

## **Abstract**

Corporate Social Responsibility (CSR) has garnered a lot of attention recently, both globally as well as in the Indian context. Though the concept of socially responsible business is rooted in ancient morality in many traditions, including Indian; the enforcement of ethical responsibility as a legal duty of corporates towards the society, has become a focal point of many debates among the researchers, policy makers and organizations. The recent implementation of the New Company Act in India in 2014 has witnessed some massive developments related to CSR strategies, policies, initiatives and practices and therefore it provides an ideal background for undertaking research which attempts to explore the CSR practices of selected public sector undertakings, tries to analyze the changes brought about by the implementation of the Company Act and simultaneously attempts to understand the perception of managers about CSR practices in a PSU selected for study which is SJVNL (Satluj Jal Vdyut Nigam Limited).

The study deals with both primary (collected through questionnaire) and secondary data (annual reports, policy documents, and research papers etc) and uses both quantitative and qualitative methods for data analysis.

CSR practices of PSUs are studied by exploring the relevant literature and detailed analysis of secondary data is being done through careful observation to identify the changes in the CSR practices. Descriptive statistics like percentage analysis is used to understand and analyse the responses of the managers. The association between the demographic variables (Gender, Annual income, Education, Family size and Area) and dependent variable i.e perception about CSR practices has been studied using chi-square test. Regression analysis is used to propose a framework of Perception of CSR Practices based on five independent variables (Ethical Responsibility, Environmental Responsibility, Educational Development, Community Development and Healthcare).

Analysis of results and findings indicate a positive change with the coming of new policies. A sectoral shift is also suggested in the allocation of budget and expenditure on CSR initiatives. Ethical Responsibility has emerged to be the most significant predictor of CSR practices followed by Education Development and Environmental Responsibility. Although the study addresses an important gap in existing research but still there is a wide scope for further research making this thesis a significant contribution by adding new perspectives on CSR in the present context.