

THE IMPACT OF CSR INITIATIVES ON THE DEVELOPMENT OF RURAL AREAS IN INDIA: A CONCEPTUAL STUDY

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ABSTRACT:

Background: Corporate sectors have traditionally been the engine for driving an entity's economic performance. The achievement is precise in expressing its high return on fairness of the personality level and involvement in the country's financial development on the cooperative plan.

Purpose: This paper tries to discover the organization's CSR performance mainly for the rural areas' development. Does the study subject scrutinize whether company sectors treat the rural area people like stakeholders? Subsequently, which type of CSR initiative is used to develop the rural area, and are the corporate sectors executing the CSR scheme an element of the company policy? Lastly, it assesses the impact of CSR works on the social and economic development of the people of rural areas.

Research Methodology: The method of current review relies on web-based analysis, assessment of the printout works of literature, and visits to the preferred website to view the CSR exercises.

Findings: This article clarifies that corporate social responsibilities are considered a vital industrial affair of the companies of India, whatever of the dimension, division, and industrial target. Consequently, CSR works negatively impact rural areas and industry developments. The evaluation discloses some lessons about the CSR performed in Indian rural areas that can better guide business sectors to implement CSR activities.

Research Limitations: The scope of this study was restricted to Secondary data on Rural areas in India. The results could be different in a global environment. This study essentially creates the framework for further research in this area.

Managerial Implications: By identifying the most critical influencing elements concerning strategic decision-making, CSR may be very beneficial in achieving the organization's aim.

Keywords: India, Social Responsibility, Corporate Social Responsibility (CSR), Stakeholders, Rural Development, Philanthropy, Economic Development, CSR Audit.

Research Type: Conceptual

Introduction:

The vast majority of India's poorest people live in neglected, underdeveloped villages with poor people. The difficulties of poor health, hunger, high mortality, ignorance, and illiteracy are acute in most rural areas. This is due to the scarcity of material resources and flaws in the working and

economic investment plans. Indian govt. has the potential to deal with the rural area challenges. But, the efforts of the government of India are not enough to anticipate the citizens' basic needs. It is an increasing extent acknowledged that the growth and benefit of the general public is the government's liability and the participation of numerous new applicants in achieving the development design. The companies have a decisive role in ensuring that personal assets flow to the rural areas that are so far being expelled from the progress and will generally assist the rural area's sustainable development.

During the last few years, the role of corporate sectors in changing globalization and the importance of environmental issues has changed the functions of the company sectors in a broad societal framework where it seems to operate. The corporate sectors consider them as a community component and act as the socially responsible technique to facilitate transcends economical achievement (ASSOCHAM and KPMG, 2018). While the effect of the shift from revenue to income to society's responsibility, numerous corporations support the concept 'Corporate Social Responsibility.' This is fundamentally a perception in which the company has willingly participated in society to build it improved and more environmentally friendly (The European Commission-2021). In general, CSR is a company committed to improving the quality of life of employers, their families, the local community and the community, better for business and development. According to the World Business Council for Sustainable Development (WBCSD-1999), "Corporate social responsibility ability is the non-ethical use of business and co-operation in economic development as well as improving the lives of workers and their families and local people, local community and society".

Thus, CSR has twice as much significance on the one hand, which behaves badly in the direction of its domestic and outside partners. Alternatively, it refers to the company's responsibility to the working for society and the environment. CSR is considered an instrument by this the corporate bring incredible changes in the social order. This provides an inventive solution to the environment and social challenge however the task of the increased skilled and trade society is to recognize the areas of CSR priority and intervention that are significant in the development of the rural sector. Thus, it is necessary to revise and recognize how the commercial enterprise utilizes CSR measures and impacts CSR work on the social and economical development of the rural community. The paper is separated into several parts and seeks to initiate the CSR practice in the corporate sectors in the first section. It explains the current study, which comprises the study's purpose, method, and limitations. The third section discusses the existing state of CSR and company interests and afterwards, the section discusses the challenges of CSR, and the department concludes its sixth study.

OBJECTIVES OF THE STUDY:

- ❖ To understand and study the CSR measures taken by the industries to develop the rural area.
- ❖ They are examining corporate sectors' approaches toward their work and how they implement CSR steps to work.

- ❖ We are assessing the impact of CSR activities on socio-economic rural India development.

SCOPE OF THE STUDY:

The research capacity is partial to the model of CSR in our country. How the organizations are express feel about it also work in the direction of suitable to it. This also focuses on finding out the framework's solution on CSR and its impact on the evolution of Indian rural areas.

METHODOLOGY:

This paper was carried out mainly using secondary party information. The data are collected from the yearly report of the MHRD, the MoE, the Economic review, the essay also the assessment of eminent writers available in the international and national journals.

LIMITATIONS:

This paper has mainly limited because the study focused only on a small sample of companies in India. Second, printings, information collected from literature, the company's website, and any preliminary data from stakeholders through interviews or surveys have not been collected directly.

THE CONCEPT OF CSR:

Corporate Social Responsibility (CSR) is integrated into business practices for policies, practices and programs. It is considered important for decision-making processes, where companies do business and include current and future performance. It includes CSR to address society's permissible, ethical, commercial, and further prospects for business and properly balance all important stakeholders' demands. CSR aims to achieve that unique value and business success by respecting community, society and the usual surroundings. It explains "what do you do, how do you do it, and when and what you say." Many types of words are used interchangeably in CSR. These comprise corporate responsibility, company ethics, commercial citizenship, stability, and corporate liability. Topics covered by the industries CSR focal point include dimensions as large, medium and small, sectors like financial institutions, infrastructures contributors, textiles producers, agricultural manufacturers, shop market vendors, etc. CSR generally covers trade issues, environment, development of the community, human rights, control, market space, and the place of work in its broadest category.

NEED OF CSR IN INDIA:

The welfare of the beneficiaries and the activities of the manager of every commercial organization must be presiding over by the rules of the economy, which requires sufficient monetary returns on the investment. Still, in authenticity, the work of a venture must be governed by a large place. The goals are distinct according to the CSR word. Extensive arguments for a novel edge of mind intended for corporate decision-making that builds and supports the social responsibility of an organization, an industry has many reimbursements from society, through which the industry has

to pay back to society too. The above points form part of an industry or any organization for the better healthiness and well-being of the general public that is a part of it. Most significantly, in the era of modern technology, information & transparency, consumers of manufactured goods or services will not be aware of pleasing trade from an ethically and socially expected organization.

CSR in India:

The globe has created a complete sphere to emphasize the thought of CSR throughout an expression of the principles of responsibility for the society of the organizations. The tendency is not the same in India. M K Gandhi, the leading figure in the cause of India's independence from British rule, was a man who was ahead of his time in many respects. He explains the ownership of capital was inspired by the fundamental sociological beliefs of the industrialist with a prospect to handle the resources which should generally be observed as a shape of trust by society. In June 2008, the Times Foundation conducted a survey to provide an appreciation of the roles of corporate sectors towards CSR. This learning found that more than 90 percent of India's foremost companies are surveyed and involved in the CSR practice. Research has shown that the industries owned in private are more concerned with CSR actions rather than the government and the public sector organization. The key areas in which corporate sectors are involved are education, health, women's empowerment, environment, and livelihood promotion (S Ghosh and PK Ghosh, 2011).

PRESENT STATUS OF CSR IN INDIA:

CSR has been practised in India Since 2013. Corporations like NALCO, Aditya Birla Group, Tata Group, ONGC and Oil Corporation of India have only some names concerned about helping society from the beginning. Several organizations are taken responsibility for the community through contributions and donation activities. Today in India, CSR has only come closer to donation and donation in a structured model. It has been converted into an integral part of business strategy. All the sectors have an efficient and well-organized CSR team that formulates specific policy, strategy, and goal towards CSR work and sets away money to carry out the same. The plan is in several cases are based on a precise social belief and very closely related to the company's trade knowledge. The employees are empowered by this creativity and take their point in time and put it to their ability to execute.

CSR plan can choose from the holistic progress of a society to support a definite cause such as education, healthcare, the surroundings, etc. The following are the best practices for Indian companies associated with CSR:

- ❖ Reliance Industries and private companies like Mahindra and Mahindra have long been concerned about CSR actions. Reliance Industry has launched a scheme called "Project-View" to reverse the eyes of blind Indian people from the cost-effectively weaker segment of the society. The mission has so far claimed the lives of more than 5,000 people. Mahindra and Mahindra launched a unique type of ESOP-employee social option. Mahindra employees were able to engage themselves in the full range of socially responsible activities of their choice.

- ❖ Public sector companies such as NALCO spend 2% of their net profit, ONGC, Indian Oil Corporation, and SAIL spend 0.75 to 1% of the gross profit on CSR events. In 2007-08, the oil PSU used up Rs 246.70 Crores on CSR measures ONGC's CSR plan focused on the education for higher studies, scholarship grants, support for low-income youth students in the community, facilities for school construction, and more. SAIL has taken successful action in environmental protection, health and medical services, education, women's empowerment and drinking water supply.
- ❖ The training camps have been organized by Infosys Foundation for poor women and orphanages on a priority of education. Also, it has contributed \$ 6.8 million to the flood-hit regions of Karnataka. This mission is a replica for the development of sustainable livelihood. Also include building 2,541 houses for flood sufferers in Belgaum, Gulbarga, Bagalkot, Karwar Dharwad, Bijapur and Gadag. They started the erection of 10,000 houses in the diffident areas of Karnataka, and exertion is underway.
- ❖ Glaxo Smith Kline Pharmaceuticals "CSR programs focus mainly on health and wellness. Their works in the ethnic village wherever they are provided health check-ups and treatments, healthiness camps and wellbeing consciousness programs. The company also provides wealth, medication, and apparatus to the non-profitable institute that works to improve education and health in the non-protected community.
- ❖ Indian Airlines and BHEL have been commended for their Efforts in Disaster Management and received 56 rural communities with about 80,000.

Indian corporate sectors take care of CSR method to enlarge the big business. India is deficient in expert staffing and existing institutions do not have the slightest patience for job training for newborns. GCPL rolls out 'project victory' for large-scale exploitation Young people are trained for their needs. Others are guaranteed to work in other companies with an average salary of between Rs 5,000-7,000. More than 4,500 students have been trained, about 30-40% of whom are located in areas such as FMCG auction, agricultural sale, and hospitality, safety measures, and trade. Even though the program is accessible at no cost of charge, GCPL preserves 90% of the bench who will receive a course certificate at the end. "There has been a dramatic change in individual confidence after receiving the certificate. It also creates a lot of positive 'face-to-face' about GCPL," Rahul Gama said, VP (HR), (N.Singh, 2012), GCPL who is set to set up a prospect prepared auction institute. From the essential communiqué skill to personal development and client, interface students are trained how to transaction with an auction call with customers. The scheme has been launched in three developed states like Odisha, Madhya Pradesh and Chhattisgarh which will be extended up to 10 to 12 states in the subsequent few time. GCPL is not the single corporation in the role of CSR utilizing a clear trade purpose in intellect. There are other corporate are functioning in CSR for industry profit which is (M&M) Mahindra Mahindra, (HUL) Hindustan Unilever, Mariko and (P&G) Procter & Gamble. The M&M irrigation project covers 32 rural communities in the district of Damoh in Madhya Pradesh and has set up the main target of soil, water, and environmental protection. The said dam is cover-up about 10,000 hectares with 4,000

families and 20,000 populace. The project is expected to double its gross domestic product (TRUE Volunteer Foundation, 2010). NALCO in Odisha has also included 48 villages in the Koraput district and 18 peripheral villages for targeted development and peripheral development. So the question is what is there for M&M that determination covers all the organization and costs of the CSR project? "Farmers in the area are expected to buy tractors for farming and farmers will receive micro-irrigation for their land. As the project involves high-level construction, local entrepreneurs will be able to buy construction materials and work on the projects," Commercial vehicles are expected to be purchased. M&M (Forbes India, 2012) Anirban Ghose, VP, Said Planning the Strategy and New Development of Business, Equipment on Agricultural, Equipment Sectors. And while following CSR, it has to improve the sales of the S&B tractor and its other types of equipment. Several private and public corporations observe CSR as a high-quality performance that will ultimately help get better sales. P&G' Shikha' has been formed to connect its central part reason (providing educational facilities to deprived kids) with the business in its eighth year. With an effortless procure; Sikhs empower customers to drive societal transform."Like the other Practical and Gamble (P&G) brands, Shiksha is a resource with a dedicated team. This step helps to drive trials for all our brands "Our latest customer study tells us that 51% of consumers who are aware of Shikha are influenced by P&G product purchases, which will help them in this regard," a P&G spokesperson said. Similarly, the CSR initiative of Marico's, associated with the Nihar Shanti-Amla, proposes that at each point in time a female purchases a Nihar container, here 2% of her income can be spent on the education of the children. The scheme will provide funding for 19 ventures in Rajasthan, Madhya Pradesh, Uttar Pradesh, and other country areas, wherever every scheme will arrive at 25-30 rural communities in this geographical area. This move is predicted to bring a bunch of sympathy amongst the targeted groups, particularly in the Hindi heart, where the standard literacy rate is to some extent lower. Optimistic Rab-offs force not is limited en route for brands "It simply came to our notice then said by CEO of Marico, S. Gupta. For those organizations that started functioning on CSR with industry purpose of a decade ago, their consequences are observable. HUL was launched as a rural allocation program in some communities of Andhra Pradesh in 2000, now a day it has 45,000 'Shakti-Amma' in added than 15 regions. While it is profitable for business, it does imitate the prosperity of the countryside Energy, understandably understands, HUL's 15% contribution to rural trade of nowadays is over Rs 1,500 cores. CSR like a big business is by now an established concept that the business of CSR is meaningful. This has made clear in a statement issued by J. Tata in 1895, where he said, "We do not claim to be more selfish, more generous or more charitable than others, but we think we are sound and simple." "The business interests of our partners, the health and well-being of us and our employees are the keys to a prosperous business." As a firm that accepts CSR as a business strategy, it has to pay the same attention to financial returns as it does to fulfill its social and environmental responsibilities, known as the triple bottom line. Corporate sectors aim to harmonize ecological factors by dipping the unfavorable effects of their business activities and encouraging environmental performance. To construct societal assets in the neighborhood, a business group too involved its management officers in societal activities and expectant employees to contribute to their ability with others and

effort with the public based institute. Companies need to keep in mind their social and non-moral responsibilities for employees, customers, partners, the limited population and society.

CSR Challenges:

Presently there are many challenges to implementations of CSR are calculated as follows:

- ❖ **Lack of consciousness on CSR:** There is very little public attention intake part in or participating in CSR actions of organizations. This is because companies have slight or no information of CSR the circumstances are exacerbated by the lack of communiqué among CSR-affiliated organizations and the grassroots.
- ❖ **Local capability:** Non-governmental organizations in certain areas need capacity building because there is a severe shortage of qualified and influential establishments to implement CSR activities initiated by various companies.
- ❖ **Lack of transparency:** This is a major issue for corporation sectors, as small companies that lack transparency are not making enough effort to reveal information about the agenda, audit problems, impact assessments and the use of resources. It has a detrimental effect on the power and trust-building process within organizations that is crucial to achieving several CSR schemes.
- ❖ **NGOs and Lack of managerial setup:** A small number of non-government organizations in the centre and in the countryside can review the needs of society and effort with the organization to achieve the CSR goals.
- ❖ **Factors of Visibility:** The function of the different media in creating an excellent presentation of effective CSR actions will spread the good quality story and make the inhabitants sensitive to the various ongoing CSR programs of the organizations. The visibilities and brand work out escort numerous NGOs to engage in experience base plan. In this procedure, they are frequently deprived of the meaning and purpose of the grassroots level of meaning.
- ❖ **Narrow discernment:** NGOs and government agencies generally view CSR initiatives by corporate sectors, often interpreting CSR schemes as a contributor drive. As the consequence, it is difficult to decide whether or not corporate ought to contribute to CSR actions for a small or extended time.
- ❖ **Lack of CSR guiding principle and action:** Organizations have no statutory guidelines or policy directives to direct CSR action. The CSR measures of the companies depend mainly on their business size and profile. This means that the bigger the company, the bigger its CSR activity
- ❖ **Lack of consent:** Lack of consent to execute the agency and stakeholders concerning CSR actions. And with the purpose of leads to repetition of actions by the company and incompetence. This creates a determined environment amongst the executing group quite

than forming a mutual approach. This confines the corporation's ability to evaluate its activities at regular intervals.

Prominent and respected organizations need such a corporate social responsibility campaign that has the potential to change the face and features of rural India in the field of education, healthcare, sport, culture, politics, employment and the neglected important sectors. Empowerment will encourage them to be alive independently and respectfully. For which they can be worthy because of an important and integral part of the society.

CSR AS A FUTURE BUSINESS STRATEGY:

As individuals nowadays are talking about doing corporate social work, Tata Group believes it is worth the watch. But we are not sure how to spend partners' capital and consider closing corporate CSR of the companies in Western countries. "It's good for them, but not for a country like India. Western governments have a social security net to focus on corporate profits and regular taxes, but India is lagging," Irani said. In India, we are far away from the organism at the phase of socio-economic growth, whereas the government is exclusively responsible for the fundamental requirements of the people. We do not have sufficient education services, healthcare, and social security. So, the business house needs to approach ahead and fill in existing blanks by now. "It simply came to our notice then in any society; there is a section that benefits and enriches more than others, leading to inequality and poverty". In the same instance, if the corporate does not hold up to the ordinary people, one can see that companies depart this life. TISCO would not be trading with the corporation in the future, which does not guarantee the CSR standards of the companies. According to B Muthuraman, Managing Director of Tata Steel Limited (TISCO), in July 2014, at the annual general meeting of the Madras Chamber of Commerce and Industry; he declared, "We would not buy or sell enterprises that do not match Tata Steel's socially responsible standards,"

FINDINGS AND DISCUSSION:

CSR POLICIES AND INITIATIVES:

Studies have shown that each one investigated corporations in attendance to an in a social context and responsible company to managing CSR policy and practice. Many organizations discuss CSR viewpoint, environmental and non-technical intention into their assignment, statement, managerial policies and procedure. Although every survey organizations have CSR objectives and policy; there is no correlation between the industry's plan and development objective. Many companies are pleasing CSR actions for rural India development. The majorities of them work on education as its lists the top priorities of the corporation; go after by health and livelihoods. It has been originated that some companies are taking CSR measures in infrastructure and the environment, including tree planting, awareness-raising on environmental issues, and so on.

APPROACH TOWARDS MODES OF ACTION AND THE WORK:

- The CSR approaches adopted by the companies is worrying because they should not be done, instead most corporation has implemented CSR as their generally big business plan.

Consequently, they accomplished the goals of equal social development and the business. Their move toward effort is not primarily about welfare, assistance and overhaul relief, but about sustainable development, with a long term reimbursement. NALCO, Vedanta Alumina Limited, Dr Reddy's Lab, Tata Steel, SAIL, Bharat Petroleum, Ambuja Cement Limited, and Lupine India promote social development and global human rights through scarcity mitigation by increasing the rural India capacity. Effective poverty alleviation or adequate development rather than unintentional assistance does not result in an agricultural scheme, land cultivation and tree planting program, sapling conservation scheme, water reuse program, the set up of healthcare and education centers, adult education, literacy plan and praise system. Asia Paints and Aditya Birla Group Management Trust are functioning in the direction of the perception. CSR interference by the IT sectors like WIPRO, HCL and Infosys which operate through financial assistance, assets and facilities, is the essence of nature.

The study found that most companies implement CSR programs for rural development through four types of institutions:

- Own (i) CSR activities, (ii) human resources departments (iii) CSR actions put into practice honestly by the corporation through local management of the production unit;
- The Initiatives are implemented through a foundation;
- Initiatives through partnerships with NGOs, academic institutions, national and international agencies;
- Through the government partnership and collaborations

IMPACT OF CSR INITIATIVES IN RURAL PEOPLE:

The impact of the CSR program, reflected in the samples of some of India's leading companies, was categorized into five categories: livelihood, education, health, infrastructure and environment.

LIVELIHOOD:

Dr Reddys Foundation has put into practice the Rural-LABS program in a joint venture with the Department of the Rural Development. Indian government aims to afford 35,000 occupations to rural inhabitants aged 18-25 in seven backward states of the country. The employment program holds up by Bharat Petroleum shows that members of the SHG group get Rs. 2000 per month income. NALCO encourage the villagers for their income source programs and supports the skill development program for their livelihood.

HEALTH:

The study also found that many organizations run several health camps to create health awareness, such as transplants, blood donations, water distillation medicine, etc. By 2008, SAIL had run 267 healthiness camps, benefiting over 4.5 million rural communities. Vedanta Alumina Ltd has enclosed 53 communities with 32,000 populations, providing free-of-charge medicines, tablets, medical appointment services, etc. through the mobile health unit of Langigarh (Odisha). The Tata Steel Family Initiative Foundation (TSFIF) has set up a 'Lifeline Express' hospice on the helm that has assisted more than 50,000 long-suffering in diffident states like Odisha, Jharkhand and

Chhattisgarh. NALCO set up a COVID health centre at Nowrangpur during the pandemic and mobile health camps are organized in the peripheral villages.

EDUCATION:

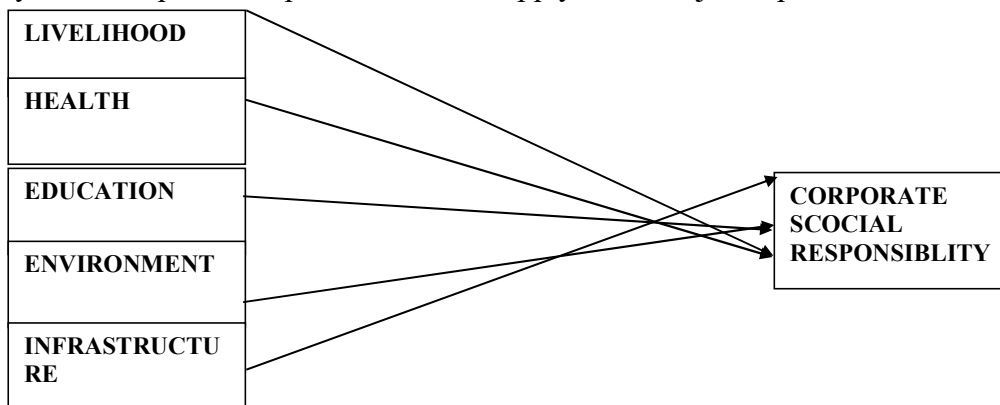
Aditya Birla Group runs 26 formal schools and provides proper learning to 62,000 kids alive in close areas. PSU like SAIL helps about 138 different schools in nearby areas of its plant/unit of the country somewhere additional 80,000 kids are educated (Kumar, 2008). HCL works with NGOs, weeping for the social betterment of deprived kids. Likewise, WIPRO's Foundation by Azim Premji is also concerned with educating the needy. The establishment of the HCL of the Shiva Nadar Foundation, an educational infrastructure for poor students in primary, secondary and higher education has helped rural children to get a formal education and higher education. NALCO took a major step to establish schools in the township and peripheral villages.

ENVIRONMENT:

Sustainable development requires efficient and effective steps to achieve what is lacking in nature for sustainable development. Several Indian corporations are functioning on Plantation, waste-management, irrigation plans, air stream farms, etc. Such as, PSUs like SAIL have also far planted 13.5 million trees in plant areas and mines areas. For the past four years, the sustainable water management program of Ambuja Cement Limited's Water Wide Development Program has been a top priority. To date, the Coca-Cola India industry has water initiative improved the lives of over 1, 40,000 populace and raised consciousness of the significance of water preservation amongst millions of citizens. NALCO supported the govt. for environmental development and green cities, also gives priority in plantations.

INFRASTRUCTURE:

As the surveyed companies, only a handful of companies provide infrastructure facilities such as road construction, electricity, schools, health centers, water facilities, sanitation, community centers, etc. Human Welfare and Research Foundation plan of the Lupine covers 38,000 rural communities in Rajasthan and most of the village include school structure, water pond, connecting road, supply of drinking water, development of community centers and electricity supply to all. SAIL is engaged for the structure and maintains 33 km of paved roads every time, providing modern infrastructure to about two lakh people in 435 villages. The support of youth clubs, community centers, sports complex, and water supply is the major steps of NALCO



**Conceptual Model Develop by Researcher*

CONCLUSION:

Although corporate sectors are building strenuous attempts to develop the rural area, various reviewers are still surprised by the purpose behind the CSR concept and all the steps companies take. Some people argue that CSR includes some good intentions such as creating a profit as a substitute for benefit whereas others believe it differently. The authenticity is that CSR is not an approach for brand name building. On the other hand, it generates well-being and branding amongst the human resources and the rural customers engaging in actions that help the humanity in the solitary way or another append to the well-being of a corporation.

CSR is everyone's responsibility i.e. the cause of business company, administration, persons: wealth is earned only from the public and consequently it be supposed to be returned; Such funds are intended for self-employment and public use; The main purpose following all forms of a deal is to alleviate the desire of humanity; The purpose of all industry is to help the public livelihood in the rural region. CSR should not be used lightly - it is the core of every business and should be applied to workers and consumers.

Consequently, CSR is appropriate for the fastest growing and most spirited sector in terms of tapping rural areas in India as a marketplace and adopting CSR such as an industry strategy. This case is being re-assigned to another judge, and the case is being re-assigned to another judge. Being a good corporate citizen is more and more important to business success. The key is to keep up with the expectations and priorities of the public and be involved in the development and success of rural development that takes hours.

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