

Corporate Social Responsibility Practices: Pathways for Inclusive and Sustainable Future

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ABSTRACT

With the expanding globalisation and persistent ecological issues, role of corporate social responsibility (CSR) has been redefined and aims to broaden the societal context within which it operates. CSR acts as a commitment for attaining inclusivity and community development to reflect a positive impact on the society. In an increasingly fast-paced global economy, CSR acts as enabler and driving force to attain sustained growth where markets, communities and the organisations can perform well together so to gain better access in making decisions and maximising the growth. Inclusiveness not only helps in increasing the growth rate of the economy but, it boosts the productivity and employment opportunities with sustainable long-term progress. In the age of stiff competitive market environment, there is a growing consensus in the minds of the individuals to contribute towards the betterment of the society and take keen interest in adopting sustainable business policies. With the enormous potential of fulfilling the expectations, we need more investments in human capital and the relation-building between the stakeholders and the society. Inclusivity and sustainability, the two very concepts are multi-dimensional in nature which leads to positive health outcomes, access to higher education, improved standards of living, development of skills, employment opportunities and thus, CSR acts as a core element of all these outcomes. Hence, CSR should be a gaining ground and the strategies must present the opportunities to gain profitability, value-driven business and economic growth with sound governance management systems.

Keywords: Inclusivity, Sustainability, Corporate social responsibility, Economic growth, Community development, Business Drivers, Global change

INTRODUCTION

The diverse and magnitude of business movement in today's world has been swelling in size and overall growth from the past few decades. The after effects of such kind of threatening business situations have created chaos between the societies, its people and the industry. Because of the adverse effects, such businesses have tried to embrace corporate social responsibility or more commonly known as CSR initiatives in their organisations to reach out to the people and the society, but past researches evidence suggests that CSR in India have not gained much interest to a great extent as compared with western countries. We need more of strict laws and governance to safeguard our environment and protect common people. Government must make

important changes in the law which will not only ensure safe and secured environment but a proper place to live in. The discussion in this paper reveals that a CSR code may not be enough to ensure the rights of the people. Government regulations and support with the corporate can bring major changes in the system towards the attainment of an inclusive and sustainable society altogether. It is been increasingly realised that the principles of corporate governance benefit both the economy and the corporate. It not only ensures long-term growth of corporate bodies but also helps in lowering their cost of economic resources, be it financial or human. The notion of corporate governance has to be observed in an all-inclusive manner, both as an instrument for wealth formation as well as a useful tool for social development. Ethics and morals are an integral part of

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corporate governance, and need to be coherent and intermingled in the corporate strategy, policy and functioning. However, it is imperious that, alongside their commercial interests, the corporates are morally bound to take care of their social responsibilities as well, and pay back to the society by taking measures like environmental protection, treatment of hazardous waste, providing medical aid, adoption of schools, improving the basic amenities required in the villages like drinking water, sanitation, building up of toilets, beautification and maintenance of public places and others. These would make them reach out and be more visible in the public's eye. Today, CSR has become a worldwide concept, whereby organisations consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations. It is one of the most important global issues with serious challenges and implications on almost all sectors.

Contemporary organisations are making enormous influence on the society and its surroundings. From the past few decades, the magnitude of activities of business organisations has increased to a great extent in terms of exposure and size. The precinct of operation has become global and worldwide. With the increase in business activities and the effects of it on the environment is becoming alarming. Past studies have revealed that the business organisations simply develop a give-and-take relationship with the adjoining environment and influence the lives of not only the co-employees but also the people living around them. The constant demand for resources is putting pressure on the environment. More and more of industrial activities are continuously changing the ecosystem, leading to deforestation, giving rise to pollution and are subsequently damaging the planet and its people. Climate change has become an alarming threat to the world, and there is a growing concern to protect the environment, its resources and people. Many studies have been conducted to seek and explore the possible benefits and advantages of CSR and its related activities. As Matten and Moon (2008) has pointed out, CSR is a challenging concept. It correspondences with other such views as corporate citizenship, sustainable business, environmental responsibility, the triple bottom line, social and environmental accountability, business ethics and corporate accountability. CSR is a concept that has been

developed in the late 1960s, but it has not been so widely accepted by various companies. But with the amendment of law of Companies Act 2013, every company is expected to devote its 2% of net profit in CSR activities be it for example in education & training, women empowerment, health and sanitation schemes and overall upliftment of the society. In 1991, Archie Carroll defined 'CSR as a multi-layered concept that can be differentiated into economic, legal, ethical & philanthropic responsibilities'. The concept of CSR is generally understood to mean that corporations have a degree of responsibility not only for the economic consequences of their activities, but also for the social and environmental implications. The main function of an enterprise is to create value through producing goods and services that society demands, thereby generating profit for its owners and shareholders as well as welfare for society, particularly through an ongoing process of job creation. There is today a growing perception among enterprises that sustainable business success and shareholder value cannot be achieved solely through maximising short-term profits, but instead through market-oriented yet responsible behaviour. Companies are aware that they can contribute to sustainable development by managing their operations in such a way as to enhance economic growth and increase competitiveness whilst ensuring environmental protection and promoting social responsibility, including consumer interests. The word, corporate social responsibilities have been a debated topic among the top CEO's, business officials, practitioners and business houses from the last decade.

The dynamic world and with the advent of globalisation, managers are being pressured continuously to adapt to new changes in policies governing the organisations in a broad perspective. CSR is not a new concept; it has been in use since many years. Nowadays, every company is expected to take CSR to a new paradigm of business excellence to achieve success and create a milestone in front of the world. CSR is considered to be a guide towards future progress of our nation, and it is the responsibility of every organisation to make the society a better place to live. CSR can be seen as a management theory or practice, business strategy, code of conduct, corporate citizenship, ethical responsibilities or more commonly known as business ethics, corporate governance and moral obligation towards the society.

CSR aims to build in relation with the customers or shareholders, investors, publics, society and its people. It has gained huge importance to study and explore new insights to the world of business by studying it as a field of management study. To have a good CSR policy in a company, each and every person associated must be responsible enough to carry out business efficiently and smoothly, without harming the environment and its surroundings. The demand of customers is increasing towards more ethical businesses. CSR has been defined in many ways by various experts from time to time. A company can easily be distinguished in the consumer's eye if it has some ethical and moral roles to play. It is easily recognisable to the public and catches attention. The World Business Council for Sustainable Development defines CSR as 'the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large'. According to Barnard (1938) 'CSR analyses economic, legal, moral, social and physical aspects of environment'. The European Commission advocates CSR as 'Being socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing more into human capital, the environment and relations with stakeholders'. The concept of CSR dates back to many centuries especially, the past 50 years. Though, CSR footprints are available worldwide, mostly in the developed nations like the United States, where we can find a sizeable amount of literature surveys on CSR. In the early surveys, CSR was more or less considered as social responsibility rather than CSR. But in recent times, the concepts of CSR have emerged as an important subject of importance. The concept of CSR has marked its beginning from the earlier publications of Bowen (1953) famous book entitled as 'Social Responsibilities of the Businessman'. Similarly, Carroll (1999), one of the early CSR theorists, states 'business encompasses the economic, legal, ethical and discretionary expectations that society has of organisation at a given point in time'. According to Wood in his works towards improving corporate social performance, 'CSR implies some sort of commitment through corporate policies and action. This operational view of CSR is

reflected in a firm's social performance, which can be assessed by how a firm manages its societal relationships, its social impact and the outcomes of its CSR policies and actions'.

CSR, Inclusive Growth and Sustainable Development

The concept of CSR has recently gained momentum with a vision of community growth and development, employee well-being, environmental protection, concern for society both now and in the future (According to CSR Asia Report) It can no longer be constricted towards economic considerations but the broader societal roles need to be defined. CSR has increased its prominence in present times due to governments shrinking role, greater disclosure requirements, increased level of customer's interest and others. It is often considered that to succeed and achieve sustainable growth, we need better policies and governing systems. Increased focus on enabling sustainable business practices and inclusiveness are considered to be vital agendas for futuristic growth of our country. CSR is also been regarded as meeting the requirements of 'triple bottom line' that is people, planet and profit. The other terms used for inclusive growth includes shared growth, broad-based growth. CSR has been regarded as a mechanism for attaining sustainability and inclusivity in areas like health and family welfare, poverty eradication, skill development, empowering women, education, literacy programmes, livelihood creation and others (Figure 1).

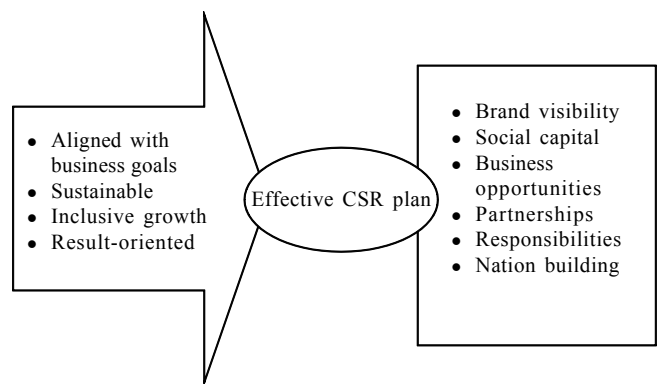


Figure 1: Effectiveness of CSR
 Source: Authors compilation.

Corporate Social Responsibility: An Indian Perspective

CSR is a topic of huge discussion and debate in one form or the other for more than many decades in India. In India, business giants like TATA & BIRLA have practiced CSR for decades. The philanthropic activities of TATA group are notable examples for the corporate world. The Tata group has helped establish and finance numerous quality researches, educational and cultural institutes in India. They have established higher learning institutes, have promoted the art and culture of our nation and have funded various scientific researches. Tata group is one of India's largest and most respected business groups. Tata group's name is synonymous with India's industrialisation. The group gave India her first steel plant, hydro-electric plant, inorganic chemistry plant and created a reservoir of scientific and technological manpower for the country. Its trusts have instituted the Tata Institute of Social Sciences in 1936; India's first cancer hospital, the Tata Memorial in 1941, and in 1945, the Tata Institute of Fundamental Research, which became the cradle of India's Atomic energy programme. Today, Tata group comprises 96 operating companies in seven business sectors: information systems and communications; engineering; materials; services; energy; consumer products and chemicals. The group has operations in more than 54 countries across six continents, and its companies export products and services to 120 nations. According to the sources, the Tata group has donated 2.20 billion (\$50 million) to the prestigious Harvard Business School (HBS) to build an academic and a residential building on the institute's campus in Boston, Massachusetts. Tribal Culture Society (TCS) also designed and donated an innovative software package that teaches illiterate adults how to read in 40 h. In 1912, Tata group expanded their CEO's concept of community philanthropy to be included in the workplace. They instituted an 8 h workday, before nearly any other company in the world. In 1917, they recommended a medical-services policy for Tata employees. The company was among the first worldwide to organise modern pension systems, workers' compensation, maternity benefits and profit-sharing plans. The charitable trusts of Tata group funded a variety of projects, for example the Tata Swachh and the TCS project. They founded and still support such cherished

institutions as the Indian Institute of Science, Tata Institute of Fundamental Research, the National Centre for the Performing Arts and the Tata Memorial Hospital. In 2013, the Tata group, through the Tata Relief Committee and the Himmatan Society, an associate organisation of the Sir Rattan Tata Trust, has been working in close collaboration with the Uttarakhand government to provide relief to the impacted local communities in three districts of the state. The relief activities, which include provision of food and household material, have so far covered over 65 villages and 3,000 families. In the first phase of relief, the group expects to reach over 100 villages.

The Tata group also planned to implement long-term measures for the economic, ecological and resource sustainability of the affected communities and areas. TATA group of companies organises various camps in various parts of our country like Eye Camps: TCSR (Tata chemicals society for rural development) have organised eye camps in collaboration with Vivekananda Mission Ashram Netra Niramay Niketan where 150 patients were treated during the camp, in which 65 patients were being provided with medicines while 78 patients identified with vision problems were provided with spectacles. Various other social initiatives taken up by TATA's include blood donation camp, flood relief camp and others. They celebrate various occasions such as tree plantation day, breastfeeding week (a week-long awareness campaign) for ASHA (Accredited Social Health Activist) in 55 villages, ozone day celebration, TATA Jagruti Yatra and others. The Tata Steel CSR policy encompasses initiatives to conserve, sustain and renew the environment, to encourage sustainable socio-economic development of the community and to improve the quality of life of the people living in the areas in which it operates. For the past three decades, TCSR has consistently demonstrated its concern for its communities (both internal and external) and a respect for its environment and the local ecology. TCSR, through its focused interventions and participatory approach ensures that the community members become the real managers and owners and work towards their own development and that of the society at large. To assess the impact of their community development interventions, TCSR every year does the community satisfaction survey. This helps TCSR to build a stronger foundation for an inclusive society. In all their programmes, the

organisations seek to engage the ultimate beneficiaries of an initiative right from the conceptualisation and planning stage to the implementation, with the company playing the role of a catalyst eliciting positive change. The attempt is to get the people to act out of their own convictions, and support them in their efforts to build a better future. Tata Steel follows a participative model for its CSR initiatives, offering resources in the form of expertise, guidance and direction. The community plays a significant role, right from the prioritisation of its needs to the planning and the execution of the project. Once people begin to accept ownership of a project, they become more enthusiastic about what will work, and aware of what will not. This commitment to the project means that they are far more likely to derive benefits from it, and look after it in the future. The greatest strength of the company's CSR activity is that it is looked upon as a business process, like any other, not post-profit philanthropy. The company has received numerous awards in recognition of its CSR endeavours, including The Energy and Resources Institute Award, recognising its corporate leadership for good corporate citizenship and sustainable initiatives. It is also the only Indian company to have pledged to translate the Global Compact principles on human rights, labour and environment into practice, and has been conferred with the Global Business Coalition Award for Business Excellence in the Community for HIV/AIDS. The CSR programmes in TATA are managed by three organisations Tata Steel Rural Development Society (TSRDS), Tata Steel Family Initiatives Foundation (TSFIF) and the TCS. Through its work in CSR and sheer perseverance, the Tata Steel team has proved its fidelity to the Tata group's enduring commitment to 'Improving the quality of life of the communities they serve.' The TSRDS specially focuses on generation of income, hygiene and healthy life and empowerment of people. Its projects have included the development of water resources, farmers training on improved agricultural practices, promoting rural enterprise, infrastructure development to boost the village economy, encouraging animal husbandry, promoting art, culture, sports and games. Some projects have also been in the areas of sanitation, water conservation, tube well installation and the enhancement of livelihood. The TCS focuses on three important issues: education, improvement of livelihood opportunities and the preservation of the ethnic identity of the tribal community.

Family Initiatives Foundation Tata Steel's Family Welfare Programme began in the 1950s. Maternal and child health, adolescent reproductive and sexual health, AIDS awareness, eye care and cleft lip, drinking water and sanitation, lifeline express, watershed management, land and water management, enterprise promotion. RISHTA is an adolescent health project, in collaboration with the TSRDS and the David and Lucile Packard Foundation. Apni Baatein is a school-based teen health programme that emphasises on value-based education. Youth Access to Reproductive Health Services (YARS) in India provides high quality, comprehensive reproductive health services to youth and adolescents and helps them to practice healthy sexual behaviour. SPARSH which stands for strategies for promotion of adolescent reproductive and sexual health provides information on issues related to adolescence and seeks to improve the status of the girl child in the community. Project Sahyog helped youth to gain a better understanding of themselves, develop leadership skills, and inculcate a feeling of fellowship. The famous Aditya Birla Group carries out CSR activity under the aegis of 'The Aditya Birla Centre for Community Initiatives and Rural Development', the apex body, responsible for development projects. The group's activities are wide and far-ranging. These encompass innovative projects. Among them are: providing the rural youth with a chance to shape their future through sustainable employment schemes; education and training; making safe drinking water easily accessible and health-care. One of the unique initiatives of Aditya Birla is to develop model villages in which there will be total transformation of a number of villages in proximity to their plans. Making of a model village entails ensuring self-reliance in all aspects namely, education, healthcare and family welfare, infrastructure, agriculture and watershed management, and working towards sustainable livelihood patterns. Fundamentally, ensuring that their development reaches a stage wherein village committees take over the complete responsibility.

Aditya Birla Group: CSR Activities

Transforming rural lives and landscapes, healthcare and family welfare: pulse polio programme, mobile clinics, reproductive and child healthcare, HIV/AIDS, cancer, TB awareness, prevention camps, blood donation and responsible parenting

Education

Formal and non-formal education, adult education, scholarships for girls, technical education for boys, distance education, girl child education and digital literacy.

Infrastructure Development: community centres, schools in villages, healthcare centres and hospitals, roads, rural electrification, irrigation and water storage structures, homes for the homeless.

Social Causes

Widow remarriage, social security, culture and sports, women empowerment, integrated agriculture development, self-help groups, watershed management and vocational training.

Changing Socio-Economic Environment

There is a huge change in the socio-economic environment in India. It is after the civil war and industrialisation that old industries expanded and many new ones including, petroleum refining, steel manufacturing and electrical power emerged. After the independence, there was a huge pressure towards industrialisation. The liberalisation of the Indian economy gave an impetus to the industrial activity and a huge number of private companies came forward with large projects. On the one hand, businesses started expanding their avenues in various fields, but on the other hand, there were many instances of business and societal clashes. In an attempt to develop the nation, the governments have promoted the industrial sectors but sometimes there arose conflicts of interests between the corporations and the society people. Some notable problems were land acquisition, evacuation by the government, threat to public interests, displacement of the local people residing in the village areas, have been the major causes of business and societal clashes. The countries have seen various instances when business and societal interests have clashed. According to Asian Development Bank, a firm or corporate entity, if well-managed and follows an inclusive-based business approach, can lead to a much wider goal development than widely practiced CSR activities in the society. The investors have a natural tendency of giving efforts and money in activities that will derive maximum societal benefits to them and companies also look beyond to

create shared values for the bottom line and for the society in general.

Inclusiveness and sustained growth indicators call for developing a sound business strategy wherein, there will be:

- Job opportunities for the underprivileged
- Skills development
- Leverage productivity enhancements
- Investments in SME zones
- Strengthening policies and practices
- Innovation for low-cost yet affordable products

WAL-MART CASE

Wal-Mart stores, an American multinational retail corporation operating a chain of hypermarkets, discount department stores and grocery stores is the world's largest company by revenue according to Fortune Global 500, report of 2014. Wal-Mart has often been criticised because of its racial and gender discrimination, environmental practices. Labour unions have formed various groups like Wake up Wal-Mart & Wal-Mart Watch to fight for the policies that Wal-Mart adopted. Wal-Mart was once caught using child labour. Currently, Wal-Mart publishes a full and complete report on CSR issues called 'Global Responsibility Report' which covers the three dimensions of 'People, Planet and Profit'. Wal-Mart now produces Global Responsibility Annual Report which specifically addresses Gender Equality & Diversity Gender Policy. Wal-Mart has also committed itself in achieving three goals in its Sustainability Report that is using of 100% renewable energy, creating zero waste and selling products that sustain people and the environment (Table 1).

POSCO (POHANG IRON AND STEEL COMPANY) CASE

POSCO (formerly Pohang Iron and Steel Company) is a multinational steel-making company headquartered in Pohang, South Korea. It had an output of 39.1 million tonnes of crude steel in 2011, making it the world's fourth-largest steelmaker by this measure. In 2010, it was the world's largest steel manufacturing company

Table 1: Shared value chain

Focus	Issues
Business environment	Business laws, policies, regulations, standards, key institutions, operating context, government priorities, human capital, international agreements, export conditions, quality of infrastructure (distribution, warehousing, transportation), anticompetitive conduct, power relationships, corruption, illegal practices, human rights abuses
Value chain relationships	How different stakeholders are organised and the different amounts of power amongst them, the nature of contracts (or lack of them), relationships, competition, cooperation, networks (formal and informal)
Coordination	Degree of cooperation between producers, involving cooperatives, business associations, trade organisations, government support and evaluation of success of cooperation, power relationships, efficiency of functional linkages
Business performance	Returns on investment, opportunities to upgrade performance, development of capacity, growth potential, willingness to develop new products and new markets, leaders in the sector, interest in inclusive business

Source: CSR-Asia report.

by market value. Also, in 2012, it was named as the 146th world's largest corporations by the Fortune global 500.

In June 2005, POSCO signed a memorandum of understanding (MOU) with the State of Odisha in India. Under the agreement, POSCO planned to invest US\$12 billion to construct a plant with four blast furnaces, an electricity plant, housing and an annual production capacity of 12 million tonnes of steel, which is slated to start production in 2010. The project, which would start with a 3-million tonne capacity initially, would fetch revenue for the government to the tune of Rs 700 crores to Rs 800 crores (Rs 7–8 billion) annually. It would also provide direct employment to 13,000 people and ensure indirect employment for another 35,000 people. POSCO Report 2014 of iron sources, and will allow POSCO to use iron ore from these sources over the next 30 years. If the project goes ahead, it will be the single largest foreign direct investment in India as well as being the world's biggest Greenfield steel plant ever. Since 2006, the residents of Jagatsinghpur district in the state of Odisha India, have been resisting the forcible land acquisition with the establishment of the POSCO steel plant, have threatened complete destruction of the local livelihoods and local environment. The people of the district have suffered from constant barrage of extreme violence, killing of local residents, land acquisition, revolt against farmers and tribal's and others. However, from 2005 to 2010, the Indian project has not been able to proceed because of strong opposition from the local residents in the area proposed to be given for the steel plant. There

have been allegations that the federal and state governments have been illegally trying to take lands and forests for the project, in violation of the Forest Rights Act. There have also been claims that the project will only benefit the company while displacing more people than it employs, damaging the environment and taking India's mineral resources at a very low price. More than 2,000 residents unanimously voted against the diversion of land for the POSCO project under the provisions of the Forest Rights Act. Further, a study undertaken by the Mining Zone Peoples' Solidarity Group (MZPSG), an international research and advocacy group finds evidence of irregularities in dealings with state, bureaucracy and judiciary and questions and debunks the social, economic and environmental claims that the project has made. The groups have strongly argued that South Korean Steel Giant was responsible for Human Rights Abuses and massive subversion of Indian Environmental & Indigenous People's Protection Laws, and enormous potential for environmental devastation. The MOU between POSCO and state of Odisha expired in 2010. Following allegations that the ministry had not adhered to Forest Rights Act, Ministry of Environment and Forests (MOEF) set up the N.C. Saxena committee in July 2010 to review the clearance. Despite the committee's report indicating that provisions of the Forest Rights Act had been violated, the MOEF issued final order on 31 January 2011 and gave environment clearance to POSCO. In May 2013, the National Green Tribunal (NGT) halted land acquisition for the POSCO projects. In July 2013, POSCO completed land acquisition despite the order given by NGT. In December 2013, POSCO

began construction of a boundary wall around its plant site. In December 2013, the NGT criticised the forest clearance granted by the Union MOEF to the proposed steel plant of South Korean Steel Giant, POSCO, in Odisha. There have been reports that during protests and land acquisition, there have been bombing attack on the resisting villages and naked protest against the police atrocity. The opposition to POSCO Steel plant, Odisha was headed by 'The POSCO Pratirodh Sangram Samiti (PPSS) (Anti-POSCO People's Movement). The POSCO project is an example of how a mirage of 'development' can be used in an attempt to bypass the law. Such attempts, if allowed to succeed, will result in neither development nor environmental protection, but merely in profiteering. This will cause immeasurable harm to the nation and to the rule of law and justice in our society KPMG and ASSOCHAM Report (2008).

CASE FINDINGS

- The Orissa Government and the Central Government have violated the Forest Rights Act and tried to grab forest land that belonged to the people.
- Serious irregularities in the allocation of land to private promoters.
- Misuse of emergency provisions for land acquisition.
- Drastic undervaluation of privately held land by the Odisha State Government.
- The project could cause environmental devastation particularly in regard to water, air pollution, coastal damage, danger of industrial disasters in case of cyclones and others, all of which was ignored by the government.
- POSCO suppressed facts and tried to get around the requirements of law.

The CAG (Comptroller and Auditor General of India) pointed out that the government misused the emergency provision under section 17(4) of the land acquisition act, depriving the land losers of the opportunity to be heard. For instance, the Odisha State Government has acquired nearly 438 acres of land for POSCO by invoking emergency provisions of the federal land acquisition act. The environmental clearance granted to POSCO project by the NGT was also struck down because of the close

scrutiny done, which revealed that the project has been done casually without any comprehensive scientific data regarding the possible environmental impacts.

Response of POSCO to PPSS

POSCO have set up a foundation named as POSCO Foundation which takes up vocational training, health services and feeding programmes for the poor children in both the steel plant and mining sites among others. The idea behind doing all this CSR is to earn the goodwill of the community and grow along with them. POSCO have also developed a three-pronged strategy-based around rural development, education and healthcare.

Coca-Cola Case

Coca-Cola, one of the world's leading beverage companies, was alleged of selling products containing unacceptable pesticides level in drinks, extracted large amounts of groundwater which contained polluted water sources. In addition, Coca-Cola was also accused of polluting water by discharging waste water into fields and rivers. Coca-Cola was stopped from over-extracting groundwater and it was attempted to renew its operation. Because of these incidents, Coca-Cola had suffered a great loss of consumers trust on their products and hampered their brand image. Coca-Cola has started adopting the GRI-guidelines after these incidents happened and proposed their sustainability reporting. The company thereafter, published its first environment performances report in 2008. It also started Coca-Cola India Foundation 'Anandana' committed to sustainable development and inclusive growth by focusing on issues related to water, the environment, healthy living and social advance so that it can contribute to a strong and resolute India, enabling the common man to better his or her life. The foundation seeks to ensure project execution, maintenance and sustainability through the active involvement and direct participation of the beneficiary community at the grass-roots level.

Tata Nano Controversy Case

In 2002, Tata motors acquired over 900 acres of land in Singur, West Bengal for its Nano Car Project. The state government on the basis of an old rule in the Land Acquisition Bill of 1894 gave the land to TATA. But the

rule was meant for public development projects and not for private businesses. This incident led to the protests by the displaced farmers and land rights people who were forced to evacuate the fertile agricultural land and the compensation that was offered in return was not sufficient and even the housing facilities were delayed. It was clear from the incident that to tackle the slow growth of the economy the government basically had to look towards the corporate world which puts forward lucrative offers that they accept without taking the interests of the common people TATA Sustainability Group 2015 Report.

Response of Tata

The Tata group had promised jobs to family members of the farmers whose land was acquired. However, this was found inadequate by the people. The conflict initially resulted in suspension of work. However, the situation became so violent that Tata moved out from West Bengal and shifted their project to Gujarat.

Major Issues

The major issues pertaining to economic activity in India are:

- Displacement of people
- Land acquisition
- Compensation not par with the area of land being taken.
- Deforestation
- Pollution
- Damage to the environment
- Sociocultural disturbances
- Conflicts
- Threat to tribal culture

Growth of industries is one of the important elements in modern society. A country cannot grow if it focuses on only one sector. We must have varied sectors contributing

to the welfare of the economy. Particularly in India, where most of the population is primarily engaged in agricultural and land-related activities, industrial growth is always a bone of contention. Further, the growth of industries leads to pollution in the environment which is also a big challenge. Organisations have to keep in mind that merely giving compensation would not suffice the interests of the local communities Pohle, G. and Hittner, J. (2008) It is beyond monetary terms that they have to think and deal with the local people. Thus, the social movements that emerge towards industrial activities have influenced the corporate to take up CSR in their plan of operation. To conclude, we can say that CSR is an integrated approach which should not be focused on only training and employment opportunities given to locals. The governments have to make strict laws governing the issues of land acquisition, protection of backward communities and to safeguard the environment so to achieve inclusivity and sustainability in the long run.

CONCLUSION

Most of the companies see CSR as a form of public relations and a sort of marketing strategy. As a result of this notion, CSR is sometimes a part of the advertisement campaigns. Past evidences have shown that some companies were spending more on advertising and promoting CSR than actual good causes. CSR is a social development phenomenon. It should not be looked as a brand management tool or a new form of advertisement mechanism. When companies and governing bodies do something good for the betterment of the society and the nation it is commendable but, when the corporations use it for their own self good, it is as harmful. Companies must not make vague claims about empowering workers, discuss about making a better nation or helping local communities rather they should try to harness it within their systems. Our aim is not to have a green-leaf logo of sustainability rather implement it. For example, starbucks have stopped publishing CSR report in 2007 and have renamed it as Global Responsibility Report.

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