

An Analytical Study on Corporate Social Responsibility: Ethical Practices, Sustainability, and Social Impact in Business

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Abstract: *Corporate Social Responsibility (CSR) refers to a company's commitment to operate in an ethical and sustainable manner, going beyond its legal obligations and profit-driven motives. CSR encompasses a wide range of practices, including environmental stewardship, ethical labor standards, community engagement, and transparent internal governance. The primary objective of CSR is to balance economic performance with the broader expectations of society, thereby generating goodwill, enhancing brand reputation, and contributing to long-term sustainability. This research paper explores the significance of CSR in the modern corporate landscape and analyzes various initiatives undertaken by companies. It highlights how responsible business conduct not only fulfills societal expectations but also strengthens corporate performance and stakeholder trust..*

Keywords: CSR, Philanthropy, Carroll's Pyramid, Sustainable Growth

I. INTRODUCTION

Corporate Social Responsibility is the concept that businesses should operate according to principles and policies that have a positive impact on society and the environment. CSR plays a vital role in business by increasing goodwill, improving employee engagement, and minimizing risk through strategic planning. It also encourages innovation and diversification. Through CSR, businesses can make a positive social impact while simultaneously enhancing their brand image.

Dr. Bhaskar Chatterjee, known as the "Father of Indian CSR," played a significant role in institutionalizing CSR in India. India became the first country to mandate CSR under the Companies Act of 2013, implemented in April 2014. According to this legislation, eligible businesses must invest a portion of their profits in areas such as environmental conservation, education, poverty alleviation, and healthcare.

In today's corporate environment, CSR is an essential component of business strategy. It aligns business operations with societal goals, helping create a sustainable and inclusive future. This research seeks to explore how CSR initiatives can enhance profitability, brand loyalty, and contribute to addressing social issues.

II. LITERATURE REVIEW

Archie Carroll's Pyramid of CSR provides a foundational framework explaining the responsibilities of businesses. Introduced in 1979, the model outlines four layers of responsibility: economic, legal, ethical, and philanthropic. CSR, according to Carroll, requires businesses to be profitable, comply with the law, act ethically, and contribute to society. The Triple Bottom Line (TBL) approach also supports CSR implementation by focusing on three critical dimensions: **People** (social), **Planet** (environmental), and **Profit** (economic). This approach ensures that business success is evaluated not only by financial performance but also by social and environmental impact.

Objectives:

- To study the concept of CSR.



- To understand the purpose and importance of CSR.
- To examine government regulations related to CSR.
- To analyze CSR activities through a case study.

III. RESEARCH METHODOLOGY

This study uses both primary and secondary data collection methods. Primary data was obtained through interviews with CSR managers, while secondary data was gathered from books, e-books, newspapers, company websites, and official CSR reports.

Government Regulation on CSR:

In India, CSR is mandated under Section 135 of the Companies Act, 2013. Companies meeting specific financial thresholds are required to spend at least 2% of their average net profits from the preceding three years on CSR activities. The Companies (CSR Policy) Amendment Rules, 2021, issued by the Ministry of Corporate Affairs, further clarified these regulations and improved compliance standards.

IV. CASE STUDY: GHARDA CHEMICALS LTD., LOTE

CSR Approach:

- Holistic Social Development
- Empowerment & Sustainability
- Environmental Conservation aligned with the UN SDGs
- Collaboration & Partnerships
- Stakeholder Engagement

Environmental Projects:

Green Belt Development & Miyawaki Plantation Project

- Objective: Reduce pollution and improve the local environment
- Method: Plantation of 20,000 trees using native species
- Location: 4 acres behind Gharda R&D Unit, MIDC Zone
- Partners: Oriearth Nature Foundation, Pune

Additional Projects:

- Environment education in 20 schools (3000 students)
- Ladghar beach cleaning (2 km area)
- STP reactivation at BRGH Lavel

Education & Sanitation Projects:

- Distribution of notebooks and books to 75 schools (3000+ students)
- Installation of digital education kits in 28 schools
- Donation of 150 computers to various schools and NGOs
- School infrastructure and sanitation upgrades (1000+ students)
- "Password" reading campaign for 1500 students across 5 schools

E-Learning Kit Distribution (Sample Schools):

- United English Medium School, Chiplun: 5 kits
- Rotary High School, Khed: 5 kits
- GovindraoNikam High School, Savarde: 5 kits

Computer Support (Sample Institutions):

- SPM School, Parshuram: 20 PCs



- Rotary Pratishthan, Khed: 25 PCs
- GIT Lavel: 75 PCs

Water Projects:

- Drinking water support for villages in Khed, Chiplun&Dapoli (5000+ beneficiaries)
- Construction of well and storage tank in Kotavali village (1500 beneficiaries)

V. CONCLUSION

The implementation of CSR practices has significantly benefited Gharda Chemicals Ltd. These activities not only address environmental, educational, and water-related challenges but also enhance the company's reputation and profitability. By engaging in CSR, the company builds stronger relationships with stakeholders and contributes meaningfully to sustainable development.

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