

Corporate Social Responsibility by Multinational Companies in India

¹Dr. Daniel Penkar, ²Dr. Sagar Pawar, ³Dr. Girish J Bakshi

¹Director, Sinhgad Institute of Management, ²Associate Professor, Sinhgad Institute of Management, ³Assistant Professor (MBA), Sinhgad Institute of Management

¹ Sinhgad Institute of Management, Pune, India

Abstract: The CSR plays an important role in the society, business & government. They complement and support each other. Multinational companies are working in India and they also have a role in India. Let us see and understand the same in this article.

Index Terms: CSR, MNC, Indian MNC, Companies Act, Statutory CSR Provisions, India Companies.

I. INTRODUCTION

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility (also known as corporate citizenship) companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental. Corporate social responsibility is a business model by which companies make a concerted effort to operate in ways that enhance rather than degrade society and the environment. CSR helps both improve various aspects of society as well as promote a positive brand image of companies. Corporate responsibility programs are also a great way to raise morale in the workplace. CSRs are often broken into four categories: environmental impacts, ethical responsibility, philanthropic endeavors, and financial responsibilities.

Companies view CSR as an integral part of their brand image, believing that customers will be more likely to do business with brands that they perceive to be more ethical and CSR activities can be an important component of corporate public relations. At the same time, some company founders are also motivated to engage in CSR due to their convictions.

Examples of Corporate Social Responsibility are: Starbucks - has long been known for its keen sense of corporate social responsibility and commitment to sustainability and community welfare. In its 2020 Global Social Impact Report they have achieved the milestones like reaching 100% of ethically sourced coffee, creating a global network of farmers and providing them with 100 million trees by 2025, pioneering green building throughout its stores, contributing millions of hours of community service etc. General Motors - for a fourth consecutive year in 2021 General Motors was placed on the Bloomberg General Equality Index and for sixth consecutive year on Diversity Inc.'s top 50 companies. GM has planned for a \$35 billion investment from 2020 to 2025 in electric vehicles and aims for 100% renewable electricity at U.S. sites by 2025. Some examples of companies that strive to be leaders in CSR in the area of this article are discussed in this article.

REVIEW OF LITRATURE:

Sarita Moharana (2012) This paper discussed about the role of corporate social responsibility (CSR) is vital in this present business world. Different multinational companies have taken various efforts in the era of globalization for CSR. An attempt has been made in this paper to highlight some of valuable social initiatives taken by ESSAR at Paradeep as well as some of the valuable suggestions to highlight the CSR activities. Padmakshi Rana (2008) This paper illustrates the exploration of CSR and sustainability literature with the development of the conceptual framework, followed by a brief overview of sustainability in the food industry, the adopted research design and a short summary on preliminary findings from two case-studies. Hashimu, Bulus (2012) this study assessed the external stakeholders (customers and community members) of thirteen (13) Multinational Companies operating in Nigeria for over 15 years. The primary objective of this study is to critically assess the external social responsibility of Multinational Companies with the aim of understanding their ethical performance. Nattavud Pimpa (2012) The aim of this paper is to identify contribution from MNCs from Australia in Thailand in the form of corporate social responsibility (CSR). The results of this study identify two key themes: (1) climate change and poverty, and (2) social development and poverty. This study confirms that social and institutional pressures and stakeholders' involvement influence decision making with respect to CSR on poverty alleviation. Juliette Bennett (2002) This study explains the international business community will increasingly need to promote greater economic inclusion and social justice in its operations, or it will be blamed for contributing to the conditions that lead to violent conflict. Kofi Annan, former UN Secretary General "We have to choose between a global market driven only by calculation of short-term profit, and one which has a human face. Between a world which condemns a quarter of the human race to starvation and squalor, and one which offers everyone at least a chance of prosperity, in a healthy environment. Between a selfish free-for-all in which we ignore the fate of the losers, and a future in which the strong and successful accept their responsibilities, showing vision and leadership"

Benefits of Corporate Social Responsibility: According to the United Nations Industrial Development Organization, Corporate Social Responsibility is defined as a business management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives, while at the same time addressing the expectations of shareholders and stakeholders. Today, almost all companies are affected by Global events and competition. The increase in competition among the multinational companies to gain first mover advantage in various countries by establishing goodwill relations with both the state and the civil society. Being a socially responsible multinational company means not only fulfilling the legal

expectations, but also going beyond such as investing more in human resources and facing the environmental problems and also satisfying the stakeholders.

As important as CSR is for the community, it is equally valuable for a company. CSR activities can help forge a stronger bond between employees and corporations, boost morale, and aid both employees and employers in feeling more connected to the world around them. Aside from the positive impacts to the planet, here are some additional reasons businesses pursue corporate social responsibility.

Brand Recognition

According to a study published in the Journal of Consumer Psychology, consumers are more likely to act favorably towards a company that has acted to benefit its customers as opposed to companies that have demonstrated an ability to deliver quality products. Customers are increasingly becoming more aware of the impact's companies can have on their community, and many now base purchasing decisions on the CSR aspect of a business. As a company engages more in CSR, they are more likely to receive favorable brand recognition.

Investor Relations

In a study by Boston Consulting Group, companies that are considered leaders in environmental, social, or governance matters had an 11% valuation premium over their competitors. For companies looking to get an edge and outperform the market, enacting CSR strategies tends to positively impact how investors feel about an organization and how they view the worth of the company.

Employee Engagement

In yet another study by professionals from Texas A&M, Temple, and the University of Minnesota, it would find that CSR-related values that align firms and employees serve as non-financial job benefits that strengthen employee retention. Works are more likely to stick around a company that they believe in. This in turn reduces employee turnover, disgruntled workers, and the total cost of a new employee.

Risk Mitigation

Consider adverse activities such as discrimination against employee groups, disregard for natural resources, or unethical use of company funds. This type of activity is more likely to lead to lawsuits, litigation, or legal proceeds where the company may be negatively impacted financially and be captured in headline news. By adhering to CSR practices, companies can mitigate risk by avoiding troubling situations and complying with favorable activities.

II. CSR IN INDIA:

The concept of Corporate Social Responsibility (CSR) has gained increased significance in recent years. The notion of Corporate Social Responsibility (CSR) is on the rise all over the world, and in India as well. CSR is not new to India; in fact, historically speaking, CSR is a well-established phenomenon in the country and India has one of the world's richest traditions of CSR. In the pre-industrial period prior to the 1850s, the influence of cultural and the religious tents. The British government brought the industrialization era in India this brought changes whereby money become more important and also resulted in the CRS aspect and the stakeholder coverage changed. The important models introduced in CSR was by Mahatma Gandhiji's "Trusteeship model" and post liberalization in 1990 there was a fundamental shift to the multinational stakeholders – companies are deemed responsible for all stakeholders. India has one of the richest traditions of CSR as stated earlier. "In 1965, Lal Bahadur Shastri, then the prime minister of India, presided over a national meeting that issued the declaration on the social responsibilities of business" A business has a] responsibility to itself, to its customers, workers, shareholders and the community.... every enterprise, no matter how large or small, must, if it is to enjoy confidence and respect, seek actively to discharge its responsibilities in all directions . . . and not to one or two groups, such as shareholders or workers, at the expense of community and consumer. Business must be just and humane, as well as efficient and dynamic. Post-independence with India adopting mix economy model and Indian Public Sector Companies (PSUs) played a great role in nation development through CSR. The ISO 14000, SA 8000, AA 100 International standards were brought and Indian Companies started to adopt and follow them to be in the international competition.

III. LEGAL POSITION OF CSR IN INDIA:

The lack of laws recognizing and for enforcing the concept of Corporate Social Responsibility has not kept corporations form contributing towards the society and stakeholders as a commitment by themselves as it's business concept. Best example in India is by the House of Tata's. But it was necessary to have a framework done legally and for this the Government of India amended The Companies Act in 2013 and replaced the earlier Companies Act of 1956. The new Amendments has made far-reaching changes affecting company formation, administration and governance and incorporates an additional section i.e., Section 135 – which lays down certain requirements, expected of companies, pertaining to the execution, fund allotment and reporting on CSR. One of the Act's most startling changes has been compulsory corporate social responsibility obligations ("CSR") upon Indian companies and foreign companies listed in India. These obligations mainly come in the form of mandatory amounts companies must contribute to remediating social problems. Ministry of Corporate Affairs notified Section 135 and Schedule VII came into effect from 1st April 2014. The Section 135 is applicable to companies which have an annual turnover of Rs.1,000 crore or more or a net worth of Rs.500 crore or more or a net profit of Rs.5 crore or more. Such Companies are required to constitute a CSR Committee consists of three directors and one director shall be an independent director. An unlisted public company or a private company covered under Section 135(1) of the Act, shall have its CSR Committee without an independent director and a private company with two directors on Board should constitute its CSR Committee with only two directors. The CSR Committee shall institute a transparent monitoring mechanism for implementation of the CSR projects or programs or activities undertaken by the company. The companies falling under the prescribed criteria are required to spend a minimum 2% of its average net profit for its preceding three financial years amount on CSR activities and report on the activities detailed in Schedule VII like eradicating hunger, poverty and malnutrition, promoting health care, sanitation & safe drinking water, promotion of education, and vocational skills, help economically backwards, support environmental sustainability, support for benefit of armed forces veterans, war widows and their dependents, contributions provided to technology incubators located within academic institutions, rural development projects, slum

development etc. were included as one of the CSR activities for CSR spend. If the specified amount is not spent it was required to specify why it has not been done.

IV. MNC COMPANIES IN INDIA:

A multinational corporation is a company incorporated in its home country (country of origin) but it carries out business operations beyond that country in many other foreign countries, we call the host countries. Its head office will be in the home country. Companies are expanding their boundaries from the country of their origin to the evolving markets in the developing countries which have been sometimes referred to as emerging markets. International business consists of transactions that are devised and carried out across national borders to satisfy the objectives of individuals and organizations with the activities such as (1) importing and exporting and (2) direct foreign investment. There are 2 types of Multinational Companies operating in India. The first one is the Indian Company which has crossed the boundaries & is operating in other countries like Tata Motors, Bharat Forge, WIPRO etc. While the other one is Company which has crossed its original boundaries & are now operating in India like Amazon, Samsung, Sony, Pfizer etc. The social responsibilities of Multinational Companies have to be followed in their internal and external business environment are as follows:

INTERNAL ENVIRONEMNT: This relates to the internal practices of the Multinational Companies which need to be modify their social responsibilities.

HUMAN RESOURCES MANAGEMENT: It includes the elements like providing an environment for life long learning for employees, employee empowerment, better information flow, improving the balance between work, family and leisure, diversified work force, job security. Active follow up and management of employees who are off work due to disabilities or injuries have also been shown to result in cost savings for the companies. They have to use the cheap labour available in different countries

WORK SAFETY AND HEALTH MEASURES: Worker safety and labour health have been documented to be having a direct impact on productivity of the labour force. Although legal measures exist in most nations on maintaining standards for ensuring worker safety and providing health benefits. The companies not only need to maintain high safety levels in their own premises but also ensure that their suppliers and other connected parties comply with these principles. The increased focus on safety standards and employee welfare has led to the development of standards across industries.

ADAPTATION TO CHANGE: Recent trend in the global business scenario has been the wide spread use of mergers and acquisitions for business expansion. Also downsizing has been used, often ineffectively, as a cost cutting measure by firms in their relentless push for profits. Restructuring in a socially responsible manner means to balance and take into consideration the interests and concerns of all those who are affected by the changes and decisions. Restructuring needs to be well prepared by identifying major risks, calculating all the costs, direct and indirect associated with alternative strategies and policies. In countries where labour laws preventing labour retrenchment even in the event of declining sales in practice lobbying with the bureaucracy and government is an aspect which forms cannot chose to ignore.

MANAGEMENT OF ENVIRONEMTAL IMPACTS: Optimization of resource utilization and reducing environmentally damaging effluents can reduce the environmental impact. This will also enable the firms to affect significant cost savings in energy bills and pollution cost. Many multinational companies are realizing to their cost that early compliance with accepted standards will provide strategic advantages in the long run even though cost inefficient in the near future.

EXTERNAL ENVIRONMENT: This relates to the practices concerning external stakeholders. By practicing the external social responsibility in global business leads to the development of international standards for business practices.

LOCAL COMMUNITIES: The development of positive relations with the local community and thereby the accumulation of social capital is particularly relevant for non-local companies. These relations are being increasingly used by multinational companies to support the integration of their subsidiaries into various markets in which they are present. Deep understanding of the local community and social customs is an asset which can be utilized by the companies to gain strategic advantages.

BUSINESS PARTNERS: Building long term relationships of sound ethical foundation with suppliers, customs will enable companies to meet customer expectations better while reducing complexity and costs. Companies doing international business take on additional responsibilities because of the existence of outsourcing opportunities in the form of suppliers and outsourcing agents.

India enjoys substantial investments from global corporations like Microsoft, IBM, Coca-Cola, Pepsi, Johnson & Johnson, Proctor and Gamble, Nestle, and Nokia. Moreover, these corporations have a significant presence in the country. The success stories of these companies, and many more like them in the country's dynamic markets, will bring more corporations to Indian soil. With the policy of developed countries like US to shift manufacturing base from China India is one of the favorite destinations of MNC companies.

V. CSR CASES OF MNC COMPANIES IN INDIA:

Different multinational companies have taken various efforts in the era of globalization for CSR. Being socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing more into human capital, the environment and relations with stakeholders.

MERCK INDIA - STUDENTS VISIT ITS HIGH-TECH M LAB - Students' curiosity is piqued by a visit to Merck India's high-tech M LabTM Collaboration Center. 15 kids from a government school in Bengaluru, aged 12 to 13, visited the Merck M LabTM Collaboration Center, located in the business' Peenya facility. Students attended the event and toured the high-tech lab where they saw employee-led experiment demonstrations on the principles of DNA and water filtration. In order to provide students a better understanding of the various career opportunities, they also engaged in their own hands-on experiments and interactions with Merck staff members from various fields. The goal of the schoolchildren's tour of the Merck M LabTM Collaboration Center is to pique their curiosity and foster the future generation of scientists. The business offers children the chance to see its cutting-edge lab and carry out a number of easy experiments in an effort to spark an interest in science. The kids had the opportunity to speak with Merck staff members directly to learn more about the career opportunities in fields. The goal of this session is to spark students' interest in science by giving them access to the M LabTM Collaboration Center and encouraging them to do practical science experiments, according to Niranjan J, technical operations manager of the facility. "Interacting with young minds and introducing our company and the cutting-edge

laboratory was a wonderful experience. Many children raised inquiries about jobs during the interactive session with the leadership team. One youngster even confided in me that she hopes to work for Merck someday! Merck India is dedicated to education initiatives that highlight the value of igniting children's curiosity of learning for our children since in this system they were able to understand a concept as abstract as DNA through today's hands-on experiment. This is an outreach initiative for science education which is based on the ideas of equity and inclusiveness. We concentrate on under-represented groups in science, such as women and people of colour. As different leaders and volunteers interact with students in their local communities, we serve as role models for this behaviour.

SKF INDIA – LAB-ON-A-BIKE PROGRAM - As part of its WeGyaan STEM learning effort, SKF India, the nation's top supplier of bearing technology and solutions, has introduced the "Lab-on-a-Bike" programme in Bihar. With the goal of making STEM education more accessible, the "Lab-on-a-Bike" programme, will touch more than 2000 students across 18 government schools in the Muzaffarpur and Sitamarhi districts. The "Lab-on-a-Bike" programme aims to encourage youngsters' to pursue careers in the fields like innovative tools, do-it-yourself projects, hands-on science-based activities and other need-based interventions will be used to deliver the curriculum. Additionally, it will help students develop their critical thinking, decision-making, and problem-solving skills. Additionally, it offers a number of local outreach programmes that educate local families and communities about the value of education and related jobs. According to Manish Bhatnagar, managing director of SKF India Ltd., "India is adopting technology at an ever-increasing rate across all domains of industry and society as one of the fastest developing economies. With the "Lab-on-a-Bike" programme, we are encouraging kids to deepen their understanding of subjects and assisting in the creation of a future talent pipeline of qualified employees, scientists, and engineers to support the goals of the country's economic expansion. In the future, we want to spread this programme throughout India to have a bigger impact and to encourage kids to study subjects. Through this programme, we hope to motivate young people to pursue careers and become future scientists and businesspeople.

Samsung - and Skill India to teach AI under CSR - Skill India – In order to train underprivileged and poor students in India for future technological prospects in the domains of artificial intelligence (AI), the internet of things (IoT), big data, coding, and programming, Samsung has established the Samsung Innovation Campus. Additionally, a deal was made between Samsung and the Indian Electronics Sector Skill Council to train the first group of 3,000 underprivileged Indian students. The campus seeks to train young people between the ages of 18 and 25 in cutting-edge technologies and improve their employability. The programme requires young people to complete capstone projects in their chosen technological fields—artificial intelligence, the internet of things, big data, and coding and programming—while also completing classroom and online instruction. Samsung has been operating in India for more than 26 years and remains a devoted partner in the development of the nation. We are actively collaborating with the government's plan for the nation's technical advancement. Samsung to base their programmes in Tier 2 and Tier 3 cities so that the hundreds of thousands of students from these areas would have access to training possibilities. Youth enrolled in the programme will complete their hands-on capstone project work in their chosen technology area from among Artificial Intelligence, Internet of Things, Big Data, and Coding & Programming. They will also receive classroom and online training. Additionally, they will receive soft skill training to improve their employability and job placement in pertinent firms. Samsung is extending its CSR initiatives that concentrate on youth education and skill development in India via Samsung Innovation Campus. Through its two additional CSR global programmes in India, Samsung Smart School and Solve for Tomorrow, it is developing today's leaders and giving them the resources, they need to effect lasting change.

Castrol India Limited - United Way Mumbai worked with Castrol India Limited and the Regional Transport Office (RTO), Andheri to give license applicants with Two-wheeler safe riding simulator training, with an emphasis on generating positive social impact across sectors. To make roads and road travel safer for drivers and passengers, as well as to increase understanding of laws and regulations, Castrol India aims to offer expert education to all applicants for learner licenses. As part of the project company has designated a professional trainer to work at the RTO office five days a week. The programme will ensure that candidates for two-wheeler driving permits are proficiently trained and have completed the simulator test before being granted a permit. There aren't many specialized training facilities for two-wheeler riders in India, therefore we plan to collaborate with more RTO offices to replicate this idea.

Honda Motorcycle - Honda Motorcycle and Scooter India (HMSI) continues its National Road Safety Knowledge Campaign in the nation to re-emphasize the need for road safety awareness among residents as schools in India resume after a two-year pandemic break with the goal of learning safe riding techniques. The age-appropriate road safety learning packages were used by the road safety instructors at HMSI to help everyone retain their understanding of road safety. Road safety education is crucial for establishing a road safety mindset. Honda Motorcycle and Scooter India's commitment to raising awareness of road safety in India. We restarted our on-the-ground road safety training, known as the National Road Safety Awareness Campaign, in an effort to further enhance our commitment to creating a safer India on the roads. With this campaign, we hope to assist adults become responsible drivers by educating children to be tomorrow's safety ambassadors. Road safety is a top priority for Honda worldwide, and this commitment to CSR is shared by Honda Motorcycle & Scooter India. Honda will strive for zero traffic collision fatalities involving Honda motorcycles and automobiles globally by 2050, the company stated in April 2021. Since its founding in 2001, HMSI has promoted road safety in India as part of its corporate social responsibility (CSR). Today, the road safety awareness effort of HMSI has reached more than 48 lac Indians, helping to realise Honda's global safety objective.

Aster DM Healthcare - One of the major integrated healthcare providers in the GCC and India, Aster DM Healthcare, received three prestigious awards from the Arabia CSR Awards and Dubai Chamber of Commerce "Advanced CSR Label for 2022" for its ongoing work in sustainability, corporate social responsibility, and community projects. The organisation has received praise for its steadfast dedication and for adopting strict steps to make sure that CSR is a core value of the business. The Dubai Chamber of Commerce has honoured Aster DM Healthcare for the fourth consecutive year. Aster Volunteers was founded in 2016 as Aster DM Healthcare's CSR division. Aster DM Healthcare has worked with numerous organisations around to have a good influence on individuals and communities under the banner of Aster volunteers. The United Nations Sustainable Development Goals (UN SDGs) are Good Health

& Well-Being, Quality Education, Gender Equality, Affordable & Green Energy, Clean Water & Sanitation, Decent Work and Economic Growth, Industry Innovation and Infrastructure, Reduced Inequality, Climate Action, Sustainable Consumption, and Corporate Social Responsibility. Aster has incorporated these goals into its ESG policies. Honeywell – Best-class ICU for COVID-19 patients at Dahisar COVID-19 Jumbo Centre in Mumbai gave over to the State Government. 120 oxygen concentrators, ventilators, N95 respirators, and PPE units gave for distribution across Maharashtra. Honeywell has set up an emergency unit office at the Dahisar COVID-19 Jumbo Center in the city to treat basic COVID-19 patients. This is the second such facility set up as a feature of Honeywell's COVID aid projects in the country. The organization set up a comparative office in Bangalore, Karnataka, set up five COVID care centres across different urban areas, and gave fundamental medical supplies including 120 oxygen concentrators, ventilators, N95 respirators and individual PPE kits for emergency hospitals in the province of Maharashtra. Prior in May, Honeywell additionally settled a 20-bed COVID care centres at the Employees State Insurance Corporation Hospital in Bibwewadi, Pune, and plans to set up a COVID pediatric consideration community in the city before the finish of August. "We are happy to see organizations like Honeywell approaching and rousing ventures to help the Government in enlarging the state's medical care structure," said Subhash R. Desai, Minister for Industries, Mining, and Marathi Language, Government of Maharashtra. "This basic health community set up at the Dahisar COVID-19 Jumbo Center and the COVID care centres set up before in Pune won't just give fundamental medical services during the pandemic yet will likewise improve medical services limit with regards to the state's future necessities," he added.

HONEYWELL INDIA - has 10-bed ICU office in Mumbai highlights vital equipment's to help basic COVID-19 patients. Honeywell has submitted Rs. 22 cr. towards COVID alleviation in India and has banded together with a few states and to assist with tending to the continuous pandemic. Honeywell Automation India Limited have set up COVID care centres and basic consideration habitats in six urban areas across Maharashtra, Karnataka, Delhi, Haryana, and Uttarakhand. Honeywell has set up a 10-bed ICU office in Bengaluru, like the one in Mumbai, set up 20-bed COVID care centres in Delhi, Pune, Gurugram and Nainital. Honeywell has given 1,000 oxygen concentrators, 10 ventilators, 10,000 N95 respirators, and 2,500 PPE units to different government and private emergency hospitals the nationwide.

OPPO India – To assist in providing poor children with proper education, OPPO India has partnered with the trust. The idea for the effort came from the realization that youngsters from the disadvantaged Kosara region lack access to advanced learning resources and digital educational infrastructure in their village because of their limited financial resources. Through this programme, OPPO hopes to close the gap between the educational opportunities offered to different groups in society. OPPO is pushing the next generation of Indians to become independent by giving them access to technology. For many kids, access to a basic education is severely hampered by the lack of digital infrastructure, the low quality of instruction, and the proximity to schools in remote locations. The partnership between OPPO strives to address these issues at the grassroots level, the academics from Banaras Hindu University's trust (the Kesari Devi Charitable Trust) have been doing such amazing work to educate youngsters who are unable to receive a high-quality education owing to their economic or social circumstances inspired us at OPPO. This partnership is an extension of OPPO's history of supporting India through numerous endeavours. Initiating environmental projects in collaboration with UNDP, OPPO also helped the nation during the COVID-19 pandemic by supplying oxygen concentrators, breathing apparatuses, and OPPO bands. Additionally, OPPO runs skill-development initiatives like Elevate and Genius+ to make sure that national talent is used to advance technological innovation.

VEDANTA - Group India's leading maker of metals, minerals and oil and gas, is focused around its responsibility towards communities as it spent Rs. 331 crores in FY2021. Vedanta's CSR spend is 28% or Rs 93 crore more than the specified prerequisite. Throughout the long term, Vedanta has assembled quite possibly the most perceived and significant CSR programs in India. We have been in the cutting edge of supporting the Government in the battle against Covid19. Setting up the field medical hospitals has been perhaps the most significant and pertinent help gave to locale medical clinics across states. Our work on the super vaccination drive for representatives, families and colleagues has guaranteed a security net for the networks. Vedanta's lead initiative for women and youngsters, Nand Ghar, has contacted another achievement, with the setting up of 2,400 Nand Ghars across 11 states as it keeps on making ready for the model Anganwadi environment. CSR of Vedanta: Subhalaxmi Cooperative Project got the recognised by FICCI by packing for the FICCI CSR Award 2020 in the women strengthening class for its lead local area improvement project – Subhalaxmi Co-operative, a 4100 members solid all-women center society working in Jharsuguda, Odisha. Subhalaxmi Co-operation has four fundamental parts – Capacity Building and Livelihood Promotion, Financial Services (reserve funds and credit offices), Social Development, and Collaboration and Partnership. Features of Subhalaxmi Co-operatives: Group of 4100 women individuals related with ~340 Self-Help Groups (SHG), hailing from 72 towns of Odisha Reserve base of over Rs. 3.5 crores. Until now, the community has carried on with work of over Rs. 30 crores through microfinance benefits alone.

INFOSYS - A pioneer in consulting and next-generation digital services, and The Economist Educational Foundation (TEEF), announced a partnership to increase the social impact of The Sustainability Project by allowing younger people to engage in dialogue about sustainability and have their voices heard. The Sustainability Project is a community and content platform for Economist Impact that Infosys, as a Digital Innovation Partner, has made possible. Its goal is to accelerate sustainability solutions and create impact that will change the world. Only 2% of young people in the UK possess the literary analysis skills necessary to determine if a news article is true or not, so it is crucial that they develop these abilities if they are to have a realistic perspective on the current world. The relationship between Infosys and TEEF, which builds on its involvement with the Sustainability Project, will provide young people with the critical thinking, communication, and knowledge necessary for life in the modern world. As part of this agreement, TEEF will provide six top-notch teaching tools on sustainability topics for students aged 9 to 15 in order to stimulate conversations about these topics and bring a keen awareness of the most pressing global crises. Infosys contributes / donate volunteers to help TEEF create these instructional materials so that teachers may give interactive lessons and lead healthy debates for students around the world, furthering its dedication to education and growth for everyone.

VI. CONCLUSIONS:

Emerging markets like India have drawn the attention of large MNCs for the potential of market growth. The irresponsible corporate behaviour can have repercussion throughout their global markets. The examples of CSR activities show that Indian multinationals companies perform above average in their corporate social responsibility and in its strategic governance.

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