



Insight of Corporate Social Responsibility Aftermath Covid-19 Pandemic in India

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ABSTRACT

Corporate social responsibility is an act of companies, whereby they demonstrate their benign attitude towards the society and contribute for the development of communities that survive in the nearby vicinity of the institutions, in which they operate or have establishment for production or manufacturing. This is undertaken by them to contribute towards the society and environment they have been surviving in, and earning from, so that they can work and contribute in the direction of attainment of sustainable development that is recognized at national and international level. India has a rich and varied history of 'Corporate Social Responsibility' (CSR) since the times first business was ever launched on this sacred Indian territory. Indian businesses have known the concept of philanthropy and they have been practicing it to share the wealth that they have gained and accumulated by doing business in the community that they serve in. In modern times also Indian businesses have set examples in their conduction of business. Moreover, it has become the first ever country in the whole world, which has legalized the norms pertaining to the conduction of corporate social responsibility in India. These norms have made it legally mandatory to follow the norms, which are to direct the initiatives that are to be taken up the corporate houses of India and the procedure that has to be followed for the same. The basic aim of paper is to gain insight into the norms that are provided by the legal mandate pertaining to the corporate social responsibility and the initiatives that have been taken up by the companies and corporate of India for the assistance of central and state government in their fight with COVID-19.

1. INTRODUCTION

The main aim that has been cited for the introduction of a legal mandate for the companies of India is the attainment of sustainable development in the economy of India, so that its development can get aligned with the development prospects and practices of developed nations of the world. However the economy of India is not in possession of so much funds and hence it has taken this step to shoulder this responsibility on the corporate of India. Whereby, through the activities and initiatives that would be undertaken by them will help the attainment of overall development and wellbeing of the backward and downtrodden segment of Indian population, and help them grow in the field of education and

attain overall wellbeing and development of society, in general, and economic development and environment protection as a specific measure.

With the introduction of the legal mandate the companies in India are hereby mandated by law to undertake corporate social initiatives pertaining to the heads, which have been mentioned in the corporate social responsibility norms that have been announced on April 1, 2014. It surely was a historical event wherein the developing nation like India has taken such a progressive step in the direction of social and environmental development.

2. OBJECTIVES OF PAPER

a) To undertake a study of CSR

initiatives undertaken by the Indian firms.

- b) To take a stock of contributions made by corporate India towards fight with COVID-19.

3. NEED OF THE STUDY

There is no denying the fact that the corporate in Indian economy has contributed immensely to the general well being of people and economic development of the economy. In the times when the economy got totally engulfed in the deadly clutches of COVID-19 it was the contribution of corporate houses of India that saved the day for it. They have been forwarding their constant support to the government and have been extending help in providing necessary support which was solicited by the general public in different areas spread across different states of India. The sustainable development too suffered a setback when COVID-19 devastated the general life and well being of people. In such a juncture it becomes imperative, to go in for an appraisal of the endeavors of corporate of India that have been put in by them, for the regeneration of economy and the support they have provided for general public and nation as a whole and saved it from tumbling in deadly and testing times as that of COVID-19.

4. LITERATURE REVIEW

Several studies have been undertaken in the areas of corporate social responsibility and some of the significant studies are being presented as under in the form of gist:

Friedman (1971) has delineated the norms, which are normally followed by the companies in the name of corporate social responsibility, the world over. Further, he discussed the norms, which should be followed by the corporate while disposing of their duties as corporate houses that have been operating and flourishing in these areas (Friedman, 1971).

Mintzberg (1983) in his study put forward the role played by economic giants of the nation of any region. The paper discusses the operation of economic giants at a divisionalized scale and taking up the responsibilities, which are engaged in making any society flourishing and help it to attain

economic growth and development.

Cochran & Wood (1984) in their study focused on the relationship that exists between the financial strength and financial practices of any given company, in any region of the world. They are instrumental in maintaining the balance between the profit earning motives, in addition with the possibilities of developing the societies that live in their vicinity, prosper and lead a good life full of prosperity and development in all spheres of life .

Frankental (2001) in his study considered the practice of corporate social responsibility as one of the best practices, which can be ever adopted by the business or corporate community of the nation. It is the role that should be necessarily undertaken by the corporate as they have their operations mainly dependent on the well being of people and the prosperity of general public and the societies. The service is mainly targeted towards the societies that live in their immediate region and which decide the turnover of the concerned companies, operating therein.

Matten and Moon (2004) have provided a forward thinking pertaining to the concept and norms related to corporate social responsibility that is being practiced in different economies of the world. The paper offers critical comments regarding the role played by corporate in imparting education to children and technical education to youth in the regions, which do not have enough facilities. The CSR initiatives plays a dominant role in the upliftment of that particular area and help in making that area more progressive and prospers the households living therein which lie in the vicinity of corporate .

Cochran (2007), put forward in his study the genesis and role that is played by the corporate social initiatives of the regions in imparting education and life skills to the people who are located and survive in the regions they operate in. It has been explained that they have played the role as parallel agents of the government and contributed immensely in the development of the communities of the area in general and leading way to the economic development of the nation and the economy as a whole.

5. CSR INITIATIVES TAKEN BY COMPANIES IN INDIA

India is the nation, which has legalized the provision, that govern the maxims and norms pertaining to the corporate social responsibility which helps the corporate of India to dispense off its duties in a manner, which not only leads to general wellbeing of people who are located in the nearby vicinity but in addition leads to providing assistance and help to the government in the attainment of the goals it has set in different five years plans. The guidelines pertaining to corporate social responsibility have been offered in the section 135 of Companies Act of India on April 1, 2014.

As per the provisions of this section all the companies which are operating in India above a minimum threshold set by the government for different category of companies need to contribute 2 percent of the net profit of the past three preceding years towards the different corporate social responsibility initiatives which have been mentioned in the norms of the section. It provides that the companies that are operating in India need to contribute towards the economic and social development of the nation by undertaking

corporate social responsibility initiatives in the areas of education, poverty alleviation, gender sensitization and equality, women empowerment, training and skill development of the people in rural areas along with the development of sport facilities.

However, it was with the advent of COVID-19 pandemic that led all the major companies of corporate India join hands to help the central and the state government in providing necessary support to people who were stranded in different cities of India without food, money and shelter as millions of people lost their jobs. The government of India provided that all the contributions that would be made by different companies towards the relief measures for COVID-19 pandemic would be included under the spending done for corporate social responsibility. This motivated the corporate of India, all the more to contribute towards the COVID-19 relief measures, and they contributed to their fullest capacity and might for the help of people due to sudden onslaught of COVID 19 launched on them.

Some of the major companies, which have spent on different CSR initiatives, are given as under:

Table 1
Main Head Under Which CSR initiatives of Indian Companies Are Taken

Sl. No.	CSR Initiatives of Indian Companies	Description
1.	Corporate Philanthropy	This includes charity, cash, goods, and services, from a company .
2.	Community Volunteering	Covers provisions like pay for pro -bono work on behalf of a non -profit organization and volunteer services .
3.	Socially -Responsible Business Practices	Undertakes activities such as ethically, produced goods, which can appeal customers.
4.	Cause Promotions and Activism	Organize advocacy campaigns for creation of better image of the company.
5.	Cause-Related Marketing	Undertakes sale of charity-based products.
6.	Corporate Social Marketing	The company undertakes campaigns , to mould the preferences of the customers.

- a) **COAL INDIA:** The donation which has been forwarded by coal India stood at Rs. 221 crores that provided for the support of Prime Ministers Citizen Assistance and Relief in Emergency Situations Funds, which is also called by the name of PM Cares. This amount has been provided to assist the government in fighting deadly pandemic wreaking havoc in the nation.
- b) **SBI FOUNDATION:** It has contributed Rs. 30 crores for dispensing of many COVID-19 relief measures in the country.
- c) **COCA-COLA:** It has committed initial support of 100 plus crore in India towards medical care and expenses carried out therein. It has impacted the life of over 10 lakh people in India.
- d) **BOSCH INDIA:** Bosch India Pledged Rs. 50 crore towards the endeavor to combat the deadly Corona Pandemic in India. In the initial phase it immediately contributed RS. 5 crore towards PM Cares Fund and its aid has impacted the life of more than 4,000 migrant workers. In addition it started various welfare initiatives of people specially the migrant labor.
- e) **ICICI:** It has contributed Rs. 100 crore for the support of government in fighting the deadly corona virus and save people from falling in the deadly clutches of the pandemic.
- f) **WAL-MART, FLIPKART:** It provided Rs. 46 crores for the reform measures that are being undertaken by the government for the help and assistance of people.
- g) **RENEW POWER:** It has contributed Rs. 20 crores for the welfare work that is undertaken by the government and has even

contributed in the form of taking measures for the help of migrant labours.

h) **NSE:** NSE has provided a contribution of Rs. 26 crores toward the relief fund to support the state governments in their fights with COVID-19.

i) **POWER FINANCE CORPORATION:** It has contributed Rs. 200 crores, towards the relief measures that are being undertaken by the government of India and the state governments to fight the pandemic.

This is just a brief list of contributions that have been made by the corporate of India for the fight, the government of India has initiated against the COVID 19. The fight is still on as even after subsiding and fighting two deadly battles of COVID19 there are still variants, which are emerging in the affirmation of pandemic. This is a serious issue and in such testing times the corporate of India has been always eager to extend its support for the fight that has been undertaken by central and the state governments of India.

6. CONCLUSION

Indian business houses and the corporate of India have always followed the call for philanthropy and that is deeply ingrained in the business modes and manners that are practiced by them. This gesture proves that policy, or no policy, or law or no law, the corporate of India have a deep sense of gratitude and thankfulness towards the society they live in, and are ever ready to support the nation in lurchy times as such that of COVID-19 pandemic. ●

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