

# Technology-Enabled Environmental CSR: Empowering North Chennai's marginalized through Smart Solutions

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## Abstract

*This research explores methods for cultivating enduring partnerships between corporations and non-governmental organizations (NGOs), with a focus on transparency, accountability, and shared objectives. It underscores the essential role of corporations in utilizing these partnerships to amplify social impact in our nation within the framework of Corporate Social Responsibility (CSR) in India initiatives. By collaboratively addressing urgent global challenges like poverty, education, employment and healthcare, both entities can significantly advance societal progress. Using historical data and various reports data was analyzed. Furthermore, advancements in technology, especially in digital platforms and data analytics, are reshaping CSR initiatives, facilitating the empowerment of marginalized groups such as women, children, minorities, and individuals with disabilities. Additionally, the study investigates the regulatory landscape, highlighting the influence of government regulations and incentives in encouraging corporate backing for NGOs in our nation through CSR initiatives, while also delineating optimal approaches for policy formulation in this area with the support of Christian Faith based education. The Corporate Social Responsibility (CSR) Act requires companies to invest in social and developmental initiatives, emphasizing sectors such as education, skill development, and economic advancement. This report evaluates the impact of CSR fund distributions, especially in collaboration with NGOs, and examines the results across different states with special reference to North Chennai area.*

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## INTRODUCTION

In driving sustainable development, businesses are pivotal, with corporate social responsibility (CSR) in India exemplifying their active engagement in sustainable goals. Case study made in north Chennai area in India Number of cases reported in police department crime, theft, murder and Law & order cases are high compare to other places. Purpose of research is give suggestion which make real impact in society to reduce the moral value as well as increase GDP .CSR signifies a company's awareness of its societal impact and its commitment to addressing it. Vital for sustainability and competitiveness, CSR fosters advancements in companies and global economic development. According to the legislation, a qualifying entity includes a company formed under section 8 of the Act, or a registered public trust or society, meeting the criteria laid out in sections 12A and 80G of the Income Tax Act, 1961.

### 1.1 The Role of CSR in Supporting NGOs:

The Tata Group's primary trusts embody the group's unique philosophy of intertwining business operations with social responsibility. These trusts hold a majority stake in more than two-thirds of Tata companies, focusing primarily on implementing social welfare initiatives [1]. Cross-sector social partnerships (CSSPs) present an opportunity to generate benefits for society, businesses, individuals, and various sectors [2]. Non-governmental (NGO), not-for-profit (NFP), and religious organizations can work jointly to help businesses that aspire to be socially conscious but lack the resources of large corporations acquire knowledge more about the needs, customs, and cultures of communities in which they are going to operate business. Despite acknowledging this, efforts to promote corporate social responsibility (CSR) may lead to unforeseen consequences that could adversely affect the community[3].

### 1.2 Innovative Approaches to CSR-NGO Engagement:

Examine innovative approaches and new trends in corporate support for non-profits, including impact investing, shared value initiatives, and skill-based volunteering. The increasing tension between global corporations and local communities has spurred academics, business leaders, activists, and community representatives to advocate for greater accountability from business owners regarding the impact of their activities on others. To facilitate this accountability [4]. A business education program could impact the perspectives of both male and female students in two primary ways. First, it emphasized the growing importance of the shareholder model. Second, as education progressed, the emphasis on equal-opportunity employment diminished [5]. Membership in the Global Compact primarily affects specific aspects of CSR reporting, particularly environmental and workforce-related issues. The level of corporate support for CSR and the specific CSR topics included in their reports vary significantly across countries and corporations involved.[6]The significant growth of corporate social

responsibility has shifted away from traditional business ethics, which traditionally emphasized individual ethical considerations.[7]. In a comprehensive study involving over 17,000 individuals across 20 different countries, it was found that while religious and non-religious people prioritize corporate responsibilities similarly, religious individuals generally hold deeper beliefs regarding the social obligations of businesses.[8].With the aim of integrating the analysis of CSR public policies into a cohesive strategy centered on social governance, this approach to examining CSR public policies in EU-15 countries proposes an analytical framework. This framework offers insights into the dynamics among governments, businesses, and civil society stakeholders[9].In a study conducted across sixteen U.S. and sixteen European firms, previous research comparing two main approaches to corporate social responsibility initiatives suggested that European businesses tend to emphasize concepts such as corporate responsibility, citizenship, or moral commitment. In contrast, American businesses typically frame and justify CSR initiatives using economic or bottom-line terms and arguments.[10] Developed countries receiving financial contributions from African migrants play a significant role in the development of the continent [11].

### 1.3 Corporate social responsibility initiatives contribute to the sustainability and growth of NGOs.

Authors (Year)	CSR dimensions/Title	Country	Findings
Sharanjeet Shan (2019)[12]	From NPO to social enterprise	South Africa	Although South Africa allocates more education funding per capita than any other African country, it still provides the lowest quality math and science education worldwide. Additionally, even though companies have raised their corporate social investment to promote social progress, contributions to the Maths Center have decreased.
Archana_Shrivastava_Nagendra Nath_Sharma_Nitika_Sharma (2018)[13]	Havells India Ltd: QRG foundation on the cross road	Rajasthan India.	Each day, the program supplied meals to more than 58,000 students across 688 schools in Alwar, Rajasthan. By February 2017, Havells had positively impacted millions of children, providing over 66 million meals (Source: Havells). The case study showcases the company's innovative automated food preparation and cooking system, which maintains hygiene with minimal human contact. This enables Havells to effectively deliver freshly prepared meals to schools at lunchtime using specialized vans.
Eduardo Gomes Nadja Desouza,Larisa Zaitseva [14].	Corporate social Responsibility through the global compact: Between business and society. Strategic Direction of Corporate Community Involvement.		Examining the social effects of the Global Compact provides valuable understanding of a crucial initiative: the worldwide implementation of CSR frameworks and practices, along with their possible consequences for the UN, businesses, and society at large.
Jon Burchell & Joanne Cook (2013) [15]	Sleeping with the Enemy? Strategic Transformations in Business-NGO Relationships Through Stakeholder Dialogue		companies have created corporate social responsibility strategies to show their dedication to environmental protection and to make a positive impact on the communities where they operate. The interconnected growth of spirituality and environmental awareness is shaped by historical and cultural influences.
Clodia Vurro,M.Tina Dacin and Francesco Perrini (2010)[16]	Institutional Antecedents of Partnering for Social Change: How Institutional Logics Shape Cross-Sector Social Partnerships	India	Approaches for businesses to partner on social change and evaluate the potential benefits that can be gained.

Authors (Year)	CSR dimensions/Title	Country	Findings
Bala Ramasamy, Mathew C.H. Yeung, Alan K.M. Au (2010) [17]	Consumer Support for Corporate Social Responsibility (CSR): The Role of Religion And Values.	Singapore	Religious beliefs are strongly connected to support for corporate social responsibility (CSR).
Abel Alfred Kinyondo (2019) [18]	The Poverty of Data in Africa: Why the Continent Needs More Bacon	Africa	Authentic meaning emerges from the intricate web of social processes. Thus, to fully comprehend these phenomena, it is necessary to analyze them from multiple viewpoints and across different levels to capture the complete scope of these relationships.
Guan Kung Saw (2015) [19]	Patterns and trends in achievement gaps in Malaysian Secondary Schools (1999–2011): gender, ethnicity, and socioeconomic status	Malaysia	Policymakers and educators must take an active approach in assisting academically struggling students, particularly those from disadvantaged backgrounds, to help reduce gaps in educational achievement
Kalapura, Jose (2015) [20]	Philanthropic Organizations and Community Development: The Case of the Bettiah Christians in India.	India	Changes in the community's socio-economic structure fueled by development aid and educational programs.
Machingura, Francis. Kalizi, Cecil Samuel [2014] [21]	Christian Education in Colonial and Post-Independent Zimbabwe: A Paradigm Shift	Africa	Christianity, similar to African Traditional Religion, has profoundly shaped various aspects of life for Zimbabweans. Christian education is widely acknowledged as having strong potential to foster positive change within Zimbabwean society.
Kallaway, P. [2020] [22]	Education and Development in Colonial and Postcolonial Africa: Policies, Paradigms and Entanglements, 1890s–1980s	Africa	In pre-colonial Africa, a key aspect of Christianity's growth was its focus on Christian Education (CE). The advancements made by missionaries and African Christian communities were largely due to church-based Christian Education programs set up by mission-founded churches. Education, particularly Christian Education, is essential in promoting societal transformation.

Case Studies of Successful CSR-NGO Partnerships: Analyze real-life examples of fruitful collaborations between corporations and NGOs, highlighting key factors that contributed to their success.

## 2. Overview of CSR fund allocation:

### 2.1 CSR Fund Expenditure (INR Crores)

CSR funds Expenditure (INR Crores) -Including all Developmental sector						
State	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Maharastra	2797.53	3147.72	3353.24	3464.81	5375.26	5497.3
Pan India	799.19	1156.86	1790.69	3491.3	1613.57	948.81
Karnataka	1145.79	1257.69	1448.61	1277.81	1836.86	1985.55

Gujarat	967.97	1082.18	984.37	1461.6	1603.51	2008.61
Tamil Nadu	669.65	877.08	1072.26	1174.07	1428.84	1562.48
Andhra Pradesh	575.07	665.97	710.23	719.81	656.65	954.65
Delhi	579.37	750.85	830	724.59	1190.39	1483.72
Uttar Pradesh	435.21	521.32	577.98	907.32	1338.23	1152.57
Rajasthan	443.35	595.49	734.12	670	709.85	102.37
Odissa	504.22	697.91	717.39	578.16	670.23	987.59
Other states		9464.58	12746.93	11741.48	10156.39	13302.35
Total	8917.35	20217.65	24965.82	26210.95	26579.78	29986

Table: 1

Table 1: State-Specific Insights: At Maharashtra high CSR spending correlates with improvements in literacy and a decrease in unemployment. The state has seen significant contributions and resultant development, Pan India: Broad investments have supported varied developmental outcomes but with significant variance in impact by state, Karnataka and Gujarat: Both states show strong positive correlations between CSR spending and improvements in literacy and economic growth metrics, Tamil Nadu and Andhra Pradesh: Notable improvements in literacy rates and a reduction in unemployment are evident, though Tamil Nadu's unemployment rate fluctuated more significantly.

Impact Assessment report -CSR Fund expenditure

CSR Fund Expenditure (Values in INR - Cr)			Impact for Economic growth		Negative Impact (Focused area)	
Year	Education	Skill Development	Per capital Income (Values in INR)	GDP Growth	Unemployed	Illitrate
2017-18	5763.45	1518.87	165,500.16	6.45	5.36	
2018-19	6111.66	1892.47	171,872.00	3.87	5.33	
2019-20	7179.51	2455.83	160,385.92	-5.83	5.27	
2020-21	6693.25	1865.8	187,633.92	9.05	8	
2021-22	6557.13	2078.83	200,293.76	7	5.98	
2022-23	10085.38	3124.15	218,822.40	7.2	7.33	22.3
2024			228,883.20	8.2	8.003	

Table 3

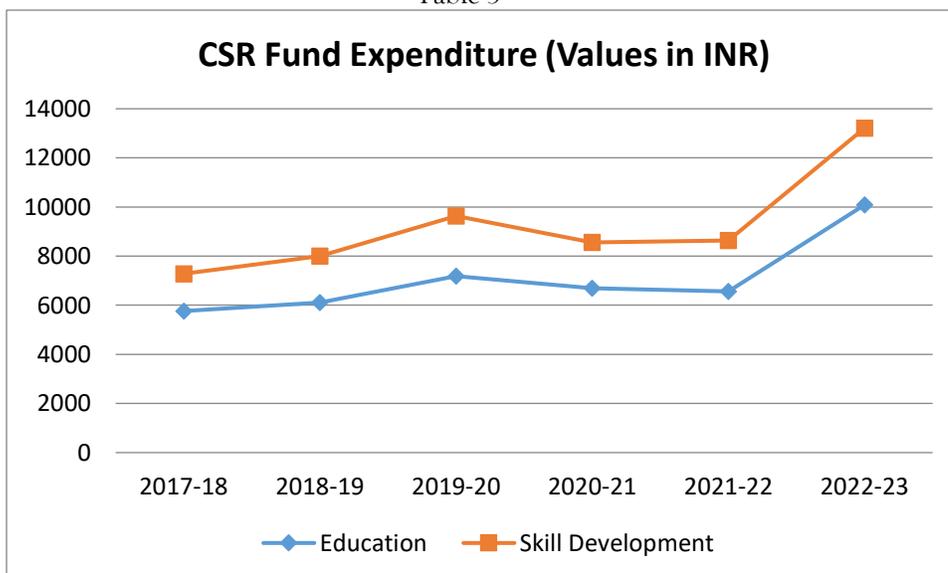


Table 2 and 3 :The CSR fund allocations have had varied impacts on economic growth and development metrics:

Education and Skill Development: Investments in education and skill development have led to increase per capita income, from INR 165,500.16 in 2017-18 to INR 218,822.40 in 2022-23.

GDP Growth: The CSR investments have generally been aligned with GDP growth trends, although fluctuations are noted, particularly with a notable dip in 2019-20.

Unemployment and Illiteracy Rates: Unemployment rates and illiteracy have been addressed, though challenges remain, with illiteracy showing a decreasing trend and unemployment showing mixed results across years.

Corporate CSR Funds at Companies at North Chennai area -2023

CSR Projects	Education		Skill Development	
	Budget	Spent	Budget	Spent
Corporate CSR funds	44.14	39.84	40.49	20.31

Table 4

From Table 4 Observations are Education Projects: Substantial allocation and spending suggest a focus on improving educational infrastructure and resources and Skill Development: Lower expenditure relative to the budget indicates potential areas for increased investment or reallocation.

**2.2 Impact Assessment Report:**

People of African descent and those with lower socio-economic status are more inclined to view water pollution as a community issue, with educational achievement showing no correlation to this perception. However, when considering the perception of water pollution as a problem, higher education levels are associated with an increased likelihood of taking action to purify water for drinking and food preparation. [23] The extent of welfare state generosity significantly enhances life satisfaction and happiness. [24] The poverty and social exclusion experienced by these three demographics—youth, women, and the elderly—are exacerbated by restricted job opportunities, expensive commuting costs for work, and disadvantaged neighborhood conditions within the community.[25]

Anticipating the potential ripple effects of your adjustments across different aspects of the program is crucial. This proactive approach allows for more effective planning, prevents unexpected issues, and ensures that changes do not inadvertently disrupt other parts of the system. Impact Analysis serves as your reliable ally, aiding in informed decision-making and facilitating a smoother and safer development process. Policy makers require accurate and timely information to assess socio-economic issues and devise effective strategies to address them. The challenge lies in navigating the growing complexity and rapid pace of change to ensure reliable data for decision-making.

This study analyzes data from 174 countries in 2010, incorporating both economic and non-economic control variables in its cross-sectional analysis. The findings indicate that neither Islam nor Christianity has a significant impact on corruption. Furthermore, the robustness tests strongly support these conclusions, confirming that religion does not contribute to increased corruption (26).In India the Azim Premji Foundation provided a grant of Rs 500 crore to CMC Vellore to develop the new medical college and expand the existing 120-bed hospital into a 422-bed teaching hospital.Christian Medical College (CMC) Vellore, affiliated with the Reformed Church in America, announced plans on Wednesday to establish a new medical college and teaching hospital at its Chittoor campus in Andhra Pradesh, in collaboration with the Azim Premji Foundation. The initiative aims to deliver value-based healthcare and medical education, especially to underserved communities. The project also seeks to strengthen MBBS training and improve healthcare services, helping to address inequalities in India's health system (27).

**3. RECOMMENDATIONS**

**3.1 Enhancing Collaboration**

Partnership with NGOs: There are 8537 implementing agencies for CSR activities [28]. Strengthen partnerships with NGOs to leverage their expertise and networks for better project outcomes. Projects that aim to improve access to education and healthcare in marginalized regions should be prioritized. Christian faith -based institutions can be valuable partners in these efforts, particularly when guided by principles of inclusivity and equity

Stakeholder Engagement: Engage local communities and stakeholders to ensure CSR projects are aligned with their needs and priorities.

**3.2. Reporting and Transparency**

Comprehensive Reporting: Maintain detailed records and reports of CSR activities to ensure transparency and accountability.

Impact Assessment: Regularly assess the impact of CSR initiatives on developmental metrics and adjust strategies based on findings. Christian faith-based organizations can still serve as catalysts for positive change. Encouraging their involvement in sectors like education and healthcare can yield meaningful outcomes.

## CONCLUSION

Conventional policy evaluations are too slow to keep up with rapid global socio-economic changes. Despite this, lessons from past and present remain valuable. Policymaking is increasingly complex due to global-local interconnections and systemic dependencies. Through various literature and reports and analyzed various factors the Christian Faith-based NGOs can drive positive change, especially in Sectors like education and healthcare. New tools like automation are needed for better planning and governance. The National Movement for Sustainable Development promotes a sustainable future for India, emphasizing responsibility, accountability, and collective well-being.

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