A Research Paper on Corporate Social Responsibility in India: Issues and Challenges

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Abstract*: . It is rightly said that "It is easy to dodge our responsibilities, but we cannot dodge the consequences of dodging our responsibilities." - Josiah Charles Stamp, 1880-1941, former director of the Bank of England. In this modern digitalized world, businesses need to know not only what they do but also how they do it. The brand of the company is not dependent only on the quality of products they are offering to people but on the overall impact of the company's operations on society, environment, and the economy. It's actually social responsibility as a sense that will give a fair competitive edge over competitors in the marketplace. CSR is an integrated and holistic concept of management wherein the companies integrate their social and environmental objectives with the business objectives. It is working on a Triple Bottom Line Approach i.e. the company is focusing on 3P's; People, Planet & Profit while addressing all of the expectations of its stakeholders. Most of the policy initiatives for the country are taken with objectives of equal opportunities, poverty and human deprivation minimization, focus on the fundamental rights, etc, therefore, leading to strong human development. The choices we make today will affect and influence our next-generation, even with all these inequalities and disparities. This year, the Indian Government has come out with new CSR guidelines. These guidelines have made it inevitable to have companies in India incur 2 percent expenditure from their net profit on CSR. India is the first country of the world which compels CSR. Including CSR into the Companies Act, 2013 is a great step of engaging the corporate sector into the equitable development of the country.*

Earlier, the companies used to spend 2 percent of the profits on CSR and if they could not do so then they used to give some reasons. But in the present amendment of it, companies are needed to spend 2 percent of the profits on CSR in the given time limit otherwise it is needed to turn over this amount of profits in funds that are run by the government. The new amendment will bind every one of the companies that qualify the provisions under CSR guidelines to spend the specified part of their profits toward Corporate Social Responsibility without failing. In this paper, researchers have attempted to study Issues and Challenges associated with CSR in India and also to determine various factors driving CSR practices in Indian Companies. This statement is rightly said that "It is easy to dodge our responsibilities, but we cannot dodge the consequences of dodging our responsibilities." - Josiah Charles Stamp, 1880-1941, former director of the Bank of England. Businesses, therefore, need to be alert in todays modern digitalized world in all aspects of what they are doing and how they are doing it. The company's brand is not only dependent on the quality of products they are offering to people but also on the overall impact of the company's operations on the society, environment, and the economy. Their sense of social responsibility provides them with a competitive advantage over their competitors in a crowded marketplace. CSR is a holistic and integrated management concept whereby companies integrate their social and environmental objectives with their business objectives. It works on a Triple Bottom Line Approach i.e. Company focuses on 3P's; People, Planet & Profit while addressing all the expectations of its stakeholders. The majority of policy initiatives in the country are driven by the objectives of equal opportunities, minimizing poverty and human deprivation, focus on fundamental rights, etc. thereby leading to strong human development. The choices that we make today will be going to affect and influence our future generations. This is in spite of all this inequality and disparity still exists. This year, the Indian Government implemented new CSR guidelines. These guidelines require Indian companies to spend 2 percent of their net profit on CSR. India is the first country in the world to make CSR mandatory. Including the CSR mandate in Companies Act, 2013 is a great step of engaging the corporate sector in the equitable development of the country. Earlier companies

were required to spend 2 percent of the profits towards CSR and in case of failure to do so; they were required to give reasons. But as per the present amendment, companies are required to spend 2 percent of profits towards CSR in the given time limit or are required to turn over this amount of profits in the funds which are run by the government.

The new amendment will require all the companies which qualify the provisions under CSR guidelines to spend the specified part of their profits towards Corporate Social Responsibility without failing. In this paper, research ershave made an attempt to study Issues and Challenges associated with CSR in India and also to determine various factors driving CSR practices in Indian Companies Keywords: CSR, Corporate, Society, Environment, Triple bottom line, Sustainability, Social responsibility.

Keywords: CSR.

I. INTRODUCTION

CSR is that way of running the businesses by which corporate houses contribute towards social good and adds to value. It can be defined as a sense of responsibility of the companies towards the community and the environment in which they operate. An umbrella term for a variety of theories and practices all of which recognize the following:

that companies have a responsibility for their impact on society and the natural environment, sometimes beyond legal compliance and the liability of individuals; that companies have a responsibility for the behaviour of others with whom they do business (e.g. within supply chains) business needs to manage its relationship with wider society, whether for reasons of commercial viability, or to add value to society. " - Blowûeld and Frayn. Companies can fulfil this responsibility by undertaking various measures and launching different programs that will benefit society at large. Socially responsible companies try to integrate their economic objectives with social and environmental objectives. Taking up CSR initiatives can give competitive advantage to the companies and help them in their brand building. Capital, technology, and Labourers (people) are the essentials for running an enterprise but ethics are the vital components that keep the entities together. Well, to the company, "sustainability" must really be a mindset and it is a way to do business. The companies must try to bring value to the world, and value for its clients, customers, or other stakeholders. Corporate Social Responsibility is a multi-layered concept. It has four interrelated dimensions namely, economic dimension, legal dimension, ethical dimension, and philanthropic dimension. "Corporate social responsibility encompasses the economic, legal, ethical, and philanthropic expectations placed on organizations by society at a given point in time."-Carroll. Economic Dimension - This dimension relates to company's responsibility towards the company i.e. to ensure a fair amount of returns to the investors, right wages to the employees, providing goods to customer sat fair prices, responding to business risks in inadequate manner, etc. economic dimension is the first and the most important one. It is the foundation or the basis for all other dimensions. Legal Dimension - The legal dimension requires the company to follow all the laws and the rule of the game to be socially responsible. Laws are statements and codes that tell us what to do and what not to do. In order to survive in the long run, every company needs to follow these codifications of dos and don'ts. Ethical Dimension - The ethical dimension represents the expectations of the society from the corporate houses. Society expects the company to do more for them and go beyond the law to serve them better. It is what society expects from the companies over and above the economic and legal responsibilities. Philanthropic Dimension – It represents the voluntary urge of the companies to do good for the employees, community, or society at large. This is what society desires. It is completely at the company's discretion, for instance, donating for a cause, supporting educational institutions, doing their bit for the environment, etc. Few researchers named three dimensions more namely, Stakeholder's Dimension, Voluntariness Dimension, and Environmental Dimension. The stakeholder's dimension deals with the company's responsibility towards its stakeholders who include its employees, shareholders, customers, clients, suppliers, government, etc.

Companies must understand that this is their responsibility towards them and must try to align their goals with corporate goals. The voluntariness dimension is about the company's voluntary urge to contribute towards society as a whole and make this society a better place to live. Environmental dimension focuses on the company's responsibility towards the ecosystem. They need to integrate their profit goals with environmental goals. Green measures must be undertaken for the protection of our environment and contributing to sustainability. CSR

activities can prove to be really fruitful not only for society but also for the company. Most stakeholders are linked to corporate houses and are benefited from the CSR programs. Increasing awareness towards many of the contemporary issues afflicting the society and environment has made companies do their part for the society and contribute towards nation-building (Grant Thornton IBR, 2014). Some of the factors driving CSR in India are: a) Cost Management: Cost management is the most elementary aspect necessary for companies to survive in this competitive environment. Companies that function on low expenses are regarded as sustainable and responsible. For instance, Greenhouse gases such as carbon dioxide and other greenhouse gases cost the nation hundreds of billions. A corporate house finds a way to control the quantity of such toxic gases and thereby helps the environmental surroundings.

This driver is highly significant in measuring company performance and its level of social responsiveness. b) Tax Relief: The benefits obtained through CSR like Tax relief are one of the most important drivers of CSR. Corporate houses undertaking CSR activities enjoy tax relief from the government for doing social work and maintaining the ecosystem in good conditions.

Developing countries like India benefit a lot from tax reliefs. Therefore, it is very important for companies to keep transparency in their CSR efforts in order to claim tax benefits') Customer Demand: Customers purchase goods of those companies which are CSR active. The demands of consumers towards companies to be ecologically and socially responsible drive them to contribute their bit towards the society and sustainability measures. Consumers contribute toward promoting CSR activities by taking the right decisions to buy the product manufactured by that company which contributes toward CSR practice.

Value Shift: Value shift has taken place within the corporate bodies. They have started working on ethics and hence feel that it is the right thing to do and help the society. They now believe in integrating their wealth creation objectives with environmental and social objectives. Values motivate them to work for the betterment of the communities and its people. e) Brand Building: Companies believe that doing CSR increases the company's brand and adds its reputation in the market. Company's efforts towards the society are highly appreciated by their consumers and clients and this factor further drives companies to contribute their share for the social good. This helps them improve their image in the global market's) Staff Recruitment/Retention Issues: Green recruitment is gaining a lot of importance nowadays. It involves the cheapest way to hire employees. This practice saves a lot of paper and energy and therefore contributes to environmental sustainability. A lot of big companies and even start-ups go for e-recruitment to hire employees. Companies contributing to CSR have a low employee turnover ratio and reduced absenteeism.

Employees have a high level of confidence in trust in companies and if their company is conducting CSR. CSR initiatives increase employee engagement and participation thus they boost the morale and productivity among the employees (PWC-CII, 2013). g) Government Pressure: Awareness about CSR is on the rise. The government initiates various initiatives for the benefit of the society and environment, and corporate entities are included to be a part of it.

corporations are aware of industrial carbon footprint. In this pursuit of reducing the level of carbon footprints, companies and entrepreneurs are designing novel ways to carry out business operations in a more ecologically and socially responsible manner. This way enables the government to reach out to areas that were unapproachable in the past using the support and machinery of corporate houses. Corporate organizations have become increasingly conscious of the issues concerning carbon footprint, animal adoption, education for children, victims of disasters, etc. Also, measures taken by the government in terms of CSR also force companies and engage them to spend some percentage of their profits towards CSR. h) Public Pressure: Public pressure through constant reminders and nudging forces CSR. Several organizations like, pressure groups, consumers, media, other public and state bodies want companies to be responsible towards society and do its best for the community and environment. Environment, labour laws, and Human rights is also the area around which public pressure is concentrated. i) Investor Pressure: Maintaining investor relations and investor pressure is one of the significant reasons behind CSR. Developing countries like India believe that maintaining good investor relations is important for their success. Investors invest in those companies that are socially responsible and have a good social image in the market. This challenges companies to be more sensitive towards the several contemporary issues and contribute towards CSR. j) Ecological Sustainability: Only a few efforts by corporate houses can really make a positive difference to the environment. With the help of sustainable use of resources, energy-efficient technologies, recruitment of innovative employees who can devise more environment-friendly practices, recycling & reusing of products, reducing carbon footprints, etc., companies can really contribute towards ecological

sustainability and can save the mother earth. k) Social Media: Social Media is an important factor driving CSR. People have become sensitive to various issues. There are n number of bloggers from a huge and continuously growing community of internet users engaged in a discussion about contemporary issues. Social media and its users therefore, continually demand corporate bodies to be more sensitive towards the environment and society. They demand companies to engage in nation building through their being socially and ethically responsible.

OBJECTIVES OF THE PAPER

Considering the observations as above, the objectives of the present paper are:

- Review of literature in CSR in various dimensions;
- Discussion on CSR provisions in India;
- Acceptance and implementation of CSR by Indian companies;
- To analyse various issues and challenges revolving around CSR;
- To propose some measures to ensure better CSR practices in India. This is noteworthy that this research is only secondary data-based.
- A very critical review of the literatures was done with great detail in order to draw necessary inferences. The sources of secondary data used were journals, newspaper articles, textbooks, e-books, reports of companies, search engines, company websites, scholarly articles, research papers, and other academic publications.

II. REVIEW OF LITERATURE

(2011) studied various dimensions of CSR. Various definitions of CSR were studied from the 50's until the 21st century in order to identify CSR dimensions. In 1950s CSR was an obligation towards society and in the 1960s it was thought to be a relationship between corporate houses and society. CSR definitions had a few other aspects like stakeholders, ethics, voluntariness, philanthropic, environmental stewardship and triple bottom line in the 70's to '90s. 21st century's CSR dimensions have a much wider scope; apart from the above aspects it also includes improving the quality of life of citizens, human and labour rights, environmental concerns, corruption issues, issues of transparency and accountability. Majumdar et al. (2008) defined CSR as an inescapable priority for corporate houses in today's modern and globalized world. They analysed prevailing CSR models and tried to identify problems associated with them during practical application in developing countries. Different models based on the academic approach; institutional approach was discussed. They opined that a conceptual framework of corporate social responsibility is required importantly to overcome the existing gap between developed and developing countries. All five domains, namely economical, ethical, legal, philanthropic, and environmental, have to be addressed at the time of practicing CSR. Prieto-Carron et al. (2016) had aimed to bring in new insights into CSR study. They discussed the impacts of CSR initiatives, the link between business and poverty, issues of power & participation in CSR, and governance-related dimensions of CSR. They opine that at present only one side view of CSR is being taken into consideration and studied while several sensitive questions relating to corporate social responsibility are being avoided. There is a great need to study in-depth the pros and cons of CSR initiatives in developing countries. They suggested that researchers and CSR practitioners should collaborate in conducting researches on CSR to come up with better impact measurements techniques. All significant concerns, which have not been discussed or were disregarded previously, are taken into account. Jothi (2016) tried to analyse various drivers that affect some public and private organizations towards CSR practices. A sample was taken from 318 respondents. Among the ownership nature, hierarchy level, gender, age, qualification, experience, and CSR driving forces are some of the variables which were considered. Compliance with companies' act 2013 was ranked number one factor driving firms to contribute toward CSR followed by community pressures, increasing awareness, commercial pressures, reputation, etc. Companies today can't work in isolation; they have to have a good CSR policy and must align their business goals with sustainable goals. Nicolae and Sabina discussed the various dimensions and the challenges of corporate social responsibility. The discussion was generally about the number of issues in terms of CSR and also on how attitude changes and effort reorientation are required for effective and efficient implementation of CSR. They discussed the legal, ethical, economic, and philanthropic dimensions of CSR. Increased inclination and transparency are required in a few areas to make the CSR concept a hit. The areas are Code of conduct, Standards management, financial

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reports, audit and reporting(information), Labelling & Socially responsible investment. This behaviour can definitely fulfil CSR'sobjective of Sustainability or Sustainable development. Saxena (2016) studied various issues and challenges associated with CSR. History of CSR in India before1900 and after 1900 till present was reviewed by the author. Ethical models, statist models, liberal models, and stakeholder models were discussed in association with history related to each model. Presently, Indian companies use the Stakeholder model for its's. The stakeholder model emerged into being in the 1900s and is still going on. It works on a triple bottom line i.e. people, planet and profit. Under this model, companies try to address and communicate with all of its stakeholder's examples, employees, customers, government, suppliers, investors, etc. Demands of customers, investors, government, and various labour markets are considered as key drivers of CSR. Issues concerning transparency, narrow perspective, lack of consensus, lack of infrastructures, and lack of factors of visibility, are referred as the major problems of CSR set. It is the need of the hour that proper awareness among the general public leads to effective CSR efforts implementation by different corporate houses. Arevalo and Aravind conducted a questionnaire survey of a number of managers at the top level of a few selected companies that are engaged in CSR activities namely the UNG lobal Compact (GC), to represent various industry factors. Some research questions on the model of CSR pursued by Indian firms and different drivers and obstacles associated with Proper CSR implementation were addressed.

They found that Indian firms follow the Stakeholder approach for its CSR activities, Ethics and values are important drivers for CSR and lack of resources or sufficient funds is the major obstacle in the effective implementation of CSR initiatives. Researchers believe that Indian firms have the right framework for proper implementation of CSR; it's just that an inclusive strategy that involves majority of the workforce is needed. Du et al. (2010) analyzed various aspects of CSR communication namely, message content, communication channels, and stakeholder specific factors. According to them, CSR communication is a delicate matter but very important for businesses. The main challenge is to overcome the skepticism of the stakeholders and to generate CSR attributions. A number of ways may be adopted by companies to disseminate information or communicate their CSR initiatives. Corporate sustainability reports, Press Releases, Website Reporting, Advertising Media-Billboards, TV commercials, Magazines, etc., Product Packaging are a few ways companies use to communicate their CSR activities. Companies must aim for positive media coverage and CSR rating in order to have better CSR associations. Dubbink et al. (2014) discussed the pros and cons of transparency in association with CSR.

They assessed transparency policy against three critical parameters of efficiency, freedom, and virtue. Transparency increases the efficiency of allocation, dynamic efficiency, and innovative efficiency. On the other hand, full transparency can be extremely expensive to sustain. When the information quality is good and good information can be provided at a low cost, then only transparency will be efficient. Sharma and Mani (2013) conducted a study based on secondary data (annual report of banks) on 30 banks including public, private and foreign banks. The purpose of the study was to analyse different CSR activities carried out by the banks. Some of the activities which they analyzed were rural branch expansion, priority sector lending, environment protection, community welfare, women welfare, farmer's welfare, financial literacy, education, etc. Now the company's performance is judged not only on the financial parameters but also on CSR activities initiated by them. They concluded that though Indian Banks are currently continuing with CSR initiatives still there is a dire need of putting more emphasis on Corporate Social Responsibility. Public sector banks contribute more towards CSR as compared to Private sector banks. RBI needs to be more stringent while enforcing regulatory requirements on these banks.

Rajput et al. (2012) did a study on the largest500 Indian companies with the objective of testing whether there is a positive relationship between CSR and financial performance for Indian companies. CSR rating was taken into consideration in place of their sales and profit figures for knowing their financial performance. Analysing and interpreting data showed that the CSR of expenditure by Corporate houses lead to better financial performance. Larger sales and profit figures firms contribute more towards CSR. They found that a positive relationship exists between CSR rating and the financial performance of the company. Dhawan (2019) tried to study the acceptance of Green HR practices by Indian companies and how these practices help the environment. Today, a lot of companies have started practicing Green HRM incorporating green measures in every aspect of HR practice in the company. The researcher illustrated Green recruitment, green selection, green training and development, green performance appraisal, green retention, etc. Companies try to integrate their objectives of profit maximization with environmental objectives by

bringing in green measures in each HR activity. Though it is in its nascent stage, the future of G-HRM is really bright in India. If planned and applied with strategy it will really be fruitful. It can reduce the carbon and environment footprints and make an organization a green organization. Prathima (2015) made an effort to depict the best CSR Practices of the Top 10 companies globally. The researcher studied 115 companies of various industries that include automobiles, banks, FMCG, power, steel, and many more. Sustainability programmes by corporate houses can enhance innovation; retain employees, help in building a positive relationship with Government and NGOs, building industry reputation and Brand. Tata group, Infosys ITC, Indian Oil, Reliance industries, etc. are few companies that religiously contribute towards CSR. Carrying out CSR activities is no more an option. It is an obligation of corporate houses to comply with the particular act. Therefore, there is an important need to look at CSR more strategically. CSR Provisions in India Section 135 (Corporate Social Responsibility) Rules,2014 and Schedule VII of the Companies Act, 2013relates to CSR. Every company including its holding and subsidiary company with a net worth of Rs. 500crores or more, turnover of Rs. 1000 crores or more and net profit of Rs. 5 crores or more are required to comply with all the provisions of CSR. Every company which is eligible for doing CSR is mandated to establish CSR committee of the board. Board of directors of the company shall ensure that the particular company spend at least 2 percent of its average net profits made during the 3 immediately preceding financial year, in every financial year in accordance with its CSR policy. Earlier, companies were asked to comply or provide reasons for not complying and then off one goes. But, it is not going to be that easy to escape as there is a new amendment of Section 135 of the Companies Act, 2013 that will come into effect from 2019. Amendment of the section introduces the provision in which if the company fails to expend the target amount kept for CSR activities then it liable to transfer the amount to a fund which is prescribed under schedule VII, for instance, Prime Minister's National Relief Fund. Within 30 days after the date of closure of the 3rd financial year, the unspent amount of money has to be transferred to the particular fund. In case any company contravenes with the provisions of Section 135, it is required to pay affine which ranges from Rs. 50,000 to Rs. 25, 00,00 Also, as per the provisions officers shall be liable for imprisonment of up to 3 years. The penal provision of the act sets all the corporate entities meeting this criteria to perform Corporate Social Responsibility(CSR) and states the penalties and imprisonment for the violation of the CSR norms. The companies can contribute a little towards the following causes:1. Eradication of hunger, malnutrition or poverty2. Improving health care and sanitation3. Providing access to education and employment to widen vocational skills4. Gender equality Ensuring sustainability6. Protecting heritage, art, culture7. Working for the benefits of the country's armedforces8. Fostering and training for sports activities9. Contributing to the relief project. Hot of the Press: CSR into CIR: Government now has expanded the scope of mandatory corporate spending. Now, corporate bodies can invest in incubators, which are central or state government-sponsored, etc. and also can provide donations to institutions that conduct research work on various fields, which is namely, science, technology, engineering, and medicine. By doing this, the government has successfully enabled the transformation of corporate social responsibility into corporate innovation responsibility Issues and Challenges Managing the business with full awareness of social responsibility is a very challenging job. Today's companies have to contemplate more than profits if they want to keep their stakeholders happy. They are still trying to master the art of maintaining a balance between the company's strategic objectives and Social/Environmental concerns. Some of the challenges that the company faces during the implementation of CSR include: Failure to Perceive the Holistic View of CSR: Companies still perceive CSR in an extremely narrow sense. They fail to fathom this holistic view of CSR, that CSR affects many of the stakeholders of the company that it impacts not only the society but also the environment as a whole.

It is very important for businesses to realize new opportunities and use them in solving public problems. They must work to deliver shared value, which means that they should place business objectives in line with sustainability and social objectives. The business must incorporate CSR in their business activities, showing clearly where their priority and investment lie. Lack of Transparency: For smooth success and correct implementation of the CSR policy by a company, one of the major prerequisites is Transparency. CSR and Transparency are related. This enables multiple stakeholders connected to an organization to gain a comprehensive understanding of different matters that are relevant to them. Engaging in window-dressing within the organization can cover up a lot of information for the stakeholders. If society today requires CSR then they also require CSR transparency as well. The current level of transparency by the corporate houses is absolutely inadequate. Companies do not pay enough attention to reveal relevant information. This

falls between the trust-building among corporate houses and communities. Transparency is very significant for the success of any CSR initiative therefore; lack of transparency is the biggest challenge faced by CSR. Balancing the Company's Development Goals with the Interests of its Shareholders: It is really important to balance social responsibility and economic performance and hence, it becomes a big challenge too. Therefore, a huge challenge of the path of CSR is the creation of shared and sustainable value thus, synchronizing the interests of the stakeholders and the development goals of the company. Green Washing: Inequality in India is really high. The CSR law does not cut much ice in terms of redressing inequality and does not possess a coercive mechanism to enforce it. CSR is not that transparent enough and therefore projects an illusion of progress. This gives rise to Green Washing at the national level. This is one of the biggest challenges for CSR compliance and effectiveness. There is a lack of Sufficient Financial Resources, Local Capacities, and Infrastructure: CSR may involve a heft amount of investments. Therefore, companies must properly plan and prioritize their investments. Proper planning of resources to be involved and issues to be tackled must be done before executing initiatives. Also, there is a lack of local capacities and proper infrastructure. There is a scarcity of good governmental and non-governmental organizations which can provide toward CSR therefore; there is an immense need to build local capacities and infrastructural facilities to effectively implement CSR. Lack of Consensus: There is a lack of consensus among various agencies at the local and corporate levels, leading to the duplication of efforts from the organizations in executing CSR operations. This leads to unwarranted competitive enthusiasm among the companies which is a violation of the concept of value creation by the society in itself. Lack of Community Involvement: Communities for whom CSR is supposed to be executed by organizations show less interest in the programs planned. Also, there is not much effort being made for the propagation of CSR activities among the The inadequate communication between the organizations and communities is one of the major challenges for CSR. Lack of Strategic Planning: Due to lack of strategic planning, proper experimentation, innovation, and engagement, companies aren't able to make meaningful impact on their CSR efforts. They can't find suitable investment projects and thus can't be able to produce high impact results. Corporate houses need to comprehend that what are the challenges their citizens are facing, so they should invest appropriately. Inept Execution and Implementation: Companies go totally wrong when it comes to the execution and implementation of CSR strategy.

Companies must go along with a commitment in the long run, they must try to engage the workforce, and leaders should personally commit and plan accordingly. Don't just speak about it, act upon it make it happen. For increased effectiveness and efficiency, it is important to executes efforts strategically.

III. CONCLUSIONS AND SUGGESTIONS

Dealing with Challenges:

- Creating awareness about Corporate Social Responsibility amongst the general public
- Building a long-term goal and sustainable perspective on CSR activities in order to bridge the gap between all the important stakeholders in order to effectively implement CSR activities.
- Companies must think of some diverse issues to be tackled by their CSR practices. They have to see the agenda of development in a much wider context so that the efforts are not duplicated.
- Pooling of resources and building synergies by both companies and NGOs for more efficient plus effective implementation of CSR activities.
- Efforts should be taken for poor and underprivileged people of both Urban and Rural areas.
- Government should give awards and accolades to corporate houses that are doing their best for the needy and poor.
- Sensitization of students by making CSR a compulsory subject or discipline in schools, colleges or universities. This will drive young blood and help them to face the future challenges. And also, to provide more innovative solutions for the betterment of society and the environment as a whole.
- reporting is gaining importance these days because of the growing recognition of issues relating to sustainability. Framework for sustainable reporting is provided by an organization known as the Global Reporting Initiative (GRI). Guidelines on sustainability reporting provided by GRI are widely used by the corporate houses.

- A sustainability report is a proper presentation of the company sustainability performance. This shows both the positive as well as negative contributions made by an organization towards sustainability. All material information relating to the goals of the organization, the strategies applied, the commitment made, and all the approaches followed are disclosed.