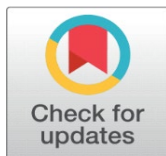
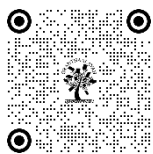


## IMPACT OF CSR IN INDIAN SOCIETY

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### DOI

[10.29121/shodhkosh.v3.i1.2022.2724](https://doi.org/10.29121/shodhkosh.v3.i1.2022.2724)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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### ABSTRACT

In today's era, there is significance to CSR, provided in the society and there are some firm boundaries that have been extended. Corporate Social Responsibility is not a trend, whereas it is considered as a commerce imperative which some Indian companies are starting to consider and engaging with it in some way. The study has focused on the impact of CSR on healthcare in Indian society. The study has highlighted the top healthcare projects in India by CSR. The research study also has focused on the impact of CSR on education in Indian society. The study has also highlighted the top education projects funded in India by CSR. Study has highlighted the benefits and drawbacks of CSR (Corporate Social Responsibilities). For the study qualitative and quantitative data was used and data has been collected by questionnaire method and this research study has collected sample of 100 respondents, 100 respondents from Mumbai region only. It was observed that CSR has impacted Indian Society.

**Keywords:** CSR, Healthcare, Education, Project, Budget, Indian Society

## 1. INTRODUCTION

World has various countries economies that are opened for globalization as well as they have done various investment scopes that offer throughout the world and even in developing countries have many new opportunities for global participation in socio-economic and cultural affairs. CSR is the organizations promise done to society for balancing financial performances while contributing to employee's life's and quality work environment and also for local community's to acquire global values for social efforts and business tools. CSR in India has become every popular as organizations have recognized that establishing a trustworthy and extremely sustainable partnership's with social population are extremely important, as well as growing their industrial sector.

## 2. LITERATURE REVIEW

**Windsor (2001)**, in his research study has highlighted the future of Corporate Social Responsibility and the relationship between business and social society in long run. The research author tries to find out whether the organization and society will come closer to each other in future and what will be changing phase of the CSR. With the past trend of CSR

and Carroll's model analysis, the study found three alternatives of CSR that are conception of responsibility, global corporate citizenship, stakeholder management practices.

Vaaland, Heide (2008), research study paper is based on a case study methodology. The purpose of study was to handle the critical incidents of CSR and utilize all these experiences enforcing CSR activities. The research study has concluded that CSR should be managed by handling unexpected incidents and long period reduction of gap between stakeholders of company and their expectations and company performance and most important maintaining the relationship with the society through interplay between actors, resources and activities.

### 3. OBJECTIVES

This study has focused on how CSR impacts the Indian society.

The objectives are as follows:

- To study the impact of CSR on healthcare in Indian society.
- To study the impact of CSR on education in Indian society.
- To explore the top healthcare projects in India by CSR.
- To explore the top education projects in India by CSR.

### 4. RESEARCH METHODOLOGY

Qualitative and quantitative methods have been used for the research paper study. While conducting this study primary data was gathered through survey questionnaires, were prepared for data collection. There were 10 questions that the participants or respondents had to answer and the questions were based on practice of CSR by individuals in Indian society. The respondents were given sufficient time frame to understand and ask clarification about the study and questionnaire if they had any before completion of the questionnaire. The targeted 100 respondents were individuals from Indian society. While conducting the study the response rate was 100%.

### 5. IMPACT OF CSR ON HEALTHCARE IN INDIAN SOCIETY

"Health is wealth" is a saying and we all know it, though it is a simple sentence but it has deep meaning in human beings life. CSR policies and strategies can be framed within the society for health care. Industrialist as a corporate obligation to comply with all CSR policies.

- India is ailing an alarming rate in health care society.
- Primary aim of the Industrialist who has taken up CSR activities has to mainly focus on improving the health of those people who are living below the poverty line in society.
- The Indian society as always believed that Industrialist has a high corporate social responsibility towards the stakeholders of organizations and future generations to come.
- CSR huge impact on Indian society is by providing some life-saving medicines at a very cheaper price to the needy people who cannot afford them because of higher prices of production cost of those medicines that save their life's.
- The organization management as a part of CSR member has to consider all the specific factors of health and safety of their workers, which also includes the work related stress, specific working hours, work life balance of an individual, human relations.
- The organization management as a part of CSR member has implemented effective health and safety policies so that it can help in reduction of absenteeism among the employees of the organization.
- CSR always tries to eradicate extreme poverty and hunger.
- CSR tries to reduce child mortality.
- CSR improves maternal health.
- CSR combats disease like HIV, AIDS, malaria and many other dreadful diseases.
- The Indian Society has top 200 companies that spend around 1369 crores Indian rupees in a year on health care services and wellness of individuals who live below poverty line.
- Indian companies' primary focus is on improving health care rather than tertiary care.
- CSR organizations make doctors available in rural areas and that benefits the rural people in a tremendous way. CSR members provides frequent free health checks-up camps such like eye check-up, blood pressures, pulse check-up and sugar tests so it helps the rural area individuals to stay in good health conditions.
- CSR helps in reducing the diagnosis and treatment cost.
- Indian Society has 8, 50,530 medical practitioners registered as per present-day stats. There few doctors who are extremely trained practitioners out of a given number of medical practitioners in society. CSR reduces this issue by

upgrading the teaching methodologies of medical practitioners and importing the advanced medical equipments for the Indian society.

## 6. TOP HEALTHCARE PROJECTS IN INDIA BY CSR

- **ITC LIMITED** - This project objective was to provide public health and hygiene. The project budget 123.16 crores Indian rupees. In this project 32 toilets were also renovated in the states of Bihar, West Bengal and New Delhi. The ITC Company constructed 4,443 individual household toilets in 26 districts of 15 states, to rescue the water-borne diseases and prevent the open defecation in the environment. The CSR of this company also focused on portable water availability in three districts of Andhra Pradesh and also developed and implemented purification plans for places where there was poor quality of water and the purification project provided safe drinking water to nearly 1,50,000 rural people. The company also took Mother and Child initiative to set up which had covered 77,000 beneficiaries to improve the health nutrition of individual women's, adolescents and children.
- **NATIONAL MINERAL DEVELOPMENT CORPORATION LIMITED** - The project budget 83.92 crores Indian rupees. The project provides drinking water facilities at Gadaji. It also provided sanitary napkins dispensers to Haryana state. This project created awareness among people and helped in conducting reconstructive surgeries to the 100 people who were with disabilities and residing in Chhattisgarh state.
- **POWER GRID CORPORATION OF INDIA LIMITED** - These project budget 78.19 crores in Indian rupees. Objective of the organization was to undertake activities which help in promoting sanitation. This project has installed 100 toilets at Ghazipur. It has supplied and installed 13,000 twin bin dustbins. This project also provided sanitary napkin machines at various locations of girls schools and girls hostels in Itarsi.

## 7. IMPACT OF CSR ON EDUCATION IN INDIAN SOCIETY

- Education is the core factors for economic development for any country.
- As per study out of 100 students, 23% of girls and boys drop out of school or college before completing the education. There are some issues like below poverty line living, forced child labour, child early marriage, lack of education awareness among the people are certain reasons as why children drop out of school early.
- Indian society has an [Article 21A of Constitution of India](#) where Indian government guarantees the states to provide free and compulsory education and food for all children who fall below the age group of six to fourteen years.
- The Indian government has taken a lot of initiatives in providing quality education and therefore CSR can also play a extreme role in improving the quality of education in Indian society.
- Huge organizations which meet specified thresholds have to contribute 2% of their net profit to CSR.
- Financial year, 2016-2017 CSR funds of total 38% was spent alone on education in Indian Society.
- In the spending of CSR fund for education the Maharashtra state is given a top priority which is then followed by Gujarat, Karnataka and Tamil Nadu respectively.
- Organizations which participate in CSR funding take the initiative of constructing schools and providing the students with learning material for studies.

## 8. TOP EDUCATION PROJECTS IN INDIA BY CSR

- **INFOSYS LIMITED** - The company had set a project budget of 103.32 crore Indian rupees. CSR fund of the company was contributing its funds towards the library projects and educational initiatives through various organizations.
- **NATIONAL THERMAL POWER CORPORATION LIMITED** - The project budget was 132.03 crores Indian rupees. The organization from its CSR fund has constructed schools and hostels near NTPC Rihand in UP for the tribal children. The CSR project of the organization also constructed schools in Madhya Pradesh, Uttar Pradesh, and Odisha. They also developed smart tab labs concepts in Government schools for students.
- **WIPRO LIMITED** - The project budget was 107.58 crores Indian rupees. The organization started Wipro Academy of Software Excellence in 1995, the main purpose of this initiative was to allow the postgraduates in science and technology to help them to pursue their master degree in software engineering. The organization runs the program with the partnership of the Birla Institute of Science and Technology. Since 1995 the CSR program of the organization has helped more than 30,000 students to pursue their dream of higher career in the field of engineering. From past two decades, over 18,200 students have completed their M.Tech degrees in various IT disciplines. Indian

Oil Corporation Limited - The project budget of Indian Oil Corporation Limited was 81.84 crore Indian rupees. The organization named the project Skilled Developed Institute that was established on May 9, 2016, with the objective for providing opportunities to unemployed and underprivileged individuals of Odisha and specialized skilled manpower for the industry. The CSR project of Indian Oil Corporation Limited started off with two trade courses then it increased to 16 trade courses, and the course is mainly related to hydrocarbon sectors and local industries.

## 9. DATA ANALYSIS

### Q1. Do you know what CSR stands for and what is it?

**Table 1.1**

Opinion	Respondents	Percentage
Yes	100	100
No	0	0
Total	100	100

**Table 1.2**

Sample Standard Deviation, $s$	70.710678118655
Variance (Sample Standard), $s^2$	5000
Population Standard Deviation, $\sigma$	50
Variance (Population Standard), $\sigma^2$	2500
Total Numbers, $N$	2
Sum:	100
Mean (Average):	50
Standard Error of the Mean ( $SE\bar{x}$ ):	50

#### PRIMARY RESOURCE

100% of the respondents have said yes that know what CSR stands for and what is it.

### Q2. CSR funds can be used for health care for country's people?

**Table 2.1**

Opinion	Respondents	Percentage
Yes	100	100
NO	0	0
Total	100	100

**Table 2.2**

Sample Standard Deviation, $s$	70.710678118655
Variance (Sample Standard), $s^2$	5000
Population Standard Deviation, $\sigma$	50
Variance (Population Standard), $\sigma^2$	2500
Total Numbers, $N$	2
Sum:	100
Mean (Average):	50
Standard Error of the Mean ( $SE\bar{x}$ ):	50

#### Primary Resource

100% of the respondents have said yes that CSR funds can be used for health care for country's people.

### Q3. CSR funds can be used for education for country's children?

**Table 3.1**

Opinion	Respondents	Percentage
Yes	100	100
No	0	0
Total	100	100

**Table 3.2**

Sample Standard Deviation, $s$	70.710678118655
Variance (Sample Standard), $s^2$	5000
Population Standard Deviation, $\sigma$	50
Variance (Population Standard), $\sigma^2$	2500

Total Numbers, N	2
Sum:	100
Mean (Average):	50
Standard Error of the Mean (SE $\bar{x}$ ):	50

**Primary Resource**

100% of the respondents have said yes that CSR funds can be used for education for country's children.

**Q4. CSR funds can be used for environment protection projects in India?**

**Table 4.1**

Opinion	Respondents	Percentage
Yes	100	100
No	0	0
Total	100	100

**Table 4.2**

Sample Standard Deviation, s	70.710678118655
Variance (Sample Standard), $s^2$	5000
Population Standard Deviation, $\sigma$	50
Variance (Population Standard), $\sigma^2$	2500
Total Numbers, N	2
Sum:	100
Mean (Average):	50
Standard Error of the Mean (SE $\bar{x}$ ):	50

**Primary Resource**

100% of the respondents have said yes that CSR funds can be used for environment protection projects in India.

**Q5. Is CSR fund deducted from company's profit?**

**Table 5.1**

Opinion	Respondents	Percentage
Yes	100	100
No	0	0
Total	100	100

**Table 5.2**

Sample Standard Deviation, s	70.710678118655
Variance (Sample Standard), $s^2$	5000
Population Standard Deviation, $\sigma$	50
Variance (Population Standard), $\sigma^2$	2500
Total Numbers, N	2
Sum:	100
Mean (Average):	50
Standard Error of the Mean (SE $\bar{x}$ ):	50

**Primary Resource**

100% of the respondents have said yes that CSR fund is deducted from company's profit.

**Q6. CSR helps to improve society?**

**Table 6.1**

Opinion	Respondents	Percentage
Yes	100	100
No	0	0
Total	100	100

**Table 6.2**

Sample Standard Deviation, s	70.710678118655
Variance (Sample Standard), $s^2$	5000
Population Standard Deviation, $\sigma$	50
Variance (Population Standard), $\sigma^2$	2500

Total Numbers, N	2
Sum:	100
Mean (Average):	50
Standard Error of the Mean (SE $\bar{x}$ ):	50

**Primary Resource**

100% of the respondents have said yes that CSR helps to improve society.

**Q7. CSR attracts new talent in organization?****Table 7.1**

Opinion	Respondents	Percentage
Yes	90	90
No	10	10
Total	100	100

**Table 7.2**

Sample Standard Deviation, s	56.568542494924
Variance (Sample Standard), $s^2$	3200
Population Standard Deviation, $\sigma$	40
Variance (Population Standard), $\sigma^2$	1600
Total Numbers, N	2
Sum:	100
Mean (Average):	50
Standard Error of the Mean (SE $\bar{x}$ ):	40

**Primary Resource**

90% of the respondents have said yes that CSR attracts new talent in organization and 10% of the respondents have said no that CSR does not attracts new talent in organization.

**Q8. CSR helps to retain current employees in organization?****Table 8.1**

Opinion	Respondents	Percentage
Yes	87	87
No	13	13
Total	100	100

**Table 8.2**

Sample Standard Deviation, s	52.325901807805
Variance (Sample Standard), $s^2$	2738
Population Standard Deviation, $\sigma$	37
Variance (Population Standard), $\sigma^2$	1369
Total Numbers, N	2
Sum:	100
Mean (Average):	50
Standard Error of the Mean (SE $\bar{x}$ ):	37

**Primary Resource**

87% of the respondents have said yes that CSR helps to retain current employees in organization and 13% of the respondents have said no that CSR does not helps to retain current employees in organization.

**Q9. CSR attracts new customers for organization branded products?****Table 9.1**

Opinion	Respondents	Percentage
Yes	68	68
No	32	32
Total	100	100

**Table 9.2**

Sample Standard Deviation, s	25.455844122716
Variance (Sample Standard), $s^2$	648
Population Standard Deviation, $\sigma$	18
Variance (Population Standard), $\sigma^2$	324
Total Numbers, N	2
Sum:	100

Mean (Average):	50
Standard Error of the Mean (SE $\bar{x}$ ):	18

**Primary Resource**

68% of the respondents have said yes that CSR attracts new customers for organization branded products and 32% of the respondents have said no that CSR does not attracts new customers for organization branded products.

**Q10. CSR retains existing customers for organization branded products?**

**Table 10.1**

Opinion	Respondents	Percentage
Yes	68	68
No	32	32
Total	100	100

**Table 10.2**

Sample Standard Deviation, $s$	25.455844122716
Variance (Sample Standard), $s^2$	648
Population Standard Deviation, $\sigma$	18
Variance (Population Standard), $\sigma^2$	324
Total Numbers, $N$	2
Sum:	100
Mean (Average):	50
Standard Error of the Mean (SE $\bar{x}$ ):	18

**Primary Resource**

68% of the respondents have said yes that CSR retains existing customers for organization branded products and 32% of the respondents have said no CSR retains existing customers for organization branded products.

**10. KEY FINDINGS**

- From the previous researches and sample survey it was found that CSR does impact Indian society.
- It is observed that the CSR helps in healthcare activities and saves lives of people below poverty line.
- It is observed that the CSR helps in environment protection in societies of world.
- The study has found out that CSR funds help in development of schools and students to achieve their dream of higher education.

**11. BENEFITS OF CSR TO COMPANIES IN INDIAN SOCIETY**

- It has enhanced brand recognition of companies.
- It helps companies to build positive business image.
- It has helped in improving sales and customer loyalty of a company.
- It saves lot of operational costs.
- It has enhanced financial performance of organizations.
- CSR has the ability of attracting new talent and retain the current staff.
- IT has an effortless access to capital of the organization.

**12. DEMERITS OF CSR TO COMPANIES IN INDIAN SOCIETY**

- To implement CSR in organization it costs a lot of money and efforts.
- CSR is shifted in the profit making objective of an organization.
- Sometimes CSR hampers the stature of the organization.
- Sometimes because of CSR decisions the customers of the company's specific brand can get annoyed at an extreme level.
- Sometimes CSR generates an unexpected increase in the cost of production of a product.

**13. CONCLUSION**

CSR is a challenging issue for chamber of commerce to discuss. CSR costs a lot and CSR advantages result are impossible to calculate. The research can be carried forward more in specific states of Indian society and the help provided by the

companies that have implemented CSR in their organization for betterment of employees and people living below poverty line.

The impact of Corporate Social Responsibility (CSR) on Indian society has been profound, particularly in the sectors of healthcare and education. Through the study, it is evident that CSR initiatives have played a significant role in bridging the gaps in both of these crucial areas, enhancing the quality of life for many underserved communities. In healthcare, CSR efforts have contributed to improving access to medical services, providing healthcare infrastructure in rural areas, and supporting awareness campaigns on critical health issues. Notable projects, such as the establishment of mobile health clinics, the provision of free medical treatment, and the development of healthcare infrastructure, have greatly benefited communities that lack adequate resources. Similarly, CSR's influence on education has been transformative. Corporations have invested in building schools, enhancing the quality of education, and providing scholarships for underprivileged students. Key initiatives have focused on promoting education in rural areas, improving educational infrastructure, and creating skill development programs. These initiatives have not only increased literacy rates but also opened doors for greater economic mobility for many individuals from marginalized communities. Top CSR projects in healthcare and education, such as those led by major companies, have set a precedent for future corporate involvement in social welfare. These contributions align with India's developmental goals, particularly in areas that affect the most vulnerable sections of society. In essence, CSR in India has become an essential tool for social change, driving progress in both healthcare and education. The continuous growth and success of these initiatives show the positive potential of responsible business practices in addressing pressing societal challenges.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

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