

INDIAN INSTITUTE OF FOREST MANAGEMENT

Working Paper

Parul Rishi, Parag Dubey & Swati Moghe – “Social and Environmental Responsiveness and Corporate Strategies: A Case study of Hind Lamps Ltd. of Bajaj Group”

Abstract

The social and environmental challenges faced by the world community in the next decade are to work towards a sustainable future for the planet. In this regard business organizations and public institutions are playing a vital role and people in all walks are reviewing their own styles and making adjustments to ring a future that will be sustainable in world terms. This will be accomplished only by treating social and environmental issues as an important part of corporate business strategy and achieving it is only possible by motivating and involving all stakeholders in corporate decisions upon society and the environment. The growing environment and social concerns of stakeholders present a unique opportunity for companies to better leverage their green initiative capabilities. The case of Hind Lamps Ltd. of Bajaj group showed how the organization has initiated and incorporated the social and environmental initiatives through various environmental, rural development and community welfare activities in their corporate practices. The case also analyzes these initiatives through Carroll’s CSR Pyramid, Triple Bottom Line Concept and Global Reporting Initiatives. Results indicated the impact of social and environmental activities on the corporate strategies of the organization at a large.

Keywords: Corporate Social Responsibility, Process Documentation,
Corporate Strategies, Environmental Responsiveness Sustainability