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# CSR and Film Industry in India: An Analysis

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DR. HARMAN SHERGILL<sup>1</sup>

## ABSTRACT

*In today's society, the phrase "corporate social responsibility" (CSR) is frequently used to describe the process by which a company demonstrates and grows its corporate culture and consciousness of society. In India, cinema is the most effective mass communication medium due to its capacity to blend entertainment and idea transmission. Numerous films have made an impact on viewers. It resurrects us from the tedium and rigors of daily life. Therefore, it wouldn't be incorrect to say that cinema is like a mirror that reflects the hopes, dreams, disappointments, and contradictions of society, which connects it to social responsibility for it. Avoiding stories like these that threaten social values and ethics becomes crucial. This research paper has the following objectives to study the evolution of the concept of Corporate Social Responsibility, the importance of the role of Films and Film Industry in CSR, the contribution of the Indian Film Industry to society via CSR and the usage of CSR as a blanket in the Film Industry for covering black money. The researcher has conducted a doctrinal investigation. Exploratory, descriptive, and analytical approaches were used in the research. The goal of the design was to investigate, describe, evaluate, and examine the current theories and provisions of the Act as well as the judgments rendered by the various courts and the steps taken to strengthen the Act, among other things. The government's effort to find a solution is examined, as are the implications of doing so to resolve the problem. The researcher used secondary data to narrow down the scope of the issue. The research is not empirical in nature and is based on legislation, rules, and regulations, as well as the report of the standing committee. These are reports made by nongovernmental groups and governmental agencies. International charters, United Nations conventions, and declarations are all tools for gaining information. The distinguished writers' books, articles in research journals, news media, and legal websites served as secondary sources for this investigation.*

**Keywords:** CSR, Corporate, Film Industry.

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<sup>1</sup> Author is a Member at District Consumer Disputes Redressal Commission, Patiala, Punjab, India.

## I. INTRODUCTION

*“Sustainability is no longer about doing less harm. It’s about doing more good”*

- Jochen Zeitz

### (A) Meaning of CSR:

Corporate social responsibility, or CSR for short, has never been static in its definition or explanation. Rather, it has changed over time. Locally, it may have different meanings, but the idea is always emphasized to improve people's lives.<sup>2</sup> The idea of CSR and philanthropy are frequently confused. Although philanthropy can be considered an important tool for advancing social welfare, the social sector never developed a unified concept. The goal of CSR, on the other hand, is to promote more consistent and committed socio-economic welfare. It is an organized, strategized, and well-planned concept.<sup>3</sup>

The term "CSR" is made up of the words "Corporate," which refers to businesses or other organized entities, "Social," which denotes all matters pertaining to society as a whole, and "Responsibility," which denotes the accountability between the two, i.e., businesses and society. Business practices that are accountable and respectful of communities, the environment, and employees are included in CSR.

### (B) Definitions of CSR:

The International Labor Organization (ILO) defines CSR as how a company takes into account the impact of its activities on society and affirms its principles and values in its internal methods and processes, as well as in its interactions with other actors. a voluntary company-driven initiative that addresses activities considered outside the scope of legal compliance”.<sup>4</sup>

In accordance with the provisions of these rules, Rule 2(1)(d) of the Companies (Corporate Social Responsibility Policy) Rules, 2014 defines "CSR as the activities undertaken by a Company in pursuance of its statutory obligation laid down under Section 135 of the Act, but shall not include the following:

- (i) activities carried out in the course of the company's regular business; provided, however, that any company carrying out research and development for new COVID-

<sup>2</sup> Nishith Desai Associates, Corporate Social responsibility & Social Business models in India, a Legal & Tax Perspective, available at: [http://www.nishithdesai.com/fileadmin/user\\_upload/pdfs/Research%20Papers/Corporate\\_Social\\_Responsibility\\_Social\\_Business\\_Models\\_in\\_India.pdf](http://www.nishithdesai.com/fileadmin/user_upload/pdfs/Research%20Papers/Corporate_Social_Responsibility_Social_Business_Models_in_India.pdf)

<sup>3</sup> C.V. Baxi and Ajit Prasad, Corporate Social Responsibility: Concepts and Cases: The Indian Experience 52- 55 (Excel Books, India, 2005).

<sup>4</sup> The ILO and Corporate Social Responsibility (CSR), available at: [https://www.ilo.org/wcmsp5/groups/public/---ed\\_emp/---emp\\_ent/---multi/documents/publication/wcms\\_116336.pdf](https://www.ilo.org/wcmsp5/groups/public/---ed_emp/---emp_ent/---multi/documents/publication/wcms_116336.pdf)

19 vaccines, medications, and medical devices as part of their regular business may do so for the financial years 2020–2021, 2021–22, and 2022–23, subject to the following conditions:

- a) Any of the institutions or organizations listed in item of Schedule VII to the Companies Act of 2013 must be partnered with for the purpose of conducting such research and development.
  - b) Specifics of such an activity must be made available separately in the Board's Report's annual CSR report.
- (ii) Except for the training of Indian athletes who will represent any State or Union territory at the national level or India at the international level, (ii) any activity carried out by the company outside the territory of India.
  - (iii) contributions made by the organization to any political party in accordance with Section 182 of the 2013 Companies Act, whether they were made directly or indirectly.
  - (iv) Activities that benefit company employees as defined in Section 2 of the Code on Wages, 2019 (29 of 2019), as defined in clause (k), are included in this category.
  - (v) Activities supported by businesses on a sponsorship basis in order to gain marketing advantages for their goods or services.
  - (vi) actions taken in order to fulfill any other legal responsibilities established by any applicable law in India..”<sup>5</sup>

Carries a greater sense of responsibility, and globalization has sparked a process whereby all business strategic decisions are filtered through the lens of CSR.<sup>6</sup> CSR practices have Aided in enhancing employee working conditions and in helping people comprehend how Business operations affect economies, communities, and the environment.

### **(C) Basic concept of CSR:**

Both business and society must prioritize social responsibility. Giving back to society what commercial entities have taken from it for their business activities is what is meant by corporate social responsibility. CSR is the ongoing commitment made by business organizations to operate morally and contribute to the economic growth of the State while raising the standard

<sup>5</sup> The Companies (Corporate Social Responsibility Policy) Rules, 2014, available at: <http://ebook.mca.gov.in/Default.aspx?page=rules>

<sup>6</sup> Namrata Singh, Rajlaxmi Srivastava and Rajni Rastogi, “Drivers of Corporate Social Responsibility in the Competitive Era” 2 *International Journal of Scientific Research and Management* 1561 (2014).

of living for their workforce, community, and society as a whole.<sup>7</sup>

In today's society, the phrase "corporate social responsibility" (CSR) is frequently used to describe the process by which a company demonstrates and grows its corporate culture and consciousness of society. It has developed into a means by which businesses make sure they are meeting their commitments to their stakeholders and are thereby qualified to hold a license for their business operations. CSR is seen as the outcome of the pressure society has put on businesses to address social issues like environmental protection and human rights. It goes beyond simple altruism and philanthropy. Companies have a responsibility to develop society along the lines of socioeconomic justice and to promote the welfare of neighboring communities. This responsibility is known as corporate social responsibility (CSR).<sup>8</sup>

Every member of society has a duty to act in a way that upholds social values and acceptable behavior. This includes both how they conduct themselves personally and how they conduct their business. The corporate world is permitted by society to conduct business operations and generate profits, but on the other hand, corporations are required to adhere to moral standards and refrain from any actions that would be harmful to the interests of society, such as. g. activities like manufacturing and selling contaminated products, exploitation of workers, and environmental pollution.

#### **(D) Importance and Relevance of CSR:**

There are numerous ways in which businesses engage with society. They invest, produce and sell their goods on the market, employ people, and engage in a variety of charitable endeavors. The environment is impacted by their business operations. These corporate entities are a part of society. They are unable to function independently. They have a duty and responsibility to take actions that are both in their own best interests and the welfare of society. Organizations and societies both depend on one another and are related to one another. A business entity receives labor, money, and raw materials from society and in exchange, it gives the community its products and services.

Historically, companies were only viewed as profit-making entities with a main goal of conducting business and generating profits for their shareholders. But as time went on, business organizations expanded their outlook. The business environment was altered by a number of new developments, such as the transition from a police state to a welfare state, the shift of power

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<sup>7</sup> Avinash Chandra, Benefits of CSR to Society and companies in India, available at: <https://www.avinashchandra.com/benefits-of-csr>

<sup>8</sup> Paulina Ksiezak, "The Benefits from CSR for a Company and society" 3 *Journal of Corporate Responsibility and Leadership* 59-61 (2016).

from capital to knowledge, the rise in literacy rates, globalization, and the development of faster means of communication and transportation, as well as the shift from a police state to a welfare state. Society began to expect more from business entities as a result of this, which created an environment.

The commitment of business entities to sustainable economic development is known as corporate social responsibility. To operate a business in a way that promotes the growth and well-being of society is what it means. Businesses have realized that society is made up of consumers, workers, reliable suppliers, shareholders, and rivals. They cannot live while ignoring any of them. In their relationship with them, they have obligations.

### **(E) Benefits of Corporate Social Responsibility**

Corporate social responsibility (CSR) programs have some advantages for businesses, communities, and the environment. CSR helps businesses develop a favorable reputation and brand image in the market, boost sales and customer loyalty, and recruit and keep talented and skilled employees,<sup>16</sup> brings an easy access to the capital, prevents government regulations,<sup>17</sup> introduces innovations and research in the business operations of the company<sup>18</sup> and contributes in the growth and profitability of the business. The community gains from CSR by having a higher standard of living, better health infrastructure and services, technology advancements, and a sense of social security among the populace. The disadvantaged groups in society were able to thrive and experience sustainable development.<sup>19</sup> The silent stakeholder, the environment, also benefits from companies' active use of environmentally friendly technologies, judicious use of renewable resources, waste recycling and the integration of environmental management tools into their business strategies, such as the adoption of environmental management standards and ecology. product friendly labels.<sup>20</sup>

## **II. ROLE OF FILM INDUSTRY IN CSR**

In India, cinema is the most effective mass communication medium due to its capacity to blend entertainment and idea transmission. Numerous films have made an impact on viewers. It resurrects us from the tedium and rigors of daily life. Therefore, it wouldn't be incorrect to say that cinema is like a mirror that reflects the hopes, dreams, disappointments, and contradictions of society, which connects it to social responsibility for it. Avoiding stories like these that threaten social values and ethics becomes crucial.

Because it has a significant influence on our academic, social, political, and moral lives, the impact of cinema cannot be understated. The audience consequently automatically absorbs what is shown on the movie screen. Our sense of style, responses, processes, and routines have an

impact on the movies we watch.

**(A) Does the Indian film industry have a corporate social responsibility?**

In terms of the quantity of films produced and the associated revenue, the Indian film industry has experienced unprecedented growth. The film industry has advanced significantly in the last ten years, going from coming in first place globally in terms of annual film output to earning Rs.93 billion in 2011. Yes, all of this is not shared by the producers and promoters, but it does provide employment for thousands of people involved directly or indirectly in the film's production, promotion, and final showing. It is enjoyable to see actors take on heroic roles and battle societal ills. The success of the Indian film industry could also have a social impact because many social problems could be solved with just a small portion of the money generated. Social action demands coordinated efforts from all sectors, spanning the horizontal and vertical spectrum, to bring about the necessary change. Innovative Financial Advisors Pvt Ltd is a platform that fosters sustainability as its central business strategy.

Although there isn't a single initiative that the film industry has taken, there are many ways that production houses are assisting the less fortunate areas of society through their social initiatives. Numerous lives can be changed with just a small portion of the yearly billions in revenue. The film community must take initiative in this matter. The answer could be to encourage the creation of a Social Impact Fund in which various production companies might have a stake based on their revenue from the previous year. This fund could then be used to donate to different NGOs, social incubators, the Prime Minister Relief Fund, or directly through impact projects run by the Trust itself. Each individual in the film industry must take action collectively to address this issue, and each individual can contribute their fair share of social responsibility.<sup>9</sup>

This does not necessarily fall under the purview of corporate social responsibility (CSR), as many production companies and media partners do, and their share of the contribution should not be combined with the social responsibility associated with all those who have the ability to improve the lives of underprivileged groups in society. In collaboration with a socially responsible Indian film industry, Innovative Financial Advisors Pvt Ltd is working to improve the social aspects of livelihood, education, health, and environment that can be used as a tool to build a sustainable

**(B) Role of Films in Corporate Social Responsibility**

The film industry can interact with their target audiences through films, which enables them to

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<sup>9</sup> Available at <https://fiinnovationblogs.wordpress.com>

firmly establish corporate social responsibility (CSR) practices. While CSR is currently a popular tool in developed nations, most businesses in developing nations have only recently realized how crucial it is to ensuring long-term business success.

The medium of film provides a public forum for discussion and information exchange. A two-way flow of information enables businesses to communicate their CSR initiatives and stakeholders to get involved and give quick feedback. What do we mean by that?

Crowd sourcing ideas creates a surplus of possibilities that are simply not possible within the traditional CSR department vacuum. Employees, clients, and other stakeholders have the chance to present concepts, designs, and ideas for the implementation of new sustainable initiatives through films.

Customers and other stakeholders have the chance to talk about their experiences, satisfaction, or dissatisfaction in films, which reveals process, communication, and CSR initiative implementation flaws. Companies can redesign their initiatives and directly address criticism after reviewing stakeholder input.

### **(C) Audience**

Due to the two-way flow of information they present, the film industry does in fact run the risk of spreading unfavorable information. The spread of negative information across Films is a problem in and of itself, but the solution lies in staying on course and being as transparent as possible while being guided by Films principles. A company's ability to have meaningful conversations with stakeholders is enhanced by using films wisely. Making the best use of such a potent tool may therefore be essential to ensuring a sustainable future.<sup>10</sup>

Movies remain the ideal medium for disseminating concepts and knowledge. Companies must develop strategic plans for using film platforms to their advantage and the community they serve as a whole to achieve a successful CSR.

## **III. ROLE OF CSR FILMS IN DRIVING SOCIAL CHANGE**

It's heartwarming to see a child smile, but it truly brightens your day to learn that you're the cause of that smile.

Over all other emotions, we humans have always valued love and compassion. No matter how vile, cruel, or haughty we may turn out to be, we will never lose our core—the part of us that enjoys sharing joy.

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<sup>10</sup> Available at <https://www.youtube.com/watch?v=99QMldUh1zk>- Zee media initiative for helping Kerala during massive floods in 2018.

We occasionally lose sight of this, but even then, all we need is something or someone to serve as a reminder of our true selves and our innate virtues. CSR has aided businesses in spreading happiness, giving back to the community, improving society, and affecting environmental change. They used CSR as a chance to help others and strengthen the community.

The policy has evolved from being a mandatory regulation to a voluntary endeavor, which is what makes it so appealing. More and more businesses are prepared to combine a sizable portion of their resources in order to improve the world. Finally, corporations have reached a point where success and society are equally important, where efficiency and compassion are essential, and where progress and people are indistinguishable.

According to a survey by KPMG India, the biggest companies in India spent Rs7, 536.30 crores (roughly \$1 billion) on corporate social responsibility (CSR), or welfare programs like health and education, in the fiscal year that ended in March 2018. The top 100 listed companies in India were examined in the survey's analysis of CSR spending. When India first required large private and public sector companies to spend at least 2% of their net profits on special development projects in 2014, the top Indian companies' CSR spending increased by 47% in 2018. '.

The way that businesses carry out CSR initiatives is the key to their success and the way that they benefit people. They are aware that issues evolve. In addition to the problems changing, people also do, and organizations are more than happy to adapt and take the necessary actions in this constantly changing environment. As a result, CSR practices have changed and expanded over time.

Although the idea of a CSR film is relatively new, it has quickly gained enormous popularity. Because they recognize the potential the medium possesses and the influence it commands in bringing about seismic social changes, more and more businesses are expressing interest in CSR.

The stakes for CSR films are increasing, and CSR filmmakers like the Visual House rise to the occasion and handle this kind task by pushing the limits and utilizing the medium to achieve various goals:

### **1. Spreading awareness and education:**

CSR films have repeatedly shown to be the most effective medium for raising awareness. People are drawn to it because it is an audio-visual medium. It becomes even more interesting when a CSR movie is narrative-driven because the viewer can relate to the story and feels like they are a part of it. Films are the best medium for showing a "cause and effect" relationship (on the

subject at hand) because most awareness programs place a strong emphasis on it. Since they can enjoy a story while still learning the main lesson, it primarily serves as a treat for the viewer. <https://www.> In this video, Hindustan Unilever explains the value of water in a very basic way by using the example of a shower in a village.<sup>11</sup>

CSR movies do a great job of enlightening the general public about various problems and assisting them in finding solutions. Without physically being there, an organization can reach a large audience through CSR films and offer them step-by-step instructions. CSR films are effective educational tools due to their visual nature, which provides step-by-step instructions for solving problems. This is especially helpful for those who struggle to read or understand complex jargon.

### **2. Allowing viewers to contribute:**

CSR movies can also be used to appeal to viewers' sensibilities and altruism. The audience of a CSR film may be asked to make a donation in support of a cause. The movie puts the audience in a position where they can empathize with the victim of a particular situation and ultimately assist them. In this manner, the business not only carries out its own obligations but also decides to take the initiative and foster a sense of community among the people, where they can contribute and aid one another. Because a person's individuality is rooted in the acceptance and cooperation of a large society, to which everyone owes a debt, they naturally emphasize the idea that we should take care of one another. An illustration is <https://www.youtube.com/watch?v=99QMldUh1zk> - Zee media initiative for aiding Kerala during the 2018 floods.

### **3. Filling the stakeholders with pride:**

The welfare of all stakeholders must be taken into account in CSR. A company's stakeholders are the reason why it is in business. Every person who has even a remote connection to the business and affects or contributes even in the slightest way is a stakeholder, and the business is responsible for ensuring their well-being. These stakeholders include a large pool of people, from suppliers to customers, employers to employees. However, it is impossible to gauge a stakeholder's well-being solely in financial terms because this stakeholder's internal moral fulfilment is also crucial. The stakeholders are elated when a CSR film highlighting the actions taken by the company to improve the lives of its constituents is produced. They are not only delighted, but this also serves as a powerful motivator and raises their spirits. In this way, the company maintains the culture of the company, where each stakeholder believes they have

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<sup>11</sup> Available at <https://www.youtube.com/watch?v=OSb5afmesJQ> -Hindustan Unilever

served a greater good and have all worked together to advance society.

Because of the science and psychology involved, a CSR film performs better than a variety of other mediums.

#### **4. It makes information entertaining**

It's common belief that anything with an educational focus is uninteresting and far away. This makes it challenging to raise awareness and educate people. Brochures, pamphlets, classes, and other traditional information dissemination methods no longer work on people. But a movie can deal with all of this because it's appealing and catchy, has a story, gives viewers a satisfying feeling, and keeps them interested until the very end.

#### **5. Standardized, exact interpretation**

A CSR movie is comparable to a tangible good that won't change over time and won't be misunderstood. An organization must be extremely careful about the message it conveys to the public because there is no room for error in this process. The company's philosophy ought to be communicated to the public unedited. Using a CSR film, this can be resolved. When employees or company representatives are dispatched to different regions of the nation to communicate, it is quite possible for them to err in their delivery of the concept or the ideology and unintentionally convey a message that is different from that of the organization. As opposed to this, using a CSR film allows for the most precise delivery of the desired message while also avoiding common human errors.

#### **6. Reduces Human Cost**

It can be expensive and hazardous to hire staff and send them into interior spaces. With the widespread use of cable and the internet, these issues can be easily solved with a CSR film. This procedure helps to keep workers safe and saves money that can be put toward other charitable endeavours.

#### **7. Vast Reach**

CSR movies have the potential to reach many different places and a large number of people, as was previously mentioned. In addition, people share and like them. A CSR film can go viral thanks to the growing popularity of video content. Millions of people could potentially watch and share a good CSR movie.

What a CSR film can accomplish is obvious, but it's not an easy task. It requires craft and knowledge. The Visual House, an organization, has been using its technical resources to project CSR movies because we believe in their strength. As an exclusive CSR filmmaking company,

we have consistently used the ideal blend of technology, storytelling, and innovation in our CSR films, where we put forth all the necessary effort to bring about a change in the most groundbreaking way. We are here to assist in the organizations' efforts to improve the world because we understand their motivation.

### **8. Influence of Films to the Society**

The interaction of various facets of human society is greatly influenced by literature, art, music, and film. Individuals from various cultures and faiths are able to comprehend each other's most profound emotions and feelings through these mediums. Love, respect, and friendship blossom from that understanding. A government has never been able to do as well as the Indian film industry in bringing Indian culture and customs to the attention of a global audience when it comes to movies.

The development of modern Indian society was influenced by Indian films in all languages. Our movies also had a significant impact outside of India. No amount of government or ruling party propaganda could inspire the same level of love for Indian music and culture as movies do.

For instance, Raj Kapoor enjoyed great success in the USSR, South Asia, China, and the African continent as a whole when he produced comedies with a social message. People in these nations learned about Indian culture, lifestyle, feelings, and social and family values through his films.

In addition to the Indian moviegoers, Raj Kapoor also left an enduring impression on the minds of foreign viewers. As a result of his enormous popularity in the USSR, when he arrived in Moscow on one occasion, hundreds of his supporters lifted up his taxi and carried it for a short distance. In an interview, Rishi Kapoor described this incident.

The Soviet Union's "Bradgaya" name was given to the movie *Awaara*, which was then a huge success. 64 million tickets were sold over the following few months, and the movie is still the third-most-watched foreign film in Russia. It is difficult to pinpoint the precise cause of Raj Kapoor's films' popularity, but Pandit Nehru's India's strong identification with socialist nations may be one of them. Because of this, people in socialist nations came to understand and respect Indians and their culture.

In addition, Raj Kapoor's movies had a straightforward plot and stirred up universal feelings, so that a global audience could enjoy them.

The entire South Asian region, the USSR, East Africa, the Middle East, Afghanistan, Central Asia, and Eastern Europe all experienced a sensational success with *Awaara*. Film fans all over the world have learned to sing the well-known song *Awaara Hoon* (I'm a vagabond), which was

written by Shailendra and performed by Mukesh. The majority mispronounced many of the words and did not understand the lyrics. However, they were affected by the feelings and could relate to the song's theme and music.<sup>12</sup>

At the 1953 Cannes Film Festival, *Awaara* was also a nominee for the Grand Prix. More than 200 million tickets for the movie have reportedly been sold abroad, with more than 100 million of those sales taking place in China. International experts have ranked it among the most successful movies of all time due to its enormous popularity in so many different nations. In 2012, *Time Magazine* included it in their list of the 100 greatest movies ever made.

Raj Kapoor won the hearts of people all over the world with his Charlie Chaplin-like appearance and very unassuming attire, as well as his work in movies like *Awaara* and *Shree 420*. The adoration of Raj Kapoor in the USSR, in the opinion of critics, was comparable to that of The Beatles in Europe and the USA. The films of Dev Anand and Dilip Kumar started to make their way into the USSR after Raj Kapoor broke the ice. The 1952 film *Rahi*, directed by Dev Anand, is said to have been distributed in the USSR in 800 prints with subtitles in 15 different languages.

*Rahi*, a movie produced and directed by the well-known K, was based on the book *Two Leaves and a Bud* by Mulk Raj Anand. A. Abbas, Achala Sachdev, Balraj Sahni, Nalini Jaywant, and Dev Anand all acted in the movie. The movie performed mediocly with foreign viewers, falling short of *Awaara* despite Dev Anand's high expectations for its future.

Later, when performers like Mithun Chakraborty, Sridevi, and Shah Rukh Khan entered the scene, Indian cinema was already well-known around the world, and their films also gained popularity. More than \$20 million has been made by the movie *My Name Is Khan* starring Shah Rukh Khan. Hollywood fortunes have been amassed by movies like *Dilwale*, *Chennai Express*, *Raees*, *Jab Tak Hai Jaan*, and *Don*. The Bollywood Khans, Ajay Devgn, Deepika Padukone, and other actors are currently the most well-liked celebrities not just in India but in many other nations as well.

It was recently reported that a woman by the name of Ashwani Deshpande was having some trouble sending money to an Egyptian travel agency. But she was shocked by the agent's reply. You are from Shah Rukh Khan's nation, he retorted. I believe you. I'll make the reservation, and you'll pay me later. I wouldn't do this if I were anywhere else. Nevertheless, anything for Shah Rukh Khan. "

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<sup>12</sup> Available at <https://fiinnovationblogs.wordpress.com/>

Soft power means exactly that. This was impossible for a political leader to accomplish. The name of Shah Rukh Khan was the only thing that could have gotten the travel agent to cooperate as much as the Presidents of the USA, Russia, or China. True to form, the Bollywood star also graciously thanked the agent for his consideration of an Indian national. This incident serves as a good example of the influence that artists and films can have on audiences worldwide. India is fortunate to have one of the most thriving film industries in the world, as well as a large number of extremely talented celebrities whose influence transcends all national boundaries. The international community has noticed India's soft power.

#### **IV. ANALYSIS OF BOLLYWOOD FILMS AS A CULTURAL EXPRESSION**

Bollywood is the term used for India's largest film industry. Bollywood produces films that are in the language Hindi. As well as being India's largest film industry, it is also the largest film industry in the world in terms of producing movies, as it produces over 1000 movies each year. It is a billion dollar industry and a significant contributor to India's economy.<sup>13</sup>

Bollywood has enormous cultural significance. It is more than just the film industry; it is a phenomenon in culture. Bollywood is greatly influenced by Indian society and reflects India's vibrant and distinctive culture. Bollywood movies have reflected the shifting morals and values of Indian culture throughout their history. Indian culture is largely represented in Bollywood movies. For instance, most movies depict Indian weddings, where actors dress in ethnic attire and sing in Indian languages. Direct references to Indian traditions and practices are made in a number of the plot lines. Due to the fact that most big-budget Bollywood movies are released on significant festivals like Diwali, Holi, Ramadan, or Eid, they have integrated into holiday celebrations and are considered an integral part of Indian culture.

While Indian society has a big influence on Bollywood, the opposite is also true. Bollywood music, movies, and celebrities have a significant impact on Indian culture. For instance, Bollywood movies create fresh trends in fashion, and people look to Bollywood for ideas on what to wear. The following wedding season in India, if an actress wears a new style of wedding dress, it quickly becomes popular among brides there. Songs from Bollywood films are played at every wedding, party, and festival in India, and Bollywood music has a significant influence on Indian culture. Bollywood has benefited India's economy by generating jobs and improving India's reputation abroad. The two cultures are ultimately entwined and complementary.

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<sup>13</sup> Available at <https://www.sutori.com/en/story/analysis-of-bollywood-films-as-a-cultural--LFLfUiPe9vAGcaDypxgsp9eF>

### **(A) Contribution of Sushant Singh Rajput to the society**

How positively it will affect our society if CSR is taken seriously. Serving the country is not only the responsibility of soldiers, but also of all the citizens who make contributions in various ways.

Sushant Singh Rajput was well-known all over the world for his acting prowess and upbeat demeanor. He had, however, repeatedly demonstrated that he was not only an actor, but also a social worker. He had always made a point of giving to society just as much as he had received. Through relief funds and other initiatives aimed at giving back to society, he had made a number of contributions.

The following list highlights some of Sushant Singh Rajput's contributions to the lives of millions of people:

#### **1. Nagaland Floods, 2018**

Sushant Singh Rajput made a covert donation of Rs. 1.25 crore in 2018 to help with the flood relief in Nagaland. The governor of the state of Nagaland, PB Acharya's son, revealed how Sushant assisted the administration during a trying time in a Facebook post. "He arrived in Dimapur subtly and gave the chief minister, Neiphiu Rio, a check for 1.25 crore rupees. He continued, saying there was no fanfare and it wasn't a publicity stunt.

#### **2. Kerala Flood, 2018**

Kerala experienced the same natural disaster as the Nagaland Flood in the same year. Sushant Singh Rajput reacted to the crisis quickly. He donated 1 crore rupees to the Kerala Flood Relief Fund, but the act was not widely publicized or disclosed.

#### **3. Sushant 4 Education**

Sushant was a smart and talented student from the beginning. He won the Physics National Olympiad. Additionally, he earned a seventh-place finish in the 2003 DCE Entrance Exam. As a result of his love of learning, he launched an initiative called Sushant 4 Education through which he assisted young people in receiving the education they required.

#### **4. Women Entrepreneurship Platform**

Additionally, Sushant Singh Rajput agreed to a contract with NITI Aayog for the Women Entrepreneurship Platform. "I was surprised to learn that NITI Aayog has been taking such great initiatives," Sushant said. It is imperative that we encourage female entrepreneurship. We should recognize that women make a significant contribution to the GDP and encourage their participation in various professions and services. If I can only serve as this project's catalyst, I'll

be content.”

### **5. Savior**

An interview with Sushant's friend and coworker, choreographer Ganesh Hiwarkar, revealed that Sushant prevented him from killing himself in 2017. Additionally, he claimed that when he was having trouble in the business, Sushant was the first to help him out. He assisted Hiwarkar with advertising and paid for the printing of his dance class brochure.

### **6. A True Patriot**

Sushant was seen using his hands to serve food to the Indian Soldiers in a throwback video that one of his fans posted. The people realized that despite his success in the field, he was a very grounded person with deep roots.

Despite the short seven-year span of Sushant's career in Bollywood, he managed to win the hearts of the whole country. His followers admired and respected him. He made a lasting impression on many people's lives and continued to give back to society right up until the end of his life.

## **V. CONCLUSION AND SUGGESTIONS**

Like Priyanka, some celebrities sweep the streets to increase brand value, some opt for auctions where they dine with themselves, volunteer to spend time with the less fortunate, and some auction off their clothes and other items for charity. Interestingly, even their autographs were auctioned for \$1 billion as part of their personal social responsibility. No doubt they cast a mysterious spell on their fans and tell them they don't care! YouWeCan (Yuvraj Singh Foundation), Satyamev Jayate (Aamir Khan Productions), Being Human (Salman Khan's Foundation) are just some of the personalities who have carved niches for themselves to strengthen ties with their adoring fans. On the one hand, the celebrity personally serves this purpose, on the other hand, they also create a social brand by creating a social enterprise for the benefit of society (to further strengthen his goodwill).

In a country like India, where actors are worshiped no less than God and the entertainment and media industry is growing rapidly at 11.8% (in 2012) with extremely high returns (on investment), there is little to see in the way of CSR measures. Everything you see is on the screen, off screen the movie will not scroll.

For unknown reasons, the multi-crore rupee industry is yet to take a strong stand on CSR initiatives. Instead, as part of a social initiative, the film's story either revolves around a cause, promotes a social cause during advertising, or references the NGO's logo in an on-screen

slideshow and generates ticket revenue. The sale is dedicated to this purpose. . Behind the scenes, they don't give money to NGOs, and NGOs don't take money from them. The exhibition has even brought in NGOs to present their brands to a wider audience and if people are there to see them, they get to know us better. Surprisingly, the association was a form of barter.

Likewise, a growing industry should really try to regulate social classes that require undivided attention. As the government supports the protection of Indian theatre, dance and music, the industry needs to come together to regroup its lost essence of social responsibility.

**(A) Suggestions:**

To overcome the challenges and make the CSR initiatives a success in India, there is a need to take some remedial steps. To increase the effectiveness of CSR initiatives and deepen its root in the core business of the companies some suggestions are made. They are as follows:

- The general public needs to be made aware of the importance of CSR. Businesses should host camps to inform the locals living close to their operational site about their CSR initiatives. The media should also highlight the positive work that businesses are doing because this will help to sway public opinion in favor of CSR. This media initiative will encourage other businesses to use their CSR initiatives to effectively raise awareness of the problems relating to employment, healthcare, education, and the eradication of poverty. Companies and Non-Governmental Organizations should combine their resources and create synergies to implement their CSR initiatives effectively. As a result, CSR initiatives will become more focused on impact and results. The company's core business and CSR initiatives should be closely aligned, and for greater effectiveness, businesses should develop a strategy backed by all of their executives.
- To develop a specific procedure or code for examining the wealth and resources of movie stars and the industry using informational resources.
- Having access to the sources of funding for CSR without compromising the latter's privacy.
- To combat the demons of tax evasion, money laundering, and other illicit activities carried out under the guise of CSR, it is important to ensure the transparency of how this money is used for the benefit of the various segments of society.
- The new rules for social media influencers to control promotions may result in higher costs for advertisers as they may have to spend more on producing compliant content.

The government published endorsement guidelines for public figures and social media influencers, requiring them to disclose any financial compensation if they are promoting a service or a business on those platforms. A fine of up to Rs. 50 lakh will be assessed if this is not done. The disclosures must also be prominently and plainly visible, and they must include terms like "advertisement," "sponsored promotion," or "paid promotion" as part of their endorsements. Consumers may become more aware of sponsored endorsements, which may cause them to have fewer faith in their validity. The relationships between advertisers and influencers and other endorsers may need to be more transparent in order to avoid increased scrutiny of these relationships.

- According to the new rules, they shouldn't support any good or service that they haven't used or experienced themselves or for which they haven't done their due diligence. Any celebrity, influencer, or virtual influencer who has access to an audience and who has the potential to affect that audience's opinions about a given good or service, brand, or experience must disclose any relevant financial or other relationship to the advertiser. In addition to benefits and incentives, this also includes monetary or other compensation, travel or lodging expenses, media bartering, coverage, and awards, free products with or without restrictions, discounts, gifts, and any familial, interpersonal, or employment relationships, according to a statement from the Union Consumer Affairs Ministry.
- In accordance with the 2019 Consumer Protection Act's regulations, the guide was published. According to the Act, consumers are protected from deceptive advertising and unfair business practices. How strictly the rules are applied and how well they are explained to consumers and advertisers will likely determine the disclosure's overall impact. Making movie stars subject to a semblance of a legal obligation will help them understand their moral and social obligations to society.

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