

# Corporate Social Responsibilities in Present Scenario: A Critical Review

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## ABSTRACT

In the present scenario the Corporate Social Responsibility (CSR) and ethics are key topics for the Industrialist and Government administration. The various company laws and rules are existing to cover the operations of corporate sectors in morally, socially and holistic responsibilities. Past decade study shows that many well-known Indian industrialists like Tata, Mahindra & Mahindra Ltd., Advani and Birla were started their businesses with the implementation of Corporate Social Responsibility (CSR) with growth of healthy relations is specially in reference of socially, environmental and various stakeholders. The present work makes a critical study with considering the various factors, existing rules and implementation of various policies governed by the government administration. The significance of the research work is to make a milestone in the study of Corporate Social Responsibility (CSR) with factor affecting and resultant of laws as described in various manuals of ministry of Textile in India. Moreover, the works help to the newer users to consider the concrete and abstractive study in the field of CSR.

**Keywords:** CSR, Business Ethics, CSR Initiatives, Labour-Laws, CSR Policies.

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## INTRODUCTION

The Corporate social responsibility (CSR) refers to business activities which benefit society. A business strategy known as corporate social responsibility (CSR) entails incorporating moral, social, and environmental considerations into a company's operations and dealings with its stakeholders, which include its shareholders, workers, clients, suppliers and the general public. CSR is about accepting accountability for a business's effects on the environment and society, which go beyond its financial results.

Now a days, a growing number of academics as well as top executives have been allocating a considerable amount of time and resources to CorporateSocial Responsibility (CSR) strategies – i.e. the voluntary integration of social and environmental concerns in the companies' operations and in their interaction with stakeholders (European Commission, 2001).

CSR was deemed "important" or "very important" by 93% of the 766 CEOs from around the world who participated in the UN Global Compact – Accenture CEO study<sup>1</sup> (2010). Customers are growing more conscious of companies' CSR performance on the demand side. According to a recent Edelman study of 5,000 respondents, over two-thirds of them stated that "transparent and honest business practices" are the most significant factor influencing a company's reputation. Thus, a thorough analysis of the problems and difficulties encountered by different corporate social responsibility initiatives has been conducted in this research article.

In April 2014, the Company Act of 2013 was revised, making India the first nation in the world to require Corporate Social Responsibility (CSR) under the 2009 Company Act.

## REVIEW OF LITERATURE

**Dalwadi and Sharma (2022)** examined how respondents felt about corporate social responsibility (CSR) and what they thought about investing in CSR-focused companies. According to the study's findings, most participants think that CSR businesses are reliable, satisfy customers, and win over new customers. Most respondents think that companies work to promote social and environmental well-being, and they prefer the goods and services offered by CSR organizations. Although respondents think that companies who participate in corporate social responsibility (CSR) are accountable, the researchers found that people are not prepared to pay more for their goods and services.

**Venugopal and Krishnan (2018)** examined the viewpoints of the beneficiaries and workers about the main concerns that the Bank feels ought to be given top priority in CSR initiatives. The Bank views resolving these issues as a top priority. They learned that the beneficiaries placed the promotion of education, the welfare of children, and female employment as the three themes that were most important to them, and that the employment of workers with disabilities was seen to be the most important.

**Bibhu Parshedet. al. (2012).** CSR, according to the article, is the industry's face of conducting business. Today's corporate houses use corporate social responsibility (CSR) as a way to satisfy their greed for profit, according to Bibhu. The article also examined how companies are investing in a variety of areas, such as child labor, ground water, food, education, and employment, but no one is paying attention to the basic needs of the world's poor. Profit-making is a given for businesses, according to the article, but corporate social responsibility (CSR) goes beyond this.

**Hartman et. al. (2011).** A paper titled "Corporate social responsibility in the food sector" in the European Review of Agriculture Economics examined the significance of CSR in the food industry, especially for businesses with strong brand recognition. These businesses place a lot of emphasis on corporate social responsibility (CSR), but SMEs are less equipped to fulfill their social responsibility. The study also discovered that the food industry constantly looks to enhance how it manages and provides its services to consumers and society. Businesses that prioritize corporate social responsibility initiatives and offer high-quality goods and services are also preferred by consumers.

### Objectives of the Study

1. To identify the difficulties in carrying out corporate social responsibility.
2. To investigate the function of corporate social responsibility initiatives in the business sector.

## RESEARCH METHODOLOGY

This study was carried out using a descriptive research approach. This research strategy was chosen in order to increase the study's accuracy and depth of analysis while keeping in mind the predetermined goals.

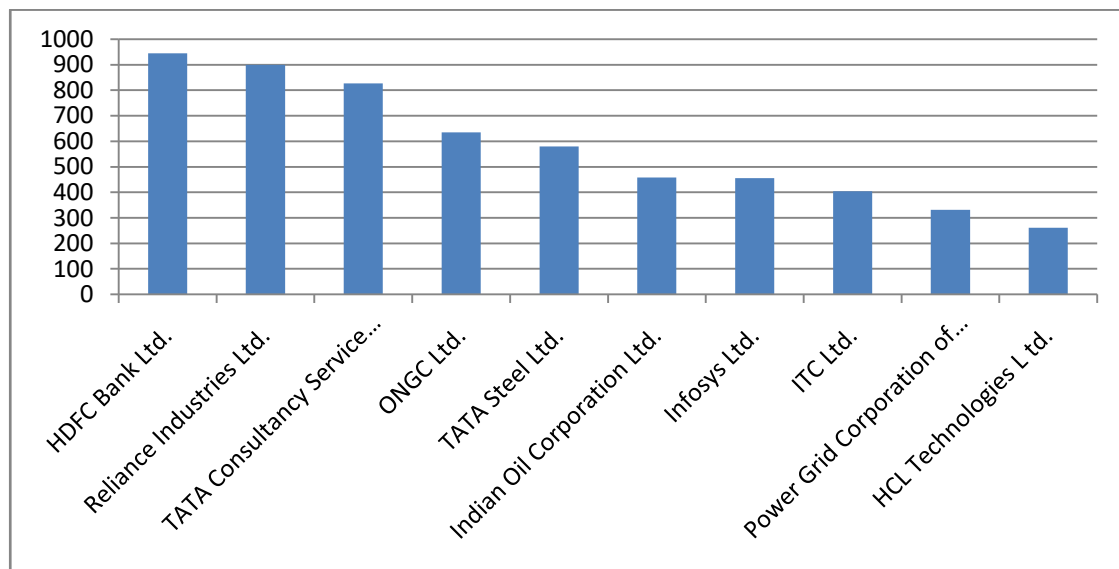
The study made use of secondary data. such as various news stories, books, and websites.

### The Corporate Social Responsibility-Past History

The phrase "corporate social responsibility" gained popularity in the late 1960s and early 1970s when several multinational firms coined the word "stakeholder," which refers to the people that an organization's actions affect. Because of R. Edward Freeman's seminal work *Strategic Management: A Stakeholder Approach*, published in 1984, it was used to characterize corporate owners who were not shareholders. While some contend that corporate social responsibility (CSR) diverts attention from the economic function of firms, supporters contend that CSR increases long-term earnings for corporations. CSR, according to others, is just window dressing or an effort to avoid governments' responsibility as watchdogs over large multinational corporations.

CSR supports a company's goal and serves as a roadmap for what the business stands for and will provide to its customers. One type of applied ethics that looks at morality and ethical issues that may come up in a corporate setting is development business ethics. The accepted worldwide standard for CSR is ISO 26000. Organizations in the public sector, such as the United Nations, follow the triple bottom line (TBL).

### TOP 10 INDIAN COMPANIES' report of CSR Spend(2023-24)



### CSR-Related Global Corporate Initiatives

1. **IKEA:** In order to help communities in need, this Swedish corporation has built schools, donated toys, or made drinking water more accessible. The IKEA foundation most recently donated \$2.3 million to provide clean power to one million people in East Africa and India.
2. Companies such as Hindustan Unilever Limited, Maruti Suzuki India Limited, and Bharat Petroleum Corporation Limited prioritize comprehensive development in the areas they have taken over. They construct homes and schools, improve medical and sanitary services, and enable the people to become self-sufficient by teaching them business and vocational skills.
3. The Tata Group prioritizes initiatives to reduce poverty and enhance communities. It works on rural community development and women's empowerment. Additionally, it offers endowments for different institutions and student grants.  
Additionally, the group works on healthcare initiatives such as raising awareness of AIDS, facilitating child education, and administering vaccinations. Additional categories include environmental preservation, offering sport scholarships, infrastructure development (e.g., hospitals, research facilities, educational institutions, sports academies, and cultural centers), and economic empowerment through agricultural projects.
4. **Ultratech Cement:** With the goal of fostering sustainability and self-reliance, this corporation works for social reasons in around 407 communities across the nation. Its CSR initiatives center on social welfare, infrastructure, education, healthcare, family welfare and sustainable livelihood.
5. The organization has planned schools, medical camps, sanitization and vaccination campaigns, plantation drives, water conservation initiatives, organic agricultural projects and industrial training.
6. **Mahindra & Mahindra:** This business specializes on educational initiatives for underprivileged social and economic groups. This company's CRS initiatives center on disaster assistance, healthcare for distant areas, livelihood training, scholarships and grants, and water conservation. It runs initiatives including LIFELINE EXPRESS, MAHINDRA PRIDE SCHOOL, and NANHI KALI.
7. **ITC Group:** Six million individuals now have viable livelihood options thanks to this company's CSR initiatives. Over four million farmers and 40,000 villages were reached by ITC Group's e-Choupal initiative, which connects rural farmers online to purchase agricultural products.
8. **Bosch:** After donating more than \$100 million in 2017, the Robert Bosch Stiftung Foundation grew to become one of the biggest and busiest charitable institutions in the European Union, allocating half of its research and development funds on conservation and environmental protection technologies
9. **Coca-Cola:** Since 1984, the Coca-Cola Foundation has contributed over \$820 million to support the development of underprivileged youngsters, access to good drinking water, and women's empowerment. The company's annual goal is to donate one percent of its income to local communities worldwide. Coke donated \$250,000 to the American Indian College Fund in 2017 to support community development and scholarships for young Native Americans.
10. **Levi's:** Through programs like Water Less, which drastically lowers water consumption in manufacturing—by up to 96 percent for some styles—the firm that popularized jeans has ensured that social responsibility is "sewn into the fabric."The corporation anticipates using this technology to make 80 percent of its products by 2020, up from 25 percent at present.

## Problems and Difficulties with implementation of CSR Practices

Many businesses believe that consumer happiness is more-essential to them than business social responsibility, which is of secondary importance. They tend to believe that pricing and service are the main-factors that affect customer happiness these days, yet businesses ignore significant global shifts that might completely transform their industry. The shift, which presents a business opportunity, is referred to as business responsibility.

**The following are some of the factors that motivate businesses to adopt BSR:**

**Diminished Government Role:** To achieve social and environmental goals in the corporate sector, governments have historically depended on laws and regulations. As a result of declining government funding and a general mistrust of regulations, voluntary and non-regulatory efforts are being investigated.

**Demand for Increased Disclosure:** Consumer, stakeholder, supplier, employee, community, investor, and activist entities' increasing demands for corporate disclosure.

**Enhanced Consumer Interest:** There is enough proof that businesses' moral-behavior has an increasing impact on consumers' decisions to buy. More than one in five customers said they have either rewarded or penalized businesses based on their perceived social performance, according to a recent Environics International poll.

**Increasing Pressure on Investors:** Investors are becoming more conscious of their rights. They are making judgments using criteria that take ethical considerations into account and are altering the way they evaluate the performance of businesses. According to the Social Investment Forum, over \$2 trillion in assets were invested in US portfolios in 1999 that included screens related to responsibility and the environment. According to another poll conducted by Environics International, over 25% of Americans who own stock consider ethical issues while making purchases and sales.

**Competitive labor markets:** Workers are searching for companies whose operational procedures and ideologies align with their own values, going beyond compensation and perks. Businesses are being compelled to enhance working conditions in order to attract and retain talented workers.

**Supplier Connections:** Many businesses are enforcing codes of conduct for their suppliers in order to protect their reputations from the policies or practices of other businesses.

Public expectations in India have significantly increased over time, with calls for policies that address issues like unemployment, poverty reduction, equality and requiring businesses to implement affirmative action.

Historically, CSR has been motivated by ethics or generosity. Transnational corporations (TNCs) must have an active social policy, according to a number of international and national norms that emerged after World War II through organizations like the International Labor Organization (ILO).

Through the efforts of the ILO, the OECD, Socially Responsible Investment (SRI), the SA8000 Social Accountability scheme, and the UN Commission on Human Rights (HR), which addressed the human rights obligations of transnational corporations, this additional driver—international institutions—has relevance for India.

Some public-sector businesses in India are permitted to devote up to 5% of their earnings to BSR initiatives.

250 businesses engaged in corporate social responsibility(CSR) initiatives made up the sample size for the Times of India group's CSR survey, which was administered online using a questionnaire. After conducting due diligence, which included focus groups, key stakeholder engagements, and a pilot study in four metro areas, the questionnaire was refined. In the end, 82 groups answered the survey.38 private national agencies, 32 private multinational corporations, and 11 public sector undertakings (PSUs) made up this group. Only corporations who have direct or indirect engagement in CSR activities were selected to be approached for the study, therefore the responding organizations make up a respectable 33% of the sample size.

The poll examines the answers provided by participating organizations on the varied obstacles that BSR projects face across the nation. Based on the organization's comments, the following difficulties have been noted:

- **Lack of Community Involvement in CSR Activities:** The local community does not seem interested in taking part in or contributing to businesses' BSR initiatives. Since no significant attempts have been made to raise awareness of BSR, this is mostly due to the fact that there is little to no understanding about BSR among the local populations. Additionally, there is a lack of contact between the grassroots community and the firm.
- **Developing Local Capabilities:** To successfully contribute to the continuing BSR initiatives started by businesses, local non-governmental groups must develop their capacity.

- **Problems with Transparency:** One of the main problems is the absence of transparency. Companies claim that the local implementing agencies are not transparent enough since they don't do enough to share information about their programs, audit problems, effect assessments, and budget use. A crucial component of any local BSR initiative's success is the development of trust between businesses and communities, which is impacted by the stated lack of openness.
- **Lack of Well-Organized Non-Governmental Organizations:** As per the survey, there aren't many well-organized non-governmental organizations in remote areas and rural that can identify and evaluate the actual needs of the community and collaborate with businesses to make sure BSR initiatives are implemented successfully. This strengthens the argument for funding local communities by increasing their ability to carry out local development initiatives.
- **Visibility Factor:** The media is also helpful in showcasing successful BSR projects. Many nonprofit organizations participate in event-based initiatives due to the apparent benefit of increasing exposure and branding exercises; yet, they frequently lose out on significant grassroots interventions in the process.
- **Lack of Clear CSR rules:** Government policy instructions and rules are full of ambiguity, which make it difficult to provide firms' BSR activities with a clear direction. It has been discovered that a company's business size and profile should determine the scope of its BSR activities

### CSR Role To Uplift The Industries/ Business Corporate

Corporate social responsibility has become a key component of the global corporate agenda. But there are a lot of challenges to overcome. Along with the spread of CSR policies, one of the main challenges confronting businesses is the need for more trustworthy measures of CSR development. Among the advantages of implementing CSR are the following:

#### Advantages of the Company

1. Better financial results;
2. Reduced operational-expenses;
3. Improved reputation and image of the brand;
4. Higher sales and client retention;
5. Increased quality and productivity;
6. Better capacity to draw in and keep workers;
7. Less regulatory supervision;
8. Capital accessibility;
9. Diversity in the workforce;
10. Reduced liability and product safety.

#### Advantages for the Public and the Community

1. Donations to charities;
2. Volunteer programs for staff-members;
3. Corporate participation in initiatives for homelessness, employment and community education;
4. Quality and safety of the product.

#### Advantages for the Environment

1. Increased recyclability of materials;
2. Improved product functionality and longevity;
3. Increased use of renewable resources;
4. Integration of environmental management tools, such as eco-labelling, environmental management standards, and life-cycle evaluation and pricing, into business planning.

### CONCLUSION

The present study concluded that Corporate social responsibility has become a key factor in global corporate agenda. However, there are a lot of challenges to implement CSR in Indian companies which can be overcome by creating a strong frame work of laws decided by Indian Government .

Along with the spread of CSR policies, one of the main challenges confronting businesses is the need for more trustworthy measures of CSR development.



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