



**Sri Ramakrishna
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Impact of CSR on Corporate Sustainability

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STUDY ON CORPORATE SOCIAL RESPONSIBILITY FOR RURAL DEVELOPMENT IN INDIA

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ABSTRACT:

Corporate Social Responsibility initiatives for India's rural development are of massive importance and contemporary relevance. More than 60% of India's population lives in rural areas. This population is deprived of many basic facilities such as infrastructure, communication, healthcare, employment opportunities, modern farming techniques, sustainable lifestyle, etc. Government of India implements various schemes for rural development. However, it becomes difficult for the government to implement schemes effectively due to lack of resources. Corporate India, being an important part of the society is expected to contribute in rural development through CSR activities. Corporate Social Responsibility is one of the mediums by which a company can do for the betterment of the people. It is the commitment of a corporate to contribute to sustainable development and improve the lives of society. The present paper attempts to highlight the role of corporate Social Responsibility in rural development of India as well as to address the various CSR projects.

Keywords: Corporate Social Responsibility (CSR), Rural Development, CSR Programs, Corporate.

INTRODUCTION

Corporate Social Responsibility (CSR) refers to the voluntary investment of a company in social/economic projects focused on advancing society with regard to housing, education, health care, food security, job creation and the environment. A wide range CSR initiatives ranging from income making continuation activities, the health checkup camps, mobile health services, education, adult literacy, agriculture development, provision of drinking water management and natural resources development, infrastructure services are developed by corporates.

The Corporate Social Responsibility concept in India is governed by Section 135 of the Companies Act, 2013 ('Act'), Schedule VII of the Act and Companies (CSR Policy) Rules, 2014 wherein the criteria has been provided for assessing the CSR eligibility of a company, Implementation and Reporting of their CSR Policies. India having the most elaborated CSR mechanism and implementation strategy has started its journey to set a benchmark in attaining sustainability goals and stakeholder activism in nation building. This has made India the only country which has regulated and mandated CSR for some select categories of companies registered under the Act.

OBJECTIVES OF THE STUDY

1. To study on CSR activities in India.
2. To highlight the role of CSR on rural development in India

RURAL DEVELOPMENT

While rural areas hold tremendous potential for investment and expansion for business, there are certain challenges that remain, namely a lack of electricity, power insecurities, poor literacy, traditional ways of thinking, ignorance of new technologies, water scarcity, lack of adequate transport, and the lack of interest and motivation among many to stay in the rural areas. Despite this, companies that look past these problems and express a willingness to work in partnership with government to implement rural plans, or set up their own initiatives, are most likely to create satisfying 'win-win' situations. The benefits

are considerable, both immediate and long term.

Making a Difference: Helping people to improve their lives is both motivating and satisfying. Seeing real results over time is important for future generations that may well be future customers. There are sub-standard living conditions across South Africa, and the government cannot manage every aspect of this alone. Therefore, partnerships of purpose are essential, offering valuable involvement and growth.

Motivating Staff: The new vogue in work ethics is working for a company that contributes to good work. When a company demonstrates an ethos of upliftment and improvement of the lives of the poor, this in turn motivates staff to increase productivity because they see real value in their work. Choosing a workplace can have as much to do with improving societal issues as it does about salary. Many people want to be involved in helping to improve the standards of the poor and to be associated with a company that can prove a sound track record in such projects.

Corporate image: Improving your corporate image is vital in today's business world. Building trust with new and existing clients depends on reputation. This, in turn, depends on how a company is seen to contribute towards change within the broader context of its community. Creating that positive image creates greater trust in your products and services. Any company with strong, well-managed CSR programmes has an advantage over companies that do not have such policies in place.

The broader benefit: Improving the rural component of a country helps the overall economy. Growth prospects that are highlighted and driven in rural areas will help to improve sales, investment and trade in general. Such activities can only help the economy to grow thereby creating opportunities for further investment and jobs. This, in turn, contributes towards the success of any company directly associating CSR policies with rural projects.

Awards:

Ministry of Corporate Affairs, Government of India has instituted National Corporate Responsibility (CSR) Awards to recognize companies that have made a positive impact on the society through their innovative & sustainable CSR initiatives.

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECTS FOR RURAL DEVELOPMENT IN INDIA

ULTRATECH CEMENT LIMITED:

- **Sub Thematic Area:** Rural Development/Community Development
- **Relevant SDG:**SDG 1. No Poverty
- **Name of the Initiative:** Rural Development Program
- **Total Expenditure on the Project:** INR 11.88 Cr.
- **Total Prescribed CSR in 2020-21:** INR 73.72 Cr.
- **Actual CSR spent in 2020-21:** INR 120.68 Cr.

Across the country, it has helped build community halls, school blocks, playgrounds, approach roads, installed solar lights, water harvesting structures, hand pumps and facilitated village drainage. The company aims to help the villages become self-reliant in every aspect over a five-year timeframe and help them move out of the 'below poverty line' status.

RURAL ELECTRIFICATION CORPORATION LIMITED

- **Sub Thematic Area:** Rural Development/Community Development
- **Relevant SDG:**SDG 11. Sustainable Cities and Communities
- **Name of the Initiative:** Rural Development Project
- **Total Expenditure on the Project:** INR 9.41 Cr.
- **Total Prescribed CSR in 2020-21:** INR 144.32 Cr.
- **Actual CSR spent in 2020-21:** INR 147.75 Cr.

Rural Electrification Corporation, not only contributes to rural development through its unceasing endeavours to electrify every household, but also by creating infrastructure, community-based

interventions. It undertook construction of admin offices & hospital below the Saraswathi plaza, infrastructural development in between Saraswathi Edge & Temple Street and restoration & developmental work of various kund in Kedarnath town and surrounding areas.

OIL INDIA LIMITED

- **Sub Thematic Area:** Rural Development/Community Development, Rural Livelihood
- **Relevant SDG:**SDG 9. Industry Innovation and Infrastructure
- **Name of the Initiative:** Construction of roads and bridges
- **Total Expenditure on the Project:** INR 7.36 Cr.
- **Total Prescribed CSR in 2020-21:** INR 49.12 Cr.
- **Actual CSR spent in 2020-21:** INR 105.25 Cr.

The company and its commitment towards welfare of the communities in and around its area of operation, has been taking various infrastructure projects be it educational infrastructure, community, infrastructure, and road and bridges. OIL has invested heavily in developing infrastructure by way of roads and bridges to improve basic surface communication for the benefit of the people and communities in its operational areas.

HINDUSTAN ZINC LIMITED

- **Sub Thematic Area:** Rural Development/Community Development, Rural Infrastructure
- **Relevant SDG:**SDG 4. Quality Education
- **Name of the Initiative:** Community Assets Creation
- **Total Expenditure on the Project:** INR 5.92 Cr.
- **Total Prescribed CSR in 2020-21:** INR 196.5 Cr.
- **Actual CSR spent in 2020-21:** INR 214.0305 Cr.

The company undertook several projects aimed at addressing the basic needs of the rural communities. Construction of community halls, school infrastructure, roads, cremation centres& drains etc., were some of its initiatives aimed towards the development of model villages.

HINDUSTAN UNILEVER LIMITED

- **Sub Thematic Area:** Rural Development/Community Development
- **Relevant SDG:** SDG 1. No Poverty
- **Name of the Initiative:** Project Prabhat
- **Total Expenditure on the Project:** INR 5.33 Cr.
- **Total Prescribed CSR in 2020-21:** INR 161.7 Cr.
- **Actual CSR spent in 2020-21:** INR 165.08 Cr.

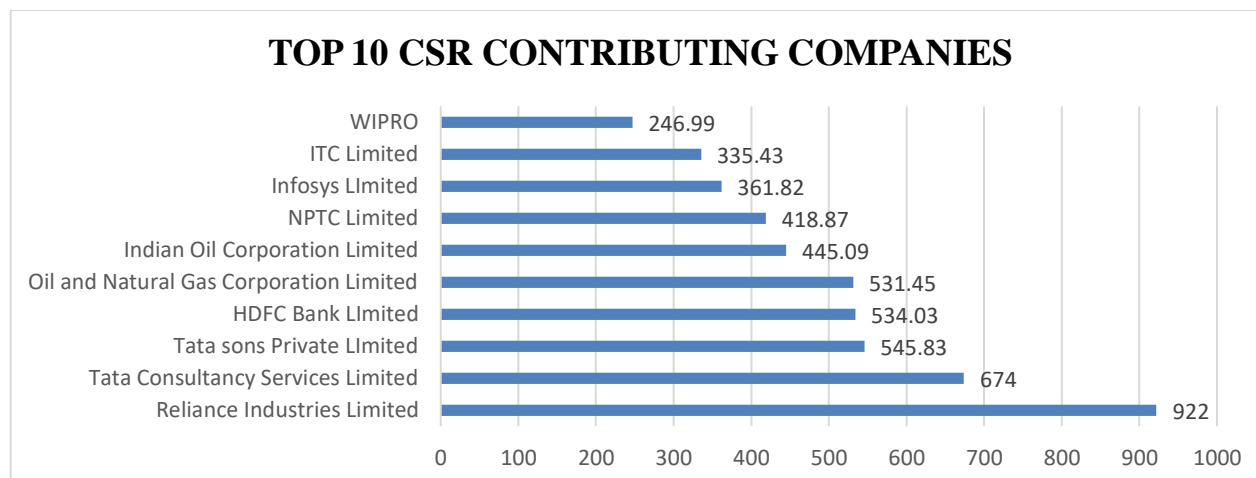
It ultimately aims to create sustainable communities in and around the Company's sites through focused interventions on Economic Empowerment (skilling, entrepreneurship and value chain), Environmental Sustainability (water conservation, waste management and climate adaptation), Health (nutrition, hygiene, sanitation and WASH) and Education (basic infrastructure).

Table 1 : LIST OF TOP 10 CSR CONTRIBUTING COMPANIES

| S.No. | Company Name | Amount spend (in Crores) |
|--------------|---|---------------------------------|
| 1 | Reliance Industries Limited | 922 |
| 2 | Tata Consultancy Services Limited | 674 |
| 3 | Tata sons Private Limited | 545.83 |
| 4 | HDFC Bank Limited | 534.03 |
| 5 | Oil and Natural Gas Corporation Limited | 531.45 |
| 6 | Indian Oil Corporation Limited | 445.09 |
| 7 | NPTC Limited | 418.87 |
| 8 | Infosys Limited | 361.82 |
| 9 | ITC Limited | 335.43 |

| | | |
|----|-------|--------|
| 10 | WIPRO | 246.99 |
|----|-------|--------|

Source : National CSR Portal



CONCLUSION:

Corporate Social Responsibility is regarded as a feasible driver for rural development. Rural development is vital not only for the majority of the population living in rural areas but also for the overall economic and social development of the India. So corporates should focus on it as much as possible. Some of the suggestions to corporates for rural development as Make smart villages for the development of the nation, Establish new industries in remote areas, Provide vocational training to villagers and Construct schools, hospitals, toilets etc, for villagers in remote areas.

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