Aims and Objectives

The study is aimed to explore and elaborate upon the current deployment of strategic Corporate Social Responsibility (CSR), and sustainability in India. The study will examine how the companies in India view and conduct their CSR and sustainable business practices, identifying their correlation in creating a “shared value” or “value maximization” for various stakeholders, maps these against Global Reporting Initiative standards [Most prominent reporting formats include Global Reporting Initiative standards and ISO 26000 standards]. The study will also evaluate how CSR and sustainability contributed shared value is leading to market competitiveness and performance for the companies.

Objectives:

1. To explore whether the combination of Strategic Sustainability and Corporate Social Responsibility create “shared value” and a win-win situation for all.
2. To find out the competitive benefits gained by the shared value creation by the Corporates.
3. To examine the most prevalent CSR and sustainability reporting practices that is mostly used for communications in the target companies.
4. To present a business case for adoption of effective Strategic Sustainability and Corporate Social Responsibility under the mandatory CSR laws under the companies act.
5. To suggest measures to companies that can help them enhance their efficiency through shared value creation.
6. To study the compliance of mandatory CSR norms under section 135 of companies act 2013 by the companies.