Research Methodology:

(a) **Universe:** The universe for the present study shall constitute the entire banking industry:


(2) **SBI & Associates:** State Bank of India, State Bank of Bikaner and Jaipur, State Bank of Indore (merged with SBI in 2010), State Bank of Travancore, State Bank of Patiala, State Bank of Hyderabad, State Bank of Mysore and State Bank of Saurashtra (merged with SBI in 2008).

(3) **Private Banks:** Axis Bank, Catholic Syrian Bank, City Union Bank, Dhanalakshmi Bank, Federal Bank, Jammu & Kashmir Bank, Tamil Nadu Mercantile Bank, Yes Bank, ICICI Bank, HDFC Bank, PB BANK, Karur Vysya Bank and Lakshmi Vilas Bank.

Considering the cost and time constraints, it will be restricted to the branches of selected banks located in the city of Mumbai.

(b) **Sample:** From the above banks, two banks, one private sector and the other one public sector bank, have been selected for extensive study and analysis. Accordingly, the researcher has selected the ICICI bank, one of the leading private sector bank, and State Bank of India, the public sector giant. A sample of 200 employees (100 each from ICICI Bank and SBI) working with various branches of ICICI bank and SBI in Mumbai region was randomly selected for analysis and establishment of hypotheses of the
The present study. The sampling technique used for selection of respondents will be convenience sampling technique.

**Table No. 1.1**

**Job Profile of Sample Selected for Data Collection**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Designation</th>
<th>ICICI Bank</th>
<th>State Bank of India</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Number</td>
<td>%</td>
</tr>
<tr>
<td>1.</td>
<td>Bank Manager</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>2.</td>
<td>Asst. Manager</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>3.</td>
<td>Officer</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

**Justification for the Sample:** The sample is well justified on the following grounds:

1. Sample fairly represents the universe under study.
2. Sample size is large and adequate. In case need arises, further to establish hypotheses, the size of the sample may be increased accordingly.
3. Considering the largeness of sample size, the possibility of bias can be minimized.

(c) **Research Methodology:** The research will be exploratory in nature. Although a number of research studies have been undertaken on corporate governance, the field of corporate governance is still unexplored. The present research will probe into corporate governance practices in ICICI Bank and SBI in India and will make recommendations for further strengthening of the concept in the banking industry.

(e) **Method of Data Collection:** Data for the purpose of present study, analysis and establishment of objectives and hypotheses will be collected from both the sources, primary sources as well as secondary sources.
(1) **Primary data:** The present study is both descriptive and analytical in nature. The primary data for this purpose shall be collected from various banks selected for the present research through interviews and questionnaire, especially designed for various categories of stakeholders.

(2) **Secondary data:** Secondary data for this study shall be collected from the publish materials, various books, magazines, journals etc. Secondary information shall also be obtained from newspaper & other relevant publications.

(f) **Data Analysis:** The secondary data and primary data shall be analysed through suitable statistical techniques such as tables, graphs, charts, diagrams and simple average such as mean to draw conclusions. The hypothesis will be tested by applying suitable statistical techniques.

(g) **Time Frame:** The present study will be based on the data pertaining to last 5 years, i.e. from the year 2005 to 2010.

(h) **Research Report:** The research report will be in the form of ‘**Popular Research Reporting Method**’.
Chapterisation:

2. Conceptual framework of Corporate Governance and Corporate Social Responsibility.
3. Relevance of CSR and Corporate Governance in Banking Sector.
4. Comparative Study of Corporate Social Responsibility in various banks in India.
5. Analysis and interpretation of data.
6. Findings, suggestions, recommendations and conclusions.
Limitations of the Study:

It must be borne in mind that Corporate Social Responsibility (CSR) is a new concept and the term has not been defined clearly. There are more controversies in defining the terms rather than unanimity among scholars about the term. Again, there is no legal sanction for the concept and therefore, it depends more on the vision, mission and philosophies of the top management of the bank. This makes objective analysis of the concept somewhat difficult. However, the research will try to quantify responses of various stakeholders using suitable quantitative techniques for establishing the hypothesis of the present research. The study is also constrained by time, cost and geographical limits.
Expected Contribution:

This study will focus on prerequisite for successful adoption of CSR i.e. the commitment of the board and top management of banks in India. As their commitment alone can ensure that CSR mechanism is put into operation in their banks and requisite awareness is created among various stakeholders about its significance. This study will also help to bringing the importance of good corporate governance in banks so as to implement CSR in proper time and situations to achieve the projected growth. The study also tries to foster the importance of attracting, training and motivating the employees to take part in community based programmes. Again it will help to bring out the need to create special funds to finance socially sustainable products.

Human resource policies must provide empowerment to the executive management of the company and simultaneously create a mechanism of checks and balances which ensures that the decision making powers vested in the executive management is not misused but used with care and responsibility to meet stakeholder aspirations and societal expectations. It is no wonder, that organisations having strong HR policies and practices of CSR enhance the public perception, which will be reflected in the company’s growth, profitability and satisfied stakeholders. CSR has become must for organisational health and wealth. It plays role of supporter and facilitator in the journey that enterprises undertake to reach the peak along with highest ethical standards. Considering its significances, the present study will highlight its significance for the overall growth of industrial sector with special reference to banking industry. It will also help NGOs in their endeavours in serving the cause of society. It will help the government in evolving a suitable mechanism for implementing the CSR programmes and keep a close watch on their effects.