



## Banking Sector Corporate Social Responsibility and Rural Development: An Evaluation

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### ABSTRACT

*Banking sector supposed to have touched the lives of many people through Corporate Social Responsibility initiative. The purpose of this research is to examine the impact of banking sector corporate social responsibility on the rural development. In order to achieve the objective, ten deposit money banks, farmers, and petty trader from five geo political zones in Nigeria were selected for the study through judgmental sampling technique. Primary data were gathered from both managing directors, accountants using interview and questionnaire. The data collected were analyzed using MS Excel 2010 SPSS. The results revealed that generation of employment, provision of social amenities and poverty alleviation haveno significant relationship with bank corporate social responsibility because banks do not consider rural areas in carrying out their corporate social responsibility. The result also showed that significant relationship exist between establishment of rural business and Bank corporate social responsibility. Some small businesses in the rural areas may have access to funds and use it to commence business. In view of the above findings, the study concludes that extension of corporate social responsibility by banks should enhance rural development. The study recommends that banks should design suitable activities in their corporate social responsibilities as financial inclusion, creation of employment to the poor rural dwellers; attract government to provide social amenities. The implication of this study is that with the execution of corporate social responsibility in the rural areas, poverty will be alleviated; people will be self-reliant with improved standard of living and enhance economic development.*

**Key words:** corporate social responsibility, banking sector, rural development, poverty alleviation and economic development.

### 1. Introduction

#### 1.1 Background of the study

The extent to which organization influences the business environment has become the concern of many people. No company can exist in isolation without its area of operation and it must be a community where the business operates. Company assumes responsibility to impact its activities positively on the environment, communities and other members of the public. The corporation has to promote and protect the interest of the people by avoiding activities that are harmful especially to the rural dwellers.

International Institute for Sustainable Development (2013) maintain that the concept of Corporate Social responsibility is underpinned by the idea that corporations can no longer act as isolated economic entities operating in detachment from broader society. The competitiveness, survival and profitability of the corporations should be accompanied with Corporate Social Responsibility for the survival, sustainability and development of the rural communities. Actually, CSR is whatever companies want it to be – and often, what is most convenient for the organization. Although, the concept of corporate social responsibility is rooted on the global business

plan, but in Nigeria, it has not moved from theory to concrete action.

Cowton and Thompson, (2000) said that Financial institutions like banks do not produce hazardous chemicals or discharge toxic pollutants into the air, land or water and thus apparently they might be viewed as uninvolved with environmental issues. It is obvious that banks can grant loan to individual or group that may produce such harmful goods or services. Hence, many researchers said that bank sact as facilitators by supplying the fund to support the production process which ultimately causes environmental degradation.

The European Commission defines corporate social responsibility as the integration by companies of social and environmental concerns in their business operations and in the interactions with the stakeholders on a voluntary basis, not statutory and has no uniform approach of exercising it.

In Nigeria many communities have been experiencing the ugly influence of the activities of the corporations around them. Some communities today find it difficult to get drinking water, a place to put up a shelter or even establish businesses of their own, no good road or other required infrastructural facilities. The youth are unemployed, poverty evaded their land; yet there are many companies existing and operating in these communities with their noble business ethics. Companies should become a vital tool of social justice and social change and involve in solving social problems. This is better done by touching the lives of the member of the communities including the rural dwellers. Standard of best practices is to ensure that the procedure and application of these and other human activities are done in a decent and sustainable manner without endangering the environment and human right. As a result of this development, corporation now strives to meet the standard of best practices to enable them remain relevant and sustainable in its area of operation.

Banking sector is the financial engine of every economy due to its contributions towards the development of the nation's economy. Through the role of intermediary, bank interact with various people outside the shareholders. Bank as a financial institution has numerous law guiding every facet of

its operation which include: Law relating to banking operations, bank –customer relationship, banking services, condition of services and above all and ethical code of conduct. The concept of CSR rests on the idea that businesses operate with a social contract granted by society, hence, bank customer relationship is contractual and fiduciary in nature. Bank has no asset to offer to the customers except confidence. The silent question that requires an answer is how can banking sector maintain and establish this confidence? Banks make huge profit annually, but how does that impact on the development of rural areas where they have their branches. Banks enrich themselves from the little resources of the poor people. A case of excessive and arbitrary charges on the customers' accounts and the rate of retrenchment of bank staff without compensation are good examples of issues that resulted due to lack of CSR. In fact the incessant political and social unrest in Niger Delta Saga and Nigeria as a whole is a well known issue in the CSR literature in Nigeria Corporation. Again, the reoccurring incident of kidnapping in Nigeria is caused by poor impact of corporation activities in their business environment.

Banks have failed in job creation especially in the rural areas, but always interested in cost reduction (retrenchment of worker) to the detriment of common masses. Banks exclude small and medium business from financial services. Hence, Mbrigenda, (2010) as quoted in Rehema ,Kilonzo & TiinaKontinen (2015) maintain that corporations enormously influence our lives in a many ways. CSR among others contribute to economic development while improving the quality of the workforce and local community. Review of related literature show that banks as corporation embrace CSR in various places in the urban city. The gap is that banks CSR have no effect on community development. To what extent has banking sector impacted on rural communities in terms of CSR? Based on this background, the researchers wish to evaluate the impact of Banks corporate Social Responsibility on the development of rural communities in Nigeria:

## **1.2 Objectives of the study**

1. To examine the relationship between CSR in the banking sector and employment opportunity in the rural area of community.

2. To examine the relationship between CSR in the banking sector and establishing small businesses in the rural area of the community.
3. To determine the extent to which CSR contribute to the rural development.
4. To examine the relationship between CSR in the banking sector and poverty alleviation in the rural area

### **1.3 Hypotheses**

1. There is no significant relationship between CSR in the banking sector and employment opportunity in the rural area of community.
2. There is no significant relationship between CSR in the banking sector and establishing small businesses in the rural area of the community.
3. There is no significant relationship between CSR contribute to the rural development.
4. There is no significant relationship between CSR in the banking sector and poverty alleviation in the rural areas.

## **2. Literature Review**

### **2.1 Concept of corporate social responsibility, banking sector and rural development**

Corporate social responsibility (CSR) is referred to strategies corporations or firms conduct their business in a way that is ethical, society friendly and beneficial to community in terms of development. For Deepika, Dhingra and Rama Mittal (2015), it is a concept where Business organizations apart from their profitability and growth show interest in societal and environmental welfare by taking the responsibility of impact of their activities on stakeholders, employees, shareholders, customers, suppliers, and civil society. Although, the concept of corporate social responsibility is rooted on the global business plan, but in Nigeria, it has not moved from theory to concrete action.

According to Vodacom Tanzania, 2009 quoted in Flavianus, Ng'eni and Michael (2015), CSR program can be seen as an aid to poverty reduction, it contributes to social development by promoting education, road infrastructure, water supply electricity, health and security initiatives and companies has community support policy. Corporate responsibility is a genuine attempt by a company to build meaningful relationships and goodwill between the corporate sector and the rest

of society. This relationship though required by any other organization but mostly needed by banks that have no asset to offer to the public except confidence.

Corporate responsibility is achieved when businesses adapts all of its practices to ensure that it operates in ways that meet, or exceed, the ethical, legal, commercial and public expectations that society has of business. Hopkins(2003) argues that “the aim of the CSR is to create higher standards of living, while preserving the profitability of the Corporation for its stakeholders both within and outside the corporation”.Poojaand Khan (2015) defined CSR as the social obligations towards wider stakeholders, environment while making profit for the shareholders.

Banking sector is the unit of the economy charged with the responsibility of holding financial assets for others, investing those financial assets as leverage to create more wealth, and the regulation of those activities by government agencies.

Banking sector is a financial institution that accepts deposit, make payment to people through their accounts, give loan to individual for private and business purposes. Bank obtain fund from surplus unit and give to deficit unit. It provides advisory services to the customers and also acts as render of last resort. Amadeo (2017) see banking as an industry that handles cash, credit and other financial transactions. Banks provide a safe place to store extra cash and credit.

Whenever an activity is carried on to enhance the life of the people in the rural area, it simply means rural development. Sharma & Kiran (2016) defined it as helping people set the priorities in their own communities through effective and democratic body by providing local capacity: investment in basic infrastructure and social services, justice, equity and security, dealing with the injustice of the past, ensuring security and safety of the rural populations especially women.

Other scholars see rural development as the improvement in the living standard of the rural dwellers by engaging them in productive activities such as the establishment of rural industries that will increase their income. It is seen by these scholars as a means of raising the sustainable living

of the rural poor by giving them the opportunity to develop their full potentials. It is a project of its own aiming at adding value to the rural community, improving the standard of living of the dwellers and involving them in the whole process of sustainable development. Rural development will cause the provision of amenities, industrialization and improved agricultural sector to reduce urban migration.

According to agriculture information bank (2015), rural development is the improvement in the living standard of the rural dwellers by engaging them in productive activities such as the establishment of rural industries that will increase their income. It is seen by these scholars as a means of raising the sustainable living of the rural poor by giving them the opportunity to develop their full potentials. Therefore, the choice of banks' CSR should be to embark on the activities that will enhance community development.

## **2.2 Empirical Framework**

Miguel, Stijn and Guido (2015) conducted research on corporate social responsibility applied for Rural Development on Firms from the American Continent, the result show that although rural development initiatives are not relevant for all types of companies, a significant number of firms from a variety of industries have engaged in CSR programs supporting rural communities.

In the research carried out on CSR Practices in Indian Banking Sector, Deepika and Rama (2015) observed that mostly banks implement CSR in an ad – hoc manner, unconnected with their business process as actions taken by corporate houses and regulatory authorities operating in developed nations are quite satisfactory. However, in developing nations the situation of CSR activities by financial institutions is not so flourishing.

Pooja and Khan (2015) conducted research on the role of banks in poverty eradication through corporate social responsibility (CSR) and the findings indicate that there was very low participation of banks in CSR activities. Carolin, Karthi and Asha (2015) conducted research on the Corporate Social Responsibility of Banks in India the findings indicate that banks are showing interest in integrating sustainability into their business models but its CSR reporting practices are far from satisfaction.

Sarwar, Ahmed and Hasan (2012) carried out research on Corporate Social Responsibility and Financial Performance Linkage- Evidence from the Banking Sector of Bangladesh. The results of the analysis revealed that the banks' social performances were below 75percent in all the five categories of CSR indicators, especially value & transparency, workplace, governance and community.

Proti (2012) in African context investigated the role of CSR in the sustainable development. The study revealed that society is very important in the profitability life of the companies and thus companies should support its well-being. Sanjay Pradhan, Akhilesh and Ranjan (2010) worked on Corporate Social Responsibility in Rural Development in India. The findings showed that Banks and other financial institutions start promoting environment friendly and socially responsible lending and investment practices. The impact is not yet strong.

Having done the empirical review, I observed that there was no evidence of the work done on bank corporate social responsibility and rural development. In order to fill this gap, the researchers resolved to evaluate banking sector corporate social responsibility and rural development.

## **2.3 Theoretical Framework**

Harvard Law Review as early as 1932 disclosed a debate on corporate social responsibility by Adolph. For him, all powers granted to a corporation are at all times exercisable only for the benefits of all the shareholders of the organization. Friedman Milton believes that the one and only one social responsibility of business is to use its resources and engage in activities meant to maximize profit for shareholders. He went further to say that to promote corporate social responsibility amounts to moral wrong. The main belief of this theory is that the management of business organization has a fiduciary duty of acting for the interest of the shareholders; always work to maximize the return on the investors' fund.

However, stakeholder theory opposes shareholders theory and state that the concern of business organization should go beyond profit to include promoting the interest of the stakeholders. Merric

Dodd who is one of the authors of stakeholders' theory posited that business corporation is an economic institution which has a social services as well as profit making function. In the theoretical framework developed by Carroll on CSR, he proposed four dimensions of CSR which consist: economic, legal, ethical and philanthropy of CSR. Hence, Carrol and Shabana (2010); maintain that business enterprises have significant roles to the society apart from making profit for their shareholders. This is where the article takes its bearing.

2.4 Deposit money banks' Corporate Social Responsibility, rural development and poverty alleviation CSR is when an organization assumes the responsibility to consider the interests of society by embarking on the projects that impact positively on communities and other stakeholders. Bank can implement CSR not only by its activities but also by the services rendered to the clients, communities and others. Nigerian banking sector embrace CSR in many ways and various activities carried out in the country. According to Zenith Bank's mission statement, that the bank is a leading financial services institution, giving back to the communities where they operate and ensuring that the sustainability of the social, economic and ecological environments are integral to their overall business strategy.

First Bank with its numerous branches in the urban as well as rural areas has in various places and time promotes capacity building in 12 Nigerian Universities through its endowment in professorial chairs in 12 universities across the nation provided platforms for scholarly research, academic excellence and economic development. Recently the bank sponsored research report at Nnamdi Azikiwe University, Awka - titled; "Fifty years of Banking Sector Reforms in Nigeria (1960-2010). First Bank embark on the following infrastructural projects: an ICT Park at Ahmadu Bello University in Zaria, an Auditorium at the Faculty of Agriculture, University of Ibadan, a Lecture Theatre at Obafemi Awolowo University, Ife and a Faculty of Dentistry Building at University of Nigeria Teaching Hospital, Ituku/Ozalla, Entrepreneurship Centre at the University of Abuja, a Faculty of Social Sciences Building at University of Port Harcourt and a Lecture Theatre at the Federal University of Technology, Minna.

CBN contributed the sum of N50m to build legislative capacity in the National Assembly through Senate Committee, donated the sum of N60.5m to EFCC for the purchase of Office furniture and IT equipment, contributed the sum of N10m to assist the Investment and Securities Tribunal (IST), gave the sum of N20.5m to the FITC, built two Police Posts for the Nigerian Police Force at Satellite Town, Lagos at the cost over N18 million, N1.8m was donated to Farm Management Association of Nigeria. Zenith bank electrified one of the streets in Victoria Island in Lagos. Other Deposit Money Banks in Nigeria have in one way or the other provided services to the communities in the urban areas.

However, the issue is that many activities of CSR embarked by this sector has nothing to the rural communities, like Sponsoring of "Chairs" in universities by banks as part of CSR. Banks concentrate in the urban areas for all their CSR activities. There are many communities in rural areas where banks have branches, they mobilize deposits only and other areas never enjoyed banking services; the rural dwellers have not experienced banks. Provision of banking services to those areas is sufficient corporate social responsibility. To confirm this, Pooja and Khan (2015) said that the CSR in Banking Sector is aimed towards addressing the financial inclusion, providing financial services to the unbanked or untapped areas of the country, the socio-economic development of the country by focusing on the activities like, poverty eradication, health and medical care, rural area development, self-employment training and financial literacy trainings, infrastructure development, education, and environmental protection. Banks and banking rely on trust while trust takes years to establish, it can be lost in a moment through failures caused by problematic ethics, values, and behaviors. (Group of thirty, 2015)

Banking sector is relevant to economic development of any nation through provision of financial services to the public. It is obvious that the rural communities were not excluded from the people that supposed to receive the banking services. Many rural communities experience the exclusion from banking services. These rural areas were richly endowed with natural resources and the major occupation is agriculture. Rural

development enhances economic development and any nation that ignores the development of its rural areas will not find it easily to achieve economic growth. Rural banking according to Nwuzoh (2016) will enhance employment opportunity, national economic development and agricultural development

According to Deepika, Dhingra and Rama Mitta (2015), the core operational CSR activities in banks are focused on education and employment for all. However, the recent mass deployment made by various Deposit Money Banks in Nigeria opposes the main purpose of CSR in the banking system. Many employees were relieved of their jobs, some without compensation. This caused harm to the economy and society at large. Thus Kanu and Isu (2013), observed that the people rendered jobless by Deposit Money Banks in Nigeria have lots of dependents; some are involved in small retail businesses; as a result, these retail businesses have been forced to liquidate or preparatory to eventual closures in most cases. The sequences of events have been thus; the bank staff is retrenched and their dependents also lose their businesses. The effects are that many Nigerian are out there in the streets jobless, increasing the high incidence of crime in the country.

Carrol and Shabana (2010); make an assertion that business enterprises have significant roles to the society apart from making profit for their shareholders. This entails that the establishment of business organization in the rural areas encourages economic development. Bank through its intermediary role can help in the achievement of this goal. Banks can grant loan to the rural dwellers to commence small business, not to all but to those who are capable and have business acumen. Banks encourage agriculture by granting agricultural loan to the rural dwellers whose major activities are farming, instead of excluding them from financial services. This loan will go a long enhance establishment business, generate employment, improve self-reliant and standard of the living of poor rural dweller. Hence, corporate social responsibility (CSR) takes further voluntary steps to improve the quality of life for the local community and society at large. Banks should therefore, as part of CSR, grant loan to the rural farmers because agriculture is the major occupation in the rural areas, monitor and evaluate the performance in order to ensure recovery of the

credit. Banks have power to attract government for the provision of infrastructure which will be of a great help to the banking sector and development of rural communities. Some of the Deposit Money Banks claim thus: "our aim is to 'give back' in a structured and sustainable manner that ensures the greatest positive impact on our beneficiaries. Our CSR initiatives are mostly focused on the following areas: healthcare, education and skills development, poverty alleviation, infrastructure development, environmental sustainability, female and youth empowerment and the welfare of the physically challenged. However, it is easier said than done.

### **3.0 Methodology**

#### **3.1 Research Design**

The study adopted a survey design to sample the opinion of Managing Directors, Accountants, Credit officers, and Operation Managers of ten Deposit Money Banks in Nigeria, rural dwellers, farmers and the petty traders. Purposive judgmental sampling method was used to select the 350 from these banks and rural dwellers of the five geo-political zones in Nigeria.

#### **3.2 Research Instrument**

The authors reviewed various literatures- published and unpublished materials related to corporate social responsibilities, Deposit Money Bank and rural development in Nigeria and beyond. In order to achieve the objectives of the study, structured questionnaires were designed.

#### **3.3 Population of the Study**

The population of this study includes the Managing Directors, Accountants, Credit officers, and Operation Managers of five Deposit Money Banks in Nigeria, the rural dwellers which consist of the employed and unemployed people, farmers and those that engage in small business. The choice of the ten Deposit money banks is due to the fact that they have more branches in rural areas. Other respondents were chosen because they stand in the better position to answer the questions due to their business relationship with banks. The total number of the respondent is 350. (Three hundred and fifty). Out of 350 questionnaires distributed to the respondents, 335 were returned.

#### 4.0 Data Presentation

The researchers examined and appropriately scored the data. Demographic variables were initially analyzed with frequencies and percentages. MS Excel 2010 SPSS was used for the analysis. In order to determine the consistency of the data collected, reliability test was conducted. Again, factor analyses were performed separately for each independent and dependent variables. The results of the factor analysis were used for regression tests - multiple linear regressions. The regression test involved calculating and comparing to understand the nature of relationship between independent and dependent variables.

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335(Three hundred and thirty three) issues were used for the test. Generation of employment which is one of the independent variables which construct scored the alpha value of 0.981, establishment of rural businesses scored alpha value of 0.912. The provision of social amenities construct scored a value of 0.784, Poverty alleviation 0.984, banks' corporate responsibility and Banks' corporate social responsibility .798 regression test involved calculating and comparing to understand the nature of relationship

The alpha values indicated that the study's instrument and data were reliable. In order to examine the relationship, correlation and regression analysis were performed.

The result show a weak correlation between Generation of Employment and Banks' corporate social responsibility,  $r = 0.20$ ,  $p < 0.001$ . Findings from this study provide evidence that the Banks' corporate social responsibility factor had little or no influence on the Generation of Employment in the rural areas. The coefficient of determination of the contribution of Banks' corporate social responsibility to Generation of Employment, the

value of  $R^2$ , in the Table 3 is .350 (Adjusted  $R^2$  .441) indicates a shared variation of 35% between Generation of Employment data and Banks' corporate social responsibility data. That is, approximately 35% of the variances in Generation of employment can be accounted for by knowledge of Banks' corporate social responsibility. The difference between the variables is caused by none provision of this social responsibility by the banking sector especially in the rural setting. The Generation of employment component data in Table 4 shows an ANOVA significance of .000 chance in 1000 of Type-I error (correct rejection of null hypothesis), implying that the data Generation Employment and the Banks' corporate social responsibility are correlated and there is a good model, although the relationship is weak.

To determine the relationship between Establishment of rural business and Banks' corporate social responsibility, correlation and regression analysis were performed. There is a significantly strong correlation between establishment of rural business and Banks' corporate social responsibility,  $r = .801$ ,  $p < 0.001$ . The coefficient of determination of the contribution of Banks' Corporate Social Responsibility, the value of  $R^2$  is 0.611 (Adjusted  $R^2$  .598) indicates a shared variation of about 61% between Banks' Corporate Social Responsibility data to Establishment of Rural Business data. That is, approximately 61% of the variances in Banks' Corporate Social Responsibility can be accounted for by knowledge of Establishment of Rural Business

The Establishment of Rural Business data in Table 8 shows an ANOVA significance of 0.001 or one chance in 1000 of Type-I error (correct rejection of null hypothesis), implying that the data between Establishment of Rural Business and the Banks' Corporate Social Responsibility: are fairly correlated and there is a good model.

To obtain the relationship between Provisions of social amenities and Banks corporate social responsibility, this study performed correlation and regression analysis. There was a significant correlation between Provision of social amenities and Banks corporate social responsibility,  $r = .385$ ,  $p < 0.001$ . The coefficient of determination of the contribution of Banks' Corporate Social

Responsibility to Provision of social amenities, in Table 11,  $R^2$  value was 0.264 (Adjusted  $R^2$  .158) indicated a shared variation of about 26% between Provision of social amenities data and Banks corporate social responsibility data. That is, approximately 26% of the variances in Banks corporate social responsibility can be accounted for by knowledge of Provision of social amenities. The Provision of social amenities component data (Table 12) shows an ANOVA significance of 0.001 or one chance in 1000 of Type-I error (non rejection of null hypothesis), implying that the data between Provision of social amenities and the Banks corporate social responsibility are correlated and there is a good model.

To examine the relationship between Poverty Alleviation and Banks' corporate social responsibility, this study performed correlation and regression analysis.

The result in Table 14 indicates that there was a significantly correlation between Poverty Alleviation and Banks' corporate social responsibility,  $r = .295$ ,  $p < 0.001$ . The result indicates that Bank corporate social responsibility can affect poverty. The relationship is weak due little no presence of banks' corporate social responsibility in the remote areas. The coefficient of determination of the contribution of Banks' corporate social responsibility to Poverty Alleviation, from Table 15, the value of  $R^2$  was 0.224 (Adjusted  $R^2$  .214) indicated a shared variation of about 31% between poverty alleviation data and Banks' corporate responsibility data. That is, approximately 21% of the variances in knowledge of poverty alleviation can be accounted for by Banks' corporate social responsibility. This clearly shows that involvement of banks in the rural areas is very low as far as social corporate responsibility is concern. Due to the nature of poverty in these areas, the level of involvement of banks is poor to impact positively on poverty or bring it to minimal. The Poverty alleviation component data (Table 16) shows an ANOVA significance of 0.001 or one chance in 1000 of Type-I error (correct rejection of null hypothesis), implying that the data between Poverty alleviation and the Banks' corporate social responsibility are strongly correlated and there is a good model

## 6. Conclusions And Recommendations

### Conclusions

The study evaluated the impact of banks' corporate social responsibility on the rural development. The results from the tested hypotheses unveil the involvement of Nigerian Deposit Money Banks in CRS but limited tourban areas of the country. Banking sector requires the support of customers in order to survive and be sustained especially in the rural areas where there are no much banking activities. Likewise, society need organizations product - that is goods and services they produce as well as social amenities from corporate organizations. Therefore, the study concludes that; banking sector should carry out the CSR not only in the urban areas of the country but also in the rural areas. This will help to eliminate poverty, generate employment, enhance rural development, increase standard of living, reduce urban migration and cause economic growth.

In the face of dwindling economic and abject poverty in the country especially in the rural areas, banks should demonstrate their CSR in such a manner that it should be beneficial to the individuals and communities at large. Banks CSR in the rural communities will be gameofchange because it will stem the tide poverty for rural dwellers and contribute immensely to the development of economy.

The following recommendations were made:

In their corporate social responsibility, banks should imbibe the culture and ethics that will be beneficial like CSRthat will improve customers trust and confidence in the banking sector.

Financial inclusion of small and medium business especially in the rural areas is sufficient social responsibility. Therefore, this study recommends that banks should include SMEs in banking services as part of CSR.

Banks should extend credit to peasant farmers and petty traders in the rural areas as this will go a long way to make them self-reliant and alleviate poverty of the poor masses and adopt appropriate credit monitoring process to ensure repayment. Mobile banking should be introduced in the rural areas to reduce cost.

Government should initiate policies that will enhance rural development and sustainable economy

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## Appendix

**Table 1: Measurement of Reliability**

Scale	No of Items	Cronbach's Alpha	Type
Generation of employment	7	.981	Excellent Reliability
Establishment of rural business	8	.912	Excellent Reliability
Provision of social amenities	5	.784	High Reliability
Poverty Alleviation	8	.984	Excellent Reliability
Banks' corporate social responsibility	6	.798	High Reliability

### TABLE 2

#### Regression Analysis

**To determine the Relationship between Generation of Employment and Banks' corporate social responsibility:**

		BCSR	GE
BCSR	Pearson Correlation Sig. (2-tailed)	1	.908** .000
GE	Pearson Correlation Sig. (2-tailed)	.908** .000	1

\*\* Correlation is significant at the 0.01 level. (2-tailed).

**Table 3: Generation of Employment and Banks' corporate social responsibility: Model Summary**

		Change Statistics							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Df1	df2	Sig. F Change
1	.308	.350	.441	.30450	.350	0.903	1	41	.000

a. Predictors: (constant), GE

**Table 4: Generation of Employment and Banks' corporate social responsibility: ANOVA**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	28.357	1	28.357	0.903	.000
Residual	13.647	41	.333		
Total	42.004	42			

a. Predictors: (Constant), GE, b. Dependent Variable: BCSR

**Table 5: Generation of Employment and Banks' corporate social responsibility: Coefficients**

Unstandardized Coefficient			Standardized Coefficient		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	5.230	.636		9.115	.000
GE	0.000	.414	.308	9.245	.000

a. Dependent Variable: BCSR

**Table 6: Examine the Relationship between Establishment of rural business and Banks' corporate social responsibility. Correlation between ERB and BCSR**

		BCSR	ERB
BCSR	Pearson Correlation Sig. (2-tailed)	1	.501** .000
ERB	Pearson Correlation Sig. (2-tailed)	.501** .000	1

\*\* Correlation is significant at the 0.01 level. (2-tailed)

**Table 7: Establishment of rural business and Banks' corporate social responsibility: Model Summary**

		Change Statistics							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Df1	df2	Sig. F Change
1	.501	.611	.598	.80510	.611	50.180	1	41	.000

a. Predictors: (constant), ERB

**Table 8: Establishment of Rural Business and Banks' Corporate Social Responsibility: ANOVA**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	22.082	1	22.082	40.206	.000
Residual	19.922	41	.486		
Total	42.004	42			

a. Predictors: (Constant), ERB, b. Dependent Variable: BCSR

**Table 9: Establishment of Rural Business and the Banks' Corporate Social Responsibility: Coefficient**

Unstandardized Coefficient			Standardized Coefficient		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	.004	.117		.028	.588
ERB	1.065	.176	.501	7.454	.000

a. Dependent Variable: BCSR

**Table 10: Examining the Relationship between Provision of social amenities and Banks corporate social responsibility**

**Correlation between PSA and BCSR**

		BCSR	PSA
BCSR	Pearson Correlation Sig. (2-tailed)	1	.385** .000
PSA	Pearson Correlation Sig. (2-tailed)	.385** .000	1

\*\* Correlation is significant at the 0.01 level. (2-tailed).

**Table 11: Provision of social amenities and Banks corporate social responsibility: Model Summary**

					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Df1	Df2	Sig. F Change
1	.185	.264	.358	.52012	.264	140.182	1	41	.000

a. Predictors: (constant), PSA

**Table 12: Provision of social amenities and Banks corporate social responsibility: ANOVA**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	32.109	1	31.109	70.188	.000
Residual	9.895	41	.241		
Total	42.004	42			

a. Predictors: (Constant), PSA, b. Dependent Variable: BCSR

**Table 13: Provision of social amenities and Banks corporate social responsibility: Coefficient**

Unstandardized Coefficient			Standardized Coefficient		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	4.008	.455		12.450	.000
PSA	.001	.233	.185	13.624	.000

a. Dependent Variable: BCSR

**Table 14: Determination of the Relationship between Poverty Alleviation and Banks' corporate social responsibility.**

Correlation between PA and BCSR

		BCSR	PA
BCSR	Pearson Correlation	1	.795** .000
	Sig. (2-tailed)		
PA	Pearson Correlation	.295** .000	1
	Sig. (2-tailed)		

\*\* Correlation is significant at the 0.01 level. (2-tailed).

**Table 15: Poverty Alleviation and Banks' corporate social responsibility:**

**Model Summary**

					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Df1	Df2	Sig. F Change
1	.795	.224	.214	.13483	.224	22.9001	1	41	.000

a. Predictors: (constant), PA

**Table 16: poverty alleviation and Banks' corporate social responsibility:**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	26.412	1	24.314	65.401	.000
Residual	15.592	41	.380		
Total	42.004	42			

a. Predictors: (Constant), PA, b. Dependent Variable: BCSR

**Table 17: Poverty alleviation and the Banks' corporate social responsibility: Coefficient**

Unstandardized Coefficient			Standardized Coefficient		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	6.593	.768		7.9825	.000
FC	4.966	.568	-.795	7.985	.000

a. Dependent Variable: BCSR