

## **HARVEST TO HERITAGE: TRACING THE FOOTPRINTS OF CORPORATE SOCIAL RESPONSIBILITY TOWARDS RURAL DEVELOPMENT IN INDIA**

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### **Abstract**

*Purpose-* In this competitive market, every company is running after profit. While running after profit, they should remember that like government, they are also equally responsible for the upliftment of the society. Since India lives in its villages, so their area of concern should be more focused on rural development. Thus, this paper is basically highlighting on rural development through CSR initiatives with respect to areas Livelihoods, Medical Facilities, Education Facilities, Infrastructure Development, Disaster Management, Environment Sustainability Programmes and Women Empowerment by some corporates and also evaluating the current status of CSR activities towards rural development and also suggesting the various ways to promote rural development through CSR activities in this COVID-19 pandemic situation.

*Approach-* This study is a qualitative study which follows a descriptive research design comprising of 20 public and private companies. The findings are based on the various projects undertaken by the mentioned companies during the year 2018-2019 towards rural development.

*Findings-* The findings of this research reveals that under this COVID-19 pandemic situation, the companies are lacking in disaster management initiatives like conducting adequate programs towards awareness of Covid-19 Pandemic among the rural people, providing adequate healthcare

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*facilities in rural sector and also in providing livelihood opportunities for migrant labours.*

**Keywords:** *Competitive, Livelihood, Pandemic, Disaster, Sustainability.*

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## **Introduction**

India's way is not Europe's. India is not Calcutta and Bombay. India lives in her seven hundred thousand villages. The future of India lies in its villages.

-Mahatma Gandhi

The above quotes highlight that most of the population of India is concentrated in the rural areas. The development of India cannot be considered by ignoring the growth efforts towards the rural areas. It is quite certain that most of the poor people live in villages. These villages are in quite state of underdeveloped with impoverished standard. This is not only due to the shortfall of resources but there is a lot of gaps in our planning progression and investment pattern. It is the need of the hour that the development and progress of the society is not only the responsibility of Government alone but every stakeholders should be involved for attaining the development goal (Save the Children Sweden, 2007).

Today's corporates are investing largely in the rural markets for earning profits but at the same time they are also equally responsible for the betterment of the rural areas. Rural Development is the methodology focussing on the upliftment of the social, economic and cultural standard of a village or small town.

The Indian economy is developing at a high pace ,globalizing and liberalizing the corporate sector promoting tremendous change towards Industries, Information Technology and Service Sector but accelerating the rural development and making it as fast as in other sectors through social investment is ignored by the corporates. Preeti Gugnani (2018) remarked that the rural population in India possess neither adequate land holdings

nor any alternative means for service opportunities to support their livelihood. The prime reasons of their backwardness are traditional way of thinking, superstitious, poor awareness and poor understanding towards developmental efforts and new technology etc. The rural development in India is concentrated on upgradation of agriculture, socio-economic standards and infrastructure. To address these issues social investment in rural areas is encouraged in the form of corporate social responsibility. The World Business Council for Sustainable Development (WBCSD) explained Corporate Social Responsibility as “the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large.” Thus the principle of Corporate Social responsibility outlines the ethical behavior of the organization not only towards the internal and external stakeholders of the organization but also towards the environment and the society in which it operates. Today most of the companies are taking proactive steps to strengthen the rural development through their social investment. Their basic objective is to improve the health, education, infrastructural facility, public utility services, communication and networks of rural areas. Most of the corporates take positive initiatives in rural areas such as development of educational infrastructure, maintenance of healthcare facilities, providing help in irrigation and water management etc.

### **Literature Review**

Tracing the decades, companies are practicing corporate social responsibility in order to pay back the society while figuring brand image. This is known to us as a product of twentieth century but it has taken birth in the early 1950s. Its origination can be traced from the Industrial Revolution. During the mid-to-late 1800s, the industrialists felt the growing apprehension about worker’s wellbeing and their productivity. The industrial revolution brought the growing concern towards the production system, working conditions of labours, and the employment of women and children. All these practices have drawn the attention of the reformers towards the social prejudice, poverty and unrest among the labours. Taking

consideration of the industrial betterment and welfare movement, a combination of humanitarianism and business acumen approach had been adopted by many industrialists. Andrew Carnegie, a renowned person in the steel industry donated a large portions of his wealth towards the development of education and scientific research. His path was followed by an oil industry business magnate John D. Rockefeller who donated more than half a billion dollars to religious, educational, and scientific causes.

Officially, in 1953, Howard Bowen , an American economist, coined the term Corporate Social Responsibility in his publication Social Responsibilities of the Businessman. So, he was known as the father of CSR. In 1970s ,the concept of Corporate Social Responsibility had started showing colours through worldwide.

In 1971, the Committee for Economic Development has introduced the concept of the “ social contract” for bridging the gap between business and society.

By the 1980s and 1990s the Corporate Social Responsibility had taken world wide recognition. Organizations had incorporated social interests into their business practices to become more responsible towards the society.

During the early 2000s, Corporate Social Responsibility considered to be an effective strategy for many organizations like Wells Fargo, Coca-Cola, Walt Disney, and Pfizer who are incorporating this concept in their business operations.

Several researches conducted in India revealed that classical Indian literature have emphasized the Corporate Social Responsibility practice of corporate entities in India. It has been mentioned a long back in Kautilya's 'Arthashastra' regarding traders' core responsibilities to the local society. But these responsibilities were considered to be voluntary and not compulsory. Khan and Atkinson (1987) undergone a comparative study on the managerial attitudes to social responsibility in India and Britain. It was

conformed from the study that most of the Indian executives believed that CSR practices are pertinent to business and also emphasized that organizations has not only the responsibilities to the shareholders and employees but also possess prime responsibilities towards customers, suppliers, society and to the state. As reported by a study of TERI- Europe and ORG-MARG (2001) conducted in several cities in India have projected that more than 60% of the people shared the importance of Corporate Social Responsibility by emphasizing that the companies should consider themselves for narrowing down the gap between rich and poor, reducing human rights abuses, solving social problems and increasing economic stabilities. Asia Chapple and Moon (2005) stated in their report that approximately three quarters of large companies in India presented themselves as having effective CSR policies and practices. Jatin Maniktala and L.C. Punjabi (2010) stated in their paper that according to the Companies Act 2013 , every company, private limited or public limited possessing either a net worth of Rs 500 crore or a turnover of Rs 1,000 crore or net profit of Rs 5 crore, required to spend at least 2% of its average net profit for the immediately preceding three financial years on corporate social responsibility activities.

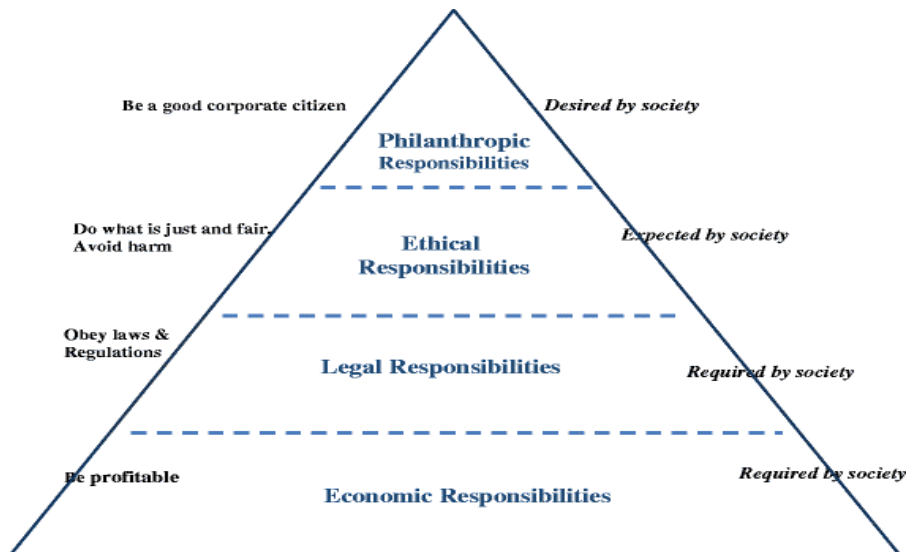
### **Models of Corporate Social Responsibility**

Corporate Social responsibility is blessed with many models such as Friedman's model, Carroll's model, Redman's model, Ackerman Model. These models basically focusses on the society, economy, community support and quality of life for everyone but exhibit a lot of differences. Milton Friedman (1962-1973) pointed out in his model that spending money of the shareholders towards social interest is of no importance and thus was against the concept. He added that organizations should pay attention to those activities that are directly related to the company's profit instead of charitable activities that do not affect in revenue generation.

"Environmental integrity and community health model" known as Redman's model emphasizes on environmental integrity and human health.

The Ackerman Model (1967) stresses more on the goals of internal policy and their relation with social responsibilities. This model explained that to adopt CSR the following six strategies should be followed i.e. rejection strategy, adversary strategy, resistance strategy, compliance strategy, accommodation strategy and proactive strategy.

Dr. Archie B Carroll (July - August 1991) had written an article “the Pyramid of Corporate Social Responsibility”. This model is pyramidal in structure with four different areas i.e. Economic, Legal, Ethical and Philanthropic where a company should discharge its duties and responsibilities in terms of Corporate Social Responsibility.



**Economic responsibilities** comprises of “must do” responsibilities which affect shareholders, creditors, consumers. Ex-Responsibilities pertaining to the essential and valuable services to customers and society as a whole.

**Legal Responsibilities** focusses on “have to” do responsibilities such as following government’s laws and regulations which the company has mandatory to follow. Ex- Responsibilities pertaining to the accountability and transparency of the business operations.

**Ethical Responsibilities** are “should do” responsibilities which focusses on what is right and fair in business operations, avoid hurting anyone. Ex- Prohibiting unethical practices in business operations.

**Philanthropic responsibilities** are the activities that corporates might think of doing it for contributing towards social cause. Here company is independent in contributing to social causes as a matter of philanthropy. Ex- The activities that are voluntarily engaged in community welfare programs.

The above review of different researchers conducted at different point of time projected that Corporate Social Practices is an integral part of an organization in India. But the question arises, do the companies are making social investment for rural development? If yes, then which are the companies are undertaking CSR initiatives for rural development? How these initiatives are benefiting towards Rural Development and to which areas? To conclude, what extent the CSR programs are upgrading the socio-economic development of rural population in India?

### **Objectives of the Study**

1. To focus on the Corporate Social Responsibility status in Rural India.
2. To investigate the Corporate Social Responsibility initiatives adopted by some public and private Indian companies in various sectors for rural development;
3. To have an overview of various challenges faced by Corporate Social Responsibility initiatives in rural India.
4. To formulate suggestions for accelerating Corporate Social Responsibility initiatives.

### **Methodology of the Study**

This paper is based on an exploratory research assimilated information as secondary data from journals, magazines, websites, media reports etc.

Descriptive research design is adopted for the study as description is the process of finding various facts about a topic with appropriate and adequate interpretation. A qualitative study is conducted. To focus on the above objectives, 20 public and private companies have been selected with a focus on covering each and every sector. Thus, the selected companies are from different industrial sectors like pharma companies (Aurobindo Pharma Limited, Divis Laboratories Limited, Lupin India), manufacturing companies (National Mineral Development Corporation Ltd, Reliance Industries Ltd, Maruti Suzuki India Ltd, Tata Steel Ltd, Hindalco Industries Limited, UltraTech Cement Ltd, REC Limited, Tata Motors Limited, Vedanta Limited), financial institution (ICICI Bank Ltd, HDFC Bank Ltd, Axis Bank, Housing Development Finance Corporation Ltd (HDFC), Software Services Companies (HCL Technologies Limited), FMCG & Hotel (ITC Limited) and Power Sector Companies (National Thermal Power Corporation Ltd (NTPC), Power Grid Corporation of India Ltd).

For analysing the research, CSR initiatives towards rural areas development have been divided into five areas: Livelihoods, Medical Facilities, Education Facilities, Infrastructure Development, Disaster Management, Environment Sustainability Programmes and Women Empowerment. The findings are based on the various projects undertaken by the above companies during the year 2018-2019.

### **Findings of the study**

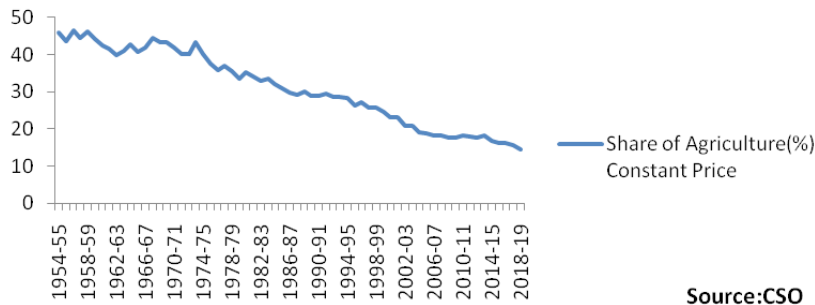
The findings of the study is based on four objectives.

#### **# To focus on the Corporate Social Responsibility status in Rural India.**

It has been noted that the contribution of agriculture towards GDP has lowered down from around 50% at the time of independence to 14.46% in 2018-2019.



### Share of Agriculture(%) Constant Price



In India, the reason for the backwardness of the agriculture sector in India highlights the following reasons i.e. uncertainty of rainfall, high risk associated with agriculture sector, low income generated from agriculture and lack of agriculture infrastructure (Joshi,2018).Supporting the Indian agriculture sector by the government alone is a very critical task. This demands providing aid from other end. In this chase, the mandatory contribution towards CSR fund is made mandate under Companies Act,2013. As per CSRBox report, CSR spending by top 500 companies in 2018-19 is likely to cross ₹ 50,000 crores (CSRBox,2018).In today's business scenario, Tata Sons is considered to be the pioneer CSR in India in early 1900.But, with respect to agriculture sector e-Choupal by ITC (ITC, 2000) and Jai Kisan Kirishi Samrat Award (Zuari, 1985) are considered to be the first CSR initiative by any corporate towards rural development. Citrus Project initiated by PepsiCo (Bhashkar, 2017) benefitted the Indian Farmers in Punjab as a whole. The ITC's initiative " E-Choupal" implemented in many states benefitted the rural people a lot. It has demonstrated plot, provided farmer field schools ,undertaken micro irrigation projects, delivered input on organic farming to the farmers, initiated agro-forestry and set up agri- business centres which have benefitted thousands of farmers in thousands of villages across India constituting farm land of 4,15,000 acres. E-Choupal showed the importance of the farmers' information system (ITC, 2019).

To promote organic farming , ONGC has constructed Center for Agriculture Research and Training which will help 3500 farmers (ONGC, 2018). M & M through its initiative 'KrishiMitra' has directly benefited 49635 farmers in many villages (Mahindra, 2019).Through its Mahabank Agricultural Research and Rural Development Foundation (MARDEF),the Maharashtra Bank is helping the farmers in dairy ,EMU farming, goat rearing, grape cultivation, horticulture and scientific use of various inputs like fertilizers etc. to uplift socio-economic status of small and marginal farmers (BoM, 2019).

**≠ To investigate the Corporate Social Responsibility initiatives adopted by some public and private Indian companies in various sectors for rural development.**

The Corporate Social Responsibility initiatives adopted by various private sector companies. The explanation is discussed below sector-wise with reference to some projects within the time-frame 2018-2019.

#### **Financial Institutions**

##### **➤ HDFC Bank Ltd**

**Name of the Project**-Holistic Rural Development Programme (2018-2019)

**Budget**-INR 335.95 Cr

**Livelihood**-Provided Training to over 72,500 farmers, and distributed more than 10,800 biomass stoves.

**Medical Facilities**-Provided healthcare facilities

**Education Facilities** - Initiated a variety of training and institution building programmes. The Bank have constructed over 1,200 schools, and facilitated better learning opportunities for over 1.45 lakh students.

**Environment Sustainability Programmes** - Focusses on natural resources management including micro-watershed management, irrigation, soil and water conservation.

**Location**-Pan India

##### **➤ Axis Bank**

**Name of the Project-** Conducting Livelihood Programmes (2018 -2019)

**Budget-** INR 99.15 Cr

**Livelihood-** The Rural Livelihoods program focusses on small and marginal farmers and the landless in dryland regions by helping on watershed management, agriculture and horticulture enhancement, livestock development, micro-enterprise development and promoting collectives.

**Education Facilities-** Imparting Financial literacy and bank linkages are among the key elements of these programs. Skill development, which includes training rural and peri-urban youth, Persons with Disabilities (PwDs) with respect to market-linked vocational skills, providing them to jobs and also preparing them for entrepreneurial activities.

**Women Empowerment-** Trained 50% women who play significant role for earning livelihoods and appropriate efforts are undertaken to empower them. The enabling platforms such as Self Help Groups and Producer Organizations providing women to take up a more confident role that enables a faster transformation for enhancing sustainability.

**Location-** Delhi, Maharashtra, West Bengal, Uttar Pradesh, Telangana.

➤ **Housing Development Finance Corporation Ltd (HDFC)**

**Name of the Project-** Rural Livelihood enhancement projects.

**Budget-** INR 15.59 Cr

**Livelihood-** Promoting livelihood opportunities for empowering the rural economies.

**Location-** Guwahati-Assam, Chikballapur-Karnataka, Aurangabad-Maharashtra, Koraput-Odisha, Madurai-Tamil Nadu.

➤ **ICICI Bank Limited**

**Name of the Project-** Rural development and related activities.

**Budget-** INR 15.59 Cr

**Livelihood** - The Rural Initiatives of the ICICI Foundation focusses on providing short-duration skill, providing training in locally relevant trades and also facilitating them with market linkages so that the trainees can sell their produce on a sustainable basis.

**Education Facilities-** ICICI Foundation had launched skill training to residents in over 1,200 villages.

**Women Empowerment** - It has also promoted local entrepreneurship among women.

**Location** -Pan India.

➤ **FMCG & Life Style Companies**

➤ **ITC Limited**

**Name of the Project-** Rural Development Project

**Budget-** INR 51.45 Cr

**Livelihood** – Providing sustainable agriculture with optimum utilisation of natural resources for increasing farm productivity by minimizing the cost of cultivation. Promoting sustainable agricultural practices through e-choupal and Choupal Pradarshan Khets. The company's social and farm forestry program help the farmers in transforming the wasteland to pulpwood plantations.

**Education Facilities-** Promotes knowledge-based interventions to help farmers by acknowledging them with relevant and real-time information on commodity prices, local weather reports, customized knowledge on-farm management, risk management, and scientific farming.

**Infrastructure Development Facilities-** Farm Productivity Enhancement Programmes.

**Women Empowerment**–The Company has generated sustainable livelihoods for over 40,000 rural women by initiating social empowerment programs through micro-enterprises or loans.

**Location** - Patna-Bihar, Birbhum-West Bengal, Surat-Gujarat, Gurgaon-Haryana, Solan-Himachal Pradesh.

**Manufacturing Companies**

➤ **National Mineral Development Corporation Ltd (NMDC)**

**Name of the Project-** Rural Development Projects

**Budget-** INR 49.07 Cr

**Livelihood-NMDC** through Farmers Development Scheme provided fencing to farmer's land, digging bore wells & installation of hand pumps.

Infrastructure Development-Installation of 2 kw solar power plants in 8 villages of Narayanpur District.

**Location**-Bastar-Chhattisgarh, Kanker-Chhattisgarh, Dantewada-Chhattisgarh, Bellary-Karnataka, Panna-Madhya Pradesh.

➤ **Reliance Industries Ltd**

**Name of the Project**- Contribution to People's Plan Campaign

**Budget**- INR 48.91 Cr

**Livelihood** - In collaboration with National Institute of Rural Development and Panchayati Raj, awareness programmes had been conducted in 1,812 Gram Panchayats to give input for participation in development planning process.

**Infrastructure Development**- Promoting rural development through mobilisation of greater financial resources into the villages.

**Location**- Pan India.

**Name of the Project** - RF Information Services

**Budget** - INR 16.77 Cr

**Infrastructure Development** – To bridge the gap between lab-derived knowledge and field-based skills, the organisation provided validated services to meet the need of different livelihood information seekers using modern Information and Communication Technologies(ICT).

**Location**-pan india-pan india.

**Name of the Project**- RF Bharat India Jodo

**Budget** - INR 23.07 Cr

**Livelihood** – Focussing on rural transformation. Helping the small and marginal farmers. Promoting the availability, affordability and accessibility of food. The programme focussed on transforming more than 65,500 hectares of land with little or no productivity into fertile and productive lands. Reliance Foundation has promoted the nutritional intake of rural households through promotion of small kitchen or backyard gardens, known as Reliance Nutrition Gardens (RNGs).

**Infrastructure Development** - Institution Building

**Environment Sustainability Programmes** - RF BIJ has adopted a watershed approach through the adoption of local conservation methods. It has also promoted ecological sustainability through resource conservation, use of cleaner resources and promotion of biodiversity.

➤ **Maruti Suzuki India Ltd**

**Name of the Project-** Community Development

**Budget-** INR 37.26 Cr

**Livelihood-** Focuses on areas of waste management and rainwater harvesting. Provided potable water through financially self -sustainable water ATMs (21 in 20 villages).

**Education Facilities-** Created in consultation with village councils (panchayats) through education and community assets.

**Infrastructure Development** – Constructing of sewer lines, household toilets(4,345 in 26 villages),waste management, building and renovation of paved roads (32 km in 11 villages) and community hall.

**Environment Sustainability Programmes-** Initiated Social development programmes in 26 villages around.

**Location-** Gurugram-Haryana, Rohtak-Haryana, Ahmedabad-Gujarat, Bengaluru-Karnataka.

➤ **UltraTech Cement Ltd**

**Name of the Project-** Rural Development Projects

**Budget-** INR 18.39 Cr

**Medical Facilities** - Medical camps, immunization programs, sanitization programs, school enrollment, plantation drives, water conservation programs, industrial training, and organic farming programs are the initiatives taken up by the company.

**Infrastructure Development** - Construction of new roads, culverts, bridges, bus-stands, repair of roads, community halls, housing, providing street lights and other community infrastructure.

Location - Jaipur-Rajasthan, Amreli-Gujarat, Solapur-Maharashtra, Gulbarga-Karnataka, Jharshuguda-Odisha,

➤ **Hindalco Industries Limited**

**Name of the Project** - Project Unnati

**Budget**- ₹34 crores

**Livelihood** – Helped to increase crop productivity ,supported the youth for enormous employment opportunities through vocational training programs.

➤ **TATA Steel Ltd.**

**Name of the Project** - Rural Development Projects

**Budget**- INR 19.72 Cr

**Livelihood**- Enhancing productivity of paddy by SRI (Rice Intensification System), Dairy Development, Fisheries and Duckery, Tassar, Dryland Farming, Horticulture (Mango, Rose, Wadi Project), Watershed Management (Kukru, Boram), Number of farmers reached through productivity improvement in primary agriculture are 15,302. Number of farmers reached through productivity improvement for allied activities are 5,259. Number of farmers reached through pond-based livelihoods and irrigation structures are 1, 275.

**Education Facilities**- The Thousand Schools Programmes has generated 28 Community Education Resource Centres (CERCs). The core objective is to promote Self-Directed Learning. A massive capacity building exercise has been undertaken for School Management Committees (SMC), with all 12,000 SMC members having been trained (on RTE, child rights, SMC's roles and responsibilities) and supported to take action in their villages.

The effort to create CLFZs has led to 13,237 of 14,339 out-of- school children being brought back to school.

TSRDS provides Residential Bridge Courses to reintegrate children outside school into the formal schooling program. They offer children from

disadvantaged backgrounds who could otherwise be stuck in the violence of various forms, a secure and conducive environment for flourishing in residence. Providing Pre-Metric coaching.

**Health Facilities-** The company by initiating health facilities programme through Mobile Medical Units, Static Clinics and Specialized Health Camps and other Health -monitored interventions has reached 5,61,229 people. Through MANSI programme, the company has reached 72,099 people by providing Improved Home Based Newborn Care (HBNC) implementation through current village-level government health machinery (Sahiyas / ASHAs) in a Public Private Partnership (PPP) mode and strengthening of the public health system.

RISHTA (Regional Program for Healthy Sexual Health by Today's Teenagers) focuses on making educated decisions about their sexual and reproductive health possible for teenagers and youths. It discusses their overall health, in addition to providing opportunities for growth of self and leadership, and coaching on life skills.

TSRDS health team screens the rural population regularly for cataracts and encourages surgery through reputable eye care institutions like Sankara Netralaya, The SPARSH Centre, a collaborative project between TSRDS and the LEPRA Society, was established in 2009 and aims to enhance the quality of life of patients with leprosy through intensive care, consultation and recovery.

For the Trucking Community, TSRDS provides truckers with health services, referral for HIV testing and education, and counselling on the disease through its Truckers' Intervention Project, in collaboration with the Jharkhand State AIDS Control Society.

### **Women Empowerment**

Women's participation contributes to sustainable village community empowerment models, which allows villagers self-reliant in selecting and



implementing different thematic growth activities. Organizations at village level formed by TSRDS represent an equal number of men and women responsible for the creation of ponds. A vocal advocate of duck farming as a means of subsistence for women. Number of women and youngsters are benefitted through different empowerment initiatives are 45,441. In FY19, TSRDS worked with 885 SHGs, involving 10,158 women with the goal of empowering them socially by building their potential, improving leadership, making them more responsible and accountable to their villages by engaging them in social activities and empowering them economically by linking them to income-generating activities such as wood crafts, terracotta art, tribal paintings, alovera juice making, marigold cultivation, duckery, sanitary napkin, mushroom, coir mat making etc.

### **Infrastructure**

TSRDS helped improve its communities' infrastructural needs through education, sanitation, and drinking water projects in 2018-19. In rural areas, Adarsh Vidyalayas are constructed 1,554 toilets were constructed, 1,21,050 people are provided through various drinking water-led interventions, 65 deep borewells are constructed and 202 hand tube well are installed.

#### ➤ **Lupin Ltd**

**Budget-** INR 20.66 Cr

**Name of the Project-** Rural Infrastructure Facilities

**Infrastructure Development-** The said infrastructure construction initiatives included chauraha or crossroad development, rural poor economic housing, school, and other common assets and sanitation facilities in the project areas.

**Location-** Alwar-Rajasthan, Vadodara-Gujarat, Aurangabad-Maharashtra, Visakhapatnam-Andhra Pradesh, Jammu-Jammu and Kashmir.

#### ➤ **Aurobindo Pharma Limited**

**Budget-** INR 14.13 Cr

**Name of the Project-** Rural Development and Environment Sustainability Projects

**Infrastructure Development-** Installation of solar lights, laying roads, individual household toilets and so on to make these villages 'Modern' villages.

**Environment Sustainability Programmes-** Spended on ecosystem preservation, ecological management and natural resource protection and animal welfare.

**Location-** Hyderabad-Telangana

➤ **Divis Laboratories Limited**

**Budget-** INR 12.79 Cr

**Name of the Project -** Development of Rural Areas

**Infrastructure Development -** They distributed street lights, constructed roads, drainages and developed burial grounds. donated bikes to traffic police department of Vizianagaram District and even initiated construction of police control room in Visakhapatnam region in Andhra Pradesh.

**Disaster Management-** They also extended their support to the victims of the recent Titly Cyclone in North Coastal Districts of Andhra Pradesh by providing them with basic amenities.

**Location-** Vishakapatnam-Andhra Pradesh, Vizianagaram-Andhra Pradesh.

➤ **National Thermal Power Corporation Ltd (NTPC)**

**Budget-** INR 34.81 Cr

**Name of the Project -** Installation of Energy Efficient Pump System.

**Infrastructure-** Installation of an effective energy pump device in the fields of farmers residing near NTPC station in rural areas.

➤ **Power Grid Corporation of India Ltd**

**Budget-** INR 33.04 Cr

**Name of the Project-** Rural Development Projects.

**Infrastructure Development-** • Providing Wi-Fi Hotspots, • Construction of RCC road ,village road and Boundary wall • Construction and Renovation of Road, Drain and Floor • Implementation of Integrated Power Development Scheme (IPDS) work • Integrated Village Development, Panchayat Hall with toilet complex, boundary wall with entrance gates (ii) solar street lights and (iii) high mast light , • Construction of Community Centre , • Installation of CCTV system.

**Environment Sustainability Programmes-** Awareness of “Pradhan Mantri Sahaj Bijli Har Ghar Yojna (Saubhagya Scheme), • Construction of RCC drainage.

**Women Empowerment-** Construction of weaving Centre for Tribal women.

**Location-** Jabalpur-Madhya Pradesh, Angul-Odisha, Bengaluru-Karnataka, Paschim Bardhman-West Bengal, Pune-Maharashtra.

➤ **HCL Technologies Limited**

**Budget-** INR 66.41 Cr

**Name of the Project-** HCL Samuday

**Livelihood-** Optimal interventions across Agriculture, Livelihood.

**Medical Facilities-** Health, WASH (Water, Sanitation and Hygiene)

**Infrastructure Development-** The system is structured to help local communities identify their problems, co-create solutions and then incorporate those solutions with Samuday Team Professional support.

➤ **Vedanta Limited**

**Budget-** INR 309 crores

**Name of the Project -** The Nandghar Project

**Education Facilities-** Vedanta Capital has helped to improve the lives of thousands of farmers in dozens of Rajasthan villages by providing training to increase farm productivity. For 60,000 horticultural plants in these villages it has built 476 rainwater channels, micro irrigation systems (Drip irrigation) along with the construction of 681 small rainwater harvesting structures and 14 ponds in Barmer to improve soil quality. The dairy

cooperative program has contributed to a 3000 litre daily increase in daily milk production (Vedanta Resources, 2019).

**Women Empowerment-** Aims at women's empowerment as well as skilling and re-building Anganwadis for ensuring the health and learning of children in rural areas of the country.

**#To have an overview of various challenges faced by Corporate Social Responsibility (CSR) initiatives in rural India.**

**Lack of knowledge of CSR among rural people-** Rural Individuals have no knowledge of CSR programs and they don't show enough interest in and commit to participation. CSR programmes being implemented by Indian companies is not based on the felt-need of the local people so that their participation in the programme is not encouraged.

**Lack of social audit-** Information about the success of CSR strategies is not structured and not presented correctly in a manner that better supports the process of decision making. Social audit is not conducted properly due to lack of an effective external agency.

**Lack of a dedicated CSR division for rural development-** Most organizations lack a dedicated CSR division with well-trained, skilled and experienced social science experts, i.e. Social work, sociology, rural development studies and management background to better plan, implement and evaluate CSR initiatives.

**Lack of service- motivate among the business professionals-** Managers generally find it difficult to show tangible-economic benefits from CSR, especially in the short run.

**≠ To formulate suggestions for accelerating Corporate Social Responsibility initiatives.**

The pandemic COVID-19 has lead the entire nation to a stand still. It has not only affected the entire nation's economic condition but also created a massive setback on the psychological well-being of the people of India. The slowing down of the economic activity created a big havoc on both the

urban and rural areas. The risk of spreading this pandemic in rural areas is heightened day by day. This is caused by a number of factors like migrant labourers, lack of awareness of this pandemic, poor and unhygienic living conditions, lack of medical facilities, orthodox mindset, low levels of nutrition, and most importantly, ill-equipped and insufficient public health centres and district hospitals. Governments and civil society need to take proactive measures to safeguard rural populations from the economic consequences of this pandemic.

The measures are to be taken on the following aspects:

#### **Managing the livelihood for the migrant labourers.**

The basic requirement of these migrating families is food, health facilities, conditional cash transfers and other immediate relief materials. The State government has unoccupied homes along with schools and other government facilities which are being used to provide quarantine homes, temporary and transitional shelter facilities. The Grass-roots level enterprises who are indulged with livestock and dairy business should be encouraged on an immediate basis, allowing secure and quick employment. It is the prime responsibility of the government to identify and collaborate with housing finance companies and micro finance companies to grant loan to the migrant families based on their affordability and requirement.

#### **Awareness of Covid-19 Pandemic among the rural people.**

To tackle the COVID-19 pandemic, sharing the right information with the rural people is a very important emerging issue. There should be proper display of every aspect of this pandemic in local dialects and regional languages. There are basically six messages which has to be properly displayed i.e. proper handwashing, social distancing, utilisation of masks, following respiratory etiquette, trusting on the right source of information,

recognizing early symptoms of COVID-19 and also outlining clear protocols for self-quarantine of migrant workers.

### **Improvement of Health care facilities**

Adequate and affordable healthcare is still a mirage in rural areas of India, despite the commitment of the National Health Mission and the Government. In rural India, the healthcare system faces a severe shortage of medical professionals that is detrimental to the rural health system in terms of the quality and affordability of rural people's care. This outbreak of COVID-19 has stimulated the problem. The utmost need of the hour is to provide adequate number of hospitals, doctors, nurses and other health workers and also provide treatment facilities separately for covid and non-covid patients along with updated infrastructure facilities in rural areas. Appropriate measures to be taken for the proper accommodation and sanitation facilities of the health workers. Apart from this, telemedicine should be encouraged to smoothen the communication between health care professionals, patients, administrators, and doctors of patient information, symptomatic and remedial interventions, private appointments, and therapeutic services.

### **Conclusions**

Corporate Social Responsibility is seen as a viable rural development engine. Enterprises work together to facilitate the socio-economic development of their rural stakeholders. The challenge for the future is to promote greater participation of companies in Rural Development, which in some cases will reflect participating in communities that are not directly related to their activities but share mutual interests in the land and community. Corporate Social Responsibility is influenced by several actors. Each actor has some defined role to play. In the case of governments, its function is to implement successful policies and opportunities to facilitate corporate participation. For corporations, their task is to ensure their ethical activities, environmental protection and maximization of profit. Finally, the

challenge for civil institutions is to ensure that the interests of the society are adequately expressed, and to collaborate with the other stakeholders to resolve the potential constraints inherent in development projects. Corporate sector cooperation with government in executing the Rural Development Plans can be very helpful in reducing the Government's financial burden. CSR and government initiatives can therefore go hand in hand to achieve the desired 'Holistic Rural Development' objective.

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