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# **RAY:**

# **INTERNATIONAL**

# **JOURNAL OF**

# **MULTIDISCIPLINARY**

# **STUDIES**

*Volume VI, No. 1 / April, 2021*



**Chakdaha College**  
(Affiliated to University of Kalyani)  
Rabindra Nagar, Chakdaha, PIN - 741222, Nadia,  
West Bengal, India.

Website: <http://chakdahacollege.ac.in>

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## ***Editorial***

I feel immense pleasure to publish the tenth issue (Vol. VI, No. I) of '***RAY: International Journal of Multidisciplinary Studies***', (E-ISSN: 2456-3064) on behalf of Chakdaha College, Nadia, West Bengal, India. It's a blind peer reviewed, Indexed (DRJI) international level Journal to be published biannually (April - October). The aims and objectives of the Journal are to publish the valuable empirical and experimental studies that have significant contribution towards developing theoretical and practical knowledge in multiple disciplines like Physical Science, Bio-Science, Social Science, Behavioural Science, Engineering Science, Medical Science, Business Studies, Humanities, and Literature etc.

I avail myself of this opportunity with great pleasure in acknowledging my deepest sense of gratitude to all concerned with and related to this endeavour, particularly Editorial Board Members, Advisory Board Members and Reviewers who tendered their painstaking efforts throughout the period of preparation of this journal.

No doubt, I am personally indebted to the authors who have contributed their valuable contributions to this journal. In the present issue we are publishing ten research articles. I convey my heartiest thanks to all honourable authors.

Utmost care has been taken to prepare the present issue of the journal, in spite of that we are always liable to apology for any unwanted mistakes. Any comment, any suggestion for improvement of the journal is always appreciable. I wish its every success in all respect.



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## **Brand Awareness of FMCG Companies in the Context of COVID-19: A Conceptual Analysis**

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### **Structured Abstract**

**Purpose:** This paper is an attempt to reveal the brand awareness of FMCG companies at the time of COVID-19. It relates to awareness, product acceptability and the performance of firms

**Design/Methodology/ Approach:** The secondary data collected from various journals, articles, reports and web resources have been used.

**Findings:** The analysis of data highlights that where most of the sectors have been suffering from running as well as their existence tremendously, the FMCG sector has grown up remarkably due to its brand awareness among consumers.

**Practical Implication:** As an outcome of the scanning, it has been found that the feature of the FMCG products heavily affected the Indian consumers, requisite qualities and different dimensions and it appears to be the major driver of FMCG sector's performance followed by the brand awareness and brand recognition component.



**Originality/Value:** Brand becomes valuable concept and the awareness of it helps to attract potential customers. Constant innovation keeps FMCG sector on fast track growth

**Keywords:** Brand Awareness, FMCG, Marketing Strategy, COVID-19

**Paper Type:** Research Paper

## **Introduction**

The COVID-19 pandemic has changed the life style of human civilization drastically. Business environment has been affected to a large extent. During this pandemic situation, where most of the sectors have been suffering from running as well as their existence tremendously, the FMCG sector has grown up remarkably due to its brand awareness among consumers. Awareness attempts to enhance the volume of audience ([www.bynder.com](http://www.bynder.com)). In building awareness, a number of strategies such as referral programs, info graphics, car wraps, social media contests, impressive guest content, freebies, freemium with credit, local partnerships etc have been formulated ([www.wordstream.com](http://www.wordstream.com)). Again to increase awareness, various ideas like hosting of educational as well as social events, distribution of brochures, wallet cards, stickers, sharing of gratitude, organizing service projects, empowering and connecting others etc have been developed ([www.marketingguide.com](http://www.marketingguide.com)). The awareness of a product in a firm is heavily expected to be improved as the result of a higher brand and higher brand value, however brand awareness is defined in different ways and there is no universal standard way of measuring it. Brand awareness is an important term of marketing which states the degree of recognition of the potential consumers as regard to a firm's product or service by its name. In promoting a new product or reviving an older one, brand awareness plays as a key factor ([www.investopedia.com](http://www.investopedia.com)). The consumer based companies always adopt a cognitive psychological point of view in assessing the brand and the value expressed by itself. This awareness helps a marketer in many ways. It is a difficult task to create brand awareness of products & services of firms among consumers.

## **Review of Literature**

Reuter, (2020) expresses that brand building is a continuous process. Every organization wants to build a strong brand for promoting its valued products in consumer's mind which needs critical analysis and the customers can memories that what they have bought from the market

and so here, the low budget brand building plays a crucial role. Like every organization FMCG, company always wants to achieve the highest possible revenue on a specific quarter and also make a strong brand that provides better service along with utmost care which is necessary.

Aydin & Ulengin, (2015) mention that subjective aspect of FMCG value is also obtained from brands by the consumer's specific benefits that can be materialized as self esteem, sense of accomplishment and another one is referred group. FMCG brand equity also helps to enhance company's efficiency and effectiveness of the mentioned marketing program and enjoy the profit margin.

Ghodeswar,(2008) says that brand identity helps customers and brand association also implies a faith to customers. Brand identity makes a value for the product which manages to increase the share value of the organization. Image of an organization resembles a mirror. Logo, trademarks, packaging style expresses the quality of product.

Chernatony, (2006) states that unique brand management and its framework always help in decision making that build a brand identity in a systematic order. A retrospective study helps in the time of COVID namely positioning and communicating brand building awareness in all categories of FMCG.

Tosti & Stotz, (2001) mention that long term relation with customer extended to B2B or B2C should practice and build decision making process.

Keller, (2001) states that the consumer goods sector is facing many challenges because of two main factors in the world. The first safe factor is micro which is slowly growing that seeking more strategy in fast moving consumer goods in service sector. Here, more comprehensive strategy is required. The second dimension is macro. This actually turns out to be a challenge for managers as more knowledge is to be imparted within the specific period. Marketing communication can only correlate between customer and organization. The medium and long-term objectives should also be mentioned properly.

King, (1991) depicts that brand concept has been accepted in the year 1980 and thence the branding research continues and holds an importance in the field of marketing. In marketing area, a creating awareness plays very important role. Whenever, we talk about one reputed FMCG company, especially taking care of market segmentation, the brand awareness of FMCG company and it's elements help not only the consumers in competitive market but also help to change the environment.

## **Research Gap**

1. Brand awareness and product extension should co-relate which is not presenting in existing literatures.
2. All published data are not elaborated enough as per industry requirement.
3. Consumers are not aware of all products & services which are launched in COVID-19 situation since April to November 2020.

## **Methodology used for the Study**

This research is exploratory in nature. The secondary data available in various journals, articles and web resources are used for this study.

## **Objectives of the Study**

"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change" - Charles Darwin

This is the time for survival for the fittest from where it can be mentioned, in present context that all home-grown to multinational companies want to re-start factories first and then disburse wages in time. Collecting raw materials and doing the production become challengeable job for managers. There are various objectives of the study such as:

1. To throw light on reasons for popular organization adopting brand awareness philosophy in India
2. To mention the concept of brand awareness.
3. To know the perception about new products in pandemic situation.
4. To establish awareness among target audience in adverse condition.
5. To expose new product features in front of consumers.
6. To identify the limitations of brand awareness in Indian consumers.
7. To offer some suggestions for the welfare of brand awareness throughout the business world.

## **Create Brand Awareness**

FMCG brand awareness is an utmost need to be present in consumer's mind to develop brand (Washburn and Plank, 2002). Awareness is a factor in brand image, dimension of association and organizational association (Aaker, 1996). Brand Awareness is one of the major factors in FMCG product that revealed in (Aaker, 1991, Krishnan, 1996, Mackay, 2001). It is a factor of a potential buyer to recognize brand that is a character of a certain category which starts with the level of different awareness from lower to higher, unaware of brand to brand recognition, brand recall and on top of the mind (Aaker, 1991).

## **COVID-19 and FMCG Companies**

The COVID-19 is one of the devastating changes occurred usually after hundred years and it affects a large part of our standard of living. This pandemic has created new opportunities for employers and employees both. Only the FMCG and pharmaceutical sectors raise their hands during critical economic shutdown period. This is the fact that FMCG (Fast Moving Consumer Goods) has been set to emerge as a prospective sector in the long run. In Indian economy, FMCG sector becomes fourth largest sector. It has many segments and their subsequent. These products are unique in their character due to low price, perishable in nature, minimum quantity and maximum features which are soap to sanitizer, musk to mouth freshener and also dental care to detergent powder, everything has been listed. To increase growth rate more, these companies adopt different strategies, for example, price cut, product variation and product credit facilities. The rural India provides better profit than urban counterpart (Bhushan & Malviya, 2020 and Malviya & Sally, 2021) basically FMCG companies have profiled skin care fragrance and now onwards, these companies shift their focus from traditional to non-traditional such as personal hygiene in homes and workplaces. The products such as sanitizer, musk (Savlon musk), disinfectant soap, kitchen cleaners, toilet cleaners what we have seen are essential commodities available at kirana shops because at the same period from March 2020 to September 2020 approx. all hypermarket were closed due to strict government order. Once again, these companies focus on instant food immunity building powder, frozen food, multigrain wheat, immunity building mustard oil, milk based biscuit and pasteurized extra protein based milk that significantly help to fight unwanted virus. Basically, all top FMCG companies have adopted different marketing strategies to capture the target audience. Especially, companies like Dabur, Marico, ITC, Tata Consumer and Amway have exemplified on it.

Figure 1 shows Indian real GDP growth during 2012-2022. Due to deep crisis caused by COVID-19, the Government of India announced lockdown on 24<sup>th</sup> March, 2020 for a period of 21 days initially, after that extended by an additional 15 days and so on which led to the shutdown of factories, declined the supply chain and made around 278 million sq.mt. of retail space redundant. That was worst economic slowdown in a decade which the government was trying to revive prior to COVID-19 outbreak. It predicts that Indian real GDP could dip into negative territory in 2020. In spite of that, in this situation, an upward trend in FMCG revenues is noticed which is shown in Fig 2.

Figure 2 highlights the trend in FMCG revenues. FMCG companies have earned moderate income i.e. USD 49 billion in 2016 to USD 68.4 billion in 2018. But after that, these companies have been able to achieve height possible growth in terms of revenue. In the year 2020 Q2, despite of having all hindrances caused by COVID-19, FMCG companies have been able to achieve USD 103.7 billion. In this fig. it is seen that the average revenue earning is USD 71.44 billion. This trend has started from the year 2019 and has been continuing.

### **Limitations of Brand Awareness in Indian Business Environment**

1. It is costly enough and very difficult to implement specially in small and medium enterprises.
2. This marketing system lacks super specialist personal new business policies for betterment of business environment.
3. It is a new concept; conventional managers are unable to understand the basic difference between brand and brand awareness. As because of it, they are habitual to use conventional product feature.
4. It has been seen that there is a lack of interest regarding brand awareness.

### **Findings of the Study**

1. In marketing management, COVID-19 has created sustainable competitive advantage among the competitors.
2. Top management is basically interested in profit maximization.
3. Brand becomes valuable concept.
4. FMCG sector becomes an indispensable sector in pandemic situation.



5. Financial managers proof their abilities to open up a series of low price products.
6. Brand awareness helps to attract potential customers.
7. Constant innovation keeps FMCG companies on fast track growth.
8. What we have seen is that qualification of a product can woo common man.
9. FMCG sector becomes lucrative for creditors.
10. In pandemic situation, sales executives play a big role for dispatch package food items to villagers more throughout the market.
11. Due to money crunch, customers reduce their over expenses on grocery.
12. The prolonged lockdown and fear to death have culminated more home centric approach and on the other side, logistic and regulatory hurdles have decreased sales revenue.

### **Conclusion**

We are witnessing a dramatic shift in business model, consumer behaviour and business environment where in there will be a straight decrease of certain business. This pandemic creates a vulnerable environment for human civilization. We become helpless. Therefore, creating the brand awareness in COVID situation totally depends upon company's internal strategies and how effectively & efficiently they implement these in the market. So, continuous product development, modification and customized approach can help in long term gain.

### **Suggestions**

New idea would come when new policy takes place in an organization. Now the whole world is striving for better results. Some suggestions are offered below in the light of findings of the study.

1. Proper measurement of brand awareness for fruitful judgment of the issue is pivotal.
2. Suitable method should be developed and used for reviewing the performance of brand.
3. Problems created by brand awareness at the initial stage of product development and modification should be properly identified and then solved.
4. Use of Artificial intelligence for providing better service to the end user should be initiated.

5. Brand and brand awareness should be considered as one type of advertisement so that the corporation would get better market response through marketing which is a backbone of any business organization.

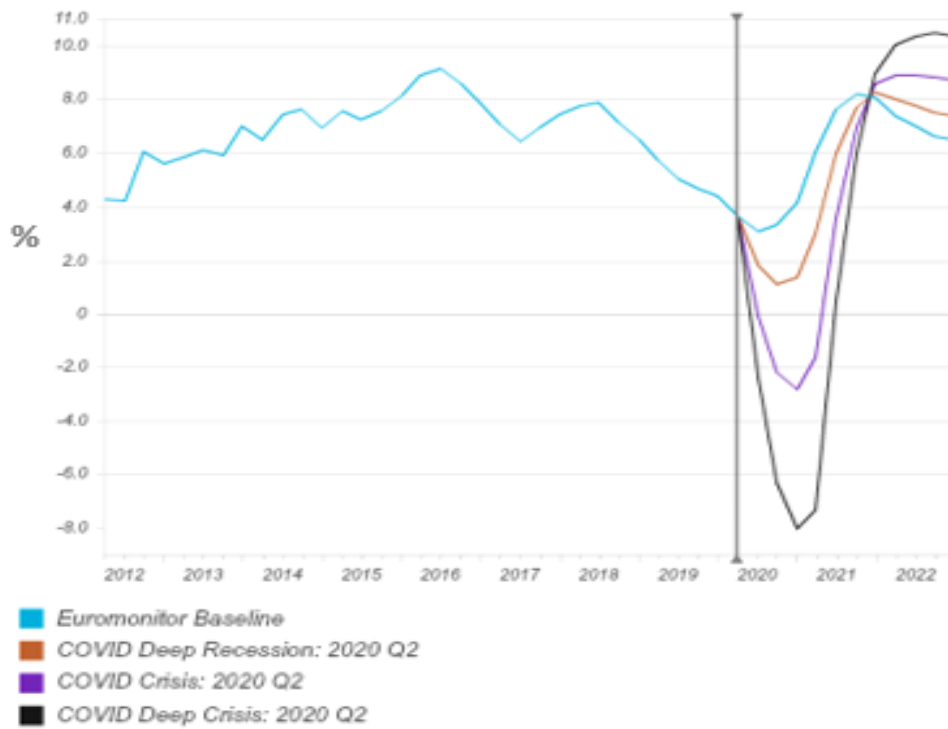
6. Last but not the least, it can be visualized that four ideas i.e. K- (Knowledge about the target audience), E- (Eager to do something), N- (New product), P- (Precaution) can enhance brand awareness which in turn make the companies able to generate sales revenue again. Higher awareness among the general populace straight larger potential market for the firm can help to achieve the target.

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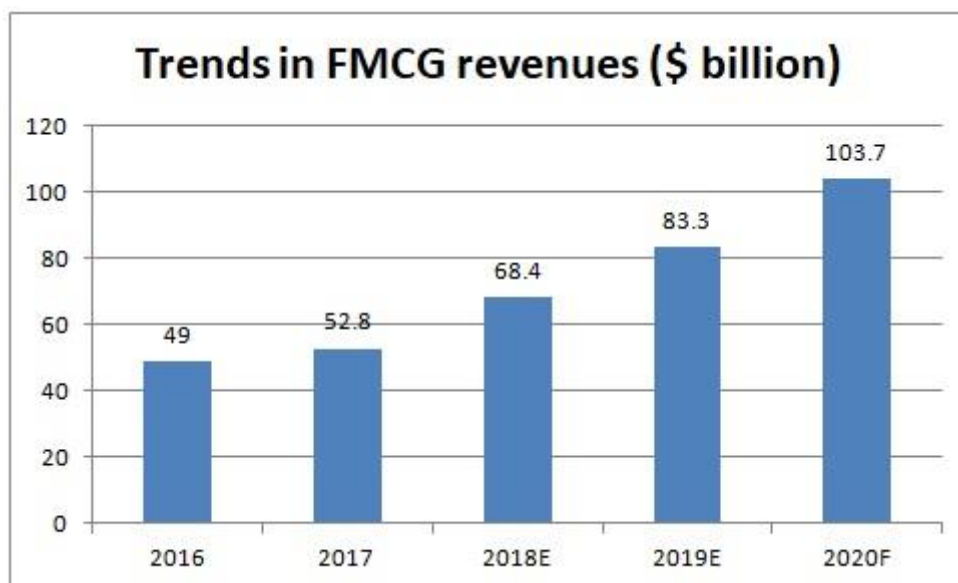
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**Figure 1**  
**Indian Real GDP Growth during 2012-2022**



Source: Euromonitor

**Figure 2**  
**Trends in FMCG Revenues**



Source: India Brand Equity Foundation

## **A Study on the Industrial Relations in the Select Collieries of Eastern Coalfields Limited for the period 2010-11 to 2019-20**

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### **Structured Abstract**

**Purpose:** Eastern Coalfields Limited (ECL) has acquired a prominent position as an indicator of the growth of economy and industrial progress of the country.

**Design/ Methodology:** To assess the prevailing state of Industrial Relations (IRs) practiced in select collieries of ECL are harmonious or not.

**Findings:** It indicates that a congenial atmosphere prevails in the select collieries of ECL that facilitates promoting sound industrial relations in coal belt.

**Conclusion:** it can be said that industrial relations situation has not been much alarming and it is under control.

**Originality/ Value:** This research work is very valuable in understanding the climate of healthy industrial relations existed in the select collieries of ECL under the study period.

**Implication:** Maintenance of harmonious IRs between management and employees in industrial undertaking in the select collieries of



ECL is of great significance in order to boost up the economy of the country.

**Keywords:** Industrial Relations, Disputes, Collective Bargaining, Welfare and Social Security, Inter Union Rivalry

**Paper type:** Empirical Study

## **Introduction**

The term industrial relations refers to industry and relations. ‘Industry’ means “any productive activity in which an individual is engaged” and “relations” means “the relations that exist in the industry between the employer and his workmen”

In the wider sense, industrial relations denotes mutual behaviour or attitude with reference to management or employer (a hierarchy of managers and their representatives in supervision), worker (a hierarchy of non-managerial workers), and government. These first two hierarchies are directly related to each other in that the managers have responsibilities at varying levels to issue instructions (to manage) and the workers at each corresponding level have the duties to follow such instructions (to work). But the governments as actors may have function in some industrial relations system as broad and decisive as to override the hierarchies of managers and workers on almost all matters.

Industrial relations are a ‘set of functional interdependence involving historical, economic, social, psychological, demographic, technological, occupational, political and legal variables’.

Different authors have defined industrial relations in somewhat different way. Below are given some oft-quoted definitions.

Professor John.T.Dunlop has expressed “Industrial Relations should not be taken as one which denote the union-management relations operating within the spectrum of industrial relations system, which defines the role; status and the conduct of different groups of people who work together for productive

purposes in an economy characterised by its peculiar social and economic conditions prevailing under given technological market and power context giving rise to the creation of a body of rules to govern the interaction of the different groups of people involved therein”.

He further points out that an industrial relation system at any one time in development is regarded as comprised of certain factors, certain contexts, an ideology which binds the industrial relations system together and a body of rules created to govern the factor at the work place and work communities.

John.T.Dunlop has also explained that industrial societies necessarily create industrial relations defined as the complex of interrelations among workers, management & government. According to him, there are three major actors’ industrial relations viz. workers & their organisations, management and government.

### **Literature Review**

Different eminent experts have given different opinion about the study of IRs. A gist of many studies is discussed herein below.

‘K. Viswanath Kumar Chand’ (1991) carried out a study on the subject “Industrial Relations in Public Sector Industries in Andhra Pradesh State” and it was the 1<sup>st</sup> work of its kind based on empirical study of state public sector enterprises. His major findings in brief are as follows:

As per his study IRs in public sector enterprises was not harmonious. This was due to unwanted outside political interference on the decision making process of management, high expectation of workers and trade union rivalry. Any action taken against any worker for committing misconduct was strongly opposed by union which aggravated the law and order situation in the public sector enterprises.

T.N. Mathur’ (1990) carried out a study on “Industrial Relations in Post and Telegraphs Department”. The study reveals that Govt. of India failed to maintain harmonious IRs in Post & Telegraph Department. This was due to

Government's reluctance to give due recognition to union and denial of Govt. to recognize union at the time of strike. Multi unionisms, inter-union rivalry and intra-union rivalries made the union weak and as a result the workers failed to be properly unionized. Employees' chief dissatisfaction centered on pay allowances which is very low compared to cost of living index. Even after Fourth Pay Commission Govt. failed to adopt suitable principles for determining the pay and allowance for post and Telegraph staffs.

The study of "M.S. Gujral"(1985) once chairman of coal India Ltd, on "Industrial relations in coal India Ltd" shows that IR situation in coal India Ltd was very pathetic and according to him this was due to lack of conjunction of dedication and durability of management. The dedicated top manager was very rare and the rare one's did not stay long enough to make any noticeable impact in the area of IRs. Besides there was hardly any union who were committed to actual worker's interests. There was acute union rivalry which in turn weakened union. Union's negligence in workers' education scheme and alienation of middle level management and supervisors from the work of undertaking are the reasons of bad IR situation in coal India Ltd.

"R S Davar" (2002) carried out a study on "Industrial Relations in Tata Iron & Steel Co. Limited". It reveals that the Tata Iron & steel ltd has a history of successful industrial relations. This is mainly due to the rapport established between management and labour. TISCO management believes that the human being is the core of the industry. Therefore his needs and fulfillment of his basic necessities were as important as any other consideration in industry such as production and profit. The excellent association of employees with management started with the signing of an agreement by the management and the union way back in 1956. The agreement provided an increasing measure of closure association of the workers with the management in the working of the industry. They believed this would help --

- In promoting increases in productivity for the general benefit of the organisation, the employees and the country.

- In giving employees a better understanding of their role and importance in the working of the industry and in process production and
- In satisfying the urge for self-expression.

This also reveals that IR situation in TISCO is harmonious and labour disputes are settled amicably through direct negotiation between management and labour. In TISCO one can hardly speak of inter-union rivalry. In TISCO there is one recognized union which is sole bargaining agent of all workmen and so the problems get solved easily. The main finding of this study is that for a successful IR situation, a strong healthy union is a pre-requisite and TISCO possessed it. At appropriate stages unions are associated in taking a decision on grievances. This has led to the maintenance of good IR in TISCO.

The study of “Gan Chin Lee” (1989) has given idea about “Industrial Relations in the Japanese Banking Industry”. The study highlighted that the restructuring brought about by management in the matter of employment, re-employment of retired employees, salary system etc. keeping in mind that worker is the asset of any organisation promoted harmonious IR in the organisation. The restructuring was necessitated by the changing environment caused by technological advancement, changes in labour market and the business and economic environment. The manner in which these changes have been brought about shows the cooperative attitude of unions and management and this has resulted in further improving IR in Japanese banking industry.

The finding of the study by “D Masthan and Dr. L. Venugopal Reddy” (1986) on “Industrial unrest in Madanpalle Spinning Mills – A case study” highlighted in tense intra-union rivalries and acute conflict between the union and the management which led to various forms of work stoppages. The most common factors responsible for these work stoppages were economic factors, motives like the recognition of the union, reinstatement of the employees, implementation of the terms and agreement and allegedly rigid attitude of the management towards the demands of the union during the period (June 1966 – June 1979).

The most important study was carried out by “V.V.Giri” (1992) on the topic “Industrial Relations in the Printing Industry of Orissa–A case study of Cuttack” for the period 1936 to 1985. He identified the different interactions that take place among the three actors – Government the employers and their association and the workers and their union using Dunlopian model of IR system. He took some hypotheses and then tested their validity.

His study reveals that the commercial printing industry of the city has not advanced in terms of technology and skill. The poor marketability for the product is the chief cause of the sorry plight of this industry. The labour market of commercial printing industry in Cuttack is characterized by low level of skill. They are the weaker partner in the industry which is not at all favourable for development of harmonious IR. Both employers and workers have formed union but employers union is much stronger than that of workers’ union simply because of the fact that they are unorganized for this in the bargaining process they can not make significant impact which is not at all desirable for an ideal IR systems. Because of less strength of workers union, management violate the legal provisions and try to get more output by informal understanding with the workers. The workers union fails to stop this practice.

The study of “Dr. Ajit Kumar Ghosh” (1978) has given idea about “Industrial Relations in coal Mining Industry in India from 1947 to 1972”. The study highlighted was largely attitudinal; perception and reactions of workers, union and management have been naturally varied with regard to the question of a possible pattern of industrial relations system and its contributory factors. The attitude of workers towards participatory management concept may reflect the concept and practice of workers’ participation in management or collective bargaining, or both. It is, however, to be borne in mind that advocacy of collective bargaining in coal mining industry does not ipso facto mean supplanting compulsory adjudication. In future, management in collieries would have to adopt more enlightened personnel policy conducive of harmonious industrial relation. The political union rivalry, illiteracy of workers and the indulgence of exploitation by management are serious



hindrance to the growth and development of collective bargaining in Indian collieries.

Rajni Pathania (2012) examines the Industrial relation in India in the Era of liberalization. The focus of this study is trends in Intensity of industrial disputes, its causes and the growth of TU in India during the year 1992 - 2011. Results indicates that there is acceptable IR in India, due to the growth of TU and continuous decline in industrial strikes and lockout during the said study period.

Apoorva Ghosh (2012) —A Contemporary Model for Industrial Relations Relook from Global Perspective attempts to query what IR is and analyzes the ways in which it has been defined and understand since its beginning. This paper attempts to suggest a model for IR, so that it can involve all the addressed as well as unaddressed issues. Afterward, this model tested with what have been the academic opinions of how IR should change & respond to the existing realities. The article concludes by proposing empirical testing of this model in the service economy of post-industrial era when we have knowledge workers instead of blue-collar workers, flat team-based structures instead of hierarchy and participative control rather than bureaucracy.

Abhishek Gupta (2014) in his study entitled, —Trade Unions & Industrial Relations, has described that, over the last 20 years, there has been considerable debate about the impact of TU on Productivity, and the implications of different types of labor-market arrangements for economic performance. The most effective way of improving competitiveness is to weaken TU and remove the regulatory structures & rules that restrict managerial decision-making. This research has reviewed a key point to come into view is the importance of the IR climate in improving organizational performance. A positive and cooperative labor management relationship, with extensive joint decision-making, appears to be advantageous to greater organizational efficiency.

Sian Moore & Stephanie Tailby (2015) expressed their views in his research paper under title heading —The changing face of employment relations: equality and diversity. The principle of this paper is to explore what has happened to the concept & reality of equal pay over the past 50 years in the UK. It does so in the context of women employment levels based on labor market participation though their continued overrepresentation in part-time employment,

locating the narrowed but persistent overall gender pay gap in the UK. Finally, this paper suggests the need of a legal framework in order to establish wages equality.

Priya Shrivastava (2015), *The New Age Path of Industrial Relations*, she has described that the main architecture of the Indian IRS was established prior to Independence and leftovers mostly untouched. The nature of this system is highly centralized and the Govt. is the main arbitrator between capital & labor. This article provides a broad overview IR and the labor market reform debate that has arisen in the context of economic changes in India. The structure of the Indian labor market, the overwhelming size of the informal or 'unorganized' workforce, and its location outside the industrial system is the fundamental challenge facing Indian IRS.

Rajesh H & Dr. P.K. Manoj, (2013), *Industrial Relations in the State* has concluded that to avoid conflicts or disputes, an organization should ensure Code of Conduct that each individual organism must follow the Code of Discipline in the organization formulated by the Govt. and made applicable to management and employees. Encourage the mutual trust between the two main actors of IRS should help to manage cooperation, confidence and respect, between the employees and management. The authors suggest establishing the followings in order to minimize the ID: (1) Works Committees (2) Process of CB (3) Wage Boards (4) Grievances Procedures (5) Standing Orders (6) Joint Management Councils, and (7) Suggestion System.

Archna Bhat & Ravikant Swami (2014) described that the tendency of industrial conflicts in our country, right from the economic reforms due to changes in composition & structure base. This study found that number of work disputes, man-days lost, and workers' involvement in disputes showed a gradual decline over the recent years. The numbers of workers involved in strikes were more than the number of workers involved in lockouts and the man-days lost in lockouts were more than the man-days lost in strikes. Intolerance, indiscipline & violence were found to be the prime causes of industrial disputes. Production losses due to disputes were higher in the private sector than the public sector. The study concluded that economic reforms certainly have shifted the power in the hands of the employees.

Sushmita Srivastava (2011) under the topic —Commitment & Loyalty to Trade Unions: revisiting Gordon's & Hirschman's Theories. This article presents an integrated model of the process by which union commitment & loyalty are developed & retained by TU. She argues on the need to view commitment & loyalty as two distinct constructs. The objective is to start re- conceptualization of the differences between union loyalty & union commitment by

revisiting Gordon's Four Factor Theory of Commitment and Hirschman's Exit Voice Loyalty Theory. The paper finds that TU participation is better induced through union loyalty than union commitment.

J. S. Sodhi, (2013) —Trade Unions in India: Changing Role and Perspectives reflects the TU economic contribution in the context of the strong past legacy. The thrust of TU activities has been to engage in the traditional functions of welfare & economic improvement of workers. TU, working in tandem with the Govt. in the first three decades after independence, ensured that workers were well protected and given all the benefits. In view of the globalization challenges, there is a steady change and the managements & unions are entering into CB contracts for improvements in productivity of the organization.

Santosh Govind Gangurde (2014), —The Indian Trade Union Movement: New Challenges put forward his research paper on has illustrated that the Labor market regulations and CB have emerged as crucially important issues in a globalized economy. Given that globalization without doubt involves economic restructuring, the promoter of globalization – World Bank & IMF – increasingly argue that employment has to be sufficiently adaptable to assist adjustment & stress on flexibility in labor markets. Undoubtedly, this has led to reduced job – security and in formalization of labor markets. In this picture today TU face a multitude of challenges from various quarters. The factors like diversity of interests of the working class, the new management techniques that blunt union tactics, the forces of globalization etc., all constitute challenges to the effective working of TU today. In the view of the changing concerns, TU will have to reorient their strategies if they want to successfully meet the new challenges.

Paul Nowak (2015), —The Past and Future of Trade Unionism expressed his views in his research paper under title heading. This paper concludes that the last past five decades has been a period of change and turbulence for the movement, and suggests that this trend will likely be remaining in the decades to come. Although external political & economic aspects will have an important bearing on unions 'scenario, he finally argues that unions remain powerful agents of change in their own right and that a revival of organized labor is not beyond question.

Rhokeun Park (2015), —Employee participation and outcomes: organizational strategy does matter expressed his views in his research paper under title heading. The principle of this paper is to investigate the mediating role of Perceived Organizational Support in the relationship between WPM and organizational commitment, and the moderating role of organizational

strategy in those relationships. He found that Perceived Organizational Support mediated the relationship between employee participation and organizational commitment, and that participation practices were related more strongly to Perceived Organizational Support and Organizational Commitment in companies with a prospector or analyzer strategy than in companies with a defender strategy.

### **Objective of the Study**

The objective of the study is to explain the prevailing state of IRs practised in the select collieries of Eastern coalfields Limited through the analysis of some selected parameter affecting IR over a period of ten years (20010-2011 to 2019-2020) the other objectives are:

- To identify the main factors that affects the IRs in the Coal Mining Industry.
- To explore industrial relations situations in collieries during the period 20010-2011to 2019-2020
- To suggest substantive measures for improving industrial relation in Coal Mining Industry in future.

### **Hypotheses of the Study**

In the present empirical study the following null hypotheses have been formulated:-

- (1) Collective bargaining as an important tool of settlement machinery is not working effectively and it affects industrial relations.
- (2) Welfare Benefits are inadequate and this stand in the way of promoting harmonious industrial relations.
- (3) Social security measures are not up to the standard and this affects industries relations.

- (4) Different forms of disputes are prevalent in collieries and create a state of unhealthy industrial relations.
- (5) Management attitudes / style of functioning is not congenial / comfortable and its affects industrial relations in collieries.
- (6) Multiple trade unions and Inter union rivalry create unhealthy situation in collieries that affects industrial relations.

With the help of these hypothesis, are attempt to get answer to the question, whether the prevailing state of IRs practiced in select collieries of Eastern coalfields Limited are harmonious or not.

### **Database/Methodology**

Here, we have studied the workers attitude through ‘interview technique’- both guided and unguided in considering the more rational and scientific method of technique. Moreover, as such, questionnaires were administered and interview was made on 700 workers, 150 trade union officials and 150 executives in the sampled collieries. Strict attention has been paid to the sampling procedure so that all the requisite characteristics in the unit may not have any scope to lose its representative character.

In order to measure the area of IRs, a pilot survey has been conducted to prepare questionnaire. And on the basis of the replies obtained in the pilot survey hypothesis have been taken into consideration in the area of IRs. The workers in sampled collieries have been categorised in the following five distinct divisions on the basis of responses to the questions made to them.

(a) Very high Degree in agreement (VHDA)

(b) High Degree in agreement (HDA)

(c) Moderate Degree in agreement (MDA)

- (d) Low Degree in agreement (LDA)
- (e) Disagreement (Dis.)

In the subsequent deliberation analysis of responses of all the three parties to the questions is given. Types of questions asked are also discussed to have a clear idea on its linkage to different factors of IRs.

### **Result and Discussion**

Among the various important factors, which determine and regulate this relationship are the IR policy of the organisation, attitudes of both the management and the labour, strength of the labour unions, multiplicity of unions, joint consultation and labour legislations. IRs, however, are primarily a matter of attitudes, i.e. how does the management feel about the labour and vice versa. Good relationship can not, however, be grown overnight, but has to be developed and nurtured by both the parties over a period. It is only through an attitude of mutual trust and respect that harmonious and cordial IRs can develop in an organisation or industry. Harmonious IRs within an organisation is essential for its efficient running. No organisation can function efficiently and produce the goods and services if there are constant strikes and turmoil between the management and the labour. Therefore, peaceful IRs between workers and management are essential for the economic growth of any country. It is impossible to introduce any innovation on productivity improvement exclusively through the various industrial engineering techniques. One of the major problems of a developing country is to increase the per capital income of the population through rapid industrialization as well as through improvement in agricultural field. Industrialization will create more employment opportunities and help in achieving a better standard of living. For rapid industrialization, healthy climate has to be created which will encourage investments and attracts entrepreneurs. One of the major factors which attracts investment is the state of industrial peace. No nation can take up a programme of industrialisation unless the proper climate prevails. Strikes, unrests and lockouts only lead to loss of man-days in industries and consequent monetary loss to the concern as well as nation in term of lost production.

From the above, it is clear that the industrial relationship is also one of the many stages of its stepping into corporate and integrated life. Hence, maintenance of harmonious IRs between management and employees in industrial undertaking in the select collieries of Eastern Coalfields Limited is of great significance in order to boost up the economy of the country.

It is important to note that society is dynamic and industrial society, which is a part thereof, is also changing. So relations among the different participants of the industry constituting what is called IR, is a dynamic one and assume complex and varied dimensions in the changing scenario.

Null Hypothesis 1: Collective bargaining as an important tool of settlement machinery is not working effectively and it affects industrial relations.

Chi-Square at 5% level of significance and at 8 degree of freedom = 15.50%

Here calculated value = 6.415

So, calculated value < tabulated value.

Hence the null hypothesis is accepted (Collective bargaining as an important tool of settlement machinery is not working effectively and it affects industrial relations) implying thereby that the rankings have no group bias.

Table 1 reveals that 336 workers (98 Very high Degree in agreement, 108 High Degree in agreement and 130 Moderate Degree in agreement), out of 700 workers i.e. 48% of the workers belonging to agreement group were happy with collective bargaining process as a tool of settlement machinery which is prevalent in the select collieries of Eastern Coalfields Limited. However, a large number of workers (52%) who do not fall in the above category were not satisfied about the use of collective bargaining in the collieries and they felt that collective bargaining process was not effective as a tool of settlement machinery.

Null Hypothesis 2: Welfare Benefits are inadequate and this stand in the way of promoting harmonious industrial relations.

Chi-Square test at 5% level of signature and at 8 degree of freedom = 15.507

Here calculated value = 5.167

So, calculated < tabulated value.

Hence the null hypothesis is accepted (Welfare Benefits are inadequate and this stand in the way of promoting harmonious industrial relations) implying thereby that the ranking have no group bias.

From the analysis of the above Table 2 it reveals that 53% workers expressed their agreement/consent regarding inadequacy of welfare benefits in the collieries. Since welfare benefits enhance the morale and satisfaction level of workers, inadequacy of such benefits disturbs the IRs climate.

Null Hypothesis 3: Social security measures are not up to the standard and this affects industries relations.

Chi-Square test at 5% level of significance and at 8 degree of freedom = 15.507

Here calculated value = 4.379

So, calculated value < tabulated value.

Hence our hypothesis is accepted (Social security measures are not up to the standard and this affects industries relations.) implying thereby that the rankings have no group bias.

From the Table 3, it is clear that 53% workers were not happy with social security measures provided by the colliery management. They think that the social security measures in the coal belt are not adequate to meet up their need. That obviously affects the IRs climate in collieries.

Null Hypothesis 4: Different forms of disputes are prevalent in collieries and create a state of unhealthy industrial relations.



Chi-Square test at 5% level of significance and at 8 degree of freedom = 15.507

Here calculated value = 5.674

So, calculated value < tabulated value.

Hence our hypothesis is accepted (Different forms of disputes are prevalent in collieries and create a state of unhealthy industrial relations) implying thereby that the rankings have no group bias.

In the collieries workers resort to different forms of disputes like go-slow, work to rule, protest strike, tool down strike, unofficial strike, boycott, gharao etc., when their accumulated issues / grievances are not disposed of. Table-4 reveals that 48% of workers admitted that they resorted to different form of disputes when the management did not pay heed to resolve and kept pending the cases for long period without assurance for settlement. All this disturbs mutual understanding, mutual faith, and mutual trust that results in unhealthy IRs in collieries.

Null Hypothesis 5: Management attitudes / style of functioning is not congenial / comfortable and its affects industrial relations in collieries.

Chi-Square test at 5% level of significance and at 8 degree of freedom = 15.507

Here calculated value = 3.435

So, calculated value < tabulated value.

Hence our hypothesis is accepted (Management attitudes / style of functioning is not congenial / comfortable and its affects industrial relations in collieries) implying thereby that the rankings have no group bias.

From the analysis of the responses of workers on a question placed before them it becomes transparent that 51% workers agreed that negative attitudes of management and their casual handling / style of functioning made them unhappy. This sort of situation affected IRs climate in West Bengal collieries.

Null Hypothesis 6: Multiple trade unions and Inter union rivalry create unhealthy situation in collieries that affects industrial relations.

Chi-Square test at 5% level of significance and at 8 degree of freedom = 15.507

Here calculated value = 8.568

So, calculated value < tabulated value.

Hence our hypothesis is accepted (Multiple trade unions and Inter union rivalry create unhealthy situation in collieries that affects industrial relations) implying thereby that the rankings have no group bias.

Analysis of the responses of workers, trade union officials and management personnel as shown in table-6 that 20% of workers, 20% trade union officers and 24% management personnel did not agree with regard to prevalence of inter union rivalry and multiple trade unions that caused unhealthy industrial relations. However majority of working communities, trade union members and management people agreed that industrial relations could be better if there was no instances of inter union rivalry and multiple trade unions in the collieries.

### **Conclusion**

It becomes thus obvious that for promoting healthy industrial relations in the select collieries of Eastern Coalfields Limited a lot of measures have been taken to dispose of grievances expeditiously and also through joint participation and dyadic involvement of employees. It is very clear from the study that all the parties (viz. management, workers and trade union officials) desired for disposal of issues through collective bargaining machinery. It indicates that a congenial atmosphere prevails in the select collieries of Eastern Coalfields Limited that facilitates promoting sound industrial relations in coal belt. So, industrial climate during the period under study has not shown a constant positive or negative trend of industrial relations. It is the relevance of mixed industrial relations situation. Though during last two years under study there has not been manifestation of work stoppage (may be due to fear psychosis generated from likelihood of closing down of mines.) it does not

necessarily mean a climate of healthy industrial relations existed in the select collieries of Eastern Coalfields Limited under the study period. So looking to overall perspectives of industrial relations, it can be said that industrial relations situation has not been much alarming and it is under control.

For changing mindset (paradigm shift), preparing reservoir of committed, loyal and dynamic work force colliery management should take the following steps that may help promote a healthy IRs particularly in the select collieries of Eastern Coalfields Limited:

- Payment of fair adequate wages, allowances etc.
- Ensuring the implementation of agreed issues under wage board recommendation.
- Introducing a system of employee involvement in various organisational activities.
- Empowerment of employees
- Security in job
- Positive stroking when an employee's performance is excellent and negative stroking when an employee performs poorly.
- Empathic, nurturing supervisors
- Transparent management activities
- High degree of Quality of Work Life(QWL)
- Mental support of top management
- Easy accessibility to management
- Creating a scope of interaction in ritual performance / ceremony
- Existence of homely environment in work place
- Developing mutual understanding between union and management.

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**Table 1**

**Percentage distribution of workers, trade union officials and management relating to effectiveness/use of collective bargaining as a tool of disputes settlement machinery.**

Collective bargaining as a tool of settlement machinery	%		%		%		%		%		
	VHDA		HDA		MDA		LDA		Dis.		
Workers	98	14.0	108	15.4	130	18.6	196	28.0	168	24.0	700
Trade Union Official	20	13.0	21	14.0	26	17.0	56	37.0	27	19.0	150
Management	21	14.0	30	20.0	30	20.0	45	30.0	24	16.0	150
Total	139		159		186		297		219		1000

Source: Authors complied

**Table 2**

**Percentage distribution of workers, trade union officials and management relating to provision of the welfare benefits affecting IRs.**

Welfare Measures for Promoting Harmonious IR	%		%		%		%		%		
	VHDA		HDA		MDA		LDA		Dis.		
Workers	112	16.0	126	18.0	133	19.0	210	30.0	119	17.0	700
Trade Union Official	18	12.0	18	12.0	36	24.0	54	36.0	24	16.0	150
Management	18	12.0	24	16.0	36	24.0	48	32.0	24	16.0	150
Total	148		168		205		312		167		1000

Source: Authors complied

**Table 3**

**Percentage distribution of workers, trade union officials and management relating to the Social Security Measures.**

Social Security Measures for Promoting Harmonious IR	VHDA		HAD		MDA		LDA		Dis.		
		%		%		%		%		%	
Workers	105	15.0	119	17.0	147	21.0	224	32.0	105	15.0	700
Trade Union Official	24	16.0	30	20.0	33	22.0	39	26.0	24	16.0	150
Management	18	12.0	21	14.0	27	18.0	57	38.0	27	18.0	150
Total	147		170		207		320		156		1000

Source: Authors complied

**Table 4**

**Percentage distribution of workers, trade union officials and management relating to use of different forms of disputes that affect IRs.**

Different forms of disputes existing	VHDA		HDA		MDA		LDA		Dis.		
		%		%		%		%		%	
Workers	98	14.0	112	16.0	126	18.0	196	28.0	168	24.0	700
Trade Union Official	24	16.0	21	14.0	36	24.0	45	30.0	24	16.0	150
Management	24	16.0	24	16.0	30	20.0	45	30.0	27	18.0	150
Total	146		157		192		286		219		1000

Source: Authors complied

**Table 5**

**Percentage distribution of workers, trade union officials and management relating to the management attitudes, style of functioning contributing to IRs.**

Management attitudes, Style of functioning	VHDA		HDA		MDA		LDA		Dis.		
		%		%		%		%		%	
Workers	98	14.0	112	16.0	147	21.0	238	34.0	105	15.0	700
Trade Union Official	21	14.0	24	16.0	33	22.0	48	32.0	24	16.0	150
Management	24	16.0	27	18.0	36	24.0	39	26.0	24	16.0	150
Total	143		163		216		325		153		1000

Source: Authors complied

**Table 6**

**Percentage distribution of workers, trade union officials and management relating to the inter-union rivalry and multiple trade unions affecting IRs.**

Inter-union rivalry and multiple trade union	VHDA		HDA		MDA		LDA		Dis.		
		%		%		%		%		%	
Workers	91	13.0	91	13.0	133	19.0	245	35.0	140	20.0	700
Trade Union Official	21	14.0	27	18.0	30	20.0	42	28.0	30	20.0	150
Management	24	16.0	27	18.0	30	20.0	33	22.0	36	24.0	150
Total	136		145		193		320		206		1000

Source: Authors complied



## **A Study on Interrelatedness between Corporate Social Responsibility and Corporate Reputation**

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### **Structured Abstract**

**Purpose:** This study attempts to shed light on the relationship between the performance of corporate social responsibility actions and the creation of corporate reputation. Furthermore the study tries to examine the effect that corporate reputation has on the behaviors of customers, employees, investor as different stakeholder group.

**Design/ Methodology:** The study is purely of theoretical nature, where different journals, newspaper, published articles, books were reviewed and analyzed.

**Findings:** The study shows that there is a positive relationship between corporate social responsibility and corporate reputation and corporate reputation has a positive effect on the behaviors of customers, employees, investor as different stakeholder group.

**Conclusion:** The theoretical analysis and review shows that Corporate Social Responsibility put its impact on corporate reputation.

**Originality/ Value:** This research work is very valuable in understanding the bounds, edge, cases and emergent behaviors of corporate reputation in context of corporate social responsibility.

**Implication:** Performance of corporate social responsibility by an organization increases corporate reputation, which benefits society ultimately.

**Keyword:** Corporate social responsibility. Corporate reputation, Stakeholder group, employees, investors.

**Paper type:** Conceptual Research Paper

## Introduction

Corporate Social Responsibility also known as CSR is considered as a company's commitment to manage the social, environmental and economic effects whereas, corporate reputation is the overall estimation in which an organization is held by its internal and external factors. Corporate Social Responsibility is considered as a fundamental fragment of management. Organizations are gradually accepting the different forms of responsibilities that influence the environment and society in the form of development. In context of this concept the paper tries to develop the inter-relatedness between CSR and corporate reputation. By concept, CSR is the method by which business adds stability in the process of reputation building. Generally, CSR has turned into an inexorably important subject among researchers of social sciences. This research contends that the connection between CSR and corporate reputation and tries to develop a result, that reputation is the final concern an organization deals with.

Organizations need to build a character to separate themselves from their competitors when the commercial messages from a buzz and the quality of services and products are similar (Malmsten, 2002). Research has recurrently shown that to build such character organization used the concept of corporate reputation. It is a term that hardly needs explanation. Company from long back has used it in an unproblematic fashion to refer to the way a firm is perceived by others. Corporate reputation is considered as aggregate provisions about the corporate based on the evaluation of the effects of financial, social and environmental aspects of the corporate over a period of time (Barnett, Jermier & Lafferty, 2006). The concept of Corporate Reputation includes multidisciplinary richness, it can be defined as in various discipline depending on its relation. In economics, CR is considered "as a reflection of a firm's past action which provide signals to stakeholders about its probable future actions" (Davies et al., 2003). In strategic

management CR is viewed as a unique, hard to imitate intangible asset (Smaiziene and Jucevicius, 2009) which represents a collective impression about a firm derived from its multiple stakeholders (Shamma and Hassan, 2009). In the discipline of sociology, CR is treated as a social phenomenon which comprises the “collective agreement about what the relevant public knows about an actor” (Shamma and Hassan, 2009). In marketing discipline reputation illustrate the “corporate association that individuals establish with the company name” (Fombrum et al., 2000). Based on the above multidisciplinary definitional similarities across fields it could be state that CR determines a firm’s relative position both internally with its employees and externally with its stakeholders in its competitive and industrial environment.

Research in relation to corporate reputation in the fields of marketing and organization are increasing day by day. Since 1980’s there have been attempts to explain the impact of reputation in related fields. Charles Fombrun, whose definitions have been perhaps the most widely used definition explain corporate reputation as “a collective assessment of a company’s attractiveness to a specific group of stakeholders relative to a reference group of companies with which the company competes for resources”. Although reputation is an intangible concept, research from different area shows that a good reputation demonstrably increases corporate worth and provides sustained competitive advantage. Recent development in corporate India heightened the discussion around corporate reputation and its management. The current research tries to take an initiative to study the impact of corporate reputation in Indian context.

### **Literature Review**

“CSR can be much more than a cost, a constraint, or a charitable deed- it can be source of opportunity, innovation and competitive advantage”- (Porter and Kramer, 2006). Nowadays the concept of CSR is an emerging topic for enhancing company’s reputation. This paper tries to look after the impact of corporate reputation over CSR. Formally to originate the research work some previous works are observed and here are the summarizations of previous work as literature review. The papers observed are on the basis of different countries, and are arranged chronologically in respect of their year of publication.

Sue Annis Hammond and John W. Slocum, Jr.(1994) in their work tries to study the link between corporate reputation and firm financial performance. To conduct the analysis on firm’s reputation a sample of 200 firms for the period of 1992-93 were obtained from *Fortune magazine annual survey of corporate reputation*; the mean score of the sample were then analyzed. A *varimax factor analysis* was performed on three factors namely- ‘customers

represented by the quality of products and service ratings’, ‘employees represented by the measure of ability to attract develop and retain talented people’ and ‘ the environmental represented by the community and environmental responsibility rating’. The results of this study suggest that in order to have the autonomy to operate the business franchise, management must be aware of and deliver the financial result expected by their shareholders.

Peter W. Roberts and Grahame R. Dowling (2002) in their empirical research try to define relationship between ‘Corporate Reputation’ and ‘Financial Performance’, the paper complements these findings by showing that firms with relatively good reputation are better able to sustain superior profit outcomes over time. To undertake the analysis between corporate reputation and dynamics of financial performance two complementary dynamic models have been used namely “Autoregressive profit models” and “Proportional hazards regression models”. Results from the model suggest- performing firms have a greater chance of sustaining superior performance over time.

Richard R. Dolphin (2004), in his empirical investigation titled “Corporate reputation- a value creating strategy” tried to evaluate what is meant by corporate reputation and its role in the strategic marketing communications mix. To report the empirical investigation into the extent to which corporate reputation enables, a sample of UK organization comprising of 21 large national or international organizations have been taken. After proper evaluation the findings were categorized based on three conclusions. The first factor indicates that ‘winning companies recognizes good reputation as a recognizable tool of differentiation’. The second factor indicates that ‘professional communication directors notice the role of guardian of their corporation reputation as a central focus of their job’. The third factor and the most emerging theme indicate that the difference between corporate image and reputation remains very much a matter of scholarly debate. The central finding of this paper shows that corporate reputation as a matter of interest that has come of age.

Stephen Brammer and Andrew Millington (2005) in this paper tried to analyze the determinants of corporate reputation within a sample of large UK companies drawn from a diverse range of industries. For determining the relationship hypothesis were drawn between level of a firm’s philanthropic expenditure and its reputation. To conduct the analysis data relating to corporate reputation were taken from “*Britain’s most admired companies*” list.. After performing descriptive statistics and correlation coefficient the study concludes that companies which make higher level of philanthropic expenditure have better reputation.

Annette L.M. van den Bosch et.al (2005) aims to explore the relationship between corporate visual identity (CVI) and five general dimensions of reputation such as visibility, distinctiveness, authenticity, transparency and consistency. To explore the study relationship between corporate visual identity and reputation were analyzed. The elaborating study suggests that the five dimensions in the reputation model are all interrelated and intertwined with impressions that are based on behavior, communication and symbols. The paper mainly tried to explore the role of CVI in reputation management.

Inglis R, Morley, C and Sammut, P. (2006) in their study tries to test the relationship between corporate reputation and financial performance, using Australian data. They argued that in corporate practice there is a link between reputation and performance. According to them reputation resource is not enough; it need to be managed well and exploited if it is to yield financial results. Three measures of financial performance- Return on Equity (ROE), Return on Assets (ROA) and Return on Invested Capital (ROIC), were extracted directly from Fin Analysis.

Michael L. Barnett et.al (2006) in this paper reviews the definitions of corporate reputation present in the recent literature and categorizes these definitions based on their similarities and differences. The purpose of the study is to review, analyze and evaluate prior definitional statements of corporate reputation. The study is based on review work and lexicological analysis of the concept of reputation. The study tries to propose a new definitional statement that adds theoretical clarity to the area of study. Efforts have been made through this study to define corporate reputation more explicitly and narrowly and to distinguish the concept from corporate identity, corporate image and corporate reputation capital.

Esther de Quevedo-Puente et.al (2007) tries to clear up the interrelation between Corporate Social Performance (CSP) and corporate reputation (CR). The author suggests that their lies a conceptual closeness between CSP and CR and therefore the paper tries to point out difference and links that may clear up the interrelation between the two lines of research.. The paper finally concludes that the parallel evolution of CR and CSP concepts has developed in a rapprochement of methodologies between research on CSP and research on CR. To conclude CSP is a comprehensive assessment of firm's fulfillment of stakeholder's expectations, whereas CR is the firm's perceived capacity to meet stakeholder's expectations.

Avimanyu Datta, et.al (2011) in their research seeks to understand that which firm can excel at innovation and commercialization. To conduct the research, companies selected were ranked on basis of four measures- R&D spending (2006), Patenting (cumulative 2006 and 2007) and

Commercialization of Innovation (cumulative for 2007 and 2008). The result imparting from statistical tool imply that R&D, Patenting and Product and Services releasing (CI) are tightly linked. However the role that the three variables play with respect to Revenue was slightly ambiguous. While the three variables collectively explain variance in revenue, the paths from Patents and CI to revenue remained non-significant.

NedaVitezic (2011) in this paper aims to explore the relationship between corporate reputation and social responsibility (CSR) in selected large Croatian companies. The research is based on the theoretical framework. CSR is measured through economic, environmental and social aspects and is primarily based on testing the relationship between CSR and financial performance to determine whether the relationship is positive, neutral or negative. The study in respect of Croatian companies concludes that there is a positive correlation between socially responsible business activities and reputation.

DalijaHasanbegovic (2011) in this paper state that organizations with branded identity structure investing in corporate reputation is not a waste of scarce resources, but a wise strategic investment that earns significant present and future economic and non-economic returns for a company. The paper mentions- corporate communication, corporate reputation, corporate identity, corporate culture, corporate image, corporate brand and brand architecture as a key concept in the world of corporate reputation. After discussing the different parameters of all the key concepts the study summarize that favorable corporate reputation does provide both tangible and intangible assets for a company. The paper concludes that in the global market of the 21<sup>st</sup> century, a corporate reputation provides a number of benefits thus expanding a firm's profit and revenue.

Maria Joao Santos (2011) purposed to understand the effect of Corporate Social Responsibility (CSR) initiatives developed by EDP Group in its Reputation. The paper also intends to compare the external perspective of consumer with internal perspective of employees by understanding the motivations and results of CSR and their relation with Corporate Reputation (CR).. Results show that initiatives in CSR have influence in Reputation of EDP, essentially based on improve stakeholder engagement as a benefit of CSR initiatives. There are some differences between internal and external stakeholder, on which employees value more all CSR results as a sign of CR than consumers.

VesnaBabic- Hodovic, et.al (2011) in their study attempt to investigate the ability of corporate reputation of those companies which generally provide 'service' to their customer. In order to investigate the phenomena the banking sector has been taken into consideration. The influence

of bank's corporate reputation on the organizational buyer's perceived value, research has been conducted. The study claim that 'providing superior value compared to other companies is the main goal of all providers in the market, those who have the ability to provide superior service perceive significant advantage'. After thorough analysis the paper concludes that bank's corporate reputation is presented as a crucial intangible factor for forming customer perceived value (CPV).

Deborah Philippe and Rodolphe Durand (2011) states that firms can elect to conform to a norm along two dimensions: compliance with goal and level of commitment to the procedures. To investigate the causal relationship between environmental disclosure and firm reputation, an empirical analysis with longitudinal dataset was conducted. The data were derived from several sources such as firm's annual report, corporate stand alone report on environmental responsibility, sustainable development report, social responsibility report etc. The findings of the study suggest that environmental communications influences both environmental and general perceptions of a firm.

Maden, C.<sup>a</sup>et.al (2012) aims to investigate the effect that corporate social responsibility has on corporate reputation (CR) as an antecedent and simultaneously the effect that CR has on the behaviors of customers, employees and investor as different stakeholder group. After rigorous analysis the results confirm that not only as an antecedent, CSR has a strong positive effect on CR but also states that CR has a strong positive effect on the behaviors of customers, employee and investors.

JooH Lee and James JungbaeRoh (2012) purposed to study the link between corporate reputation and firm's performance link. This study operationalizes the corporate reputation as the four measures of *Fortune's America's Most Admired Companies of (2008)*. The study explores the nature of corporate reputation as the predictor of the firm's economic performance and proposes a multidimensional aspect of corporate reputation and other traditional measures of success and relate it to profitability in high and low tech firms. The findings suggest that the strategic relationships between corporate reputation and firm performance hold significant in both high and low tech industry groups.

Majid Khan, et.al (2013) tries to explore the relationship between corporate social reputation and corporate reputation in the context of Pakistan. To conduct the study four dimensions of CSR have been studied: environment oriented responsibilities, customer oriented responsibilities, and community oriented responsibilities and legal responsibilities. The collected data was analyzed with the help of inferential statistics. Result of the study showed



that there is a strong relationship between CSR and corporate reputation in relevance to cement industry of Pakistan.

Wael Hassan El-Garaihy, et al. (2014) examines the mediating role of consumer satisfaction and corporate reputation on achieving competitive advantage for corporate. This paper also tries to measure the impact on creating competitive advantage for corporate that applies social responsibility. Factor Analysis (AMOS-16) and Scale Reliabilities have been used for Data Analysis and Results. The result from the above study concludes that the stakeholder perception relating the initiatives of CSR have a positive effect on customer satisfaction, corporate reputation and competitive advantage.

Anna Blajer- Golebiewska (2014) in his study tries to identify the relationship between corporate reputation and economic performance. The study was conducted in Poland. In order to check relation between corporate reputation and its economic and financial situation The conducted research shows that there are only some weak correlation among proxies for corporate reputation and corporate performance in Poland. The main findings for companies from all sector includes significant relation between higher value of an ownership interest in property (higher equity) and such activities as dialogue with stakeholders , social commitment and social innovation in all of the analyzed year.

Kayonda Denis Mukasa et.al (2015) in this study applies the stakeholder theory and explores how corporate social responsibility (CSR) activities are associated with corporate reputation. In particular the paper investigate how charitable contributions and toxic emission as proxies for CSR activities are related with shareholder returns as a proxy for corporate reputation. The results drawn from the study finds that charitable contributions and toxic emission are positively and negatively related with shareholder's return respectively. In addition the results also shows that current shareholder returns are likely to be influenced by past charitable contributions and toxic emissions, suggesting that firm may develop current reputational competences by leveraging on past CSR activities.

MigleSontaite-Petkeviciene (2015) tries to analyses corporate social responsibility in relation to corporate reputation building and management. The study provides theoretical analysis in relation to corporate social responsibility and main practices of corporate social responsibility in relation to building good corporate reputation. After theoretical analysis based on the most outstanding theoretical approaches on the main reasons for CSR and main practices of CSR in relation to building good corporate reputation. The study concludes that CSR has become one



of the most important drivers of corporate reputation. Research shows that organizations of all types and sizes may strengthen their corporate reputation by engaging in CSR activities.

Iguacel Melero Polo and Maria Eugenia Lopez.perez (2017) aims to contribute to current literature by establishing the current state of CSR research and identifying the theoretical framework of reference for understanding the link between CSR and reputation. After carrying out a systematic review of the literature the authors aimed to carefully examine existing studies on the relationship between CSR and reputation. From the content analysis the paper concludes that the theoretical approach used to analyze the CSR-reputation relationship is very heterogeneous. Although all the theories seem to acknowledge the existence of an information asymmetry problem and the agency, it would appear that the Stakeholder Theory and Resource-Based Theory are the most frequently used theories. On the whole, the empirical results are conclusive in demonstrating a positive relationship between CSR initiatives and brand value.

Amanpreet Kaur and Balwinder Singh(2018) made an endeavor to compile the efforts of various researchers, for measuring corporate reputation. The analysis of reputation rankings of six proxies of corporate reputation over the years clearly reveal that companies are able to maintain their reputation, once they attain a good standing in the market. Moreover the findings of the study clearly reveal that reputation research still lacks a concrete measurement.

Elisa Baraibar-Diez and Ladislao Luna Sotorrio (2018) in their study attempts to shed light on the relationship between the implementation of corporate social responsibility (CSR) actions and the creation of corporate reputation. To conduct analysis a structural equation model was developed, where data from Spanish listed companies for the period of 2002-15 were considered. Descriptive statistics and correlation analysis of the variables in the model were presented. After analysis the paper concludes that transparency mediates the path between corporate social responsibility and corporate reputation.

Rama Shankar Yadav et.al (2018) make an attempt to focus on the importance of corporate social responsibility (CSR) in building corporate reputation of an organization. An empirical study on 210 employees working in an automobile organization was considered for analysis. The conceptual framework based on comprehensive literature review hypothesized that the perceived CSR of an organization may lead to trust development among employees at the same. In the present study the author proposes to find out the relationship between the performance of corporate social responsibility actions and the creation of corporate reputation. Furthermore the study tries to examine the effect that corporate reputation has on the behaviors of customers,

employees, investor as different stakeholder group. So far knowledge goes this type of research work is scarce in the present context of research arena.

### **Objectives**

The research into Corporate Reputation focuses on certain objectives which are summarized below:

1. To look into how corporate social responsibility activities increases and enhances corporate reputation.
2. To test the relationship between corporate reputation and economic performance/ financial performance.
3. To examine the mediating role of consumer satisfaction and corporate reputation on achieving competitive advantage for corporate.
4. To study the impact of corporate reputation on corporate over different period of time.
5. To study the effect that corporate reputation has on the behavior of customers, employees, investor as different stakeholder group.

### **Research Methodology**

This study is purely a theoretical research work based on logical exploration of a system of beliefs and assumptions. To conduct the study different journals, newspaper, published books, research papers were reviewed and analyzed. This paper is an attempt to enlarge the definition of corporate social responsibility through the perspective of corporate reputation. To complete the study the paper is designed in the following phases, were analysis on different parameters were observed. Firstly the study looks into how corporate social responsibility activities increases and enhance corporate reputation. Secondly the study tries to observe the relationship between corporate reputation and economic performance. Thirdly to examine the mediating role of consumer satisfaction and corporate reputation on achieving competitive advantage for corporate. Fourthly the study tries to observe the impact of corporate reputation on corporate over different period of time. And lastly to study the effect that corporate reputation has on the behavior of customers, employees, investor as different stakeholder group.

### **Discussion**

A key aspect of corporate reputation is stakeholder group's perception. Reputation has critical role for each business organization. In the present changing scenario of an organization corporate social responsibility is considered as a respectable activity. From the study it could

be said that corporate social responsibility as a strategy influences the performance of a firm in general perspective and particularly it is expected to jack up the brand. Different study shows that a consumer who receives communications about company CSR activities increases CSR their awareness, which in turn generates positive attitudes towards business. And as the result it ends up leading better corporate reputation.

Research confirms that corporate social responsibility (CSR) has a direct and indirect influence on financial performance. Through different study it could be examined that there is a mediating effect of corporate reputation between the relationship of corporate social responsibility and financial performance in different sector. The vivid study suggests an increment in CSR activities that enhance financial performance. There is a strong body of evidence that establishes a clear relationship between corporate reputation and the financial valuation of a company. In the quest to achieve sustained superior financial performance, the management of corporate reputation plays a crucial role.

Findings from different implications proposed that corporate social responsibility (CSR) and corporate reputation had positive interrelation among them. Although CSR is believed to enhance the trustworthiness and likability of a business, which is because many factors indirectly influence the relation. One of the important findings that can be cited from different studies shows that customer satisfaction, loyalty are essential parameters of a business that can be derived from a customer, which indifferently proofs that customer satisfaction helps to derive competitive advantage for corporate.

Since the 1990's corporate reputation has figured prominently in different research area. Through the different studies it could be figured that corporate reputation of a corporation a overall appeal, its fame and esteem is a signal of key characteristics. The importance of reputation in the management research is reflected through different studies which show that over decades corporate reputation has played a major role on corporate.

Corporate reputation is defined as stakeholder's overall assessment of a company's performance over time. It reflects multiple stakeholder perceptions about organization's effectiveness. Studies show companies with high reputation create competitive advantage and are more likely to influence customer's behavior and attitudes. After analysis and several reviews it shows that corporate reputation has a positive influence on both customer intentions and outcomes.

## Conclusion

The main objective of this study was to observe the inter-relatedness of CSR with corporate reputation. Essentially, this study recognized that in the last few decades CSR has been one of the most popular and commonly practiced management philosophies that has been adapted by companies to create competitive advantage and enhance their overall performance and improve reputation in corporate. The study puts a clear concept that achieving CSR helps in attaining corporate reputation which in turn enhance the overall performance of a company.

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## **Long-term Benefits Realisation of Corporate Social Responsibility on the Profitability of Firms’: An Empirical Study on Selected Asian Companies**

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### **Structured Abstract**

**Purpose:** The purpose of the study is to explore, whether or not CSR’s benefits can be realised in long-term and whether or not the CSR practices help to increase life-span of a company?

**Design /Methodology / Approach:** As a sample, 366 companies have been selected from India, China, Japan and South Korea. Reports from the year 2008-09 to 2017-18 are explored and analysis are made through correlation, multiple regression and distributed lag method.

**Findings:** Result shows that CSR has positive impact on the profitability of firm in long-term and positive significant impact of CSR on profit is better realised in distance years than in current year.

**Originality / Value:** CSR practices have long-term benefits on the firm’s profitability and practicing CSR in better way can support the companies to exist for longer-period.

**Implication:** These outcomes will be useful to encourage emerging companies in the developing country context to achieve corporate and sustainability objectives.

**Key Words:** Sustainability, CSR, Strategic CSR, Strategic Management

**Paper Type:** Empirical Research

## **Introduction**

In the present scenario of common initiative to achieve sustainable development, business units are contributing in different ways. Generally, those initiatives are popularly termed as Corporate Social Responsibility (CSR). Since the inception of CSR concept, it has been developed from several perspectives. Now, in the beginning of twenty first century, CSR is being considered strategically (i.e., Strategic CSR or SCSR) over the prior concept of just philanthropy (Hossain et. al., 2014). This strategic CSR is being implemented as a primary tool by the business units to accomplish its own objectives besides serving the society (Haksever et. al., 2004; Daft & Marcic, 2010; Coda, 2010; Hill & McShane, 2008). The companies or business are having several strategic objectives, among which some of the most important objectives are profitability, competitiveness, survivability of firm for a longer period (David, 2009; Hitt et. al., 2007; Thomson & Martin, 2009).

Different scholars have proposed and tested strategic ability of CSR to accomplish those objectives. As per Raghubir et. al. (2010) and Khandelwal & Mohendra (2010), CSR is the route to the profitability through stakeholders and companies' existence also decided by and for the stakeholders. The effect of CSR can be measured in short-term or long-term (Raghubir et. al., 2010). From the other perspective, company managers are believing that CSR will have a positive long-term effect on company value by returning to the costs later and realised by the investors over the periods (Lo & Sheu, 2007). This implies a time-dependent model of CSR impact. As it has been briefly noted by scholars that it is difficult for individuals and businesses to assess possible future outcomes accurately on the basis of CSR only, even after that the long-term impact of CSR is undeniable. Beurden & Gosling (2008) has derived Freeman's statement on the research regarding the link between social responsibility and financial performance, which has suggested a positive correlation between the two in the long run. This capability of the "fit" between the firm's performance, stakeholder interests, and the selected strategy will determine the firm's long-term survival (Branzei et. al., 2000; Weick, 1979). In the present paper emphasis is given on the SCSR's ability to get survivability objective, as it is a vital issue for any corporate (Cassidy, 2003).

## **Literature Review**

Although, there are several propositions in favour of CSR to provide company benefits in long-run and necessity of CSR for the survivability of organisation, but not so many specific

literatures are found to have empirically show this issue. Some of those existing studies are discussed hereunder.

In a study by Griffiths (2003), it has been opined that forming corporate sustainability can show the way to sustained long-term performance of firm. This can be achieved by sustainability of human and ecological sides. Some organisations take advantage of cost savings and plough back them in employees to achieve sustainable longer-term gains. Choi & Wang (2009) has extended the resource-based view of the firm and stakeholder management. They have argued that good stakeholder relations enable a firm with higher economic performance to maintain competitive advantage for a longer period of time. This point of view is supported by the examination of a series of first-order autoregressive models.

The study of Bhattacharya & Sen (2004) has discussed on the long-run sponsorship of CSR, which is positively affecting the company's bottom line. The CSR is an important social issue, which is a key contributor of positive attitudes over the long run. The CSR is perceived as a key reason to invest in CSR in the form of "building a reservoir of goodwill" and why companies need to view CSR as a long-term strategic tool. Again, At the centre of stakeholder theory, the long-term sustainability of a corporation is relied upon the management of several stakeholders together (Bhattacharya et. al., 2009; Donaldson & Preston, 1995; Freeman, 1984).

In discussing the stakeholder management theory, Porter & Kramer (2006) argue that, for business and society to mutually succeed in the long run, 'corporate policies should follow the principle of shared value creation....'. The shared value framework generates social concern as generic issue that is influencing a company's operations or its long-term competitiveness through the strategic CSR. This wide coverage of SCSR allows to control for the different economic outputs that any strategic CSR initiative could have produced in terms of profitability (Boesso&Michelon, 2010).

Kolket. al. (2001) have empirically revealed an interesting fact on 'how business reward of environmental management for the financial institutions. Bank of America sum up these issues by segregating time in short-term environmentally responsible behavior, which lowers operating costs, in medium-term for employees to take special pleasure to work for a



responsible company and in long-term sustainability to creates the context for continuing prosperity of the organisation.

The study of Mill (2006) has re-mentioned about a survey of pension fund trustees. It has disclosed that 69% of investment principles are with socially responsible investment attributes, and a majority of investors are felt that CSR and good corporate governance practices affect on the market value in the longer term. This perspective has also been focused in the studies of Gribben&Faruk (2004).

Brammer& Millington (2008) have formed a model of the determinants to understand the extent of corporate charitable giving and its impact on the financial performance. There it has been found that the firms with unusually good social performers doing best over longer period.

The study of Peters & Mullen (2010) uses time series data to empirically analyze the cumulative effects of CSR on firm's future financial performance. The results are showing time-based, positive effects of CSR on firm financial performance and make stronger over time. This result is supporting for the long-term corporate social responsibility impact. Therefore, it is demonstrating CSR's long-term benefits and link between CSR and firm survivability.

Castro et. al. (2009) study has emphasized on the long-term consequences of some specific decisions, which are influencing stakeholders and corporate financial performance. In a longitudinal study of water supply companies operating in the UK, researchers have found that high social performance has a negative impact on firm's current profitability. And it also has a significant long-run positive effect on shareholders' returns. Similar conclusions are drawn by Ogden & Watson (1999) and Castro et. al. (2009), who have used a wider sample of firms and a time horizon of seven years.

Kim (2010) has criticized prior researches, which have found that CSR is positively related to firm market value, but most efforts have been focused on examining the relationship on short-term basis. Considering this limitation study has been made to uncover CSR and long-term financial performance relationship. The results show that CSR is inversely related to a firm's systematic and unsystematic risks on long-term basis.

A study of Poddi&Vergalli (2009) has tried to find out whether some specific performance indicators are affected by a firm's social responsible behaviour and their certifications. The main results are showing that CSR firms which are more worthy, have better long run performance. These firms have some initial costs but obtain higher sales and profits due to reputation effect and a reduction of long run costs.

The Brammer et. al. (2007) study considers the stock performance of America's 100 Best Corporate Citizens. The evidences show a positive market response, following the announcement in Best Corporate Citizen. The companies in the top 100 rank, yield negative abnormal returns of around 3%. These companies tend to be large and with high price-to-book values. Once firm characteristics are allowed, the poor performance vanishes of the highly rated large firms. It has also been found that companies that are newly listed as good citizens and companies in the top 100 but outside the S&P 500 can provide considerable positive abnormal returns to investors.

Now, there are few countable literatures on the CSR and corporate survivability relationship. Some of these studies have considered 'age' of a company to measure corporate survivability. But, all these have emphasised on the impact of age on the degree of CSR performance (Jiraporn&Withisuphakorn, 2015; Robbins et. al., 2000). It means the study have found that the older firms are doing CSR more. On the other hand, young firms need to build their reputation, possibly through CSR involvement, and consequently get greater marginal benefits from CSR investments. The "ageing" of the business concerns is acknowledge by their social performance (Robbins et. al., 2000).

Scholars have noticed that CSR contribution as consisting of four stages with the company age. At first, involvement starts with shareholders, then to employees, followed by emphasising on the stakeholders and finally acknowledges the society as a whole (Pistoni et. al., 2016; Santos, 2011). So, to cover all stakeholders through CSR, it will take time.

Jeppesen et. al. (2012) have found a connection and involvement of the company in corporate environmental responsibility. They have also suggested that it should not be overlooked that an increase in age and size involves a higher level of procedure in CSR actions. Trencansky&Tsaparlidis (2014) have established that a company's age is positively linked with

certain CSR activities. On the other hand, Wiklund (1999) has remarked that the age of a company has no influence on the intensity in CSR actions. Yao et. al. (2011) have aimed at identifying the determinants of CSR in China. They have found that firm age (including size, environmental and consumer sensitivity, ownership concentration) is a significant decider of CSR development.

Badulescu et. al., (2018) have studied the impact of age of company on the propensity of CSR performance of that company. It has been assumed that the newer firm has lesser propensity of CSR. But on the study of SMEs through opinion survey of Romanian firm and by the help of pair 't' test and OLS regression model, it has been concluded that there is so significant influence of older firms on the degree of CSR.

Trencansky&Tsaparlidis (2014) study has distinguished five underlying perspectives of sustainability and several categories of company ages, size and types of industry from the Swedish companies. The opinion survey data reveal that there is no or minor effect of company age on the level of CSR.

Sahut et. al. (2011) have analysed the relation between company longevity and sustainability performance of company. There a positively significant result has been reported. A reverse side has been emphasized in this study. The paper, has been clarifying the relationship on the consideration of stakeholders' support to the organisation at the time of corporate economic instability.

Jiraporn&Withisuphakorn (2015) have explored the effect of firm maturity on CSR. Here, it has been revealed that more grown-up firms invest significantly more in CSR. But, the effect of maturity is not equal for different categories of CSR. Following Jiraporn&Withisuphakorn (2015) , almost same perspective has also been explored and same result is reported by Ahn& Park (2016). The influence of age on the CSR effort has also been established by Cormier et. al., (2005) and Roberts, (1992), while no relationship is proposed by Rahman et. al., (2011).

Thus, considering these literatures, it can be revealed that there are several theoretical proposition on the capability of CSR to provide corporate benefits in long-term. Very few literatures have also indicated that CSR can be useful to the companies survivability. On the

contrary, few countable studies have also disclosed that newly formed companies have better financial performance against the older CSR practicing firms. So, there is scantiness in the studies on this area and contradictory results are also found regarding long-term effectiveness of social performance on the corporate financial performance. Studies on the CSR and corporate survivability has not been explored yet. Therefore, in this present chapter an initiative has been made to understand whether or not the CSR's impact can be realized in long-term with respect to the firm's profitability and CSR-corporate survivability (or longevity) relationship.

### **Objectives of the Study**

Following the above mentioned research gaps, the objectives of the study are being specified here.

The first objective of the study is to find out whether or not the impact of CSR practices on the corporate financial performance (in term of profitability) can be realized in long-term. The second objective of the study is to understand whether or not the CSR performance can be helpful to increase the lifespan of a company and the third objective is to explore the relationship of the combined impact of CSR and firm's lifespan on the firm's profitability.

### **Limitations of the Study**

This is secondary data based study. Data are collected manually from the companies' websites. Some of the companies have not disclosed proper reports and some companies have published report in its own country languages. So, those companies are being rejected for the study. Data availability is the primary limitation here.

### **Research Methodology**

After specifying the objectives of the study. Necessary methodologies are discussed in the form of sample, variables, hypotheses and statistical model and tools.

### **Sample**

All the necessary data are secondary in nature and these are taken from the website publications of Annual Reports and Non-Financial Reports (Sustainability Reports or Corporate Social Responsibility Reports). The period of the study is ten years i.e. from the year '2008-09' to

'2017-18'. A total of three hundred sixty six (366) companies are selected at last (see Table 1) . The sample data are collected from these companies from more than 3000 (approx) Annual Reports and 3000 (approx) Non-financial Reports.

However, on the basis of availability of necessary data, around half of the total sample companies are rejected. Therefore the sample companies come down around 180 and total firm-year under study is about 1860 firm-year. Based on the necessity of variables to be used in relations to the study objectives, number of data varies.

### **Variables**

The variable are utilized here as Size by Total Assets (TA), total sale or revenue in a year (SALE), Return on Assets (ROA) as profitability, Social Performance Indicator (SPI), dummy variables (INDUSTRY for polluting 1 and for service industry 0 and COUNTRY for developed 1 and developing 0). The TA, INDUSTRY and COUNTRY are specified as control variables. The ROA is used as dependent variables. Following the research paper of Bäckström&Karlsson's (2015) calculation, a modified form of SPI has been constructed here in terms of scores. This SPI score is based on the objective or quantitative data found from the published reports of a company and transform into ratings to get the SPI score. This SPI is the all total scores of GPI (Governance), SOI (Social) and EPI (Environmental). For example, the GPI is the total value of four indicators score, which are collected (if available) from financial or non-financial report of a company. The indicators are in question form, which are asking about the availability of data and score 0, 1, 2 and 3 are allotted for getting answer to the question accordingly.

There is another variable in the form of 'AGE'. This is representing the number of years of existence of a company after its foundation (Badulescu et. al., 2018). For example if a company is formed and started business in the year 1960 then its AGE will be 58 years at the end of the year 2018. This age factor will be the substitute of lifespan of an organisation. If the AGE is higher, then the company is older. Another variable is formed in combination with the SPI, asSPIInAGE. This signifies a CSR performing firm with its lifespan. Increase in this value will represent that there is higher social performance with the older firms. AGE andSPIInAGE are taken as independent variables.

## **Hypothesis**

Before specification of the hypotheses, some of the existing studies have been considered again regarding their opinions and findings, which are relevant to the study objectives of the present chapter. In a study of Peters & Mulan (2010), it has been re-mentioned that Jones (1995) and Donaldson & Preston (1995) have theoretically indicates that even if CSR may not be profitable in short-term, it will surely lead to be successful in long-term. There the arguments are considering strategic implication of CSR and its long-term impact on the profitability.

In a study by Becker-Olsen et al. (2005), the decision making time taken by the consumers have been emphasized. They have comment that consumers typically process information and form opinions during longer times horizons on the basis of their experiment. So, the realisation of consumers' actions take time and reflect on the corporate profitability accordingly. Accordingly, it can be argued that in comparison with the economic success necessity in short and long term, consequences and benefits of CSR emphasizes long term sustainability, long-term planning and long-term performance (Enderlee&Tavis, 1998). Relating to these propositions, it is hypothesized (alternative) that:

*H1: There is long-term positive impact of CSR on the firm's profitability.*

Waluyo (2017) has aimed to identify the firm's CSR, stock index, and firm growth. The study has been conducted on property and real estate companies listed in Indonesia Stock Exchange from the period 2012 - 2016. The multiple linear regression results show that firm size, firm age and firm growth have simultaneous significant effects on the CSR disclosure. Here, it is asserted that older companies can understand better about information needed in the CSR and requisite activities of CSR. Considering this, it is hypothesized (alternative)that:

*H2: The CSR performance has positive impact on the age of a company. Means, CSR helps company to increase its lifespan.*

Castro et. al. (2009) study has emphasized on the long-term consequences of some specific decisions, which are influencing stakeholders and corporate financial performance. In a longitudinal study of water supply companies operating in the UK, they have found that high social performance has a significant long-run positive effect on shareholders' returns. Similar conclusions are drawn by Ogden & Watson (1999) and Castro et. al. (2009), who have used a

wider sample of firms with longer period of study. So, the hypothesis (alternative) can be stated as:

*H3: The firms with long-term existence and better social performance, can simultaneously impact on profitability in a positive way. Means, old companies which are practicing CSR in a better way can have more profitability than other companies.*

### **Statistical Tools**

These hypotheses are analysed by the help of descriptive statistical tools , bi-variate correlations and multi-variate regression analysis. In relation to the above mentioned hypotheses, the methodology of Scholtens (2008) has been followed, which has explored the interaction between financial and social performance. Here, distributed lag regression is formed and the 'impact timing' is tested. The distributed-lag model connect the dependent variable to various lags (yearly basis) of the independent variables. It is a dynamic model and is useful to examine how far in time one need to go back to find any significant interaction between dependent and independent variables. Considering this, one year basis of lag is taken in the OLS model and two sets of equations regarding distributed-lag models are developed. The first equation has profitability as dependent variable and SPI as independent variable and in second equation the vice-versa relationship has been tested. The 't' is the last year in the total sample year, i.e. 2017.

$$Profitability_t = \beta + \beta_1 SPI_t + \beta_2 SPI_{t-1} + \dots + \beta_{10} SPI_{t-9} + \varepsilon \quad (1)$$

$$SPI_t = \beta + \beta_1 Profitability_t + \beta_2 Profitability_{t-1} + \dots + \beta_{10} Profitability_{t-9} + \varepsilon \quad (2)$$

Now, the studies of Jiraporn&Withisuphakorn (2015), Cormier et. al. (2005), Roberts (1992) have explored the impact of AGE on the CSR performances and disclosure, but as per hypothesis H2, it might also be needed to understand about the impact of CSR practices to the provision of corporate longevity. So, the Equation-3 is formed hereunder.

$$AGE = \beta + \beta_1 SPI + \beta_2 TA + \beta_3 INDUSTRY + \beta_3 COUNTRY + \varepsilon \quad (3)$$

However, CSR is a long-term, rather than short-term investment (Exter, 2014), suggesting that CSR's impact on financial performance should be addressed within a wider time frame. One- or two-year lagged financial performance is not sufficient to wholly grasp the long-term financial performance implications of CSR (Purnamasari et. al., 2015). Given that it would take more than 1 year to transfer CSR to actual financial outcome. Considering this and to explore



simultaneous impact of CSR and AGE of an organisation to earn its profitability, the following Equation-4 has been constructed,

$$\text{Profitability} = \beta + \beta_1 \text{SPI} + \beta_2 \text{TA} + \beta_3 \text{INDUSTRY} + \beta_4 \text{COUNTRY} + \varepsilon \quad (4)$$

In the next section results are analysed from the regression results of these four equations.

### **Findings & Analysis**

This section has mainly described the test results against the previously mentioned hypotheses. The AGE variable has an average value of 53.46 years and SD (Standard Deviation) of 34.22. This average value is showing the average years of the sample companies' lifespan and which are still existing. But, there are several new companies included in the sample, which has been reflected on the higher value of SD of AGE.

### **Correlation**

Considering the AGE variable, Table 2 is showing bi-variate Pearson's correlations among INDUSTRY, COUNTRY, ROA, SPI, TA and SALE. Here, it can be seen that the correlation between SPI and AGE (0.148) is positive and significant. It means that the company lifespan and social performance move in the same direction. Increase in CSR may increase companies' existence or in another way to say that older firms are doing CSR more. Table 2 is also showing that the AGE variable has positive and significant correlations with INDUSTRY (0.176) and COUNTRY (0.297). These are indicating that the older companies are from POLUTE industries and from developed countries respectively. The LABOUR industry and emerging economies have comparatively new companies. The ROA (-0.085) has significantly negative correlations with respect to AGE. This is a vital concern for researchers. These negative correlations are showing that the newer companies have better profitability than the older companies. The investors may invest among those new companies for better profitability. But, this information is solely not enough to decide investors' strategy. From the subsequent regression results further analysis is made for better understanding and to find out a clear view on the above-mentioned hypotheses.

### **Regression**

Table 3 and Table 4 are showing distributed lag regression results based on Equation-1 (Eq-1) and Eq-2. In Table 3, the Eq-1 has considered profitability ratios as the dependent variable.



On the contrary, the Table 4 is showing regression results of Eq-2 on the basis of profitability ratios as independent variable.

Now, from the Table 3 in Eq-1, it can be seen that the  $R^2$  is 0.108 and SE is 6.424. The F-statistics value is 2.122 and significant at  $p < 5\%$ . All these are showing contribution and validity of the regression model. The coefficient of Constant (5.060) is positive and significant here. The independent variables are ten years SPI. Out of those ten regression coefficients of SPI, only the SPI15 and SPI08 have significantly positive (0.922 and 0.188 at  $p < 5\%$  respectively) impact on ROA of current year i.e. ROA of the year 2017. There is also significant but negative (-0.683 at  $p < 5\%$ ) impact of SPI14 on the current year ROA. Altogether, it can be seen that there is no current or recent year SPI impact on the ROA of current year. Significant impact of social performance has been realized after two years or more and even after ninth year. It is to be noted here, that only 185 firms are found to have necessary data for this study. This means around 50% of the total sample companies. The Eq-1 has another significant explanation. The  $\beta$  values of the total ten years are to be summated, to understand any long-term positive impact of CSR on the profitability ratio ROA (Gujarathi, 2004; MacKinnon & Davidson, 1999). Here, it can be seen that the summated value of ten years SPI coefficient is positive (0.129). This explain that the current year ROA is resulting from doing socially responsible practices for longer period. Altogether, it can be seen that the impact of social performances on the corporate profitability will be realized after several years. The current years social performances have insignificant impact on the firm's profitability. It is signifying that there is long-term accumulated positive impact of social performances of a company on ROA. This is clearing the fact that the CSR may be negatively or positively impacting on the profitability of firm in current year or in any particular year, but the positive impact can be realised in long-term only. This is favouring our hypotheses that the CSR impact can better be realised in long-term. In another words, the favourable or positive impact of CSR, will take a bit long-time to realise.

Now, there is one equation in Table 4 as Eq-2, which is considering SPI of current year that is SPI17 as dependent variable and ten years ROA as independent variables. The  $R^2$  value is 0.204 and SE is 5.833 with significant F-statistics value (3.047 at  $p < 5\%$ ). The coefficient of Constant (20.403) is positive and significant. The coefficient of ROA17 is positive and highly significant, and the coefficient of ROA16 negative and significant at  $p < 5\%$ . So, here it can be seen that the ROA of current year has significant positive influence on the current year social

performance and the ROA of preceding year has negative influence on social performance. Altogether, it can be found that the current year corporate social performance is resulting from the current year's or recent years' profitability. The summated  $\beta$  value of ten years for Eq-2 is 0.017. This shows that very marginal but long-term positive impact of profitability on CSR.

Therefore, these study results signifies that the impact of CSR on the corporate profitability is realized more in long-term. This means that the impact of 'doing good for society' will 'do good for company' in long-term and not in quickest way.

Now, the Table 5 is showing regression results of Eq-3. Here, the relationship between social performance and lifespan (AGE) of a company has been explored. The  $R^2$  is 0.118 with SE of 32.197. The F-statistics value is 61.803 and significant with 1845 firm-year data. The coefficient of Constant (36.477) is positive and highly significant. Here, the coefficients of independent variables SPI (0.376), INDUSTRY (8.960) and COUNTRY (19.062) are significantly positive with very low amount of SEs. These are showing that the social performance has positive influence on the lifespan of a company and increase in the social performance can also enhance the scope of long-term existence for the company. The INDUSTRY coefficient clarifies that the companies from POLUTE industry have higher age against service/labour intensive industry. It means that the companies in LABOUR industry are newer than the companies in POLUTE industry. The COUNTRY coefficient is showing that the older companies are mostly from developed countries. The newer companies are basically from the emerging economics like China and India. So, in summary, it can be seen that there is better scope of CSR practicing firms to stay in the market for longer period.

To understand, whether or not the CSR practicing older firms can have better profitability in comparison with the less CSR practicing newer firms, the Table 6 is formed. This includes Eq-4 and its derived form in regression results of Eq-4a and Eq-4b. The regression results of Eq-4a is showing the joint impact of SPI and AGE as SPInAGE variable on SALE. The SALE is the basic of profitability of firm. Here, the control variable TA has not been considered as it has high correlation with SALE and researchers also uses SALE as a substitute of size of a company. The  $R^2$  (0.081) has very low value with higher amount of SE (0.667), but the F-statistics (54.271) is highly significant. This is supporting the validity of the model to some extent. The Constant's coefficient is positively significant (5.499). The SPInAGE coefficient

(0.001 if SALE is taken as LNSALE and 1201.23 if SALE is in million of INR) is also positive and highly significant. This indicates that the older companies which are practicing CSR for several periods can generate more revenue than the newer and less CSR practicing firms. From the Eq-4b it can be seen that the  $R^2$  is 0.184 with F-statistics significant value (105.68). There, the SPInAGE coefficient is positive and significant with very marginal amount of SE. This means that significant increase in ROA is possible by better CSR practicing firms over a longer period. These results are supporting third hypothesis.

Although this paper is an initiation regarding the study on the relationship of better CSR performance of older firm and profitability, further investigation in different way can be analysed on the same issue in future.

### **Conclusions & Recommendations**

Therefore, the study has explored relationship of CSR with the corporate longevity and the time of benefits realisation on the basis of impact of CSR activities on the firm's profitability. The results found are favouring the relevant hypotheses. It means that the CSR impact on the corporate profitability is better realised in long-term and CSR performance have significant positive influence on the age or longevity of the organisation. Even, it can also be seen that the older firms with better CSR practices can also enjoy a significant increase in its profitability. It means the older companies with good CSR performance can be helpful to achieve better profit for the organisation. Altogether, CSR has the strategic ability to provide return in long-term, supporting to enhance corporate lifespan and helps to earn profitability of the companies.

However, other than the general issue of limited data availability, the study could have been much fruitful on the consideration of more than ten years of data. The AGE data of some Chinese and Japanese companies are not found from their published information, which might be a vital information of the company to disclose in the publicly available information sources.

In summarisation, the study has been able to indicate that the CSR can have the strategic ability and supporting the third main objective of the present thesis. Companies or managers from the developed and developing economics, should take this lesson while practicing CSR activities. A break free practice of CSR can have strategic benefits for the companies. Older firms should

be doing CSR more to have competitive advantages over its rivals. The study results would have been better if limitations with respect to data availability, language problem, disparity in Non-financial report disclosure etc. are not being faced by the researcher.

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**Table 1**  
**Breakup of Sample Companies (in Nos.)**

Industry	Company Type	India	China	S. Korea	Japan	Total
Polluting	Automotive	11	10	16	11	48
	Petrochem	14	25	12	26	77
	Energy	9	21	18	10	58
	Metal & Mining	10	4	2	9	25
	<b>Total</b>	<b>44</b>	<b>60</b>	<b>48</b>	<b>56</b>	<b>208</b>
Service/Labour Intensive	Banking & Finance	11	14	12	10	47
	Info. Technology	8	13	2	10	33
	Pharmaceutical	10	17	15	9	51
	Tele-Communication	3	10	5	9	27
	<b>Total</b>	<b>32</b>	<b>54</b>	<b>34</b>	<b>38</b>	<b>158</b>
Total		76	114	82	94	366

Source: Author's Compilation

**Table 2**  
**Pearson's Correlation**

		INDUSTRY	COUNTRY	ROA	SPI	AGE	LNTA
COUNTRY	Cor	.065**	1				
	Sig.	.005					
ROA	Cor	.031	-.276**	1			
	Sig.	.185	.000				
SPI	Cor	.254**	.124**	.006	1		
	Sig.	.000	.000	.791			
AGE	Cor	.176**	.297**	-.085**	.148**	1	
	Sig.	.000	.000	.000	.000		
LNTA	Cor	-.195**	.039	-.336**	.270**	-.008	1
	Sig.	.000	.092	.000	.000	.715	
LNSALE	Cor	.115**	.038	-.112**	.443**	.059*	.740**
	Sig.	.000	.104	.000	.000	.012	0.000
	N	1859	1859	1840	1859	1830	1859

Source: Author's Compilation generated through SPSS

**Table 3**  
**Regression:SPI are Independent-ROA of 2017-18 Dependent**

Eq	R <sup>2</sup>	SE - R <sup>2</sup>	N	F	Sig	Variable	Beta	Std b	SE	Sig.
1	0.108	6.424	185	2.122	0.025	C	5.060		1.540	0.001
						SPI17	0.015	0.015	0.324	0.963
						SPI16	-0.485	-0.491	0.459	0.292
						SPI15	0.922	0.939	0.391	<b>0.019</b>
						SPI14	-0.683	-0.719	0.303	<b>0.026</b>
						SPI13	0.426	0.464	0.338	0.209
						SPI12	-0.087	-0.103	0.254	0.731
						SPI11	0.040	0.049	0.242	0.870
						SPI10	-0.285	-0.358	0.258	0.271



						SPI09	0.078	0.097	0.195	0.689
						SPI08	0.188	0.261	0.088	<b>0.033</b>

Source: Author's Compilation generated through SPSS

**Table 4**  
**Regression: ROA are Independent-SPI of 2017-18 Dependent**

Eq	R <sup>2</sup>	SE - R <sup>2</sup>	N	F	Sig	Variable	Beta	Std b	SE	Sig.
2	0.204	5.833	129	3.047	0.002	C	20.403		0.846	0.000
						ROA17	0.948	0.999	0.198	<b>0.000</b>
						ROA16	-0.503	-0.548	0.214	<b>0.020</b>
						ROA15	-0.353	-0.409	0.217	0.107
						ROA14	-0.034	-0.039	0.210	0.872
						ROA13	0.093	0.120	0.126	0.464
						ROA12	0.116	0.142	0.230	0.617
						ROA11	-0.280	-0.341	0.262	0.289
						ROA10	0.066	0.087	0.228	0.772
						ROA09	-0.073	-0.101	0.141	0.607
						ROA08	0.037	0.049	0.123	0.766

Source: Author's Compilation generated through SPSS

**Table 5**  
**Regression: SPI Independent-AGE Dependent**

Eq	R <sup>2</sup>	SE - R <sup>2</sup>	N	F	Sig	Variable	Beta	Std b	SE	Sig.
3	0.118	32.197	1845	61.803	0.000	C	36.477		5.679	0.000
						SPI	0.376	0.087	0.104	0.000
						LNTA	-0.704	-0.018	0.941	0.454
						INDUSTRY	8.960	0.130	1.635	0.000
						COUNTRY	19.062	0.278	1.510	0.000

Source: Author's Compilation generated through SPSS

**Table 6**  
**Regression: SPInAGE Independent-LNSALE Dependent**

Eq	R <sup>2</sup>	SE - R <sup>2</sup>	N	F	F-Sig	Variable	Beta	Std b	SE	Sig.	VIF
4a	0.081	0.667	1858	54.271	0.000	C	5.499		0.030	0.000	
						SPInAGE	0.001	0.278	0.000	0.000	1.161
						INDUSTRY	0.071	0.050	0.032	0.029	1.063
						COUNTRY	-0.067	-0.048	0.032	0.038	1.098
<b>SPInAGE Independent-ROA Dependent</b>											
4b	0.186	7.024	1853	105.68	0.000	C	27.818		1.245	0.000	
						SPInAGE	0.001	0.064	0.000	0.005	1.187
						LNTA	-3.083	-0.341	0.197	0.000	1.078
						INDUSTRY	-0.566	-0.036	0.350	0.106	1.125
						COUNTRY	-4.338	-0.279	0.341	0.000	1.091

Source: Author's Compilation generated through SPSS

## **Conflict in Peace An Introspection of Modern British Society**

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### **Structured Abstract**

**Purpose:** Making club culture as an entry point, the paper intends to show how conflict and peace, though apparently representing opposing properties, work in tandem in English social space. However here I have tried to examine these two opposite entities as parallel tracks which exist simultaneously. Identification of such events and opening up a new theme of examination so that further research can be carried out of this view point remains the purpose of this paper.

**Design / Methodology / Approach:** The paper has been produced in a narrative style so as to avoid the intricacy of a complex theoretical approach along with cross references of notable thinkers to support the view point.

**Findings:** The study identifies how conflict and peace two opposite dimensions existed at the same time amongst the social gatherings of modern England chiefly in the Public Sphere in clubs and societies.

**Originality/Value:** Few works have been done to measure the psyche or mentality of social circles but none to this date have measured it through the prism of peace and conflict existing simultaneously at the same time.

**Keywords:** Clubs, Societies, Coffeehouses, Public Sphere, Jurgen Habermas,

**Paper Type:** Theoretical Research Paper

## **Introduction**

The concept of conflict and peace at first appears like two poles which is quiet natural and occurred to me when I set out to examine these two concepts. However a detailed and a broader examination of these two subjects threw up remarkable results.

First of all before embarking on this voyage let's examine the concept of peace. Peace in general parlance is a situation when turbulence ceases to exist or is at a bare minimum, calmness prevails which leads to smooth systematic and synchronised functioning. All these factors combine together to bring about a sense of well being, happiness and prosperity. Thus the question arises has the whole of humankind ever experienced peace throughout its life time. The answer to this question lies in the fact that life evolved from the sea and from that day had undergone a continuous state of transformation brought about by an unending revolution, which finally resulted in the formation of intelligent human beings.

But the tragedy lies in the fact that whatever we say we cannot ignore that throughout this period of civilisation, peace and tranquility have not existed thoroughly. If so called peace had existed there were various conflicts of different versions which existed simultaneously within the paradigm of peace. Such conflicts had their sources in cultural backgrounds, economic tragedies, changing social orders, technological progress; etc, etc. Such conflicts in the social arena came to be noticed more frequently in the modern period in Europe where it re surfaced to remarkable extents. At the first instance this concept might appear paradoxical but an intrinsic examination reveals results about deep undercurrents flowing within the concurrent situation of peace, and here lies the main question! That was there a prevailing conflict existing even within the strata of peace.

Thus hereby we set out to explore an integral part of the public sphere which was the clubs and societies of modern England and find out the relevant answer to the question that could these contrasting elements of conflict and peace existed simultaneously at the same place within the same time.

## **Literary References**

Literary references are available only about social circles of modern England or the formation of the Public Sphere but none have viewed the ongoing process or rather interpreted it through the lens of peace and conflict prevailing within such gatherings.

## **Objectives**

- The objective of this study is to examine the concepts of peace and conflict.
- The study focuses on the point that though both might appear like opposite dimensions they exist simultaneously.
- Identification of such events amongst the modern social circles of England remains the priority of this study.
- Opening up a new theme of examination so that further research can be carried out of this view point also remains one of the purposes of this paper.

## **Methodology**

The paper has been produced in a narrative style so as to avoid the intricacy of a complex theoretical approach. Cross references of notable thinkers to support the view point has been provided. As it is a new concept no literature or internet search could throw light on the subject. Overall this paper aims to add to the general pool of knowledge and at the same time open up a new avenue for other researchers to examine thoroughly this new concept.

## **Body**

Modernism was also prevalent in the thought process of mankind as newer ideas surfaced every day along with newer inventions. There was practically a flood of ideas almost every single day as the people for the first time in the history of mankind were coming out in the open space to discuss, criticise, judge rationally, and come to conclusions regarding any matter under the sun. People met each other not only to conduct business and exchange pleasantries, but also to exchange views regarding whatever they have come to know which was mainly due to the efforts of an unregulated press.

In order to exchange views a place was necessary where groups could engage in conversation thereby leading to the establishment of such places which were the saloons, coffeehouses, clubs, societies and continental organisations. These modern organisations founded on a principle of democracy where everyone had equal rights were a new concept which unknowingly created the public sphere which in the sense of a separate realm distinguished from the private sphere cannot be shown to have existed in the feudal society of middle ages or before that.

Jurgen Habermas has further subdivided the public sphere into three parts, which were (a) the

public sphere in the political realm, (b) the public sphere in the World of letters, (clubs, press) (c) markets of cultural products, “Town”. Whatever be the subdivision of the sphere one thing was for sure that it was here one saw the first signs of that combination of the economically unproductive and politically functionless urban aristocracy with eminent writers, artists and scientists (who frequently were of bourgeois origin).

The club was originally a byproduct of the coffee houses that sprang up in England during the seventeenth century and eighteenth century. The evolution occurred when some clients eventually took over a part of those premises or the whole unit for their exclusive use thus giving rise to the concept of clubs. The novelty of clubs is shown by appearance of the word club in its commonest meaning in English around the period of 1650-1680. The sociability of clubs was associated with places where groups sharing common purpose and interest could talk, eat, drink and share expenses.

Here if we notice carefully by transporting ourselves to the England of that time we can undermine that there must have arose points of differences between the patrons of those coffee houses which must have led to a position of conflict, which resulted in a separation of common positions. Thus herby we first come to notice the notion of conflict even amidst a peaceful social gathering in a public sphere which somehow implores us to think about the probability of conflict and peace existing together in the same place at the same time.

Though the club grew out of the coffeehouses of London there was a basic point of difference between the coffee houses and clubs. The clubs were meant for exclusive use by its members who generally were of the same kind whereas the coffeehouses differed very much by the more diverse nature of its clientele. The coffee houses did not represent anyone in particular nor did anyone need an introduction or sponsorship whereas in the clubs this factor of exclusivity was always present. Here also we come to notice the factor of class differentiation and as mentioned previously the members of the club did not want to associate themselves with the varied clientele of the coffeehouses thereby again bringing to the fore front the concept of underlying conflict present even at a spot of relaxation. We must also remember that the members of the clubs were a reading public thus making the club an ideal place for tutelage, as young members were doctored and influenced about the ways of life at most clubs.

The clubs and societies were also the breeding grounds from where new ideas surfaced and

emancipated in newer and reformed forms as principles and collective laws of the society. Here a factor should be kept in mind that the clubs and societies were a matter of exclusive participation so that the method of common democracy or the participation of all classes were somewhat absent, which brings hitherto the forwarding reason of the economic condition of the greater public at large.

During the seventeenth and eighteenth century the club came to constitute the cultural pith and marrow of the British society and there came to be established clubs of every sort in almost all the cities from Glasgow to London. However during those early days of club culture the government still felt uneasy about such institutions and clubs were not above suspicion till the achievement of political stability.

Gradually club land or the clubs become not only venues for socialising but also places for free discussion which can be termed as a widespread experience of organising freely to achieve common purposes. The religious and libertine, the republican and the monarchist, the connoisseur and the rake, all had their clubs as did the prominent thinkers and the innovative doers.

British clubs also lobbied and pursued collective ends not directed or necessarily sanctioned by the state or church. They became training grounds for political associations and for groups that would affect local conditions through improvements and politics. The political nature of these organisations was often recognised in debating clubs which became popular in Britain by 1750 and the political clubs that arose towards the end of the century to agitate for reforms. The Select Society of Edinburgh (1754-1762) is an example of the first and Paineite groups of the 1790's are among the second. The club life of adults was mirrored by that of university students whose initiation into the roles of adult thought and action began early.

During the previous two instances we came to notice that a situation develops whereby a so called affluent class of likeminded people who cannot acquaint themselves with the concurrent situation hereby they created a separate space. This in fact was a creation of a container within another container which makes us think that such an act must have diffused the pre existing undercurrent of conflict but as we can see the conflict changed dimensions to resurface as debating clubs or Paineite groups which in turn led to conflicts of another nature.

Hereby the total scenario of the club culture would be somewhat devoid of its multi coloured aspect of the total prognosis of this phenomenon if it is not looked upon through an anti capitalistic viewpoint. Marx comes in handy here as he had viewed the public sphere (of which the clubs formed an integral part) from a different point of view.

Marx denounced public opinion as false consciousness as it hid before itself its own true character as a mask of bourgeois class interests.

Marx interpreted that the capitalist system if left to itself could not without crisis reproduce itself as a natural order therefore in order to establish itself as a natural phenomena on the part of mankind a crisis situation is a must, whereby the new order with a little bit of modification and additions and alterations will take over from the older order and carry on. As a new social order was taking place, all the above preconditions were present.

The public sphere with which Marx saw himself confronted, contradicted its own principle of universal accessibility. This was certainly true as clubs which formed a part of public sphere consisted chiefly of an urban public and that too of a reading public who were consumers of cultural goods. The public sphere did not include the people from the countryside, the uneducated and the financially weaker sections of the society. Furthermore elementary education where it existed was inferior. The proportion of illiterates at least in Great Britain even exceeded that of the preceding Elizabethan epoch. Here at the start of the eighteenth century more than half of the population lived on the margins of subsistence. The masses were not only largely illiterate but also so pauperised that they could not pay for literature. They did not have at their disposal the buying power needed for even the modest participation in the market of cultural goods. Thus the public could no longer claim to be identical with all of society.

Similarly equating property owners with human beings was also unrealistic, for their interest in maintaining the sphere of commodity exchange and of social labour as a private sphere was demoted, by virtue of being opposed to the class of wage earners, to the status of a particular interest that could only prevail by the exercise of power over others. From this view point control over private property could not without further circumstance be transported into the

freedom of autonomous human beings. Private civil autonomy led “every man to see in other men, not the realisation but rather the limitation of his own liberty” and the right that guaranteed this “egoism were rights of man” in the sense of the abstract human being who in the pursuit of his private interests never left behind the unfreedom of the property owner, of an agent in the process of the capital valorisation who hence never developed into the actual and authentic human being in whose capacity the bourgeoisie wanted to assume the functions of a citizen. As long as power relationships were not effectively neutralised in the reproduction of social life and as long as civil society itself still rested on force, no juridical condition which replaced political authority with rational authority could be erected on its basis. Consequently the dissolution of feudal relations of domination in the medium of the public engaged in rational critical debate did not amount to the purported dissolution of political domination in general but only to its perpetuation in different guise. The bourgeois constitutional state along with the public sphere as the central principle of its organisation was mere ideology. The separation of the private from the public realm obstructed at the stage of capitalism what the idea of the bourgeois public sphere promised. Hereby the last nail in the coffin of this conflict theory is driven by Marx who totally denounces the theory of public sphere and states it as conspiracy of the financially rich classes to subjugate the struggle of the weaker sections of the society which underlines the age old provisions of conflict between the haves and have nots.

## **Conclusion**

Thus to sum it all the club started off as a byproduct of modernism, a free fare ground where questions could be raised and answered within the realms of rationality to develop into a breeding ground of post modernism as the flow of culture was unhindered on club land. The process can be identified as how gradually modern men and women became subjects as well as objects of modernisation. Overall the people tried to make a grip of the modern world and make themselves at home in it. This was not achieved in a programmatic manner, for the control that different groups can exercise as capitalism is at best uneven and subject to global distribution of institutional power, but the underlying struggle and conflict carries on. The process of producing metaphysical identities for oneself both collectively and individually marks this struggle, and there it was in the club lands of Great Britain this saga of the struggle came to be enacted.

Thus throughout this so called peaceful time we came to identify undercurrents of conflict



which provokes us to come to this conclusion that peace and conflict does exist simultaneously at the same time.

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## **Empowerment of Women through Participation in Indian Politics**

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### **Structured Abstract**

**Purpose:** This paper is an attempt to analyze the role of women's participation in national politics and also tries to understand whether or not women's voices and issues are clear to the public as matters of importance in India.

**Design / Methodology / Approach:** Information is based on the secondary data published by the Election Commission of India at different times.

**Findings:** The major findings of this study shows the role of women's participation in national politics and also analyzes whether or not women's voices and issues are clear to the public as matters of importance in India.

**Research Limitations / Implications:** Secondary data will help to make an idea of the role of the women in Indian politics. To know the reality of the effect in depth study with primary data will be of great help.

**Practical Implications:** The major findings of this study show that the women's participation in Indian politics gradually increases and that will help to lift up women empowerment.

**Originality / Value:** The major outcomes of this study may be helpful to the original decision makers of Indian Election process such that women's participation in national politics will increase in future for empowering women.

**Keywords:** Women, Participation, Empowerment, Obstacles, Decision Making.

**Paper Type:** Research Paper.

### Introduction

The idea of women empowerment is gaining ground on the basis of successful achievements by women in real life reality. Empowering women may be considered in general where they will be provided every freedom and opportunity to help them self-dependent. In specific situation they may be empowered in the power structure of the society. The word women empowerment essentially means that the women have the capacity to regulate their day-to-day lives in the social, political and economic terms. The principle of gender equality is protected in the Indian Constitution in its preamble, fundamental rights, fundamental duties and directive principles. The Constitution not only grants equality to women but also empowers the state to adopt measures, a position and indiscrimination in favor of women. Within the framework of democratic polity, our laws, developmental policies, plans and programmes are aimed at women's advancement in different spheres. India has also ratified various international conventions to secure rights of women. The women's movement and a widespread network of Non-Government organizations (NGOs) having strong grass root presence and deep insight into women's concerns have contributed in stimulating initiatives for the empowerment of women. Women today are trying to understand their position in the society. Women have become increasingly aware of sexual inequalities in every sphere of life and are seeking ways to fight them. In these days of scam-ridden politics, the increasing role of money and mafia in elections keeps most of the women away from politics. Increasing violence and rudeness against them insult women and consequently they prefer to stay away from politics. What are the reasons of this bad situation? Issues may be various and varied but a few basic issues are as follows:

- a) Lack of consciousness
- b) Lack of social and economic empowerment
- c) Poor political willingness
- d) disadvantage of accountability mechanisms
- e) Lack of enforcement by the police force
- f) Lack of education related with gender culture etc.

The question arises, how greater participation of women in politics can be achieved? Generally, the answer is suggested in the form of 'reservation'. However, simple reservation will not solve the problem unless and until women are given adequate powers to function effectively and they themselves become more conscious and aware of their

rights and duties. The main stress should be on equal work and elimination of discrimination in employment. One of the basic policy objectives should be universal education of women, the lack of which tends to continue the unequal status quo. The popular UNESCO slogan should come in handy: 'educate a man and you educate an individual; educate a woman and you educate a family'.

### **Literature Review**

Over the decades, the issues concerning women have taken on new dimensions and received varied treatment by the United Nations and its specialized agencies. The principle of equality of men and women was recognised in the United Nations Charter (1945), and subsequently in the Universal Declaration of Human Rights (1948). In spite of the international announcements affirming the rights and equality between men and women still constitute a disproportionately small percentage of those participating in political decision-making and leadership. Many global conferences, including the Cairo Conference on Population and Development (1994), the Fourth World Conference on Women (1995), and the World Summit for Social Development (1995) have recognised that, despite the progress made globally in improving status of women, gender disparities still exist, especially in regard to participation in electoral politics. The study of Clots Figueras (2012), from which we know the identification strategy, pointed only on the importance of women's political representation in urban areas. According to Durgesh Kumar Dubey (2017) women who consist of almost half of the population need to be represented significantly in decision making bodies; this will be possible only when more number of women will take keen interest in representing weaker and deprived section of society. According to Francesco Burchi and Karan Singh (2020) women's political representation has a substantial effect on the probability of children completing primary education.

### **Objectives of the study**

1. To discuss historical view of women political participation in Indian politics
2. To analyze the Political Participation of Indian Women at various election in India.
3. To figure out key challenges and to trace out the possible suggestions to increase the representation of women in Indian Politics.

### **Research Methodology**

The present study is primarily based on secondary data. The relevant secondary data has been collected from Election Commission of India's report, newspaper articles, and research article and from various Government websites and reports.

### **Historical view of Women political participation in Indian politics**

The status of women in India has seen many ups and downs since ancient times from at par status in ancient history to be in veils (Parda System) during the Medieval period. In the post independent India the status of women regained its strength and has been on a rise ever since. Women in post independent India have been participating in almost all types of economic activities, day-to-day household responsibilities, voting for a better governance and also in active politics. India has elected a women Prime Minister, Indira Gandhi, and a women President, Pratibha Patil. In the present Central Government, women comprise roughly quarter of the Indian Cabinet with port folios like external affairs, commerce and human resource development. At the ground level, India has a significant proportion of women in local level politics which have been achieved by reserving seat for women.

### **Indian Freedom Movement**

Women participated in the freedom movement with true spirit and fearless courage and faced various tortures, exploitations and hardships to earn us freedom. Many great Indian women like, Rani Lakshmi Bai, Sarojini Naidu, Kasturba Gandhi, Vijayalakmi Pundit, Annie Beasant need no introduction for their dedication and devotion to the service of India. Indian women who joined the national movement were initially from educated and open-minded families. All changed with the beginning of Gandhi who converted the freedom struggle into a mass movement involving all sections of society. He understood that the freedom cannot be achieved if all the sections of the society are not truly represented. His most successful campaign against the imperial rule was fought on the issue of salt tax which brought Indian Women to the forefront. Local issues started getting debated and women took centre stage in this regard.

### **Women Reservation Bill**

Post Gandhi, India experienced centralization of planning which resulted in higher inequality in political decision making at the various levels. While Government was deeply concerned of issues

of gender equality, women were not always a part of such decision making. Although, India has seen women participating in politics as the longest serving Prime Minister, as Chief Ministers of various states, members in national parliament and state legislative assemblies in large numbers. In order to enable better women participation in active politics, authorities had been trying to put in reservation for women but have not been successful in true terms due to non-support from some of the regional parties. Back in history, one of the prominent member of freedom struggle, Sarojini Naidu rejected reservation for women, citing that women are not weak, timid or meek. She claimed that the demand for granting preferential treatment to women is an admission on her part of her inferiority and there has been no need for such a thing in India as the women have always been by the side of men. The issue of women's reservation again came to limelight in 1973 with voices recommending reservation for women in atleast one third of the seats and eventually statutory women's panchayats at the village level were recommended to take care of the neglect of women in rural development programmes through 73<sup>rd</sup> & 74<sup>th</sup> constitutional amendments in 1993. Women's Reservation Bill, was passed in Rajya Sabha on March 9, 2010. But Lok Sabha could not clear the bill due to resistance of some regional parties on certain provisions of the bill.

### **Panchayati Raj Reforms**

Indian Constitution made provisions relating to the establishment, power and responsibilities of the panchayats through the 73<sup>rd</sup> Amendment in 1993 with three tier system, viz, panchayats (village governance bodies) at the village, intermediate and district levels in every state, except provision of skipping intermediate level in states with less than twenty lakh population. The states have been empowered through law for the composition of panchayats. The reform provided for reservation of both and leadership positions for the Scheduled Castes, tribes and women. A normal duration of five years for panchayats has been provided with the authority of preparing the electoral rolls and conducting elections in the State Election Commission. The State Government is also empowered to make laws providing criteria for disqualification of candidature from panchayat elections and also to legislate with respect to maintenance of accounts by the panchayats and their audit. Apart from providing political empowerment, the Panchayati Raj reforms endow the panchayats with necessary powers and authority to enable them to function as institutions of self-government and for the devolution of powers and responsibilities upon panchayats at the appropriate level for economic development and social justice under their jurisdiction. This has helped all the sections of the society particularly the weaker sections including women to take part and to share the responsibility of governance and development at least at the sub district levels.

As the legislation provides for reservation for women, the number of women elected representative at local level has sharply increased. India has been maintaining the record number of women representatives at the panchayat level and statistics indicate that 30-50% of local level elected representatives are women.

### Political Participation of Indian Women

The present study is concerned not with political participation in general, but it is only a micro-level study concerned with political participation of women that too at the grassroots levels of political functioning. Participation of women in Panchayati Raj institutions has been an area of much interest in India. Participation in the local government institutions has been viewed as essential in promoting women's consciousness and development at the local level as well as in training them for participation in the wider politics. The socio-economic environment will have a direct impact upon political participation. Socio-economic variables include education, occupation, income, age, caste, religion, sex, family background, residence etc. Thus generally, participation tends to be higher among better educated, members of higher occupational and income groups, middle aged, dominant ethnic and religious groups, people with political family background, settled residents, Urban dwellers and members of voluntary associations. However, the correlation between political participation and some of these socio-economic variables may vary from culture to culture in different political contexts and their effect on political participation may not be stable. Political participation of women can be measured in three different ways, their participation as a voter, their participation as an elected representative,

From Table 1 we see that in Lok Sabha election percentage of women voters declined from 47.95% in 2004 to 47.62% in 2014. Table 2 shows the voting percentage of women all over the states in the most recent Lok Sabha, Vidhan Sabha and Panchayat elections. In this table we see that all over the states voting percentage of women is very high in Panchayat election compare to Vidhan Sabha and Lok Sabha election. Over the all states voting percentage of Jharkhand is maximum(58.56%) in Panchayat election, but voting percentage of Bihar is highest( 14.81%) in case of Vidhan Sabha election. In case of Lok Sabha election, voting percentage of women is highest(28.57%) in West Bengal compare to all states. As per the provisions of Article 243 D of the Constitution, one third of the total number of seats to be filled by direct election in Panchayats (local self Government) at all levels and also those of the chairpersons are reserved for women. Even some states like, Andhra Pradesh, Bihar,



Chhattisgarh, Himachal Pradesh, Jharkhand, Kerala, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Tripura and Uttarakhand have legislated for 50 % reservation for women. In Sikkim, reservation for women is 40 %. As a result of this initiative, out of about 28 lakh elected members in Panchayats, around 10 lakh are women. The last 15 years of Panchayati Raj in India have seen women go from strength to strength in terms of their political participation. From Table 3 we see that Women politicians elected at Lok Sabha vote in India. Here we see that in 17<sup>th</sup> Lok Sabha (2019) total number of women politicians elected was 78, but in 15<sup>th</sup> and 16<sup>th</sup> Lok Sabha it was only 52 and 64 respectively. So in this table we observe that in the last 19<sup>th</sup> Lok Sabha number of elected members of women politician have been increased.

To empower Elected Women Representatives there have been issued to all States/UTs and other Central Ministries implementing all Centrally Sponsored Schemes (by Government of India) as follows:

- 1) All the States/UT Governments may make an impression upon Panchayati Raj Institutions (PRIs) to ensure the safety of Elected Women Representatives (EWRs), particularly those belonging to the weaker sections. They should not be physically injured, assured or dishonored in any manner on any count. Discrimination of any kind against them should not be allowed.
- 2) To put a control on the cases proxy attendance by relatives of EWRs, States have been advised to initiate departmental proceedings against the officers in whose presence such meetings are held.
- 3) To advise the concerned authorities of PRIs that meeting of Mahila Sabha / Palli Sabha to be held prior to Gram Sabha Meeting (village meeting) and recommendations/decisions of Mahila Sabhas mandatorily transmitted to Gram Sabhas who should consider the proposals imperatively.
- 4) In the quorum of Gram Sabha, inclusion of at least half of the number of women voters should be mandated. States which have not mandated such a provision should do so.

- 5) PRIs should be involved in any Integrated Plan of action to prevent and combat women trafficking, problems in disturbed areas, displacement due to land acquisition etc. Related matters may be taken up in Mahila Sabha in case of issues of children and women.

### Conclusion

India has a rich history of measuring political participation of women since its independence. The decentralization of governance which is taking place for last two decades has increased the importance of measuring participation of women in decision making. Proper gender budgeting has already been worked out for inclusive growth of women & girls by allocating one third budget for the women in all the schemes. The Indian Government has a lot of emphasis on utilizing real time data for measuring different social indicators and using them for policy intervention. With more responsive data on women participation, better gender budget initiatives aim to move the country towards a gender equal society.

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**Web Resources**

11. <http://www.elections.in/political-corner/women-members-of-parliament-in-india/>

**Table 1**  
**Women's participation in the Lokh Sabha Election**

Voters					Votes polled by women	
Year	Men	Women	Total Voters	% Women	From total voters (%)	From women voters registered (%)
2004	34,94,90,864	32,19,97,066	67,14,87,930	47.95	44.4	53.6
2009	37,47,58,801	34,22,26,300	71,69,85,101	47.73	45.8	55.8
2014	42,66,51,513	38,79,11,330	81,45,91,184	47.62	NA	NA

Source: Various reports of Election Commission

**Table 2**  
**Voting percentage of women all over the states**

STATE	LOKHSABHA	BIDHANSABHA	PANCHAYAT
Andhra Pradesh	7.00%	8.16%	33.46%
Assam	14.29%	11.90%	36.89%
Bihar	7.50%	<b>14.81%</b>	50.00%
Chhatisgarh	9.09%	11.11%	54.50%
Goa	0.00%	2.50%	32.33%
Gujarat	15.38%	6.59%	33.02%
Haryana	0.00%	10.00%	36.50%
Himachal Pradesh	0.00%	4.41%	50.11%
Jammu & Kashmir	16.67%	3.45%	0.00%
Jharkhand	0.00%	9.88%	<b>58.56%</b>
Karnataka	3.57%	1.33%	43.62%
Kerala	5.00%	5.00%	51.85%
Madhya Pradesh	17.24%	13.48%	50.47%
Maharashtra	10.42%	3.82%	49.93%
Odisha	9.52%	4.76%	0.00%
Punjab	7.69%	11.97%	34.93%
Rajasthan	4.00%	14.00%	50.00%
Tamil Nadu	10.26%	7.26%	35.00%
Tripura	0.00%	8.33%	36.01%
Uttar Pradesh	16.25	8.93%	39.99%
Uttarakhand	20.00%	7.14%	56.13%
West Bengal	<b>28.57%</b>	11.56%	38.43%

Source: Various reports of Election Commission of India.

**Table 3**  
**Women politicians of Lok Sabha vote in India.**

<b>Lok Sabha (Year elected)</b>	<b>No. of women politicians elected</b>
17th (2019)	78
16th (2014)	64
15th (2009)	52

**Source: Various reports of Election Commission of India.**

## **MGNREGA and Livelihood Status of Rural Women: Indian Perspective**

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### **Structured Abstract**

**Purpose:** This paper provides an overall livelihood scenario in rural India and the general condition of rural Indian women. Also this study provides the impact of Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) on the overall empowerment of the rural women.

**Design / Methodology / Approach:** Information is based on the secondary data published by the NSSO of India and Census report at different time period.

**Findings:** Major finding of this study is that Mahatma Gandhi National Rural Employment Act is providing a positive light to rural women. Many studies have shown that with the introduction of this act, several rural women are coming out of their house to engage in paid employment and now they are engaging in decision making regarding spending of money independently.

**Research Limitations / Implications:** Secondary data will help to make an idea of the role of MGNREGA on the overall livelihood status of the rural women. To know the reality of the effect in depth study with primary data will be of great help.

**Practical Implications:** This paper provides an alternative source of livelihood which will have an impact on reducing migration, restricting child labour, alleviating poverty, and making villages self- sustaining through productive assets creation.

**Originality / Value:** The major outcomes of this study may be helpful to the Indian government such that overall empowerment of rural women will be uplifted in future.

**Keywords:** MGNREGA, NSSO, Rural livelihood, Women Empowerment..

**Paper Type:** Research Paper.

## **Introduction**

India is a country which achieved independence in 1947, but the rural-urban partition and the rich-poor divide are still plaguing India. 68.84 percent of the Indian population lives in villages. There are 6,40,867 villages in India. According to the “2007 Revision of World Urbanisation prospects” by the United Nations, India would continue to have the largest rural population in the world until 2050 (Hindustan Times, 28.2.2008). Women have been and will be an integral part of the Indian workforce. According to Census 2011, the total number of women workers in India is 149.8 million and interestingly, females working in rural areas amount to 122 million. As per Census 2011, the work participation rate for women in rural areas is 30.02 percent as compared to 15.44 percent in the urban areas. There are several issues which are creating difficulties in the lives of Indians, like rising crimes against women, increasing poverty, corruption, discrimination, lack of transparency in the official functioning, criminalization of politics etc. Rural women in India are less literate than rural men. There is a negative attitude of the family towards educating the girl child. In rural India, very few women have ownership over land or productive assets. Agriculture which is basis of the rural Indian economy is sustained for the most part by the female workforce, also rural women from childhood days have to bear the burden of taking care of younger siblings, cooking, looking domestic animals in their parents’ house. National Sample Survey Organization (NSSO) a government of India organization has stated that in 2009-10 and 2011-2012, women’s employment has fallen in rural India and about 9.1 million jobs were lost by rural women. In this depressing scenario, Mahatma Gandhi National Rural Employment Act is providing a positive light to rural women. Many studies have shown that with the introduction of this act, several rural women are coming out of their house to engage in paid employment and now they are engaging in decision making regarding spending of money. With financial empowerment, many of them are also joining self-help groups to promote their abilities. This paper provides an overall livelihood scenario in rural India and the general condition of rural Indian women. Also this study provides the impact of Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) on the overall empowerment of the rural women.

## **Literature Review**

Many conceptual and empirical studies supported that access to land and credit can successfully empower rural women, K.C. Roy, C.A. Tisdell (2000) pointed out that in rural India we have

got two types of rights on land for women, first is legal and another is traditional where traditional is informal right on land, findings suggested that all traditional rights should be transfigured in legal rights. Ashok Pankaj and Rukmini Tankha (2010) reported the empowerment effects of the MGNREGA on rural women using a field survey in Bihar, Jharkhand, Rajasthan and Himachal Pradesh. The authors argue that women workers have gained from the scheme primarily because of the paid employment opportunity and benefits have been realized through income- consumption effects, intra household effects and the enhancement of choice and capability. Narinder Paul, M.S. Nain (2015) suggested a new approach towards empowering rural women in India; they presented a collaborative approach of development with rural tourism for socio-economic empowerment of rural women. Abdul Ahmed (2015) explained the participation of unskilled rural women and their contribution in village economy. Pranab R. Choudhury, Manoj Kumar Behera(2016) proposed a legal government framework related to access to land of women and suggested some legal amendments, in Research study by R. Vishnuvarthini and A.M. Ayyothi (2016) also supported the findings of above researchers, their study presented that only a legal foundation can do economic empowerment of rural women in India. Shabbeer Ahmed (2016) assessed a wide gap between the provisions in Indian constitution and the real condition of rural women in India. The access of rural women to information, assets, credits and opportunities is insufficient. He found inter and intra state imbalances are responsible for low economic empowerment of rural women in India.

### **Objectives of the study**

1. To discuss overall livelihood scenario in rural India.
2. To analyze the impact of Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) on the livelihood status of rural women in India.

### **Research methodology**

The present study is primarily based on secondary data. The relevant secondary data has been collected from NSSO of India's report, Census report, newspaper articles, research article and from various Government websites and reports.

### **Overall livelihood scenario in rural India**

More than 400 million people in India still live in poverty, accounting for one third of the world's poor. Poverty is most common in rural areas, with about 26 per cent of rural people



living in poverty, compared with about 14 per cent of the urban population. Poor rural people continue to live with inadequate physical and social infrastructure, poor access to services and characterized by inequalities in assets, status and power. India ranked 136th out of 187 countries on the United Nations Development Programme's 2013 Human Development. Agricultural wage earners, smallholder farmers and casual workers in the non-farm sector constitute the bulk of poor rural people. Within these categories, women and tribal communities are the most deprived. Poverty is deepest among members of scheduled castes and tribes in the country's rural areas. On the map of poverty in India, the poorest areas are in parts of Rajasthan, Madhya Pradesh, Uttar Pradesh, Bihar, Jharkhand, Odisha, Chhattisgarh and West Bengal. Most of the people in Villages earn their living either through agriculture or handicrafts. Since the availability of land to each family has remained the same and the number of family members has grown, supporting all of them through agriculture alone is becoming difficult. People are moving to towns and cities in search of jobs, but these are also not always available partly because they lack the qualifications. The government is addressing these problems by taking steps to make better farming techniques available to increase crop production from the limited availability of land and other opportunities of employment. It is also encouraging young people to start their own business by providing them training and finance. The National policy for farmers was released by the Ministry of Agriculture in September 2007. The main aim of this policy is to improve net incomes of farmers through increased production, better prices, and support from government through improvement of land, water, and services. The ministry has a large number of schemes which are discussed as follows:

- a) The government gives special type of seeds which are more fertile and resistant to diseases and pests through Campaign for Seed Treatment.
- b) The government provides grant to cooperative groups formed by farmers for generating income through agriculture based business.
- c) The National Agricultural Insurance Scheme (NAIS) has been launched to protect farmers in case of crop damage or loss due to unforeseen circumstances.

As described in the NSSO 66th Report, the male female disparity in wages has continued to be significant, with male wages being 1.4 times the female wages as shown in Table 1 and 2. Thus, as per NSSO 66th Round, average wage/salary earnings per day received by male casual labors engaged in rural works other than public works was Rs. 102 and for females it was Rs.69. The difference was also seen in public works, though not as stark as in private works. In rural areas, wage rates (per day) for casual labour in public works other than MGNREGA

public works was Rs. 98 for males and Rs. 86 for females. The difference was least for casual labour in MGNREGA public works, where the wage rate (per day) was Rs. 91 for males and Rs. 87 for females. State-wise difference in wages is shown in Table 2. On the whole, women's wages are generally lower than men's wages. In every state we see that there is a huge difference of male and female average salary. In India average salary for male is Rs 101.53; whereas the average salary for female is Rs 68.94 only. In Chhattisgarh, average salary for male is lowest (Rs70.83) and in Madhya Pradesh, average salary for female is lowest (Rs 58.13) compare to all other states in India (Table 2). In Table 3, Census report show increase in women's share of agricultural employment in the post-reform period. Between 1991 and 2001, the agricultural sector saw a decline in rural main workers from 182.8 million to 170.6 million, a reduction of 11.7 million male and a mere 0.5 million female workers. Despite under-estimation and thus an increasing dependency ratio, the NSSO data show two other trends as regards women's role in agriculture. Firstly, of those rural women who were classified as workers, a greater proportion of them worked in agriculture compared with men, but comparatively fewer women workers were in the more productive non-farm sector (See table 4); and secondly, women's share in the total number of agricultural workers is increasing overtime leading to their increased involvement in agriculture. . As men migrate to urban areas and to non-farm sectors due to both the distress in agriculture and better job opportunities elsewhere, women's responsibility both as workers and as farm managers has been growing, leading to an increased feminization of agriculture.

### **Impact of Mahatma Gandhi National Rural employment Guarantee Act (MGNREGA) on the livelihood status of rural women**

In Indian social set up, the participation of women in the development process has to be guaranteed through concrete measures taken at various levels for their overall development. Ministry of Rural Development is implementing various poverty alleviation and rural development schemes and these schemes have special components for women. One of the major schemes is Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA). MGNREGA is for the rural people, including rural women, who are unskilled or semi-skilled. MGNREGA is known as a "Silver Bullet" to eradicate rural poverty and unemployment, by way of creating demand for productive labour force in villages. It provides an alternative source of livelihood which will have an impact on reducing migration, restricting child labour, alleviating poverty, and making villages self-sustaining through productive assets creation such as road construction, cleaning up of water tanks, soil and water conservation work, etc.

MGNREGA has come after almost 56 years of experience of other rural employment programmes. The MGNREGA, 2005 guarantees 100 days of employment in a financial year to any rural households whose adult members are willing to do untrained manual work. It is provided in the Act that priority shall be given to women. During the year 2012-2013, total employment of 134.76 crore have been generated, out of this total employment 71.88 crore employment were generated for women under this programme. To increase participation rates of women workers in MGNREGA, the Ministry has suggested that individual bank/post office accounts must compulsorily be opened in the name of all women MGNREGA workers and their wages directly credited to their own account for the number of days worked by them. This Ministry has also advised the following rules to all the states:

- a) To identify widowed, deserted and poor women who qualify as a household under the Act and then they will must get 100 days of work.
- b) To ensure that pregnant women and lactating mothers are given works which require less effort and are close to their houses.
- c) To conduct time and motion studies to formulate gender, age, level of disability, climate sensitive Schedule of Rates and to ensure accurate capturing of work done by women at worksites.
- d) To ensure that at least 50% of the worksite supervisors at all worksites are women.
- e) To ensure that worksite facilities such as crèches, drinking water, shade etc are provided through convergence with Women and Child Development Schemes like ICDS.
- f) To encourage participation of women groups, including Self Help Groups in awareness generation, capturing demand, planning, implementation, monitoring and maintenance of works.

### **Conclusion**

Around 70 per cent of the Indian population is living in rural areas, but the effects of poverty, unemployment, poor and inadequate infrastructure in rural areas is leading to socio-economic tensions manifesting in economic deprivation. Women empowerment in rural areas symbolize rural development. It can be looked as the best solution to overcome the twin problem of poverty and unemployment faced by the rural areas. Hence it is necessary for the government and the corporate industry to work hand in hand to tackle major problems faced by women in rural areas. One of the basic policy objectives should be universal empowerment of women, the lack of which tends to continue the unequal status quo. The popular UNESCO slogan should come in handy: 'educate a man and you educate an individual; educate a

woman and you educate a family'. It is necessary to overcome the major problems of inadequate flow of credit, use of obsolete technology and other equipments, lack of basic infrastructural facilities, development and support of NGOs so as to open many opportunities for the women in rural areas. Though many corporate organizations are involved in women empowerment in rural areas, but there is a lot more to be done to overcome the challenges of shyness, financial availability, traditional outlook, family support. Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is considered as a "Silver Bullet" for eradicating rural poverty and unemployment, by way of generating demand for productive labour force in Indian villages. It provides an alternative source of livelihood which will have an impact on reducing migration, restricting child labour, alleviating poverty, and making villages self- sustaining through productive assets creation such as road construction, cleaning up of water tanks, soil and water conservation work, etc. For which it has been considered as the largest anti-poverty programme in the world. Since the scheme is going to be in place for an undefined period of time, and is being enlarged in terms of scope and geographical coverage, there are many challenges like non- homogeneity in its effectiveness, region specific disparities and outcomes etc. It is exactly due to this reason; few NGOs have already done some surveys. However, they are very much confined to one or two districts, and more importantly cantered on systemic defects, rather than probing the impact of their programmes on beneficiaries. There is a necessity to carry out an in-depth review of these rural development programmes with different strategies. Thus, there is also a need to critically examine the implementation process of this programme and its impact on livelihood of the rural people. It can be concluded that the success of this Act depends upon its proper implementation and in this scenario, the community participation is very important to make this programme more effective in future.

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**Web Resources**

9. <http://www.nrega.ac.in>
10. <http://www.gov.in>
11. <http://censusindia.gov.in>

**Table 1**  
**Daily actual wages of male and female workers in 2009-10(in Rs)**

Sector	Men	Women
Rural Private	102	69
Rural Public( Other than MGNREGA)	98	86
Rural MGNREGA	91	87

Source: NSSO 2011

**Table 2**  
**Average wage earnings (Rs.) per day received by casual labors of age 15-59 years engaged in rural works in 2009-10.**

STATE	MALE	FEMALE
Andhra Pradesh	115.41	75.71
Assam	94.38	74.87
Bihar	81.03	65.81
<b>Chhattisgarh</b>	<b>70.83</b>	65.49
Delhi	195.23	200.00
Gujarat	83.17	70.99
Haryana	146.08	99.12
Himachal Pradesh	141.44	110.23
Jammu & Kashmir	157.46	206.54
Jharkhand	103.61	82.17
Karnataka	96.91	62.77
Kerala	226.60	119.31
<b>Madhya Pradesh</b>	74.46	<b>58.13</b>
Maharashtra	86.01	58.22
Orissa	81.00	59.06
Punjab	133.46	91.80
Rajasthan	132.29	94.31
Tamil Nadu	132.14	72.62
Tripura	107.55	83.63
Uttarakhand	122.10	96.70

Uttar Pradesh	97.04	69.21
West Bengal	87.76	65.94
<b>All-India</b>	<b>101.53</b>	<b>68.94</b>

Source: NSSO, 2011

**Table 3**  
**Number of rural workers in agriculture (in millions)**

Year	Total Worker	Male	Female
1991	182.8	132.7	50.1
2001	170.6	121.0	49.6

Source: Census Report of 1991 & 2001

**Table 4**  
**Percentage share of the three broad sectors of total rural work force in 2009-10.**

Sector	Male	Female
Agriculture	63%	79%
Secondary	19%	13%
Tertiary	18%	8%

Source: NSSO 2011

## **Reflections on Indian Mysticism on T.S. Eliot's The Waste Land**

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### **Structured Abstract**

**Purpose:** 20<sup>th</sup> century English literature was richly affected by the process of cultural globalization, that is, a mode of transnational transaction in the sphere of literature, religion, culture, emotions and so on. The great literary frontiers of then era stepped in to adapt diverse ideologies, thoughts, religious beliefs and philosophical truths oh different nations all over the world. Keeping with this trend renowned English authors showed their skill to embrace a lot of Indian mystical phenomena like Buddhism, Upanishadism, Vedantism et al and ventured to reflect the impact of those divine concepts upon their immortal creations.

**Approach:** post-modernistic viewpoint.

**Findings:** This paper focuses on Eliot's endeavour of cosmic cultural integration.

**Value:** The value of this article traces its attempt to retrospect the ancient cultural heritage of India that attracts the attention of the foreigners throughout the ages.

**Key-words:** Cultural globalization, Transnational transactions, International integration, cosmic, Mystical

**Paper type:** Scholarly Article



## Introduction

The precept of Globalisation reached the arena of modernist literature of 20<sup>th</sup> century crossing the field of commerce and trade. One of the salient feature of cosmopolitanism is the power of assimilation and of the world literature it was remarkably observed in the English literature. Diverse languages, religions, cultures and ideologies of different countries were finely interwoven in the web of different genres of English literature. Miscellaneous sorts of philosophical truths and ideals were harmoniously integrated in the form of literature, thereby adorning that literary piece with a unified form, a proper specimen of global literature. Nowhere in the world literature so powerful influence of thoughts abroad can be seen as it is noted in English literature. The intellectuals of the 20<sup>th</sup> century, basically the writers, were completely disillusioned after the hecatomb of First World War. Accordingly, they were moved by a strong sense of frustration that led them to be reactive with a radical distrust towards so-called hackneyed materialistic view. An incoherence in all the layers of society inflicted pain upon them. Their aspiration after a coherent ambience was almost in darkness; Meanwhile few optimistic writers dreamt of a remedy that, they felt, might rid them of of that chaotic nightmarish vision. They resolved vigorously to make up their to make up their spiritual vacuity for the rejuvenation of the rotten civilization. Thus, they would like to get back the ideal world of complete universal uniformity. Hence for the attainment of that craved society they dived deeper into the well of religiosity. Regarding this, they crossed the boundary of their own nation being enticed by the oriental resources of spiritualism.

## Literary Review

Eliot's quest for a peaceful world can be achieved, he himself envisaged, by unlocking the treasure trove of Indian philosophy. He delves deeper into the mine of the rich appreciated in terms of his penchant for spiritual elevation urgently needed for relieving the damned souls of 20<sup>th</sup> century.

The several articles connecting the same issue are discussed below:

The article T. S. Eliot's The Waste Land through the Prism of Indian Philosophy (IJELLH vol. 6, issue 12, Dec.2018 ISSN-2321-7065) by Dr. Rakesh Kumar and Mridu Sharma explores Eliot's deep-rooted faith in Indian Philosophy potential of healing the contemporary predicament of which his fellows are victim of.

The article Influence of Sanskrit in T. S. Eliot -Wasteland (AMIERJ ISSN-2278-5655, Impact factor 5.18, Dec-Jan 2018) by Dr. Seemem Mahmood focuses on Eliot's preoccupation with an intellectual comprehension in Indian Philosophy and Sanskrit language that empowered him to transcend himself from narrow nationalistic feelings making 'an internationalist by philosophical outlook upon life'.

The Voices of the Bhagavad Gita and Upanishad in T. S. Eliot's The Waste Land by Sonia Chumber (IJIL, vol.2, no.3, Sep. 2014, ISSN-2334-234X conceptualizes Eliot's inclination towards Hindu scriptures like Geeta and Upanishad as master guide in the path of obtaining peace thereby conveying the message of harmony at the end implying its cosmic value.

Now this present article retains its uniqueness concentrating mainly on the fact that Eliot's orientation in the significance of Indian mysticism that reworks in shaping his ideology and its recapitulation in the literature abroad promoting the process of cultural globalization. Through this poem Eliot's meditation upon Indian philosophy a macrocosmic purpose of exchanging its ubiquity thereby abridging the cultural gulf between East and West.

### **Objectives**

The objective of this article concerns the intense impact of Oriental mystical issues on modern English literature and specifically upon the great scholar critic T.S. Eliot's masterpiece The Waste Land.

### **Hypotheses**

It is quite apparent that of the oriental countries India was conceived as a shrine for the occidental pilgrims from remote past. This is due to its rich tradition of spiritualism. It was the epi-centre of cultural studies where historic books as the great Vedas and Upanishads were designed. Along with those myths and scriptures religions like Hinduism, Buddhism originated and gradually got established all over the world. Relevantly speaking, few western thinkers and writers of the 20<sup>th</sup> century lay stress on those spiritual phenomena to remove the emotional and intellectual despair, spiritual malaise as well as moral decay in which the urban was entrapped after the massacre of World War I. In England such writers as T.S. Eliot, Charles Morgan, Aldous Huxley, Graham Greene, Evelyn Waugh, Christopher Isherwood, Mayers, Somerset Maugham were influenced to hanker after Indian Spiritualism for guidance and substance in their writing. Of them, our focus is on T. S. Eliot. He was the pioneer who penetrated into the

mine of Indian mystical notions and presented them in his extraordinary poem *The Waste Land* (1922).

### **Delimitation**

The presence of pre-colonial philosophical notions of India in post-colonial western productivity can positively be taken into account as a bridge between us-other binary. It enhances the possibility of globalization to a greater extent.

### **Methodology**

Recurrent usages of intertextual annotations, the fragmentary structure and self-reflexive tone categorise this accomplishment to be judged from post-modernistic viewpoint.

### **Discussion**

In this poem the great poet critic sketches a vivid portrayal of the 'Unreal City' of London and other similar urban towns in modern Europe. Throughout the entire poem the poet presents the waste land scenario that reveals the social disorder, ethical drought and spiritual dryness frequently using symbols and 'a heap of broken images', as Eliot himself termed it. A truly compelling portrait of modern man's drab life has been delineated in the images of dead land, dusty streets, dead trees, desert rocks, dry stone, empty cisterns, exhausted wells, rats scurrying sewers et al. The poet skillfully alluded to various ancient legends and myths cosmopolitan outlook to poetise the fragmented post-war picture. This device enables Eliot to make a bridge between past and present, presenting before the reader how much meaningless is the void ultramodern civilization. A sense of disintegration and barrenness hovers almost everywhere in the poem. The five episodic parts of the poem, say, i. The Burial of the Dead, ii. A Game of Chess, iii. The Fire Sermon, iv. Death by Water, v. What the Thunder Said are very functional to project the view of that desolate and gloomy landscape. Hence, Eliot masterfully incorporates in the poem diverse geographic and historic locales and regions and a vast array of mythic or real figures giving it timeless relevance with utmost universal significance.

In keeping with his cosmopolitan nature, Eliot characteristically exhibits his dominance over different cultures and religions in this poem. He, therefore, makes here an extensive use of scriptural writings including the Bible, the Book of Prayer, the Brihadaranyaka Upanishad, Buddha's Fire Sermon, cultural and anthropological studies like Sir James Frazer's *The Golden Bough* and Jessie Weston's *From Ritual to Romance*. Another sign of Eliot's global outlook

has been evoked in his use of phrases from English, German, French, Italian, Greek, Latin and Sanskrit languages everywhere in the poem.

Eliot's genius cannot but allude to the blind prophet Tiresias of Greek legend as the most important personage of the poem, the legend of Fisher King, the Sibyl of Cumae, indirect reference to the queen Cleopatra of ancient Egypt and queen Elizabethan of England. Apart from this, Eliot recalls two religious visionaries – Lord Buddha and St. Augustine, one from Indian saga and other from Christian lore. In part v, the poet brings in the Christ figure and brief mentioning of prophet John, the Baptist and Moses (Book of Exodus) and Grail of Christ. Again, he closes the poem calling up the Hindu pantheon of ancient Vedic times in India- Prajapati, Men, Devas and Asuras. All those mythical and legendary citations are instrumental testimonies approving Eliot's propensity of acquiring universal acknowledgement of his work. So, like a master craftsman he spontaneously shifts his focus from occident to orient and vice-versa.

Now the targeted concern of this paper is to illuminate upon Eliot's religious proposition, particularly the powerful influence of Indian spiritual properties on this great poet. He skillfully alluded to his Indian mystical experiences as a way out from western spiritual degradation and sexual perversion. It has been clearly poetized in section iii and under the title *The Fire Sermon* and *What the Thunder Said* respectively.

The caption of the third part *The Fire Sermon* has been taken from *Adittapriyay Sutta* (S.N.35) and has been translated from Pali by Bhikkhu Thanissaro. It shows the poet's intimate and scholastic association with Buddhist philosophy. In the *Vinaya*, that is Buddhist monastic code, the *Fire Sermon* is the third discourse delivered by Lord Buddha. Several months after his Awakening Buddha delivers this sermon to an audience of thousand fire-worshipping monks. In his excellent teaching style, Buddha uses a metaphor of fire to instruct his disciples. Upon hearing this sermon, the ascetics attains full Awakening (arahatta) and get released from sufferings and turmoil. One of the renowned western scholars of Buddhist studies was late Henry Clarke Warren who wrote *Buddhism in Translation* (Harvard Oriental Series) that might be a reliable source for those words that occur in the Buddha's *Fire Sermon* corresponding in importance to the *Sermon on the Mount*. In this sermon, Buddha advocates his followers that everything 'is on fire...The eye... is on fire; forms are on fire; eye-consciousness is on fire; impressions received by the eye are on fire; and whatever sensation, pleasant, unpleasant or indifferent, originates in dependence on impressions received by the eye, that also is on fire.

And with what are these on fire? With the fire of passion, say I, with the fire of hatred, with the fire of infatuation.’’ However, Eliot covertly refers to this eastern ascetic, the great preacher of Buddhism with much relevance as he hopes for a potential civilized society. The plethora of vulgar sexual encounters described in the poem have not proved very successful to bring fertility in the barren land. The Lord Buddha instructs his disciples to give up earthly passion and seek freedom from earthly possession. The ideal of non-attachment formulated by Buddha is the heart of Buddhist philosophy and the very soul of Hinduism also. Eliot concludes this section with the word ‘burning’ in accordance with his ascetic turn to Indian mysticism. Being exasperated, the poet appeals to God to elevate him as well as his fellow citizens into the transcendental world saving from the affliction of burning lust:

‘’ O Lord Thou pluckest me out

O Lord Thou pluckest

Burning.’’ (The Waste Land, line 309)

Again, the meditation structure of the final section entitled as *What the Thunder Said* is drawn on Eliot's close proximity with Indian philosophy and religion. These stanzas look forward to the poet's sage like apocalyptic vision. At the beginning of this part, he makes reference to the Christ's Crucifixion like a devout Christian. In Eliot's own words:

‘’ He who was living is now dead

We who were living are now dying.’’

What he intends to imply here is the sad predicament of the waste landers who are exiled in the ‘arid plain’ living death-in-life existence. As a believer of Hindu fables, he deliberately shifts his focus to Hinduism from Christianity. Eliot's orientation in Indian Spirituality gets distinctly revealed as he takes the title of this section from Upanishad; the key-word of which is as follows: God made the senses turn outwards, not within himself. But occasionally a daring soul, desiring immortality, has looked back and found himself. Despite the dreadful corruption of the European society, the poet retains his faith upon eastern philosophy which he believes, could be able to provide an alternative for the resurrection of humanity. The physical sterility, elaborated by him throughout the poem, can only be replaced, in his view, by removing spiritual sterility prevailing in the then society. To highlight his stance, he closes the poem with this section where water comes in the form rain to refresh the dry barren land, thereby bringing

fecundity in the troubled soul. In this stanzas the poet is seen to brood over the morals set in Upanishad for regaining the coherent ethos. For this reason, in the reverberation of thunder, he recalls the voice of Prajapati Brahma instructing his three classes of offspring the lesson of realizing the essence of life. This is, it seems to me, a substantial vindication of the poet's close acquaintance with Hindu myth upon which he deliberately illustrate to alleviate the modern man's agonized heart. For his deep understanding of the fundamental doctrines propounded in Upanishad, Eliot alluded to the syllable 'DA' in the sound of rumbling thunder. The explanation of the fable regarding 'DA' can be found in the part v, ch-ii of *Brihadaranyaka Upanishad* (meaning forest of great wilderness) to preach the message of humanity. A translation has been mentioned in Paul Deussen's *Sechzig Upanishads des Veda, (1897) p-489*. The fable runs like this: once Prajapati Brahma, the Creator of beings was asked by his students, better to say, three distinguished types of progeny- Devas, Manusyas and Asuras some instructions to lead a disciplined life after completing their studies in Brahmacharya (celibacy). So, he first calls the divine beings advising them to follow 'DA'. The Lord wanted to know if they understood the meaning of 'DA'. They answered that it meant "Damayata" or practice of self-restraint. It has been told in Hindu mythology that Devas or angels are the most pleasure-seekers of all these three types and therefore, they took the meaning of this message as to control their luxurious nature. He repeated the same syllable 'DA' for human beings. They apprehended 'Datta' or give by this utterance. By nature, men are miserly in sharing wealth. So, their conscience told them to be charitable. Again, Brahma pronounced the syllable 'DA' for demons who are relentlessly cruel. So, they learned to practice "Dayavata" or be merciful to other entities.

These three cardinal virtues- temperance, charity and compassion for life- recommended by the vedic seers cast a profound impact upon the poet Eliot after 3,000 years of their existence. The terrifying vision of spiritual drought that thwarts survival of human beings haunts the poet to prophesize the means of their salvation and this is why he alluded to the Upanishad quite significantly. Herein lies the dexterity of the poet. The rumbling thunder here, stands for the poet's mouthpiece echoing DA sound in the deserted atmosphere. Taking cue from Upanishad Eliot applied the age-old fable in to the modern man's spiritual degeneration in his poem:

'DA

Datta: What have we given?

My friend, blood shaking my heart

. . . the beneficent spider

. . . the lean solicitor

DA

Dayadhvam: I have heard the key

We think of the key, each in his prison

. . .

DA

Damayata: The boat responded

Gaily, to the hand expert with sail and oar

. . . . ., beating obedient

To controlling hands''

Those quoted lines expound how the poet attempts to alert the so-called civilized perverted fellows.

What Prajapati Brahma taught His three types of students respectively, our ascetic-poet declared for all men in general. The reason is quite distinct; we, the human beings, are incarnation of both good and evil spirit. Sometimes, divinity overpowers us and sometimes bovine nature controls our self. Again, we are led by our man-like egoism or selfishness. So, the poet emphasizes on this mythical instruction for all human beings who embody gods, demons as well as manly self within. Through the above-mentioned lines Eliot exhorts mankind to sacrifice lives completely to some noble cause of humanity, to sympathize each one as they are imprisoned in the waste land and to control the self when it becomes derailed. Though '' London Bridge is falling down'', the poet seems to envisage the possibility of regeneration:

'' I sat upon the shore

Fishing, with the arid plain behind me

Shall I at least set my lands in order?''

The poet is heard to enchant the 'Shantih' mantra at the end of the poem and this is, perhaps, the poet's final attempt to set the confusing world in a unified coherent pattern. To repeat the word 'Shantih' (meaning, 'The peace which passeth understanding') he uses Sanskrit language what he does to refer the connotations of syllable 'DA'. So. There is no denying the fact that Eliot, the scholar-critic of modernist literature, stepped in to Hindu mythology, the great Upanishads, particularly Brihadaranyaka Upanishads where he gets the knowledge of Pavamana Mantra (1.3.28):

“ Asato ma Sadgomay  
Tamoso ma jyotirgomay  
Mrtyorma amrtm gamay  
Om Santih Santih Santih”

The English translation of this Sanskrit sloka is the following:

“ From untruth, lead me to the truth;  
From darkness, lead me to the light;  
From death, lead me to immortality;  
Om peace, peace, peace.”

### Conclusion

To sum up, I should say, this paper shows a humble endeavour to present the influence of Indian mystical notions upon the poetic career of T. S. Eliot. At the same time, I have tried to focus on the opulent resources of spiritualism of India in Vedic era with special reference to Eliot's The Waste Land and how it has made a cultural blend of orient and occident, thereby encouraging the process of globalisation.

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## **An Empirical Study on Corporate Social Responsibility of Eastern Coalfield Limited**

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### **Structured Abstract**

**Purpose:** This study attempts to find out how the Eastern Coalfields Limited (ECL) was fighting hard to put Corporate Social Responsibility (CSR) initiatives towards well-being of the environment and local community.

**Design/ Methodology:** The study is purely of empirical in nature, where the CSR initiatives of ECL analyzed by Chi-Square test.

**Findings:** The scenario of implementation of CSR initiatives of ECL in recent years is highly encouraging.

**Conclusion:** The efforts and expenditures made by Eastern Coalfields Limited on account of CSR are very much significant.

**Originality/Value:** This research work is very valuable in understanding the scenario of implementation of Corporate Social Responsibility initiatives of Eastern Coalfields Limited under the study period.

**Implications:** Performance of corporate social responsibility by Eastern Coalfields Limited increases corporate reputation, which benefits society ultimately.

**Keywords:** Corporate Social Responsibility, Coal India Limited, Eastern Coalfields Limited, Sustainable Development, Stakeholders, Shareholders,

**Paper type:** Empirical Study

## Introduction

The term Corporate Social Responsibility (CSR) is very much wide and complex in nature. Generally, CSR means the entire activities done by the corporate with achieving the goal of welfare of all the stakeholders and not just company's shareholders.

Philip Kotler and Nancy Lee (2005) define CSR as "a commitment to improve community well-being through discretionary business practices and contributions of corporate resources" whereas Mallen Baker refers to CSR as "a way companies manage the business processes to produce an overall positive impact on society."

Carroll extended corporate social responsibility from the traditional economic and legal responsibility to ethical and philanthropic responsibility in response to the rising concerns on ethical issues in businesses. This view is reflected in the *Business Dictionary* which defines CSR as "a company's sense of responsibility towards the community and environment (both ecological and social) in which it operates. Companies express this citizenship (1) through their waste and pollution reduction processes, (2) by contributing educational and social programs and (3) by earning adequate returns on the employed resources."



The pyramid of corporate social responsibility

Eastern Coalfields Limited (ECL) is a subsidiary company of Coal India Limited (CIL). ECL has adopted and implemented CIL CSR Policy which is in consonance with amendment of Companies Act, 2013 and CSR Rules, 2014. The DPE Guidelines vide F. No. 15(13)/2013-DPE (GM) dated 21st October, 2014 effective from 01.04.2014 is also adhered too. ECL initiatives has integrated their business with social processes by making welfare measure focused primarily on underprivileged, land oustee and Project Affected People (PAPs) staying in the radius of 25 Km of ECL. As per the provision under CIL CSR Policy, 80% of the fund should be utilised within the radius of 25 Km of ECL HQ/Area/Project and remaining 20% would be spent within the State/State of operation. It ensured that poor and needy section of the society derives the maximum benefit to support their development and sustainability. The projects and Programs have been directed in the following priority areas at ECL:

A) Promotion of Education:

- Construction of State of the Art School Building at Mugma, Dhanbad, Jharkhand
- Rehabilitation Equipment and Essential equipment for Asha School in Eastern Command Zone, Indian Army, Kolkata.

B) Public Health and Welfare of Divyangjan:

- Services of Mobile Medical Van in 240 nos. of village by engaging 6 MMVs in nearby all areas of ECL's operations both in West Bengal & Jharkhand.
- Rainbow Project for Divyang students of Asansol Anandam in Asansol

C) Skill Development & Women Empowerment:

- Operation, Maintenance, Management & Up gradation of ITI Sikitia, Godda (Aspirational District), Jharkhand
- Women empowerment through skill development/upgradation by training them in Beauty Therapy Trade at Sanctoria, Paschim Bardhman, WB

D) Infrastructure development: Construction of Bituminous Road from Highway to Sri Sri Ravi Shankarjee Ashram, Central Kajora.

E) e) Ensuring Environmental and Ecological Balance: Installation of around 1200 Solar Street Lights at Different villages in and around of Raniganj Coalfields.

F) Rural Development & Irrigation Repair, Renovation & Restoration of Samudrabandh, Maheshpur and Gangasagar Talab, Mahagama at Godda (Aspirational District) for agriculture development.

G) Welfare of SC/ST: Training of 50 nos. of Mining Sirdar SC/ST candidates under 4 years training program.

### **Literature Review**

A comparative study conducted by Khan and Atkinson(1987) on the managerial attitudes to social responsibility in India and Britain shows that most of the Indian executives agreed CSR as relevant to business and felt that business has responsibilities not only to the shareholders and employees but also to customers, suppliers, society and to the state.

In a study made by Carroll (1998) on top 500 largest Indian companies found that around 49% companies were reporting on CSR. Most of the companies report on donations, renovating schools in villages, mid-day meals etc. well defined expenditure on CSR has been shown by very few companies. The study also revealed that only 25% companies CSR activities were for employees and the rest were focusing on vicinity and society at large. Many companies are only making token gestures towards CSR in tangential ways such as donations to charitable trusts or NGOs, sponsorship of events, etc. believing that charity and philanthropy equals to CSR.

Vasanthi Srinivasan (2010) in his study on CSR and Ethics in Medium, Small and Micro Enterprise in India attempts to draw from the existing body of knowledge from both the academic and popular literature in India to identify the CSR practices and develop a research agenda for responsible business practices in the small-medium enterprise in India. The findings highlighted that most of the studies done in the Indian context have largely been qualitative and exploratory in nature. The study also revealed that since small-medium enterprises contribute significantly to the economy and are geographically spread in a country like India, adoption of CSR and ethical practices is crucial to a balanced development. There is a rarity of academic research in this area and therefore the researcher opines that a study of the intra-country similarities and differences in adoption of CSR practices in small-medium enterprises could be a valuable exercise for policy makers.

Harish Kumar (2012) in his research article entitled “CSR Revisited” has thrown lights on four different approaches of companies towards CSR viz; Good Governance, Ruinous CSR, Discretionary CSR, and Illusion CSR. He also tried to highlight argument against the CSR as well as the CSR driver. The researcher also found eight factors that drive the CSR initiatives. They are Philanthropic Attitude, Governmental Actions, Environmental Concern, Ethical

Consumerism, Crises and Calamities, Globalization and Market force, Social Awareness & Education, and Social Expectation.

Kayonda Denis Mukasa et.al (2015) in this study applies the stakeholder theory and explores how corporate social responsibility (CSR) activities are associated with corporate reputation. In particular the paper investigate how charitable contributions and toxic emission as proxies for CSR activities are related with shareholder returns as a proxy for corporate reputation. To conduct the study a sample of Korean firm reported in the Korea sustainability index database between 2010 and 2012 were taken. The study used *Ordinary least Square (OLS) regression*, to study the main hypothesis. The results drawn from the study finds that charitable contributions and toxic emission are positively and negatively related with shareholder's return respectively. In addition the results also shows that current shareholder returns are likely to be influenced by past charitable contributions and toxic emissions, suggesting that firm may develop current reputational competences by leveraging on past CSR activities.

Migle Sontaite-Petkeviciene (2015) tries to analyses corporate social responsibility in relation to corporate reputation building and management. The study provides theoretical analysis in relation to corporate social responsibility and main practices of corporate social responsibility in relation to building good corporate reputation. In order to solve the problem, the research focused at the theoretical level, analysis, generalization and comparison of academic literature and professional publications is applied in the research. After theoretical analysis based on the most outstanding theoretical approaches on the main reasons for CSR and main practices of CSR in relation to building good corporate reputation. The study concludes that CSR has become one of the most important drivers of corporate reputation. Research shows that organizations of all types and sizes may strengthen their corporate reputation by engaging in CSR activities.

Iguacel Melero Polo and Maria Eugenia Lopez.perez (2017) aims to contribute to current literature by establishing the current state of CSR research and identifying the theoretical framework of reference for understanding the link between CSR and reputation. After carrying out a systematic review of the literature the authors aimed to carefully examine existing studies on the relationship between CSR and reputation. From the content analysis the paper concludes that the theoretical approach used to analyze the CSR-reputation relationship is very heterogeneous. Although all the theories seem to acknowledge the existence of an information asymmetry problem and the agency, it would appear that the Stakeholder Theory and Resource-

Based Theory are the most frequently used theories. On the whole, the empirical results are conclusive in demonstrating a positive relationship between CSR initiatives and brand value.

Amanpreet Kaur and Balwinder Singh (2018) made an endeavor to compile the efforts of various researchers, for measuring corporate reputation. For measuring corporate reputation data from 500 Indian companies constituting BSE 500 index has been taken for a period of 10 years from 1<sup>st</sup> April 2002 to 31<sup>st</sup> March 2012. Content analysis of annual reports and ACE equity database were used to develop proxies. Six proxies were developed which were measured using Spearman correlation. The analysis of reputation rankings of six proxies of corporate reputation over the years clearly reveal that companies are able to maintain their reputation, once they attain a good standing in the market. Moreover the findings of the study clearly reveal that reputation research still lacks a concrete measurement.

Elisa Baraibar-Diez and Ladislao Luna Sotorrio (2018) in their study attempts to shed light on the relationship between the implementation of corporate social responsibility (CSR) actions and the creation of corporate reputation. To conduct analysis a structural equation model was developed, where data from Spanish listed companies for the period of 2002-15 were considered. Descriptive statistics and correlation analysis of the variables in the model were presented. After analysis the paper concludes that transparency mediates the path between corporate social responsibility and corporate reputation.

Rama Shankar Yadav et.al (2018) make an attempt to focus on the importance of corporate social responsibility (CSR) in building corporate reputation of an organization. An empirical study on 210 employees working in an automobile organization was considered for analysis. The conceptual framework based on comprehensive literature review hypothesized that the perceived CSR of an organization may lead to trust development among employees at the same.

### **Objectives of Study**

- 1) To find out the performance of Corporate Social Responsibility by Eastern Coalfields Limited.
- 2) To study the role of Eastern Coalfields Limited on the Corporative Social Responsibility for promotion of sanitation in rural and urban Areas.
- 3) To study the impact on Society with Corporate Social Responsibility by Eastern Coalfields Limited.

## Hypotheses of Study

Null Hypotheses (H<sub>0</sub>) 1

The performance of Corporate Social Responsibility by Eastern Coalfields Limited has putting positive impact on the Society.

Null Hypotheses (H<sub>0</sub>) 2

Corporate Social Responsibility Policies followed by Eastern Coalfield Limited proved to be effective.

## Database/Methodology of Study

I have studied the workers attitude through 'interview technique'- both guided and unguided in considering the more rational and scientific method of technique. Moreover, as such, questionnaires were administered and interview was made on 700 workers, 150 trade union officials and 150 executives in the sampled collieries. Strict attention has been paid to the sampling procedure so that all the requisite characteristics in the unit may not have any scope to lose its representative character.

In order to measure the area of Corporate Social Responsibility (CSR), a pilot survey has been conducted to prepare questionnaire. And on the basis of the replies obtained in the pilot survey hypothesis have been taken into consideration in the area of Corporate Social Responsibility. The workers in sampled collieries have been categorised in the following five distinct divisions on the basis of responses to the questions made to them.

- (a) Very high Degree in agreement (VHDA)
- (b) High Degree in agreement (HDA)
- (c) Moderate Degree in agreement (MDA)
- (d) Low Degree in agreement (LDA)
- (e) Disagreement (Dis.)



In the subsequent deliberation analysis of responses of all the three parties to the questions is given. Types of questions asked are also discussed to have a clear idea on Corporate Social Responsibility of Eastern Coalfields Limited.

### **Result and Discussion**

It is observed that the Projects and Programs have been directed in the following priority areas at Eastern Coalfields Limited:

- Swachh Bharat Abhiyan
- Skill Development Programs.
- Drinking water facility
- Women Empowerment
- Promotion of Education
- Sanitation and Public health.
- Infrastructure development such as construction/repair of Community Centers/ Buildings/ construction of roads, pathways etc.
- Promotion of Sports & Games.
- Supplementing Development Programs of the Govt.
- Ensuring Environmental and Ecological Balance.

It is important to note that society is dynamic and industrial society, which is a part thereof, is also changing. So, we can get a clear picture of the performance of Corporate Social Responsibility by Eastern Coalfields Limited has putting positive or negative impact on the Society and Corporate Social Responsibility Policies followed by Eastern Coalfield Limited proved to be effective or ineffective through Chi-square test.

Null Hypothesis 1: The performance of Corporate Social Responsibility by Eastern Coalfields Limited has putting positive impact on the Society.

Chi-Square test at 5% level of signature and at 8 degree of freedom = 15.507

Here calculated value = 5.167

So, calculated  $<$  tabulated value.

Hence the null hypothesis is accepted (The performance of Corporate Social Responsibility by Eastern Coalfields Limited has putting positive impact on the Society) implying thereby that the ranking have no group bias.

From the analysis of the above table 1 it reveals that 53% workers expressed their agreement/consent regarding the performance of Corporate Social Responsibility by Eastern Coalfields Limited has putting positive impact on the Society.

Null Hypothesis 2: Corporate Social Responsibility Policies followed by Eastern Coalfield Limited proved to be effective.

Chi-Square test at 5% level of significance and at 8 degree of freedom = 15.507

Here calculated value = 4.379

So, calculated value  $<$  tabulated value.

Hence our hypothesis is accepted (Corporate Social Responsibility Policies followed by Eastern Coalfield Limited proved to be effective) implying thereby that the rankings have no group bias.

From the table 2, it is clear that 53% workers were agree with Corporate Social Responsibility Policies followed by Eastern Coalfield Limited proved to be effective. They think that the Corporate Social Responsibility Policies followed by Eastern Coalfield Limited proved to be effective.

### **Conclusions**

Eastern Coalfields Limited was fighting hard to put CSR initiatives towards well-being of the environment and local community. The scenario of implementation of CSR initiatives of Eastern Coalfields Limited in recent years is highly encouraging and the efforts and expenditures made by Eastern Coalfields Limited on account of CSR are very much significant. It is also observed that sufficient monitoring needed for mitigating social and environmental

impacts of Eastern Coalfields Limited, but sincere compliance towards strong sustainable development through CSR is the demand of time.

### **Recommendations**

- 1) Eastern Coalfields Limited should think about eradicating child labour and hunger, poverty and malnutrition, promoting health care services and sanitation and availability of drinking water.
- 2) Eastern Coalfields Limited should take into consideration for promoting education facilities, including special education through hands on training and employment enhancing skills based especially among children, women, elderly, and differently abled and livelihood enhancement.
- 3) Eastern Coalfields Limited should take care of for promoting gender equality and women empowerment.
- 4) Eastern Coalfields Limited should take care of for ensuring environmental sustainability, ecological balance.
- 5) Eastern Coalfields Limited should take steps for protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art.
- 6) Eastern Coalfields Limited should take initiative to promote rural sports, nationally recognized sports, Paralympics sports and Olympic sports through proper training.
- 7) Eastern Coalfields Limited should contributions or funds provided to technology incubators located within academic institutions which are approved BY Government.
- 8) Eastern Coalfields Limited should take initiative for development of slum area.

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**Table 1**  
**Percentage distribution of workers, trade union officials and management relating to provision of the performance of Corporate Social Responsibility by Eastern Coalfields Limited has putting positive impact on the Society.**

Corporate Social Responsibility has putting positive impact on the Society	VHDA		HDA		MDA		LDA		Dis.		
		%		%		%		%		%	
Workers	112	16.0	126	18.0	133	19.0	210	30.0	119	17.0	700
Trade Union Official	18	12.0	18	12.0	36	24.0	54	36.0	24	16.0	150
Management	18	12.0	24	16.0	36	24.0	48	32.0	24	16.0	150
Total	148		168		205		312		167		1000

Source: Authors Compiled

**Table 2**  
**Percentage distribution of workers, trade union officials and management relating to Corporate Social Responsibility Policies followed by Eastern Coalfield Limited proved to be effective.**

Corporate Social Responsibility Policies followed by Eastern Coalfield Limited proved to be effective	VHDA		HAD		MDA		LDA		Dis.		
		%		%		%		%		%	
Workers	105	15.0	119	17.0	147	21.0	224	32.0	105	15.0	700
Trade Union Official	24	16.0	30	20.0	33	22.0	39	26.0	24	16.0	150
Management	18	12.0	21	14.0	27	18.0	57	38.0	27	18.0	150
Total	147		170		207		320		156		1000

Source: Authors Compiled

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### কথাবস্তুর কাঠামো (Structure Abstract)

**উদ্দেশ্য (purpose) :** নারী পুরুষ লিঙ্গসমতার কথা ভারতীয় সংবিধানের প্রস্তাবনাতেই উল্লেখ করা হয়েছে। এ ছাড়া মৌলিক অধিকার, মৌলিক কর্তব্য ও নির্দেশাত্মক নীতির মধ্যেও বিষয়টি রয়েছে। নারী ও পুরুষের সমতাভিত্তিক সমাজ ও রাষ্ট্র প্রতিষ্ঠা করতে গেলে সিদ্ধান্ত গ্রহণের পর্যায়ে নারীর অবস্থান থাকতে হবে। আর এই জন্য রাজনীতিতে নারীর অংশগ্রহণ অত্যন্ত প্রয়োজনীয় হবে যেন তারা জনপ্রতিনিধি হিসেবে সিদ্ধান্ত গ্রহণের ক্ষেত্রে গুরুত্বপূর্ণ ভূমিকা রাখতে

পারেন। আধুনিক যুগের রাজনীতিতে নারীদের প্রভাব কেমন রয়েছে এটা দেখানো এই গবেষণার নিবন্ধের মুখ্য উদ্দেশ্য।

**পদ্ধতি (Methodology):** বর্তমান সময়ে রাজনীতিতে নারীর অংশগ্রহণ কেমন রয়েছে এই বিষয়টির স্বরূপ উৎঘাটনের জন্য বিভিন্ন রিপোর্ট, পুস্তক, সংবাদপত্র প্রকাশিত বিভিন্ন খবর প্রবন্ধ থেকে তথ্য সংগ্রহ করা হয়েছে। প্রাচীন ভারত থেকে বর্তমান সময় পর্যন্ত ভারতীয় রাজনীতিতে নারীদের অংশগ্রহণের অবস্থান সম্পর্কে কিছু আলোচনার সঙ্গে যুক্ত করা হয়েছে সামগ্রিক।

**উপপদ (Finding):** লিঙ্গবৈষম্য ভারতের রাজনীতিতে এখনো বিদ্যমান রয়েছে। ভারতীয় রাজনীতিতে নারীদের আসন সংরক্ষিত থাকলেও সেই সংরক্ষিত আসনের বাইরে ভারতীয় নারীদের রাজনীতিতে অংশগ্রহণ খুব বেশি নয়। নারীর রাজনৈতিক ক্ষমতায়ন সত্যিকারে প্রতিফলন ঘটে সংসদের সাধারণ আসনে নারীর প্রতিনিধিত্ব মাধ্যমে। যে ক্ষেত্রে আমাদের অর্জন উল্লেখযোগ্যভাবে বাড়লেও এখনো গর্ব করার মতো পর্যায় পৌঁছায়নি।



**মূল শব্দগুচ্ছ (Keywords):** লিঙ্গসমতা, লিঙ্গবৈষম্য,  
জনপ্রতিনিধি, সমতা, রাজনীতি, রাজনৈতিক  
ক্ষমতায়ন, প্রতিনিধিত্ব।

## ভূমিকা (Introduction)

নারী ও পুরুষের সমতাভিত্তিক সমাজ ও রাষ্ট্র প্রতিষ্ঠা করতে গেলে সিদ্ধান্ত গ্রহণের পর্যায়ে নারীর অবস্থান থাকতে হবে। আর এ জন্য রাজনীতিতে নারীর অংশগ্রহণ বাড়াতে হবে, যেন তাঁরা জনপ্রতিনিধি হিসেবে সিদ্ধান্ত গ্রহণের ক্ষেত্রে গুরুত্বপূর্ণ ভূমিকা রাখতে পারে। যদিও বহু দিন ভারতের রাজনীতিতে নারী নেতৃত্ব চলছে, তার পরও সার্বিকভাবে রাজনীতিতে নারীর অংশগ্রহণ সুখকর নয়। সংরক্ষিত নারী আসনের বাইরে সাধারণ আসনে খুব কমসংখ্যক নারীকেই দলীয় মনোনয়ন দেওয়া হয়। রাজনীতি নারীর সামাজিক পদমর্যাদার উন্নয়নের একটি গুরুত্বপূর্ণ মাপকাঠি। রাজনীতিতে শহর অঞ্চলের মহিলারা অংশগ্রহণ করলেও গ্রাম অঞ্চলের মহিলারা রাজনীতি নিয়ে খুব একটা আলোচনা করে না গ্রামীণ মহিলারা সংসারের কাজকর্ম নিয়ে নিজেদের ব্যস্ত রাখেন। লোকসভায় 14% আসনে মহিলারা প্রতিনিধিত্ব করছে, ভারতবর্ষের মতো দেশে এই সংখ্যাটি মোটেই গর্বের নয়। বহু বছর ধরে আমাদের দেশের মহিলারা রাজনৈতিক ও সামাজিক দিক থেকে নিপীড়িত গ্রাম অঞ্চলে মহিলাদের রাজনীতিতে অংশগ্রহণ খুবই কম। যে নারীরা রাজনীতি করেন তাদের সমাজ যেন

ভালো চোখে দেখেনা রাজনীতি করা যেন একটা অপরাধ সমাজের কাছে। কিছু সংখ্যক নারী রাজনীতিতে অংশগ্রহণ করলেও পুরুষের সাথে কর্মসূচী সম্পাদনে বাধাপ্রাপ্ত হয়। এই জন্য গ্রাম অঞ্চলের নারীরা নিজেদের রাজনীতি থেকে দূরে সরিয়ে রাখে ফলে গ্রামীণ নারীরা নির্বাচনী লড়াইয়ে মহিলা প্রতিনিধিত্ব হারিয়ে ফেলে। সভ্যতার যে অগ্রগতি ও বিকাশ আমরা দেখতে পাচ্ছি তা নারীকে ছাড়া সম্ভব ছিল না। তাইতো আমাদের বিদ্রোহী কবি কাজী নজরুল ইসলাম বলেছেন।

“বিশ্বে যা কিছু -মহান্ সৃষ্টি, চির -কল্যানকর

আর্ধেক তার করিয়াছে নারি, অর্ধেক তার নর।

উপনিবেশিক ব্রিটিশ শাসনের বিরুদ্ধে আন্দোলনে অংশগ্রহণ করেছিল ভারতীয় নারীরা আন্দোলনে অংশগ্রহণকারী নারীদের রাজনীতি পরাধীন ভারতকে অন্ধকার থেকে আলোর আনতে সাহায্য করেছিল। জাতীয় কংগ্রেসের গান্ধীজীর নেতৃত্বে ভারতের সংঘটিত একটি নারীমূর্তির আবির্ভাব ঘটেছিল। কমিউনিস্টদের নেতৃত্বে অধিকার রক্ষার লড়াইয়ে মহিলারা গুরুত্বপূর্ণ ভূমিকা পালন করেছিল। উনিশ শতকের রাজনীতিতে নারীর আবির্ভাব ঘটেছিল সামাজিক আন্দোলনের মধ্য দিয়ে। বিংশ শতকের কুড়ির দশকে নারীর রাজনৈতিক সচেতনতা প্রকাশ পেয়েছিল গান্ধীর অহিংস আন্দোলনের মধ্য দিয়ে। গান্ধীজী ভারতীয় রাজনীতিতে মহিলাদের অংশগ্রহণ এর প্রয়োজনীয়তা বুঝতে পেরেছিলেন। গান্ধীজীর

চেয়েছিলেন' নারী-পুরুষ একত্রিতভাবে দেশের সার্বিক উন্নয়নের জন্য কাজ করবে। সরোজনী নাইডু ভারতের স্বাধীনতা আন্দোলনের এক অন্যতম নেত্রী। 1922 সালে গান্ধীজী সরোজনী নাইডু বলেছিলেন “I entrust the destiny of India to your hands” গান্ধীজী নাইডুর নেতৃত্বে কংগ্রেসের মধ্যে মহিলা শাখার দাবি জানিয়েছিলেন। এই দাবির ভিত্তিতে কমলাদেবী চট্টোপাধ্যায় এর উদ্যোগে 1927 খ্রিস্টাব্দে গড়ে উঠেছিল “All India women’s Conference” অসহযোগ ,আইন অমান্য ,ভারত ছাড়ো আন্দোলনে মহিলাদের অংশগ্রহণ এই আন্দোলন গুলিকে আরো শক্তিশালী করে তুলেছিল। গান্ধীজী বলেছিলেন “the part the women of India played will be written in words of gold “।

বাংলার তেভাগা আন্দোলনে মহিলারা অংশগ্রহণ করেছিল। মহিলার নিজেদের অধিকার আদায়ের জন্য তেভাগার তেলেঙ্গানা সংগ্রামে গুরুত্বপূর্ণ ভূমিকা রেখেছিল। স্বাধীনতার পরবর্তী সময়কালে চিপকো, নর্মদা বাঁচাও এর মতো বিভিন্ন পরিবেশ ও সামাজিক রাজনৈতিক আন্দোলনে গুরুত্বপূর্ণ ভূমিকা পালন করলেও সংসদীয় রাজনীতিতে অংশগ্রহণের ব্যাপারে এখনও পশ্চাৎপদতা রয়েছে। সংসদীয় রাজনীতিতে মহিলাদের অংশগ্রহণ কে সুনিশ্চিত করতে বিভিন্ন রাজনৈতিক দল এবং সরকার বেশকিছু পদক্ষেপ গ্রহণ করেছে, পঞ্চায়েত ব্যবস্থায় 50 শতাংশ মহিলা আসন

সংরক্ষণে মন্ত্রিসভায় অনুমোদনের মধ্য দিয়ে নারীর রাজনৈতিক ক্ষমতায়নে পথ প্রশস্ত হবে বলে আশা প্রকাশ করে।

গ্রামীণ রাজনীতির অংশ, গ্রাম পঞ্চায়েত, পঞ্চায়েত সমিতি ও জেলা পরিষদ।রাজ্য সরকারের ক্ষমতার কেন্দ্রবিন্দুতে পরিণত হওয়ায় রাজ্য সরকারের গ্রামোন্নয়ন সংক্রান্ত সব কর্মসূচির সঙ্গেই পঞ্চায়েত প্রত্যক্ষ বা পরোক্ষ ভাবে জড়িত। গ্রাম পঞ্চায়েত গঠিত হয় দু-ধরনের সদস্য নিয়ে – নির্বাচিত ও পদাধিকার বলে সদস্য। গ্রাম পঞ্চায়েতের সদস্যসংখ্যা ন্যূনতম পাঁচ ও সর্বাধিক 30। গ্রাম পঞ্চায়েতে তফশিলি জাতি, উপজাতি ও মহিলাদের জন্য আসন সংরক্ষিত থাকে। তাছাড়া তফশিলি জাতি ও উপজাতির জন্য সংরক্ষিত আসনের 1/3ভাগ আসন তফশিলি জাতি ও উপজাতির মহিলাদের জন্য এবং সর্বমোট আসনের 1/3ভাগ মহিলাদের জন্য সংরক্ষিত থাকবে। প্রসঙ্গত উল্লেখ্য, অসংরক্ষিত আসনগুলিতেও তফশিলি জাতি, উপজাতি ও মহিলারা প্রতিদ্বন্দ্বিতা করতে পারবেন। কিন্তু বাস্তবে দেখা যায় সংরক্ষিত আসনের বাইরে গ্রামীণ রাজনীতিতে মহিলাদের অংশগ্রহণ তেমন নেই। রাজনৈতিক, সামাজিক তথা মহিলারা যেন গুরুত্বপূর্ণ ভূমিকা পালন করতে পারে এই জন্য স্থানীয় প্রশাসনকে রাজনৈতিক সচেতনতা বৃদ্ধি করা,নির্বাচনে প্রতিদ্বন্দ্বিতা করার সুযোগ দেওয়া,এবং পঞ্চায়েতের সর্বস্তরে,বিধানসভা,লোকসভায় মহিলাদের প্রতিনিধিত্ব কে সুনিশ্চিত করা।

## গ্রন্থ পর্যালোচনা (Literature review)

ভারতের নারীদের রাজনৈতিক অবস্থান, ও নারীদের সামাজিক অবস্থান, ইত্যাদি বিষয়ে রচিত গ্রন্থের মধ্যে দিয়ে নির্বাচিত কয়েকটি গ্রন্থের নিম্নে আলোচনা করা হল -

The changing status of woman in West Bengal (1970-2000) যশোধরা বাকচি সম্পাদিত এই গ্রন্থে পশ্চিমবাংলার বিগত 30 বছরের মহিলাদের অবস্থান কেমন তা পরিসংখ্যানগত ভাবে দেখানো হয়েছে।! Towards Equality র প্রতিবেদনের পরিপ্রেক্ষিতে পশ্চিমবাংলার মহিলাদের বিভিন্ন ক্ষেত্রে তার অবস্থান চিত্রটি কে তুলে ধরার চেষ্টা করা হয়েছে। গ্রন্থটিতে পশ্চিমবাংলা জনসংখ্যা বৃদ্ধির হার, ভারতের নারী পুরুষের জনসংখ্যা তুলনা জন্মহার শিশু মৃত্যুর হার, বৈবাহিক অবস্থা সামাজিক নারীর অবস্থান ইত্যাদি বিষয়ে পরিসংখ্যান উল্লেখ করা হয়েছে।

রাজশ্রী বসুর নারীবাদ (2012) গ্রন্থে নারী বাদের উদ্ভব প্রেক্ষাপট ও দার্শনিক ভিত্তিতে বিভিন্ন তরঙ্গ দ্বারা এবং ভারতীয় নারীবাদ এর প্রসার প্রভৃতি ব্যাখ্যা বিশ্লেষণ করা হয়েছে। গ্রন্থটি থেকে বোঝা যায় নারীবাদ কেবলমাত্র নারী বৈষম্য কে কেন্দ্র করে একটি আন্দোলন ও বৈদিক চর্চা নয়। পরবর্তীতে এটি একটি সুসংহত চিন্তা-দর্শন বা মতাদর্শ। বিশেষ করে ইংল্যান্ড, ফ্রান্স, মার্কিন যুক্তরাষ্ট্রের অষ্টাদশ শতকের শেষ থেকে বিভিন্ন চিন্তাবিদদের লেখার মধ্য দিয়ে এবং বিভিন্ন আন্দোলনের মধ্য দিয়ে গড়ে

উঠেছে। গ্রন্থটিতে নারীর রাজনৈতিক অধিকার সামাজিক অধিকারের দিক গুলি ও ব্যাখ্যা করা হয়েছে। গ্রন্থটিতে বিপরীত বিভিন্ন ধারা যেমন উদারপন্থী, মার্কসীয়, সমাজতান্ত্রিক, বৈপ্লবিক, পরিবেশবাদী, উত্তর-ঔপনিবেশিক, উত্তরাধুনিক প্রভৃতি। এবং নারীবাদ এর প্রথম, দ্বিতীয়, তৃতীয়, চতুর্থ তরঙ্গের ব্যাখ্যা ও বিশ্লেষণ করেছেন।

সত্যব্রত চক্রবর্তী সম্পাদিত Political Sociology (2005) বইটিতে রাজনৈতিক অংশগ্রহণ বিষয়ে আলোচনা করা হয়েছে। রাজনৈতিক অংশগ্রহণের বিভিন্ন ধরন নিয়ে আলোচনা করা হয়েছে, নির্বাচন পদ্ধতির বিচার বিশ্লেষণ করা হয়েছে। কারা রাজনীতিতে অংশগ্রহণ করে এবং কেন করে তাও ব্যাখ্যা করা হয়েছে। শিক্ষা, পেশা, সামাজিক লিঙ্গ ব্যবস্থার প্রতি সন্তুষ্ট বা হতাশা ব্যক্তির ভবিষ্যৎ না থাকায় দৈনন্দিন জীবনের সংগ্রামে, অন্যদিকে মানবী ক্রিয়াকর্মের সংক্ষেপ উল্লেখ করা হয়েছে। ‘জেভার’ ও রাজনীতি নিয়ে গভীরভাবে আলোচনা করেছেন। নারী আন্দোলনের রাজনৈতিক বিশ্লেষণ করার চেষ্টা করেছেন। মহিলাদের রাজনীতির বিষয়ে আলোচনা ওপর বিচার বিশ্লেষণ করেছেন।

### **পূর্বোক্ত আলোচনার সীমাবদ্ধতা (Gap in Existing Literature)**

পূর্ববর্তী লেখকগণ মহিলাদের সামাজিক অবস্থান ও রাজনৈতিক অবস্থান নিয়ে আলোচনা করেছেন কিন্তু এর বাইরে আরও কিছু দিক নিয়ে

গবেষণার অবকাশ রয়ে গেছে। বিশ্লেষণের মাধ্যমে নিম্নে সেই দিকগুলো আলোচনা করা হলো।

- 1) গবেষণার স্বার্থে বেশকিছু পুস্তক জার্নাল গবেষণাপত্র মহিলাদের রাজনৈতিক অংশগ্রহণ ও ক্ষমতায়ন নিয়ে অনেক লেখালেখি হয়েছে। মহিলাদের রাজনীতিতে অংশগ্রহণ নিয়েও অনেক গবেষণা করা হয়েছে। কিন্তু মহিলাদের রাজনীতিতে অংশগ্রহণ কম হওয়ার কারণ কী তা নিয়ে পূর্বোক্ত লেখকগণের আলোচনায় প্রাধান্য পায়নি।
- 2) মহিলাদের রাজনৈতিক মুখী করে তোলার জন্য কি কি পদক্ষেপ নেওয়া উচিত সরকারিভাবে তা পূর্বোক্ত গবেষণায় আলোচনায় করা হয়নি।
- 3) মহিলাদের রাজনীতিতে অংশগ্রহণে গুরুত্বপূর্ণ ভূমিকা রাখে মহিলা সমিতি গুলি। পূর্বোক্ত গবেষণায় মহিলা সমিতির কথা আলোচনা করা হয়নি।

### গবেষণার উদ্দেশ্য (Objectives of the Study)

গবেষণার প্রধান উদ্দেশ্য গুলি হল -

- 1) রাজনীতিতে মহিলাদের অংশগ্রহণ এর মান এত কম কেন তা যাচাই করা।
- 2) মহিলাদের রাজনীতিতে অংশগ্রহণের ক্ষেত্রে, মহিলা সমিতি গুলি কি সক্রিয় ভূমিকা পালন করছে তা যাচাই করা।

- 3) বিভিন্ন কমিটিতে মহিলা সদস্য নিয়োগের ক্ষেত্রে পুরুষতন্ত্রের কোন প্রভাব থাকে কিনা তা জানা।
- 4) রাজনৈতিক দলগুলোতে মহিলারা স্বাধীনভাবে কার্য সম্পন্ন করার সম্পূর্ণ স্বাধীন অধিকার দেওয়া।
- 5) 73 তম সংবিধান সংশোধনীর পরিপ্রেক্ষিতে পঞ্চায়েতের এক-তৃতীয়াংশ, আসন মহিলাদের জন্য সংরক্ষণের ব্যবস্থা আছে। সাময়িকভাবে গ্রামীণ মহিলারা স্থানীয় রাজনীতিতে সংরক্ষন আসনে কেন অংশগ্রহণ করছে না তার কারণ ক্ষতিয়ে দেখা।
- 6) সমাজের সকল শ্রেণীর নারীর মত প্রকাশের, দৃষ্টিভঙ্গি প্রকাশ এর পথে সকল বাধা অপসারণ করে সমাজে অর্জনের লক্ষ্যে রাজনৈতিক প্রক্রিয়ার সংস্কার সহজ-সরল করণ।
- 7) নারীদের সামাজিক ও রাজনৈতিক সাম্য নিশ্চিত করা।
- 8) রাজনীতিতে ও জনজীবনে নারীর প্রতি বৈষম্য দূরীকরণ
- 9) ভোটাধিকার ও সহকারী কর্তৃত্বও কর্মক্ষেত্র প্রতিষ্ঠা বা পরিচালনার অধিকার নিশ্চিত করা।

### পদ্ধতি (Methodology)

মহিলাদের রাজনীতিতে অংশগ্রহণ এই গবেষণাটি পরিচালিত হয়েছে বিভিন্ন পত্র -পত্রিকা, পুস্তক -পুস্তিকা, জার্নাল, ইন্টারনেট থেকে তথ্য পর্যালোচনা মাধ্যমে। গবেষণাটি করতে কোয়ালিটেটিভ মেথড ব্যবহার করা হয়েছে। এই গবেষণাটি আধুনিক সমাজ বিজ্ঞানের ভাষায় 'Qualitative



research' এবং এই গবেষণার প্রকৃতি হল বিশ্লেষণমূলক। এই গবেষণাটি সুষ্ঠুভাবে পরিচালনা করার জন্য কতগুলি ধাপে ভাগ করা হয়েছে। কাঠামো,ভূমিকা,গ্রন্থ পর্যালোচনা, পূর্বোক্ত আলোচনা সীমাবদ্ধতা,গবেষণারউদ্দেশ্য,পদ্ধতি,তথ্য সংগ্রহ,আলোচনা,উপসংহার,সুপারিশ,গ্রন্থাঙ্কন ইত্যাদি।

### তথ্য সংগ্রহ (Data Collection)

বিভিন্ন পুস্তক থেকে, বিভিন্ন রিপোর্ট, বিভিন্ন সংবাদ পত্রিকা থেকে,বিভিন্ন জার্নাল, ইন্টারনেট থেকে তথ্য সংগ্রহ করা হয়েছে।

### আলোচনা (Discussion)

একটি দেশের মহিলারা কতটা সামাজিক ও রাজনৈতিক মর্যাদা পেয়ে থাকেন তা দিয়েই সেই দেশের মহত্ব বিচার করা হয়।

যেদিন ভারত গণতন্ত্র হয়ে উঠেছিল সেদিন থেকেই পুরুষদের সঙ্গে দেশের মহিলারাও সমান ভোটাধিকার লাভ করেছিল। পুরুষদের সঙ্গে মহিলাদের সমান ভোটাধিকার নিশ্চিত করতে যুক্তরাষ্ট্রের কিন্তু 144 বছর লেগেছিল এবং ইউনাইটেড কিংডমের 100 বছর লেগেছিল।দুর্ভাগ্যবশত, ভারতবর্ষে নারী-পুরুষের সমান ভোটাধিকার কিন্তু মহিলাদের আরও বেশি করে রাজনৈতিক ময়দানে অংশগ্রহণ করা নিশ্চিত করতে পারেনি।স্বাধীনত 74 বছর পরেও এখনও দেশের মহিলাদের সামাজিক,

অর্থনৈতিক ও রাজনৈতিক উন্নয়নের পথে প্রভূত বাধা রয়েছে। সাংস্কৃতিক অন্তরায়, কঠোর সামাজিক নিয়ম, শিক্ষাগত যোগ্যতার অভাব, নিরাপত্তাজনিত কারণগুলো ও সর্বপরি পিতৃতান্ত্রিক সমাজের ফলে মহিলারা এখনও ঘরে-বাইরে পুরুষদের হাতে লাঞ্চিত হয়ে থাকে। মা, স্ত্রী, বোন কিংবা গৃহবধূ - এই ভূমিকাগুলোর বাইরে বেরিয়ে রাজনীতিতে আসতে গেলে তাদের আজও বেশ কাঠখড় পোহাতে হয়। আমাদের এই পুরুষতান্ত্রিক সমাজে নারী রাজনীতি করবে তা মেনে নিতে পারে না। ভারতবর্ষের নারীরা উচ্চশিক্ষায় শিক্ষিত হচ্ছে, কর্ম করছে, কর্মের সন্ধান করছে, খেলাধুলায় অংশগ্রহণ করছে, কিন্তু স্বাধীনতার এত বছর পরেও নারীদের রাজনীতিতে অংশগ্রহণ নিয়ে ভারতবর্ষের যেন এখনও গর্ব করার মতো জায়গায় পৌঁছাতে পারেনি।

অথচ পরাধীন ভারতের ঔপনিবেশিক ব্রিটিশ শাসনের বিরুদ্ধে আন্দোলনে অংশগ্রহণ নারীদের রাজনীতিতে পাদপ্রদীপের আলোয় আনতে সাহায্য করেছিল। গান্ধীজীর নেতৃত্বে ভারতের জাতীয় কংগ্রেসের মধ্য দিয়ে রাজনীতিতে সংঘটিত নারীমূর্তির আবির্ভাব ঘটেছিল। তেভাগা, তেলেঙ্গানা সংগ্রামে কৃষিজীবী সম্প্রদায়ের মহিলারা নিজেদের অধিকার আদায়ের জন্য লড়াই করেছিলেন। স্বাধীনতার পরবর্তী কালে রাজনৈতিক আন্দোলন ও সামাজিক আন্দোলনের সাথে যুক্ত ছিল নারীরা এর মধ্যে উল্লেখযোগ্য আন্দোলন গুলি হল চিপকো আন্দোলন, নর্মদা বাঁচাও আন্দোলন

ইত্যাদি। ভারতের রাজনৈতিক অঙ্গনে মহিলাদের আবির্ভাব ঘটেছিল সামাজিক কল্যাণ ও বিপ্লববাদী আন্দোলনের মধ্য দিয়ে। এর মধ্যে কিছু উল্লেখযোগ্য নারী হলেন মাতা তপস্বিনী, সরলা দেবী, কামা, সরোজনী নাইডু, এনারা ছিলেন স্বাধীনতা আন্দোলনের অন্যতম নেত্রী। এবং প্রীতিলতা ওয়াদেদার যিনি ব্রিটিশবিরোধী স্বাধীনতা আন্দোলনের অন্যতম নারী মুক্তিযোদ্ধা ও প্রথম বিপ্লবী মহিলা শহীদ ব্যক্তিত্ব। উনিশ শতক থেকে বিংশ শতকে নারীর রাজনৈতিক আন্দোলনের সাথে যুক্ত ছিলেন। যে দেশের উপনিবেশিক শাসন থেকে স্বাধীনতা আন্দোলন এত নারী অংশগ্রহণ করেছে। বর্তমানে আধুনিক ভারত রাজনীতিতে নারীর অংশগ্রহণ গর্ব করার মতো পর্যায়ে পৌঁছায় নি এখনও।

রাজনৈতিক অংশগ্রহণ ও ক্ষমতায়নে মহিলা সমিতি গুলি গুরুত্বপূর্ণ ভূমিকা পালন করে। মহিলা সমিতি গুলি মেয়েদের অর্থনৈতিক স্বাধীনতার অধিকার এর জন্য লড়াই করে, নারী নির্যাতনের বিরুদ্ধে আন্দোলন করে। মহিলা সমিতির মাধ্যমে পুরাতন কুসংস্কার, কু-প্রথার বিরুদ্ধে আন্দোলন করে। মহিলা সমিতি গুলি বিভিন্ন জেলাতে, গ্রামে ও শহরে অঞ্চলে রাজনৈতিক কার্যক্রমে অংশগ্রহণ করতে মহিলাদের উৎসাহ প্রদান করে থাকে। একসময় মহিলা সমিতি থেকে মহিলারা দলে দলে রাজনীতিতে অংশগ্রহণ করেন। আবার পুরুষতান্ত্রিক বেড়া জাল থেকে বেরিয়ে আসতে সক্রিয় ভূমিকা পালন করে মহিলা সমিতি। তবে গ্রাম

অঞ্চলের মহিলা সমিতির সদস্য এখনো তুলনামূলক অনেক কম সংখ্যায় রয়েছে গ্রামীণ রাজনীতিতে সেভাবে সক্রিয় ভূমিকা পালন করতে পারছে না। গ্রামীণ অঞ্চলে মহিলা সমিতির সক্রিয় ভূমিকা পালন করতে হবে তবে তবে গ্রামীণ রাজনীতিতে মহিলাদের অংশগ্রহণ আরো সক্রিয় ভূমিকা পালন করবে। তবে এক্ষেত্রে সরকারের সহযোগিতা একান্ত কাম্য। মহিলাদের রাজনীতিতে বাড়ানোর জন্য মহিলা সমিতির ভূমিকায় যথেষ্ট নয়। প্রশাসনকে সক্রিয় ভূমিকা পালন করতে হবে। স্থানীয় প্রশাসনকে আরও সক্রিয় হয়ে উঠতে হবে। রাজনৈতিক দলগুলিকে এক-তৃতীয়াংশ মহিলা সদস্যের অংশগ্রহণ করাতে হবে।

ভারতের পার্লামেন্টে এক-তৃতীয়াংশ আসন নারীদের জন্য সংরক্ষিত করার জন্য চিন্তাভাবনা চলছে গত পঁচিশ বছরেরও বেশি সময় ধরে। বছর দশেক আগে এই লক্ষ্যে একটি বিল রাজ্যসভাতেও পাস হয়েছিল - কিন্তু লোকসভায় পেশ না-করায় তা নিজের থেকেই খারিজ হয়ে গেছে। প্রায় সব রাজনৈতিক দলই মুখে অন্তত এই বিলকে সমর্থন জানায়, কিন্তু নির্বাচনে প্রার্থী দেওয়ার সময় তাদের মহিলা প্রার্থীর সংখ্যা থাকে হাতেগোনা পঞ্চায়েতের রাজনীতিতে নারীর ক্ষমতায়নে সর্বভারতীয় কেন্দ্রীয় পঞ্চায়েত মন্ত্রকের রিপোর্ট অনুযায়ী। পঞ্চায়েত স্তরে মহিলাদের প্রতিনিধিত্বের নিরিখে পশ্চিমবঙ্গের থেকে এগিয়ে ঝাড়খণ্ড , রাজস্থান , উত্তরাখণ্ড , কর্ণাটক , কেরালা বা অসমের মতো রাজ্য। কেন্দ্রীয় পরিসংখ্যান অনুযায়ী , পশ্চিমবঙ্গের অবস্থান 12 নম্বরে। এগিয়ে সিকিমও। পঞ্চায়েত মন্ত্রকের হিসেব অনুযায়ী , পঞ্চায়েতে মহিলাদের সর্বভারতীয়

হার 45.99 %। ঝাড়খণ্ড 59.18% রাজস্থান 58.29% উত্তরাখণ্ড 57.83% ছত্তিশগড় 55.14% কর্ণাটক 53.40% কেরালা 51.85% বিহার 51.68% হিমাচল 50.11% মধ্যপ্রদেশ 50% অসম 50% অন্ধ্র 50% সিকিম 49.95% মহারাষ্ট্র 49.93% পশ্চিমবঙ্গ 49.98% প্রতিনিধিত্বেহার। ভারতে মোট 3 হাজার 974 জন বিধায়কদের মধ্যে সারা দেশে মহিলা বিধায়কদের সংখ্যা মাত্র 352। সংখ্যাটা মাত্র 9 শতাংশ।

১৯৫২-এর প্রথম লোকসভায় ৫ শতাংশ মহিলা সদস্য ছিলেন (৪৮৯টি আসনের মধ্যে ২৪ জন মহিলা)। ১৯৫৭ লোকসভায় ৪.৪৫%, ১৯৬২ লোকসভায় ৬.২৮%, ১৯৬৭ লোকসভায় ৫.৫৮%, ১৯৭১ লোকসভায় ৫.৪১%, ১৯৭৭ লোকসভায় ৩.৫১%, ১৯৮০ লোকসভায় ৫.২৯%, ১৯৮৪ লোকসভায় ৭.৯৫%, ১৯৮৯ লোকসভায় ৫.৪৮%, ১৯৯১ লোকসভায় ৭.৩০%, ১৯৯৬ লোকসভায় ৭.৩৭%, ১৯৯৮ লোকসভায় ৭.৯২%, ১৯৯৯ লোকসভায় ৯.০২%, ২০০৪ লোকসভায় ৮.২৯%, ২০০৯ লোকসভায় ১০.৮৭%, ২০১৪ লোকসভায় ১২.১৫%, ২০১৬ লোকসভায় ১৪%। ১৭ তম লোকসভায় এবার সবচেয়ে বেশি সংখ্যক মহিলা সাংসদ। সংসদের 543টি আসনের মধ্যে এবার 78 জন মহিলা নির্বাচিত হয়েছেন। মোট সাংসদের 14 শতাংশ মহিলা। স্বাধীন ভারতের ইতিহাসে এই প্রথম এত সংখ্যক মহিলা সাংসদ পেয়েছে দেশ। তবে সংখ্যাটা ভারতের নিরিখে সর্বোচ্চ হলেও খুব একটা গর্ব করার মতো নয়। সারা বিশ্বে গড়ে 24 শতাংশ মহিলা সাংসদ থাকেন। এমন কী দক্ষিণ এশিয়ায় মহিলা সাংসদের পরিমাণ গড়ে 18 শতাংশ। 17তম লোকসভায় রাজ্যে থেকে নির্বাচিত হওয়া মহিলা সাংসদের সংখ্যা। উত্তরপ্রদেশ সবচেয়ে বেশি, 11।

সে রাজ্যে অবশ্য লোকসভা কেন্দ্রের সংখ্যাও অন্য রাজ্যের তুলনায় অপেক্ষাকৃত বেশি। পশ্চিমবঙ্গেও নির্বাচিত হওয়া মহিলা সাংসদের সংখ্যা 11। এ বার 41 শতাংশ মহিলা প্রার্থী দিয়েছিলেন নির্বাচনে রাজ্য সরকার। 17 জন মহিলা প্রার্থীর মধ্যে 9 জন জয়ী হয়েছেন। ওড়িশায় মুখ্যমন্ত্রী নবিন পট্টনায়ক এবছর ৩৩ শতাংশ মহিলা প্রার্থী দিয়েছিলেন বিজেডি থেকে। 21 টির মধ্যে 7 টি আসনেই মহিলা প্রার্থী ছিল। এদের মধ্যে 5 জন মহিলা প্রার্থী জয়ী হয়েছেন। বিজেপি থেকে আরও দু'জন মহিলা প্রার্থী মিলিয়ে সংখ্যাটা 9। হরিয়ানা। সে রাজ্যে 11 জন মহিলা প্রার্থীর মধ্যে মাত্র 1 জন জয়ী হয়েছেন। কেরালা থেকে নির্বাচিত হওয়া মহিলা সাংসদের সংখ্যাটা আদৌ আশাপ্রদ নয়। মাত্র 1 জন মহিলা সাংসদ নির্বাচিত হয়েছে সে রাজ্য থেকে। সংসদে মহিলা সদস্যের প্রতিনিধিত্বের নিরিখে প্রথম বিশ্বের দেশগুলোর কথা না হয় নাই বা তোলা হল, কিউবা, রায়াভা, বলিভিয়া, আফগানিস্তান, পাকিস্তান, বাংলাদেশ এবং নেপালের থেকেও অনেক পিছিয়ে ভারত। লোকসভায় 33 শতাংশ আসন মহিলাদের জন্য সংরক্ষিত হওয়ার পরেও কোন সরকারের কোনও জমানাতেই এক সাংসদের তৃতীয়াংশ মহিলা সদস্য হয়নি এখনও।

গণতান্ত্রিক কাঠামোর মধ্যে থেকে আমাদের আইন, উন্নয়নের নীতি, পরিকল্পনা এবং কর্মসূচি বিভিন্ন ক্ষেত্রে মেয়েদের অগ্রগতির অভিমুখে কাজ করেছে। পঞ্চম পঞ্চবার্ষিকী পরিকল্পনার সময় থেকে (1974-1978) মেয়েদের ব্যাপারে দৃষ্টিভঙ্গির একটা বিরাট পরিবর্তন এসেছে। এই পর্বে কল্যাণের চেয়ে নারীর উন্নয়নের প্রশ্নটিতে বেশি জোর দেওয়া হয়েছে। বর্তমানে ক্ষমতায়নের প্রশ্নটিই নারীর অবস্থান বিচারে কেন্দ্রীয় বিচার্য

বিষয়। 1990 সালে সংসদীয় আইনের মাধ্যমে জাতীয় মহিলা কমিশন গঠন করা হয় যার উদ্দেশ্য মেয়েদের অধিকার ও আইনি সুরক্ষার ব্যবস্থা করা। সংবিধানের 73 এবং 74নম্বর সংশোধনীর (1993) মাধ্যমে মেয়েদের জন্য পঞ্চায়েত, পৌরসভা ও স্থানীয় প্রশাসনে আসন সংখ্যা সংরক্ষিত করা হয়েছে। এর মাধ্যমে স্থানীয় স্তরে সিদ্ধান্ত নেওয়ার ক্ষেত্রে মেয়েদের ভূমিকা অনেকটাই দৃঢ় ভিত্তির উপর প্রতিষ্ঠিত হয়েছে। তবে সম্পূর্ণভাবে দৃঢ় এখনো পর্যন্ত হয়নি। শাসন ব্যবস্থায় মহিলাদের রাজনৈতিক যোগ্যতা সম্পর্কে যে সমস্যাগুলো রয়েছে তা আছে গ্রাম পঞ্চায়েত স্তরে, গ্রামীণ মহিলাদের রাজনীতিতে অংশগ্রহণ না করার প্রধান সমস্যা হলো অশিক্ষা এবং অনভিজ্ঞপ্রসূত সমস্যা। ভারতবর্ষের ইতিহাসের নারীত্ব শব্দটি সতীত্ব প্রতিব্রতা সঙ্গে মিশে গেছে। সমাজের এই ধরনের শব্দ গুলির জন্য যেন নারীরা ঘরে বন্ধ হয়ে থাকছে। নারী ঘরের বাইরে বেরিয়ে এসে রাজনীতিতে অংশগ্রহণ না করলে পথে বাধা হয়ে দাঁড়াবে। দেশের সার্বিক উন্নয়নের জন্য নারীকে রাজনীতিতে অংশগ্রহণ করতেই হবে। এইজন্যই কেন্দ্র ও রাজ্য ও স্থানীয় প্রশাসনিক সরকারকে সুদৃঢ় ও পরিকল্পনা করতে হবে। যাতে করে নারী রাজনীতিতে অংশগ্রহণ সহজাত হয়।

### উপসংহার (Conclusion)

কী উদ্দেশ্য নিয়ে গবেষণাটি করা হয়েছে তা ব্যাখ্যা করা হয়েছে আগে। মূলকথা হলো ভারতীয় রাজনীতিতে নারীদের স্বাধীনতা আন্দোলন থেকে ব্রিটিশ বিরোধী সব আন্দোলনে নারীদের অংশগ্রহণ করেছিল ভারতীয় নারীদের স্বাধীনতা দিন থেকে ভোট দেওয়ার ক্ষমতা

পেয়েছে। তবে আধুনিক ভারতীয় নারীরা রাজনীতিতে খুব একটা অংশগ্রহণ করছে না ভারতের সমাজে বৈষম্য কারণে, আবার সমাজের অনেক মানুষই নারীদের রাজনীতি থেকে দূরে রাখতে চাই। লিঙ্গ বৈষম্য ভারতের রাজনীতিতে অনেক বড় সমস্যা। তবে নারীরা রাজনীতিতে অংশগ্রহণ করছে বটে ভারতের মতো বিশাল দেশে সাংসদ নারীর সংখ্যা সর্বভারতীয় স্তরে 14% যেটা কখনোই গর্বের নয়। একটি দেশের সার্বিক উন্নয়ন তখনই সম্ভব যখন ক্ষমতায়নের দিক থেকে নারী পুরুষ সমান সমান হয়। রাজনীতিতে নারীর অংশগ্রহণ না বাড়ালে দেশের সার্বিক উন্নয়ন কখনোই সম্ভব হবে না।

### সুপারিশ (Recommendation)

- 1) নারীরা যাতে তাঁদের পূর্ণ ক্ষমতা বুঝতে পারে। সে দিকে তাকিয়ে তাঁদের উন্নয়নে সদর্থক অর্থনৈতিক ও সামাজিক নীতি নিতে হবে।
- 2) দেশের সামাজিক, রাজনৈতিক জীবনে সিদ্ধান্ত নেওয়া ও অংশগ্রহণের ক্ষেত্রে যাতে নারীরা সমান সুযোগ পান তার ব্যবস্থা করা।
- 3) নারীদের প্রতি সব রকমের সামাজিক বৈষম্য দূর করার জন্য আইনি ব্যবস্থাকে জোরদার করা।
- 4) নারী ও পুরুষদের সমান তালে রাজনীতি অংশগ্রহণের মাধ্যমে সামাজিক দৃষ্টিভঙ্গি বদলানো।
- 5) নাগরিক সমাজ, বিশেষ করে নারী সংগঠনগুলির সঙ্গে যোগাযোগ গড়ে তোলা ও তা সুদৃঢ় করা।



- 6) সমস্ত ক্ষেত্রে প্রকৃত ও বিধিসম্মত ভাবে নারীরা যাতে পুরুষদের সঙ্গে সমান মানবাধিকার ও মৌলিক স্বাধীনতা ভোগ করেন তার ব্যবস্থা করা।
- 7) গ্রামীণ নারীদের গ্রামীণ অঞ্চলে নারীদের রাজনীতিতে অংশগ্রহণ বাড়াতে ও উন্নয়নের জন্য বৈষম্য দূরীকরণ।

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## Aims and Objectives of the Journal

**RAY: International Journal of Multidisciplinary Studies (ISSN 2456-3064)**

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It's a blind, peer reviewed, international level, refereed, Indexed (DRJI), Multidisciplinary Journal published by Chakdaha College biannually (April & October). The Journal invites Paper for its 12<sup>th</sup> issue expected to be published on October 2021. The contributors are requested to send their write-up basically on empirical/experimental works that have significant contribution towards developing theoretical and practical knowledge in multiple disciplines like Physical Science, Biological Science, Social Science, Behavioural Science, Engineering Science, Medical Science, Library & Information Science, Business Studies, Humanities, and Literature etc. Submission of article in this journal is a continuous process. *There is no publication or processing charges.*

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