

THE EFFECT OF CSR INITIATIVES AND ACTIVITIES ON SOCIO-ECONOMIC DEVELOPMENT OF NATIVES OF THE THREE VILLAGES ADOPTED BY THE HI-TECH POWER & STEEL LIMITED - AN EMPIRICAL STUDY

Abstract

In the present world, when corporate environments are so competitive and the globe has become a global village, the study of CSR is highly valued. CSR is a moral way for a business to fulfill its responsibility to its employees, the people who live in the affected regions, and society at large. It's a framework that makes it possible for companies to meet the demands of their clients, employees, and investors while simultaneously giving back to the community. Non-financial measures such as promoting a favorable corporate image, demonstrating company values, and committing to do good in the areas in which they operate are all included. Companies engage in corporate social responsibility (CSR) primarily so they may provide locals some sort of advantage in return. The benefits of properly implementing CSR policies and carrying them out can be seen in a company's client base, inspired staff, and support from the local community. The goal of the current study is to determine how Hi-tech Power and Steel Limited's CSR initiatives and activities have affected the overall socioeconomic development of natives of three surrounding villages, Parsada, Sarora, and Biladi in Raipur's block Tilda. The researcher employed a mixed method that combined qualitative and quantitative components.

Keywords: CSR, natives, village, socio-economic development.

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I. INTRODUCTION

The widespread consensus is that businesses must take ethical and social responsibility for their deeds. An organization's effects on the environment and social welfare must be assessed. CSR is a company's commitment to helping society as a whole experience sustainable economic progress. A company's social responsibility includes meeting its financial, legal, and ethical obligations concurrently. The idea of CSR can also be described as an organization's sense of responsibility to the local community and environment. "According to the United Nations Industrial Development Organization, corporate social responsibility (CSR) is a management concept that encourages businesses to include social and environmental considerations into their operations and interactions with stakeholders"(UNIDO, 2023). CSR is frequently seen as a way for a company to strike a balance between its economic, environmental, and social obligations and its stakeholders' and shareholders' expectations. The Triple-Bottom-Line Approach (University_of_Wisconsin, 2022) is the basis of the idea. It's important to draw a line here between CSR, which may be seen of as a concept for strategic company management, and philanthropy, sponsorships, and other types of charitable giving. Even if the latter can also significantly reduce poverty and will directly improve a company's reputation and brand, the concept of CSR unquestionably extends beyond those things.

"Corporate social responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large"(WBCSD, 2000). Asper European Commission, 2001 "CSR is the voluntary contribution of companies for a better society and a cleaner environment"(EU, 2001). Complex issues including environmental preservation, human resource management, workplace health and safety, relationships with the local community, and relationships with suppliers and customers are all addressed by the definitions. Additionally, "enhanced access to capital and markets, increased sales and profits, operational cost savings, improved productivity and quality, an efficient human resource base, improved brand image and reputation, enhanced customer loyalty, improved decision making, and risk management processes are just a few of the competitive advantages that can be brought about by a well-executed CSR concept"(Branco, 2007).

The model of corporate social performance (CSP) incorporates three areas. First area is the principles of CSR using Carroll's four categories of social responsibilities as principles. The second area is corporate social responsiveness procedures using defensive, accommodating, proactive, and reactive strategies. And the third area is the creation of policies to solve social problems (Wartick & Cochran, 1985). The CSP model of corporate social participation has evolved over the past 40 years from an original call for businesses to be more socially responsible to an integrative, 3-D model. The first dimension is social responsibility, which has proven to be a very robust idea. It has mostly absorbed the criticism that was leveled at it. However, the social contract and moral agency continue to be the two core tenets of social responsibility, which is its ethical component. The second factor is social responsiveness, which offers a strategy for embracing social responsibility. It is now typically used to achieve corporate social responsibility goals. The third component, social issues management, is now being developed as a technique. 3D model of CSP is presented in Table 1 (Donna, 2022).

Table 1: 3-D Model of CSP (Corporate Social Performance)

Dimension:1	Dimension:2	Dimension:3
Principles	Process	Policies
“Corporate Social Responsibilities”	“Corporate Social Responsiveness”	“Social Issues Management”
<ul style="list-style-type: none"> • Economic • Legal • Ethical • Discretionary 	<ul style="list-style-type: none"> • Reactive • Defensive • Accommodative • Proactive 	<ul style="list-style-type: none"> • Issue Identification • Issues Analysis • Response development
Directed at:	Directed at:	Directed at:
<ul style="list-style-type: none"> • The social contract of business • Business as a moral agent 	<ul style="list-style-type: none"> • The capacity to respond to changing societal conditions • Managerial approach to developing responses 	<ul style="list-style-type: none"> • Minimizing ‘surprises’ • Determining effective Corporate Social Policies
Philosophical Orientation	Institutional Orientation	Organizational Orientation
Source: (onlinelibrary_wiley, 2010)		

II. STATUTORY REQUIREMENT OF CSR IN INDIA

India is a nation that has committed to requiring CSR by legislative action. For this study the requirements CSR obligations the 2013 Companies Act, 2013 and the Income Tax Act, 2013 have been highlighted.

- 1. Provisions in the Companies Act, 2013:** Certain businesses have to implement CSR as a requirement under the Companies Act of 2013. “According to Section 135 of the, every company having net worth of rupees five hundred crore or more, or turnover of rupees one thousand crore or more or a net profit of rupees five crore or more during any financial year the immediately preceding financial year shall constitute a Corporate Social Responsibility Committee and has to mandatorily spend 2% of its average net profit of the immediately preceding three financial years on CSR activities” (Ministry_of_Company_Affairs, 2013). This committee must include three or more directors, and at least one of those directors must be independent. The committee shall formulate the policy; including activities specified in Schedule VII of the Act, which are: “Eradicating extreme hunger and poverty; Promotion of education; promoting gender equality and empowering women; Reducing child mortality and improving maternal health; Combating human immune deficiency virus, acquired immune deficiency syndrome, malaria and other diseases; Ensuring environmental sustainability; Employment enhancing vocational skills; Social business projects; Contribution to Prime Minister’s Relief Fund or any other fund set up by the central government or the state governments for socio-economic development and relief, and funds for the welfare of the scheduled castes and tribes, other backward classes, minorities and women; Such other matters, as may be prescribed” (ICSI, 2014). A precise

guideline for the expenses that are not deemed CSR activity is provided in Section 135 of the Companies (CSR) Rules, 2014. “They are: Expenditure on activities undertaken in pursuance of normal course of business; Expenditure on CSR activities undertaken outside India; Expenditure which is exclusively for the benefit of the employees of the company or their families; Contribution to political parties” (MCA, 2013).

2. **Provisions in the Income Tax Act,2013:** “Under Section 37(1) of the Income Tax Act, any expenditure (not being expenditure of the nature described in sections 30 to 36 and not being in the nature of capital expenditure or personal expenses of the assessee), laid out or expended wholly and exclusively for the purposes of the business or profession shall be allowed in computing the income chargeable under the head ‘Profits and gains of business or profession’ (ICSI, TAX LAWS, 2020). “The issue under consideration is whether CSR expenditure is allowed as deduction u/s 37. CSR activities are not considered as expenses pertaining to the business and hence, they are not allowed as deductions while computing business taxable income. The rationale behind the disallowance is that CSR expenditure, being an application of income, is not incurred wholly and exclusively for the purpose of carrying on business”(The_Income_Tax_Department, 1961). CSR expenses are not wholly incurred for the purpose of carrying on business since they constitute an application of income; this is the reason they are not allowed. “Under Section 80G of the Income Tax Act, 1961; the permissible CSR activities that are allowed as deductions from the business income are: donation allowed subject to a maximum of 10% of the adjusted gross total income such as donation to government for promoting family planning etc. 100% allowed” (ICSI, TAX LAWS, 2020). “Donations to government for other charitable purpose; donation for housing accommodation / improvement of cities, towns or villages are eligible for 50% deduction. Eligible for 100% deduction without maximum limit: donation to PM’s national relief fund; donation to state government fund for medical relief to the poor; national illness assistance fund; chief minister’s or Lt. Governor’s relief fund; fund to approved university or educational institutions of national eminence etc.” (Taxman, 2023).

III.EFFECT ASSESSMENT OF CSR COVERED VILLAGES

The scope of corporate social responsibility is expanding, and in the coming years, it will become a unique resource for analyzing and achieving sustainability goals, just like in many large economies.

1. **About the Industry Under Study:** Hi-tech Power & Steel Ltd. is a public limited company of the Chhattisgarh region. Company is doing works for development of people and villages through CSR works under CSR policy & framework. Company ensures the CSR works going inline and helps socio-economic improvement of the same through socio-economic assessment of the villages. Company is looking forward for the commitment to environment compliances, and employment of the natives of the Chhattisgarh and to diversify itself in the field of trade and commerce. It is having 90000 MPTA Sponge iron Plant, 12 MW Captive Power Plant (6 MW WHRB + 6 MW AFBC), 138,000 MTPA Steel Melting Shop & 150,000 MTPA Rolling Mill unit at village Parsada, Tilda, District-Raipur of Chhattisgarh State(HPSL, Company Profile , 2022).

2. Raipur District and its Blocks and Villages: Raipur is the capital city of the Chhattisgarh. The district has a rather compact structure and is made up of the Tehsil/Blocks i.e. Dharsiwa, Arang, Tilda, and Abhanpur. For decentralized planning and program execution at the grass root level, Zila Panchayat was created. According to the Chhattisgarh Panchayat Raj Act, the district contains 491 villages, 408 Gram Panchayats, and Zila Panchayat. As per census 2011 the total population of Raipur district is 2160876(census2011_India, 2011).Table 2 displays a statistical profile by block.The study is carried out in the Raipur district's Tilde Block(HPSL, EIA Report, 2020).It is an important city in the Raipur region. Chhattisgarhi, a dialect of Hindi, is spoken by the majority of people in the city of Tilda-Neora.

Table 2: Block wise Details of Raipur District.

Name of Block	Number of Villages	No of Gram Panchayat
1. Dharsiwa	84	78
2. Arang	168	104
3. Tilda	135	99
4. Abhanpur	104	91
	491	408

(Source: EIA report, Hi-tech Power, 2020)

3. Details of Villages under Study: The Sarpanch (Head of Town), a village representative appointed in accordance with the Panchyati Raaj Act and the Indian Constitution, is in charge of running the Panchayat along with the consent of gram-sabha. Demography of 3 villages is as below:

- **Parsada:** There are 283 families living in the village of Parsada, which constitute it as medium size village. As of the 2011 Census, there are 1417 people living there, of which 703 are male and 714 of female.
- **Biladi:** Biladi is a large village with total 729 families residing in it. There are 3259 people living there, 1629 of them are men and 1630 of whom are women.
- **Sarora:** The village Sarora also has a gram panchayat. The settlement has a total land area of 2210.008 hectares. Sarora is a sizable community with a total population of 4,557, of which 2,299 are men and 2,258 are women.

IV. RESEARCH METHODOLOGY

Both primary and secondary data were used into the study. Three villages that were involved in CSR initiatives provided the primary data. The secondary data were gathered from HPSL annual reports, a variety of websites, reports, journals, and research papers that have been published. The data were gathered using a convenience sampling approach. Well-structured questionnaires have been given to the sample population for the effect evaluation in order to obtain quantitative and qualitative data. The sample size has been chosen at 100 locals. The aforementioned research hypotheses have been constructed in order to meet the study's objective. Period of Study: December, 2022.

Research Hypothesis: H₀: There is no significant effect of CSR initiatives and activities on the socio-economic development of the natives of three villages adopted by the industry. The hypothesis has been tested using the chi-square test.

V. DATA ANALYSIS AND FINDINGS

During the visit to villages, some people from general population, farmers, women, and some gram Panchayat officials were contacted informally to find out their opinion about the company's development work. People in the study area are aware of the company and its various works under taken by the company. Many households on daily & regular basis are working in the company. In order to collect the data, 100 respondents received questionnaires (32 from Parsada, 35 from Sarora and 33 from Biladi village), and an interviewing technique was used as well. Out of 100 samples, 59 were male and 41 female.

- 1. Direct benefit to Natives:** Direct benefit to natives as part of CSR activity is assessed using five simple socio-economic parameters. 85% of them are aware of HPSL's CSR policies and have received the direct benefits. Table 3 shows the details of direct support and benefit under CSR activities of HPSL.

Table 3: Direct Support and Benefit under CSR Activities to the Natives of the Nearby Villages.

	Parameters	number of beneficiary
1	Support for the medication of livestock & water arrangement	28
2	Support for medical emergency and treatment of member of family	17
3	Financial support to open shop for livelihood	21
4	Pecuniary provision to pursue higher education	15
5	Monetary assistance for the marriage of Girl	4
Total number of respondents receiving benefits		85

Interpretation: Above table implies that, CSR activities of HPSL have helped 85natives directly. 28respondents agreed that they have received financial support for the treatment and medication of animals/ live stocks and water arrangement during summer season. 21 family of village received livelihood support.17 families received financial support during COVID-19 pandemic treatment. Marriage of girl child and encouragement of extracurricular activities were direct benefit to the natives.

- 2. Effect of CSR activities on natives of villages:** The measurement of effect of CSR activities on natives are based on five dimensions they are-
 - Increase in average annual income of family; second,
 - Indirect employment to natives beside direct employment in factory;

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- Arrangement of clean drinking water for the natives and hygiene facilities in girls school;
- Improvement of life style as a result of community care and health care camp;
- Village drainage system and concrete road as part of village development program.

Agreement on all the above five dimensions will be tested to prove the socio-economic condition of the natives Table 4 to 9 depicts the response on level of agreement on different dimensions of CSR activities on various dimensions.

Table 4: Level of agreement on upsurge in average annual income of family as a dimension of the effect of CSR initiatives and activities adopted by the industry

Response towards the increase in average annual income of family	Frequency			Percent	Chi-Square Value	Df	p-Value
	Male	Female	Total				
Neutral	2	4	6	6	7.5614	2	0.022
Agree	9	14	23	23			
Strongly Agree	48	23	71	71			
Total	59	41	100	100			

Interpretation: Above table shows upsurge in annual income of family as a dimension of the effect of CSR activities adopted by the industry. Out of 100 respondents, 71% have strongly agreed. This implies that there is an average increase in annual income of natives as an effect of CSR activities adopted by the industry.

From the above table, data value of Chi-Square at 2 degree of freedom 7.5614 and its p-value are 0.02 which shows null hypothesis is rejected and data is highly significant. Hence, we conclude that there is significant effect of CSR initiatives and activities on the socio-economic development of the natives of the three villages.

Table 5: Level of agreement on indirect employment as a dimension of the effect of CSR activities adopted by the industry

Response towards the indirect employment of natives	Frequency			Percent	Chi-Square Value	Df	p-Value
	Male	Female	Total				
Disagree	0	1	1	1	14.9484	3	0.00009
Neutral	2	1	3	3			
Agree	3	14	17	17			
Strongly Agree	54	25	79	79			
Total	59	41	100	100			

Interpretation: Above table shows the indirect employment of natives as a dimension of the effect of CSR activities adopted by the industry. Out of 100 respondents, 79%

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have strongly agreed and 17% have agreed. This implies that there is an indirect employment of natives as an effect of CSR activities adopted by the steel industry.

From the above table, data value of Chi-Square at 3 degree of freedom 14.9484 and its p-value are 0.00009 which shows null hypothesis is rejected and data is highly significant. Hence, we conclude that there is significant effect of CSR activities on the socio-economic development of the natives.

Table 6: Level of agreement on clean drinking water, deepening of ponds for the natives and hygiene facilities in the girls' school as a dimension of the effect of CSR initiatives and activities adopted by the industry

Arrangement of clean drinking water for the natives and hygiene facilities in the girls' school	Frequency			Percent	Chi-Square Value	Df	p-Value
	Male	Female	Total				
Disagree	1	2	3	3	11.49110	3	0.00639
Neutral	1	1	2	2			
Agree	4	13	17	17			
Strongly Agree	53	25	78	78			
Total	59	41	100	100			

Interpretation: Above table shows arrangement of clean drinking water for the natives and hygiene facilities in girls' schools as a dimension of the effect of CSR activities adopted by the industry. Out of 100 respondents, 78% have strongly agreed and 17% have agreed. This implies that there is an arrangement of clean drinking water for the natives and hygiene facilities in the girls' school and it is an effect of CSR activities adopted by the industry.

From the above table, data value of Chi-Square at 3 degree of freedom 11.4911 and its p-value are 0.00639 which shows null hypothesis is rejected and data is highly significant. Hence, we conclude that there is significant effect of CSR initiatives and activities on the socio-economic development of the natives of the three villages.

Table 7: Level of agreement on improvement of life style as a result of community care and health care practices of CSR initiatives and activities adopted by the industry

Response towards improvement of life style as a result of community care and health care practices	Frequency			Percent	Chi-Square Value	Df	p-Value
	Male	Female	Total				
Neutral	1	2	3	3	7.39456	2	0.0247
Agree	9	15	24	24			
Strongly Agree	49	24	73	73			
Total	59	41	100	100			

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Interpretation: Above table shows improvement of life style as a result of community care and health care practices as a dimension of the effect of CSR activities adopted by the industry. Out of 100 respondents, 73% have strongly agreed and 23% agreed. This implies that there is improvement of life style as a result of community care and health care practice given to natives as a part of CSR activities adopted by the industry.

From the above table, data value of Chi-Square at 2 degree of freedom 7.39456 and its p-value are 0.0247 which shows null hypothesis is rejected and data is highly significant. Hence, we conclude that there is significant effect of CSR activities on the socio-economic development of the natives.

Table 8: Level of agreement on construction of village drainage system and concrete road as part of village development program under CSR initiatives and activities adopted by the industry

Response towards village development program (drainage system and concrete road)	Frequency			Percent	Chi-Square Value	Df	p-Value
	Male	Female	Total				
Neutral	1	5	6	6	7.39456	2	0.0247
Agree	12	13	25	25			
Strongly Agree	46	23	69	69			
Total	59	41	100	100			

Interpretation: Above table shows village development program (construction of drainage system and concrete road) as a dimension of the effect of CSR activities adopted by the industry. Out of 100 respondents, 69% have strongly agreed and 25% agreed. This implies that there is village development program by means of construction drainage system and concrete road as a part of CSR activities carried out by the industry.

From the above table, data value of Chi-Square at 2 degree of freedom 7.39456 and its p-value are 0.0247 which shows null hypothesis is rejected and data is highly significant. Hence, we conclude that there is significant effect of CSR initiatives and activities on the socio-economic development of the natives of the three villages.

Table 9: Opinion of the respondent on overall socio-economic development of natives as an effect of CSR initiatives and activities adopted by the industry

Response towards overall socio-economic development of natives	Frequency			Percent	Chi-Square Value	Df	p-Value
	Male	Female	Total				
Neutral	1	5	6	6	6.94591	2	0.0310
Agree	10	11	21	21			
Strongly Agree	48	25	73	73			
Total	59	41	100	100			

Interpretation: Above table shows opinion of the respondent on overall socio-economic development of natives as an effect of CSR activities adopted by the industry. Out of 100 respondents, 73% have strongly agreed and 21% agreed. This implies that there is overall socio-economic development of natives as an effect of the CSR activities carried out by the industry. From the above table, data value of Chi-Square at 2 degree of freedom 6.94591 and its p-value are 0.0310 which shows null hypothesis is rejected and data is highly significant.

As an outcome, we might thus say that CSR initiatives activities have a significant effect on the natives and there socio-economic development. And natives have also received direct benefits from the CSR activities of HPSL.

VI. CONCLUSION

According to the authors of this article, rather than discussing the components and effect of CSR, to agree on the following five crucial factors that Buchholz has discovered would seem to be more useful.. “Companies have responsibilities that extend beyond the production of goods and services at a profit; these responsibilities include aiding in the solution of significant social issues, particularly those that they have contributed to the development of; companies have a wider constituency than shareholders; they have effects that extend beyond straightforward market transactions; and they serve a wider range of human values than can be adequately captured by a sole focus on economic values” (Buchholz, 2004).

Growing in popularity, corporate social responsibility has always benefited society in some way. Companies have adopted CSR practices and executed numerous initiatives as it is now required by law. It is clear that CSR efforts may contribute to the development and improvement of socioeconomic situations. Although this is a positive aspect, much more progress could have been made if these corporate development practices had been performed voluntarily. HPSL has been a leader in the Raipur region, since the start of the production process, the firm has been devoted to the community and by doing so, it has been able to establish a strong link between its CSR initiatives and socio-economic development.

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