

# HR perspectives of Corporate Social Responsibility initiatives by Indian Railways during COVID 19 Pandemic

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## Abstract

The whole world had faced the brutal phases of their lives during COVID-19 Pandemic. Whether physical losses or job and business losses that leads to financial retardation, people went through their hard times. Farming, trade, international markets investment, public health, and mental well-being have all suffered as a result of the global financial crisis. The quarantined, and self-isolation procedures that have been advocated have had a negative impact on normal life and income, resulting in sadness, anxiety, and other issues. Organizations are being encouraged to engage in corporate social responsibility (CSR) efforts to support communities and the most disadvantaged people in those hard circumstances. This study examines how Indian Railways has collaborated with non-governmental organisations to aid society and vulnerable individuals (NGOs). This results also shows that how this effort has effected HR perspectives.

**Keywords:** Corporate Social Responsibility, Human Resources, HR perspective, Indian Railways, COVID-19 pandemic

## Introduction

People all over the world are experiencing an unprecedented moment of panic and anxiety as a result of the speedy spread of the COVID-19 disease. At this time, the security of people's lives and good health are always top priority(Haque et al., 2020). CSR leaders in the Indian Railway, according to the findings of this study, use a variety of strategies to ensure their employees, maintain customer service, and care for their communities through various CSR-the COVID-19 programmes (Aguinis et al., 2020). In this research, our objective is to find out the HR perspective of Corporate Social Responsibility during COVID-19 pandemic(Sonal et al., 2020). The global economic impact of Covid-19 is likely to be unprecedented since the Great Depression of the 1930s(Hamouche, 2021)(He & Harris, 2020). As a result, the Covid-19 outbreak is probably as one of the most significant environmental shifts in modern marketing

history, offering the possibility to have a profound impact on CSR, customer behavior, and basic marketing philosophy(Haque, Haque, Kumar, et al., 2021). Because of the widespread lockdown and social distancing measures around the world, the short-term influence of COVID-19 is instantly and easily recognized(Balamurugan et al., 2020)(Haque et al., 2020). Regardless of how the pandemic ends, it is already expected to have long-term economic, social, political, and cultural consequences. In this paper, section 1 show the Introduction of our topic, section 2 shows the relation between CSR and employees, section 3 representing the methodology of our research done, section 4 explains data analysis and discussion and section 5 depicts the conclusion of the research.

## CSR and Employee

Employees working for organizations engaging in CSR activities have enhanced organizational

pride, work commitment, job satisfaction, and organizational identification, according to the existing literature in the CSR-Human Resource Management (HRM) sector. Because they are members of the business, employees are the most powerful stakeholders. Positive contributions from employees to a company's brand image, firm's performance, brand equity, company-stakeholder relationships, social inclusion, and social assistance are vital to the strategic and long monetary, ecological, and social goals. According to statistics, huge numbers of part-time and full-time personnel already have quit their jobs all around globe (Hamouche, 2021). Frontline workers in critical sectors such as pharmacies, grocery shops, transportation, and so on, have a higher risk of contracting the virus because they often operate with little or no protection during the COVID-19 epidemic (UIC Covid-19 Task Force, 2020). The impact of job loss and ensuing difficulties is a major obstacle, but employees may be able to cope with the help of their employers and coworkers' charitable efforts. Employers and workers should establish a better bond than ever during a vital era like the COVID-19 epidemic.

In this research, we are collecting and representing sample data of COVID-19 pandemic

in 2020 (*Indian Railways vs COVID-19: A Case Study*, n.d.). Following are CSR initiatives taken by Indian Railways during COVID-19 pandemic:

1. The Indian Railways transported around 23.2 million wagons in first lockdown phase.
2. Over than 13.5 million wagons supplied important goods such as food grains, salt, sugar, milk, edible oil, and so on.
3. 9.7 million Tonnes of food grain were transported from April 1 to May 22, 2020, up from 4.6 million tonnes the previous year.
4. Indian Railways kitchen with some of the organizations served more than 3 million food packets as a free meal.

### Methodology

To find out the HR perspectives of CSR Initiatives by Indian Railways, we have taken a survey on the Indian Railway Employees taking a sample size of 100 employees (Balamurugan et al., 2020). In this survey, we have asked them various questionnaires based on the impact of CSR on them. The following table shows the responses of employees on various aspects related to CSR:

**Table1:** Table showing the data of the survey on various aspects

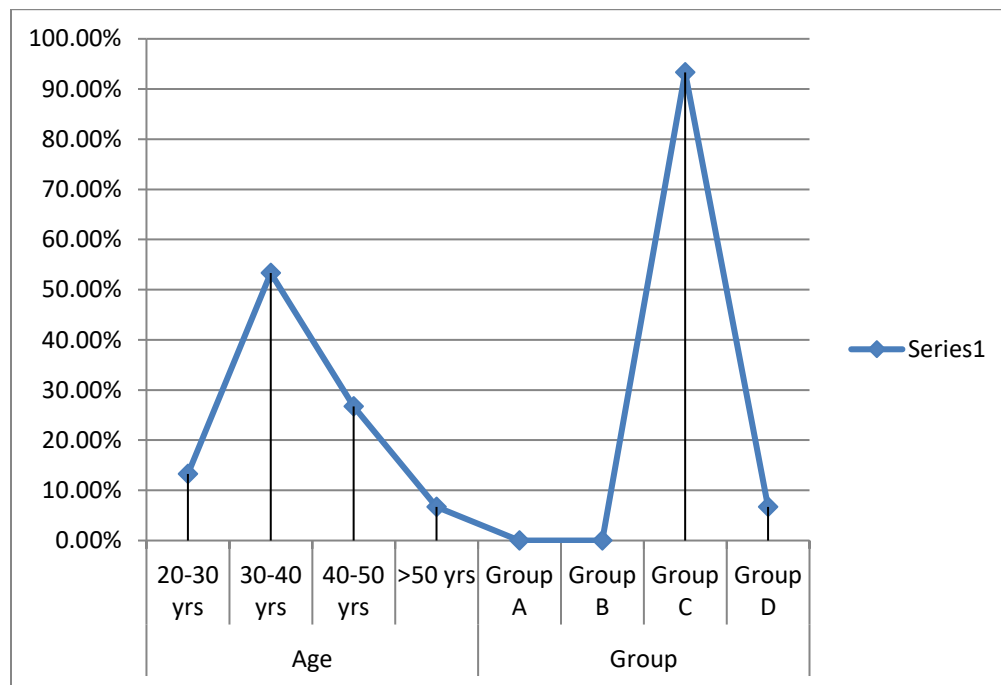
CATEGORY	PARTICULARS	PER CENT
<b>Age</b>	20-30 yrs	13.3%
	<b>30-40 yrs</b>	<b>53.3%</b>
	40-50 yrs	26.7%
	>50 yrs	6.7%
<b>Group</b>	Group A	0
	Group B	0
	<b>Group C</b>	<b>93.3%</b>
	Group D	6.7%
<b>Zone</b>	<b>Eastern Zone</b>	<b>61.5%</b>
	South Eastern Zone	30.8%
	North East Zone	7.7%
<b>Extra Hours on Duty per Day</b>	<b>1-2 Hrs</b>	<b>73.3%</b>
	2-5 Hrs	26.7%
	5-8 Hrs	0
<b>Tension and fear of COVID-19</b>	<b>Very much tensed</b>	<b>46.7%</b>
	Average	26.7%
	No Tension	0

	Care for others is priority	26.7%
Use of Sanitizer frequency	5-6 times	73.3%
	10-15 times	20%
	Before eating only	6.7%
	never	0

## Results and Discussion

The result of this survey done on the railway employees for finding the impact of CSR on them during COVID-19 pandemic is discussed in this section. It is very clear from the Chart1 that the majority of employees were 30-40 years age group and the survey is done mainly among

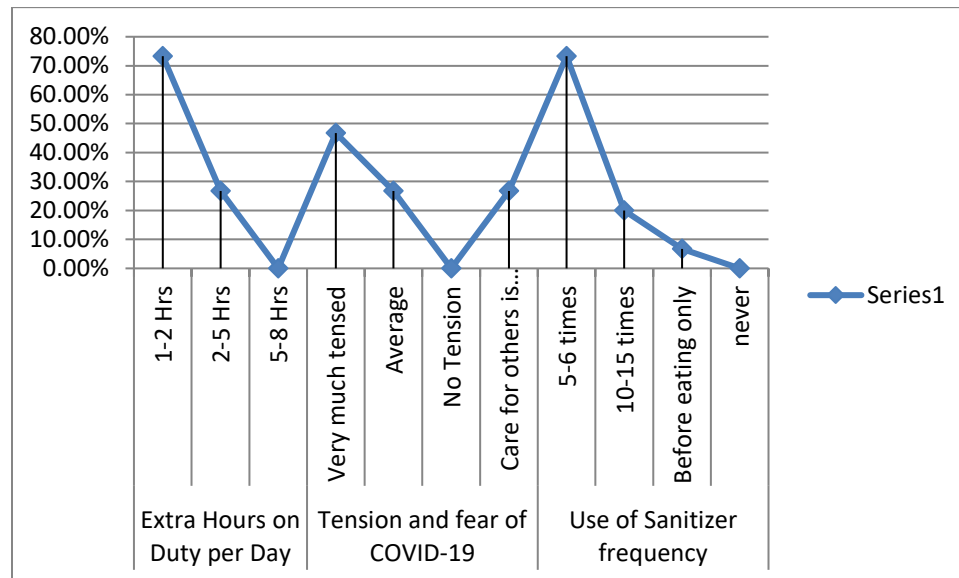
Group-C employees of Railway. They are actually working at Operational level of Railways such as Guards and Drivers of Railway. They were actually dealing and going through the huge crowd during Pandemic. They were given additional PPE kit and sanitizers as a complementary and security items on duty.



**Chart1.** Data showing the age and Group of railway employees taken into consideration

COVID-19 has shown us fear and uncertainty. Being a human it is very obvious to be frightened during this panic situation. Railway Employees had had to become a part of it because of CSR rules of IR. But they were affected definitely in that scenario. Results showing in Chart2 is clearly depicting that they were giving their extra hours during their work during pandemic (Haque, Haque, Sonal, et al., 2021). More than 70% employees were working more than their

scheduled time. They also had given their one day salary in COVID-19 fund of Central Government. Almost 50% employees were very much tensed in that scenario. But still they were doing their duties. They were provided with sanitizers all the times by government for their security concerns. It is also clear from the data that they were using it more than 5 times a day. More than 70% employees were using sanitizer on this pattern.



**Chart2.** Data showing the impact of CSR on employees

## Conclusion

We can conclude from the research that CSR can have both positive and negative impacts on the employees. Positive impact is that employees become more socially active and more sensitive to others pain and grief. They started caring for others despite of being in grief themselves. But some of the negative impact employee faces is that they have to suffer physically and financially to fulfill their duty roles. Indian Railway has shown a great responsibility towards society during the pandemic. No organization can perform such responsibility without their employee support. Thus CSR definitely have impact on human resources of Indian Railway.

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