

# Rural Transformation through CSR: An Analysis of Hindustan Unilever Limited and Colgate Palmolive Initiatives

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**Abstract:** *The Corporate social responsibility plays a significant role in lifestyle of peoples in case of poverty , education, health ,sanitation etc . This research paper explores the analysis of both the companies Hindustan unilever ltd and Colgate Palmolive focusing on wide area of rural programs taken in various rural areas which are less literate .This research paper helps to recognize how this companies are developing rural areas by applying csr strategies and impact on peoples livelihood .*

*The concept of corporate social responsibility has acquired various important environmental and ethical concerns this research paper focuses on the efforts with the help of government policies and rendered a contribution in rural development .*

*It is necessary to find out the core area for economic development of the country . making use of the effective utilization of resources on the basis of profits , annual basis and so on included in the budget of the companies. The research reveals that HUL's initiatives, like the "Pure" water purifier and "Shakti" women's empowerment program, have significantly improved rural healthcare and livelihoods..*

**Keywords:** CSR Initiatives, case study of two companies, sustainable development , inclusive growth