

# Evaluating the Effectiveness of CSR in Promoting Environmental Sustainability in the Manufacturing Sector

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**Abstract:** *This research evaluates the effectiveness of Corporate Social Responsibility (CSR) initiatives in promoting environmental sustainability within the manufacturing sector. As global environmental concerns intensify, many companies are adopting CSR strategies aimed at reducing their ecological footprint. However, the extent to which these CSR efforts yield tangible environmental benefits remains a topic of debate. This study examines various CSR activities—such as energy efficiency programs, waste reduction initiatives, and sustainable sourcing—implemented by leading manufacturing firms. Through a mixed-methods approach, combining quantitative data analysis of environmental performance metrics and qualitative case studies, the research assesses the impact of these CSR practices. Preliminary findings suggest that while CSR initiatives have led to measurable improvements in certain areas, such as energy usage and waste management, challenges remain in terms of regulatory compliance, stakeholder engagement, and long-term sustainability impact. The study concludes by offering recommendations for enhancing the effectiveness of CSR in promoting environmental sustainability, including increased transparency, integration of CSR into core business strategies, and fostering stronger partnerships between businesses, governments, and communities.*

**Keywords:** Corporate Social Responsibility.