

Identification of SDGs through CSR of Indian Companies

Kirubaananth P

Department of Management
Amrita Vishwa Vidyapeetham University
Bengaluru, India.
kirubaananth@outlook.com

Dr. Shekar Babu PhD

Professor & Founding Head, Department of Management
Amrita Vishwa Vidyapeetham University
Bengaluru, India.
sb@amrita.edu

Abstract

The United Nations (UN) sustainable development goals (SDGs) aim to target different stakeholders including businesses and development agencies like NGOs into doing more and better with less. The SDGs are inspiring many people; they are referred very often in business conferences. Society recalls them frequently and the government is also citing them. The implementation of SDGs needs every government and corporates to judiciously prioritize, capacities and resources available. The question for corporations is how the stakeholders can work together more effectively to achieve them. India over the past few years directed its development to meet its priorities in many areas like employment, food, water, education, and energy. In this paper, the researchers are exploring how corporates in India are aligned with SDGs as they are through Corporate Social Responsibility (CSR). The study assesses the annual report of each of these Indian companies through their CSR activities and extracts all the CSR activities according to the various thematic areas. Then they map and align all these CSR themes to the 17 SDGs. This mapping exercise develops the knowledge and explores the specific SDGs these companies are focused on. The researchers are also trying to explore the convergence between SDGs and existing initiatives within companies towards CSR and SDG. This study is also a foundational exercise in the assessment of CSR towards SDGs in India. The study looked at 58 Government-owned companies also called Central Public Sector Enterprises (CPSE). These 58 companies comprised of various sectors like Energy, Oils, Financials, Telecom and IT.

Keywords

Sustainable Development Goals (SDG), Corporate Social Responsibility (CSR), Central Public Sector Enterprises (CPSE).

Biographies

Kirubaananth P is an MBA student at Amrita Vishwa Vidyapeetham University, Bangalore, India. The student was also an intern under the Project Management team in a private company. He is an active participant and volunteer of various social welfare clubs as well which concentrates mainly on the improvement of the environment and society. He also holds a Bachelor's degree in Mechanical Engineering from Kumaraguru College of Technology, Coimbatore which is affiliated to Anna University, Chennai, India.

Shekar Babu is the Professor and Director of “AMRITA Center for Responsible Innovations and Sustainable Enterprises”, “ARISE” Labs. He is also the Founding Head, Department of Management (DoM), Bangalore Campus, AMRITA Vishwa Vidyapeetham University, Bangalore, India. Dr. Shekar holds a Bachelor of Engineering (BE) degree in Electronics and Communications from Bangalore University and a Master of Science (MS) degree in Electrical and Computer Science from California State University, Los Angeles and a Doctoral Degree in Strategic Management from Amrita University. He is a Management Consultant with over 25 years of experience in working at Price Waterhouse, Hewlett-Packard Co and AMRITA University. His research areas are Corporate Social Responsibility (CSR), Corporate Governance (CG), Strategy and Social Development and Sustainable Goals (SDG). He has taught courses in Marketing, Leadership, Management Consulting and Business Ethics and Values.