CSR initiatives play a vital role in establishing the bank's image, brand and reputation, as well as, building a strong bond of trust among the employees and the bank management. Besides, CSR activities facilitate to cultivate a better culture by improvising in the quality of customer service for achieving competitive advantages.

Patel, M.S.K., & Japee, G.P. (2019)⁴. The main objective of the study is to know about CSR practice area and amount spent on CRS by selected banks. To meet the objective of the study data were collected from annual reports of selected banks and analyzed through Mean, SD, CV, and two way ANOVA using excel. The analyzed data found that the majority of selected banks CSR activities are focused on education, environment, and healthcare.

III. OBJECTIVES OF THE STUDY

¹Mary, J. F. (2020). Corporate Social Responsibility in Indian Banking Sector. *Journal of Xi'an University of Architecture & Technology*, 12(5), 584-596.

²Kumar, N. (2019). Corporate Social Responsibility: An analysis of impact and challenges in India. *International Journal of Social Sciences Management and Entrepreneurship (IJSSME)*, 3(2).

³Pratihari, S. K., & Uzma, S. H. (2019). A survey on bankers' perception of corporate social responsibility in India. *Social Responsibility Journal*.

⁴Patel, M. S. K., & Japee, G. P. (2019). A Comparative Study of Selected Private and Public Sector Bank with Special Reference to Corporate Social Responsibility in India. *Journal of the Gujarat Research Society*, 21(16), 3336-3350.

1. To study the demographic profile of the respondents.
2. To analyse the Corporate Social Responsibility Activities of Private sector banks.
3. To evaluate the level of employees' perception towards CSR activities of private sector banks towards customers, stakeholders, employees and society and
4. To measure the level of employees' satisfaction towards CSR practices of private sector banks.

IV. SCOPE OF THE STUDY

The current study is geographically limited to Tirunelveli district in Tamil Nadu. The study is concerned with the Corporate Social Responsibility practices towards employees followed by the private sector banks in Tirunelveli District. CSR in concept is concerned with various practices but this study is limited to work force oriented CSR practices only followed by the banks in Tirunelveli district. The employees' attitude towards the work force oriented CSR practices is analyzed.

V. STATEMENT OF THE PROBLEM

It is proven that employees enjoy working more for a company that has a good public image than one that doesn't. Furthermore, by showing that the banks are committed to things like human rights, they are much more likely to attract and retain the top candidates. There are also a range of benefits for the banks' employees when they embrace CSR. The workplace will be a more positive and productive place to work, and by promoting things like volunteering, they encourage personal and professional growth. Therefore the researcher attempts to conduct a study on Corporate Social Responsibility practices towards employees followed by the private sector banks in Tirunelveli District.

VI. RESEARCH METHODOLOGY

This study has made use of both primary and secondary data.

6.1 COLLECTION OF DATA

Both primary and secondary data have been collected for the research work.

6.1.1 Primary data

Primary data had been collected through the structured questionnaire.

6.1.2 Secondary data

Secondary data was collected from the journals, magazines, research reports and from the companies' websites.

6.2 SAMPLE DESIGN AND SAMPLING METHOD

This study was conducted among the employees working in private sector banks of Tirunelveli District. Convenience sampling was used for selection for the sample respondents for primary data collection. The sampling size is 200.

VII. STATISTICAL TOOLS

The following statistical tools were applied in this study as follows,

1. Percentage analysis and
2. One-Way ANOVA Technique

VIII. ANALYSIS AND INTERPRETATION OF DATA

8.1 Analysis of demographic and socio-economic profile of the respondents:

Demographic factors may have greater influence in determining the perception of employees towards the Corporate Social Responsibility Practices followed by the banks. Hence the researcher has made an attempt to analyse the demographic and socio economic profile of the respondents. The results are displayed in the table – 1.

Table – 1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.NO	VARIABLES	CLASSIFICATION	FREQUENCY
1.	Gender	Male	154 (77%)
		Female	46 (23%)
2.	Age (in years)	Below 40	38 (19%)
		40-45	73 (37%)
		45-50	70 (35%)
		Above 50	19 (9.5%)
3.	Bank Location	Rural	145 (72.5%)
		Urban	55 (27.5%)

Source: Primary data

INTERPRETATION:

It is observed from the above table that out of 200 respondents of the study, 77% of the respondents are male, 37% of the respondents belong to the age group between 40 and 45 years, and the institutional location of 72.5% of the respondents is rural area.

8.2 Analysis of Corporate Social Responsibility Activities of Private sector banks:

The researcher has made an attempt to study the Corporate Social Responsibility Activities of Private sector banks. The data are promptly analysed through One-Way ANOVA and the results are displayed in the table – 2. The null hypothesis is stated as follows:

H₀₁: There is no significant difference between gender, age, location of the respondents and their level of perception on CSR activities of private banks.

Table – 2 ANALYSIS OF GENDER, AGE, LOCATION OF THE RESPONDENTS AND THEIR LEVEL OF PERCEPTION ON CSR ACTIVITIES OF PRIVATE BANKS – ONE-WAY ANOVA RESULTS

GENDER						
	Low	Medium	High	Total	F	Sig.
Male	43	30	81	154	.859	.425**
Female	11	6	29	46		
Total	54	36	110	200		
AGE						
Below 40	14	5	19	38	1.497	.226**
40-45	20	13	40	73		
45-50	16	13	41	70		
Above 50	4	5	10	19		
Total	54	36	110	200		
LOCATION						
Rural	38	27	80	145	.118	.889**
Urban	16	9	30	55		
Total	54	36	110	200		

Source: Computed Data

* - significant;

** - insignificant

INTERPRETATION:

From the Table 2, it is clear that the ‘F’ value obtained ($F = 0.859, 1.497$ and 0.118 ; $p(0.425, 0.226$ and $0.889) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between gender, age and location of the respondents and their level of perception on CSR activities of private banks.

8.3 Analysis of level of employees’ perception towards CSR activities of private banks towards customers, stakeholders, employees and society:

8.3.1. Analysis of level of employees’ perception towards CSR activities of private banks towards customers

The respondents are classified on the basis of their gender, age, location and the level of employees’ perception on CSR activities of private banks towards customers to find out the significant difference among the means using one-way ANOVA and the details are presented in Table 3. The null hypothesis is stated as follows:

H₀₂: There is no significant difference between gender, age, location of the respondents and their level of perception on CSR activities of private banks towards customers.

Table 3 ANALYSIS OF LEVEL OF EMPLOYEES' PERCEPTION ON CSR ACTIVITIES OF PRIVATE BANKS TOWARDS CUSTOMERS – ONE-WAY ANOVA RESULTS

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
GENDER	Between Groups	1.312	2	.656	3.789	.024*
	Within Groups	34.108	197	.173		
	Total	35.420	199			
AGE	Between Groups	6.638	2	3.319	4.278	.015*
	Within Groups	152.862	197	.776		
	Total	159.500	199			
LOCATIO N	Between Groups	.113	2	.057	.280	.756**
	Within Groups	39.762	197	.202		
	Total	39.875	199			

Source: Computed Data

* - significant; ** - insignificant

INTERPRETATION:

From the Table 3, it is clear that the 'F' value obtained ($F = 3.789$ and 4.278 ; $p (0.024, \& 0.015) < 0.05$) is found to be significant at 5 per cent level. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference between gender and age of the respondents and their level of perception on CSR activities of private banks towards customers. It is also proven that the 'F' value obtained ($F = F = 0.280$; $p (0.756) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between location of the respondents and their level of perception on CSR activities of private banks towards customers.

8.3.2. Analysis of level of employees' perception towards CSR activities of private banks towards Stakeholders

The respondents are classified on the basis of their gender, age, location and the level of employees' perception on CSR activities of private banks towards stakeholders to find out the significant difference among the means using one-way ANOVA and the details are presented in Table 4. The null hypothesis is stated as follows:

H₀₃: There is no significant difference between gender, age, location of the respondents and their level of perception on CSR activities of private banks towards stakeholders.

Table 4 ANALYSIS OF LEVEL OF EMPLOYEES' PERCEPTION ON CSR ACTIVITIES OF PRIVATE BANKS TOWARDS STAKEHOLDERS – ONE-WAY ANOVA RESULTS
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
GENDER	Between Groups	.708	2	.354	2.008	.137**
	Within Groups	34.712	197	.176		
	Total	35.420	199			
AGE	Between Groups	2.943	2	1.471	1.851	.160**
	Within Groups	156.557	197	.795		
	Total	159.500	199			
LOCATIO N	Between Groups	.366	2	.183	.912	.403**
	Within Groups	39.509	197	.201		
	Total	39.875	199			

Source: Computed Data

* - significant; ** - insignificant

INTERPRETATION:

From the Table 6, it is clear that the 'F' value obtained ($F = 2.008, 1.851, 0.912$; $p (0.137, 0.160, 0.403) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between gender, age, location of the respondents and their level of perception on CSR activities of private banks towards stakeholders.

8.3.3. Analysis of level of employees' perception towards CSR activities of private banks towards Employees

The respondents are classified on the basis of their gender, age, location and the level of employees' perception on CSR activities of private banks towards employees to find out the significant difference among the means using one-way ANOVA and the details are presented in Table 5. The null hypothesis is stated as follows:

H₀₄: There is no significant difference between gender, age, location of the respondents and their level of perception on CSR activities of private banks towards employees.

Table 5 ANALYSIS OF LEVEL OF EMPLOYEES’ PERCEPTION TOWARDS CSR ACTIVITIES OF PRIVATE BANKS TOWARDS EMPLOYEES – ONE-WAY ANOVA RESULTS

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
GENDER	Between Groups	.514	2	.257	1.449	.237**
	Within Groups	34.906	197	.177		
	Total	35.420	199			
AGE	Between Groups	4.486	2	2.243	2.851	.060**
	Within Groups	155.014	197	.787		
	Total	159.500	199			
LOCATIO N	Between Groups	.056	2	.028	.139	.870**
	Within Groups	39.819	197	.202		
	Total	39.875	199			

Source: Computed Data

* - significant; ** - insignificant

INTERPRETATION:

From the Table 5, it is clear that the ‘F’ value obtained (F = 1.449, 2.851, 0.139; p (0.237, 0.060, 0.870) > 0.05) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between gender, age, location of the respondents and their level of perception on CSR activities of private banks towards employees.

8.3.4. Analysis of level of employees’ perception towards CSR activities of private banks towards society

The respondents are classified on the basis of their gender, age, location and the level of employees’ perception on CSR activities of private banks towards society to find out the significant difference among the means using one-way ANOVA and the details are presented in Table 6. The null hypothesis is stated as follows:

H₀₅: There is no significant difference between gender, age, location of the respondents and their level of perception on CSR activities of private banks towards society.

Table 6 ANALYSIS OF LEVEL OF EMPLOYEES’ PERCEPTION TOWARDS CSR ACTIVITIES OF PRIVATE BANKS TOWARDS SOCIETY – ONE-WAY ANOVA RESULTS

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
GENDER	Between Groups	.356	2	.178	.999	.370**
	Within Groups	35.064	197	.178		
	Total	35.420	199			
AGE	Between Groups	.565	2	.282	.350	.705**
	Within Groups	158.935	197	.807		
	Total	159.500	199			
LOCATIO N	Between Groups	.054	2	.027	.133	.876**
	Within Groups	39.821	197	.202		
	Total	39.875	199			

Source: Computed Data

* - significant; ** - insignificant

INTERPRETATION:

From the Table 6, it is clear that the ‘F’ value obtained (F = 0.999, 0.350, 0.133; p (0.370, 0.705, 0.876) > 0.05) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between gender, age, location of the respondents and their level of perception on CSR activities of private banks towards society.

8.4 Analysis of level of employees’ satisfaction towards CSR activities of private banks towards Workplace Health and Safety, Motivation, Working Conditions, Equal Treatment, Workplace Diversity and Work/Life Balance and Financial Assistance:

The researcher has made an attempt to study the level of employees’ satisfaction towards CSR activities of private banks towards Workplace Health and Safety, Motivation, Working Conditions, Equal Treatment, Workplace Diversity and Work/Life Balance and Financial Assistance. The results are presented below:

8.4.1. Analysis of level of employees’ satisfaction towards CSR activities of private banks towards Workplace Health and Safety

The respondents are classified on the basis of their gender, age, location and the level of employees’ satisfaction towards CSR activities of private banks towards Workplace Health and Safety to find out the significant difference among the means using one-way ANOVA and the details are presented in Table 7. The null hypothesis is stated as follows:

H₀₆: There is no significant difference between gender, age, location of the respondents and their level of satisfaction towards CSR activities of private banks towards Workplace Health and Safety.

Table 7 ANALYSIS OF THE LEVEL OF EMPLOYEES’ SATISFACTION OF PRIVATE BANKS TOWARDS WORKPLACE, HEALTH AND SAFETY– ONE-WAY ANOVA RESULTS

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
GENDER	Between Groups	1.296	2	.648	3.740	.025*
	Within Groups	34.124	197	.173		
	Total	35.420	199			
AGE	Between Groups	.986	2	.493	.612	.543**
	Within Groups	158.514	197	.805		
	Total	159.500	199			
LOCATIO N	Between Groups	.375	2	.188	.935	.394**
	Within Groups	39.500	197	.201		
	Total	39.875	199			

Source: Computed Data * - significant; ** - insignificant

INTERPRETATION:

From the Table 7, it is clear that the ‘F’ value obtained (F = 3.740; p (0.025) < 0.05) is found to be significant at 5 per cent level. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference between gender of the respondents and their level of satisfaction towards CSR activities of private banks towards Workplace Health and Safety. It is also proven that the ‘F’ value obtained (F = 0.612, 0.935; p (= 0.543, 0.394) > 0.05) is found to be insignificant at 5

per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between age, location of the respondents and their level of satisfaction towards CSR activities of private banks towards Workplace Health and Safety.

8.4.2. Analysis of level of employees' satisfaction towards CSR activities of private banks towards Motivation

The respondents are classified on the basis of their gender, age, location and the level of employees' satisfaction towards CSR activities of private banks towards Motivation to find out the significant difference among the means using one-way ANOVA and the details are presented in Table 8. The null hypothesis is stated as follows:

H₀₇: There is no significant difference between gender, age, location of the respondents and their level of satisfaction towards CSR activities of private banks towards Motivation.

Table 8 ANALYSIS OF THE LEVEL OF EMPLOYEES' SATISFACTION OF PRIVATE BANKS TOWARDS MOTIVATION – ONE-WAY ANOVA Results

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
GENDER	Between Groups	.232	2	.116	.648	.524**
	Within Groups	35.188	197	.179		
	Total	35.420	199			
AGE	Between Groups	.436	2	.218	.270	.764**
	Within Groups	159.064	197	.807		
	Total	159.500	199			
LOCATIO N	Between Groups	1.173	2	.586	2.984	.053**
	Within Groups	38.702	197	.196		
	Total	39.875	199			

Source: Computed Data

* - significant; ** - insignificant

INTERPRETATION:

From the Table 8, it is clear that the 'F' value obtained ($F = 0.648, 0.270, 2.984$; $p (= 0.524, 0.764, 0.053) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between age, location of the respondents and their level of satisfaction towards CSR activities of private banks towards Motivation.

8.4.3. Analysis of level of employees' satisfaction towards CSR activities of private banks towards Working Conditions

The respondents are classified on the basis of their gender, age, location and the level of employees' satisfaction towards CSR activities of private banks towards Working Conditions to find out the significant difference among the means using one-way ANOVA and the details are presented in Table 9. The null hypothesis is stated as follows:

H₀₈: There is no significant difference between gender, age, location of the respondents and their level of satisfaction towards CSR activities of private banks towards Working Conditions.

Table 9 ANALYSIS OF THE LEVEL OF EMPLOYEES' SATISFACTION OF PRIVATE BANKS TOWARDS WORKING CONDITIONS – ONE-WAY ANOVA RESULTS
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
GENDER	Between Groups	.476	2	.238	1.341	.264**
	Within Groups	34.944	197	.177		
	Total	35.420	199			
AGE	Between Groups	6.450	2	3.225	4.151	.017*
	Within Groups	153.050	197	.777		
	Total	159.500	199			
LOCATIO N	Between Groups	.019	2	.010	.047	.954*
	Within Groups	39.856	197	.202		
	Total	39.875	199			

Source: Computed Data

* - significant; ** - insignificant

INTERPRETATION:

From the Table 9, it is clear that the 'F' value obtained ($F = 4.151$; $p(0.017) < 0.05$) is found to be significant at 5 per cent level. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference between age of the respondents and their level of satisfaction towards CSR activities of private banks towards Working Conditions. It is also proven that the 'F' value obtained ($F = 1.341$, 0.047 ; $p(0.264, 0.954) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between gender and location of the respondents and their level of satisfaction towards CSR activities of private banks towards Working Conditions.

8.4.4. Analysis of level of employees' satisfaction towards CSR activities of private banks towards Equal treatment, Workplace diversity and Work/Life balance:

The respondents are classified on the basis of their gender, age, location and the level of employees' satisfaction towards CSR activities of private banks towards Equal treatment, Workplace diversity and Work/Life balance to find out the significant difference among the means using one-way ANOVA and the details are presented in Table 10. The null hypothesis is stated as follows:

H₀: There is no significant difference between gender, age, location of the respondents and their level of satisfaction towards CSR activities of private banks towards Equal treatment, Workplace diversity and Work/Life balance.

Table 10 ANALYSIS OF THE LEVEL OF EMPLOYEES' SATISFACTION OF PRIVATE BANKS TOWARDS EQUAL TREATMENT, WORKPLACE DIVERSITY AND WORK/LIFE BALANCE – ONE-WAY ANOVA RESULTS

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
GENDER	Between Groups	.194	2	.097	.542	.583**
	Within Groups	35.226	197	.179		
	Total	35.420	199			
AGE	Between Groups	.023	2	.012	.014	.986**
	Within Groups	159.477	197	.810		
	Total	159.500	199			
LOCATIO N	Between Groups	.161	2	.080	.398	.672**
	Within Groups	39.714	197	.202		
	Total	39.875	199			

Source: Computed Data

* - significant; ** - insignificant

INTERPRETATION:

From the Table 10, it is clear that the 'F' value obtained (F = 0.542, 0.014, 0.398; p (0.583, 0.986, 0.672) > 0.05) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between age, gender and location of the respondents and their level of satisfaction towards CSR activities of private banks towards Equal treatment, Workplace diversity and Work/Life balance.

8.4.5. Analysis of level of employees' satisfaction towards CSR activities of private banks towards Financial Assistance:

The respondents are classified on the basis of their gender, age, location and the level of employees' satisfaction towards CSR activities of private banks towards Financial Assistance to find out the significant difference among the means using one-way ANOVA and the details are presented in Table 11. The null hypothesis is stated as follows:

H₁₀: There is no significant difference between gender, age, location of the respondents and their level of satisfaction towards CSR activities of private banks towards Financial Assistance.

Table 11 ANALYSIS OF THE LEVEL OF EMPLOYEES' SATISFACTION OF PRIVATE BANKS TOWARDS FINANCIAL ASSISTANCE – ONE-WAY ANOVA RESULTS
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
GENDER	Between Groups	.310	2	.155	.871	.420**
	Within Groups	35.110	197	.178		
	Total	35.420	199			
AGE	Between Groups	.625	2	.313	.388	.679**
	Within Groups	158.875	197	.806		
	Total	159.500	199			
LOCATIO N	Between Groups	.797	2	.398	2.009	.137**
	Within Groups	39.078	197	.198		
	Total	39.875	199			

Source: Computed Data

* - significant; ** - insignificant

INTERPRETATION:

From the Table 11, it is clear that the 'F' value obtained (F = 0.871, 0.388, 2.009; p (0.420, 0.679, 0.137) > 0.05) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between age, gender and location of the respondents and their level of satisfaction towards CSR activities of private banks towards Financial Assistance.

IX.FINDINGS

1. Out of 200 respondents of the study, 77% of the respondents are male,
2. 37% of the respondents belong to the age group between 40 and 45 years, and
3. The institutional location of 72.5% of the respondents is rural area.
4. The level of perception of respondents towards the Corporate Social Responsibility Activities of Private sector banks are promptly analysed through One-Way ANOVA and the results are as follows:

* The 'F' value obtained (F = 0.859, 1.497 and 0.118; p (0.425, 0.226 and 0.889) > 0.05) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted

and it is concluded that there is no significant difference between gender, age and location of the respondents and their level of perception on CSR activities of private banks.

5. The level of perception on CSR activities of private banks towards customers, stakeholders, employees and society are promptly analysed through One-Way ANOVA and the results are as follows:

- * The 'F' value obtained ($F = 3.789$ and 4.278 ; $p(0.024, \& 0.015) < 0.05$) is found to be significant at 5 per cent level. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference between gender and age of the respondents and their level of perception on CSR activities of private banks towards customers. It is also proven that the 'F' value obtained ($F = F = 0.280$; $p(0.756) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between location of the respondents and their level of perception on CSR activities of private banks towards customers.

- * The 'F' value obtained ($F = 2.008, 1.851, 0.912$; $p(0.137, 0.160, 0.403) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between gender, age, location of the respondents and their level of perception on CSR activities of private banks towards stakeholders.

- * The 'F' value obtained ($F = 1.449, 2.851, 0.139$; $p(0.237, 0.060, 0.870) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between gender, age, location of the respondents and their level of perception on CSR activities of private banks towards employees.

- * The 'F' value obtained ($F = 0.999, 0.350, 0.133$; $p(0.370, 0.705, 0.876) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between gender, age, location of the respondents and their level of perception on CSR activities of private banks towards society.

6. The level of satisfaction on CSR activities of private banks towards workplace, health and safety, Motivation, Working conditions, Equal treatment, Workplace diversity and Work/Life balance and Financial Assistance are promptly analysed through One-Way ANOVA and the results are as follows:

- * The 'F' value obtained ($F = 3.740$; $p(0.025) < 0.05$) is found to be significant at 5 per cent level. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference between gender of the respondents and their level of satisfaction towards CSR activities of private banks towards Workplace Health and Safety. It is also proven that the 'F' value obtained ($F = 0.612, 0.935$; $p(= 0.543, 0.394) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between age, location of

- * the respondents and their level of satisfaction towards CSR activities of private banks towards Workplace Health and Safety.
- * The 'F' value obtained ($F = 0.648, 0.270, 2.984$; $p (= 0.524, 0.764, 0.053) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between age, location of the respondents and their level of satisfaction towards CSR activities of private banks towards Motivation.
- * The 'F' value obtained ($F = 4.151$; $p (0.017) < 0.05$) is found to be significant at 5 per cent level. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference between age of the respondents and their level of satisfaction towards CSR activities of private banks towards Working Conditions. It is also proven that the 'F' value obtained ($F = 1.341, 0.047$; $p (0.264, 0.954) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between gender and location of the respondents and their level of satisfaction towards CSR activities of private banks towards Working Conditions.
- * The 'F' value obtained ($F = 0.542, 0.014, 0.398$; $p (0.583, 0.986, 0.672) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between age, gender and location of the respondents and their level of satisfaction towards CSR activities of private banks towards Equal treatment, Workplace diversity and Work/Life balance.
- * The 'F' value obtained ($F = 0.871, 0.388, 2.009$; $p (0.420, 0.679, 0.137) > 0.05$) is found to be insignificant at 5 per cent level. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between age, gender and location of the respondents and their level of satisfaction towards CSR activities of private banks towards Financial Assistance.

X. SUGGESTIONS

1. Organizations can focus on CSR initiatives that benefit their own employees' families, and more employees can be engaged to volunteer in CSR activities.
2. The organisation must take appropriate steps to ensure that every employee at all levels is aware of the complete information pertaining to CSR activities that are undertaken each year.
3. Workers' superiors can assign a value to their involvement and contribution to CSR activities as a component of the Evaluation Parameter during performance appraisals, which would motivate employees to participate actively in CSR activities.
4. Employees must be given proper advice and direction in order to participate in CSR activities, and feedback from employees must be collected in order to improve organisational corporate social responsibility.

XI. CONCLUSION

Corporate Social Responsibility is viewed as one of the most successful ways for firms to contribute to society's growth, according to a research of employee perceptions of CSR. Companies use their own employees to participate in social welfare programmes as part of their CSR efforts. Employees are given the opportunity to help create long-term employment possibilities for society's residents. Employees can be instilled with self-satisfaction and organisational citizenship behaviour by including them in CSR initiatives. Though employees may not be completely aware of CSR at this time, the importance of CSR will surely expand in the future, as will employee participation in CSR initiatives by organisations.

XII. REFERENCES

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