

CSR and Environmental Sustainability: Analyzing Tata Motors Efforts in Developing Electric Vehicles

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Abstract: *Tata Motors Corporate Social Responsibility (CSR) initiatives focused on environmental sustainability, specifically its efforts in developing electric vehicles (EVs). Tata Motors, a leading global automotive manufacturer, has made significant strides in reducing its environmental impact through the promotion of EV technology. This study analyzes the company's CSR strategies, including its commitment to reducing carbon emissions, enhancing energy efficiency, and advancing sustainable practices in vehicle production. By evaluating Tata Motors' investments in EV research and development, partnerships with environmental organizations, and its approach to sustainable manufacturing, the paper highlights the effectiveness of these initiatives in aligning with global sustainability goals. The findings reveal that Tata Motors efforts not only contribute to environmental sustainability but also enhance the company's reputation and competitive edge in the automotive industry. This study provides insights into the broader implications of CSR in promoting green technology and offers recommendations for further advancements in corporate sustainability practices.*

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