



**Proceedings of
UGC Sponsored National Conference
on
Corporate Social Responsibility:
Sports, Olympism & Global Peace
(NCCSR 2016)
March 15- 17, 2016**

Editor-in-Chief
Dr. Mukesh Agarwal

**Proceedings of UGC Sponsored National Conference on
Corporate Social Responsibility: Sports, Olympism & Global Peace
(NCCSR 2016)**

March 15-17, 2016



Editor-in-Chief :

Dr. Mukesh Agarwal

**Department of Physical Education
Maharaja Agrasen College
University of Delhi
Vasundhara Enclave, Delhi**

Editorial Board

**Dr. Mukesh Agarwal (Editor-in-Chief)
Dr. Tej Narayan Ojha (Co- Editor)
Dr. Priya Gupta (Co- Editor)
Mr. Vikas Mittal (Co-Editor)**



genNEXT PUBLICATION

**C-30, Satyawati Nagar, Delhi - 110052
Phone : 09212142040**

E-mail : gennextpublication@hotmail.com

Publisher



genNEXT PUBLICATION

C-30, Satyawati Nagar, Delhi - 110052

Phone : 09212142040

E-mail : gennextpublication@hotmail.com

ISBN : 978-93-8022-306-6

Declaration

"All data, views, opinion etc. being publish are the sole responsibility of the author. Neither the publisher, editors nor the organizers of the conference are anyway responsible"

Table of Contents

Corporate Social Responsibility in the Indian Context	1
- <i>Dr. Mallika Nadda</i>	
Corporate Social Responsibility: Sports, Olympism and Global Peace	3
- <i>Dr. Sandeep Tiwari, Ms. Malika Sharma, Ms. Neetu Parwal</i>	
CSR And Sustainability	6
- <i>Mr. Lalit Jain</i>	
1. CSR v/s CSL	8
- <i>Dr. Mukesh Agarwal, Mr. V.S.Jaggi, Mr. C.S.Datta</i>	
2. Influence of Sports in Corporate Sector for Better Performance of Employee	10
- <i>Ms. Sangeetika Mishra, Dr. Prerna S.</i>	
3. Corporate Social Responsibility: Sports, Olympics & Global Peace in India	12
- <i>Ms. Monika Jain</i>	
4. Media: A Corporate Catalyst For Sports Promotion	14
- <i>Dr. Shweta Suri, Dr. Saryu Ruhela</i>	
5. Invisible but Omnipresent Learning from Sports:	16
Uplifting Underprivileged Children by Introducing Sports in their Lives	
- <i>Ms. Babita Bulwal</i>	
6. Benefits of Technology in Sports	18
- <i>Mr. Prabeen Sahu, Dr. Reena Poonia</i>	
7. Cardio Respiratory Training and Measurement of Target Training Zone	21
- <i>Ms. Nidhi Sachan, Dr. Reena Poonia</i>	
8. Corporate Social Responsibility & Its Role in Sports	23
- <i>Mr. Tribhuvan Ram Narayan, Mr. Jitender Singh</i>	
9. Relationship of Selected Biomechanical Variables	25
with the Performance of National Level Judokas in Kata Guruma	
- <i>Dr. R. Chakravarty</i>	
10. Challenges of CSR initiatives by Indian Companies:	28
Problems of Indian Taxation Policy	
- <i>Dr. T.N. Ojha, Mr. Aditya Nair</i>	
11. Rio de Janeiro's "Green Games for a Blue Planet"	30
- <i>Mr. Mohammad Muzamil Shah, Dr. Sandhya Tiwari, Dr. Sandeep Tiwari</i>	
12. An Investigation of Job Satisfaction Levels of	33
Sports Coaches Working In Sports Clubs	
- <i>Dr. Vijay Francis Peter, Dr. Anek Goel</i>	

13.	Corporate Social Responsibility and Sustainable Society: A special reference to Companies (Corporate Social Responsibility) Rules 2014	35
	- Ms. Nancy Budhiraja	
14.	Corporate Social Responsibility In Sports	36
	- Dr. Vandana Gupta	
15.	Promotion of Sports by Private and Corporate Sector	38
	- Dr. Mukesh Kumar Chaudhary, Dr. Kulvinder Singh Bagga	
16.	Sports Olympism: Moral Olympics	40
	- Dr. Sheela K.S., Dr. Rakesh Kumar	
17.	Corporate Social Responsibility & Its Contribution In Sports	42
	- Ms. Jyoti Mishra, Mr. Madhusudan Singh	
18.	Sustainability Of Peace In The Society By The Initiative Of Corporates	44
	- Ms Preeti Goel, Mr. Anil Kumar	
19.	Recent Technological trends in promotion of Sports	46
	- Dr. Arti Dhankhar	
20.	ICT Usage in Sports & CSR	49
	- Dr. Priya Gupta, Vikas Mittal	
21.	Yoga : A Way To Improve Health And Sports	51
	- Dr. Seema Singh	
22.	Sports, Peace and Conflict	54
	- Mr. Subhash Dhaka	
23.	Olympic Movement: an imperative for Global Peace	57
	- Mr. Rajender Dhaka	
24.	Role Of Corporate Social Responsibility For Sports Development	60
	- Dr. Mandeep Singh	
25.	Global Peace through Olympism and Corporate Social Responsibility	62
	- Dr. Birendra Jhajharia, Dr. Anek Goel	
26.	Global Peace through Corporate Social Responsibility: Indian Perspectives	65
	- Dr. Chetna Choudhary	
27.	Corporate Social Responsibility & Olympism	68
	- Dr. Sunita Arora, Ms. Sudha Pandey	
28.	Management of Olympic Movement And Professional Preparation In India	71
	- Dr. Rakesh Gupta, Neeraj Kumar Mehra	
29.	Corporate Social Responsibility And Sun Salutation / Suryanamaskar	73
	- Innovation Project Code 304	
30.	E-Commerce and E-CRM Services: An Overview	75
	- Dr. Omkar Singh	

CSR v/s CSL

Dr Mukesh Agarwal*
Mr V.S.Jaggi**
Mr C.S.Datta***

CSR has become CSL (Liability for the business houses. The statistical data procured from the small to large corporate simply emphasized the negligible spending of money on the issues pertaining to sports, Olympism and global peace. Most of the corporate formed their own NGOs those are working in the field of health or education. The health sector leads to the establishment of charitable hospital and education towards opening of professional colleges and universities. The hidden aim of these NGOs is again to multiply the money, they have invested. It's simple the mechanism of rotating the money from one pocket to another. Though the scenario is not turn to the average of 100% but the maximum corporate didn't spend the money as transparent as it should be on account of CSR. The purpose of the Govt. is to help the underprivileged people of the society and the sectors where a reform is needed. In India, none of the corporate deals with the issue of global peace. The increasing danger of terrorist attack in different states or threat received or trapped by the Intelligence of Govt did not agitate the handling of this critical issue in terms of investment of money by the big tycoons to improve the safety of the country. The disturbing elements those have financial worth in the country or the narrow minded group of the society also challenge the peaceful environment. Sometimes the role of the political parties also becomes doubtful for sustainability of peace. The Afjal guru sentence to Death, reservation matter of Patels in Gujarat, Suicide case of student in Hyderabad University, JAAT Movement in Haryana, Anti National Slogans and voices in JNU and WB University are the recent happening which disrupts the peace of the country. The people of all age group have questions related to the control of these acts by the competent authorities. The personal benefits and short sightedness of the governing groups super cede the integrity of the nation. Everyone starts blame game instead of handling the issue with a common voice so that such incidents should not be repeated in future and a common man is not get afraid, while opening the television set or newspaper. It's the peace, which is paramount for the development of any state of Nation.

As per the Olympism is concerned the society is not even equipped to understand the underlying message and though of this concept. People treat Olympism merely an act or activity associated with Olympic Games. It's very surprising that a smaller concept or Olympic Games over shadowed the Olympism. The elected or nominated people of sports boards association or even big umbrella didn't pay any heed to it. Everyone is running blindly for the cut throat competition to gain the medals at any cost or by hook or crook. The underline motto of participation has no value in the eyes of any one whether common public or the stakeholder of sports world. The political intervention in the sports almost kills the soul of the concept. No one is ready to spend even a single penny to promote Olympism from their own pocket or even if the grant has been received from the outside sources. The market is only receptive to the products which are kept in front of the eyes more loudly. More vision for more times, more the sale of the products the ethics, the simplicity, the brotherhood, the intimacy which are mission in the people in general can be brought back by suing the tool of Olympism. The Corporate, if spent their share of CSR to Olympism, the chances to regain or inculcate the values in people could be more prominent. The govt has defined the area when the CSR fund can be spent by the Corporate. The policy could be made out to segregate the ration of fund to all the enlisted tourist area so that all the underprivileged sector can have a boost or could succeed in achieving a platform or levelled play field these issues in sports, Olympism and global peace will not simply handled to benefitted merely one group or segment but will develop a true and honest citizen for the country and will prove to be tough backbone of the nation. The formula of development is to prepare healthy and honest human resource rather than investing more and more money without having competent manpower.

* Asstt. Prof., Maharaja Agrasen College, DU

** Asstt. Prof., Shyam Lal College, DU

*** Asstt. Prof., Hindu College, DU

The purpose of social responsibility imposed on the shoulders of corporate is to minimize the burden on the government budget. The notion behind the concept is to make the business houses self reliant in fulfilling their duties for the society through which they are earning and build their giant industries. The money is ultimately the minor return out of the profit they earn from the pocket of capable buyers and distribute to the unprivileged section who finds it hard to live with the basic needs. Though Government tried hard to implement the policy, but seems to be failed in achieving the targets. Most of the corporate established their own NGOs through which they are spending the CSR fund. The NGOs publicised more about the companies rather to accomplish the task to meet the social needs of the society. The CSR fund is used indirectly for branding of the company product. This ultimately results in shifting of money from one head to another without actually spent on the society.

The entire phenomenon becomes the social liability which is reshaped as social responsibility without having any soul of the social upliftment. The quote didn't categorise all the corporate in the same box, but the maximum management of the companies have the same feeling and output in nut shell. Before enforcing the law, state has to run drives for creating awareness in the industrialist that where they have to land. The society who has no humanity, no brotherhood, no sympathy, but has a blind race to make money merely increases the balance in accounts. Life in general becomes valueless; greediness should be on top, no social work without benefit, only the world of give and take. The time real notion of the life get clear in the mind, the intrinsic feeling to take the society along will be developed. Then, only corporate comes forward and take the social responsibility on their shoulders with or without the fear of fulfilment of imposed law.

References :

- Arthaud-Day, M.L. "Transnational Corporate Social Responsibility: A Tri-Dimensional Approach to International CSR Research." *Business Ethics Quarterly* 15 (2005): 1-22.
- Carroll, A.B., and A.K. Buchholtz. *Business and Society: Ethics and Stakeholder Management*. 5th ed. Australia: Thomson South-Western, 2003.
- Garriga, E., and D. Mele. "Corporate Social Responsibility Theories: Mapping the Territory." *Journal of Business Ethics* 53 (2004): 51-71.
- Marquez, A., and C.J. Fombrun. "Measuring Corporate Social Responsibility." *Corporate Reputation Review* 7 (2005): 304-308.
- Post, J.E., A.T. Lawrence, and J. Weber. *Business and Society*. 10th ed. Boston: McGraw-Hill, 2002.

Department of Physical Education
Maharaja Agrasen College
University of Delhi
Vasundhara Enclave, Delhi