© June 2026 | IJIRT | Volume 13 Issue 1 | ISSN: 2349-6002

Evolution of Corporate Social Responsibility in India and its Contribution to Inclusive Growth

Dr. Mamata Kyatannanavar
Assistant Professor of Law, Vidyodaya Law College, Tumakuru

Abstract—**Corporates are traditionally known as engines for driving the economy of a nation and its success being measured in terms of high profit and economic growth to the nation and it is key component of social economic structure of any nation. The nation held by corporate sector during the early decades was that "the business of business is business", means in the past profit gaining was the only motive behind corporate sector. But now this notion has changed considerably and in course of time the CSR has gained immense gravity among Corporate, because of the globalization, Liberation, Privatization has led for industrialization and it is one such issue which has heightened the necessity of Corporate. This concept of CSR in India is not new, historically speaking, social responsibilities of companies is a well-established phenomenon in India and the country has one of the World's richest traditions of CSR. Corporate activity is seen as a major determinant of the shape of future society. The result of inclusive growth should be a reduction in the incidence of poverty, significant improvement in health outcomes, and universal access for children to school, increased access to higher education and improved standards of education, including skill development. Inclusive growth by its very definition implies an equitable allocation of resources with benefits incurred to every section of the society. There has been a quantum leap in the corporate power to create a social future. Corporate Social Responsibility refers to the assumption of responsibilities by company whether voluntarily or by virtue of statute in discharging socio-economic obligations in society. CSR can also be termed as corporate citizenship, global citizenship or sustainable responsive business.**

Index Terms—**CSR, Corporate Social Responsibility, FDI Foreign Direct Investment, Corporate Law, Globalization**

I. INTRODUCTION

Corporate Social Responsibility has become a global issue now and has gained much more attention. Many companies are adopting this practice and ensure that they are behaving ethically and responsibly with the changing needs of community. There are number of reasons why social responsibility has become such a live issue for boards. Globalisation, Liberation, Privatisation has led for industrialization and it is one such issue which has heightened the necessity of corporate to improve their awareness of the effects of their increasingly complex and diverse operations in a wide variety of geographical regions, another issue is the apparent increase in the power of companies, particularly of large companies over recent years, they are seen as being capable of changing society in which they carry on their business for better or worse. Corporate activity is seen as a major determinant of the shape of future society. There has been a quantum leap in the corporate power to create a social future.

Corporate Social Responsibility refers to the assumption of responsibilities by company whether voluntarily or by virtue of statute in discharging socio-economic obligations in society. CSR can also be termed as corporate citizenship, global citizenship or sustainable responsive business.

In a broader sense, it is used as framework for measuring an organisations performance against social, economic and environmental parameters. In essence CSR is considered as a cornerstone of enduring success of any organisation. In other words, this is to set standards and develop values, such as protection, sustainability, compromise and also establishing a synergy of ethics and developing a cohesive society. Today's era raises new challenges regarding developing trading relationships and managing their operations in much a way to enhance economic growth of their company, in this regard it should not forget to protect environment which the current global concern.

No doubt industrial development is important for economic growth and employment generation for providing a better quality of life, but such growth should not be at the cost of environment. Therefore, both development of corporate sector and protection of environment go hand in hand. However, rapid development of industrial activity without proper precautionary measures for protection of environment is causing pollution. One of the mankind's greatest challenges their century will be to ensure sustainable, just and balanced development. The needs of current and future generations cannot be met unless there is respect for natural systems and international standards protecting core social and environmental values. In this context, it is increasingly recognized that the role of the business sector is critical. As a part of society, it is in business interest to constitute to addressing common problems. Strategically speaking, business can flourish when the communities and ecosystems in which they operate are healthy, safe and pure.

II. CSR

2.1 Definition of CSR

- Jamshedji Tata defines CSR as "Wealth that comes from people as much as possible must go back to the people".
- World Business Council for Sustainable Development defines CSR as "Corporate social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life to the workforce and their families as well as of the local community and society at large.
- Archie Carroll defines CSR as "A multilayered concept that can be differentiated into four interrelated aspects – economic, legal, ethical and philanthropies responsibilities.
- PhiliKotler and Nancy Lee defines CSR as "a commitment to improve community well-being through discretionary business practices and contributions of corporate resources".
- Mallen Baker defines CSR as "A way companies manage the business processes to produce an overall positive impact on society".

2.2 Main Components of CSR

A. Employees Welfare:
These include right to organize, child welfare, right to collective bargaining, abolition of child labour, living wages for social security training, safety, health and well-being, lifelong learning, empowerment of employees, empowerment of women in rural and urban areas.

B. Human Rights:
The business practices can profoundly affect the rights and dignity of employees and communities. Developing workplace free from discrimination where creativity and learning can flourish.

C. Environment Protection:
CSR includes environmental responsibility i.e. respect for environment, environment friendly technologies, use of conservation and discharge of energy, material and water in eco-friendly manner, adopting preventing and precautionary measures for environmental pollution and control, rectifying environmental damage at source; treating waste before disposing it, preservation of bio-diversity, promoting and implementing an environmental policy for sustainable energy and environment.

D. Community Development:
Sharing resources with unprivileged communities, investing in social development programme for the community at large.

E. Business Responsibility:
Compliance with Tax laws and other regulations, investing in developing science and technology, fostering ethical trade practices to all authorities, customer groups, business partners and external influences.

2.3 CSR: It's Origin

The concept of CSR in India is not new, the term may be the process though acclaimed recently, has been followed since ancient times albeit informally. Philosophers like Kautilya from India and Pre-Christian era philosophers in the West preached and promoted ethical principles while doing business. The concept of helping needy and disadvantaged was cited in much of the ancient literature.The idea was also supported by several religions where it has been intertwined with religious laws. “Zakaat” followed by Muslims, is donation from one’s earnings which is specifically given to the poor and disadvantaged similarly Hindus follow the principles of ‘Dharmada”, Christianity follows the giving of alms which is an act of charity.

In global context, the recent history goes back of 17th century when in 1790s England witnessed the first large scale consumer boycott over the issue of slave harvested sugar which finally forced importer to have free labour sourcing.

In India, in the pre independence era, the businesses which pioneered industrialization along with fighting for independence also followed the idea. They put idea into action by setting up charitable foundations, educational and healthcare institutions and trusts for community development. The donations either monetary or otherwise were sporadic activities of charity or philanthropy that were taken out of personal savings which neither belonged to the stakeholders nor did it constitute an integral part of business.

The phrase Corporate Social Responsibility was coined in 1953 with the publication of Bowen’s ‘Social Responsibility of Businessman’ which posed the question ‘what responsibilities to society can business people be reasonably expected to assume?” Industrialization and impact of business on the society led to new vision to the concept and corporate social responsibility since 1990 CSR is one of the standards to the corporate, by late 1990s the concept was fully recognized, people and institutions across all sections and society stated supporting it.

III. DEVELOPMENT OF CSR IN INDIA

The concept of Corporate Social Responsibility has gained increased significance in recent years. The growing focus on CSR has changed the attitude of businesses all over the world and India is not an exception. The concept of CSR is not new to India, historically speaking, social responsibilities of companies is a well-established phenomenon in India and the country has one of the World’s richest traditions of CSR. In its oldest forms, CSR in India included the concept of corporate philanthropy and the Gandhian Trusteeship model. But the liberalization of the Indian economy in the 1990’s led to a fundamental shift from the philanthropy-based model to a multistake holder approach companies are deemed responsible for all stakeholders, employees and the community. The liberalization of the economy also led to increased presence of large global corporations on Indian soil, which thereby exposed India to a highly developed region of CSR initiatives. Additionally, a strong desire to compete and succeed in the global economy drove Indian business enterprises to integrate CSR into a coherent and sustainable business strategy.

The development of CSR in India has paralleled India’s historical development in which different phases can be noted down.

The First Phase (Prior To 1850’s – 1914)

In the pre-industrial period i.e. prior to 1850s CSR was heavily influenced by cultural and religious tenets. As per the Vedic philosophy, the principal role of money was to serve the needs of society and the best use of money was donation for the welfare of others. This thinking influenced merchants and business owners of that time period who committed themselves long terms strategy. The CSR in this phase was predominantly determined by culture, religion and family traditions of the owners of the businesses and it was limited to building temples and providing reliefs in times of crisis such as famine and epidemics. The corporations during this period were responsible only to their owners and managers.

The Second Phase (1914 – 1960)

India was a British colony for about 200 years and the country’s struggle for independence dominated the second phase of Indian CSR (1914 – 1960). This phase was influenced fundamentally by Gandhi’s theory of trusteeship, the aim of which was to consolidate and amplify social development. In fact, many Indian academicians believe that the concept of CSR has its origin in Gandhi’s concept of trusteeship. Gandhi felt that the capitalists should be treated as trustees of the assets vests with them provided they conduct themselves in a socially responsible way. This demanded that they manage the assets in the best possible way to take part of the profit to sustain them and dedicate the remaining profit for the uplift of the society.

Gandhi’s influence prompted various Indian companies to play active role in nation building and promoting socio-economic development during the twentieth century by doing charitable work such as building temples, schools and hospitals and providing relief in times of famine and epidemic for their personal satisfaction.

Later, the British brought Western industrialization to India, under its influence, a few families from traditional merchant communities. "Who were strongly devoted to philanthropically motivated CSR", pioneered indigenous industrialization. These corporate philanthropists participated not only in the struggle for freedom, but also in the nation building process thereafter. However, their charity was not purely a charity, they had a commercial interest in supporting efforts to further the country's industrial and social development. Business operation and CSR engagement in this period were based primarily on corporate self-regulation, though the charitable and philanthropic actions of corporations were mostly sporadic and were not followed consistently as part of well thought-out, programs, which included abolition of untouchability, empowering women, development of rural areas and promotion of indigenous cottage industry.

The Third Phase (1960 -1990)

Post-independence India followed the 'mixed economy' model envisioned by Jawaharlal Nehru in which the government would control nearly all key areas of the country's economy, either centrally or a state-by-state basis and promotes social development by serving public interest. Nehru's spousal of state sponsored economic development saw the rise of State-Owned Entities (SOE), more commonly known as PSU's in India, which were to be tools of social development. PSUs once played a critical role in nation building and are still considered the jewels of Indian industrial development.

Indian PSU's have a long tradition of CSR. Jawaharlal Nehru propounded the 'statist' model of CSR in India under which sustainability practices and policies of SOE's were featured prominently. In this context, CSR was mainly characterized by legal regulation of business activity promotion of PSUs. Under this model, elements of corporate responsibility, especially those relating to community and worker relationship were enshrined in labour law and management principles.

The high expectations from the PSU's came crashing down when they achieved only limited success in taking developmental challenges. Consequently, the need for the private sector to step forward and contribute to socio economic development was felt strongly. An initial and cautions attempt at reconciliation was made by Indian academics, politicians and businessman at a national workshop on CSR in 1965. According to the resulting agenda, businesses were to play their parts as respectable corporate citizens, and the call went out for regular stakeholder dialogues, social accountability and transparency. Despite their progressive acknowledgments, this approach to CSR did not materialize at that time.

Fourth Phase (1990's to 2012)

The country underwent a major currency crisis in 1990-91, and was in a precocious position due to its rising "current account deficit and greater reliance on commercial external financing". The financial crisis forced India to deregulate and liberalize its economy in order to achieve domestic stability and become a competitive in the global market. Controls and licensing system were partly done away with which gave a boost to the economy the signs of which are very evident today. The abolition of the license raj, the reduction of import tariffs and the initial opening of country to FDI set the bass rolling for Indian emergence as one of the most vibrant economies of the world. More and more global MNCs were, and still continued to be, attracted to India for production, manufacturing and the provisions of services. The increased presence of large global corporation has exposed India to a highly developed regime of CSR initiatives. Many Indian companies like Tata, Baja, Godrej, Hindalco, Reliance, Mahindra etc. were and are seriously engaged in CSR activities.

In 2003 Government of India initiated the Corporate Responsibility for Environment Protection, a guideline for 17 polluting industrial sectors had been set but there was no real pressure for implementation or internalization. As far as Companies Act 1956 is concerned it does not contain any provision regarding Corporate Social Responsibility. However, in 2009 the Ministry of Corporate Affairs had prepared set of voluntary guidelines which indicates some of core elements that business needs to focus on while accounting their affairs. These guidelines were prepared after taking into account the governance challenges faced in our country as well as the expectations of the society.

The valuable suggestions received from trade and industry chambers, experts and other stake holder along with the internationally prevalent and practiced guidelines, norms and standard in the area of Corporate Social Responsibility have also been taken into account while drafting these guidelines.

Fifth Phase (2013)

In India, the concept of CSR is governed by section 135 of the Companies Act, 2013, which was passed by both houses of the Parliament and had received the assent of President of India on 29th August 2013. The CSR provision within the Act is applicable to companies with an annual turnover of 1000 crore and more or a net worth of 500 crore and more or a net profit of five crore and more. The new rules, which will be applicable from the month of April in fiscal year 2014-2015, also require companies to set up a CSR committee consisting of their board members, including at least one independent director.

The Act encourages companies to spend at least 2% of their average net profit in the previous three years on CSR activities. The Act lists out a set of activities eligible under CSR companies may implement these activities which can be undertaken by a company under CSR have been specified under schedule VII of the Act.

IV. ROLE OF COURTS

Courts play an important role in adjudicating any dispute, CSR is Panchmahals Steel Limited Vs Universal Steel Traders

The new concept of a company was felicitously expressed in this case by Desai. J, sitting as a Judge of the Gujarat High Court " Time-honoured approach that the Company law must safeguard the interest of investors and shareholders of the company would be too rigid a framework in which it can now operate. New problems call for a fresh approach. And in ascertaining and devising this fresh approach, the objective for which the company is formed may provide a guideline for the directions to be taken. As Prof. De Wool of Belgium puts it, the company has a three-fold reality-economic, human and public-each with its own internal logic. The reality of the company is much broader than that of an association of capital; it is a human working community that performs a collective action for the common good. In recent years, a debate is going on in the world at large on the functions and foundations of corporate enterprise. The 'preservationists' and the 'reformers' are vigorously propounding their view on the possible reform of company, the modern trend emphasizing the public interest in corporate enterprise."

S. Srinivasan, Chairman and Chief Vs All India Bharat Overseas Bank

In the instant case judges A V Moorthy, B AKhadiricited the importance of CSR in the following words.

"Today special scientists and thinkers regard a company as a living, vital and dynamic, social organism with firm and deep-rooted affiliations with the rest of the community in which it functions. It would be wrong to look upon it as something belonging to the shareholders. It is true that the shareholders bring capital, but capital is not enough. It is only one of the factors which contribute to the production of national wealth. There is another equality, if not more, important factor of production and that is labour. Then there are financial institutions and depositors, who provide the additional finance required for production and lastly, there are the consumers and the rest of the members of the community who are vitally interested in the product manufactured in the concern. Then, how it can be said that capital, which is only one of the factors of production, should be regarded as owner having an exclusive dominion over the concern, as if the concern belongs to it? A company, according to the new socio-economic thinking, is a social institution having duties and responsibilities towards the community in which it functions."

"That is why we find that in recent times, there is considerable thinking on the subject of social responsibilities of corporate management and it is now acknowledged even in highly developed countries like the United States and England that maximization of social welfare should be the legitimate goal of a company and shareholders should be regarded not as proprietors of the company, but merely as suppliers of capital entitled to no more than reasonable return and the company should be responsible not only to shareholders but also to workers, consumers, and the other members of the community and should be guided by considerations of national economy and progress”.

Shri. Rafique Ansari Vs Damodhar Valley Corp

The appellant re-iterated in pains that had the respondent/Government not acquired his productive agricultural land of over 20 acres, he would not have been marginalized to the extent of his small family falling below the poverty line. the appellant has said about denial of his rights to work and seek information, which has made him slip below the defined poverty line due to lackadaisical attitude of the officials of the respondents. On the present reckoning, it is unthinkable that an owner and farmer of over 20 acres would be categorized under BPL. However, the Central Information Commission reiterated the importance of CSR in following words.

"Under the scheme of Corporate Social Responsibility (CSR), all the Enterprises are expected to design and implement such socio-economic programmes as may be required for empowerment of people who live in the vicinity of the Companies. Had the respondents done the needful, particularly to augment opportunities for learning and earning, such cases as above would not have arisen and, our people would not have aggressively agitated against the Government's action to acquire private agricultural lands which are the main source of income of farmers. In view of this, the socio-economic conditions of affected population ought to be evaluated so as to make positive interventions for their upliftments." And also, the Respondent's Chairman, DVC was therefore directed to undertake a comprehensive assessment of all the cases of re-habilitation arising from acquisition of lands of the families whose sole source of the earning was the lands, which are in possession of the respondent. The court directed in this regard to submit the report to the Commission within one month from the date of receipt of this decision, with a view to examining the quality of public action in response to the nature of discontentment among the people, who are seeking transparency in the working of the respondent in respect of CSR activities and related issues.

V. CASE STUDIES

A. Indian Oil Corporation Limited

Indian Oil, 'The Energy of India' has always been fulfilling nation's energy demand, which is the basic need for any country's growth and development. Be it scorching heat or extreme cold, day or night, plains or hills, we work indefatigably so that our countrymen always maintain speed and momentum. However, global economic crisis, climate change and occurrence of frequent natural calamities compelled us to reanalyze their strategy, which is primarily growth focused. They have understood that economic growth alone cannot sustain the world. They need a more sustainable approach to growth and development. Indian Oil, a globally admired Energy Company is becoming a key player in the evolution of India's strategy for sustainable development by addressing the concerns for environment, aspirations of community and creating values for stakeholders.

Indian Oil with over 34,000 strong work force, is meeting the growing energy needs of the nation in economically, environmentally and socially responsible way. This involves running their operations responsibly today and building a sustainable energy system for tomorrow. Indian Oil is India's highest ranked Indian corporate in the prestigious Fortune 'Global 500' listing at 88thrank in year 2013. Indian Oil and its subsidiaries own and operate 10 of India's 22 refineries and its cross-country network of over 11,000 kms of crude oil, products and gas pipelines, which is the largest in the country. Indian Oil has a portfolio of powerful and much-loved energy brands that include Indane, LP Gas, Servo lubricants, Xtra premium petrol, Xtramile diesel, etc.

Indian Oil's 8th Sustainability Report for the year 2012-13 is in continuation with its reporting journey on the triple bottom line performance and strengthening relationship with all stakeholders. This report, published annually, reflects Indian Oil's approach to sustainability and defines a path forward aligned with its corpora sustainability stratagem. Indian Oil's previous sustainability report "Fuelling a Billion Aspirations" reflected the company's performance in 2011-12.

Environmental Performance

1. Operational Performance

Operational performance represents performance of our refineries, pipeline facilities, and marketing facilities. Indian Oil always endeavors to increase its efficiency by adopting new cutting-edge technologies to optimize its operating efficiency, thus causing minimum damage to the environment.

2. Energy Consumption

Direct energy consumption includes Fuel Gas, Coke, Natural Gas and Liquid Fuels and electricity consumed from the grid. In order to enhance the gross refinery margins and to reduce the GHG (Green House Gases) emissions, LNG (Liquefied Natural Gas) is used increasingly as feed fuel in HGUs (Hydrogen Generation Unit) and GTs of the refineries.

3. Emissions

The crude processed for the year has decreased by1.65% and consequently the CO2 emissions have increased by 0.64% during this year. Although tCO2emission per MT of crude processed has increased slightly from last year; 0.256 CO2 per MT of crude processed in 2011-12 to 0.260 tCO2 per MT in 2012-13. This is attributed to our new technologies and ENCON projects that needed some time to stabilize. Their Scope 1 emissions include the emissions rising due to the generation of electricity, heat or steam, flaring, physical and chemical processes, transport emissions and fugitive emissions, generated on site. Scope 2 emissions are the indirect emissions consisting of emissions due to consumption of electricity purchased from the grid.

4. Ozone Depleting Substances

Indian Oil is consistently working towards phasing out the use of machinery using Ozone Depleting Substances (ODS). For the year 2012-13, the Refinery's consumption of the ODS stood at 7.58tonnes.

5. Emission Reduction Measures

All the refineries, pipeline locations and marketing locations of Indian Oil are certified for Energy Management Systems, Quality Management systems, Occupational Health and Safety Advisory Services. Indian Oil has accorded utmost importance to protection of the environment and eco-system through no. of emission reduction measures.

a) Use of low sulphur fuel oil/ sweet natural gas/ de-sulphurized refinery gas in our boilers and heaters to minimize SO2 emission.
b) Hydrogen Sulphide generated during desulphurisation of refinery gas is converted to elemental sulphur in Sulphur Recovery Unit.
c) Sulphur dioxide emissions from Catalytic Crackers are controlled by effective feed sulphur management.
d) Cyclone separators are provided in FCCU regenerators to arrest catalyst fines.
e) Low NOX burners are provided in furnaces.
f) Use of floating roof tanks for crude and other light product services & provision of primary and secondary seals in floating roof tanks for minimizing fugitive emission of hydrocarbons.
g) Use of mechanical seal in pumps.
h) Use of closed blow down vessels& safety release to flare system for arresting any emission of hydrocarbons during all situations normal, abnormal as well as emergencies.

6. Conserving Water

Indian Oil refineries fully comply with the MINAS (Minimal National Standard) set by the Ministry of Environment & Forests, Government of India, and Pollution Control Board with regard to use of water resources and the quality of effluents discharged. The refineries are equipped with elaborate, well-designed effluent treatment plants (ETPs). Liquid effluent is collected through underground network of Oily Water Sewer (OWS), Contaminated Rainy Water Sewer (CRWS) and Sanitary Sewer. The treatment comprises of physical, chemical, biological and tertiary treatment sections. Simultaneously, their refineries regularly conduct Water Pinch studies and come up with opportunities to reduce their water footprint. The treated effluent is reused / recycled for various purposes within the unit such as firewater & cooling towers make-up, coke cutting in Delayed Coker Units and also for developing and maintaining green belts, eco-parks and eco-ponds in the premises. This has helped reduce discharge outside the unit as also fresh water consumption for normal operations to that extent. Refinery water is sourced mainly from surface water such as canals, lakes, rivers and ponds.21.84% of water is sourced from ground and71.84% of water is sourced from surface water at refineries. Pipeline and Marketing division rely mainly on the ground water and municipality supplies. Withdrawal of water is within the limits prescribed by the State Authorities and other regulatory bodies. No significant impacts found on water sources due to our operations during the year. Increasing number of locations are installing Rainwater Harvesting facilities of aquifer recharge type. The net volume of rainwater harvested during 2012-13, is 285 thousand KLs which is 0.35% of total water consumed.

7. Tree Plantation

Tree plantation and greening have always been a focus area of Indian Oil. Till date we have planted more than 17 lakh trees at our locations. In 2012-13 they have planted 62,724 trees at their locations including trees planted to make events carbon neutral. However, with a greater number of trees planted every year, availability of area for tree plantation is on constant decline at their installations.

8. Carbon Neutral Events

Carbon Mitigation at Indian Oil is done through tree plantation, energy efficiency and use of renewable energy. Since 2010 Indian Oil has been making its flagship events carbon neutral through tree plantation. Till date, Indian Oil has planted more than 13000 trees in an effort to neutralize emissions from the events it organizes. In an effort to formalize the process and have pan-Indian Oil implementation, a policy on making events carbon neutral is being formulated. This will be augmented by a suitable Tree Plantation Policy.

9. Green Building

As a part of sustainability drive Indian Oil is making its office buildings green and energy efficient. Leadership in Energy and Environmental Design (LEED), an international green building rating system providing a green building status / certification from Indian Green Building Council (IGBC) or US Green Building Council (USGBC). Their recently commissioned Administration Building and Learning Center Building of the Panipat Naphtha Cracker Project have been awarded the ‘Green Building Certification and Gold rating’ under LEED system of rating by IGBC. The Award heralds a new era and the first major step of Indian Oil towards greening of its habitats, since these are among the first buildings of Indian Oil, ever to be Green certified with a ‘Gold Rating’. The Green rating has been awarded considering several environment related attributes defined by LEED, which includes: sustainability of site, water efficiency, energy efficiency, eco-friendly materials and resources, indoor environmental quality, innovation and design process. Some of the features that were instrumental in achieving this rare accolade include the superior architectural design, use of recyclable material such as tiles, glass, and gypsum board, building management system for controlling.

B. Reliance Industries Limited

Reliance Industrial Limited is a fully integrated company with operations spanning exploration and production of oil and gas, petroleum refining and marketing, petrochemicals (polyester, fibre intermediates, plastics and chemicals), textiles, retail and tele-communication. They are India’s largest private sector conglomerate and a Fortune Global 500 company. They enjoy global leadership in their businesses, and are the largest producer of polyester fibre and yarn, having the largest refining capacity at any single location. They have fully integrated their businesses across the materials and energy value chain through a strategy of backward vertical integration. Their manufacturing facilities in India span across Allahabad, Barabanki, Dahej, Hazira, Hoshiarpur, Jamnagar, Nagothane, Nagpur, Naroda, Patalganga, Silvassa and Vadodara

Reliance reporting journey on triple bottom line performance commenced in FY 2004 -05 and they have gradually made progress in terms of expanding the reporting scope, developing a greater understanding of stakeholders, innovating new modes of engagement and defining a clear path forward in line with their sustainability strategy. The report scope includes their manufacturing divisions at Allahabad, Barabanki, Dahej, Hazira, Hoshiarpur, Jamnagar, Nagothane, Nagpur, Naroda, Patalganga, Silvassa, and Vadodara. It also covers oil and gas exploration and production units at Gadimoga, Shadol and their joint venture operations at PMT (Panna-Mukta and Tapti) blocks. The scope includes their businesses and entities of Chemicals, Fibre Intermediates, Polyester, Polymers, Petroleum Supply & Procurement, Reliance Foundation, Dhirubhai Ambani Foundation, Reliance Rural Development Trust and Reliance Corporate Park. This report, the eighth in Reliance journey, presents the key highlights of their performance for the FY 2011-12 and their future action plans.

Reliance strives to inculcate the responsibility of environmental preservation and management in not only their employees but among other stakeholder groups such as contractors, suppliers, and customers. They have a framework for addressing climate change issues across their operations with clear goals and targets. They ensure adherence to their, group standards on environment through regular audits and training to achieve environmental excellence.

VI. CONCLUSION

In the first phase i.e. the pre industrial period CSR was highly influenced by cultural and religious tenets which mainly included giving donations, in the second phase CSR was influenced through Gandhiji's theory of trusteeship with an aim to consolidate and amplify social development, third phase included the 'statist' model of CSR in India under which sustainability practices and policies of SOE's were featured prominently which was propounded by Jawaharlal Nehru, in the fourth phase a major currency crisis in 1990-91opened the gate for FDI which increased presence of large global corporation which led to a highly developed regime of CSR initiatives. In fifth phase finally the concept of CSR has become a mandated activity by its inclusion under Sec 135 of Companies Act 2013. By looking in to the historical development of CSR in India one can say that initially there was corporate philanthropy which was parallel with their business, but it was just an optional and this optional philanthropy has now changed to a mandate corporate social responsibility.

However, there are few misconceptions or myths surrounding CSR, one such myth is "CSR is not for small businesses" but a CSR initiative for a big corporation involves a massive capital outlay in its implementation, however, for small enterprise, CSR means making small affordable changes in their business processes and thus does not involve huge spending. So, CSR works for both large and small organizations. Second one is "it is too complicated and technical" but CSR The result of inclusive growth is that how your business affects your stakeholders which includes employees, suppliers, local community and the effort your business is making in preserving environment, corporate being part of community it can understand the societal problems and can solve it, CSR is not a rocket science to have technical knowledge in order to inculcate it in one's own business. Third one is "it is too expensive", it has been said that for big corporations, CSR is about making the loudest noise and making sure that everyone gets to know its CSR activities. Therefore, many big corporations publicize their CSR projects to get public attention which enhances their reputation. Publicity does cost money, which many small businesses cannot afford. However, a small business owner or manager should not allow this factor to deter them to undertake CSR activities. CSR does not have to be expensive or publicized to be effective. Studies have shown that when CSR is implemented as a value add to the existing business model or strategy, for example, where CSR involves cutting back on electricity consumption, turning off all lights, fans and other electrical items to be turned off when not in use by employees, this simple contributes to conservation of electricity in environment. Forth myth is that "it is a marketing gimmick", many people view CSR as marketing gimmick, but it is not so if one is honest about their CSR plan and the commitment is evidently shown through CSR activities. What is true about CSR is that one of the benefits of the concept is the improvement in business performance resulting from customer satisfaction, employee's sense of commitment to business and suppliers long term business relationship. Irrespective of the size of business, all stakeholders want to relate CSR with a responsible business, and if businesses incorporate such responsible attitude towards society, it will surely begin to reap the benefits in terms of new opportunities.

references

BOOKS

[1] Alag Rugman, John Kirton & Julie Soloway, Environment Regulations and Corporate Strategy, Oxford University Press, 1999.

[2] Baird Colin, Cann Michael Environmental Chemistry, New York W.H. Freeman And Company, 2008

[3] Cadbury Adrian, Corporate Governance and Chairmanship a Personal View: Oxford University Press 2002.

[4] Chattarjee Anup, Global Warming and Climate Change, Global Publication,2010

[5] C. hristian Schott, Emerald, Tourism and The Implications of Climate Change: Issues and Actions, Group Publication Limited 2010

[6] Sheikh, Saleem Corporate Social Responsibilities: Law and Practice: Cavendish Publishing Limited: 1996.

[7] Mohan, Savitha Global Trends in Corporate Governance, Enkay Publishing House,2012

[8] Golam Kibria, A.K. Yousuf Haroon, Dayanthi Nugegoda and Gavin Rose, Climate Change and Chemicals, New India Publishing Agency, 2010.

[9] Gupta K R, Climate Change- Meeting the Challenge, Atlantic Publishers and Distributers Pvt Ltd-2010
[10] Gupta Rajeev, Global Warming and Climate Change Sonali Publications New Delhi, 2012
[11] Jonatan Pinkse, Ans Kolk International Business and Global Climate Change, Routledge Publications, 2009
[12] Mittal, Vijay, Global Warming & Climate Change, Oxford Book Company, 2012
[13] Paul Watchman and Malcolm Foster, Corporate Social Responsibility, Cambridge University Press 2009
[14] Raul Gagli Acid and Torkel Alfthan, Environmental Training, Oxford and IBH Publishing Co. Pvt. Ltd.
[15] Kataria, S. K Crop Protection and Environment Delhi Educational Publishers & Distributors, 2011
[16] Das, S.H Climate Change an Indian Perspective, Jointly Published by Cambridge University, Press India Pvt Ltd and Centre for Environment Education,2007
[17] Singh S.K, Global Warming Book Enclave Publishers,2010
[18] Steve May, George Cheney and Juliet Roper, The Debate Over Corporate Social Responsibility, Oxford University Press, 2007.
[19] Werther, William B; Chandler, David, Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, Sage Publications India Pvt. Ltd, 2010
[20] Zeek, Multinationals and Corporate Social Responsibility, Cambridge University Press, 2006.

E-BOOKS
[1] Kyoko, Fukukawa, Corporate Social Responsibility and Local Community in Asia, Routledge Publications 2014, Http://Books.Google.Co.In/Books
[2] Effective Public Relations and Media Strategy by C.V. Narasimha Reddy (Google Books) http://books.google.co.in/books
[3] CSR –A Business Opportunity, Sanjeev Guptha and Nidhi Sharma
[4] Http://Books.Google.Co.In/Books
[5] The Health Practitioner's Guide to Climate Change: Diagnosis and Cure Edited by Jenny Griffiths Earthscan Publishers 2009, Http://Books.Google.Co.In/Books

JOURNAL AND ARTICLES
[1] Corporate Social Responsibility in India: An Over View, Seema G Sharma www.Iosrjournals. Org
[2] Corporate Social Responsibility: A Case Study of TATA Group Amit Kumar Srivastava, Http://Iosrjournals.Org/Iosr-Jbm/Papers/Vol3-Issue5/D0351727.Pdf
[3] Pitabas Pradhan, Subhas C. Parida and Babani P. Rath, Corporate Social Responsibility in The Globalised Business Environment Indian Journal of Social Work, Vol. 66 (2):211-222 2012
[4] State of India Livelihoods Report 2012 Edited by Vipul Sharma Sage Publications
[5] www.Jstor.Org/Stable/27768212

WEBSITES
http://12thplan.Gov.In/Forum_Description.Php?
http://Envfor.Nic.In/Sites/Default/Files/Introduction-Nep2006e.Pdf
Http://Planningcommission.Nic.In/Aboutus/Committee/Wrkgrp12/Enf/Wgsub_Climate.Pdf,
http://Unfccc.Int/Essential_Background/Items/6031.Php
http://Unfccc.Int/Key_Steps/Doha_Climate_Gateway/Items/7389.Php
http://Unfccc.Int/Meetings/Warsaw_Nov_2013/Meeting/7649.Php
http://www.Adlittle.Com/Report.Htm
http://www.Climateparl.Net/Cp/165
http://www.Ethicalfunds.Com/Sitecollectiondocuments/Docs/Albertoilsands-Whitepaper.Pdf
http://www.Globalcompactselfassessment.Org/Aboutthistool
http://www.Ipcc.Ch/
http://www.Unglobalcompact.Org
www.airreports.com
www.Cica.Ca/Focus..../Item28951.Pdf
www.Edugreen.Teri.Res.In/Climate /Cause.Htm
www.Globalreporting.Org
www.Indiacode.Nic.In/Acts-In-Pdf
www.indiankanoon.com
www.infosys.com