

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

Miss Vaishnavi Shivaji Yelwande¹ and Dr. Mangesh Bhople²

Student, TY BBA¹

Asst .Professor, Department of Business Administration and International Business²

MIT Arts Commerce and Science College Alandi Devachi, Pune, Maharashtra, India

vaishnaviyelwande14@gmail.com and mmbhople@mitacsc.ac.in

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

I. INTRODUCTION

Rural areas face so many problems in case of validating various critical problems in terms of education , training and development and so on. Today, CSR is a widely accepted management concept. CSR is also known as corporate conscience, corporate citizenship, social performance, or sustainable responsible business. CSR is a process with the aim to take up responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, communities, employees, etc. CSR plays a vital role in developing and addressing various issues and challenges in rural backward areas. This research study concern about two most leading companies in FMCG products who plays a vital role in carrying down CSR Initiatives. This also tells about comparing and analyzing two companies .

CSR is a tool or process helps in , understanding the position which the corporate houses perform their moral, ethical and legal responsibilities for the development of the society through various way. In the era of globalization various social problems become hurdle in the development of the country such as migration, employment, climate change, income inequalities, social disintegration, peace, crime, environmental risk and hazards.

Objectives:

- To analyse and widely focus on csr initiatives undertaken by Hindustan and unilver ltd in rural areas.
- To identify strengths and weakness of HUL and Colgate Palmolive ltd .
- To recognize the policies and programs taken under rural area by both the companies .
- To know the case studies of HUL and Colgate Palmolive in detail

II. LITERATURE REVIEW

CSR in rural areas is crucial for inclusive growth and development (Kumar et al, 2017) .

HUL and CP have been actively involved in rural CSR initiatives, focusing on education, health, and livelihood enhancement HUL, 2022 CP, 2022.

Vethirajan.C, Ramu.C (2019) in his article on “Customers Perception Of CSR Impact on FMCG Companies – An Analysis” shows that CSR is actually about making sure that the company can produce on a sustainable base to ensure the equality to all its stakeholders, since CSR has come a long way in India.

However, it is hard for individual entities to make changes in the prevailing social structure of the country. But still, organizations have their strategical planning, technical proficiency, human resource, and financial support for delivering socially responsible measures to the society. Though, both the corporates and NGOs should join together for achieving faster social development within a short period.

This research paper discuss regarding how the companies have adopted challenges and opportunities face by the both companies. Also play a vital role in rural development and address the societal and environmental issues such as deforestation, irrigation, electricity, women empowerment , soil degradation etc.

Hindustan Unilever Ltd :

Hindustan Unilever Ltd is british owned Indian company that manufactures FMCG Goods all over globally .

Case study of Hindustan Unilever Ltd :

Project Shakti :

Project Shakti is a program started by Hindustan Unilever Limited (HUL) in 2001 to help rural women become their own bosses. It trains and supports over 100,000 women, known as 'Shakti Ammas,' to sell HUL products in their villages. This not only gives them a steady income but also helps HUL reach more customers in rural areas. Today Project Shakti has reached 165,000 villages and improved the lives of over four million rural households. It helps to empower and make women independent and earn their own money.

Impact of Project Shakti

HUL initiatives takes very important role in leading improvements in women empowerment and contributing rural development . Project Shakti particularly focuses on training and development programs, sessions for womens . This womens are coached by professionals.

Case study of Colgate Palmolive Limited :

Colgate Palmolive is company which is engaged in personal care products like toothpaste, tooth powder, toothbrush, mouthwash etc.

Bright Smiles, Bright Futures :

This case study focuses on that every children and their families have right to smile and have a good healthy smiles . They want to help people who don't have access to good dental care by educating them, checking their teeth for free, and helping them get the treatment they need. Their dream is a world where everyone has a healthy, happy smile!"

Impact of Project Bright Smiles, Bright Futures :

This projects tells that kids learn good habits like brushing teeth twice in a day and stay hydrated. And get a free health checkup by dental professionals and provide them free hampers of gift for seeing their happy faces . At the end of checkup every children get free dental health pack hamper of personal care products , along with toothbrush and toothpastes.

III. FINDINGS

1. Health and hygiene of both companies have contributed same in rural health and sanitation . Colgate Palmolive more focuses on health and safety

2. HUL project shakti has more importance in womens independency and providing them sources of income upto 1,00,000 women's .
3. HUL has more overreach than Colgate Palmolive in terms of contributing CSR initiatives .
4. Colgate Palmolive has less educational impact on HUL in terms of training and development

IV. CONCLUSION

Both the companies HUL and Colgate Palmolive has contributes successful csr initiatives . HUL initiatives are more focused then Colgate ltd . Both are appropriate in their terms and regulations together their contribution highlights the more CSR initiatives in private sector organizations focused on challenges faced by rural india . Further this research calculated sustainability of the improving models in geographically regional areas. Companies set their norms with government programmes for inclusive growth impact on rural areas.

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