**Title:** A Study on Corporate Social Responsibility Activities of Bajaj Auto Ltd.

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**Abstract**

This study paper explores the Corporate Social Responsibility (CSR) efforts of Bajaj Auto Ltd., one of India’s leading car manufacturers. The paper examines Bajaj Auto’s CSR philosophy, coverage framework, implementation mechanisms, and actual projects undertaken for the duration of numerous social and environmental issues. Through a detailed evaluation of Bajaj Auto’s tasks in training, health, women’s empowerment, environmental sustainability, and rural development, the observer evaluates the enterprise’s approach to sustainable improvement. The findings endorse that Bajaj Auto views CSR as a central business practice aligned with the Gandhian philosophy of trusteeship and actively contributes to inclusive growth. The paper concludes with strategic recommendations for boosting CSR engagement and impact.

**Keywords**: CSR, Bajaj Auto, Sustainability, Education, Environment, Women Empowerment, Water Conservation, Community Development

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**1. Introduction**

Corporate Social Responsibility has advanced from a philanthropic idea to a business crucial in nowadays’s socially aware international. CSR represents a company's determination to manage the social, environmental, and financial outcomes of its operations responsibly and ethically. The Companies Act 2013 mandates CSR activities for companies exceeding particular monetary thresholds. This has a take a look at focuses on Bajaj Auto Ltd., an enterprise that has adopted CSR as a strategic device to sell inclusive development and social well-being.

Bajaj Auto’s CSR philosophy is rooted in the legacy of its founder, Shri Jamnalal Bajaj, who believed in the use of commercial enterprise as a means to serve society. The enterprise’s social initiatives are dependent and executed in alignment with its CSR policies and attention regions.

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**2. Objectives of the Study**

• To look at the evolution of CSR practices in India

• To understand the CSR philosophy and policy of Bajaj Auto Ltd.

• To have an overview most important CSR tasks undertaken with the useful resource of the business enterprise

• To examine the effect of CSR on society and stakeholder family participants

• To suggest procedures to strengthen CSR practices

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**3. Research Methodology**

The study is based entirely on secondary studies. Data has been gathered from Bajaj Auto’s reliable reports, CSR guides, CSRBOX database, government portals, and applicable literature. Descriptive and analytical approaches have been followed to interpret facts, with a focal point on strategic CSR regions, challenge execution fashions, and consequences.

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**4. Overview of Bajaj Auto Ltd.**

Bajaj Auto Ltd., a part of the Bajaj Group, is the area's 0.33-biggest manufacturer of bikes and the most important exporter of 3-wheelers from India. With production centres in Pune, Aurangabad, and Pantnagar, the enterprise exports to over 70 countries. Mr. Rahul Bajaj and Mr. Rajiv Bajaj have recommended the corporation’s control and its CSR commitments. The organisation’s market presence and income are matched via its contribution to social improvement through established CSR strategies.

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**5. Bajaj Auto’s CSR Philosophy and Policy**

Bajaj Auto follows the philosophy of “not unusual suitable above private advantage,” inspired by means of its founder. CSR is applied with a focus on growing long-term cost and sustainable corporations. CSR coverage covers the scope of CSR sports activities, execution fashions, monitoring mechanisms, and geographic priorities, including Maharashtra and Rajasthan.

CSR activities are undertaken both right now, via its NGO Jankidevi Bajaj Gram Vikas Sanstha (JBGVS), or in partnership with reputed businesses like Paani Foundation, BYST, AFARM, IISER Pune, and Sri Aurobindo Society.

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**6. Key CSR Initiatives**

6.1 Education and Skill Development

Bajaj Education Initiative and the e-Learning undertaking advantage over 1,500 colleges. Infrastructure support and vocational training had been provided, at the same time as scholarships are prolonged to meritorious university college students. Collaborations with BYST aim to nurture 1,000 marketers over five years.

6.2 Environment and Water Conservation

Projects similar to the Bajaj Water Conservation Project had been launched in Maharashtra, overlaying over 21,000 hectares. Activities embody watershed control, tree plantation, and the Swachh Bharat campaigns. Partnerships with AFPRO, AFARM, and the Development Support Centre beautify implementation.

6.3 Health and Sanitation

CSR projects include mid-day food, breast cancer research, clean ingesting water, cell science devices, and help for the ART Centre in Pune, treating five 000+ patients. Bajaj Auto also supported the advent of healthcare facilities with oncology gadgets.

6. Four Women Empowerment and Children’s Welfare

Projects embody the construction of hostels for women researchers, a guide for Banasthali Vidyapeeth, and paintings with the Kailash Satyarthi Foundation for child-friendly villages and anti-toddler abuse campaigns.

6. Five Armed Forces and Rural Development

Bajaj Auto contributes to the Armed Forces Flag Day Fund and has supplied current wheelchairs to paraplegic veterans. Renovation of records websites, museums, and assistance for artisans is also undertaken.

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**7. Analysis and Findings**

Bajaj Auto Ltd. has shown a base and impactful CSR technique. Its CSR spending crossed ₹90 crores in FY18. The initiatives are numerous but focused, with measurable advantages in water conservation, literacy fees, livelihood technology, and community infrastructure. Its philosophy of inclusive boom aligns with countrywide goals, together with Digital India, Swachh Bharat, and Skill India.

Key findings spotlight:

• Strong alignment with Schedule VII of the Companies Act 2013

• High levels of network engagement

• Preference for long-term sustainable effect over brief-time period visibility

• Balanced distribution at some point of the situation topics together with training, health, surroundings, and empowerment

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**8. Recommendations**

• Establish a dedicated CSR innovation lab to incubate scalable answers

• Enhance CSR transparency through real-time effect dashboards

• Introduce volunteer applications to contain employees in discipline tasks

• Expand thematic coverage to digital inclusion and weather resilience

• Strengthen partnerships with nearby NGOS for grassroots execution

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**9. Conclusion**

Bajaj Auto’s CSR displays a deep willpower inf the use of a’s socio-economic improvement. With strategic investments in health, education, environment, and empowerment, the company has created a benchmark in corporate philanthropy. By aligning CSR with moral employer values and countrywide priorities, Bajaj Auto continues to be a torchbearer of responsible enterprise in India.

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