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Abstract

Ethics means moral, judgements about what is right and what is wrong. Beside economic responsibility to earn return for its shareholders there is one more responsibility towards stakeholders such as employees, customer, supplier, local communities, state government, international organisation etc. Developing countries can be damaged by poor business Ethics. Sustainability is not just important for people and the planet but also is vital for business success. CSR often represents the policies, practices, and initiatives a company commits to in order to govern themselves with honesty and transparency. Due to increase consumer awareness, customers focus on CSR while choosing where to shop, CSR a big factor in where today top talent chosen to work .The next generation of employees are seeking out employers that are focused on the triple bottom line - people, planet and revenue.

Introduction

Ethics and CSR has become the buzzword in the corporate world because of globalization and communication explosion.

Business ethics refer to the code of conduct i.e set of principles and expectations while dealing with others. Business ethics refer to the sets of morals rules and principles to protect the interest of shareholders. Business must balance between the desires to maximize profits against the need of stakeholders. In today world of scams, frauds, corruption due to cut - throat competition, it is essential for new entrants to ensure that one adhere to the basic ethical standard.

Corporate social responsibility (CSR) is a commitment to do more than just serve the need and expectations of customers and shareholders .CSR means business must be conduct in such a way that it will benefit both the society and the environment.

Example :- In our country where awareness is low , Bhopal gas tragedy and then gas leakage in a chemical factory at Delhi were eye opener to the public to understand its stake in the business that is carried on by national and multinational companies. Other case of Satyam computers scandal also create need to understand the importance of CSR. Satyam scema is about corporate governance and fraudulent auditing practices allegedly in connivance with auditor and chartered accountants. The company misrepresented it's accounts both to its boards, stock exchange, regulators, investors and all other stakeholders.

Review of Literature

In this we examine the future of Corporate Social Responsibility or the relationship between business and society in long run. We tried to find out that whether the organization and society will come closer to each other in future or not and what will be the changing phase of CSR. With the help of history or past trend of CSR, Caroll model analysis and in global context, we found three emerging alternatives of CSR i.e. conception of responsibility, global corporate citizenship, stakeholder management practices -Windsor (2001).

The importance of CSR as a strategy of enhancing reputation of companies and the study indicated that firms selling convincing goods which comes under the umbrella of CSR activities, leads to consumer loyalty and increased revenue Mc. William & S.Seigal (2010).An article published at knowledge @ Wharton on 23 may 2012, recommended that according to changing generation CSR importance are also changing. The researcher said that the next generation of business will give undue importance to the CSR activities while past researchers like Milton Friedman referred CSR as window dressing for businesses. Further, in this article, with the help of several examples it has discussed that companies engaged in CSR are more profitable in terms of money, human capital and other sources. Some companies and researchers termed CSR as cost saver while some taken it as reputation building activities. Lastly, it was concluded that CSR is beneficial for the society as well as business.

The economic Times (2012), news highlighted the views of former president Dr. APJ Abdul Kalam in a CSR award function organized by industry body Assocham. Kalam said that companies should devote some part of its goal to corporate services. It should make mandatory for all the companies to spend a percentage of its profit on corporate social responsibility. Kalam also discussed about the proposed bill on corporate spending on CSR. They assumed greater importance of CSR in building the lives of the country citizens.

An article published in The Economic Times named as 'CSR: A cloak for crooks' 21 Oct. 2012 explored that

there are so many companies which have engaged in Corporate Social Responsibility yet they are suffering from financial crisis, fraud and other unsocial causes. In this paper an example has been taken about the company Satyam Computer Services. The company has won several awards in the area of CSR which includes rural community's commitment and services like healthcare, education and water.

Objective

- To explain the increasing role of Ethics and CSR.
- To show the present state of companies following CSR in India and world.

Research Methodology

The data shown in this paper is collected by secondary source from the NGOBOX. pdf on India CSR outlook report 201

Important of CSR

Attracting and retaining talent, talented people will invest their energy and talent only in organization with high ethical values and beliefs. CSR is a big factor which today top talent consider while choosing where to work.

Investor loyalty, investors are concerned about ethics, social responsibility and reputation of the company in which they invest. So ethics and CSR help to attract large investment.

Customer satisfaction, due to increased awareness about social issue, consumer give importance to ethics and CSR before choosing where to shop. Help to attract large no. of customer.

Broad Category of CSR

Economic Responsibility: profit making is the prime motive of any company. If it fail to do so it won't able to pay its employees, taxes and other obligations. A CSR program cannot be implemented until a business it's profitable.

Legal Responsibility: following the law is the foundation of corporate responsibility. A company

Company	Prescribed CSR	Actual CSR	Actual CSR in %
Reliance Industries Ltd	557.78	651.57	117%
NTPC Ltd	349.65	491.80	141%
Oil & Natural Gas Corp Ltd	593.70	421.00	71%
Tata Consultancy Services Ltd	360.00	294.00	82%
ITC Ltd	246.76	247.50	100%
Tata Steel Ltd	150.00	213.24	142%
National Mineral Development Corporation	193.28	210.09	109%
Infosys Ltd	256.01	202.30	79%
Power Finance Corp Ltd	145.09	196.20	135%
ICICI Bank Ltd	212.00	172.00	81%

cannot benefit society if it does not adhere to labour and tax laws or applicable industry regulations.

Ethical Responsibility: prevent insider trading, prevent black market and grey market, no discrimination, provide fair wages and salary, prevent anti-competitive practices.

Philanthropy Responsibility: business can practice donating to charity and donation to nation

Responsibility towards Stakeholders

Towards Owners: provide fair and reasonable return on capital and dividend, provide capital appreciation, provide share in profit, and provide knowledge the working of the enterprise.

Towards Employees: provide fair and reasonable wages and salaries, provision of reasonable working hours, offering promotion schemes and providing job security, provide proper training, provide medical facilities accommodation, canteen facilities.

Towards Consumers: provide product/ goods of good quality and standard, provide product according to the taste and purchasing power of consumer, prevent profiteering, hoarding, and black marketing, provision of redressed of genuine of grievances of the consumers.

Towards Government: provide dues and taxes honestly, not indulge in any corrupt practices, enterprise conduct in lawful manner.

Towards Community: provide employment to socially handicapped and weaker section, prevent environment pollution and preserve the ecological balance, promotion of small scale industries, cottage and village, overall development of community, promotion of education, population control, AIDS control project.

Top 5 Companies of the World Following CSR in 2016 According to Forbes

- Microsoft
- Google
- The Walt Disney Company
- BMW
- Apple

Top 5 Companies in India Following Ethics and CSR in 2016

- Tata Steel Ltd.
- Tata Power Company Ltd.
- Ultra Tech Cement Ltd. 4. Mahindra and

Mahindra LTd.

- Tata motors LTd.

The Tata Group conglomerate in India carries out various CSR project ,most of which are community improvements and poverty alleviation program also engage in women empowerment activity, healthcare project like creation of awareness about AIDS .some other area are also there which include environment protection , provide sport scholarships and infrastructure development such as hospitals , research center , educational institutions ,sports academy etc.

Top 10 companies with actual CSR spending (INR Cr.) FY 2015-2016.

Mandatory Provision

India is the first country in the world to make CSR mandatory following an amendment to the company Act 2013 in April 2014. The amendment notified in the schedule VII of the companies act advocates that those companies having with a net worth of 500 crore or more or turnover of 1000 crore or more or net profit of rupees 5 crore or more during a financial year shall embark 2% of average net profit of 3 years towards CSR. In the companies bill 2009 the CSR clause was voluntary but after 2013 it become mandatory. It is mandatory for the company to disclose to disclose CSR spending to the shareholders. It is also mandatory that company boards should have at least one female member.

Theme Wise Number of Project

Education and health care themes have been the favourites of companies for implementing CSR project. Rural sports promotion is the new area which is gradually become popular in CSR project.

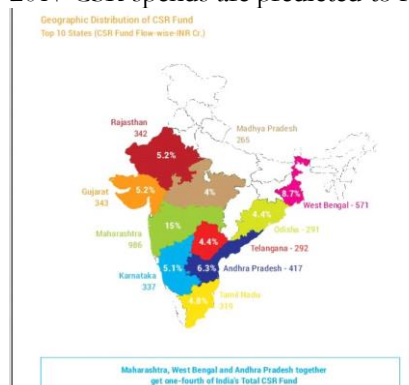
CSR Trends in India

Fy 2015-2016 witnessed a 28% growth in CSR

Thematic Area	No. of projects	INR Cr.
Poverty Alleviation, Healthcare and WASH	876	2142
Education and Skills	1189	2073
Women Empowerment and Inclusive Development	171	167
Protection of National Heritage, art and culture	87	83
Benefits to armed forces veterans, war widows	16	7
Environmental sustainability	345	559
Technology incubators within academic institutions	15	12
Rural sports, Paralympics and Olympic sports	88	159
PM Relief Fund and Others	44	162
Rural Development projects	206	771
Urban slum development	10	7
Admin Expenses	-	437

spending in comparison to the previous year. Listed companies in India spent 8345 crore in various project ranging from educational program, skill development social welfare, health care and environment conservation. Education sector received the maximum funding of 2042 crore followed by healthcare 1638 crore . While programs

such as child mortality , maternal health , gender equality and social project saw negligible spend. In 2017 CSR spends are predicted to future rise with



Corporates aligning their initiatives with government program such as SWACHH BHARAT.

Indian Ranking

- According to the survey, India rank 5 among Asian countries who lay emphasis on CSR disclosure norms.
- According to AAS Asia's Asia sustainability ranking , According to social enterprise CSR India rank 4 by Australia

Conclusion

In conclusion, this paper has Shown that Ethics and CSR is a vital element for any Business corporation. This paper also explain different ways to fulfill CSR like economical, legal , ethical and philanthropy responsibility. Also show responsibility towards stakeholders ie. Customers, owners, employees, government, community. Also explain benefit of following Ethics and CSR like increase investment, attract top talent, attract large no. Of consumer. Show ranking of companies on the basis of CSR report. And amount invested by different companies and number of project started by companies.

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