



DRIVING SUSTAINABLE AND INCLUSIVE GROWTH THROUGH CORPORATE SOCIAL RESPONSIBILITY INITIATIVES

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Abstract

Business have an ethical duty, known as corporate social responsibility, to support sustainable development while maintaining stakeholder accountability. With an emphasis on important areas like community development, environmental protection, energy conservation, empowerment, and education promotion, this study investigates the effects of CSR practices on inclusive growth in India. It uses a mixed-method research strategy, combining qualitative perspectives from 120 respondents—including suppliers, employees, and customers—with quantitative data analysis. The results of the study highlight the importance of CSR initiatives in promoting sustainable growth by showing a favorable association between business performance and CSR initiatives. Seven major areas of CSR focus are identified by factor analysis: development, clean energy, community help, education promotion, optimal resource utilization, financial results, and sanitation. The correlations between these variables and their effects on inclusive growth are validated by structural equation modeling or SEM. The survey emphasizes how important corporate social responsibility (CSR) programs are for tackling societal issues, enhancing well-being, and protecting the environment. It demonstrates how CSR practices may lead to a better future for everyone by urging businesses, NGOs, and the government to work together to promote equitable growth in India

Keywords: Corporate Social Responsibility (CSR), Inclusive Growth, Sustainability, Community Development, Environmental Protection

1. INTRODUCTION

Global corporations are grappling with assuming a new role: providing for the needs of the current generation without compromising the ability of future generations to provide for themselves. It is expected of organizations to accept accountability for the effects of their operations on the environment and society. They are also expected to incorporate sustainability ideas into their business operations. The term "sustainability" describes an organization's voluntary actions that show how social and environmental issues are taken into account when conducting business and interacting with stakeholders. CSR is the dedication to creating guidelines that include ethical behavior in regular business operations and documenting the steps taken to put these guidelines into effect. Some of CSR policies are listed below;

1. A commitment to diversity in hiring and prohibiting discrimination
2. management teams that see personnel as assets rather than expenses
3. Adoption of internal controls reform
4. high-performing work environments that include line employees' perspectives into decision-making procedures

Sustainable growth is inextricably linked to CSR. Its precise place in the framework is hotly

contested, mostly because there are numerous ways to interpret the idea of sustainable growth. The relationship between CSR and Sustainable Growth is demonstrated in below Figure 1.

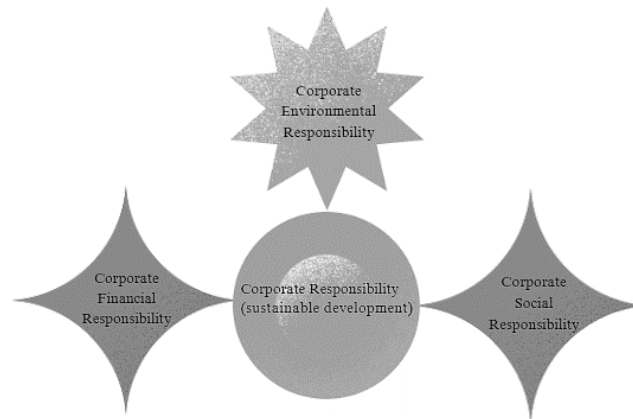


Figure 1: Relationship between Corporate Social Responsibility and Sustainable Growth

The impact of the Sustainable Development Goals (SDGs) of the United Nations on research on corporate social responsibility (CSR) is extensive. A thorough synopsis of how CSR research addresses the SDGs, emphasizing the most important ones. The advances knowledge of possible long-term synergies between corporate strategy and global climate objectives, improving both financial performance and corporate social responsibility (ElAlfy et al., 2020). However, the relevant issues in evaluating corporate social responsibility (CSR) need to suggest a novel approach that takes the Sustainable Development Goals (SDGs) into account. It tackles those issues including country-specific variations in CSR practices, selective implementation, greenwashing, and stakeholder integration (Lu et al., 2021).

In this case, many economic crises were rising in resolving issues faced by underprivileged or socially excluded people. These groups want to make money, integrate the labor market, and provide vulnerable people more power (Sirb & Lucian, 2012). Thus the company encourages social inclusiveness and self-determination while offering opportunities for both professional and personal growth. The relationship between leadership and equality, diversity, and inclusion in the US PR sector is examined in this book (Bardhan et al., 2022). It contends that accountability, responsibility, and leadership support are necessary for diversity initiatives to be successful. It offers academics and practitioners a conceptual framework for inclusive leadership by drawing on literature. Additionally, CSR initiatives in the food sector use Interpretive Structural Modeling. It suggests encouraging employee-based approaches and clarifying their function in putting CSR into practice in developing nations (Usmani et al., 2022).

The concepts of inclusive growth, sustainable business models, social enterprise, and hybrid organizations, need to make inclusive business principles more understandable. Recommends reducing the boundaries of entrepreneurial responsibility for sustainable business models and emphasizing value creation over value capture for inclusive firms (Schoneveld & George, 2020). For economy growth, CSR and innovation are essential, with social innovation emerging as a major area of focus. Businesses should address issues of social justice, poverty, and climate change, seeing these problems as chances for creative problem-solving (Rexhepi et al., 2013). Exploring the contribution of CSR to long-term socioeconomic development and backs a corporate expansion strategy. It implies that preserving the environment can promote inclusiveness, responsiveness, and understanding, which will result in balanced growth.



Furthermore, a firm's sense of accountability can improve the caliber of its stakeholders, advancing sustainable development (Bhale et al., 2018). However, sustainable growth and its relationship with Corporate Social Responsibility (CSR) are explained. It identifies clusters aiming to clarify whether CSR aligns with the social dimension of Sustainable Development (SD), represents SD on a corporate level, and if SD and CSR are synonymous (Bhagwat & Pranjali, 2011). Social economic developments are based on the contribution of Indian corporations. The initiatives are inclusive growth and the eradication of social issues. For these initiatives to be successful, philanthropic behavior must significantly improve. Businesses are adopting inclusive growth and concentrating on middle-class and lower-class consumers (Nanjunda et al., 2015).

A significant amount of scholarly discourse has been sparked by the idea of Corporate Social Responsibility (CSR) about several theories, including the Stakeholder Theory and its business consequences. Additionally, businesses incorporate many intangibles to show how corporate governance affects stakeholders (Lopez et al., 2022). CSR activities are of significant prominence in inclusive growth that should concentrate on the opinions of CSR recipients. It analyses the factors that encourage CSR commitment, such as sustained market viability, incentive, competitive advantage, community, and shareholder demand, and enhancing the company's reputation. The growth of communities, preservation of the environment, and energy conservation are the four main focuses of effective CSR implementation. Corporate entities also participate in non-abusive procedures, set aside funds for CSR initiatives, and enact laws to promote broad adoption (Jagannathan et al., 2020).

Cultural legacy lay in textile sectors, It supports social commitments and inclusive growth despite its disorganized structure. To ascertain its contribution to social responsibility and inclusive development, this research analyses primary and secondary data (Dixit et al., 2019). Finally, Shared benefits and growth participation are components of inclusive growth. Its ability to flourish is dependent on important financial institutions like the Reserve Bank of India (RBI). Benefits should not only be dispersed as welfare activities but also fairly among industries. Economic structural change is required, which includes streamlining tax regulations, allocating resources effectively, and boosting private sector involvement through CSR initiatives (Xia et al., 2018). Main issues connected with CSR and Sustainable Growth were created in the conceptual framework. It encourages the development of society and sustainable business practises and also to understanding the CSR concept and its inclusive growth in sustainable development—especially in developing nations like India (Aishwarya & Vethirajan, 2021).

2. PROBLEM STATEMENT

India, with its second-largest population in the world, faces several challenges, particularly in its rural areas. The majority of the population resides in villages, where the literacy rate is relatively low at around 65%. Access to reputable medical facilities and nutritious food is limited for many rural residents, and a significant portion of the population lives in poverty. In this context, commercial enterprises play a crucial role in society by providing essential services to the people. However, the responsibility of uplifting the oppressed and marginalized cannot solely rest on the government. Corporate entities and non-governmental organizations (NGOs) must also step up their efforts to address social issues and contribute significantly to the development of society.

To make a positive impact, these entities can initiate various initiatives. For instance, offering high-quality education can empower individuals and communities, leading to better

opportunities for growth and development. Improving access to healthcare services can ensure better well-being and quality of life for rural residents. Moreover, providing wholesome food can address issues of malnutrition and food insecurity. Environmental safety is another crucial area that demands attention. By raising awareness and implementing sustainable practices, businesses and NGOs can contribute to preserving India's natural resources and protecting the environment for future generations. Participating in disaster relief and management programs can be essential in times of crisis, helping vulnerable communities cope with unforeseen challenges and rebuild their lives. Promoting ethical values and enriching Indian culture can foster a sense of unity and social harmony in society. According to the statement, the following hypotheses were generated,

H01: There is a positive and direct influence of the community development variable on the implementation of CSR practices.

H02: There is a positive and direct influence of the environmental protection variable on the implementation of CSR practices.

H03: There is a positive and direct influence of the energy conversion variable on the implementation of CSR practices.

H04: CSR practices have a positive and direct influence on inclusive growth.

3. METHODOLOGY

The study uses a mixed-method research design to investigate how corporate social responsibility (CSR) activities affect inclusive growth. It combines quantitative and qualitative methodologies.

A random sample splitting technique was used to guarantee the stability and dependability of the factor analysis results. After factors were retrieved from each section independently, comparable factors were found, confirming the validity of the methodology. Apart from factor analysis, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity were utilized in the study to evaluate the suitability of the sample taken for analysis. By determining whether or not there was a significant association between the variables, these tests guaranteed the validity of the study's conclusions. Figure 2 explains the proposed methods of sustainable growth.

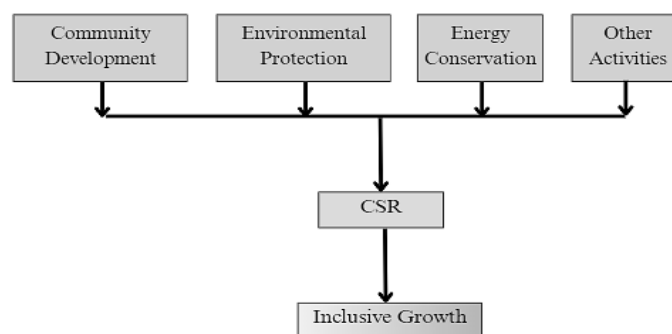


Figure 2: Proposed Lengthy Model of Communal Entrepreneurial motivational factor and leads to sustainable growth



3.1 Design, data collection and analysis

The research design for this study is descriptive. It aims to collect data from a diverse group of respondents to gain insights into their perceptions and expectations regarding their organization's CSR initiatives.

The research encompassed the collection of primary data through interviews conducted with a total of 516 participants, divided into three distinct groups: customers, suppliers, and employees, with each group consisting of 172 individuals. The selection of participants was carried out utilizing a non-probability sampling method, specifically convenience sampling. This method involved selecting individuals who were easily accessible and readily available for the study.

Primary data was collected through structured questionnaires that were distributed to the selected participants. The questionnaire had been carefully designed to capture relevant information about CSR practices, inclusive growth perception, and expectations from employees, customers, and suppliers.

Inferential statistical techniques were employed to analyze the quantitative data gathered from the questionnaires. To find the underlying causes of the perception of inclusive growth and CSR practices, factor analysis was used. The links between CSR initiatives and inclusive growth variables have been evaluated through the application of Structural Equation Modelling (SEM).

3.2 Kaiser- Meyer- Olkin (KMO) and Bartlett tests

With a range of 0 to 1, the Kaiser-Meyer-Olkin (KMO) statistic shows how well each variable in a set is predicted by the other variables.

A matrix (of correlations) is tested for substantial differences from an identity matrix (filled with 0) using Bartlett's test of sphericity. It determines if every correlation coefficient is zero. For factor analysis to be performed, the test determines the likelihood that the correlation matrix contains significant correlations between at least some of the variables in a dataset.

Bartlett's test of sphericity is sometimes used to determine whether factor analysis is appropriate before proceeding, but it's important to keep in mind that the test is evaluating an extremely unlikely scenario in which all correlations are non-significant. This test tends to be significant as sample size increases, which makes it less helpful or informative in well-powered investigations.

3.3 Stakeholder's profile

The profile of stakeholders (Figure 3) is crucial in determining how to operate and maintain positive relationships with people of all genders. Aiming to balance and integrate numerous connections and tasks resulting from the mutual relations of stakeholders, stakeholder management is an ongoing endeavor. Effective management of important stakeholders is essential to any business's success.

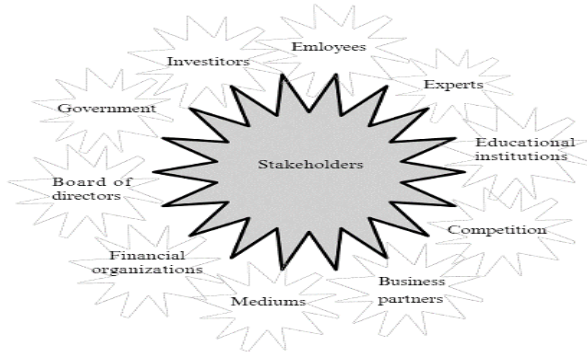


Figure 3: Profile of Stakeholder

3.4 Classification of Respondents

A comprehensive survey of respondents categorized by three key factors: gender, community group, and educational qualification demonstrated in Table 1 and Figure 4 to 6.

When examining the gender distribution, it becomes evident that the survey has a significant male majority, with 70.0% of the total respondents being male (361 individuals), while females constitute the remaining 30.0% (155 individuals) of the respondent pool, resulting in a total of 516 respondents.

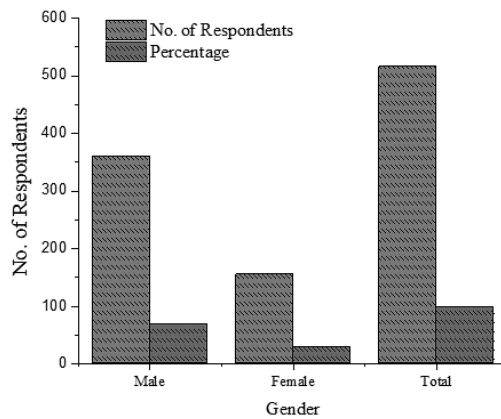


Figure 4: Key factor of Gender

Shifting the focus to community groups, the data highlights the diversity within the survey population. Among respondents, 7.0% (36 individuals) identify as belonging to the SC/ST community group, 24.8% (128 individuals) to the MBC/OBC group, 50.8% (262 individuals) to the BC group, and 17.4% (90 individuals) to the FC group.

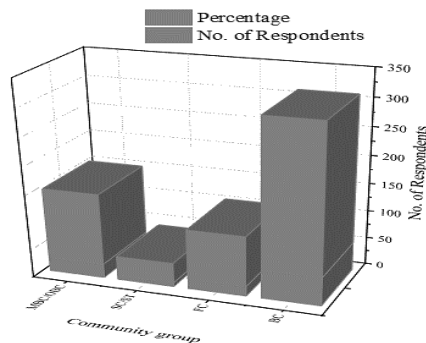


Figure 5: Key factor of community group

Finally, the educational qualification section provides insights into the academic backgrounds of the respondents. A significant portion of the respondents, 52.3% (270 individuals), have a graduate level of education, while 31.2% (161 individuals) possess a secondary qualification. Additionally, 12.4% (64 individuals) have attained a postgraduate degree, and 4.1% (21 individuals) have pursued professional qualifications. The total number of respondents remains consistent at 516.

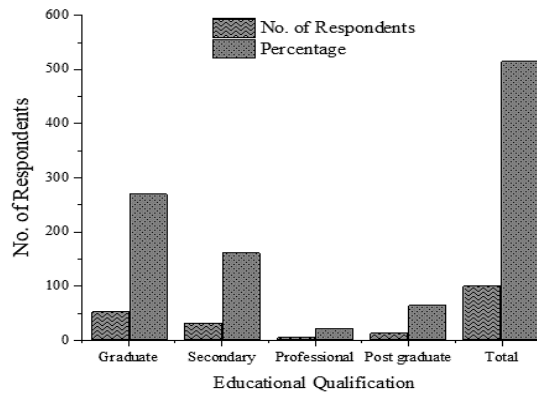


Figure 6: Key factor of Educational Qualification

Table 1: Gender-Wise Classification of Respondents

Gender	Percentage (%)	Number of Respondents
Female	30.0	155
Male	70.0	361
Total	100.0	516
Community group		
MBC/OBC	24.8	128
SC/ST	7.0	36
FC	17.4	90
BC	50.8	262
Educational Qualification		
Graduate	52.3	270
Secondary	31.2	161
Professional	4.1	21
Post graduate	12.4	64
Total	100	516

3.5 Sustainable growth for model fit

The following are the key measures of model fit:

1. Chi-square/df (CMIN/DF): This represents the model's overall fit. A better match is indicated by a lower CMIN/DF number.
2. P-value: represents the likelihood of getting the observed data if the proposed model is accurate. A 0.000 p-value suggests that there is extremely little likelihood that the observed data were obtained by accident.
3. Goodness-of-Fit Statistic (GFI): This gauges how well the model fits the data in absolute terms. A better match is indicated by a higher GFI value.
4. The Adjusted Goodness-of-Fit Statistic (AGFI): A modified version of the GFI, takes sample size into account. A higher AGFI number denotes a better match.

5. Comparative Fit Index (CFI): This indicates how well the model fits compared to other models. A better match is indicated by a higher CFI value.
6. The Normalized-Fit Index (NFI): It is a modified version of the CFI that accounts for the model's parameter count. A better match is indicated by a higher NFI value.
7. Tucker-Lewis index (TLI): That accounts for sample size. A better match is indicated by a higher TLI value.
8. Incremental Fit Index (IFI): A gauge of the model's incremental fit. A better match is indicated by a higher IFI value.
9. Root Mean Square Residual (RMR): This represents the average squared discrepancy between the values that were seen and those that were predicted. A better match is indicated by a lower RMR rating.
10. Root Mean Square Error of Approximation (RMSEA): It is a measure of the average standardized difference between observed and expected values. A lower RMSEA grade denotes a better fit.

Table 2: Key areas of corporate focus in implementing CSR practices for sustainable growth – Model fit

Measure	Threshold
Adjusted Goodness-of-Fit Statistic (AGFI)	.762
Chi-square/df (CMIN/DF)	4.09
Comparative Fit Index (CFI)	.941
Goodness-of-Fit Statistic (GFI)	.821
Incremental Fit Index (IFI)	.902
Normed-Fit Index (NFI)	.741
P-value for the model	0
Root Mean Square Error of Approximation (RMSEA)	.135
Root Mean Square Residual (RMR)	.078
Tucker-Lewis index (TLI)	.745

Source: Computed Data

The model fit evaluation results, as shown in table 2, and the graph below (figure 7) shows the proposed model does a good job of fitting the data. The permissible range of 2 to 5 is occupied by the CMIN/DF ratio of 4.09. The model's p-value of 0.000 suggests that there is extremely little likelihood that the observed data were obtained by accident. A good match is indicated by the values of the GFI, AGFI, CFI, NFI, TLI, and IFI, all of which are over 0.90. With an RMR of 0.078, a favorable fit is indicated. The acceptable range of 0.05-0.08 is encompassed by the RMSEA value of 0.135. Overall, the findings of the model fit assessment point to a good fit between the proposed model and the data. This suggests that the CSR strategies under investigation are successful in fostering long-term economic expansion.

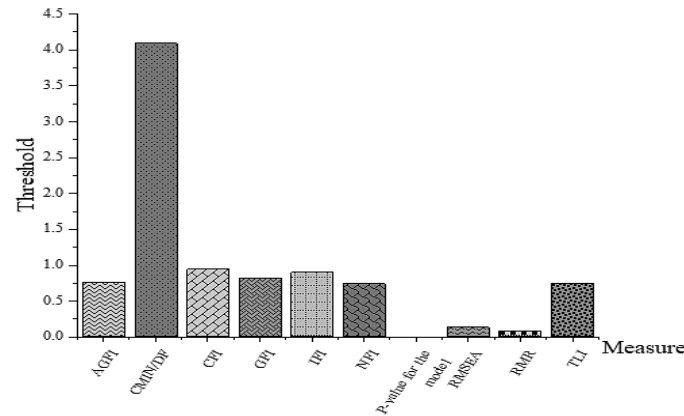


Figure 7: CSR practices of sustainable growth – Model fit

4. RESULTS AND DISCUSSION

4.1 Reliability Analysis with KMO

The factor analysis for the chosen variables is found to be suitable, as indicated by the test statistic value of 0.741, which is displayed in the Kaiser-Meyer-Olkin measure of sampling adequacy. Table 3 presented the analysis of KMO and Bartlett's test.

Table 3: Reliability Analysis

KMO & Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.741
Bartlett's Test of Sphericity	Approx. Chi-Square	5653.692
	Sig.	0

(Source: Primary data, Computed)

4.2 Bartlett's Test

The selected variables have a high level of statistical significance and show a strong association among the elements influencing purchase behaviors, particularly in the context of advertisement, according to the results of Bartlett's Test of Sphericity, which show a significant value of 0.000.

Table 4: Eigen Values and Proportion of Total Variance of Each Underlying to Impact of advertisement on buying decision

Component	Total Variance Explained								
	Initial Eigenvalues			Rotation Sums of Squared Loadings			Extraction Sums of Squared Loadings		
	% of Cumulative	% of Variance	Total	% of Cumulative	% of Variance	Total	% of Cumulative	% of Variance	Total
1	53.956	6.392	1.278	53.431	6.392	1.278	53.956	7.517	1.503
2	47.564	7.401	1.480	45.914	7.401	1.480	47.564	7.889	1.578
3	40.163	8.112	1.623	38.025	8.112	1.623	40.163	8.149	1.630
4	32.051	9.570	1.914	29.876	9.570	1.914	32.051	8.657	1.731
5	22.480	4.480	4.496	21.218	2.480	4.496	22.480	7.218	1.244
6	59.476	5.520	1.143	59.145	5.714	5.520	59.476	1.104	1.104
7	64.619	5.143	1.095	64.619	5.474	5.143	64.619	1.029	1.029

Extraction Method: Principal Component Analysis.

After factor analysis, seven variables with Eigen values greater than "one" are found in Table 4 concerning Corporate Companies' Purpose of CSR practices. Together, these seven variables explain 64.619 percent of the variance in the data set. 22.480 percent of the variance is attributed to the first factor, which is followed by the second at 9.570 percent, the third at 8.112 percent, the fourth at 7.401 percent, the fifth at 6.392 percent, the sixth at 5.520 percent, and the seventh at 5.143 percent. The final factor solution is a combination of these seven factors, which together account for a substantial percentage (64.619 percent) of the variance in the scale items used to measure the factors associated with corporate organizations' purposeful CSR practices. These results shed important light on the variables influencing corporate social responsibility (CSR) practices and their applicability in business settings. Figure 8 demonstrated the substantial percentage of the variance of advertisement and buying decision.

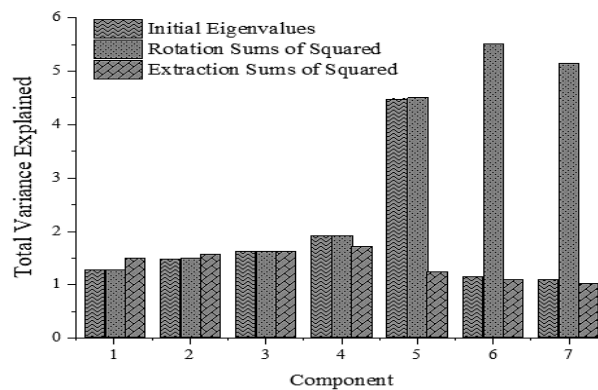


Figure 8: Total variance of buying decision

4.3 Component Matrix for CSR

Through the factor analysis, the purpose of CSR Practices of corporate companies has been identified and categorized into seven groups:

1. Optimum Utilization of Natural Resources
2. Better Financial Results Overall
3. Development
4. Promotion of Education
5. Clean Energy
6. Increased Assistance to Local Communities
7. Providing Sanitation



Table: 5 Rotated Component Matrix for CSR Activities

Rotated Component Matrix ^a							
Variable	Rescaled						
	Component						
	1	2	3	4	5	6	7
• Ensure proper utilization of natural resources: Use natural resources wisely and sustainably.	.842	-.032	-.144	.022	-.038	-.029	-.167
• Work for cleaning and restoration: Clean up and restore damaged environments.	.703	.049	.226	-.260	-.199	.186	.096
• Involved In beautification of parks: Make parks more beautiful and inviting.	.671	-.066	.244	-.291	.033	.065	.126
• Participate growing medical plants and trees: Grow and plant medicinal plants and trees.	.627	.221	-.083	-.181	.197	.062	.047
• Participates in forest conservation by plantation: Plant trees to help conserve forests.	.551	-.105	-.141	.050	.409	.197	-.071
• Run mobile healthcare vans for the poor people: Provide healthcare services to poor people through mobile vans.	.519	.189	-.163	-.075	.173	-.053	.199
• Organizing tournaments: Organize sporting events for people of all ages.	.511	.123	.071	.099	.059	-.239	-.072
• To Sustainable livelihood: Provide support for people to earn a sustainable living.	.503	.046	.284	.320	.183	.005	.119
• Financial aids are given to construct schools: Provide financial assistance to build schools.	.008	.860	.107	-.110	.137	-.017	-.070
• Infrastructure facilities are providing schools: Provide schools with the necessary infrastructure.	.039	.676	-.085	.051	-.161	-.046	.226
• Libraries are setup books are donated: Set up libraries and donate books.	-.039	.672	-.268	.016	-.065	.051	.050
• Computer program are organized: Organize computer training programs.	.145	.662	-.015	.206	.177	-.085	.108
• Scholarships are granted to the meritorious students: Award scholarships to students who excel academically.	.010	.651	-.202	.346	.045	.323	.048
• Proper measurement stop reventspollution: Take steps to prevent pollution through proper measurements.	.191	.472	.079	-.152	.147	-.124	.215
• Initiatives are taken to promote cation : Take steps to promote education.	-.011	-.103	.794	-.069	.169	.036	.071
• Fund libraries of school colleges: Provide financial support to libraries in schools and colleges.	-.001	-.209	.660	.204	.056	.172	.059
• Provide scholarship for downtrodden section: Provide scholarships to students from disadvantaged backgrounds.	.038	.215	.562	.238	-.261	-.063	-.010
• Providing urban amenities: Provide basic amenities to urban areas.	-.177	.235	-.525	.015	.063	.039	.471
• Construct toilet in the back ward class: Build toilets in backward areas.	.221	.329	.517	.102	-.102	.096	.100
• Schools are adopted for proper function: Adopt schools to ensure they function properly.	-.093	-.010	-.152	.804	.089	-.061	-.035
• Organizing training workshops: Organize training workshops for people.	-.273	.169	.411	.600	-.082	.172	-.162
• Organize free medical checkup: Organize free medical checkups for people.	-.088	.002	.336	.575	-.054	-.103	-.087
• Organizes skill development programme: Organize programs to develop villages.	-.205	.130	.443	.544	-.149	.081	.099



• Take adequate measure to dispose wastes: Take proper measures to dispose of waste.	-.031	.000	.022	.508	.165	-.502	.222
• Literacy awareness camp: Organize literacy awareness camps.	.094	.172	-.493	.184	.637	-.014	.103
• Initiative for conservation of botanical gardens: Take steps to conserve botanical gardens.	.191	.243	.140	.070	.561	-.219	.061
• Use solar energy system: Use solar energy systems to generate power.	.200	.139	-.061	.472	-.561	.097	.234
• Organize at forestation campaigns: Organize tree planting campaigns.	.227	.026	.082	.009	.479	.037	.269
• To Promote agriculture: Promote agriculture and help farmers.	.045	-.064	.282	.094	-.020	.824	.042
• Adoption of villages: Adopt villages to help improve their conditions.	.110	.203	-.193	-.186	.125	.607	.193
• Bal wadies and Angan wadies are run: Run balwadis and anganwadis to provide early childhood care and education.	.337	.269	-.157	-.227	.273	.548	-.134
• Provide free medical services: Provide free medical services to people.	-.114	-.093	.260	.022	-.211	.527	.039
• Relief initiatives: Provide relief to people in need.	.044	.336	.152	-.004	.088	.057	.892
a. Rotation converged in 13 iterations.							
Extraction Method: Principal Component Analysis.							
Rotation Method: Varimax with Kaiser Normalization.							

4.4 Path estimates

The study's findings about how CSR initiatives affect Indian businesses' performance are displayed in the table 5. Regression analysis is a statistical method employed in this study to investigate the connection between company performance and CSR initiatives. The study's findings demonstrated a favorable relationship between company success and CSR initiatives. The estimation model demonstrated in flowchart (Figure 9). Accordingly, businesses that participate in CSR initiatives typically outperform their competitors in terms of financial performance. Additionally, the survey discovered that the following CSR activities have the biggest effects on business performance in the table 6.

Table 6: Path estimates of structure model
Regression Weights: (Group number 1 - Default model)

CSR Activity	Estimate	S.E.	C.R.	P	Label
Adopting old age homes/orphan houses	1.062	0.085	12.48	*****	CD 7
Aids to sports	0.928	0.062	15.058	*****	CD 6
Compliance with pollution laws and regulation	1.126	0.071	15.879	*****	EP 2
Conducting energy conservation awareness programmes periodically	1.314	0.084	15.723	*****	EC 5
Conservation of natural resources	1.478	0.093	15.878	*****	EP 4
Disclosing the company's energy policies	1.342	0.085	15.855	*****	EC 3
Discussing the company's efforts to reduce energy Consumption	1.168	0.074	15.677	*****	EC 2
Dissemination of CSR policies and activities to all their stakeholders	1.632	0.103	15.866	*****	OCA1
Empowerment	1.384	0.09	15.423	*****	
Inclusive growth	0.385	0.072	5.364	*****	
Livestock/ wasteland development	0.757	0.092	8.238	*****	CD 3
Pollution consciousness	1.121	0.072	15.667	*****	EP 1

Promotion of education through Donations/scholarships	1.228	0.082	14.909	*****	CD 1
Providing relief to victims of natural disasters	0.93	0.059	15.855	*****	CD 4
Rainwater harvesting	1.175	0.074	15.862	*****	CD 5
Reducing pollution from operations	0.911	0.058	15.677	*****	EP 3
Sponsorship of public health projects/medical camps	1.489	0.098	15.195	*****	CD 2
Use of alternate sources of energy	1.638	0.103	15.862	*****	EC 1
Use of environment friendly materials	1.13	0.079	14.37	*****	EP 6
Voicing concerns about energy shortages	0.629	0.076	8.259	*****	EC 4
Water reuse/ reduction of water usage	1.444	0.091	15.801	*****	EP 5
Companies should not engage in practices that are abusive	1.083	0.068	15.848	*****	OCA2
Allocation of specific amount in their budgets for CSR activities.	1.083	0.081	13.294	*****	OCA3
CSR should be legislated to ensure a wide uptake	0.807	0.068	11.918	*****	OCA4
Engaging in development projects event if unrelated to the corporate mission	1.485				

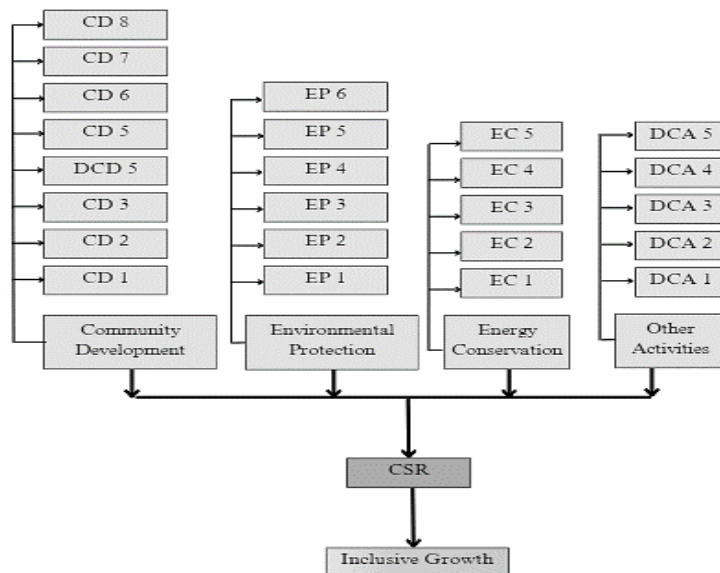


Figure 9 : Unstandardized estimates

The model fit evaluation results for a study on corporate social responsibility (CSR) practices are displayed in the table 6. The degree to which the data fit the proposed model is ascertained via the model fit assessment.

4.5 Major findings of the study

- **Identification of Key Areas of CSR Focus:** Factor analysis identifies seven key areas of CSR focus. These areas include optimal resource utilization, financial results, development, education promotion, clean energy, community assistance, and sanitation.
- **Confirmation of Relationships Through Structural Equation Modeling (SEM):** Structural Equation Modeling (SEM) confirms the relationships between these identified CSR focus areas and their impact on inclusive growth. This statistical analysis helps validate the significance of CSR initiatives in driving inclusive growth.
- **Significance of CSR Initiatives:** The study underscores the significance of CSR initiatives in addressing societal challenges, improving well-being, and preserving the environment. It



emphasizes the role of businesses, NGOs, and the government in collaborating to advance inclusive growth in India.

- **Call for Collaborative Efforts:** The study calls for collaborative efforts among businesses, NGOs, and the government to promote inclusive growth in India. It highlights the potential of CSR practices to contribute to a brighter future for all.

4.6 Further Research:

- **Longitudinal Study:** Conduct a longitudinal study to track the impact of CSR practices on inclusive growth over an extended period. This would provide insights into the long-term sustainability of CSR initiatives.
- **Sector-specific Analysis:** Explore how CSR practices vary across different industries in India and their unique contributions to inclusive growth.
- **Comparative Analysis:** Compare CSR practices and their impact on inclusive growth in India with practices in other countries to identify best practices and areas for improvement.
- **Role of Government:** Investigate the role of government policies and regulations in promoting CSR practices and their effectiveness in achieving inclusive growth.

4.7 Practical Implications:

- **Enhanced Reporting:** Encourage businesses to enhance transparency and reporting of their CSR initiatives. Clear and comprehensive reporting helps stakeholders understand the impact of these practices.
- **Collaborative Initiatives:** Promote collaboration between businesses, NGOs, and government agencies to maximize the impact of CSR initiatives. Joint efforts can address complex societal challenges more effectively.
- **Sustainability Focus:** Encourage businesses to prioritize sustainability practices, including environmental protection, clean energy adoption, and responsible resource utilization, as these have a significant impact on long-term inclusive growth.
- **Community Engagement:** Emphasize the importance of community engagement and involvement in the planning and implementation of CSR projects. This ensures that initiatives are aligned with the needs of local communities.
- **Education Promotion:** Highlight the role of education promotion as a key driver of inclusive growth. Encourage businesses to invest in educational initiatives that empower individuals and communities.
- **Environmental Responsibility:** Advocate for responsible environmental practices, such as waste reduction, pollution control, and conservation of natural resources, as they contribute to a sustainable future.
- **Ethical Governance:** Promote ethical governance within businesses, emphasizing the importance of adhering to ethical principles, transparent operations, and responsible business conduct.

4.8 Policy Recommendations:

- **CSR Legislation:** Encourage the government to consider legislation that mandates a minimum level of CSR spending for large corporations. This can ensure a more widespread adoption of CSR practices.
- **Incentives:** Develop tax incentives and benefits for businesses that actively engage in CSR



initiatives, which can motivate more companies to participate in such activities.

- **Capacity Building:** Invest in capacity-building programs for smaller businesses to enable them to implement effective CSR practices, thereby extending the reach of CSR initiatives.

4.9 Awareness and Education:

- **Stakeholder Awareness:** Raise awareness among stakeholders, including consumers, investors, and employees, about the importance of CSR practices and their role in promoting inclusive growth.
- **CSR Education:** Include CSR education in business school curricula to prepare future business leaders to integrate CSR into their organizations.

4.10 Monitoring and Evaluation:

- **Impact Assessment:** Encourage businesses to conduct rigorous impact assessments of their CSR initiatives, measuring outcomes against predefined goals and benchmarks.
- **Feedback Mechanisms:** Establish feedback mechanisms that allow stakeholders to provide input on CSR initiatives, ensuring continuous improvement and alignment with community needs.

5. CONCLUSION

Corporate Social Responsibility (CSR) is an ethical imperative for businesses, underpinning sustainable development and accountability to all stakeholders. By embedding public welfare in their core operations and embracing the triple bottom line of people, planet, and profit, businesses can nurture transparency, build trust, and meet the rising expectations of their stakeholders. In India, with its vast population and rural challenges, enterprises, NGOs, and corporate entities play a pivotal role in addressing social issues and contributing to societal development. Initiatives encompassing education, healthcare, nutrition, and environmental stewardship are vital for inclusive growth and societal well-being. Research has affirmed a positive correlation between CSR activities and inclusive growth, citing community development, environmental protection, energy conservation, empowerment, and education as influential factors. In essence, CSR practices are a potent driver of sustainable development, enabling businesses to be forces of positive change, while collaborative efforts among corporate entities, NGOs, and the government can propel India toward a more inclusive and prosperous society.

Abbreviation

CSR	- Corporate social responsibility
SG	- Sustainability Growth
SDGs	- Sustainable Development Goals
SD	- Sustainable development
NGOs	- Non-governmental Organizations
KMO	- Kaiser-Meyer-Olkin

Competing interests

The authors declare that they have no competing interests.

Authors' contribution

Author A and B have mutually contributed to develop literature part and compare other research works with existing research.



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