

LEVERAGING CORPORATE SOCIAL RESPONSIBILITY SYSTEM TO ATTAIN SUSTAINABLE DEVELOPMENT GOAL IN HEALTHCARE SECTOR IN INDIA

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Abstract — Corporate social responsible is an effective tool of every organisation to achieve the competitive advantage and helps to achieve the value for their stakeholders. India is the country played a significant role in this regard by implementing the mandatory CSR practices. India's healthcare system is in a ailing condition, and not much has been done to improve it, even with the efforts of doctors and other caretakers. CSR spending of the top 5 companies in the Healthcare Sector in FY 2016-17 to 2020-21 have been statistically evaluated. The secondary data was collected from the annual reports of the companies, CSR BOX and various websites. This study accomplishes that The Companies Act 2013 is a way for organizations to contribute towards CSR. Researchers and policymakers pay close attention to hospitals and public spending on healthcare because they understand the political clout and shared responsibility of ensuring access to quality care for current and future generations.

Keywords— CSR activities, Healthcare sector, SDG

I. INTRODUCTION

According to Maslow's Hierarchy of Needs, the physical environment influences both the social and economic determinants of health (Maslow, 1943). Health care is a fundamental human right and a component of society. In this view, everyone has the right to health care that promotes a better quality of life. The estimated amount of money the government spends on healthcare is 2.1% of GDP. According to Prahalad (2014), countries with a large population residing at the bottom of the economic pyramid may experience stagnant economic growth. India has to use these building blocks to change its healthcare system because of its population of over a billion people and unequal access to care, particularly in the wake of the pandemic. “Corporate Social Responsibility is defined by The World Business Council for Sustainable Development in its publication Making Good Business Sense” by Lord Holme. The CSR definition used by Business for Social Responsibility is: “Operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business”. Corporate social responsibility is a continuous commitment of business towards its stakeholders like shareholders, employees, suppliers, the environment, and the society at large.

Over 60% of CSR money have been allocated to healthcare, education, rural development, the eradication of poverty and malnutrition, and a few noteworthy central government programs throughout the last seven fiscal years. Even though it has significantly grown, life expectancy is still low when compared to other nations in the global south. Excellent care is provided by private hospitals, but most people cannot afford them. Public hospitals are inexpensive, yet they have serious overcrowding and poor response times.

Most of the discussions made in the context of CSR in the developed countries like Western Europe, the USA and Australia. Belal (2001) stated that the developing countries practices are very little in this regard. Now India is the first country mandated the CSR contribution and that is imparted in the Companies Act, 2013. By the inclusion of the mandatory CSR motivates the organisation to contribute to the development of the nation. Details about the CSR regulations are coming under Section 135 of the Companies Act, 2013. The Act came into force from April 1, 2014, every company, private limited or public limited, which either has a net worth of Rs 500 crore or a turnover of Rs 1,000 crore or net profit of Rs 5 crore, needs to spend at least 2% of its net profit for the immediately preceding three financial years on Corporate social responsibility activities (mca.gov.in).

Although healthcare systems have made a significant contribution to improved health, they could have done more, particularly for those who are marginalized. India has to use these building blocks to change its healthcare system because of its population of over a billion people and unequal access to care, particularly in the wake of the pandemic. Activities pertaining to health, such as HIV, hunger, malnutrition, safe drinking water etc. When comparing the years 2017–18 and 2020–21, corporations' contributions to CSR initiatives are growing along with the number of CSR projects. The amount that Indian companies spend on the activities outlined in schedule VII of the Companies Act 2013 is rising, with expenditures on health-related issues rising to 3356 crore in 2017–18, 4983 crore in 2018–19, and 6018 crore in 2019–20, and 9275.51 Crore in 2020-21. However, the strengthening of the Indian healthcare system will result from amending section 135 of the Companies Act 2013 by lowering qualifying limits and adding the activity "contribution for eradication of COVID 19."

By 2030, the Sustainable Development Goals must be accomplished, and India plays a critical role in helping the world community reach these goals. SDG 3: Ensure healthy lives and promote well-being for all at all ages is about good health and well-being. This shows how important it is for the global agenda to develop the healthcare system.

II. LITERATURE REVIEW

According to Rajak & Mishra's (2014) study, Indian organisations recognise the importance of monitoring not only economic variables but also the three pillars of corporate social responsibility: ecological, environmental, and social impact. CSR involves all stakeholders, including businesses, governments, and

individuals. Companies often prioritise employee welfare as part of their CSR initiatives, rather than contributing to society in general. CSR must be central to business ethics.

Goyal(2015) explored that social responsibility is seen as an important business issue for all Indian companies, no matter their size, industry, business goals, or location. The study showed that most companies that plan and carryout CSR projects near their workplaces do so for the whole community. These companies' CSR initiatives included means to make a living, health check-up camps, mobile health services, education, adult literacy, agricultural development, providing clean water, managing and developing natural resources, and creating infrastructure. Indian companies' CSR efforts to improve the lives of people in rural areas are good for both society as a whole and their businesses.

The incorporation of the CSR into the business operations is crucial to attain the sustainability. The study of Radzi et al. (2018) discussed the relevance of attaining stakeholder confidence through the CSR practice and incorporating the integrated approach in the planning and implementation process in the banking sector.

Bansal, Rohit, and Naina's (2019) analysis of Rajasthan's major and small-scale sectors, CSR can be viewed as a new approach to inclusive development. Large-scale industries' CSR policies are more effective in promoting inclusive development than small-scale enterprises in Rajasthan.

The study focused on the relation between the CSR and the financial performance in the banking industry. The relation between those variables were positive, negative and no relation. In this particular study by the (Atmeh et al., 2020) found that positive relation between the CSR and financial performance except in the case of non-performing assets. For make this conclusion, 162 banks from the 22 countries were studied. Due to the prime importance of the CSR to the banks they were given the most importance to CSR activities.

Aguinis et al. (2020) conducted a thorough analysis of the existing literature to demonstrate the beneficial and negative impact of CSR during the COVID-19 pandemic period. The study found that top-down CSR policies are ineffective during the COVID phase. The study's methodology was based on literature synthesis and critical review. The study discovered that employees played a major part in the execution of CSR policies, and the effectiveness of meeting social standards is also dependent on employee performance.

Contipelli and Picciau (2020) discussed the need to reconstruct our social paradigms through SDGs following the COVID-19 pandemic in order to identify new development potentials based on human factors, presenting the case of the SEP, which is based on a people-centered approach aspiring to empower people and communities while balancing economic progress, environmental protection, and human needs. The subsequent upswing could be more about reformative progress

Broadstock et al. (2021) investigated the role of ESG recital during the global financial crisis, causing a response to the COVID-19 global pandemic. The financial crisis and economic recession provided a unique chance to investigate whether investors see ESG performance as a signal of future stock performance and risk management. The study used a novel dataset covering China's CSI300 elements and found that high-ESG portfolios generally outperform low-ESG portfolios, that ESG recital reduces monetary risk during the economic crisis, and that the role of ESG performance is weakened in 'normal' times, but asserts its critical position during a disaster.

II. RESEARCH GAP

Several studies were conducted to find the relation with the CSR. Several studies focused on the CSR and sustainability. The studies are rare in the field of CSR projects in relation to the SDG –3, Good health and wellbeing. So this study closely monitors the contribution of the companies towards the development sector and the shifting trend of the organization to different development sectors.

III. OBJECTIVES

1. To compare the CSR spending of the Indian company's during FY 2016-17 to 2020-21
2. To analyse the trend of the organization to SDG-3, Good health and wellbeing.
3. To study the evolving need for Corporate Social Responsibility (CSR) and Sustainable Investment impact by Reliance Industries LTD.

IV. RESEARCH METHODOLOGY

A. *Sample Design*

Descriptive analysis was done through charts, graphs and tables. In this study CSR expenditure in the area related to health, eradicating hunger, poverty and malnutrition, safe drinking water, sanitation during the year 2020-21.

B. *Data Collection*

Secondary data collection method was used in this study. The data collected from annual report of the companies through the websites and the website csr.gov.in by the Ministry of corporate governance.

V. DATA ANALYSIS AND INTERPRETATION**Table 1: Overview of CSR in India**

| | 2016- 17 | 2017- 18 | 2018- 19 | 2019- 20 | 2020- 21 |
|--|----------|----------|----------|----------|----------|
| Total no of companies | 19,552 | 21,517 | 25,099 | 22,531 | 20,840 |
| Total spent on CSR activities (INR Cr) | 14,344 | 17,098 | 20,150 | 24,689 | 26,211 |
| Total no of CSR projects | 23,076 | 26,858 | 32,248 | 34828 | 39,324 |
| SDG-3 Good Health & Well-being | 2503.91 | 2776.95 | 3617.15 | 4905.72 | 7325.83 |
| Percentage (%) | 17.5 | 16.2 | 18.0 | 19.9 | 27.9 |

Source: csr.gov.in

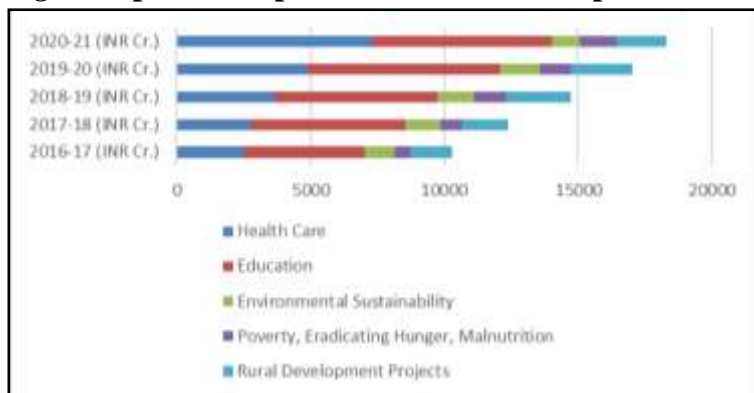
The above table gave an overview of the CSR in India. For the past 5 years there is a tremendous increase in the amount spent for the CSR projects. Also the number of the projects increased throughout the years. It was clear that the companies are showing enthusiasm in this regard, due to that the increase in the number of companies who are take part in the CSR activities. Throughout the years there is increase in the percentage of contribution towards the sustainable goal – Good health and well-being.

In order to deliver high-quality healthcare services to the people, companies are taking an initiative by strengthening the local capacity through empowering these hospitals with the equipment, instruction, resources and technical assistance they require. The companies ensured that they function proficiently and deliver quality healthcare services.

Table 2: Top 5 Development sector for CSR spent

| Development Sector | 2016-17 (INR Cr.) | 2017-18 (INR Cr.) | 2018-19 (INR Cr.) | 2019-20 (INR Cr.) | 2020-21 (INR Cr.) |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|
| Health Care | 2503.91 | 2776.95 | 3617.15 | 4905.72 | 7325.83 |
| Education | 4534.16 | 5763.45 | 6111.66 | 7179.51 | 6693.25 |
| Environmental Sustainability | 1082.63 | 1301.96 | 1368.27 | 1470.53 | 1030.16 |
| Poverty, Eradicating Hunger, Malnutrition | 614.65 | 811.2 | 1195.78 | 1159.71 | 1407.58 |
| Rural Development Projects | 1572.87 | 1724.07 | 2434.17 | 2301.02 | 1850.71 |

Source: csr.gov.in

Fig 1: Top 5 Development sector for CSR spent

Source: csr.gov.in

By analysing the data, it was clear that the CSR spending in the area of health care and Poverty, eradicating hunger and malnutrition was increased over the years. Companies in India contributed 2503.91 crore rupees in the year 2016-17 and it was increased to 7325.83 in the year 2020-21. For the last 5 years' healthcare sector witnessed 193% of increase in the CSR spent and 129% increase in the Poverty, eradicating hunger and malnutrition. But the other sectors showed increase from 2016-17 to 2019-20 such as in education 148% increase and in environmental sustainability 95%. But in the year 2020-21 period there is a decrease shown in these sectors. That indicate there is a trend in the spending pattern of the companies in India.

Table 3: Top 10 states CSR spent in SDG -3

| State | 2016-17 (INR Cr.) | 2017-18(INR Cr.) | 2018-19(INR Cr.) | 2019-20 (INR Cr.) | 2020-21(INR Cr.) |
|----------------|-------------------|------------------|------------------|-------------------|------------------|
| Maharashtra | 901.5 | 876.32 | 1041.32 | 1285.35 | 1340.84 |
| Gujarat | 273.24 | 356.36 | 316.8 | 390.06 | 692.31 |
| Uttar Pradesh | 82.35 | 110.69 | 139.02 | 136.36 | 432.32 |
| Karnataka | 190.82 | 175.79 | 246.49 | 375.33 | 420.98 |
| Tamil Nadu | 159.2 | 193.17 | 233.96 | 290.92 | 418.28 |
| Delhi | 192.49 | 143.36 | 166.76 | 269.96 | 298.4 |
| Andhra Pradesh | 215.16 | 187.41 | 247.32 | 278.4 | 291.37 |
| Rajasthan | 100.2 | 112.82 | 133.05 | 185.04 | 249.03 |
| Haryana | 55.61 | 107.31 | 112.14 | 147.55 | 226.94 |
| Telangana | 81.5 | 110.13 | 88.94 | 131.63 | 226.33 |

Source: csr.gov.in

From the Table3, it was evident that the 1/3rd of the contribution of the total CSR fund was done by companies from Maharashtra, Gujarat, Uttar Pradesh, Karnataka and Tamil Nadu. The companies that have contributed most to healthcare activities in recent years are said to be Reliance Industries Ltd. (RIL), Tata Steel Ltd., Infosys, ONGC, HDFC Bank Ltd., IOCL, NTPC, and ITC. Over the years, the contribution has increased significantly; since 2014, it has increased by 300%.

Reliance Industries LTD

Reliance Industries LTD is the largest company by market capitalisation in India. It was registered in Maharashtra and it is a listed company. RIL have highest amount as CSR spent in the country. They have been continuously spending more than the prescribed amount over the years. The Company spent Rs. 922 Cr crores on its CSR initiatives in FY2020-21, higher than what it was obligated to spend as per the Company's Act was Rs. 884 Cr crores.

Table 4: Reliance Industries LTD total Spending

| Company | 2016-17 (INR Cr.) | 2017-18(INR Cr.) | 2018-19(INR Cr.) | 2019-20 (INR Cr.) | 2020-21(INR Cr.) |
|---------|-------------------|------------------|------------------|-------------------|------------------|
| RIL | 649.26 | 745.04 | 849.32 | 908.71 | 922 |

Source: csr.gov.in

Reliance undertakes the majority of its community outreach projects through the Reliance Foundation, the Reliance Group's CSR arm, led by Smt. Nita M. Ambani, Founder and Chairperson, Reliance Foundation. Since the start of its charitable operations, the firm has impacted the lives of around 5.75 crore people. Reliance Industries' key areas of concentration for CSR are rural transformation, education, disaster response, health, sports for development, and arts, culture, and heritage. The corporation also offered assistance to the government in combating the spread of the COVID-19 epidemic. The CSR Journal Excellence Awards 2021 recognized Reliance Foundation's Corporate Leadership in ESG.

The following are the list of projects by RIL:- preventive and public healthcare initiatives, Covid – 19 – relief-support, Covid-19 relief - mission anna sewa, suraksha, medical relief and assistance programme, drinking water supply and other rural development programmes at manufacturing sites etc.

Reliance foundation provided more than 3.5 lakh health consultations (73.6 lakh since inception) through Mobile Medical Units (MMUs), Static Medical Units (SMUs), and Community Health Centres (CHCs). They screened 24,000+ women for anemia and 9,900+ children for malnutrition; identified and treated 12,800+ women and 538 children; and performed 857 corneal transplants (20,400+ since start) through Reliance Foundation Drishti. Sir H N Reliance Foundation Hospital was voted number 1 in the western

area and Mumbai city, and number 2 nationally in the Times of India Multi-Specialty Hospital Ranking Survey. Blood donation camps gathered over 77,500 units, which were donated to over 2 lakh recipients.

RIL declared the last two years have been dedicated to 'seva', or human service. While 2021 began with a lot of promise, it also saw the most severe second wave of the COVID-19 epidemic, the world's and our country's largest humanitarian calamity. Mission Oxygen and Mission Vaccine Suraksha were launched to address the nation's demand for medical oxygen and community vaccines. The other missions, such as Mission Anna Seva, Mission COVID Infra, and Mission Employee Care, were enhanced and sustained in response to the rising COVID-19 crisis.

COVID-19 RESPONSE

This program includes “Mission Oxygen”- providing medical oxygen to meet a sudden shortage of medical oxygen for COVID-19 patients. Reliance reconfigured its Jamnagar factory to create liquid medical oxygen in record time, providing critical support to the nation in response to a sudden shortage of medical oxygen for COVID-19 patients, particularly during the second wave. This was ramped up to fulfill the life-saving demands of 1,00,000 patients every day, given free of charge to various states. The facility produced 11% of India's medical-grade liquid oxygen. Reliance provided 3,040 oxygen concentrators, 430 ventilators, and 82 PSA plants to various government hospitals.

The Reliance Foundation started its major effort, Mission Anna Seva, which is a commitment to assist Indians by giving meals. Mission Anna Seva is the world's largest corporate foundation meal distribution program, providing disadvantaged populations with prepared meals, ready-to-eat food packets, food coupons, and dry ration packages across 19 states and 4 Union territories.

Mission Anna Seva was also a lifeline for individuals going home from cities. Volunteers from Reliance's work sites in Mumbai, Silvassa, Vadodara, Patalganga, Hazira, Jhajjar, Shahdol, Jamnagar, Dahej, Barabanki, Nagothane, Gadimoga, and Hoshiarpur also delivered lunches. Overall, more than 8.5 crore meals were provided to underprivileged populations, daily wage earners, and frontline workers across the country. A wide network of non-governmental organizations (NGOs) with over 200 partners assisted in reaching people in most need. The program reached out to frontline workers providing crucial COVID-19 services, as well as daily wage earners and migrant laborers, slum dwellers, manufacturing workers, and inmates of old-age homes and orphanages.

Mission COVID Infra to accommodate the sudden demand for specialized healthcare facilities during COVID-19, the Reliance Foundation established medical, quarantine, and intensive care facilities, offering over 2,000 COVID-19 hospital beds across various sites in India. These include a specific COVID-19 care facility at the National Sports Club of India, Worli, Mumbai, run by the Sir H.N. Reliance Foundation Hospital, and Gujarat's first pediatric COVID-19 hospital in Jamnagar.

Mission COVID Suraksha focused on distributing 1.4 crore masks across India to frontline soldiers and communities in 26 states and Union Territories, as well as creating awareness about the importance of COVID-safe behaviour. The Reliance Foundation, in collaboration with Reliance Retail, donated masks to police and municipal workers around the country. Reliance provided protective equipment, including masks and PPE kits, to frontline workers and those at high risk of exposure, in addition to promoting COVID prevention through personal protection, distance, and proper hand hygiene. More than 9.5 lakh sanitizers, 5+ lakh ORS packets, and 2+ lakh gloves were supplied throughout 20 states and Union Territories. In Jamnagar alone, 50,000 numbers each of PPE kits, N95 rubber gloves for medical examination were handed over to the Guru Gobind Singh Hospital.

Mission Vaccine Suraksha support the nation's COVID-19 immunization program. Reliance announced Mission Vaccine Suraksha in April 2021, demonstrating its commitment to protecting the greater community. Mission Vaccine Suraksha enabled free COVID-19 vaccination throughout the country, benefiting communities, employees, and families alike. Vaccine doses were also supplied through outreach initiatives to vulnerable communities in different places.

Employee Care Mission was established with the goal of ensuring that every member of the Reliance family and their loved ones were supported and safeguarded during the pandemic. The Reliance leadership launched many activities, including testing, treatment, and over 24 lakh free COVID-19 vaccinations for employees and their families. The company prioritized health and mental wellness, and provided ongoing care to families of employees who died as a result of the pandemic. Reliance helps the most marginalized groups, contributing to the United Nations Sustainable Development Goals (Agenda 2030). In FY 2021-22, Reliance plans to Rs. 1,186 crore to support several significant CSR activities.

VI.CONCLUSION

Corporations play an important role since they have a significant impact on the delivery of healthcare services. Businesses can help Indians live longer and happier lives. Both assets and purpose are present; all that needed is to tap into the appropriate channels. With corporate involvement, there is the potential for public-private partnerships to improve healthcare infrastructure and increase accessibility and affordability for people in general. Finally, the CSR mandate in India has created opportunities for business involvement in the healthcare sector, resulting in significant advantages for individuals, particularly those in rural areas. With the appropriate channels and alliances, firms may make a substantial contribution to improving India's healthcare system, resulting in better health results for everybody. These kind of activities helps to achieve the sustainability goals of the companies.

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