

INDIAN INSTITUTE OF FOREST MANAGEMENT

Working Paper

Leading the Corporate for Social and Environmental Responsiveness: A Case of Hind Lamps of Bajaj Group

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ABSTRACT

Leaders play a very important role for corporate development and societal responsiveness. In the context of corporate social responsibility, there is a need for leaders who can visualize business more than a profit earning activity. A deep compassion for society, environment and people clubbed with the growth and production oriented motive for organization, is pre-requisite for the leaders who visualizes their organization holding corporate social responsibility. In view of the above, there is a great need to assess various aspects of the leadership process being reflected by Bajaj Group at Hind Lamps and its impact on various CSR activities and corporate strategies. To ascertain the views of the staff of Hind lamps about their managerial staff or seniors, the adapted version of Leadership & management style (O) questionnaire was used. Results revealed various functions and dimensions of leadership in Hind Lamps. The ethics and philanthropy based approach is still encouraging the Bajaj corporate to transform their organizational units with a social and environmental mission. A more positive approach in practicing transformational leadership at different levels may be required for effectively realizing the corporate social responsibility mission.

Key Words: Corporate social responsibility, Leadership, India, Culture and values.