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**Integrating Environmental Sustainability into CSR Practice: A study on  
Indian Companies**

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**ABSTRACT**

The concept of Corporate Social Responsibility (CSR) has been broadly debated during the last few decades. Businesses are different in the extent to which they engage in CSR activities and how they communicate about these activities. Several factors could influence the extent to which corporations are able to integrate CSR activities into their business strategies. Such factors could be related to the environment in which the corporation operates, but might as well be comprised from more company-specific characteristics. The concept of sustainability has been adapting to the contemporary requirements of a complex global environment, but the underlying principles and goals, as well as the problems of their implementation, remained almost unchanged.

Keywords: Environment, Sustainability, CSR & Strategies.

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**1. INTRODUCTION**

The term sustainable development was originally introduced in the field of forestry, and it included measures of afforestation and harvesting of interconnected forests which should not undermine the biological renewal of forests [4]. This term was firstly mentioned in the Nature Conservation and Natural Resources Strategy of the International Union for Conservation of Nature published in 1980 [5]. Although initially sustainable development primarily viewed an ecological perspective, soon it spread to social and economic aspects of study. The imbalance between human development and ecological limits has pointed to the growing environmental problems and possible consequences with disastrous proportions. From its origins until today the concept of sustainable development has been faced with different interpretations and criticisms. The companies hold responsible for the social and environmental impacts on business operations. This is popularly termed as corporate responsibility. The CSR activity also called as corporate sustainability is a type of international private self-operation. CSR activities highly attract the enterprises and the stakeholders.

**2. OBJECTIVES OF THE STUDY**

To achieve the objective of the study, the researcher designed the following objectives.

- a) To evaluate the organizations' level of awareness about CSR.
- b) To evaluate the CSR practices of Indian companies on environmental sustainability.

## 2.1 Environmental Sustainability

Environmental sustainability is described as responsible interplay with the environment to keep away from depletion or degradation of herbal sources and permit for lengthy-term environmental first-class. The practice of environmental sustainability facilitates to ensure that the desires of the contemporary populace are met without jeopardizing the ability of destiny generations to fulfil their wishes. When we take a look at the natural environment, we see that it has an as a substitute great ability to rejuvenate itself and maintain its viability. For example, while a tree falls, it decomposes, adding vitamins to the soil. Those vitamins help sustain suitable situations so future saplings can grow. While nature is left on my own, it has an excellent ability to care for itself. But, while the guy enters the photograph and makes use of among the herbal resources furnished by using the environment, things alternate. Expanding natural resources is humanly mandated, and without the software of environmental sustainability methods, lengthy-time period viability can be compromised [3].

Irrespective the conservation of resources, environmental sustainability is now widely recognized as a mandate in an international arena. Environmental sustainability means, it must not degrade the diversity and biological productivity of ecosystems nor ecological processes and vital systems. Environmental sustainability challenges the environmental security [1].

## 2.2 Environmental Impacts due to CSR

Companies in today's business environment are increasingly becoming aware of the relationships and the consequences of engaging in sustainability-related activities and the associated impact on corporate performance. In a report by Nielsen [6], year-long analysis of 34 organisations in nine countries reported that the organisations that promote sustainability initiatives in marketing programs experience an increase in sales five times greater than organisations that did not invest in promotions about their sustainability. Despite these positive findings, the marketing literature has been surprisingly sparse regarding how brands should invest in various types of sustainability initiatives, and whether consumers evaluate brand messages differently depending on the nature of the effort. Both environmental and social sustainability activities are significant efforts for organisations, at times they prioritise their contributions and expenditures on sustainability activities due to budget constraints and to maintain an ever present message around the organisation's marketing efforts. Social and environmental resources and capabilities are distinct and tend to have different impacts on stakeholders' perceptions and business outcomes from a resource-based view [2]. Accordingly, CSR activities that focus on environmental and social dimensions trigger different consumer preferences when enacted by various companies [7]. Leaders and managers across the industry are focused on developing sustainable organisational capacities by employing structural changes in the organisational processes and operations to practice green management to create green and environmentally friendly products and services. However, it has been seen that plants located in the emerging economies than in the industrialised and the developing countries are more particular to emphasise environmental initiatives across organisational processes, products and services [8].

## 3. DATA ANALYSIS AND INTERPRETATION

The analysis and interpretation of "Integrating Environmental Sustainability into CSR Practice: A study on Indian companies" is presented based on a sample of 160 corporate respondents selected from different parts of India through a questionnaire comprising of study related factors. The results are presented using various statistical tools in tune with the objectives of the study.

### 3.1 Level of awareness and environmental CSR practices by Indian companies

The value for Cronbach alpha which in this case is .136 and reflects low reliability of the measuring instrument. Furthermore, it indicates low level of internal consistency with respect to the variables of the level of awareness and environmental CSR practices by Indian companies.

Table 1. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.136	.115	14

Table 2. Item Statistics

	Mean	Std. Deviation	N				
QA_1	4.463	.5003	149	QA_2	4.819	.3865	149
				QA_3	4.631	.4842	149

QA_4	4.651	.4783	149
QA_5	4.664	.4738	149
QA_6	4.785	.4120	149
QA_7	4.886	.3190	149
QA_8	4.866	.3420	149
QA_9	3.141	.7262	149

QA_10	1.611	.6947	149
QA_11	3.456	1.0558	149
QA_12	2.993	.8967	149
QA_13	4.718	.5585	149
QA_14	4.799	.4346	149

The above table for item statistics describe the features of data that is it provides mean and standard deviation of the data.

While carrying out the research study process reliability test was done by the researcher in order to determine the factors among the observed variables. The use of reliability test helped in reducing the number of variables that were excessive in nature in the collected data. By the conduction of reliability analysis, the variables with similar characteristics are grouped together. Hence, the reliability analysis can be used to produce a small number of factors from a large number of variables which is capable of explaining the observed variance in the larger number of variables. In order to get more accurate and relevant information related to the conduction of the research process, the researcher carried out a study on the level of awareness about CSR. For this Cronbach Alpha which is a reliability test was conducted by the researcher within SPSS. This enabled the evaluation of the internal consistency that is the reliability of the measuring instrument (Questionnaire) in an appropriate manner. While analyzing the reliability statistics the value of Cronbach Alpha was found to be .115. While analyzing the facts, the estimation of the Cronbach's Alpha Based on Standardized Items was found to be about .152 when the total population N is given about 14. Hence, it could be concluded that it reflected low reliability of the measuring instrument and indicated a low level of internal consistency with respect to the variables of the level of awareness and motivation to comply with CSR.

#### 4. CONCLUSION

For the sustainable development of the business through CSR, the companies should inform and educate the stakeholders. Proper internal communication and transparency should be maintained. Evaluating the level of awareness and motivation of selected companies to comply with CSR, the study found that most corporate users carried out environmental CSR activities. While critically evaluating the CSR performance of Indian companies on environmental sustainability, the researcher found that many companies in India used to carry out CSR activities in the environmental sustainability section. It was also found that many companies have established gardens and theme parks, introduced eco-friendly manufacturing and packaging techniques, etc. to help to conserve the environment in a constructive manner. The companies collaborated with the local people and NGOs to provide clean up the localities and provide adequate storage and cleaning facilities so that the preservation of the environment could be done in an adequate manner. It was found that the practice of CSR activities is necessary to bring about inclusive growth is India's industrial and corporate sector which would help to provide benefits to the society and community development to a great extent.

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