



*Journal of Advances in
Science and Technology*

*Vol. 10, Issue No. 21,
February-2016, ISSN 2230-
9659*

**CORPORATE SOCIAL RESPONSIBILITY
STRATEGIES AND THEIR ROLE IN IMPROVING
TISCO'S BRAND IMAGE**

AN
INTERNATIONALLY
INDEXED PEER
REVIEWED &
REFEREED JOURNAL

Corporate Social Responsibility Strategies and Their Role in Improving Tisco's Brand Image

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Abstract – Starting from the long stretches of exchange system to the current time of plastic money, the mankind has stomped on an astoundingly long way. Indeed "efficiency" has reliably been the primary impulse and a tendency behind this unforeseen development; anyway as each coin has two highlights; creating tenacious contention and business rivalries started taking considerable expense for the quality, straightforwardness, condition and the overall population with everything taken into account endangering the peaceful simultaneousness of business and society. The associations houses started understanding that they would need to rise above the profitability and manage all of those related with their perseverance in the overall population clearly or by suggestion. This affirmation came to fruition into the possibility of Corporate Social Responsibility (CSR). This assessment paper moves around working up a cognizance about the corporate social commitment (CSR), plunging into its thought and finding its degree taking the relevant investigation of the TATA Group under Mr. Ratan Tata who has exemplified the familiarity with other's desires towards the upliftment of ordinary masses and protection of nature and improvement of the nation.

Keywords: Corporate Citizenship, Corporate Social Responsibility, Employee, Productivity, Profitability, Society, Stakeholders.

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INTRODUCTION

The possibility of CSR started in the 1950's in the USA anyway it got transcendent in mid 1970s . Around then US had stacks of social issues like poverty, joblessness and tainting. In this way a massive fall in the expenses of Dollar was seen. Corporate Social Responsibility transformed into a matter of most outrageous noteworthiness for various get-togethers mentioning change in the business. During the 1980's to 2000, organizations saw and started enduring an obligation towards society. Corporate social duty (CSR) bases on the wealth creation for the ideal favorable position taking everything into account – including speculators, agents, customers, condition and society. The term accomplice infers all of those on whom an affiliation's introduction and activities have some impact either clearly or in an indirect manner. This term was used to portray corporate owners past financial specialists due to a book named Strategic organization: an accomplice approach by R. Edward Freeman in the year 1984. 1 According to Bowen, —CSR implies the duties of budgetary pros to search after those ways to deal with make those decisions or to follow those lines of relations which are appealing with respect to the objections and assessments of our overall population. — 2 Frederick (1960) communicated _Social obligation suggests that cash

administrators should coordinate the action of a money related system that fulfills the wants for the people.' . 3 Davis (1960) battled that social obligation is an indistinct idea anyway should be found in a regulatory setting. He expressed that some socially able business decisions can be guarded by a since a long time back, jumbled pattern of speculation as having a fair chance of bringing since a long time prior run monetary increment to the firm, therefore compensating it for its socially reliable perspective (p. 70). 4 An ideal CSR has both good and philosophical estimations, particularly in India where there exists a wide gap between fragments of people similarly as pay and standards similarly as budgetary status (Bajpai, 2001) 5 . Goyder(2003) battles: —Industry in the 20th century can never again be seen as a private arrangement for upgrading financial specialists. It has become a joint endeavor where workers, the board, buyers, the region, govt. besides, laborer's society specialists all have an impact. If the structure which we know by the name private endeavor is to continue, some way ought to be found to get a handle on various interests whom we go to make up industry in a normal purpose. 6 CSR proposes a sort of obligation, through corporate courses of action and movement. This operational point of view on CSR is reflected in an organization's social introduction, which can be overviewed by how

a firm arrangements with its social associations, its social impact and the aftereffects of its CSR courses of action and exercises (Wood, 1991).

Concentric Circle & CSR

In 1971, the Committee for Economic Development gave a report enlightening different segments of obligations to be fulfilled by the corporate. The obligations of associations are depicted containing three concentric circles.

- (a) Inner Circle: Clear cut, crucial obligations with respect to the powerful execution of the money related limit, things, occupations and financial turn of events.
- (b) Intermediate Circle: Encompasses obligation to rehearse this budgetary limit with a sensitive awareness of changing social characteristics and requirements. Eg. As to insurance, selecting and relations with laborers, want for customers for information, security factors, etc.
- (c) The Outer Circle: Newly creating and still indistinguishable obligations that business should acknowledge to end up being even more widely connected with successfully improving the social condition.

Tata Group & CSR

The Tata Group functions in more than 80 organisations, spanning from steel, cars and programming to buyer goods and media relations. It has about 200,000 employees in India, and it is proud to be the largest private company in the world along these lines. The popular Tata Community has been guided successfully by Mr. Ratan N. Goodbye. He was educated at Cornell University in New York as a strategist, but he wanted to pursue the privately-owned firm. In 1991, he embraced the group's chairmanship. Called Business Man of the Year for Asia by Forbes in 2004, Mr. Ratan Tata is a part of the Ford Foundation's leading community and the Indian AIDS network of the Bill and Melinda Gates Foundation. Ratan Naval Tata, administrator of Goodbye Party, has ventured down to give Cyrus Mistry the complete burden. Under Tata, the gathering endured big hierarchical stages: argument, imperialism, and now development, as it aims to reach a comprehensive income of \$500 billion by 2020-21, usually the size of what Walmart is today. 13 About two-thirds of the value of the parent corporation, Tata Sons Ltd., is owned by altruistic trusts enriched during the 1860s by Sir Dorabji Tata and Sir Ratan Tata, children of Jamsetji Tata, the author of the present Tata domain. Via these trusts, Tata Sons Ltd. utilizes between 8 and 14 percent of its net profit for various social causes per year on a normal basis. In any case, although monetary circumstances were unfavorable, the money-related task of collecting for social exercises proceeded to increase, as in the last part of the 1990s,

from Rs 670 million in 1997-98 to Rs 1,36 billion in 1999-2000. Tata Steel alone invested Rs 45 crore on social administration in the 2004 financial year. 14 Tata is approved to initiate various regulations on labor government assistance. The establishment of the Welfare Service, for example, was initiated in 1917 and accepted by law in 1948; Maternal Compensation was initiated in 1928 and enacted by law in 1946. The Tata Bunch, a leader in a few regions, has the credit of spearheading the steel industry of India, common aeronautics, and launching the first power plant of the country. It was the largest organized tea operation in the world. It is the 6th largest watch producer (Titan) in the country.

Recognition of CSR

The network is not only one more business associate in a free venture, but is also the very explanation for its reality. "Jamsetji Nusserwanji, Tata Creator, Tata Company." Corporate Social Responsibility should be in each association's DNA. To help the general population, our cycles can be changed. Manoj Chakravarti, G M-Corporate Relations and Corporate Head-Social Responsibility, Titan Industries Limited in 2004-On the off probability that community thrives, so can the organisation ... Manoj Chakravarti, G M-Corporate Affairs and Corporate Head-Social Responsibility, Titan Industries Limited in 2004. The Tata meeting has consistently tackled Corporate Social Responsibility. In 1892, the originator Mr. Jamshedji Tata used to make grants for additional inquiries overseas. "The Tata principle is that" give back to the people what you have received from them, "says Jamshetji Irani, Director, Tata Sons Ltd. So Jamshetji Tata and his family have adopted this standard from the very beginning." (an announcement on the www.tata.com website of the Tata gathering.). (Announcement on the www.tata.com website of the Tata gathering). As of July 2004, B. Tata Steel Limited (TISCO) Managing Director, Muthuraman, claimed that TISCO will not handle organisations that do not adhere to the Corporate Social Responsibility (CSR) values of the company in the future. At the Madras Chamber of Commerce and Industry's annual holistic conference, he said, "We would not buy from or sell to organisations that do not agree with the values of social responsibility of Tata Steel."

Introducing Changes in the Company's Article and Rules for Sustaining CSR Clause No. 10 of Tata Group —

A Tata Organization would not only be willing to be a respectable corporate resident in accordance with all relevant laws and rules, but also by actively helping to enhance the personal satisfaction of individuals in the networks in which it resides in order to make them autonomous. Such social accountability would involve starting and encouraging network programs in the area of network well-being and family government aid, watering executives, technical preparation, preparation and competence, and facilitating the usage and

mastery of existing functional and administrative systems. In accordance with public and territorial interests, this would be investigated on a sporadic basis. Similarly, the company does not regard these exercises as optional, but would aim to integrate them as a central part of its policy. The group will likewise promote chipping in among its members and help them to function in the networks. Goodbye organizations are encouraged to develop social bookkeeping mechanisms and to evaluate their practices in a social way. During the 1970s, adjustments were made to the Articles of Membership of the main organizations of the Tata community. "Recently included was an article specifying that the "organization would be mindful of its social and good responsibilities to customers, members, investors, culture and the community network. A clause on this was placed in the 'Collection of Standards' of the meeting to standardize the CSR contract. This clause notes that gathering organisations needed to help enhance efficiency efficiently.

TISCO

In appreciation of its corporate citizenship and sustainability programs, TISCO was given the Energy Research Institute (TERI) award for Corporate Social Responsibility (CSR) for the fiscal year 2002-03. TISCO was also given the Global Business Alliance Award in 2003 for its initiatives to raise consciousness of HIV / AIDS, becoming the only Indian organization seeking to enforce the Global Compact standards on human rights, labour and the climate.

Skill training centres/Institutes and other initiatives:

Since its beginning in 1995, L&T has founded 8 Skill Training Institutes in Ahmedabad, Bangalore, Chennai, Cuttack, Delhi, Hyderabad, Kolkata and Mumbai, which offer the learners at their venture sites the opportunity to prepare just like they operate. L&T provides technical preparation to women (4,470 women so far) through various exchanges in partnership with NGOs. Through the Uddyam Programme, 150 marginalized ladies were prepared and half of them were used. Fitting preparation was provided to 70 ladies from Damka city, Gujarat (2012-13) via Project Aadhaar. Horticulture, mushroom production, goatery, poultry, fishery, piggery, achar / papad / agarbatti producing, welder, fitter and circuit repairman planning, sewing and weaving, smokeless challah producing and so on are part of the technical preparation and pay age exchanges of SAIL. Bhilai Ispat Kaushal 78 Kutir and Swayam Sidhha Project in Bhilai, Ability Creation and Self Employment Training Institute in Durgapur, Garment Technical Training in Salem, JHARCRAFT emphasis in Bokaro and independent job group, KIRAN in Kiribunu one mines, Jharkhand, SAIL built preparation locations for rustic unemployed youth. In 1986, after specialist nursing / birthing assistance/4-year diploma courses for unemployed young people in the North East, the IOC

founded the Assam Oil School of Nursing in Digboi. The company covers all the risks of the understudies in the whole program. So far, 334 understudies with a 100 percent status record have successfully completed the course.

Initially implied for the members, the Maruti Suzuki Training Academy, founded in 2012, later enlisted a technical preparation provider with the State of Haryana under the Capacity Growth Initiative Scheme. Right now, Maruti is working to upgrade vehicle-related exchanges with 85 ITIs distributed across 21 nations, helping more than 5500 understudies. In 2013-14, Tata Steel trained 200 young people at its operating locations in various technical exchanges, including 27% from the SC / ST division. The larger portion of them is used after the training. Despite the specialized foundations developed at Tamar in Jharkhand and Gopalpur in Odisha, Tata Steel set up the Berhampur Samarath Capacity Development Center in Odisha with the help of CMC Ltd. As an element of its competence enhancement activities, NHPC obtained 13 ITIs (7 in Jammu and Kashmir, 4 in Uttarakhand, 3 in Arunachal Pradesh) via association mode. In 2013-14, BHEL directed two cutting and appropriate initiatives and three women's community of excellence initiatives in the near-towns of Jhansi. 250 women have benefited from these ventures.

Company and Technology Growth activities: Both companies aim to strengthen the occupation and base of multiple networks as part of their CSR operations. Explicit or piecemeal tasks are a significant portion of these tasks, based on the individual needs of the local environment.

Happy homes: Asha Daan and Ankur (HUL): Asha Daan (established in 1976), is a surrender home in Mumbai, checking infants, HIV-positive and desperate, working with more than 400 newborn children, penniless citizens and HIV-positive patients in Asha Daan. Ankur (established in 1993) at Doom Dooma in Assam is a center for a specific curriculum for young people who have been screened in either situation.

Model Steel Settlements (SAIL): In order to address any challenges between countries and urban areas and to allow far-reaching changes to both the physical and social foundations. 79 towns have been designated by the country (in 8 states) as 'Model Steel Villages' for the development of these towns. Clinical and well-being governments, training, streets and relations, disinfection of public venues, corporate age, sports offices and so on are included in the advancement activities adopted in these cities.

GyanJyotiYojana for Birhor Tribe (SAIL): Bokaro Steel plant operates an undertaking known as Gyan Jyoti to better the conditions defined in Jharkhand since 2001 under its CSR operation with need, ignorance and absence of socio-political

consciousness of the Birhor people community, a crude ancestral gathering (a clan almost annihilation)

ITC e-choupal: Considering the numerous obstacles faced by the rancher, the ITC e-choupal was intended to include a 360-degree intercession to cause an ethical trend of higher household profitability, higher compensation and broadened threshold in relation to the executives' rancher risk. 40,000 cities are served by E-choupal, supporting 4 million ranchers.

Arhad Gram: BHEL upheld the undertaking with 4 objectives in 25 towns in the retrogressive Murger area of Bihar, such as milk improvement, bio-mass electricity, women's well-being and cleanliness, food handling and conservation.

LITERATURE REVIEW

As mentioned earlier, the term Corporate Social Responsibility does not fully define its position. The researchers also created numerous meanings that tried to offer it a form as suggested by the era and the company circumstance at the time. It applies solely to the continuity of the values of common freedoms, job and government-supported retirement courses of action, the struggle against environmental change, the sustainable use of daily properties and the protection of consumers. Each society has been guided by faith since the beginning of civilization. "According to the sociological viewpoint, faith is widely supposed to be" an organization of beliefs and practice through methods for which a gathering of people battles for a definitive human life dilemma "(Yinger, 1970). (Yinger, 1970).

Each faith teaches that a strict person should give part of his or her devotion to strict exercises, even coping with the general public's lower layers. Religion and associated thought have an essential role to play in defining human characteristics and attitudes, thereby affecting business activity. For example, the strict characteristics of integrity, confidence, dedication and smugness play an essential role in characterizing an association's organizational culture. In fact, corporate business execution can typically build up these characteristics of the human character. (Muniapan B., 2009)(Krishnakumar and Neck, 2002). The maltreatment and exploitation of nature for sure fire profits is out of line, shameless, and untrustworthy from the perspective of various world religions. (In 1993, Dwivedi). From everlasting ages, the substance of this altruistic mien is to pledge and uphold the marginalized people from the general population. The central theme of this mentality was to guarantee that the blessed citizens had a fair respect and to adjust the mindset of the poor so that they could not begin to seize the wealthy and disperse the chaos. Writing a survey that identifies with over a large period of time helps one to consider the chronicled development associated with the topic and opens up a window of reflections from which we can have a quick glance at the dilemma that occurred at that particular time.

An effort to fundamentally explore the interpretations of the CSR has been created by Archie B. Carroll (2012). In order to explore the creation of the CSR from the 1950s, the beginning of the CSR's cutting-edge period, the designer took pain. As such, the period started earlier than the 1950, Maker claims, but very little study was done. In fact, through the book Social Duties of the money manager, Howard Bowen (1953) placed forward an effort to describe the CSR. Bowen is known as the father of CSR 's leading edge. For the numerous developments in the considering CSR, Creator has taken and dissected decade astute era and with the time improvements in the concept were additionally mirrored. Most of the literature on characterizing the CSR was written by the academics in the 1960s and unmistakable names were K Davis, W C Frederick, J W McGuire, and C Walton in sequential request. The concept started to assume a superior and more explicit form during the 1970s. Additionally, the expansion of Social Responsiveness and CSP and so on arose during this opportunity. H L Johnson, K Davis, G A Steiner, R Eells, C Walton, S P Sethi, L E Preston, J E Post, and A B Carroll were the unmistakable patrons of this decade. Only a few meanings were progressed in the 1980s, but more focus was put on leading examination; attempt at calculation and choice topical structure. The Drucker, Epstein, Jones, Wartick and Cochran commitments in this time deserve referencing. The hypothetical development of the term was basically steady in the nineties and the CSR principle extended to elective topics, such as the hypothesis of company morality, corporate citizenship, spouse hypothesis and CSP. The CSR theory and focus on the elective definition started to be operationalized at this period. For more experimental discovery, the subsequent decade is common. The concept may be refined on the basis of the results of the inquiry to fit the actual situations affirmed by the investigations.

Jeremy Galbreath (2006) dissected Corporate Social Responsibility and Corporate Strategies and concluded that they are both indistinguishable. Organizations must select an appropriate strategy that suits the market scenario. Creator suggests that troughs could know about the numerous alternatives available for browsing for a good dynamic; and have implemented four corporate CSR methodologies and advised that administrator may need to merge the open schemes, however until settling the methodology, it is essential to dissect the choices properly and match up with the market situation. The procedures that are available are: 1. 1. Strategy of Investor 2. A benevolent policy 3. Proportional strategy and 4. Because of multiple credits, for example, Local Ethics and Culture, Laws, Global Norms and company ought to worry about the equivalent when resolving the procedure, a comparable approach will not be appropriate for the host country to be used for the nation of origin. If the influence of NGOs grows step by step, various nations have NGOs that are incredibly fantastic and concentrate on the problems of the surrounding country.

Philip L. Cochran (2007) illustrated the growth of Corporate Social Responsibility and alluded to the topic in articles by Dodd and Berle. In addition, Creator clarified the usual progress of numerous CSR credits, such as core kindness from magnanimity, socially conscious commitment from commitment, company social enterprise, investment finance social venture capital reserve and so on. Organizations who consolidate the advantage of knowing social needs would be more positioned to achieve notoriety from both participants. The most important development, associated with the new CSR definition, is the usage of socially reliable exercises to strengthen the primary interest of the organization. This means that the financial preference of the organization can be taken as a point of social obligation for the report. Monetary and social returns cannot be considered as different from each other. In fact, organizations that benefit from settling social needs will achieve enhanced legitimacy from their partners, which can then prompt greater value for investors.

Matthias S. Fifka (2009) visited the awareness comparison around the importance of Corporate Social Responsibility and broke down the four significant center discussions as, CSR should or should not be taken up by organisations, CSR is a deliberate / moral concept or even has genuine engagement, CSR should be mainly charitable or self-serving and if CSR has neighborhood coverage or where In the wake of dissecting the entire portion of the founder of the debates, the CSR has provided a completed, committed and independent definition to the CSR.

Dalia Petcu, Vasile Gherhes and Sorin Suci (2010) The author claimed that it has various meanings as Corporate Social Responsibility is an increasing marvel, and negating some of the time speaks to the idea 's scope and uncertainty. There is no concept of 'sufficient for everything.' The region and country vary in description and recommendation. Organizations are concerned about the CSR because it is an integral aspect of the accomplishment of capital because organizations, independent of the multi-definition and equivocality of origination. The CSR is an aspect of current monetary need that represents the organization's obligation to nature where it resides. The developer suggests that we ought to see it from the five metrics it provides (natural, emotional, financial, partner and willfulness measurement) as opposed to searching for a complete concept. The corresponding terms such as Business Citizen, Corporate Social Responsiveness, Corporate Social Performances, and so on are often depicted.

Michael E. Doorman and Mark R. Kramer (2011) reported that business is frequently condemned as a major sponsor of industrial, social and ecological problems in the present century. The common recognition is that the expense of the networks through which they run flourishes with business. Because of the government's policies for handling the organisations that affect financial growth, confidence in

organisations has been lost. The important contributor to the dilemma is with the companies themselves who adopt the old value development methodology; relying on the fleeting monetary gains and disregarding the market's ignored criteria and wide-ranging impact on the possibilities drawn out.

Alina Mihaela Dima and others (2013) saw that while diverse initiatives in various fields focused on the topic of corporate social responsibility, the appropriate attention is not given to the role of advanced education in enhancing urban characteristics and social responsibility. The existing configuration of the instruction system should not set up the understudies to presume a role of only chiefs of diverse social concerns in a varied society. In the area of academia and science, developers built up the contributions of the advanced education system in Romania with a thinking of social obligation. Furthermore, a concept for college social responsibility is implemented, and relies on six variables based on their perceivability. In order to evade the snare of contradictory centering and dismiss some of them, it is suggested that colleges should similarly express their inclusion in these calculations. The inaccessibility of optional and tertiary knowledge was restricted to the creator and recommended more study.

OBJECTIVES OF THE STUDY

1. To grasp the CSR definition
2. To explore the reach of CSR
3. The Tata Bunch has fulfilled its obligation to all partners to ability; what unique exercises, ventures and strategies it has set, concocted and revised for the equivalent.

RESEARCH METHODOLOGY

There has been an extensive literature review on the issue and relevant definitions. For the purpose of analysis, secondary data like quantitative and qualitative data obtained from different outlets like books, academic articles, journals, magazines, and websites were used.

DATA ANYLISIS

Through the years, Goodbye Steel's way of coping with fostering financial improvement has progressed from becoming a 'provider' for community in the early years, when it upheld the network in fulfilling its general food and enhancement needs, and now to a 'empowering influence' where the core is to create network limits. The activities are channelized by software engineers planning, pulling in the network as accomplices of venture use, creating the network limit to execute software engineers, helping to create ties with different offices to upgrade advancement developers at the level of the city, zeroing in on

offering specialized assistance as opposed to delivering advice. Tata Steel recognized that its local intercessions were daintily disseminated because of its prior role as a 'supplier' in view of the fundamental evaluation of its drills, consumer feedback, special studies and cooperation with the partners in 2009-10. There was no significant impact on national family incomes across regions and there was no development of its money. Tata Steel built up another CSR strategy to fill this void and re-planned its 86 needs and noted crucial intercessions. Table 5 describes the administrations with organizational manageability and their drives.

Table 5. Corporate Sustainability Services and the initiatives of Tata Steel

Corporate Sustainability Services	Initiatives	Activity
Rural	Sustainable livelihood	Empowerment-SHGs Environment
Tribal	Ethnicity & Education	Promotion and Preservation of Ethnic Identity Promotion of Rural Enterprises Education
Urban	Model Bustee & Vocational Training	Vocational Training Youth Dev/Sports Volunteering
Family health	Preventive, Promotive and Curative Health Care	Mother & Child Health HIV / AIDS Communicable Diseases

CONCLUSION

It is evident to think deeply and behave carefully regarding CSR to put back and sustain the overall parity in the monetary and social sector. Each business house owes certain duty to the general public, nation and world in general, which provides all individual, material and periodic properties. Considering the development and reasonable progress since a long time ago in accordance with CSR standards, the creation of new arrangements and viable use is unavoidable to bring and continue a harmony between the corporate world and society, present age and future age, man and nature. All things considered, it has gone far in fulfilling its duty and transparency to the general public and the government. The majority have come to lift their lives, help their fantasies and sharpen their skills by endorsing the organizer's announcement. We do not profess to be more unselfish, more liberal and more compassionate than anyone. In any case, we believe we started on sound and direct business standards, thinking about the investor's interests, our own, and the representatives' welfare and government assistance, the definite establishment of our prosperity.

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