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IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON FIRM'S FINANCIAL PERFORMANCE: A STUDY OF MANUFACTURING FIRMS IN NORTHERN ODISHA

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ABSTRACT:

In the realm of contemporary business and society, the concept of Corporate Social Responsibility (CSR) stands as a pivotal bridge connecting commerce and community welfare. Despite numerous efforts to formulate a clear and all-encompassing definition of CSR, its multifaceted dimensions continue to elude a singular description, as noted by Jones in 1980. The term "corporate social responsibility" serves as an umbrella, encompassing both social and environmental considerations within its ambit. This article embarks on a comprehensive journey to unravel the intricacies of CSR, elucidating its significance, implications, and synergistic relationship between businesses and societies. At the core of CSR lies the profound interdependence between business entities and the societies they operate within. This symbiotic relationship underscores the undeniable truth that the well-being of one entity is inextricably linked to the prosperity of the other. As businesses flourish, they catalyze economic growth, generate employment opportunities, and drive innovation. Contrary to misconceptions that CSR is confined to philanthropic gestures, it transcends mere charitable acts. While philanthropy remains a crucial aspect, CSR encompasses a broader scope that integrates ethical business practices, environmental stewardship, community engagement, and sustainable development. Environmental sustainability, ethical sourcing, employee welfare, diversity and inclusion, community development, and transparent governance constitute the intricate layers of CSR. Corporations navigate this intricate landscape by integrating these dimensions into their operational strategies, aligning profit motives with societal advancement.

Key words: CSR, environmental sustainability, sustainable development

INTRODUCTION:

In this present context, as we stand in the modern era, there's a palpable sense of dedication across all sectors of the economy. Each facet of the business world, from the minute's

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enterprises to the grandest corporations, is on a fervent mission. This mission is not solely about generating profits or achieving economic success; it's a profound pursuit of something more meaningful. It's a collective endeavour to embrace and embody principles rooted in social responsibility and ethical behaviour. At the heart of this endeavour lies a keen awareness of the imperatives for positive change. This awareness isn't just fleeting or occasional; it's an ever-present force propelling actions and decisions. It recognizes that the world we live in demands more than just transactional exchanges. It requires a commitment to fostering betterment, a dedication to upliftment, and a conscientious choice to leave a positive impact.

The urgency for positive change is not a distant dream; it's a driving force shaping the way we do business. It's steering decisions, strategies, and practices towards a new horizon—a horizon where ethical considerations and social consciousness are not just options but imperatives.

In essence, Corporate Social Responsibility isn't a mere catchphrase. It's a living and breathing ethos, a philosophy that underscores the fusion of ethical conduct and business endeavours. It's a reflection of the maturation of our society, a testament to the recognition that prosperity is intertwined with responsibility. As we navigate this landscape, every step taken, every decision made, is a brushstroke painting a portrait of a future where positive change is not just hoped for, but actively pursued.

The role of businesses within our societal framework is undergoing a transformative journey, aligned with the dynamic interplay of global social and economic forces. This dynamic interplay constantly reshapes the intricacies of how and where businesses function, prompting an on-going evolution in various operational paradigms. Moreover, this harmony extends to the environmental dimension, where businesses are urged to become stewards of the planet. Environmental sustainability becomes a cornerstone, guiding companies to adopt practices that reduce their ecological footprint, minimize waste generation, and promote responsible resource management. In essence, businesses are called upon to be guardians of the natural world, ensuring that their operations do not harm the environment but rather contribute to its preservation. Finally, this intricate balance encompasses the economic viability of businesses. While the triple bottom line emphasizes social and environmental consciousness, it does not dismiss the financial aspect. Economic viability remains paramount, signifying that businesses should not only strive for ethical and responsible practices but also ensure their operations generate sustainable profits. This financial stability, in turn, supports the continued pursuit of social and environmental objectives.

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OBJECTIVE OF THE STUDY:

1. To examine the Corporate Social Responsibility initiatives of the select companies in Premier Industry in North Odisha.
2. To study the role of CSR for social environment in north Odisha.
3. To offer policy implications and recommendations for improve Corporate Social Responsibility practice and financial performance.

REVIEW OF LITERATURE:

Ramya, S. & Baral (2021) conducted a study on the corporate social responsibility (CSR) efforts of Indian companies during the COVID-19 pandemic, focusing on the top 100 companies listed on the Bombay Stock Exchange (BSE). The study revealed that these companies actively engage in various CSR initiatives, such as supporting SMEs, helping marginalized communities, and promoting environmental conservation.

Bhuiyan et al. (2021) conducted a questionnaire survey and factor analysis on CSR practices of five Islamic banks in Bangladesh, finding that they engaged in various CSR activities, including bolstering SMEs, aiding marginalized social groups, safeguarding the environment, rehabilitating individuals, providing medical services, empowering women, and extending technical and vocational education. Respondents praised the banks' actions and prioritized four activities: social development, education and health, socio-economic well-being, and sports and culture.

Gauba, L. (2019) investigated CSR within Reliance industries, highlighting their focus on rural transformation, environmental causes, education, and health. Hamid Abdul and Abukari (2018) explored CSR reporting practices within Ghana's telecommunications industry, finding that companies like Vodafone Ghana and Airtel Ghana had little information about their CSR initiatives.

Silpa et al. (2017) examined CSR activities of selected IT companies in India, assessing their compliance with the Companies' Act of 2013. They found that the main educational activities were scholarships and infrastructure improvements, while community development initiatives focused on skill enhancement and work relief.

Mukherjee (2015) found that only two companies were found to be adhering to the requirement of allocating 2% of their average profit towards CSR efforts. Sarker (2014) found a notable focus on health and safety but found a lack of efforts in environmental conservation and disaster management.

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Narwal and Singh (2013) compared CSR practices among Indian corporations and multinational counterparts, finding that Indian firms showed a greater inclination towards CSR initiatives related to sanitation, ethical conduct in business affairs, social auditing, and women empowerment. Sharma (2011) also found common CSR initiatives in Indian businesses, including donations, health-related activities, and donations in various forms.

RESEARCH HYPOTHESES:

Keeping in view the above objectives", this study proceeds to test the following hypotheses in premier Industry of North Odisha.

- H1: There is positive relation between CSR and financial performance of the manufacturing firms.
- H2: There is no significant impact of CSR on Financial Performance of the Manufacturing firms.
- H3: There is a significant difference in the financial performance of manufacturing firms in Northern Odisha based on the extent of their CSR initiatives.

DATA ANALYSIS:

Section 1: Demographic Information

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	298	74.5	74.5	74.5
	Female	102	25.5	25.5	100.0
	Total	400	100.0	100.0	

74.5% of respondents identified as male (298 individuals), while 25.5% identified as female (102 individuals). This data provides insights into the gender composition of the surveyed population, with a significant majority being male, accounting for almost three-quarters of the sample, while females constituted the remaining one-quarter of the respondents.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	146	36.5	36.5	36.5
	31-40	130	32.5	32.5	69.0
	41-60	124	31.0	31.0	100.0
	Total	400	100.0	100.0	

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The largest group, comprising 36.5% of respondents, fell within the 18-30 age range, consisting of 146 individuals. The next age category, 31-40, accounted for 32.5% of participants, equivalent to 130 individuals. Lastly, the 41-60 age bracket represented 31% of respondents, with 124 individuals falling into this category.

Educational Background					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School or Equivalent	122	30.5	30.5	30.5
	Bachelor's Degree	107	26.8	26.8	57.3
	Master's Degree	160	40.0	40.0	97.3
	Other	11	2.8	2.8	100.0
	Total	400	100.0	100.0	

The largest group, constituting 40% of participants, held a Master's Degree, with 160 individuals in this category. The next most common educational level was a High School or Equivalent qualification, representing 30.5% of respondents (122 individuals). Bachelor's Degree holders accounted for 26.8% of participants, totaling 107 individuals. A smaller group of 2.8% fell under the "Other" category.

Section A: Perception of CSR Activities

The CSR activities of our firm are well-aligned with our core business values.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	89	22.3	22.3	22.3
	Disagree	52	13.0	13.0	35.3
	Neutral	68	17.0	17.0	52.3
	Agree	77	19.3	19.3	71.5
	Strongly Agree	114	28.5	28.5	100.0
	Total	400	100.0	100.0	

The largest group, constituting 28.5% of respondents (114 individuals), strongly agreed that their firm's CSR activities were well-aligned with their core business values. Following this, 22.3% of participants (89 individuals) strongly disagreed with this alignment, while 19.3% (77 individuals) agreed and 13% (52 individuals) disagreed to varying degrees. Additionally, 17% (68 individuals) expressed a neutral stance on the matter.

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Our firm invests a significant number of resources in CSR initiatives.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	92	23.0	23.0	23.0
	Disagree	87	21.8	21.8	44.8
	Neutral	61	15.3	15.3	60.0
	Agree	103	25.8	25.8	85.8
	Strongly Agree	57	14.3	14.3	100.0
	Total	400	100.0	100.0	

The largest group, comprising 25.8% of respondents (103 individuals), agreed that their firm invests a significant amount of resources in CSR initiatives, while 14.3% (57 individuals) strongly agreed with this statement. Conversely, 23% of participants (92 individuals) strongly disagreed, and 21.8% (87 individuals) disagreed to varying degrees with the allocation of significant resources to CSR initiatives. Additionally, 15.3% (61 individuals) expressed a neutral stance on this matter.

The CSR programs undertaken by our firm are well-known and recognized by the local community.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	82	20.5	20.5	20.5
	Disagree	89	22.3	22.3	42.8
	Neutral	72	18.0	18.0	60.8
	Agree	93	23.3	23.3	84.0
	Strongly Agree	64	16.0	16.0	100.0
	Total	400	100.0	100.0	

A notable portion, comprising 23.3% of respondents (93 individuals), agreed that their firm's CSR programs are well-known and recognized by the local community. Additionally, 16% (64 individuals) strongly agreed with this statement. Conversely, 20.5% of participants (82 individuals) strongly disagreed, and 22.3% (89 individuals) disagreed to varying degrees with the idea that their CSR programs were well-known and recognized. Furthermore, 18% (72 individuals) expressed a neutral stance on this matter.

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Employees in our firm are actively involved in planning and executing CSR activities.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	76	19.0	19.0	19.0
	Disagree	65	16.3	16.3	35.3
	Neutral	60	15.0	15.0	50.3
	Agree	153	38.3	38.3	88.5
	Strongly Agree	46	11.5	11.5	100.0
	Total	400	100.0	100.0	

A significant portion, comprising 38.3% of respondents (153 individuals), agreed that employees in their firm are actively involved in planning and executing CSR activities, while 11.5% (46 individuals) strongly agreed with this statement. On the other hand, 19% of participants (76 individuals) strongly disagreed, and 16.3% (65 individuals) disagreed to varying degrees with the idea of active employee involvement in CSR activities. Additionally, 15% (60 individuals) expressed a neutral stance on this matter.

Our firm regularly communicates its CSR efforts to stakeholders.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	89	22.3	22.3	22.3
	Disagree	52	13.0	13.0	35.3
	Neutral	68	17.0	17.0	52.3
	Agree	77	19.3	19.3	71.5
	Strongly Agree	114	28.5	28.5	100.0
	Total	400	100.0	100.0	

The largest group, constituting 28.5% of respondents (114 individuals), strongly agreed that their firm regularly communicates its CSR efforts to stakeholders. Additionally, 19.3% (77 individuals) agreed with this statement. Conversely, 22.3% of participants (89 individuals) strongly disagreed, and 13% (52 individuals) disagreed to varying degrees with the idea of regular communication of CSR

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Section B: Impact of CSR on Financial Performance

The CSR activities have led to an increase in customer loyalty for our firm.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	92	23.0	23.0	23.0
	Disagree	87	21.8	21.8	44.8
	Neutral	61	15.3	15.3	60.0
	Agree	103	25.8	25.8	85.8
	Strongly Agree	57	14.3	14.3	100.0
	Total	400	100.0	100.0	

A significant portion, comprising 25.8% of respondents (103 individuals), agreed that CSR activities had led to an increase in customer loyalty for their firm. Additionally, 14.3% (57 individuals) strongly agreed with this statement. On the other hand, 23% of participants (92 individuals) strongly disagreed, and 21.8% (87 individuals) disagreed to varying degrees with the idea that CSR activities had a positive impact on customer loyalty. Furthermore, 15.3% (61 individuals) expressed a neutral stance on this matter.

Our firm's CSR efforts have positively influenced our brand reputation.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	82	20.5	20.5	20.5
	Disagree	89	22.3	22.3	42.8
	Neutral	72	18.0	18.0	60.8
	Agree	93	23.3	23.3	84.0
	Strongly Agree	64	16.0	16.0	100.0
	Total	400	100.0	100.0	

A notable proportion, constituting 23.3% of respondents (93 individuals), agreed that their firm's CSR efforts had positively influenced their brand reputation. Additionally, 16% (64 individuals) strongly agreed with this statement. On the other hand, 20.5% of participants (82 individuals) strongly disagreed, and 22.3% (89 individuals) disagreed to varying degrees with the idea that CSR activities had a positive impact on brand reputation. Furthermore, 18% (72 individuals) expressed a neutral stance on this matter.

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There has been a noticeable improvement in financial performance since the implementation of CSR activities.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	76	19.0	19.0	19.0
	Disagree	65	16.3	16.3	35.3
	Neutral	60	15.0	15.0	50.3
	Agree	153	38.3	38.3	88.5
	Strongly Agree	46	11.5	11.5	100.0
	Total	400	100.0	100.0	

A substantial portion, comprising 38.3% of respondents (153 individuals), agreed that there had been a noticeable improvement in financial performance since the implementation of CSR activities, while 11.5% (46 individuals) strongly agreed with this statement. On the contrary, 19% of participants (76 individuals) strongly disagreed, and 16.3% (65 individuals) disagreed to varying degrees with the idea that CSR activities had led to a positive impact on financial performance. Additionally, 15% (60 individuals) expressed a neutral stance on this matter.

Our firm has gained a competitive advantage due to our CSR initiatives.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	89	22.3	22.3	22.3
	Disagree	52	13.0	13.0	35.3
	Neutral	68	17.0	17.0	52.3
	Agree	77	19.3	19.3	71.5
	Strongly Agree	114	28.5	28.5	100.0
	Total	400	100.0	100.0	

A significant proportion, comprising 28.5% of respondents (114 individuals), strongly agreed that their firm had gained a competitive advantage due to its CSR initiatives. Additionally, 19.3% (77 individuals) agreed with this statement. Conversely, 22.3% of participants (89 individuals) strongly disagreed, and 13% (52 individuals) disagreed to varying degrees with the idea that CSR activities had provided a competitive advantage. Furthermore, 17% (68 individuals) expressed a neutral stance on this matter.

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The CSR activities have contributed to cost savings (e.g., through energy-efficient practices).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	92	23.0	23.0	23.0
	Disagree	87	21.8	21.8	44.8
	Neutral	61	15.3	15.3	60.0
	Agree	103	25.8	25.8	85.8
	Strongly Agree	57	14.3	14.3	100.0
	Total	400	100.0	100.0	

A significant portion, comprising 25.8% of respondents (103 individuals), agreed that CSR activities had contributed to cost savings, including energy-efficient practices. Additionally, 14.3% (57 individuals) strongly agreed with this statement. On the other hand, 23% of participants (92 individuals) strongly disagreed, and 21.8% (87 individuals) disagreed to varying degrees with the idea that CSR activities had led to cost savings. Furthermore, 15.3% (61 individuals) expressed a neutral stance on this matter.

Section C: Perception of CSR Activities

Our firm's CSR activities are integral to attracting and retaining talent.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	89	22.3	22.3	22.3
	Disagree	52	13.0	13.0	35.3
	Neutral	68	17.0	17.0	52.3
	Agree	77	19.3	19.3	71.5
	Strongly Agree	114	28.5	28.5	100.0
	Total	400	100.0	100.0	

A substantial portion, comprising 28.5% of respondents (114 individuals), strongly agreed that their firm's CSR activities played a crucial role in attracting and retaining talent. Additionally, 19.3% (77 individuals) agreed with this statement. Conversely, 22.3% of participants (89 individuals) strongly disagreed, and 13% (52 individuals) disagreed to varying degrees with the idea that CSR activities were integral to talent attraction and retention. Furthermore, 17% (68 individuals) expressed a neutral stance on this matter.

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The management team at our firm demonstrates strong commitment to CSR initiatives.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	92	23.0	23.0	23.0
	Disagree	87	21.8	21.8	44.8
	Neutral	61	15.3	15.3	60.0
	Agree	103	25.8	25.8	85.8
	Strongly Agree	57	14.3	14.3	100.0
	Total	400	100.0	100.0	

A significant portion, comprising 25.8% of respondents (103 individuals), agreed that the management team demonstrated a strong commitment to CSR initiatives. Additionally, 14.3% (57 individuals) strongly agreed with this statement. On the contrary, 23% of participants (92 individuals) strongly disagreed, and 21.8% (87 individuals) disagreed to varying degrees with the idea that the management team showed strong commitment to CSR efforts. Furthermore, 15.3% (61 individuals) expressed a neutral stance on this matter.

Our CSR activities are innovative and go beyond basic compliance or philanthropy.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	82	20.5	20.5	20.5
	Disagree	89	22.3	22.3	42.8
	Neutral	72	18.0	18.0	60.8
	Agree	93	23.3	23.3	84.0
	Strongly Agree	64	16.0	16.0	100.0
	Total	400	100.0	100.0	

A notable proportion, comprising 23.3% of respondents (93 individuals), agreed that their firm's CSR activities were innovative and went beyond basic compliance or philanthropy. Additionally, 16% (64 individuals) strongly agreed with this statement. On the contrary, 20.5% of participants (82 individuals) strongly disagreed, and 22.3% (89 individuals) disagreed to varying degrees with the idea that CSR activities were innovative and forward-looking. Furthermore, 18% (72 individuals) expressed a neutral stance on this matter.

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Our firm regularly assesses and reports the impact of its CSR activities.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	76	19.0	19.0	19.0
	Disagree	65	16.3	16.3	35.3
	Neutral	60	15.0	15.0	50.3
	Agree	153	38.3	38.3	88.5
	Strongly Agree	46	11.5	11.5	100.0
	Total	400	100.0	100.0	

A substantial portion, comprising 38.3% of respondents (153 individuals), agreed that their firm regularly assessed and reported the impact of its CSR activities. Additionally, 11.5% (46 individuals) strongly agreed with this statement. On the contrary, 19% of participants (76 individuals) strongly disagreed, and 16.3% (65 individuals) disagreed to varying degrees with the idea that the firm regularly assessed and reported the impact of CSR initiatives. Furthermore, 15% (60 individuals) expressed a neutral stance on this matter.

The CSR activities of our firm are responsive to the changing needs of society and environment.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	89	22.3	22.3	22.3
	Disagree	52	13.0	13.0	35.3
	Neutral	68	17.0	17.0	52.3
	Agree	77	19.3	19.3	71.5
	Strongly Agree	114	28.5	28.5	100.0
	Total	400	100.0	100.0	

A significant portion, comprising 28.5% of respondents (114 individuals), strongly agreed that their firm's CSR activities were responsive to the evolving needs of society and the environment. Additionally, 19.3% (77 individuals) agreed with this statement. Conversely, 22.3% of participants (89 individuals) strongly disagreed, and 13% (52 individuals) disagreed to varying degrees with the idea that CSR activities were adaptive to changing societal and environmental needs. Furthermore, 17% (68 individuals) expressed a neutral stance on this matter.

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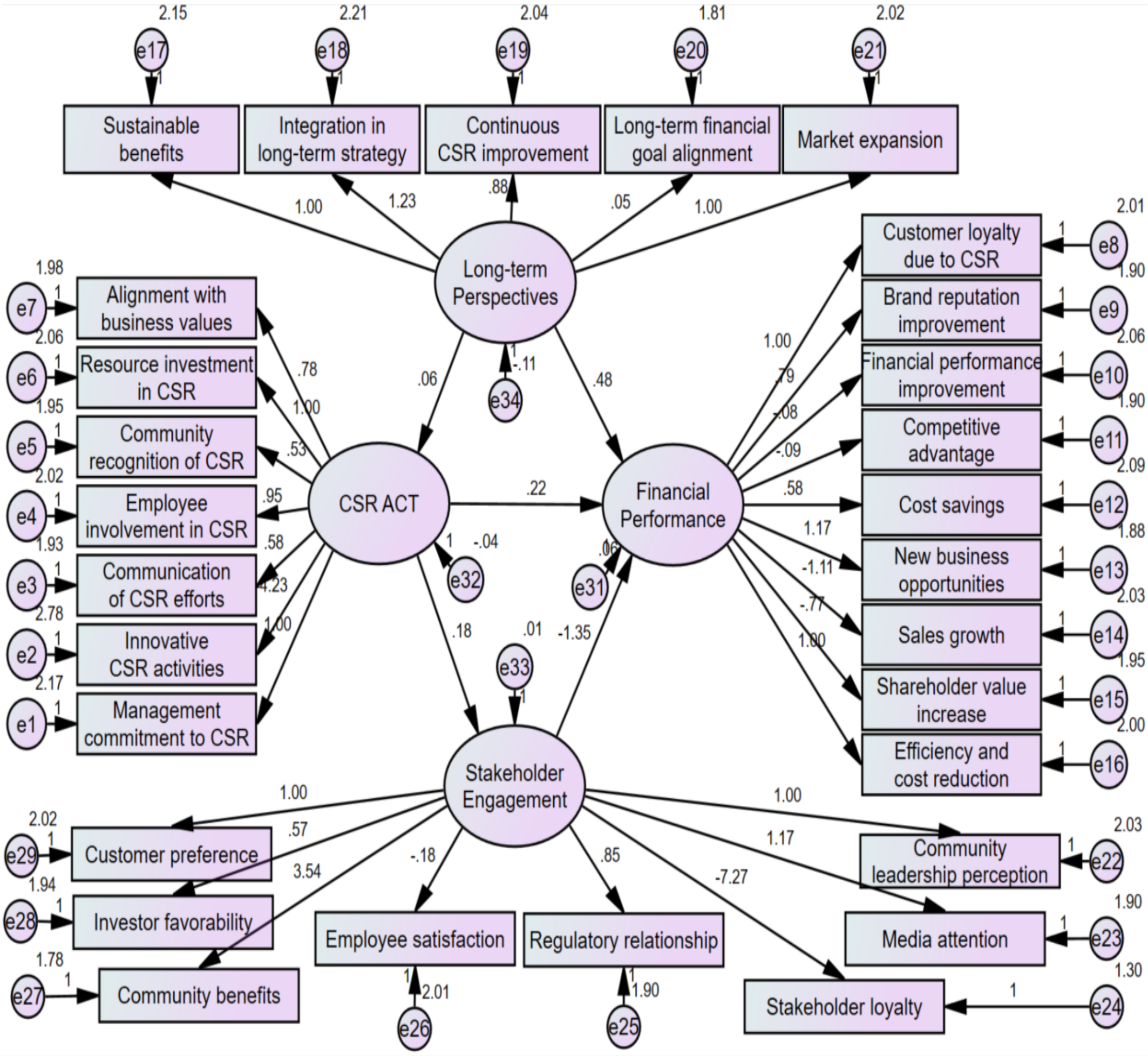
Structured Equation Modeling:



Model: The detailed model in the image outlines the intricate relationship between various components of Corporate Social Responsibility (CSR) activities and their perceived outcomes, as quantified by the values and numbers indicated.

At the heart of the model is "CSR Activity" (CSR ACT), which is the central node with direct connections to four key outcome domains: "Performance", "Stakeholder Engagement", "Perspectives", and "Market". These connections are quantified by values such as 0.48 to "Performance" and 0.85 to "Stakeholder Engagement", suggesting varying degrees of impact.

"Performance" is further broken down into specific financial and competitive aspects, each with corresponding values that quantify their link to performance. For instance, "Customer Loyalty" (0.89) and "Brand Reputation Improvement" (0.90) are heavily influenced by CSR performance. Similarly, "Financial Performance" (0.96) and "Cost Savings" (0.85) are strongly linked, indicating that effective CSR can lead to significant financial benefits.

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The domain of "Stakeholder Engagement" includes "Regulatory Relationship" (0.85) and "Employee Satisfaction" (0.78), among others. These values, such as 1.00 for "Regulatory Relationship", suggest that CSR activities can greatly influence a company’s compliance and rapport with regulatory entities, as well as improving overall employee satisfaction (1.18).

"Perspectives" encompasses "Continuous CSR Improvement" (0.48) and "Integration in Long-term Strategy" (1.00), signalling the importance of integrating CSR into the core business strategy and the continual improvement of CSR initiatives.

On the market side, there are elements like "Market Expansion" (1.00), which could imply that CSR activities are believed to directly contribute to the ability to enter new markets and expand the business footprint.

Furthermore, each of these outcome domains is shown to influence, and be influenced by, a wider set of factors. For example, "Market" influences "Customer Preference" (2.02) and receives influence from "Investor Availability" (1.78), suggesting a dynamic interplay between how CSR activities can shape market conditions and vice versa.

The model also captures the broader impacts on community benefits and sustainable benefits, with values such as 1.98 for "Sustainable Benefits", highlighting the importance and significant impact of CSR activities on sustainable development goals.

Overall, the model seems to suggest a comprehensive view of CSR, wherein activities are not only central to business performance but are also a critical factor in stakeholder engagement, market expansion, and sustainable development, with the potential for a measurable and significant impact across all these dimensions.

MAJOR FINDINGS:

i. **CSR Initiatives of Premier Companies in North Odisha:**

   Awareness of CSR Programs: 39.3% of respondents (combining agree and strongly agree) indicated that the local community is well-aware of their firm’s CSR programs, suggesting effective communication and visibility of these initiatives.

   Employee Involvement: 49.8% (agree and strongly agree combined) felt that employees are actively involved in CSR activities, highlighting a participative approach to CSR.

ii. **Role of CSR in the Social Environment of North Odisha:**

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Impact on Local Community: A notable 47.8% (strongly agree and agree combined) believed that the local community had significantly benefited from their firm's CSR programs, reflecting a positive social impact.

Sustainability and Long-term Benefits: A substantial 50% (agree and strongly agree) viewed the benefits of CSR activities as sustainable and long-term, indicating enduring positive effects.

iii. **CSR Initiatives Review:**

Evaluation for Effectiveness: 47.8% (strongly agree and agree) felt that their firm's CSR initiatives undergo regular evaluations for effectiveness and impact, suggesting a focus on continuous improvement and accountability.

iv. CSR and Financial Performance:

Impact on Financial Performance: 49.8% (agree and strongly agree) observed noticeable improvements in financial performance following CSR implementation, indicating a potential link between CSR and financial health.

Sales Growth Correlation: 49.8% (agree and strongly agree) believed in a direct correlation between CSR activities and sales growth, highlighting the commercial benefits of CSR initiatives.

CONCLUSION:

With the purpose of analysing the complex relationship that exists between corporate social responsibility (CSR) and financial performance among the industrial enterprises that have achieved the highest level of success in Northern Odisha, the purpose of this research was to investigate the intricate link that exists between the two. A conclusion may be drawn from the fact that the purpose of this study was to investigate the connection between the two variables. According to the findings of our investigation, there is a positive correlation between actions related to corporate social responsibility (CSR) and improved financial performance. As a consequence of our investigation, this was one of the significant findings that we discovered. This conclusion was reached as a consequence of conducting an exhaustive analysis of procedures pertaining to corporate social responsibility (CSR), the engagement of stakeholders, and financial measurements. These big manufacturing companies have not only improved their business image and reputation as a consequence of incorporating corporate social responsibility (CSR) into their core strategy, but they have also reaped significant financial benefits as a direct result of this endeavour.

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