

# CORPORATE CULTURAL SUSTAINABILITY – AN ANALYTICS OF ENVIRONMENT AND EDUCATIONAL SUSTAINABILITY IN LIGHT OF CSR

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**ABSTRACT:** The primitive concern of enterprise lies in sole proprietorship in which the single person only who was the owner as well as manager of the business and, his liability was personal and unlimited. With the tempo of time, the company governance has become individualist, monopolist and private in nature inflicting loss to the common patron in paying excess charge. This brought about the emergence of the movement in the direction of Corporate Social Responsibility which is the establishment of the corporate entity. In a world of multiple definitions and approaches, every company needs to find its own way and "translate" vague idea of CSR into company-specific and context-related CSR program, maximization of social welfare has to be the dire intention of the company which now emerge as a skeptical approach which torn down the real essence of the concept, based on the evidentiary aspects in the recent years. Corporate sustainability arose out of concerns for the environment, but has been expanded to encompass both social and economic aspects of corporations. Education justice is the struggle to cover up the unequal, is a synching concern over a years for the corporate sector.

**KEYWORDS:** Social Welfare, Corporate Sustainability, Environment, Educational Justice

Abbreviations: CSR, Corporate Social Responsibility; SAIL, Steel Authority of India Limited; MNC, Multi National Corporation; UAE, United Arab Emirates; USA United States of America; EU, European Union; EC, European Commission; ITC, Indian Multinational Conglomerate; NGO, Non-Governmental Organization;

## I. INTRODUCTION

The idea of Corporate Social Responsibility means that organization has moral, ethical and philanthropic obligations also they have their obligations to earn truthful return for investors and comply with the regulation. Every organizations has a set of goals to be performed which is synced with the relationship of society, "CSR can cover a wide range of programs and policies, which might point in different directions: from eco- efficiency innovations to employee safety issues, from protection of human rights to community development concerns."

"CSR presents itself as an opalescent phenomenon: It takes many different forms and is expressed in numerous ways, varying across wider cultural contexts as well as between individual organizations (15, 18). A multiplicity of actors cultivating and influencing the field results in diverse imagery associated with the notion of CSR (Hiß, 2006). With the practical implications and relevance of redesigning the business society interface evident, the idea of CSR has attracted scholars from various disciplines and has been studied from different perspectives. Yet the corpus of literature still does not provide a consistent definition of CSR, neither in a descriptive nor in a normative sense (Crane et al., 2008b). Content-related vagueness, ambiguity, and weak alignment with the theoretical foundations of management science have also led to difficulties in empirical research from a management and organization perspective." The philosophy is essentially to go back to the society what it has taken from it, within the direction of its quest for advent of wealth (8, 16). The discretionary obligations of company refer to society's

expectation that agencies be suitable residents (7). This may additionally evolve altruistic support of programmes profiting a network of the country, which may include involve spreading knowledge and giving time for novel causes.

The European Union Commission reiterated the concept of CSR as “through declaring their social duty and voluntary taking over dedication which pass past common place regulatory and traditional requirements, which they might have to respect anyhow companies endeavour to raise the standards of social development, environmental protection and admire of Fundamental Rights and embrace an open governance reconciling hobbies of diverse stakeholders in an overall approach of quality and sustainability” the concept of Governance couldn’t able to continue to be set of rules sincerely allocating property rights and definition of proprietors manipulate over the control of a firm. “It can be assumed that activities in the customer category reflect the company’s attitudes towards the economic CSR dimension, activities in the employee and community categories reflect the company’s attitudes towards the social CSR dimension, and activities in the environment category reflect the company’s attitudes towards the environmental CSR dimension; Sotorio and Sanchez did not, however, explicitly state this in their typology.”(1)

## **II. THE JUXTAPOSITION OF SOCIAL RELATIONSHIP AND CSR**

Corporate Social Responsibility is an argument of ethical reasoning that displays the connection between a company and the society inside which it operates (8). It assumes businesses understand that for-income entities do no longer exist in a vacuum and that their capability to operate and obtain ongoing achievement comes as an awful lot from societal resources and consent as from factors which might be internal to the company. The various factors has been highlighted below:

### **2.1 An interest of Stakeholders position:**

Consumer does not buy what is offered to him but generally he buys what he desires for. The corporate entities who not able to fulfill such desire were unfortunately drowned in one or the other way. Firms that fail to satisfy purchaser desires will near down ultimately. Besides, there are client redressal cells to defend clients against anti-customer activities. Consumer sovereignty has, therefore, forced companies to expect social responsiveness in the direction of them (9, 10).

Firms that expect social obligations may also go through losses in the short-run but gratifying social responsibilities is beneficial for long-run survival of the corporations. The quick-term expenses are, consequently, investments for lengthy-run profitability.

With boom in the degree of training and knowledge of organizations that they’re the creations of society, they’re prompted to work for the purpose of social top. Managers create public expectancies with the aid of voluntarily placing and following standards of moral and social responsibility (6). They ensure paying taxes to the Government, dividends to shareholders, wages to workers and satisfactory items to consumers and so on. Rather than legislative interference being the purpose of social responsibility, firms expect social duty on their own. (20, 23)

### **2.2 Professionalization:**

Businesses have now become more social oriented and therefore management of corporations is more now focused on professionalism. Since the realization of the social responsibility is high in the corporation to move forward in environment of dynamism and competition. Business concern were not in the position to decide on to discharge or not to discharge the social responsibility rather it has power to decide how much we should discharge our concerns on it (14). A well settled business always plans to act and develops consistently with the present responsibilities to achieve future goals.

### **A critique**

It is often opposed by a large group of thought processes regarding what is the basic function of any business enterprise and they often state that it meant to look into economic viability of its operations, which reiterate as that it is no one except the Government to look after interests of the society rather than the corporate entities.

“What measures social responsibility and to what extent should a business enterprise be engaged in it, what amount of resources should be committed to the social values, whose interest should hold priority over others (shareholders should be preferred over suppliers or vice versa) and numerous other questions are open to subjective considerations, which make social responsibility a difficult task to be assumed.”(2)

The fundamental concept of social obligation and power is based on the principle of trustee ship that is the society has entrusted to business and industry a greater amount of its scarce resources and therefore business and industry should manage these resources as a wise trustee of the society. In this way, the business would serve the interest of all claimants on the enterprises rather than only those of owners or consumers or workers. (3)

The Social responsibility concept proposes that every management should evaluate activity or service in terms of social cost and benefits before deciding whether to proceed with the activity or service (11). Social costs would be given more value in the decision making process. Business has to think in terms of costs (10). There may be some business plans which might appear profitable during the short term, but taking its long term costs, then may be result in social costs. For example, location of an industrial unit near the thickly populated area may have benefits in short terms. But its long term such a decision may prove harmful to the society as its effluent and gas may create problems to the society as a whole in the form of health hazards etc. These problems in turn may result in additional social costs. The basic criterion is whether the social benefits out way the socials cost so that there is a net social benefit.

The corporate decision making and social responsibility are directly proportional to each other an interdependent to each other. If any violates the rules and regulations regarding social responsibility then their business get hardly affected in the society (2, 12).

### **III. SOCIETAL IMPACT OF CSR**

#### **3.1 Impact on Education:**

CSR is one of the basis to infuse the basics of education in changing the educational standards in the society whereas talking about the Indian community there are some evidences which proves the same in a positive manner such as:

- Aditya Birla Group provided education to 62, 000 children living in proximity to the plants by running 26 formal schools.
- SAIL supports around 138 schools in the peripheral areas of SAIL's plants/ units in the country where more than 80, 000 children receive education.
- Asian Paints set up of the "Shree Gattu Vidyalaya", a school catering to 25, 000 children from class I to X, has helped rural children gain access to formal schooling.
- Satyam Computers have developed 170 modern schools benefiting 40, 000 rural children.
- The schools into 'Smiles Project' supported by Coca Cola India Inc. has been launched and completed in 20 schools impacting the lives of around 10, 000 children.

#### **3.2 Impact on Healthcare:**

The CSR impacted upon the healthcare in a positive manner which includes organizing the health camps for the needy and other assistance as per the societal issues and needs, some of them are reflected as below:

- SAIL has conducted 267 health camps benefiting more than 4.5 lakh people.
- In Lanjigarh (Orissa) Vedanta Aluminum Ltd covered 53 villages with 32,000 villagers by providing free medicines, treatment and referral services through its mobile health units.
- Tata Steel Family Initiatives Foundation (TSFIF) established 'Lifeline Express' hospital on wheels which has helped over 50,000 patients in Jharkhand, Orissa and Chhattisgarh.

#### **3.3 Impact on Rural Development:**

Companies are providing different infrastructural facilities like construction or development of roads, electricity, water facility, sanitation, school, health centre, community Centre, etc.

- Lupin Human Welfare and Research Foundation's "Apna Gaon Apna Kam" scheme covered 38,000 villages in Rajasthan and almost all villages have school buildings, drinking water, ponds, link roads, community centres, and electricity.
- SAIL has been involved in the construction and repair of 33 km of pucca roads per year, thereby providing nearby two lakh people across 435 villages access to modern infrastructure facilities every year.
- In Andhra Pradesh, in partnership with Hyderabad Urban Development Agency, local village communities and NGOs,
- Coca Cola India has helped 16,000 villagers of 'Saroor Nayar' restore existing "Check Dam" water catchment areas.

#### **3.4 Impact on Poverty, Hunger, Malnutrition:**

Nutrition is an essential component for an individual to grow into a healthy and functional being. Often the essence of nutrition and wellbeing is jeopardized due to various reasons such as poverty, ignorance, lack of awareness etc. India has the reputation of having one of the largest proportions of undernourished children in the globe, a basic human right denied to million, leading to stunted growth. Investing in nutrition is paving a path for the corporate houses to channelize its Corporate Social Responsibility fund towards building a healthy and prosperous nation & workforce (19, 20).

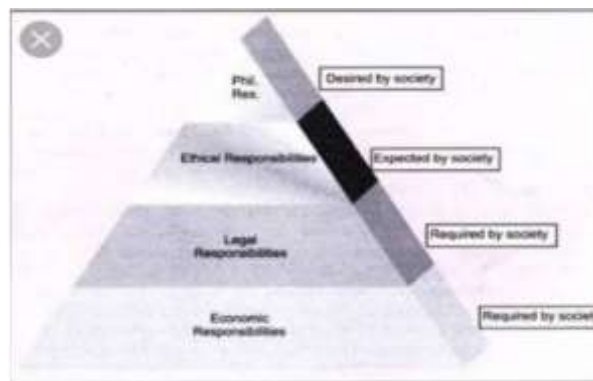
**3.5 Impact on Environmental sustainability:**

The general aspect of this deals with the concerns related to the ecological impact of business activities, numerous set of publications and academic views exists which concern about the ecological influence (19, 10,5) . The latter were frequently used as the basis for the advancement of the CSR categories. Therefore, “industry influences on the environment are mainly caused by emissions, waste and use of resources and materials. Products and their life cycle must also be included in the environmental aspect as well as the organizational impact on biodiversity, company's location and transportation issues and corporate involvement in environmental activities. ”

Environment sustainable management and development of natural resources, many companies have been working for tree plantation, watershed management, waste management, wind firm etc. For example, SAIL has planted 13.5 million trees in and around SAIL plants / mines so far. Watershed development programme of Ambuja Cement Ltd. covered 9, 000 ha in the last four years. Sustainable water management remains the top priority of Coca Cola India Inc. So far, the company’s water initiatives have improved the lives of more than 1, 40, 000 people and spread awareness about the crucial importance of water conservation among millions people.

**IV. INTERNATIONAL DIMENSION**

The organizational researchers who have tried from time to time to identify and describe the various dimension of corporate social responsibility, probably the most established and accepted dimension of corporate social responsibility which addresses the forms of corporate social responsibility is the one called ‘Four-Part Model of Corporate Social Responsibility’ as proposed by Archie Carroll and subsequently refined later by Carroll and Buchholtz. This Model is:-



According to Carroll:-

“Corporate social responsibility is a multi-layer concept consisting of four inter-related aspects of responsibilities, namely, Economic, Legal, Ethical, and Philanthropic. He presented these different responsibilities as consecutive layers within a pyramid.”

**4.2 A Philanthropic Approach**

Philanthropic responsibility contains firms’ activities which are aiming to turn out to be desirable corporate residents by means of acting altruistic activities. Society and groups anticipate companies to use their assets to encourage social welfare (4). This consists of actively conducting acts or schemes to sell human welfare and goodwill. Philanthropic responsibility distinguishes itself from ethical obligations by using experience of discretion (13, 14). The public will not regard firms that fail in fulfilling philanthropic responsibilities as unethical because philanthropic is not in the fields of ethics and morals(2). The distinguishing characteristic among philanthropic and moral duties is that philanthropic duties aren't expected in an ethical or moral feel. Philanthropy

is located on the most voluntary and discretionary dimension of company duty and has no longer always been connected to income or the moral way of life of the company (22)

#### **4.3 Perspective of China on Corporate Social responsibility**

Corporate social responsibility has been introduced in the west since 50 years and it has been developing from then but in china it has been introduced as an incredible concept recently. With a record of authoritarian regimes largely tackling social demanding situations, social duty was infrequently the commission of merchants and traders. When the country followed a capitalistic “Social Market Economy” in 1978, that legacy undoubtedly had a power on the preliminary belief of corporate social responsibility in China. The social duty of businesses, as it changed into visible, is to make money to pay employees; the relaxation lies within the duty of the Chinese Communist Party.

Corporate social responsibility has not come on the popular demand, the creation of corporate social responsibility in China got here for two reasons. Primarily, foreign MNCs delivered them along as they entered the market, focusing initially on making sure suitable hard work requirements. Secondly, in efforts to lessen environmental degradation at the start of the millennium, the Chinese authorities more and more mandated self-law practices of “comply or give an explanation for” to businesses contributing to pollution. Relatively lackluster practices of corporate social responsibility in China characterized this early length of development until an important turning factor in 2008.

#### **4.4 Corporate Social Responsibility in United Arab Emirates:**

The idea of corporate social responsibility in Dubai and the UAE has always been gift from the earliest Islamic instances, with human beings and organizations practicing Islamic values, donating via philanthropy and Shariah compliant methods of trade. In following years, there have been worldwide initiatives to invest responsibly and focus on investing profits into community life and saving the environment.

#### **4.6 Corporate Social responsibility in US:**

The concept of corporate social responsibility “originated in the 1950’s in the USA and the concept came into prominence in public debate during the 1960’s and 1970’s. At that time US had lots of pressing social problems like poverty, unemployment, race, urban blight and pollution. Corporate Social Responsibility became a matter of utmost importance for diverse groups demanding change in the business. During the 1980,s to 200, corporations generally recognized a responsibility towards society and weighed against the demands of being competitive in a rapidly changing global economy”.

Corporate social responsibility plays an important role in a firm’s life in the U.S. today. It is not enough for companies to generate a profit. U.S. citizens expect them to generate a profit and conduct themselves in an ethical and socially responsible manner. The U.S. Sentencing Commission Guidelines help organizations facilitate this expectation, which is vital for corporate growth and maintaining a competitive edge. Managers who deal with ethical and social responsibility problems oftentimes aren’t dealing with optimal solutions. Since the formation of the European Union, corporate social responsibility has garnered heightened attention in Europe. This is evidenced by their development of sustainability strategies. The Sustainable Development Strategy for Europe was approved in June 2001. It stated that social cohesion, environmental protection, and economic growth must coexist. Today, corporate social responsibility focuses on three models - the shareholder value, the stakeholder, and the business ethics. The shareholder value model follows Milton Friedman’s (1970) belief that businesses’ only social responsibilities are to increase profits and obey the law. The stakeholder model focuses on social responsibilities that a corporation bears for its stakeholders that only impact the corporation. The business model focuses on social obligations and the moral duty business has to society. Based on William Sun and Lawrence Bellamy’s thesis, the future success of corporate social responsibility depends on businesses focusing on the interconnectedness of all society members and the subsequent mutual interests of self and others. They state that business should not be separated from society, but integrated into it. They maintain that the purpose of business is serving the common good.

#### **4.7 Corporate Social Responsibility and European Union:**

Corporate Social Responsibility has been an important device for the European Union (EU) in phrases of its pioneering function to foster sustainable improvement, innovation and competitiveness in EU's social marketplace financial system. In this context, sustainable and accountable European companies are strongly promoted with the aid of the European Commission (EC) through CSR (EC, 2008). Moreover, corporate social obligation is indicated as to reinforce the development of latest markets and possibilities for growth and innovation since it calls for corporations to cautiously observe converting social expectations and make sure the consumer accept as true with thru adopting new sustainable business models.

Since the 1990s, the EU has been aware of the importance of CSR as part of its sustainable development strategy (SDS) and as an attempt to improve companies' accountability to public institutions and citizens. In this regard, it strongly encourages the effective implementation of corporate social responsibility in European enterprises as a crucial push factor that contributes to the EU's Europe 2020 strategy, aiming for sustainable development through smart, sustainable and inclusive growth. Apart from the controversial concepts of the corporate social responsibility in the literature The EC is one of the best active actors for the promotion of corporate social responsibility through the development of public policy. EU identified through this definition to States namely Turker & Altuntas states were corporate social responsibility is not mandatory but depends upon voluntary action.

Now it is required by Directives of European Council since 2013 to inform the public regarding the impact of corporate social responsibility on society and environment in financial year reports by the member states. These reports are known as non-financial reporting. As there is no prescribed framework for non-financial reporting in the directives the information can be systemized by member state and interpreted in various ways. In most of the European Countries non-financial reporting is not mandate due to the directives, it is a voluntarily exercise which is done in weak fashion because these reports lack in conformity and comparability.

EU amended the explanation of corporate social responsibility by introducing new dimensions which were focused on more impact and building of a value based mechanism. So now corporate social responsibility can be termed as the responsibility of enterprises for their impacts of society. It is more accurately explained as follows:

To fully meet their corporate social responsibility, enterprises should have in place a process to integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders, with the aim of:

- a. maximising the creation of shared value for their owners/shareholders and for their other stakeholders and society at large;
- b. identifying, preventing and mitigating their possible adverse impacts (EC, 2011)

## **V. THE JUXTAPOSITION OF CORPORATE SOCIAL RESPONSIBILITY AND EDUCATION:**

Education is a wide area and commonly covers a large number of issues and aspects. Various states have recognized the right to education as a human right. Article 26 of the Universal Declaration of Human Rights. Which changed into one of the first documents to transform child rights now everyone can afford the education as their rights. Education shall be affordable at least for the elementary and essential degrees. Elementary Education shall be mandatory.....

It additionally reveals location underneath the Indian Constitution. The Supreme Court of India performed a vital role and interpreted Article 21 of the Constitution of India to cover education as a right to life. This trouble turned into taken into consideration via the Apex Court in Mohini Jain vs. State of Karnataka . Paraphrasing the Preamble of the Constitution which promises to at ease to all citizens of India "Justice, Social, Economic and Political; Liberty of thought, Expression, Faith, Belief and Worship; Equality of Status and Opportunity assuring the honor of the person" cumulatively with Articles 21, 38, 39(a) and (f), 41 and 45 of the Constitution, the Court observed as underneath:

It is no question that "right to education" as such has no longer been assured as fundamental right underneath Part III of the Constitution but studying the above quoted provision cumulatively it will become clear that the makers of the Constitution made it compulsory for the State to avail education for all citizens.

Education through corporate social responsibility is nothing new to the society. "Give a hungry guy fish for an afternoon, he will devour it and the following day, he would be hungry again. Instead in case you train him the way to fish, he might be able to feed himself and his family for an entire life" Thus, education will be the only hobbies that may assist a person have a healthful increase and development in his existence (16, 21).

But we must receive the fact that neither the corporate communities nor the Government will on their own be capable of providing education in India; there is a need of memorandum of understanding among the authorities and the businesses including the stakeholders. Some famous corporations, which might be persevering with their corporate social responsibility sports and teaching thousands and thousands, few are as follows-

- **Akshaya Patra Foundation:**

Its goal to provide meals to 1.8 million kids in 19039 Schools Across 12 States & 2 Union Territories in India who are reading in diverse governments schools and completing their elementary education. This organization / foundation commenced its work with the primary imaginative and prescient of “No child in India will be disadvantaged of education because of hunger”.

- **Vedanta Aluminum Limited (VAL):**

Its purpose to provide merit education to the vernacular school students with the aid of offering standardized remedial education centre and self-actualization through life-skill education.

Vedanta has undertaken following programmes to offer additional coaching support to students except augmenting the infrastructure of the schools like-

- Vedanta Vidyarthi Vikash Yojana.
- Vedanta Village Computer Literacy Programme.
- Vedanta DAV Scholarship Programme.
- Vedanta Odisha's Young Achievers Scholarship Programme.

- **ITC**

ITC ambitions to create empowering situations so that more underprivileged children come to school and finish their education, and additionally to enhance mastering consequences so that they have got higher skills and abilities. Its foremost pronouncing is that when the youngsters go to schools they could study increasingly more hygiene and also can end up responsible residents closer to the network at large.

ITC's Supplementary Learning Centre's offer some extra coaching that helps in school studying, strengthening drop-out and allowing extra children to complete their primary schooling which is the principle idea behind Right to Education. It also presents laptops to do assignment. Thus, we can see that ITC is actively involved in its promises to increase its assisting hand to the government in imparting education.

- **TATA**

TATA has been recognized to do a lot of corporate social responsibility activities in the circle of education. Its founding fathers had been commonly social-assisting human beings. The Tata Affirmative Action Programme (TAAP) has been always ready for the betterment of deprived sections of the society. The institution is committed to exercising positive discrimination in using SC/ST employees and in enticing them as enterprise companions, without sacrificing merit or quality.

- **Steel Authority of India Limited (SAIL)**

SAIL is a public region enterprise and it additionally has proven a long time interest to uplift or improve the education in India. Special schools are run at the common metal plant places solely for the poor people, underprivileged people who're below the poverty line. These institutions are presenting education freed from fees for the youngsters, presenting mid-day meals to the youngsters, giving the ones uniforms for their schools, water bottles, school luggage, and lot more. SAIL additionally affords some of advantages to the kids from ST/SC communities, including scholarships to the deserving undergraduate college students belonging to the above referred category.

After going through the above discussions, it's miles pretty obtrusive that the distinctive companies absorb exclusive CSR activities. There are nevertheless lots of groups who're doing a commendable activity and are supplementing the Government. In a landmark case Chiranjit Lal Chowdhuri vs. Union of India it became seen that the Supreme Court of India stated that consistent with the brand new socio-economic thinking, companies are

social establishments having responsibilities and liabilities closer to the communities wherein they function. Thus, corporate social responsibility activities in the circle of education permit a corporation to do a sustainable business by supplying better personnel which is wanted for a long term fulfillment of any corporation.

## **VI. EDUCATIONAL JUSTICE AND CSR**

Education justice is the struggle to cover up the unequal get entry to excellent and properly-rounded education within the public schools and without. This consists of accessibility to knowledge that isn't always usually covered in public school curricula, which includes empathy training, media/advertising schooling, studying approximately materialism, energy dynamics, organizing equipment, and many others .

### **6.1 A Critique**

The Companies Act, 2013 opened doorways for groups to definitely impact society and broaden well relationships with stakeholders by means of mandating corporate social responsibility for a particular set of companies. The Act offers obligatory contribution toward corporate social responsibility with training being special as an eligible hobby. The education region (including higher training) has been the fundamental beneficiary of this mandatory corporate social responsibility provision resulting in stepped forward investment for the organizations. Knowing the position of corporate in India is essential in enhancing the educational conditions; several private corporations have also joined arms with the Government to make that ultimate dream of supplying nice education in India come authentic. This is also due to the fact that education is the stepping stone for the country economic development and better adoption of different government interventions.

### **6.2 The Barriers**

The troubles in the education field related to accessibility, fine, retention, negative ability of teachers, educational issues - particularly a curriculum that isn't updated, enrolment, pedagogy, female enrolment and retention troubles, talent constructing and so on. Have serious results on the increase and development capacity of the country. The magnitude and scale of such demanding situations require concrete efforts and budget from all stakeholders and collaborations between authorities, academic establishments and corporate to help accelerate educational changes and result in the desired social improvement. Even though the education zone gets maximum attention in terms of corporate social responsibility spends, mere involvement from financial attitude to strengthen the education field isn't always enough.

Corporate Social Responsibility models want to address long-term problems across the systemic chain to boost up change inside the schooling sector. Not lots proof is to be had on trends in addition to gaps that might assist agencies understand the right social desires and discover applicable possibilities for interventions. With the quantum of corporate social responsibility investments, it's majorly important for the corporations to make informed choices. Along with attention on classroom construction, presenting books or scholarships, interest ought to additionally accept to supporting methods or enterprises with clean, without difficulty measurable studying consequences (22).

## **VII. ENVIRONMENTAL CSR JURISPRUDENCE**

Environmental principles are very less certain inside the corporate social responsibility policy of businesses than for example social ethics. Most codes of conduct generally discuss to appreciate for environment (5). Their exercise however shows that they do have carried out unique environmental measures and that, as a matter of reality, environmental practice appears to be greater developed than social coverage and practices, additionally between few of the smaller organizations. A possible clarification is that a number of environmental problems are regulated by rules. Companies are consequently legally responsible to put into effect measures. Even it applies for activities in India. Indian legislation on environmental problems is also pretty far developed; despite the fact that several companies and stakeholders indicated that enforcement is a main bottleneck (15, 19).

Several interviewed businesses belong to the so-known as "innovators" and "early adopters" of environmental principles. They burdened that this requires excessive economic investments and makes the product price better. According to these agencies this can have a bad effect on their competitiveness, in the European Union and additionally relative to Indian companies. This declaration might be legitimate for the earnings inside the quick run, however research indicates that this preliminary funding can bring about more profits in the end.



Industrial sectors, like the chemical enterprise, mining, and automobile elements, are further superior in implementing environmental elements into their organization and activities than social factors. They also appear to be ahead of businesses in different sectors. There are several factors for this:

- Environmental troubles were integrated into law lots longer, in particular with respect to 'gray' environmental troubles, like emissions to water, air and land.
- These corporations commonly use the similar machines across the world which needs to conform with the requirements of the country with the strictest requirements. It also applies for their manufacturing techniques. This has a tremendous effect on environment.

The banking sector is quite energetic in incorporating environmental aspects into their policy. This is in part a result of poor publicity inside the past. They draw attention on the extra environmental impact of their investments than on in-company measures, because their investment policy has a much larger impact at the environment.

### **7.1 Implementation instruments:**

Although it is in all probable that maximum Dutch companies, even in India, have followed in-agency environmental measures nowadays it is seen that evidences are not found on the product related measures as:

- Big MNCs with a sustainability report have improved environmental indicators and have formulated environmental goals.
- The zone organization of tour operators in the Netherlands has advanced a product-oriented environmental balancing system.
- The banking area has developed the Equator precepts, which consists of environmental standards for non-public project financing.
- An environmental NGO in India has advanced a large initiative on Corporate Environmental Rating and requested a big Dutch MNC to participate on this initiative. It refused, but the reasons aren't recognized.

The importance of Corporate Social Responsibility (CSR) derives from its position in meeting the dreams of sustainable development. The concept of sustainable improvement abstracted in 1987 from the World Commission on Environment and Development's (WCED) report 'Our Common Future'. The concept of sustainable improvement changed into additionally discussed by the World Commission on Environment and Development in its file of 1982 and the Brundtland Report of 1987.

In the context of Sustainable Development, the bench of Justice P. N. Bhagwati and Ranganath Mishra in **Rural Litigation and Entitlement Kendra (RLEK), Dehradun v. State of Uttar Pradesh** "introduced the concept of sustainable development". An NGO named RLEK filed a case against limestone quarrying Valley in 1987, stated before the Hon'ble court regarding the permanent assets of mankind are not to be exhausted in one generation, in which after the detailed hearing of the matter the Court has directed that the natural resources should be used with requisite attention and care so that ecology and environment may not be affected in adverse manner.

**T. Dhamodar Rao v. Special Officer, Municipal Corporation of Hyderabad**, the Andhra Pradesh High Court referred also Article 51A (g) and 48A and prevented conversion of open space to residential complex. The court held that protection of environment is the duty of the citizens as well as obligation of the State.

**Sachidananda Pandey v. State of West Bengal** stated that the court is bound to bear in mind the question of environment protection and issue strict directives to any company in the cases without second thought. In other words, environmental problem would receive prioritized treatment from the court. Article 48A states that the State shall endeavor to protect and improve the environment and safeguard the forest and wild life of the country. The Article 51A (g) imposes a duty upon every citizen of India to protect and improve the natural environment and confers right to come before the court for appropriate relief.

The Supreme Court of India in **Damodar Rao v. S. O. Municipal Corporation** held that the environmental pollution and spoliation which is slowly poisoning and polluting the atmosphere should also be regarded as amounting to violation of Article 21 of the Constitution of India.

In **Vellore Citizens Welfare Forum v. Union of India** it was discovered that a number of the salient concepts or sustainable improvement as well as from the Brundtland Report and different international documents are intergenerational equity, use and conservation of herbal sources, environment protection, precautionary principle, polluter-will pay precept, duty to assist and cooperate in eradication of poverty and economic assistance to

growing international locations. We are, but, of the view that the precautionary concepts and polluter-pays precept are crucial features of sustainable development. The critical premise of sustainable improvement is that monetary and ecological desires are not always oppositional and may in truth supplement one another. There are complaints against corporation for his or her poor impact at the natural surroundings related with losing herbal resources and donating to natural issues including pollutants and increase in earth temperature. The result of fossil fuels leads to idea of increase in earth temperature and uses of fossil fuels may be for government and society through corporations to stick to stricter environmental requirements and to change on its own for manufacturing procedures so one can do much less damage to the environment.

In **Vineet Kumar Mathur v. Union of India** the court here intervened to seek the “safety of people by pollutants of River Gomti in U.P. Due to escape of effluents from the distillery of Mohan Meakins Ltd. The Court ordered the elimination of deficiencies in the effluent treatment plant as well as fined a satisfactory of Rs five lakhs at the Company”.

In Indian Council for **Enviro Legal Action v. Union of India** Court directed a lockdown on industries in Bichhari village in Udaipur (Rajasthan) which have been found of discharging highly poisonous effuses directly to soil and water pollutants and also directed for taking out of the sludge and many others.

In **S. Jagannath v. Union of India** the Judgment of the Court directed that shrimp industry is to be approved simplest after going through strict surroundings take a look at. Other problems associated with the natural environment consist of waste disposal, deforestation, acid rain, and land degradation. Corporate need to obey the environmental ethics they need to undertake sustainable improvement with a view to be useful for society at massive.

Another important judgment delivered by the Apex Court Bench comprises of Justice Ruma Pal and B. N. Srikrishna in **Essar Oil Ltd. v. Utkarsh Samiti** are mentionable here. Essar Oil Ltd. was lying pipeline for its Jamnagar Oil refinery due to which the ecological peace in general and wild life including flora and fauna in that area were facing danger of extinction and Utarsh Samiti, an environment protection forum, came forward and filed a Writ Petition. The referred Bench in its judgment maintained that "while economic development should not be allowed to take place at the cost of ecology or by causing wide spread environment destruction and violation, at the same time the necessity to preserve ecology and environment should not hamper economic and other developments. Both development and environment must go hand in hand, in other words, there should not be development at the cost of environment and vice versa but there should be development while taking due care and ensuring the protection of environment". From this part of the judgment, it is clear that it is the responsibility of the companies to exercise reasonable caution, while contemplating any project, so that environment is protected and no industry is allowed to be taken off at the cost of ecology.

## **7.2 Philanthropy: CSR**

Philanthropy is the core category of corporate social responsibility activities. Philanthropy is stated because the organization's choice to promote the welfare of others, expressed mainly with the aid of generous donation of money to true causes. In ECSR context, philanthropy could be seen through providing financial sources to implement those activities to enhance environmental awareness and responses among publics.

## **7.3 Environment Impact and CSR**

Environmental Corporate Social responsibility initiatives can affect the following levels of corporate structure: environmental disclosure, environmental policy, environmental impact, and environmental performance. Companies released untreated or partly treated effluents into rivers flowing through populous cities (15, 19). People and animals using polluted water of the rivers suffered serious ailments. The water samples from the rivers contained toxic substance and reduced oxygen content. Even the fish population in the rivers was considerably decreased affecting economy of fishermen. Cane juice and jiggery made from sugar-cane using the river water stunted showing that the water pollution affected crop-quality. Negligent industrial maintenance caused dangerous gas leaks, killing and seriously injuring many people. Defective valves caused escape of huge quantity of steam. The steam merged with atmospheric humidity and reduced visibility to near zero, causing traffic hazard and harassment to local population. Apart from accidental gas escape, many companies regularly emitted dangerous gases into the atmosphere without any equipment to monitor gaseous emission Companies manufacture automobiles causing air pollution. Automobile and industrial air pollution caused serious diseases, many of which became chronic. People suffered chronic respiratory diseases and agricultural production decreased by 35% due

to cement dust released in the air by a cement manufacturing company. The dust contained lime silica and iron oxide.

Indian Courts have also started creating a sense of Corporate Social Responsibility in number of cases, wherein “Court ordered for the closure of the company because the effluents of the company were polluting the sea causing large scale deaths of fish and also polluting the wells of the villagers and damaging the crops”. Keeping the environment clean is a sentiment gaining momentum after the Bhopal Gas Tragedy of 1984. The company emits dangerous pollutants in the air either accidentally or regularly killing or seriously sickening people inhaling the polluted air. Life is endangered because water treatment equipment is not used or is in a state of despair; emission of air pollutants are not monitored and therefore not controlled; safety measures are absent or are improperly administered.

#### **7.4 Environmental concerns and the role of CSR: the possibility of a positive assertion:**

Environmental assertion refers to the controls implemented by an organization to minimize the adverse environmental impacts of its operations. The positive assertion to environmental considerations will be even more important with the move towards a low carbon economy to combat climate change. The most successful companies are likely to be those that show an early awareness of the risks and opportunities arising, and that face up to the changing economic values of businesses and assets under a carbon constrained society. In many cases, high profile environmental crises are a catalyst for improved environmental management. There are two main types;

- a. Crises that are generated as a result of the actions of an individual company, the effects of which are generally experienced at a local scale,
- b. Crises that are generated by collective action or by natural forces, the effects of which are often experienced at the national or international scale. Individual companies that have been associated with environmentally damaging events such as oil spills generally find themselves exposed to intense pressure to improve their environmental management practices in the immediate future. The need to correct the damage to reputation caused by environmental crises is a further incentive to respond quickly. Obviously the costs of responding to pressures arising from catastrophic environmental accidents can be extremely high, and most companies seek to avoid those by incorporating environmental issues into their corporate risk management programmes.
- c.

#### **7.5 The statistical dimensions of companies contributions towards changing environmental dynamics in the era of its degradation:**

One of the major provisions of Indian State Policy is to maintain environmental standards along with promoting economic growth. Indian corporate in the contemporary times have taken full advantage of this ‘not so strict’ environmental control by the government and have been successful in maximizing profits for themselves. However, over the last few years the Indian Corporate are realizing that it is in their favor that they adhere to their social responsibility and grow in a way that is more sustainable. Indian industries have opened up post 1991 reforms that took place in the country allowing freedom from strict rules and regulations that had made working of Indian Industries very difficult. In this post reform scenario, Indian industries have widely increased the production capacities and basic infrastructure leading to increasing amount of pollution. With the increasing liberalization and globalization of the Indian Economy it seemed almost axiomatic to assume that the greening of India would be successful if it was made into a paying proposition in commercial terms (16).

“Indian Companies like Reliance group of Industries, Tata Steel Group and other big corporations have created a lot of hassle and trouble in the environment over the post 1991 scenario. Therefore, it is imperative for such corporations to pay back to the community as a whole in order to compensate for their activities. For e.g. The Indian Oil Corporation refinery at Vadinar in Gujarat has been a cause for huge marine pollution over the past years” (23).

The Kyoto Protocol laid down the incredible idea of Carbon Trading on the Global stage with various international locations having distinct quantity of Carbon Emissions Limit. Presently, various Indian Companies are practicing carbon trading, however the equal is being completed at the worldwide degree. The concept of Carbon Trading can be used at the domestic level within India where the large corporate can be given a certain amount of carbon credits and whoever exceeds the same can be penalized. This plan should be restricted only to the bigger corporate in the first phase and the smaller corporate in the second phase. The Indian corporate shall be divided on the basis

of their production in Indian Rupees. Further, the Corporate shall be assigned with carbon credits based on their net worth production. This is imperative because there is a direct relation between their corporate social responsibility and their contribution to the economy of the country. The amount of credits shall be revised after every five years through a survey conducted by the national authority setup under this plan (19).

Two Indian refrigerant companies, one from Gujarat and the other from Haryana are leaders in global carbon trading. Vadodara-based Gujarat Fluoro chemicals Ltd (GFL) is likely to see its bottom lines grow more by selling carbon credits, a waste product, than their main business, refrigerants. In the last few years, Gurgaon-based SRF made Rs 149 Crore from the transfer of CERs; its net profit stood at Rs 89 crore. GFL was the first Indian company to get registered for a CDM project for 3 million CERs. Out of the total CERs issued by the National CDM Authority, SRF and GFL have close to 40% between them. India alone has 59% of the world total. The Energy and Resources Institute, or TERI, nonprofit group in India has partnered with the Chicago Climate Exchange to help South Asian Countries reduce greenhouse gases while selling carbon credits to polluting companies in the United States. The project will offset 1.5 million tons of carbon dioxide emissions over 18 months (6).

Corporate social responsibility fund which has been enterprise-wise prescribed which is related to banking and finance area is at lead in the race with 19% of the entire corporate social responsibility fund companies from these corporations and accompanied by using the agencies in mining, steel and mineral quarter with 10% of the total corporate social responsibility fund. Fiscal Year 2018-2019 was exceptionally now not so top 12 months for the banking and finance area, notwithstanding that the sector will play a important part in shaping India's corporate social responsibility surroundings.

## **VIII. ISSUES AND CHALLENGES OF CORPORATE SOCIAL RESPONSIBILITY**

The idea of company social responsibility is now firmly rooted on the global enterprise agenda. But so one can pass from concept to concrete motion, many barriers were to be overcome first. A key problem going through commercial enterprise is the need for extra dependable indicators of development inside the field of corporate social responsibility, at the side of the dissemination of corporate social responsibility techniques. Transparency and communication can help to make a business appear greater sincere, and push up the standards of different corporations at the same time. A lack of information, inadequately trained personnel, lack of true facts and specific information on the kinds of corporate social responsibility activities, coverage, strategies and so on. Afterwards it adds to attain and effectiveness of corporate social responsibility programmes.

There are varieties of challenges to the implementation of corporate social responsibility. They are follows:-

- **Lack of Awareness of General Public in Corporate Social Responsible Activities:** The situation is in addition irritated due to lack of communication between the organizations concerned in corporate social responsibility and most of the people on the grassroots.
- **Enhancement of Capacities at local level:** The enhancement of the local capabilities and capacity sync through the local organizations is desired due to the fact that there may be serious scarcity of trained and efficient organizations which could effectively contribute to the continuing corporate social responsibility activities initiated by companies.
- **Issues of Transparency:** Lack of transparency is one of the key difficulties which a company face as there exist lack of transparency at the level of the small companies as they do not make adequate efforts to disclose facts on their programmes, audit issues, effect assessment and usage of funds.
- **Non-Availability of Well Organized Non-Governmental Organizations:** There is non-availability of properly prepared NGOs in faraway and rural areas that could verify and discover real requirements of the network and serve along with groups to make sure successful implementation of corporate social responsibility activities.
- **Narrow Perception towards Corporate Social Responsibility Initiatives:** NGOs and Government agencies usually possess a slender outlook towards the corporate social responsibility tasks of businesses, regularly defining corporate social responsibility initiatives more as donor-driven.
- **Lack of Consensus on Implementing Corporate Social Responsibility Issues:** This lack of consensus regularly consequences in duplication of activities through corporate homes in regions of their intervention. This factor limits agency's skills to undertake impact assessment in their initiatives once in a while

The corporate social responsibility survey discovered, no longer particularly, those corporations focused maximum of their activities near domestic providing services for individuals who live in villages, towns, and districts near wherein the organization works. Education, health, and the environment are the top priorities.

**IX. CONCLUSION AND SUGGESTIONS**

From grassroots level to unrestricted world boundaries, the increase in the number of corporation in following years has been massive. The effect of corporation has gone into every part of the country from politics to economy to public affairs even life of a citizen. As the common phrase goes, with great power comes great responsibilities, the corporate social responsibility is now considered as a huge possibility and topic of discussion nowadays.

Corporate Social Responsibility is a “bridge” to integrate and fulfill the different needs of society and corporations. The corporate social responsibility give result which target to affect a larger section of society for a long term. Consumers have also approval towards companies which are responsible and have basic ethical business practices. It is the era of accountability where companies are instructed to act responsibly. Accepting this concepts would help us better prepare for the changes that will grow and strengthen new corporate India.

The company on its own also must create an surrounding that more focuses corporate ethics above all others, When a strong, ethical work environment which focuses on good corporate governance is in place, together with the culture of easiness in work, the idea of corporate social responsibility will surely not be far behind. Three theories namely utilitarian, managerial and relational theories of corporate social responsibility backed by analysis of other intellectuals in the field could be used to encourage corporate social responsibilities which now have become an international priority due to globalized network of business that knows no boundaries.

Education is a wide sphere which consists of adult education, vocational training, secondary education, elementary education etc. Education is one of the most sought out corporate social responsibility program after Environment and various companies and corporate sectors are involved in availing education and skill development to sustain their enterprise for a long time and, therefore, become more socially acceptable. Companies directly get exposed to social domain through education and their social reputation increases tenfold. Corporate social responsibility could work as key to develop a better working environment and force for companies which increases their manufacturing and profitability.

Environmental corporate social responsibility has been recognize to have three dimensions which includes of e-customer welfare, e-community involvement and e-philanthropic the idea that being committed to environment and sustainability challenges is not just a Public Relation exercise, but having long-term and positive bottom-line benefits. Embracing ECSR would not only improve the organization commitment to sustainable and holistic business approach, but could avoid public doubt that would negate the organization’s effort in strengthening consumer’s loyalty.

However, this executive has demonstrated that corporation has yet to reach this stage of CSR maturity. Organizations continue to approach corporate social responsibility in different ways and with different objectives and even being able to articulate the values of strategic corporate social responsibility this has as yet not been achieved.

Suggestions:

In order to crystal gaze the future of corporate social responsibility in India and take time bound steps to mainstream it, few recommendations are suggested:-

To create awareness about corporate social responsibility amongst the general public to make corporate social responsibility initiatives more effective. For the spreading the awareness the corporation should build up team which majorly focus most of the time in corporate social responsibility by classifying first the areas where there is lack of education and various taboos present there and led a drive along with camps to move home to home in villages to end these taboo and making it clear about contribution of corporate in life of these needy children with their investment.

Creating Oxygen Hubs. Due to rapid urbanization the pollution is at par level there is rapid release of the carbon in the cities and need of more oxygen to freshen the environment lead to development of the oxygen hubs in cities which directly impacts the oxygen levels of the environment. One can do it by forestation and conversion of non-forest land in forest land and help in increase of the green cover in these highly polluted areas. One can do it by making investment and the making a team for management of the projects which may include various teams of local communities, NGOs, authorities and elected representatives help too as the project of oxygen hubs needs land and execution of it with proper care which can’t be possible without the above following.

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