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Harmonizing Business and Ecology: Unveiling Environmental Social Responsibility in Corporate Strategies

MRADUL NARAYAN PANDEY¹ AND DR. LAKSHMI PRIYA VINJAMURI²

ABSTRACT

Corporate Social Responsibility is a modern concept that focuses on the obligations of corporate on social welfare. It is done by the investment of certain limit of profit in public welfare activities like education, poverty, environment, hunger etc.

Although this concept is not defined anywhere but it can be understood very easily in its application. It is a multi-disciplinary concept and can be studied in environment, social, economical aspect. Through thus research paper, it is studied in automobile sector with the collection of the secondary sources data through a thorough literature review. It is based on quantitative analysis of the companies like Tata Mahindra, BMW, ford etc. the data has been examined through various books, articles, newspaper, journals.

The paper talks about the scheme of the companies to serve the welfare of the society through corporate social responsibility at global level and the steps taken in automobile industry by these big companies to serve environment, education, safety and welfare of the public. It tells about the implementation of the Corporate Social Responsibility policies in India as well as the foreign. Through this research the concept of corporate social responsibility is studied in detail and it is known whether it exists only India or outside it.

Keywords: *Corporate social Responsibility, Automobile Industry, Tata Motors, Mahindra and Mahindra Ltd, BMW, Ford.*

I. INTRODUCTION

Taking into account the need for sustainable development, corporate social responsibility has become an extremely important subject not only for companies but also for communities and public policy.

In today's era, business serve their key role in and commercial development of country. Any country devoid of business activities would be financially weak. It cannot be stable at both natural and global level. Business insures the flow of money not inside country but also between

¹ Author is a student at Law College Dehradun, Uttarakhand University, Dehradun, Uttarakhand, India.

² Author is an Assistant Professor at Law College Dehradun, Uttarakhand University, Dehradun, Uttarakhand, India.

different countries. A country with weak economy will not be able to manage its diplomatic / political affairs. thus, business activities are common in every country.

Due to business activities, there is a lot of companies, corporation, framework etc. it led to building of corporate sector When this sector operates it not only causes development but also harm environmental and society too. This led to evolution to two concepts called CSR (corporate social responsibility) and ESR (environmental social responsibility) .CSR led to various instinctive where corporate have played a dominant role in addressing issues of educational, health environment and livelihood through their corporate social responsibility

In India , organisation have recognised that bridge growing their business it is also important to shape responsible and supportable relationship and with the community at large.

II. CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility (CSR) Refers to a business practice where companies aim to contribute positively to society beyond their financial interest. This involves considering the impact of their operation on the environment communities and various stakeholders

Examples

- **Sustainability of environment:** it covers the aspect of causing less harm to environment in business activity by effective green practices i.e. eco-friendly methods, reducing carbon footprints and supporting renewability energy
- **Community participation:-** it includes educational initiatives, volunteer programme and investing in local community.
- **Ethical labour practices:-** it includes fair labour practices like fair wages for men and women, healthy and safe working condition, compliance with law, promoting peace and harmony and fair wage policy.
- **Supply change responsibility:-** it is associated with monitoring and improving the ethical and environmental practices of the suppliers in corporate sectors.
- **Charity:-** it is the donation of part of profit to NGO (Non-Governmental Organization), hospital orphanage, old age homes or other charitable organization.
- **Educational initiative:-** it is the support by the corporate sector in educational field by promoting and aiding in educational programme, scholarships or vocational training to enhance skills and communities.
- **Humanitarian aid:-** it is concerned with providing assistance during national disaster

or supporting humanitarian causes. It can be done globally.

- **Product responsibility:-** the products so manufactured for the customer should be in compliance with the law and guidance it should be safe and have transparent labelling.
- **Transparency and accountability:-** providing clear information on business practices, financial performance, fair balance sheet and the fund utilised in CSR activities.
- **Health and wellness programme:-** offering employee's wellness programmes all initiatives that promote a healthy work life balance.

III. LEGAL FRAMEWORK OF CORPORATE SOCIAL RESPONSIBILITY IN INDIA

The companies act 2013: section 135 makes CSR mandatory for certain companies which fall in the criteria mentioned in this section according to this section if a company with a net worth of 500cr or more , turnover of 1000cr or more or a net profit of 500cr or more during an immediately preceding a financial year. Such company must allocate at least 2% of the net profit as CSR.

Requirement – such company shall constitute a CSR committee of the board having three directors out of which one director should be independent director but in case of section 149(4) there is no need to appoint independent director

Activities which may be included by companies are

1. Eradicating hunger, poverty and malnutrition.
2. Promoting health care
3. Promoting education which can include special education to children, women enhancing their vocational skill.
4. Promoting livelihood enhancement project.
5. Promoting gender equality women empowerment
6. Setting home and hostels for orphan and women, setting up old age home
7. Contribution to public funded University IIT, national laboratories and autonomous bodies stabilised under department of atomic energy, department of biotechnology and etc.

IV. CORPORATE SOCIAL RESPONSIBILITY IN AUTOMOBILE INDUSTRY

India occupies is the fixed largest automobile sector in the world the share of this country is increasing with time due to the rise of population income of the people in the need for the private vehicles as the stakes of the people are increasing in Indian market, the corporate social

responsibility investments of this sector is also increasing. The following examples are:-

1. Tata Motors

A Tata motor's is the highest market occupier in the automobile sector. The uniqueness of this company is that it takes corporate social responsibility very seriously. As per the corporate social responsibility report of financial year 2019-20, Tata motors invested approximately 25crore out of which 22crores were utilised in CSR programmes and research drinking water projects. It also had a huge investment toward national disaster from this CSR fund. Major portion of the fund were deployed in the project mode inner part of a common minimum programme and location specific programme. In addition, approx. 2crore were dedicated toward Maharashtra flood response program. Small portion was also deployed in Sumant Moolgaokar development. The uniqueness for 2 programmes is that the funds were mobilised through voluntary contribution from the employees.

Tata motors have implemented initiatives under its key areas as per the tata groups vision. These areas include health, education, environment and rural development. The scope and the depth of the CSR programmes of this company is increasing consistently and positively which have touched 8 lakhs lives in year 1920 the major people were benefited were SCNST. This shows that Tata motors have contributed in promoting the backward class of the society.

The company has mobilised more than 50 percent of the resources to partnership and collaboration for its project. It has been working with under privileged community over the years in the vicinity of its plants. These plants are located both rural and urban areas the CSR programme its being satisfactory in better serving their evolving needs.

Enable Initiate programme:

Enable stand for Engineering and Neet Admission Bridge Accelerated Learning Engagement It is an initiative taken by Tata motors to groom the student of class 11th and 12th from JNV's so that they could appear for JEE NEET competitive examination JNVs are free residential government school that promote and support the meritorious students from the urban areas JNV'S are from highest ranking CBSE school

Scholarship Program

At Pune Tata motors took the initiative of girls' scholarship program with intention to drop out the rates from among girls that studies from class 8th to 10th so that their marriage could be delayed until the beneficiary attains 18 year of age This program was done to prevent the girls over forced to work to support their family income or to take care of their younger brother or

sister.

2. Mahindra and Mahindra ltd

The company offers the wide range of products which are SUVs, electric vehicles, pick ups, commercial vehicles, tractors, two vehicles etc.

This company focuses on CSR to attain positive and sustainable change in the society. The CSR of this company focuses at the development of youth, farmers and girls through various programmes. Includes: education, health, environment etc. the company has grown rapidly since 1947 from financial year 2014-15 when this company got mandated to CSR since then it hasn't failed in spending the CSR amount. In the financial year 2019-20 the company exceeded its CSR from its prescribed amount. This exceeded CSR amounts to 10 crore approx. .

Project Nanhi kali

This is the CSR programme for underprivileged girl in India. This provides 10 years of formal schooling to the girls belonging from low-income families. The project has attained positive result. This CSR project has affected about 4 lakh girls live.

The efforts by the nanhi kali team was remarkable as they doubled their efforts in post covid phase and started providing quality education to digital medium as well.

Mahindra pride schools

It is a livelihood training programme for youth belonging from socially and financially disadvantaged community this programme is for 90 days. With a 100% placement record the nine schools in Pune, Patna, Chandigarh, Haryana, Varanasi and pre-school in Chennai collectively trained and placed 6000 students in a year 2019-20.

Project Hariyali

Project hariyali is a CSR programme launched by this company in 2007 to contribute to the environment. Under this project the company aims to plant 1 million trees to Indian green cover every year now this project has become a movement not only for the company's employee but also for the customers, vendors, dealer etc

In 2022 this project was awarded India's best CSR project by ISPCI (Indo French Chamber of Commerce And Industry) in the financial year 2019-20 this company at planted 1.32 million trees and from 2007-2020 it has planted total of 17 million trees.

Integrated watershed Management Programme

It is project in Public private partnership model with the government of Madhya Pradesh in

Bhopal and in Hatta with NABARD. This project aims to increase the ground water table of the region it has been implemented in 48 villages of Bhopal and Hatta. Through this project Mahindra and Mahindra Ltd. Had in increasing the agricultural productivity of that region and improving the standard living of the people of that region.

3. Ford motor company

It is an American multinational automobile manufacturing company in United State of America the founder of this company was Henry Ford this company is famous in world for selling of automobile and commercial vehicle this company is listed in New York stock exchange and is controlled by Ford family.

Contribution to environment by this company

In 2008 the company took remarkable initiative to use post industrial waste. It Something that is intended to use and include anything from plastic intended for bottles to undyed polyester fibre this initiative was believe to be the first US automotive use of 100% recycled fabric setting surfaces . In this plastic and polyester is processed spun into Yarn , dyed and woven into seat fabric this initiative the recycling waste which would be otherwise gone to the landfills has now being used and recycled .

Landscaping:

This initiative was taken by Ford Company or the conservation of natural resources, improving the habitat and lowering the cost. To serve this purpose it has installed 200 acres of landscaping around his corporate property

The company designated prairie fields as grow zones. It contributes to the preservation of natural resources providing the wild life habitat, absorbing the water and reducing soil erosion etc

Recycling of the vehicles:

Dismantler and shaders process most of the vehicles they collect the materials recycling reuse and re manufacturing. About 75% of the automobile content which include still iron copper etc is recycled.

4. Tesla

Tesla is an American company that makes solar panels, batteries for cars, and power storage devices for homes. It also makes electric cars. It was named after Serbian-American inventor Nikola Tesla and was established in 2003 by American businessmen Martin Eberhard and Marc Tarpinning. It rose to prominence as one of the most well-known auto brands worldwide quite

rapidly.

Tesla's advancements in electric vehicle (EV) technology and decreased reliance on conventional fossil fuels have had a substantial positive environmental impact. Their electric vehicles reduce air pollution since they have zero exhaust emissions. Tesla is securing more sustainable future by introducing solar products and energy storage solutions as part of its push for sustainable energy.

One way that Tesla has benefited society is by promoting innovation in the automotive sector through the use of electric vehicles, which has raised public awareness of and acceptance of sustainable mobility. Their developments in autonomous vehicle technology are intended to improve traffic safety. Local economies are stimulated and job possibilities are created by Tesla's Gigafactories. Furthermore, Tesla contributes to combating climate change and encouraging a shift to more ecologically friendly activities by supporting renewable energy options.

5. BMW

Bayerische Motoren Werke is a German multinational company known for manufacturing luxury vehicles and motorcycles it was established in 1916 and has grown up world's leading premium car makers it used to manufacture world range of vehicles from compact cars to sport cars and SUVs this company as a strong reputation and global presence in the world .

Concern for the environment

This company favours recycling management the intelligent design and use of the renewable raw material Makes possible for the company to decrease the consumption of the valuable resources the pure material fibres are reused again but the plastic re enforced carbon fibre have to pass through pyrolysis and can be processed further. The car producers is planning for the future by optimising recycling structure

BMW's environmental guidelines based on ICC Charta on Sustainable Development and Agenda21 were established 1993.

The International Declaration on Cleaner Production of Environmental Program was signed in 2001 BMWs is aiming to contribute towards combating climate change by limiting the greenhouse gases emission through use of renewable energy resources implementation of effective production process and manufacturing of efficient vehicles.

6. KIA

South Korean automaker Kia Corporation makes cars. It is a member of the Hyundai Motor

Group and is well-known for manufacturing a variety of automobiles, such as electric cars, SUVs, and sedans. Kia's emphasis on design, affordability, and cutting-edge technology in the automotive sector has earned it distinction on a global scale.

The company has taken number of steps to improve the environment and to promote greener transportation and lessen dependency on fossil fuels; Kia has created vehicles like Kia Soul EV and Niro EV.

Different environmental projects that KIA Corporation has undertaken

Fuel Efficiency: In an effort to lessen its overall carbon emissions and environmental effect, Kia has dedicated itself to improving the fuel efficiency of its conventional vehicles.

In an effort to lessen its ecological footprint and promote sustainability, KIA Corporation has launched a number of environmental projects. Among these programs are the following:

Electric and Hybrid Vehicles: With models like the Soul EV, Niro EV, and Optima Hybrid, Kia has made technological investments in the realm of electric and hybrid vehicle technologies. This is in favour of the transition to greener and more energy-efficient modes of transportation.

Green Manufacturing: Kia has reduced waste production and used renewable energy sources in its manufacturing processes, among other environmentally friendly measures. The company wants to have as little of an impact on the environment as possible throughout production.

Recycling Programs: Kia promotes the recycling of end-of-life vehicles and places a strong emphasis on recycling materials used in its manufacturing operations. This strategy aids in waste reduction and the advancement of a circular economy.

Eco-friendly Materials: The Company has investigated and incorporated environmentally friendly materials into the exterior and inside of vehicles, helping to advance a more sustainable method of producing automobiles.

Global Sustainability Initiatives: Kia addresses environmental issues and promotes ethical business practices by taking part in partnerships and projects related to global sustainability.

These programs demonstrate Kia's dedication to environmental care and fit in with the larger industry trends in the automotive industry toward sustainability.

7. Hyundai

Hyundai Motor Company was established in 1947 as Hyundai Engineering and Construction Co. Founded in 1967, it is the top car seller in the Korean domestic market and exports automobiles to world – wide

Hyundai Response to climate change

Greenhouse gas council: Hyundai has formed company wide GHG response organisation and does its best to improve the energy efficiency. It expanded the use of renewable energy to respond to the climate change and achieves long term carbon utility goals.

Reduction of environmental impact:- This company insures the protection of environmental impact in the following base:-

1. Sustainable use of energy
2. Management of harmful substances
3. Production of biodiversity die preservation restoration and expansion of biodiversity:-
Hyundai Motor Company was established in 1947 as Hyundai Engineering and Construction Co. by Chung Ju-Yung. Founded in 1967, Hyundai Motor Co. (HMC) is the top car seller in the Korean domestic market and exports automobiles to 190 nations.

8. Toyota

It is a multinational automobile company in Japan founded in 1937. It produces a wide range of vehicles like trucks, hybrids, and compact cars. It is one of the biggest automobile company in the world. It is well-known for its high standards of quality, dependability, and technologies.

Toyota Protects the Environment

It has taken a number of environmental-related. Their dedication to environmentally friendly and sustainable techniques is one noteworthy endeavour, which includes:

Hybrid Technology: This was the first to introduce hybrid technology with the Prius, which increased fuel economy and cut pollutants. They keep investing in alternate fuel sources and developing hybrid vehicles.

Fuel Cell Vehicles: In an effort to lessen reliance on fossil fuels and cut greenhouse gas emissions, Toyota has been at the forefront in developing hydrogen fuel cell technology.

Energy-Efficient Manufacturing: The Company uses energy-efficient technologies, reduces waste in production, and focuses on sustainable manufacturing methods.

Toyota encourages recycling and the integration of recycled components into its automobiles. Their goal is to reduce the negative effects that car manufacturing and disposal have on the environment.

9. Maruti Suzuki

It is the Japanese company famous for its big manufacturing of passenger cars. It is recognised

for having started the nation's automotive revolution. The company's operations include the production and marketing of passenger cars in India. Maruti Suzuki started out small with the iconic Maruti 800 car and now offers a wide range of 16 car models with more than 150 variants. The Alto 800 and Alto K10 are two of Maruti Suzuki's entry-level small cars, while the Ciaz is a luxury sedan.

Initiatives of Corporate Social Responsibility by Maruti Suzuki India

Through village administration bodies (Panchayat) and village leaders, Maruti Suzuki India's CSR aims to interact with the local community in order to learn about their varied perspectives on local issues and identify solutions for some of the most urgent ones. Community development initiatives prioritise the enhancement of health, education, water and sanitation, and common community infrastructure, taking into account the unique circumstances of the local area.

As part of its CSR, Maruti has installed 27 reasonably priced water ATMs in 20+ villages. Through this initiative, more than 30,000 households in the surrounding communities are getting benefits. In nine villages, Maruti has also been in charge of door-to-door household waste collection, helping over 8,000 households.

Initiatives for Health

A multispecialty hospital has been established in Sitapur, Gujarat. The hospital is located on 7.5 acres and has been in operation since April 2021 with 50 beds. In the fields of radiology, ophthalmology, physiotherapy, gynaecology, cardiology, orthopaedics, urology, nephrology, and general surgery, it offers outpatient care, emergency treatment, and superspecialty medical services.

Education Initiatives

In order to give children from Hansalpur, Becharaji, and other surrounding villages access to a high-quality education, Maruti, through its CSR, established a school in Sitapur, Gujarat, in collaboration with Podar Education Network. The primary school, which serves students in grades Nursery through V, has been open since April 2021 and has 330 enrolled students as of right now.

Projects for Village Development

Maruti has built 4455 individual household toilets as part of its Corporate Social Responsibility programme to assist villages in becoming free of open defecation.

In 15 villages, assistance with sweeping and door-to-door household waste collection has been

given. Every day, over 37 tonnes of household waste are collected from approximately 15,000 households through the waste collection activity. Over 650 tonnes of organic waste were processed at the Manesar mechanised organic waste management facility.

10. Honda Motor Co. Ltd

It is a well-known Japanese automobile company that is well known for producing cars, motorcycles, and spare parts. In India this company was famous as hero Honda but after the split the company has positioned as luxury car makers and efficient fuel bikes maker it is known for its cutting-edge technology, eco-friendly cars, and dedication to environmental sustainability.

Issues and Challenges

Teaching: Encouraging the Future Generation

Honda encourages young people's aspirations by providing them the opportunities to succeed. They know that educating today's youth will encourage innovation and creativity in order to address the problems of tomorrow. Honda has prioritised career readiness and STEAM education as a result.

Environment: Creating Future Sustainability

Honda produces more than just environmentally friendly goods and procedures. Their ambition is to become carbon neutral by 2050. It is the result of our commitment to minimising their environmental impact. Their goal is to preserve the planet for coming generations and to guarantee blue skies for our offspring.

Mobility: Its Pleasure and Unrestricted Movement

Enhancing the happiness and freedom of mobility in our communities will always be our main source of inspiration, whether we're developing products that enable mobility on land, in the water, or in the air.

Road Safety

One of our greatest aspirations to date is to live in a society free from collisions; for this reason, Honda supports Safety for Everyone. Their mission is to support individuals in enjoying their freedom of mobility both on and off the road in a safe and self-assured manner.

Strengthening the community

Despite being a multinational corporation the company genuinely care about people and their family, neighbours, and local communities across the country. Honda is dedicated to

encouraging and enabling its employees to participate in the communities in which they live and work.

V. CONCLUSION

Corporate Social Responsibility is an industrial concept through which the obligation to serve the society is shared with the corporate sector. As we know, it's the duty of state but under section 135 of companies act 2013, companies which are specified in it are a compulsion to form corporate social responsibility committee for compliance of corporate social responsibility provision for this they have to invest the profits in Corporate Social Responsibility activities.

Through this paper, it is seen that this concept prevails outside India to the foreign companies like BMW, Ford, Tesla, Hyundai etc. too contribute to society without the tag of Corporate Social Responsibility as it is only in India. The activities include making eco – friendly vehicles, village development projects, establishing schools, planting trees etc.

Thus, Corporate Social Responsibility is a community welfare concept and it is multi-dimensional in nature.
