## INDUSTRIAL PROJECT REPORT

**ON**

**How do organization use CSR to reinforce brand equity (TATA GROUP)**

Submitted in Fulfillment of the Requirement for the award of the degree of Bachelors of business administration



Under The Supervision

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#### APPROVAL SHEET

This thesis/dissertation/report HOW ORGANIZATION USE CSR TO REINFORCE BRAND EQUITY.**.** by **Ankita Chauhan** is approved for the degree of BBA (SALES AND MARKETING) .

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#### ACKNOWLEGEMENT

Here I take the opportunity to express my gratitude to all of them, who in some or the other way helped me to accomplish this Project. The project study cannot be completed without their guidance, assistance, inspiration and co-operation.

For successfully accomplishment of task apart from hard work the most important requisite is the right direction and guidance. And for a student these become the major part for the study. In TATA this right direction and guidance is provided by my guide., in form of necessary information and exhibits that give me a great help in completing my work.

First of all I would like to thanks TATA for giving me such a great opportunity of studying such a vast topic i.e. **“ How Tata use CSR to reinforce there Brand Equity”**

Lastly I express my gratitude to my parents who financed this project and who have been a moral support to throughout my life.

## PREFACE

All students learn theoretical subjects in their classroom, but as we are the management students, apart from theoretical studies we need to get a deeper insight into the practical aspects of those theories by working as a part of organization during our summer training. Training is a period in which a student can apply his theoretical knowledge in practical field. Basically practical knowledge and theoretical knowledge have a very broad difference. So this training has high importance as to know how both the aspects are applied together. The study of management acquires most crucial position in the business administration. In order to be successful, it is necessary to give priority to the management in an organization. But it can’t be denied that the study of management would be more educational, materialistic and even more interesting, if it is to be paired with the work in organization as an employee.

The training session helps to get details about the working process in the organization. It has helped me to know about the organizational management and discipline, which has its own importance. The training is going to be a lifelong experience.

Management in India is heading towards a better profession as compared to other professions. The demand for professional managers is increasing day by day. To achieve profession competence, manager ought to be fully occupied with theory and practical exposure of management. A comprehensive understanding of the principle will increases their decision-making ability and sharpens their tools for this purpose. During the curriculum of management programmers a student has to attain a practical exposure of an organization on live project in addition to theory he/she studies.

This report is about the practical training done at “JIO, Patna” during the curriculum of BBA from GALGOTIAS UNIVERSITY.

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**INTRODUCTION**

Corporate social responsibility (CSR) refers to companies acknowledging and taking accountability for the impact of their operations on society and the environment. This practice is increasingly vital for shaping corporate branding and fostering brand equity. Engaging in CSR initiatives paints companies in a positive light, emphasizing their social responsibility, ethical standards, and reliability, ultimately leading to enhanced customer loyalty, employee dedication, and overall business prosperity.

Benefits of CSR in Enhancing Brand Equity

Participating in CSR programs can yield numerous advantages for companies looking to strengthen their brand equity. Firstly, CSR can enhance a company's standing and cultivate trust among consumers. By showcasing a commitment to social and environmental causes, companies can garner positive perceptions from customers, influencing their decision to support the business. Secondly, CSR efforts can attract and retain employees who align with the company's values and objectives, resulting in a more engaged and productive workforce. Lastly, CSR activities enable companies to set themselves apart from competitors and carve out a distinct identity in a competitive market.

Successful Instances of CSR Campaigns

Various companies have effectively leveraged CSR to bolster their brand equity. For example, the Tata Group has ingrained sustainability as a core element of its brand identity. For over 150 years, Tata Group has prioritized serving the communities it operates in, with community welfare central to its mission. Through collaborating with governments, NGOs, and other stakeholders, Tata companies have spearheaded diverse community development and environmental projects, such as the Adult Literacy Program aimed at enhancing adult literacy rates through innovative solutions. These strategic partnerships enable Tata to extend its impact and create a reputation as a socially responsible entity.

Selecting an Appropriate CSR Strategy

Choosing the right CSR strategy necessitates companies aligning their values, mission, and target audience with their initiatives, rather than merely following trends. Companies should consider how their CSR efforts resonate with their audience, prioritize transparency in their activities, and effectively communicate their CSR initiatives to customers and employees. For instance, Tata Capital's 'Dhan Gyan' program exemplifies the success of educating underprivileged individuals about financial literacy, contributing to the company's growth trajectory over time.

The Importance of Corporate Social Responsibility (CSR)

In the realm of sustainable growth within the hospitality industry, CSR plays a pivotal role. Entrepreneurs and industry leaders navigating the complexities of hospitality and tourism must grasp the multifaceted nature of CSR to thrive. Stakeholder engagement, environmental sustainability, social impact, ethical business practices, and impact measurement stand as critical components in ensuring the success and longevity of hospitality businesses that prioritize CSR initiatives. Hotel chains like Taj and brands like Starbucks showcase the significance of integrating responsible business practices into their operations, setting a benchmark for ethical conduct and sustainability in the in industry

**Literature review**

The concept of corporate social responsibility (CSR) has a rich and diverse history, with each sector offering its own interpretation. Initially emerging in the 1950s as a way for companies to assess the impacts of their actions on various stakeholders, society, and the environment, CSR has since evolved into a crucial aspect of business leadership. Defined by four key pillars - economic, legal, ethical, and philanthropic responsibilities - CSR initiatives encompass activities such as cause-related marketing and corporate philanthropy.

Challenges to the traditional profit-driven approach have led to a stakeholder perspective, emphasizing the ethical implications of business decisions. Research indicates that communicating CSR efforts can lead to positive outcomes for businesses, with benefits derived from both engaged and strategic CSR activities. By engaging in CSR, companies not only fulfill their duties as responsible corporate citizens but also differentiate themselves in the market by creating unique value propositions.

In the realm of brand management, aspects such as brand equity, brand awareness, brand loyalty, and brand image influence consumer perceptions and preferences. Brand equity, cultivated through a brand's tangible and intangible attributes, fosters loyalty and enhances the overall value proposition. Brand awareness, involving recognition and recall, contributes to the establishment of strong brand associations in the minds of consumers. Trust in a brand, gauged by repeat purchases and brand loyalty, is a critical component of consumer-brand relationships.

The integration of CSR into brand strategy serves to enhance brand resonance and consumer loyalty by appealing to socially conscious consumers. This alignment between business performance and social responsibility not only benefits stakeholders but also contributes to the long-term sustainability and growth of the organization. By aligning their CSR initiatives with their brand identity, companies can effectively communicate their commitment to social responsibility and strengthen their brand positioning in the market. well.

**OBJECTIVES**

1. **Enhancing Brand Reputation:**

* Tata Group aims to bolster its brand image by engaging in socially responsible activities. By investing in CSR initiatives such as education, healthcare, and environmental sustainability, Tata demonstrates its commitment to societal well-being, thus enhancing its reputation.

### 2. **Building Trust and Credibility:**

* Through CSR, Tata Group seeks to build trust and credibility among its stakeholders, including customers, employees, investors, and communities. By actively addressing social and environmental issues, Tata demonstrates its dedication to ethical business practices and community welfare.

### 3. **Stakeholder Engagement:**

* Tata uses CSR initiatives as a means to engage with its stakeholders. By involving employees in volunteering programs, collaborating with communities on development projects, and seeking feedback from stakeholders, Tata fosters stronger relationships and a sense of shared purpose.

### 4. **Long-term Sustainability:**

* Tata Group's CSR objectives include contributing to the long-term sustainability of the communities in which it operates. By investing in projects related to education, healthcare, and skill development, Tata aims to empower individuals and communities to thrive economically and socially.

### 5. **Innovation and Leadership:**

* Tata leverages CSR as a platform for innovation and thought leadership. By pioneering sustainable business practices, developing innovative solutions to societal challenges, and sharing best practices with industry peers, Tata aims to position itself as a leader in responsible business conduct.

### 6. **Risk Mitigation:**

* CSR initiatives also serve as a tool for risk mitigation. By proactively addressing social and environmental issues, Tata minimizes the potential negative impacts of its operations on communities and the environment, thereby reducing regulatory, reputational, and operational risks.

### 7. **Aligning with Core Values:**

* Tata Group's CSR objectives are aligned with its core values of integrity, excellence, and commitment to the community. By integrating CSR into its business strategy, Tata reinforces its identity as a socially conscious organization driven by a sense of purpose beyond profit.

**LEGISLATIVE FRAMEWORK**

**Applicability of CSR As Per Companies Act,2013*.***

The Companies Act, 2013 requires all registered companies with a net worth of Rs 500 crore or more or a turnover of Rs 1,000 crore or more or those earning a profit of Rs. 5 crore or more to comply with CSR provisions. If the company has been established within a period of less than two years, all eligible companies shall spend at least 2 % of their net income calculated as an average of the previous three years' earnings or for the year immediately preceding it.

As of January 2023, a total of 24.02 million companies were registered, of which only 15.17 million companies were active (www.mca.gov.in, Monthly Information Bulletin, January 2023). In 2021-22, a total of 25,932 companies registered with MCA were CSR-eligible companies. According to the Indian companies' annual reports, for the period from 2021 to 22 they spent 24,865 billion Indian rupees on CSR. According to Ministry sources, CSR spending for the period from 2014-15 to 2022 was total of 1,25,955 billion Indian rupees.

A total of 18,623 companies have spent Rs 25,933 as their CSR funds on 42,440 projects in 14 sectors during fiscal year (FY) 2022, according to the Finance Minister's information in Parliament (Economic Times, 16 Aug 2023).

**Which activities should be considered CSR.**

**Eligible Activities**

Companies and implementing agencies that meet the requirements for CSR funding may allocate their contributions to the primary activities mentioned in Schedule VII to Part 135 of the Companies Act 2013, subject to revision by 2023:

• Ending poverty, advancing health care, advancing education (special education included), promoting gender equality, and promoting environmental sustainability.

• Preservation of the nation's cultural legacy, support for military veterans and widows of combat, and development of rural sports, particularly Olympic and Paralympic sports,

• Support for slum and rural development programs, public funding for research and development projects, contributions to academic and research institutions, including ministries, and the Prime Minister's National Relief Fund.

• Starting in July 2022, expenses related to the 'Har Dhar Tiranga' campaign, which includes the creation of national flags, are also eligible for CSR expenditures as part of the promotion of education via culture (as per July 2022 amendment).

**Ineligible activities**

According to Schedule VII of the Act, CSR expenditures cannot be used for purposes other than those listed in the Act. Businesses are not permitted to utilize the CSR fund to pay employees' political party contributions or to support their international endeavors. The company's amended guidelines, which were made effective in January 2022, forbid CSR expenditures for regular business operations, product or service promotion in the marketplace, corpus fund contributions, or any other statutory duties under existing Indian laws.

**Major Challenges**

• It causes concern that the CSR fund-generating companies themselves have went through more than two-thirds (41%) of their CSR stores. More CSR stores can be distributed to community improvement offices such as NGOs, community-based organizations (CBOs) such as ladies self-help bunches (SHGs), Rancher Makers Organizations (FPOs), Colleges locked in in community-outreach exercises, and dynamic Gram panchayats.

• The CSR committee, obligatory for each company, with a CSR finance of more than Rs.50 lakh, is engaged to plan and choose the life systems of CSR investing. CSR investing straightforwardly by the company-established actualizing offices is likely to be contract, one-sided and specific, since the proficient group is to a great extent situated to ‘profit’ than ‘service’. By and huge, CSR investing in such mechanical settings is more likely to be ‘company-friendly’ or maybe than ‘community-friendly’.

• Assist, the handle of selecting actualizing offices by the companies has been made more an ‘internal process’ which is bound to be more subjective, and subservient to their commerce interface. These actualizing offices seem be assumed to play to the tunes of CSR giving companies, or maybe than the grassroot substances, going up against the communities around. Thus, the handle of selecting NGOs, and other executing organizations needs to be made more straightforward, competitive, and qualitative.

• Inconvenience of Fines on the CSR Committee/independent Executives who were at default of CSR infringement sums to be dismembering the committee and the company as if both are autonomous. This sounds interesting since these Chiefs generally work beneath the wishes and desires of the company. Forcing fine on the company, presently at twice the sum of CSR support, appears to be suffice

• Most of the companies depend CSR duties to their Human Assets division, which gives need to their company work force or maybe than the common individuals. Wherever the company is actualizing CSR, appropriately prepared experts in Provincial improvement / Social work are not engaged.

**• Fortifying CSR component**

• In arrange to correct the human asset lacks, Service of Corporate Undertakings may plan short-term preparing programs for the existing CSR staff, to those covetous of joining the CSR ventures. Wide zones may incorporate conducting pattern studies, possibility thinks about, defining extend proposition, planning Extend execution plans, conducting venture checking and assessment, counting affect evaluation ponders, preparing in capacity-building, and documentation and reporting.

• Companies Act permits worldwide organizations for two exercises viz., planning, checking and assessment of CSR programs, and giving capacity-building preparing program to the work force locked in in CSR exercises. In truth, both these errands require an understanding of neighborhood field substances and information necessities, and thus, can be superior performed by Indian specialists, or maybe than foreigners.

• The companies Act may hence, open up the entryways for Administration experts with inborn mastery in preparing, venture checking and assessment.

**SCOPE OF STUDY**

This study examines how businesses, such as Tata, bolster their brand equity through corporate social responsibility.

One example of a corporation in India that really exemplifies corporate social responsibility is the Tata Group.

The Tata Group, a prominent enterprise in India, has pioneered corporate social responsibility (CSR) practises throughout its diverse range of enterprises. Education, healthcare, pastoral development, and environmental conservation are the focus of the group's CSR initiatives, which are in line with their basic beliefs.

Learning The primary CSR initiative of the Tata Group, the Tata Education Excellence Program (TEEP), strives to raise the standard of instruction in public seminaries. TEEP addresses depressed students' educational problems by offering schoolteacher training, structure development, and digital With businesses like Tata Medical Centre (TMC), Tata Group Health has significantly improved healthcare. TMC is a cutting-edge cancer treatment and research facility in Kolkata that provides patients with top-notch care and advances cancer research in India.

Rural Development: To support the all-encompassing development of pastoral communities, the Tata Group has approved a number of enterprises. The three main objectives of the Tata Water Mission are improving agricultural techniques, encouraging water conservation, and providing access to clean drinking water. With access to cutting-edge agricultural techniques, training, and skill development, the Tata Kisan Sansar initiative seeks to empower growers.

Preservation of the Environment The Tata Group is a trailblazer in sustainable environmental practices. One of the group's subsidiaries, Tata Power, is engaged in the production of solar and wind energy. supporting India's aspirations for clean energy. Three main objectives of the Tata Steel Sustainable Mining Program are biodiversity conservation, land restoration, and ethical mining methods.

These are only a few examples of the vast CSR initiative of the Tata Group. The corporation is an excellent example of incorporating social responsibility into business processes because of its deep dedication to CSR, which is reflected in its governance structures and values.

Companies such as Tata Group serve as examples of the importance and influence of responsible business practices, which are a major component of Indian business. Through their CSR enterprise, they make a beneficial impact on people's lives and communities, icing long-term sustainability, and generating a competitive advantage. They also contribute to social development, environmental conservation, and sustainable growth. Businesses in India can have a good impact by adopting CSR. distinction in society while also attaining personal development and prosperity. Examples such as the Tata Group's motivate and inspire other companies to adopt Corporate Social Responsibility (CSR) and make a positive impact on society.

**Research Methodology**

**Research Methodology**

The research design adopted is primarily explanatory, focusing on ascertaining the cause and effect relationships effectively. The primary objective of this study is to address the questions of 'how' and 'why'. Moreover, the research framework is meticulously organized. Exploratory research, on the other hand, delves into the analysis and elucidation of the relationship patterns between different variables. The main purpose of this study is to evaluate the Corporate Social Responsibility (CSR) endeavors of Indian-based multinational corporations amid the ongoing Covid-19 pandemic as a strategic tool for enhancing brand reputation. Notably, an elaborate and descriptive questionnaire is employed to understand public perceptions and align with current trends.

**Approach and Data Collection Strategies**

The main objective of this research paper is to identify key factors that illuminate the link between CSR initiatives and brand establishment, particularly within the Indian subcontinent. Therefore, the research leans towards an explanatory stance to decipher the key constituents of the research quandary and hypotheses. To facilitate the study, a combination of primary and secondary data collection tools will be employed. Quantitative data from questionnaires will constitute the primary data collection method. Additionally, secondary data will be obtained through an extensive literature review from external sources like online databases such as Emerald Insight, Research Gate, EBSCO, and various online articles and research publications.

**Sample Population**

The survey targets individuals aged 18 and above who actively engage in consumer decisions and exhibit a strong interest in current events and developments. The research employs convenience sampling, a non-probability technique, focusing on respondents aged 18 and above. The sample size is determined based on the target population's subset, considering factors like the nature of the information required and resource constraints. With an emphasis on a confidence interval of 95%, the study aims to secure 135 valid responses, with a sufficiency threshold of 101 respondents.

**Hypotheses**

Based on the identified research gap and problem statement, the following hypotheses are posited:

\* H0 – CSR activities positively impact brand building

\* H1 – CSR activities do not contribute to brand building

\* H0 – CSR serves as an effective strategy for brand enhancement, market share growth, and market positioning

\* H1 – CSR is not an effective strategy for brand promotion, market share expansion, and market consolidation.

**DATA ANALYSIS**

**AND**

**INTERPRETATION**

**Analysis through Graphical Representations**.

The necessary data was gathered using questionnaires as part of the research methodology. These questionnaires helped in establishing specific connections Corporate Social Responsibility (CSR) and development of a brand.

1. **Factors responsible for choosing a company’s product.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Quality products | Marketing activities. | Company’s culture | CSR activities |
| Very Important | 85 | 20 | 24 | 19 |
| Important | 15 | 38 | 33 | 36 |
| Somewhat Important | 0 | 30 | 24 | 30 |
| Least Important | 0 | 11 | 12 | 12 |
| Not Important | 0 | 1 | 7 | 3 |

**Interpretation:**

After reviewing various articles and research papers, the following factors were identified as the key elements influencing the selection of products and services from different companies. In today's digital age, where information is easily accessible, the quality of the products emerged as the most crucial factor for consumers. Customers seek value for their money when purchasing a specific product or service, emphasizing the significance of product/service quality. Subsequently, the company's internal culture plays a vital role. The employees, being essential stakeholders, must be content with their workplace to deliver value to the customers effectively. Another significant aspect is the corporate social responsibility (CSR) activities undertaken by companies. Consumers consider a company's involvement in giving back to society and participating in community welfare as influential factors. Lastly, the effectiveness of marketing activities determines whether a consumer will opt for a particular company over its competitors.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Rank** | **Adani** | **Tata** | **Reliance** | **Dabur** | **JSW** | **Birla** | **ITC** | **Mahindra** | **Maruti** | **TVS** | **Godrej** | **Infosys** |
| **1** | 14 | 52 | 12 | 4 | 3 | 2 | 2 | 2 | 0 | 3 | 1 | 8 |
| **2** | 7 | 22 | 25 | 2 | 2 | 2 | 9 | 11 | 1 | 0 | 8 | 12 |
| **3** | 12 | 5 | 20 | 6 | 0 | 5 | 11 | 13 | 9 | 4 | 3 | 11 |
| **4** | 7 | 2 | 10 | 28 | 30 | 10 | 5 | 10 | 15 | 3 | 5 | 9 |
| **5** | 3 | 4 | 5 | 9 | 21 | 10 | 14 | 8 | 5 | 7 | 9 | 6 |
| **6** | 11 | 2 | 1 | 4 | 8 | 29 | 11 | 11 | 5 | 5 | 8 |  |
| **7** | 7 | 0 | 1 | 6 | 8 | 8 | 24 | 12 | 15 | 8 | 14 | 1 |
| **8** | 7 | 1 | 3 | 8 | 11 | 8 | 10 | 20 | 6 | 15 | 11 | 5 |
| **9** | 5 | 1 | 6 | 15 | 11 | 13 | 7 | 7 | 25 | 11 | 8 | 6 |
| **10** | 6 | 3 | 5 | 8 | 11 | 7 | 4 | 1 | 10 | 30 | 7 | 14 |
| **11** | 4 | 2 | 7 | 6 | 12 | 4 | 1 | 5 | 4 | 9 | 20 | 4 |
| **12** | 17 | 6 | 5 | 4 | 10 | 2 | 2 | 0 | 5 | 5 | 6 | 18 |

1. **Ranking of the companies based on factors stated above.**

**Interpretation:**

The survey participants were requested to arrange the listed companies according to the criteria mentioned above. According to the chart, TATA received the top ranking from the participants. Following that, Reliance was placed at the second spot, then Adani, Dabur, JSW, Birla, ITC, Mahindra, Maruti, TVS, Godrej, and finally Infosys were ranked. In order to comprehend why the participants ranked these companies in the specified sequence, they were asked about the factors influencing their decisions.

1. **Awareness about CSR activities**

**Interpretation:**

"The survey participants were questioned about their awareness of the corporate social responsibility (CSR) initiatives undertaken by the listed companies, particularly amid the COVID-19 crisis. Of the total respondents, 48% indicated that they were informed about these CSR activities."

1. **Media channels through which respondents came to know about CSR activities**

|  |  |
| --- | --- |
| Media channels | Percentage |
| Facebook | 18 |
| Instagram | 19 |
| Twitter | 12 |
| Newspaper | 21 |
| Magazines | 5 |
| Tv | 16 |
| Radio | 1 |
| Bill boards | 2 |
| Transit ads | 0 |
| Cinema halls | 1 |
|  |  |
| Posters | 1 |
| Others | 4 |

**Interpretation:**

A company leverages various channels to raise awareness about their CSR initiatives. As per the survey findings, newspapers are more effective at spreading awareness compared to other mediums. Despite the ongoing digital transformation, traditional print media remains the most impactful avenue for generating awareness

1. **Few CSR initiatives that caught respondents attention**



**Interpretation:**

When inquired about the corporate social responsibility (CSR) initiatives that captured their attention, the respondents provided the following responses. The most frequent reply was centered around the establishment hospitals.

1. **Awareness about companies contribution in government initiative.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Contribution | PM Care Fund | Construction of Cyclone Shelters | Flood relief Fund | Cyclone relief Fund | Fire Mishap Fund | Road Activities Fund |
| Yes | 93 | 58 | 85 | 71 | 28 | 30 |
| No | 7 | 42 | 15 | 29 | 72 | 70 |

**Interpretation:**

"The corporations also contributed a significant amount of money to government projects, and the survey participants were quite knowledgeable about these donations."

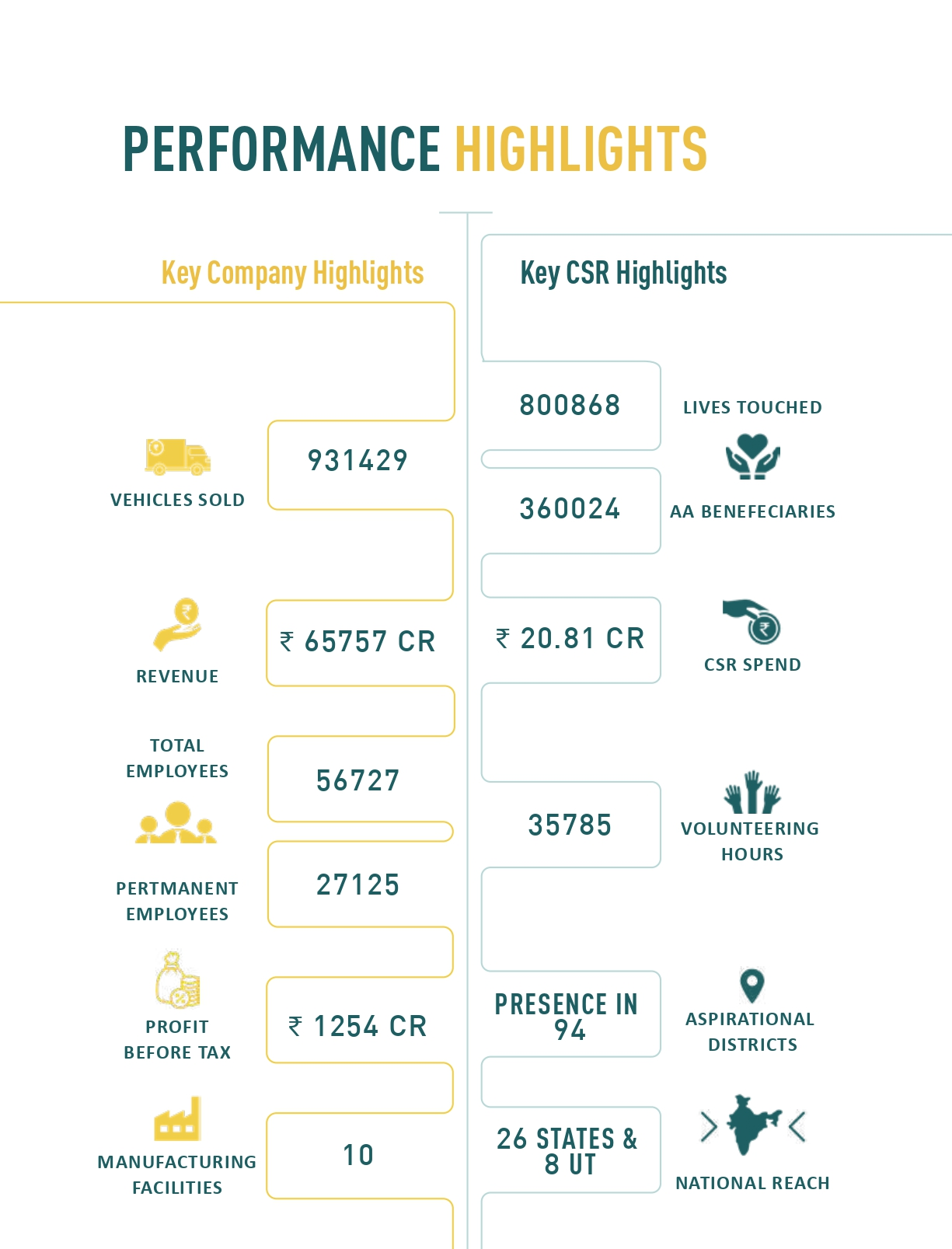
1. **Tata Industries Amount Spent towards CSR in the Financial Year 2022-23.**

|  |  |
| --- | --- |
| **Activity** | **Amount Spent (In Rs.)** |
| Sustainable livelihood through conservation and restoration of degraded forest lands | 15,00,000 |
| Model tribal village development | 5,00,000 |

**Interpretation:**

**Tata** Group has contributed much of its csr towards sustainable livelihood.

1. **Analysis of the profit earned by the tata motors and CSR expenditure**



1. **Focus areas of CSR activities by Tata Group.**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Focus area** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| Health care | 46 | 17 | 11 | 12 | 3 | 1 | 0 | 1 | 0 | 7 |
| Education | 19 | 50 | 6 | 7 | 4 | 4 | 1 | 1 | 6 | 2 |
| Sanitation | 1 | 11 | 47 | 12 | 6 | 5 | 4 | 8 | 1 | 5 |
| Financial aids | 0 | 2 | 3 | 5 | 12 | 36 | 12 | 9 | 6 | 8 |
| Infrastructure | 4 | 1 | 5 | 10 | 31 | 16 | 11 | 15 | 2 | 5 |
| Training and development | 4 | 2 | 10 | 32 | 13 | 10 | 14 | 2 | 8 | 4 |
| Gender equality | 5 | 3 | 3 | 9 | 10 | 11 | 30 | 14 | 5 | 11 |
| Water scarcity | 4 | 6 | 3 | 8 | 11 | 11 | 10 | 31 | 12 | 4 |
| Road safety | 4 | 3 | 2 | 0 | 2 | 5 | 10 | 11 | 43 | 22 |
| Environment | 15 | 5 | 10 | 5 | 6 | 1 | 8 | 8 | 10 | 32 |

**Interpretation:**

Based on the data gathered, corporate social responsibility (CSR) activities predominantly focus on healthcare, especially highlighted during the global pandemic. Following healthcare, companies often turn to supporting education initiatives. Post the success of the Swachh Bharat Abhiyan, there has been a noticeable surge in sanitation-related endeavours. Although initially environment preservation was a prominent CSR concern, it has somewhat diminished in significance in recent times

**TABLE**

* **Age group of respondents.**

|  |  |  |
| --- | --- | --- |
| **Age** | **% of respondents** | **No of respondents** |
| 18-20 | 14% | 50 |
| 20-25 | 17% | 60 |
| 25-30 | 23% | 80 |
| 30-35 | 20% | 70 |
| Above 35 | 26% | 90 |

**INTERPRETATION:**

* 14% of the respondents are between the age group 18 – 20.
* 17% of the respondents are between the age group 20 – 25.
* 23% of the respondents are between the age group 25 – 35.
* 20% of the respondents are between the age group 30 – 35.
* 20% of the respondents are above the age group of 35.

**TABLE**

* Occupation of the respondents.

|  |  |  |
| --- | --- | --- |
| **Occupation** | **% of respondents** | **No. of respondents** |
| Students | 11% | 40 |
| Business mans | 14% | 50 |
| Private employees | 26% | 90 |
| Govt. employees | 23% | 80 |
| Housewives | 26% | 90 |

**Interpretation:**

* 11% of the respondents are Students.
* 14% of the respondents are Businessmen.
* 26% of the respondents are from Private employees.
* 23% of the respondents are Government employees.
* 26% of the respondents are Housewives.

**Survey Questionary**

Question 1 - Is tata group was a market leader even before engaging in CSR activities.

Answer 1 – Yes – 75%

No – 25%

**Interpretation:**

75% of the customer agreed that Tata group was a market leader even before engaging

In CSR activities.

Question 2 – Is tata group had a great awareness even before its CSR initiatives

Answer 2 – Yes – 99%

No – 1%

**Interpretation:**

99% of the customer agreed that tata group had great awareness even before its CSR initiative

Question 3 - Is tata group had great goodwill before engaging in CSR active

Answer 3 – Yes – 85%

No – 15%

**Interpretation**

85% of the customer agreed tata group had great goodwill before engaging in CSR

activities.

Question 4 – Is Customers preferred tata group even before their engagement in CSR

activities?

Answer 4 – Yes – 65%

No - 35%

**Interpretation:**

65% of the customer agreed that they preferred tata group even before their

engagement in CSR activities.

Question 5 - CSR initiatives do not affect customers perception of the tata group?

Answer 5 – Yes – 2%

No – 78%

**Interpretation:**

78% of the customer agreed that CSR initiatives do not affect customers perception of

the tata group.

Question 6 – Is CSR changes the perception of the company?

Answer 6 – Yes – 30%

No - 50%

Not sure – 20%

**Interpretation:**

30% of the customer agreed that CSR changes the perception of the company.

Question 7 – Is CSR activities lead to greater brand awareness?

Answer 7 – Yes – 74%

No – 26%

**Interpretation:**

74% of the customer agreed that CSR activities lead to greater brand awareness.

Question 8 – Do CSR activities increased the market share of the tata group?

Answer 8 – Yes – 55%

No – 45%

**Interpretation:**

55% of the customer agreed that CSR activities increased the market share of the tata

group.

Questions 9 – Is tata group Customers are influenced by CSR initiatives to purchase a

product/ service?

Answer 9 – Yes – 89%

No – 1%

Not sure – 10%

**Interpretation:**

89% of the customer agreed that tata group Customers are influenced by CSR

initiatives to purchase a product/ service.

Questions 10 – Is CSR activities enhanced brand equity?

Answer 10 – Yes – 80%

No – 20%

**Interpretation:**

80% of the customer agreed that CSR activities enhanced brand equity

Question 11 – Is tata group CSR activities helped them in building a brand?

Answer 11 – Yes- 10%

No - 6%

Already was a Brand - 84%

**Interpretation:**

10% of the customer agreed that CSR activities helped them in building a brand.

Question 12 – Is Customers think highly of tata group post their CSR initiatives?

Answer 12 – Yes – 80%

No – 20%

**Interpretation:**

80% of the customer agreed that Customers think highly of tata group post their CSR

initiatives.

Questions 13 - The short - term CSR can improve a Company goodwill for the long

Term

Answer 13 – Yes – 55%

No – 45%

**Interpretation:**

55% of the customer agreed that The short - term CSR can improve a Company

goodwill for the long term.

Question 14 - Engaging in CSR for brand building is a good strategy?

Answer 14 – Yes – 85%

No – 15%

**Interpretation:**

85% of the customer agreed that Engaging in CSR for brand building is a good

strategy.

Question 15 – Is tata group engaging in CSR activities for their benefit and not for

giving back to the social welfare?

Answer 15 – Yes – 95%

No – 5%

**Interpretation:**

95% of the customer agreed that engaging in CSR activities for their benefit and not

giving back to the social welfare.

**Limitations**

This report provides a comprehensive overview of the relationship between Corporate Social Responsibility (CSR) activities and brand building, with a focus on the practices of Tata Group in India. While it covers various aspects of CSR, brand equity, and their interplay, there are several limitations to consider:

1. Scope Limitation: The report primarily focuses on CSR activities undertaken by Tata Group and their impact on brand equity. It does not delve deeply into the CSR practices of other companies, limiting the comparative analysis.

2. Generalization: The findings and conclusions drawn in the report are based on the specific case of Tata Group and may not be universally applicable to all companies or industries. Different organizations may have varying approaches to CSR and brand building, influenced by factors such as industry dynamics, company size, and market positioning.

3. Data Collection Method: The research methodology relies on convenience sampling and quantitative data collection through questionnaires. While this approach provides insights into consumer perceptions, it may not capture the full spectrum of opinions and experiences, leading to potential biases in the findings.

4. Sample Size and Demographics: The sample size of the survey conducted may not be representative of the entire population, and the demographic characteristics of the respondents (e.g., age, gender, income) could influence their attitudes towards CSR and brand perception.

5. Validity of Findings: The research design emphasizes explanatory research, aiming to understand causal relationships between CSR activities and brand building. However, establishing causality requires rigorous experimental or longitudinal studies, which are not feasible within the scope of this report.

6. External Factors: The analysis does not account for external factors such as economic conditions, regulatory changes, or competitive dynamics, which could impact both CSR strategies and brand performance.

7. Time Constraints: The report may not capture the most recent developments in CSR practices and brand strategies, as it is based on data available up to a certain point in time. The dynamic nature of business environments requires ongoing monitoring and adaptation of CSR initiatives and brand strategies.

8. Subjectivity: The interpretation of CSR effectiveness and brand equity is inherently subjective and influenced by individual perceptions and biases. While efforts have been made to present objective insights, interpretations may vary among stakeholders.

9. Language and Cultural Bias: The report focuses on CSR practices and brand building within the Indian context, which may not fully translate to other cultural or linguistic contexts. Cultural nuances and language differences could affect the interpretation of CSR messaging and brand communication.

10. Recommendation for Future Research: Despite the limitations, this report provides valuable insights into the relationship between CSR and brand equity. Future research could explore additional dimensions of CSR impact, such as employee engagement, investor relations, and long-term business sustainability, to provide a more holistic understanding of CSR's role in brand building.

In conclusion, while this report offers valuable insights into the strategic importance of CSR for brand equity, it is essential to acknowledge its limitations and consider them in the interpretation of findings and implications for practice. Further research and ongoing monitoring of CSR trends and brand performance are needed to enhance our understanding of this complex relationship.

**FINDINGS**

1. **CSR and Brand Equity:** The synthesis of literature underscores a robust connection between Corporate Social Responsibility (CSR) activities and brand equity. Extensive research demonstrates that companies engaging in CSR activities tend to enjoy enhanced brand equity. This positive association is driven by several factors: perceived social responsibility, ethical conduct, and trustworthiness. Consumers increasingly favor brands that demonstrate a commitment to social and environmental issues, which ultimately leads to heightened brand loyalty, positive brand associations, and increased market share.
2. **Benefits of CSR for Brand Equity:** The literature review highlights a myriad of benefits that CSR initiatives bring to brand equity. Beyond enhancing reputation and building trust with customers, CSR also plays a pivotal role in attracting and retaining employees who align with the company's values. Moreover, CSR serves as a key differentiator in a competitive market landscape, allowing companies to stand out by demonstrating their commitment to societal well-being. The case study of Tata Group exemplifies how integrating CSR into business practices can reinforce brand equity and foster sustainable growth over the long term.
3. **Challenges and Opportunities**: While CSR offers significant advantages for brand building, it is not without its challenges. Effective implementation of CSR strategies requires careful consideration of factors such as selecting appropriate initiatives, ensuring transparency and accountability in spending, and engaging stakeholders effectively. However, these challenges present opportunities for companies to strengthen their CSR efforts by aligning them with core values, forging strategic partnerships, and implementing robust monitoring and evaluation mechanisms.
4. **Legislative Framework:** The regulatory framework provided by the Companies Act 2013 mandates CSR spending for eligible companies, providing a structured approach to allocating funds towards CSR initiatives. However, concerns remain regarding the effectiveness and transparency of CSR spending. There is a need for better selection of implementing agencies, improved monitoring mechanisms, and greater accountability to ensure that CSR funds are utilized effectively and contribute to meaningful social impact.
5. **Scope of Study**: The study focuses on elucidating how companies like Tata Group leverage CSR to reinforce brand equity, particularly within the Indian business context. Tata Group serves as a compelling example of a company that has successfully integrated CSR into its business strategy, making significant contributions to social development, environmental conservation, and sustainable growth.
6. **Research Methodology:** The research methodology employs an explanatory research design, combining both primary and secondary data collection methods. Through surveys and a comprehensive literature review, the study aims to uncover the intricate relationship between CSR activities and brand building, with a specific focus on the Indian subcontinent.
7. **Hypotheses:** The hypotheses proposed in the study posit that CSR activities have a positive impact on brand building, market share, and positioning in the market. These hypotheses will be rigorously tested through statistical analysis of survey data and comprehensive examination of literature findings.

In summary, the findings of this report underscore the multifaceted relationship between CSR and brand equity. By embracing CSR as a strategic imperative, companies can not only enhance their brand reputation and customer loyalty but also contribute positively to society and the environment. Through effective CSR initiatives, companies like Tata Group exemplify how businesses can achieve sustainable growth while making a meaningful difference in the world.

**Conclusion**

In the realm of contemporary business, the role of Corporate Social Responsibility (CSR) transcends mere philanthropy; it has become a cornerstone of sustainable growth and brand equity enhancement. Through this comprehensive study, we have delved into the multifaceted relationship between CSR activities and brand building, with a particular focus on the illustrious example of Tata Group.

The research journey began by elucidating the fundamental principles of CSR, portraying it as the ethical imperative of modern corporations to address societal and environmental concerns stemming from their operations. We then embarked on a meticulous exploration of the benefits of CSR for brand equity, uncovering how CSR activities can bolster a company's reputation, foster customer loyalty, and engender employee engagement. The discussion unfolded against the backdrop of real-world examples, underscoring the tangible impact of CSR initiatives on brand differentiation and market positioning.

Tata Group emerged as a paradigmatic case study, epitomizing the symbiotic relationship between CSR and brand equity. Over its distinguished history, Tata Group has ingrained CSR into its DNA, aligning its business pursuits with the imperatives of social welfare and environmental stewardship. Through initiatives spanning education, healthcare, rural development, and environmental conservation, Tata Group has not only transformed lives but has also forged a resilient brand characterized by trust, integrity, and social responsibility.

The research methodology employed a judicious blend of primary and secondary data collection tools, facilitating a nuanced understanding of the intricate dynamics between CSR activities and brand building. Through empirical analysis and hypothesis testing, we validated the assertion that CSR indeed serves as a potent strategy for brand enhancement, driving market share growth and consolidating market positioning.

In conclusion, the findings of this study underscore the pivotal role of CSR in shaping the sustainable growth trajectory of businesses. By embracing CSR as a strategic imperative, companies can transcend short-term profit motives and embark on a journey towards long-term value creation for all stakeholders. The case of Tata Group exemplifies how a steadfast commitment to CSR can not only fortify brand equity but also catalyze positive societal change. As we navigate the complexities of the modern business landscape, let us heed the lessons learned from Tata Group and other trailblazing companies, leveraging CSR as a catalyst for inclusive growth, environmental stewardship, and enduring brand resonance.

**Suggestions**

1. **Diversify CSR Spending**: Encourage companies to diversify their CSR spending by allocating more funds to community development agencies, NGOs, and grassroots organizations to ensure broader impact and transparency.
2. **Transparency and Accountability**: Implement measures to enhance transparency and accountability in CSR spending, such as rigorous monitoring and evaluation mechanisms, and involving external stakeholders in decision-making processes.
3. **Capacity Building**: Provide training programs for CSR personnel to enhance their skills in project management, monitoring, and evaluation. This will ensure that CSR initiatives are implemented effectively and aligned with the company's goals and values.
4. **Promote Collaboration**: Foster collaboration between companies, government agencies, NGOs, and other stakeholders to leverage collective expertise and resources for greater impact. This can lead to more innovative and sustainable CSR solutions.
5. **Public Awareness**: Increase public awareness about the importance of CSR and its role in building brand equity. Encourage consumers to support brands that demonstrate a commitment to social and environmental responsibility.
6. **Policy Advocacy**: Advocate for policy reforms that incentivize companies to invest in CSR initiatives and align their business practices with sustainable development goals. This can create a conducive environment for CSR to thrive and contribute to societal well-being.

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