

A Study on Corporate Social Responsibility on ICICI Bank

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Abstract -

ICICI was formed in 1955 at the initiative of the World Bank, the Government of India and representatives of Indian industry. The principal objective was to create a development financial institution for providing medium-term and long-term project financing to Indian businesses. Until the late 1980s, ICICI primarily focused its activities on project finance, providing long-term funds to a variety of industrial projects. With the liberalization of the financial sector in India in the 1990s, ICICI transformed its business from a development financial institution offering only project finance to a diversified financial services provider that, along with its subsidiaries and other group companies, offered a wide variety of products and services. As India's economy became more market-oriented and integrated with the world economy, ICICI capitalized on the new opportunities to provide a wider range of financial products and services to a broader spectrum of clients. ICICI Bank was incorporated in 1994 as a part of the ICICI group. In 1999, ICICI became the first Indian company and the first bank or financial institution from non-Japan Asia to be listed on the New York Stock Exchange. The issue of universal banking, which in the Indian context meant conversion of long-term lending institutions such as ICICI into commercial banks, had been discussed at length in the late 1990s. Conversion into a bank offered ICICI the ability to accept low cost demand deposits and offer a wider range of products and services, and greater opportunities for earning non-fund based income in the form of banking fees and commissions. After consideration of various corporate structuring alternatives in the context of the emerging competitive scenario in the Indian banking industry, and the move towards universal banking, the managements of ICICI and ICICI Bank formed the view that the merger of ICICI with ICICI Bank would be the optimal strategic alternative for both entities, and would create the optimal legal structure for ICICI group's universal banking strategy. The merger would enhance value for ICICI shareholders through the merged entity's access to low-cost deposits, greater opportunities for earning fee-based income and the ability to participate in the payments system and provide transaction-banking services. The merger would enhance value for ICICI Bank shareholders through a large capital base and scale of operations, seamless access to ICICI's strong corporate relationships built up over five decades, entry into new

business segments, higher market share in various business segments, particularly fee based services, and access to the vast talent pool of ICICI and its subsidiaries.

The Bank has a long-standing commitment to corporate social responsibility (CSR). The Bank's contribution to Socio-economic development includes several pioneering interventions, with a focus on meeting specific goals. The activities are largely implemented directly or through the ICICI Foundation for Inclusive Growth (ICICI foundation).

Corporate Social Responsibility (CSR) is the commitment of companies to provide resources and support activities focused on enhancing economic and social development. It is the effort made by companies to improve the living conditions of the local area in which they operate and the society at large. The activities taken up as part of corporate social responsibility reflect the intent to create a positive impact on society without seeking any commensurate monetary benefits. CSR has been a long-standing commitment at ICICI Bank and the ICICI Group and forms an integral part of our activities. The Bank's contribution to social sector development includes several pioneering interventions, and is implemented through the involvement of stakeholders within the Bank, the Group and the broader community. The Bank established the ICICI Foundation for Inclusive Growth (ICICI Foundation) in 2008 with a view to significantly expand the ICICI Group's activities in the area of CSR. Over the last few years ICICI Foundation has undertaken significant initiatives in specific areas, and has built capabilities for direct project implementation as opposed to extending financial support to other Organizations. ICICI Bank's objective is to pro-actively support meaningful socio-economic development in India and enable a larger number of people to participate in and benefit from India's economic progress. This is based on the belief that growth and development are effective only when they result in wider access to opportunities and benefit a broader section of society. ICICI Bank aims to identify critical areas of development that require investments and intervention, and which can help to realize India's potential for growth and prosperity.

The Corporate Social Responsibility Policy (CSR Policy) of the Bank sets out the framework guiding the Bank's CSR activities. The Policy also sets out the rules that

need to be adhered to while taking up and implementing CSR activities.

The concept of CSR has gained lot of momentum in recent years, but it is not a new concept (Carroll, 2008), the practices of social responsibilities had been carried out in several part of the world since long. The concept of donations, helping others has existed from the inception of mankind on earth. In every part of the world, there had been instances where people have been willingly donating their wealth towards the development of society, to those in needs and to those who are deprived of the basic facilities in their day to day life. There had been instances throughout the globe, in almost every part that the richer have come forward to help others, to provide basic requirements, to help in upliftment of society, building of hospitals, schools and may such activities. But this way of helping others, in those past days was nothing but philanthropy of an individual, the owner of big business enterprise etc. There was no such concept as Social Responsibility, during those days the developmental activities were usually carried out only by the government.

Key Word: Research Approaches, Research Process, Research Methodology, Good Research, Marketing Research

people did not expect any big help from the rich people. But as time passed, the number of private business increased, the government's role started becoming lesser, people started looking towards the private run organizations, corporate houses for helping the under privileged by richer was considered as philanthropy. Apart from this, there were so many instances or let us say many unavoidable circumstances under which the big business houses were bound to do something good in return, to the society for their wrong doing, because of which several families suffered, several lives were lost, some mention worthy incidents range from BCCI to Enron to Union Carbide to the

1. INTRODUCTION

This section provides a theoretical literature review on CSR activities in the banking sector in India. India is the first country in the world to make corporate social responsibility (CSR) mandatory. Companies can invest their profits in areas such as poverty, education, clean environment, gender equality, and hunger.

Literature is a descriptive research was conducted to examine the influence of service quality, customer satisfaction and trust on retail bank client's commitments.

According to them studies on service quality and customer relationship management are gaining much popularity amongst the academicians and the researcher in recent years. Relationship commitment is central to the relationship marketing as proposed by Morgan and Hunt. It is also agreed that, committed customer have a strong intention to stay in relationship. The results of the study indicate that both customer satisfaction and trust are based not only on the

judgment of their service management. It is also important to note that, trust is the strongest direct driver of relationship commitment. The result of study also focuses that client will engage in relations with a bank that can be trusted.

2. ABOUT THE STUDY

Scope Of Study

1. Eradicating hunger, poverty and malnutrition, promoting healthcare including preventive health care and sanitation including contribution to the Swach Bharat Kosh set-up by the Central Government for the promotion of sanitation and making available safe drinking water;

2. Support activities in areas like disaster relief, environmental and social awareness, promoting healthcare and sanitation, making available drinking water, empowering

3. Women, supporting the economically backward groups.

4. To know the trend of CSR spending by the select banks.

5. To study the relationship of CSR spending with the Operating profit of select banks

6. To examine the CSR impact on the Operating profit of select banks

Objectives Of The Study

1. To understand the concept of CSR.

2. To study the CSR initiatives conducted by the ICICI bank in India.

3. To study the amount of expenditure made for CSR in last five-year.

4. ICICI Bank CSR shows a deep commitment to skill building for the larger purpose of Nation Building. Ranked the 'Best Company to Work For' fourth year in a row (by Business Today magazine)

5. To find out the major areas focused by the banks for CSR implementation.

6. To compare among public sector bank (SBI) and Public sector bank (ICICI) with reference to their CSR activities.

7. The Bank will encourage employees to participate in CSR activities of the Bank and ICICI Foundation.

8. Capacity building for corporate social responsibility

ICICI Foundation will continue to promote incubation of expertise for implement incorporate social responsibility initiatives.

3. Review Of Literature

Yeung (2011), in her study on CSR states that business ethics, establishing mindset of risk management, protection of customers rights and having social responsible mindset of staff members is very important in order to become a social responsible banking organization. Choudhary et. al (2011), connotes that CSR in India is not so popular due to lack of coordination between government, corporate and non govt. Organization. In Indian banking sector mostly banks are working on education, rural development, and helping the physically challenged.

Gaubha (2012), in her study mentioned that despite that fact that Indian Banks grow at a high rate, there is still a very large unexplored market and India has highest number of households excluded from banking facilities because of reasons such as slow industrial growth, increased stress on some sector etc. Kaur (2012), connotes that CSR activities cannot be effective if the employees implementing the activities understand it. CSR has no boundaries and are not in any manner constrained by factors like colour, religion, race etc. She also argues that CSR is a tool which can be used to retain customers and increase in market shares. Singh et. al(2013), in a study on CSR practices find that Indian banking sector are performing efficiently both in their banking performance and in social banking. But most of the banks do not disclose amount spent on CSR activities despite the RBI guidelines hence more regulations and policies are required for proper implementation of CSR in Indian Banking sector.

Dhungel et. al (2013) in a study found that CSR is not mandatory in Nepal but still banks in Nepal disclose information regarding education, welfare, art, heritage etc. which is completely voluntary. At the same time there is recommendation that there should be uniform standards for reporting of CSR activities. Moharana (2013), in her study found that CSR activities of banks are not satisfactory. There has to be proper CSR policy in every bank and proper monitoring needs to be done in order to make sure that funds allocated to specific cause were utilized properly and in order to have a better CSR, government involvement and media role is important. Sharma et. al (2013), in an attempt to study the CSR practices of banks in India finds that Indian banks are making efforts but are lacking behind and are not

even meeting the RBI guidelines and also points that private sector banks are not performing well as compared to public sector banks.

Katara (2014) in his study depicts that attitude of people, business houses and society are there as on behind the changing trends of CSR. And with the changing attitude, CSR is not anymore only about Philanthropy but way more than that and banks are following the triple bottom line principles in their CSR policy. Dhingra et. al (2014) connotes that Indian banking sectors are integrating sustainability into their business model, but only few banks

report their CSR activities. Most of the banks use CSR practices as marketing tool and there are only few banks which have CSR philosophy. Rani et. al (2015), in their study finds that banks are actively working on CSR activities out of their ethical and moral values but at the same time there are some areas where banks need to focus more than what they are currently doing. Apart from focusing on rural development, women empowerment and poverty reduction activities, attention needs to be given to areas like customer and employee welfare. Kaur et. al (2015), in their study find that public sector banks don't carry out CSR activities with regards to ethics and employee development. At the same time their study depicts that main concern for public and private sector banks is social welfare but their approach is different. They also point that a proper CSR model should be formulated for proper implementation of CSR activities.

Sharad Kumar in his article "Banking changing the gear"/(February 2010) has reviewed that Indian banking is transforming itself into a customer centric, commercial position by providing the better and qualitative services in addition to primary services with the help of superior technology and effective innovation which is producing customer delight. India has always been a high potential of savings and deposits and its customers were by and large conservative in nature. He also explained that today's customer is wise one. They are clear in their mind about their needs, desire, wants and the capabilities that they possess in converting their desire into demand. The relationship between the desire and demand is one which generates all the activities of the economy. He also reviewed that shift in consumer expectations also been taken place. Today's customer is wise, rational, choosy and intelligent one. In this situation question is how to satisfy banking customers? It is crucial one that has kept the flame of innovation ignited in the Indian banking landscape. With the technological development and revolutions customer awareness immensely increased. He has been considered 2 types of bank customers. In 1st category, client who believes in offering the best value for money by offering quick and efficient services like fast remittance, wealth management, advisory transactions banking, private equity syndication, merger and acquisition etc apart offering normal banking services. While 2nd type of customers who expects the personal banking services like Mutual Fund, Bancassurance, Demat Services, Tax Payments. It is natural that customers look for convenience when they do banking. There is no doubt that the banks are not only banks but they are the financial supermarket. The banking industry would never have thought of such range of products being sold from the counter as well as beyond the counters at the doorstep of the customers

Pooja Mengi in her article "Customer satisfaction with service quality-An empirical study of public and private sector banks", (September 2009) considered that customer services is an integral part of any facet of banking and it defines the future of any banking organization. For a service sector like banking industry the whole range of activities and generation of income swivels around the customers. According to her serve equal

performance will ensure maximum customer satisfaction and also help in attending customer loyalty.

Sandip Ghosh Hajra, Dr. Kailash. B.L. Srivastava in their article "Impact of service quality on customer satisfaction, loyalty and commitment in the Indian Banking sector", (May 2010) has reviewed that service quality plays vital role towards the determinant of competitiveness for establishing and sustaining & satisfying the relationship with the bank customers. A customer minded corporate culture, an excellent service system design, the effective utilization of information and technology are crucial superior service quality. In this regard, by identifying the future needs, challenges the Indian Banking sector has responded to these needs by paying more attention to enhancement of service quality so as to retain its market position. In the present in Indian banking scenario satisfactorily service quality is an indispensable competitive strategy. It is very much important to explore the perception of services quality and its relationship with the customer satisfaction, loyalty and commitment in banks. He has also given an importance for service quality dimensions which are; assurance, empathy, security and reliability. All these dimension of service quality tends to have strong impact on customer satisfaction depending upon the quality performance. Therefore it can be said that once if banker become successful in providing better qualitative services then the customer would be satisfied. The bank also must initiate action to be assured their customer that doing a business with them

Is totally secured one and the money is always safe with the bank.

Ashok J. Kumar. M, Rajesh. R. in their article "Today's customers are satisfied? A study with Banks", (September 2009) said that Indian Banking industry witness a gigantic change after the industrial policy 1991. Before this policy, customers do not have much knowledge of banking sector. But after 1991 industrial policy, with great entry of private and foreign banks the whole scenario changed. The modern and effective looking new generation banks have begun capturing the market. The information and technology also emerged as the back bone of the banking operation, revolutionizing the service delivery through new platforms and channels. During this competitive stage the banks are also advised to constitute a customer service committee. The expectation of customer also increases as the improvement in service takes place. It is natural one however in the banks some steps towards mitigating the customer problems would be helpful in reducing the customer problems. There is also need to create awareness about the procedural changes in the new system as a result of computerizing the banking operations. In a nutshell, both the staff and the customers should reorient their attitude towards the banking services in the IT driven environment and appreciate the intricacies of the new system so that no. of occasions, complaints would reduce valued customers. And therefore the keen competition is

increasing among the banks and by this way they want to become a successful banker. He also explained the term 'BANKING' as follows:

B=Banking of efforts for nation economic prosperity.

A=Advancement of working capital, loans.

N=Nutrition food, it helps the weak farmers, land less laborers to pursue milk animals.

K=Keeps your money safe and grow at fastest rate.

In addition to above he gave more stress on bank marketing, various types of services provided by the bank and last but not least the role of bank employee towards the service equality.

A. J. Joshua, K. V. M. Varambally, Muli. P. Koshy in their research paper under the heading, "Customer satisfaction and quality perception of electronic banking channels services: An empirical study", (January 2010), have mentioned that all the banks in India have realized in liberalization period, in order to maintain competitive and providing the most effective services to their value customers, they need to have best services to their customers they need to have the best and latest technologies in place. Irrespective of their ownership status (private and Public sector) almost all of them have given maximum importance to the technological development and deployment. A. T. Ms, plastic money, online collection and payment services, electronic fund transfer and clearing services, mobile banking, doc management system, smart cards, core banking solutions, branch banking branch networking, internet banking are all the outcomes of their initiatives of technological up gradations. The technology enables products and more effective delivery channels offers value to their customers, providing them with anytime, anywhere, anyway banking to their customers.

Prof.H.V.Ambawade in his M.Phil dissertation, "Marketing of banking services and customer satisfaction", (1993) has critically reviewed the types of banking services which are available in addition to primary service or normal services in the bank. Also he has successes in chalking out the marketing strategy. This marketing strategy has covered the following points.

- Development of personal relationship.

- Adoption of professionalism.

- Position of Strategy:

- Place.

- Equipments.

- Employees.

- Communication and Aids materials.

- Management Information System.

R. N. Kadam in his article, "Marketing of banking services - an overview", (August 2009) has explained about the marketing of banking services. According to him GATT has identified as a many 155 activities as a service and classified in the major areas or categories. Out of them is first is business service and second is finance. Also he has explained about the meaning of service as in the word of Philip Kotler "an activity or benefit that one can offer to another that is essentially intangible and does not result in ownership of anything". He has considered the 4P's of marketing mix i.e. product, place, promotion, and price. In addition to these

4P's he has given more importance to latest 3P's i.e. Public, Publicity and Physical Evidence. Even he has stressed on functions of bank marketing i.e

-Marketing Research.

-Product Development.

-Pricing System.

-Developing Market Orientation.

And lastly, marketing segmentation i.e. to differentiated marketing segmentation.

B.K.Jha, S.L.Gupta and Paneet Yadav in their research paper "Use and effectiveness of new technologies in Indian Banking - A study", (March 2008) has reviewed that technology has played a vital role in the evolution of banking sector. The features like speed, accuracy, efficiency and operation as well as reduction in the transaction cost have gained much importance in technology factors. According to them now a day banking services are oriented to any now, anywhere, any time and any type of banking. They also added that the technology has occupied a prominent place in the human life as well as contributes towards the economy of the country. They also concluded that new technologies hold the potential in making banks more profitable and banking experience more convenient for customers. At present many customers are using new, latest technology but the hand is catching albeit slowly. The services like A.T.M, internet, phone banking, and mobile banking have reshaped people interaction with the bank. Now the people have started too accepting, using the new technology which offers by the bank. The technology has a potential scope to change the financial services business fundamentals. It also holds the key to future success of Indian banks. In order to fully obtain the benefits of new techniques, people will have to change the way they think about banking as a whole.

Ipsita Bansal and Rinku Sharma in their article, "Indian Banking services: Achievements and Challenges", (June 2008), has considered that earlier banks were very conservative in their approach but the liberalization of banking Sector

has resulted in enhanced efficiency. With the growth in Indian economy, especially in service sector, the demand for banking services has grown strong. There was an expansion, greater expectations, competition and diversification of ownership of banks. Today earlier access to knowledge, increased broad based use of technology and rapid introduction of innovative customized products to meet the customer demand are the key factors of changing banking scenario. They also focused on the achievements and the challenges, formulation of customer service committee, improvement in collection and processing of cheques, settlement of claims of the deceased depositors, improvement in grievance handling system, door step banking, credit card facilities are the achievements while fraud, more realistic services in banks as well as challenges before HRM are the future challenges before the banks. The stress has been given on H.R.M-training and development, skill enhancement because the human capital is the most valuable asset for the banking organization.

Lam Siew Yong, Jamil Bojei in their article, "Relationship of service quality, satisfaction and trust with customers commitment towards their personal banks", (March 2007) had conducted survey with the reference to Malaysian Banking. The view was to study the existing knowledge by integrating the service quality literature with the relationship marketing

Arun Dhade in his article, "Impact of new private sector banks on state bank of India special reference to Madhya Pradesh state", (December 2009) has reviewed about the phases of changes of banking sector. Especially he has considered the changes during the stages of liberalization, globalization. With it the impact of new entrant of private banks on the state bank of India - bank of Banks.

He has taken into a/c the transformation phases and factors which influences the economy of domestic as well as at international level. He has mentioned that during the passing through the liberalization, degeneration of interest rate regime at the same time facing the competition from new generation banks i.e. new Private sector and foreign banks. This has created new look into the matter of giving the emphasis on improving their business efficiency and increasing the business volume which may induce the healthy competition among the banking groups. Made attempt to analyze the trend and growth in the retail portfolio at various banks group. The variables have been committed for the year 2008 over 2007.

The study finds that amongst retail loans, housing loans and auto loans have been occupied prominent place. The researcher has also considered the concept of retailing banking. The retail banking encompasses retail scheme, retail credit, retail loans, credit card, debit cards, insurance products, mutual funds and other services like D.D, Core Banking Solutions (C. B. S),

T.T etc. Retail bankinging in cludes various financial services and product forming apart of the assets as well as liabilities segment of the bank. In the present day, the key success of any bank lies in aggravating and emphasizing the various retail marketing activities. So, in India various banks in last decade have been started to taking up the need and importance of retail banking seriously.

Banks need to be more aggressive on account of changes in needs, wants, demands, innovative

financial products, merger and acquisition, degeneration, information technology, the banks needs to

expand their product lines, add new delivery channel, develop more effective marketing system and

techniques and enhance the service quality for satisfaction of the banking customers.

He also suggested the business retail banking strategy.

They are as follows:

1. Accurate, fast advanced technology.
2. The maintenance of database of customer like credit scoring, credit history.
3. Management of information system of database of customers.
4. Appointment of skilled manpower- who an expert in handling the customer complaints, complex situation.
5. Marketing research and marketing information system.
6. More effective delivery channels.
7. Customer - touch points - to listen and consider and to solve the fastly banking services related problems.

Anupama Barwa and Purva Kansal, in their research paper titled, "Cognitive Dissonance and the marketing of services: Some issues" (October 2008-March 2009) have considered the meaning and nature of cognitive dissonance behavior and also tried to set the relationship with the marketing area.

They explained that the concept of cognitive dissonance was carried in the year 1957 by Leon Festinger.

If refers a psychologically uncomfortable state or imbalance that is consistent. Services are characterized

By IHIP (Intangibility, Heterogeneity, Inseparability, Perishability). They also mentioned some strategies for reduction of cognitive dissonance and strategies for making of services. These strategies are developed by scheme

(1973). According to Scheme

1. Reductions in dissonance may be done by psychologically increasing the attractiveness of chose alternative.

2. Develop the attitude of importance of decisions H.S.Srivastava and R.Shrinivasan in the research paper under the Title of, "New age youth banking behavior an exploratory study in Indian Banking sector", (October 2008- March 2009) have given importance and he stress on the concept of psychographic. The authors have tried to state the relationship of psychographic and their elements with the service which are available by the bank to its valued customers.

They also mentioned that, the banking scenario in India has witnessed a rapid growth with the immense competition. The sector has witnessed rapid technological deployment, intense price wars, and new product innovations. They say the customer segmentation takes place at demographic and psychological level.

According to them psychographic- which is an essence tries to study and profile people based on their attitude, belief, interest, lifestyles and values. Demby (1994) has defined the terms psychographic. It is a study where the practical applications behavioral and social science to marketing approach. It is a quantitative procedure that. Is indicated when demographic, socioeconomic are not sufficient to explain and predict the consumer behavior. It is a human characteristics of a consumer that may have bearing on the response to products, packaging, advertising and public relations efforts, people activities interest, opinion etc. Grossly, psychographic refers the functional value included competitiveness, size; advise of expertise, customer services, flexibility, accessibility, efficiency, innovativeness. While emotional values includes security, stability, familiarity, friendliness, caring and helpful courtesy, comfort feeling and understand. On the other hand other factors like reputation, nearness to home or office, interest charged on loans and deposits, modern facilities, quick and prompt services, hours of operation, location of the city, channel of delivering the services, easiness in using the banking services, transaction security, accuracy, speediness, convenience, time utility, provision of different services also been considered.

The paper presented by A. Sanjeevan Rao, R. K. Sharma significant choice criterion which includes the speed in services. For this study the following factors were considered:

1. Customization:-Speed in Service. Convenient display of counters – Rate of interest.

2. Emerge of good positive correlation. Convenience:-Internet banking facilities. –Free delivery of D.D. – Phone Banking.

3. Value added services:-Locker facility. - Demat account.

4. Accessibility:

-Debit card facility.—Credit card facility.-A.T.M facility

5.Generation:

-Simple application forms for all types of account.- Continuous flow of information.-Overdraftfacility.

6. Transaction cost:

-Bank charges

- Other services charges

7. Brand names:

-Brand name

- Centralization of accounts

- Minimum balance a/c.

8. Reliability:

-Loan facility

-Security arrangement in banks.

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8. Reliability:

- Loan facility

-Security arrangement in banks.

With it is very important that no one customer open a/c for the money but also wants other services like locker facility, retailing banking services

R. K. Mittal and Shiksha. N. Khera in their article, “An analysis of managerial competencies of bank branch managers in India”, (2009), have focused on the developing managerial talent. They have stressed on the utilization of human resources towards the organizational success. As India has large public sector, private sector banks and there is a common perception that the public sector banks are inefficient & ineffective compare to foreign and private banks - which provides the superior quality services and are of most sustainable. The underlying assumption is that there is a potential gap in managerial competencies and the capacity.

Therefore they suggested some tools for development of managerial competences. They are management skill development programs, skill enhancement, career planning, training and development etc. Dr. P. Sarita, Dr. P. Mohan Reddy, in her article, “Customers Relationship

Management and commercial banks”, Quly - September 2009) has considered the importance, nature of customers relationship management and their role in commercial banks.

According to them, customer is the most important visitor in any business. He is not dependent on us we depend on him. Customer Relationship Management is gaining much importance in corporate sector in recent years. C. R. M

is the marketing concept. Marketing in terms of Banking can be defined as creation and delivery of customer satisfying products at a profit to the bank. Mini bank can be defined as albeit to understand, anticipated and manage the needs of customers, interaction and relationship resulting in increased efficiency, profitability through revenue and marginal growth and operational efficiency.

C.R.M cover the wide range of products and interface such as marketing automation, sales force automation, quality circle for customer services data interchanging and data mining which focus on decision making. Therefore whether the bank is gaining success or fails in its trade area is determined by how well the needs of its customers have been understood and satisfied.

Usha Arora and Monica Bansal in their article, "Marketing of bank services",

(June 2010) have been thrown light in marketing - meaning, need, importance of banking services. Even they have distinguished between the traditional and modern banking services in banking sector. According to them, the competition may be intense. Even today, after 63 year of independence, about half of the populations do not access to banks and with rising income levels, the growth potential for banking services is immense. Banking personalized oriented industry. These customers come from various to the creation and delivery of various services to present the prospective customer at some profit to the bank may integrate the various banking services effectively.

Mrs. Syamala Gopinath in her speech on the subject, "Bank relationship with the customers - evolving perspectives", (April 2008) has explained that in a rapidly finalized economic environment in India. Even she has tried to focus one signature of banks relationship with individual customers and unfolding of new challenges in this regard. Finally she said no doubt banking services are spreading in terms of width, depth and at every stage the customer needs to assure the certainty of focus of those concerned in managing the system. She also considered the

importance of financial education of customers both from rural and urban areas.

M. D. Mallya in his speech on the subject, "Role of technology in enhancing quality of customers services in banks", (June 2009), has reviewed the quality of customer services in bank.

According to him mobbing banking from manual mode to any where banking environment today has been a tectonic shifts creating value proportion that reflects the relevance of banks to adapt the fast changes. The customer using such sophisticated modes of technology should propagate the benefits using but in the long run can upgrade the range of e -banking services. Nevertheless banks hold value of personal relationship much more significant than the computer driven services. We assure the right blend of both.

Gayatri. Balkrishnan. R, in her research study under the title "Customer awareness about the Banking services", (May 2010), has studied that change is the only constant things in life and the present change in globalization economy and changes in the lifestyles by the high tech but also high touch as well. The present study also focused that banks are duly engaged in providing the various kinds of services to their valued customers from time to time which is less tangible but highly varied one. The services can be utilized, when they are well aware about them. Therefore it is important that the banker and the customer should well know each other. If the bankers are ready to serve to the customers in well manner, then on the part of customer it is important about the various kinds of service from time to time. Increased level of awareness among the customers leads to increased preferences. The present study entitled to probe into customer awareness towards the various services offered by the private and foreign banks in Gobichettipalayam, Erode district - Tamil Nadu State. She concluded that changes is the only consist things in life and the present change in globalization economy and changes in the lifestyles by the banks by providing the good and qualitative services at the right time, at the right place.

The bankers should be sensitive to customer perception. The expectation of customer should be understood and powerful strategies must be implemented by the banks. The value of services provided should be evaluated in terms of quality and quantity.

Arun Kumar, B. Tamil Mani, S. Mahalingam, M. Vanjikovan in their study under the heading of “Influence of service quality on attitude in a Loyalty in Private Retail Banking : An empirical study”, (4th April 2010) have reviewed that to gain and sustain the competitive advantages in fast changing retail banking industry in India, it is crucial for private banks to understand what customer perceives to be key dimension of service quality and what impact the identified dimension have on loyalty attitudinal.

The present study was conducted with a view to identify the importance of service quality in private retail banking. For this purpose 2 banks at Tiruchirapalli were selected. While the data was collected through questionnaire method, the 100 samples were collected. The outcome of this study is that the customer distinguishes 5 dimensions of Namrata Singh & Rajlaxmi Srivastava (2014), “A Road Way to Corporate Social Responsibility: A Case Study of ICICI Bank”, the present study elucidates the basic banking services the ICICI bank is also indulged in taking CSR initiatives towards the benefit of society. The data of ICICI Bank for the five years is taken and studied. An increase in the contribution is seen by the bank as the year passes. The study tries to throw the light on different CSR initiatives conducted by ICICI Bank in the recent years. Megha Mehta (2014) “the corporate social responsibility adopted by ICICI bank” the present study focuses particularly on ICICI bank and it explores the three layers of CSR activities for ICICI Bank, are primary or elementary education, health at birth and microfinance. While primary education connects the poor and the uneducated to the larger economy, activities in health and micro-finance have a direct link with the bank. The practice of carrying out the responsibility for the general population not only enhances the governance of the bank but also eases

out attraction and retention of employees and customers. Jones Brian (2009) “Corporate irresponsibility and corporate social responsibility: competing realities” the present paper explored and explained corporate social responsibility (CSR) as a theoretical construct that has implications and consequences for corporate governance in particular, and more generally for the economy, business and society. Ventura and Vieira (2007) “Social responsibility as a displacement of capitalism: evidences from banks in Brazil” the present study to understand the dynamics of institutionalizing corporate social responsibility in the field of Banking Organizations in Brazil and found that from being an isolated marginal action CSR in the past ten years is now a structured action in banking organizations. Marshall Judi (2007) “The gendering of leadership in corporate social responsibility” reviewed the potential gendering of leadership in the emerging field of corporate social responsibility (CSR).

It explores whose voices are becoming dominant, how leaders speak, and what forms men's and women's leadership take.

Anudhav Anand Mishra, in his article, “A study on customer satisfaction in Indian Retail banking”, (November 2009) has focused that the banking industry facing in rapidly changing markets, new technology, economic uncertainties, fierce competition, more demanding customers and changing climate has presented an unprecedented set of challenges. In current dimension a question arises whether the customers are satisfied or not and what elements of retail banking leads to the satisfaction or dissatisfaction of customers.

This study postulates on the present level of satisfaction and also tried to explore the factors that lead to customer satisfaction in retail banking in India. For this the 100 samples were collected from single bank in Hyderabad. For the purpose of study the following factors were considered. These are in the short forms ;

1. BANKSERV - Banking services
2. BANKPER – Banking Personnel
3. CUSTCON Customer Conversation.

4. BANKPRICPOL - Banking Price policy.
5. BANKCRM Banking Customer Relationship Management
6. BANKPARK Banking parking space available.
7. BANKCHRG - Banking Charges or fee etc

The present study concluded;

1. Improvement in services is needed
2. Investigation of the customers by the branch is essential.
3. Managerial attention is highly needed Anubhav Anand Mishra, "Factors affecting customer

Banks in Kerala", (June 2006) considered that financial services providers like banks have been design products and selling them. But the delivery and speed of changes in the environment due to de regulation and technological changes has considerably influenced customers and their preferences. This is the related in the course that banks are lay on relationship building with the customer and providing quality services to entice them to move from transaction banking to relationship banking. Finally he concluded that various kinds of customer expect from the bank. For this the development of relationship is needed. Sathy. Swaroop Debashish, in his study under the heading "Service quality in commercial Banks: A comparative analysis of selected banks in Delhi", (May 2009) focused on the service quality in commercial banks in Delhi. The objects were to throw light on Indian Banking. To study the level of quality of 9 banks and their service dimension. To make comparative analysis of public, private & foreign banks. For this he had selected SBI as public sector Bank, ICICI, HDFC, Karur Vysya Bank as private bank, while CITI bank, HSBC, Bank of America as a Foreign Bank. He found that compared to public sector bank private banks and foreign banks are well service provider. Dr.

satisfaction and their relative importance in the retail banking sector : An empirical study", (March 2010), has focused that retail banking sector in India in undergoing sweeping changes due to highlighted competition and initials of modern technology. Today customers are clever and more aware rather than past as a result continuously looking for better quality services from the retail banking which can provide satisfaction. The present study helps to identify the factors that are responsible for satisfaction of customers. The present study has concluded that here is an importance for management role in identifying the need, factors that assess their value to relative importance. At the same it should be keep into mind that the satisfied customers always act as mouth publicity for banks V.Raman Nair in his article, "Financial services by commercial

A. Subhaiah. S. Jaykumar, E-Banking- A new dimension of customer services of commercial banks in India' (Aug 2009), has reviewed that banking services are delivered by suing technology. Banking done electronically is electronic banking. Customer need not necessarily visit bank to carry out their banking transaction and can meet their requirements through the deliveries of E-Banking facilities. Due to adoption the E

Banking cost of reduction in the transaction, improvements in efficiency as well as it can win the trust of customers. Although its popularity and significance, CSR is still a vague, neglected and perplexed issue for several nations and specially those belong to the Third World countries including Yemen. According to Amba-Rao(1993), despite the importance of CSR, a limited discussion is evident in the literature on CSR in the Third World countries. This limited discussion could be caused by several reasons such as the negligence for the vital effects of CSR on organizational performance, the paucity of allocated financial resources for CSR activities, the avoidance of enclosing CSR reports in annual reports of different enterprises and the weakness in the

government regulations and laws that motivate and regulate CSR activities

Dhingra and Mittal (2014) In their paper “CSR Practices in Indian Banking Sector” they provide a glimpse on CSR concept and evolution of CSR in Indian banking sector on the basis of secondary data available from web sites.

They concluded that CSR reporting practices are far from satisfaction, only few banks are reported their activities on triple bottom line principles.

They also mention that the standards for rating CSR practices are less uniform in comparison to that for financial rating and that leads to problem in comparison of corporate houses and determining the CSR rating.

Hossain and Khan (2016) In their paper “Corporate Social Responsibility (CSR) in Banking Sector: An Empirical Study on the Hong Kong and Shanghai Banking Corporation (ICICI) Limited” they inspect people’s comprehension, desires and appraisal of the corporate social obligation (CSR) of ICICI Bank. Primary data was collected through direct personal interview by means of the questionnaire; respondents from five branches of ICICI are randomly selected and secondary data from different reports and magazines, newspapers, different books, publications, journals and internet. They concluded that the sum contributed by ICICI for CSR activities is expanding but the development rate is slow.

J. Vimal Priyan, B. Suriya Prabha in their article “Financial inclusions: Banking scenario”, (March 2010) have reviewed the meaning, nature of financial inclusions in banking sector. They also said the banking industry has shown tremendous growth in volume and profit in last few decades. Despite in

making notable improvement in financial viability, profitability, competitiveness these are concerns that yet banks has not able include vast segments of population. The reason may be change from country to country and so. The strategy could also may but all of our efforts are being made financial inclusion can truly shift the financial conditions and standard of life of poor and disadvantaged in the market. It needs only continue in up grading and customer orientation to be able to avail those opportunities to abroad degree.

Namrata Singh & Rajlaxmi Srivastava (2014), “A Road Way to Corporate Social Responsibility: A Case Study of ICICI Bank”, the present study elucidates the basic banking services the ICICI bank is also indulged in taking CSR initiatives towards the benefit of society. The data of ICICI Bank for the five years is taken and studied. An increase in the contribution is seen by the bank as the year passes. The study tries to through the light on different CSR initiatives conducted by ICICI Bank in the recent years.

Pooja Mengi in her article “Customer satisfaction with service quality-An empirical study of public and private sector banks”, (September 2009) considered that customer services is an integral part of any facet of banking and it defines the future of any banking organization. For a service sector like banking industry the whole range of activities and generation of incomes wivels around the customers.

According to her serv equal performance will ensure maximum customer satisfaction and also help in attending customer loyalty.

RESEARCH METHOD VS. METHODOLOGY

4.1 INTRODUCTION

This research is based on the secondary data collected from the annual reports of banks. Sample of 4 banks are collected for study. As banks were selected on the basis of total income generated; Priority sector lending and rural branch expansion. It is apparent that banks with high income margin contribute which are SBI, HDFC, PNB and ICICI. From the literature view following variables have been identified for assessment of CSR of the Banks Variables for CSR activities done by banks

1. Community welfare and development
2. Skill development and training
3. Environment
4. Financial inclusion
5. Women empowerment
6. Healthcare

4.2 SIGNIFICANCE OF THE STUDY

1. The ICICI Bank's CSR activities are largely focused in the areas of education, health, skill development and sustainable livelihoods, environmental projects, rural development and any other activities that are conforming to Schedule VII of the Companies Act, 2013.
2. At the same time, consumer trust is important for building long-term relationships, reducing customer churn, and even being able to offer personalized service and solutions that work to build those relationships.
3. ICICI Bank has the tools to better use their income in ways that improve their finances, improve profits, and therefore improve both for their banking organizations.

4.3 SWOT ANALYSIS OF ICICI BANK

Introduction to SWOT analysis.

The overall evaluation of the company's Strength, Weakness, Opportunities and Threats is called as SWOT Analysis.

The external environment analysis of any business will give you the opportunities and

3. New specialist applications.
4. Could seek better customer deals
5. Fast-track career development opportunities on

7. Education

8. Support to disabled
 9. Development of culture and sports
- Others

Other activities: charity, contribution to CM funds etc.

The study considers CSR spending as per the company law 2013, according to this act mandatory 2 % of profit were collected through the Annual report of respective banks.

Data Collection:

This study is based on secondary data. The data related to CSR have been collected from Annual report for the period of 2014-15 to 2020-2021.

Statistical tools: ARDL (Auto regression Distribution Lag): The study has considered the ARDL to Examine the long run or short run relationship between the variable. Ordinary Least

threats facing the business. The external environment consists of two parts:

STRENGTH

1. Right strategy for the right products.
2. Superior customer service v/s competitors.
3. Great Brand Image Products have required accreditations.
4. High degree of customer satisfaction.
5. Good place to work

4.4 WEAKNESS

1. Lower response time with efficient and effective service
 2. Some gaps in range for certain sectors.
 3. Customer service staff needs training.
 4. Processes and systems, etc.
- Management covers insufficient.

OPPORTUNITIES

1. Profit margins will be good.
 2. Could extend to overseas broadly.
- an industry-wide basis

THREATS

1. Legislation could impact.
2. Great risk involved
3. Very high competition prevailing in the industry
4. Vulnerable to reactive attack by major competitors
5. Lack of infrastructure in rural areas could constrain investment
6. High volume/low cost market is intensely competitive

CONCLUSION

Banks are playing important role in the corporate social responsibility for the development of India. Indian banks are making good efforts in the CSR but still there are some sectors in which they need more focus. According to guidelines of RBI companies are required to give at least percent profits of the average three years, in which public sector banks are doing better than private sector banks. CSR has become significant phenomena in today's business, be it either for public sector of private sector business. But it is of great importance and to be under consideration while designing the CSR initiatives, as these initiatives need careful planning and at the same time implementation mechanism, the reason being that, a single CSR initiative, the way

It is implemented for one organization may not necessarily be as beneficial and effective as for the other organizations too. The same is in the case of CSR initiative of State Bank of India and ICICI. The primary concern for both these institutions are same, the area they focus to implement their CSR activities are same, but the approach is different for both the banks.

1. Financial institutions are judged from their profitability but like SBI, HDFC, PNB and ICICI are on the top list but not on the top of CSR activities.
2. The environment factor is not taken seriously by the banks, its maybe due to they are not related directly in use of natural resources. All banks should give equal importance to environment also.
3. Private sector banks like ICICI need to open more rural branches.
4. . Public sector banks are opening more branches in rural areas than private sector branches.
5. This study can be valuable for making further CSR activities by both the public sector and private sector banks ICICI.

There can be limitation to the study the study has scope of research on the CSR in banks

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